Establishing mission-based benchmarks, and clearly defining goals and objectives are crucial to the success and sustainability of organizations. Fresh off its 35th anniversary celebration, the LSO is actively reviewing and enhancing its strategic plan to ensure Lynchburg can enjoy the orchestra for many years to come.

The planning process is being facilitated by Hugh Ballou, an accomplished musician with more than four decades of experience directing choirs and instrumental ensembles. Ballou combines his knowledge of conducting with leadership principles that help organizations, like the LSO, strategically chart their future.

“Strategic planning is where you want to be and how are you going to get there,” said Ballou.

Ballou’s approach as a conductor is a good match for the LSO. “In musical terms, strategic planning is a system for building your ensemble,” Ballou said.

With a map, organizations avoid conflict. “Too many individual concepts of where to go wastes time and money, and pits people against each other,” said Ballou. He illustrated his point by noting it is like 80 musicians showing up for a concert and asking them to play something.

According to Ballou, it is important to work on skills, which comprise the bulk of strategic planning efforts. He added that discipline and commitment are essential in implementing the plan.

Situations, personnel and economic factors can change over time, so Ballou recommends that organizations revisit their strategic plan semi-annually. “The dynamic process keeps the plan organic and the team engaged,” he said. “It prevents the plan from becoming credenza-ware.” He said that is a plan placed on the credenza, where it gathers dust and becomes outdated and ineffective.

For the LSO, the strategic plan involves defining metrics, engaging participants in the process and operation of the organization, and connecting the LSO’s committees to organizational goals. “Through that process we prevent silos,” Ballou said. He added that the ultimate effect energizes each other. “Each success impacts the success of others,” Ballou said. “It opens opportunities for collaborative thinking, building consensus, building and enhancing relationships, and taking relationships to another dimension.”

Equally important is that strategic planning process.
Hugh Ballou is a Transformational Leadership Strategist™ and owner of SynerVision International, Inc.

planning helps the Lynchburg community to better understand the value of what the LSO offers and how the community can participate. “It’s more than people attending concerts,” said Ballou. “Instead, it lets the community understand how diversity creates harmony, the same way it happens in an orchestra.”

Strategic Planning Steps

1. Start with why. Why does the organization exist?
2. Define the unique value. What value do we bring to others?
3. Learn to express the value in terms of impact on people’s lives.
4. Define the future. What does the ideal future look like?
5. Develop tactics and milestones, then a budget.
6. Define competencies to get those things done.

Follow the LSO on These Social Media Sites

Facebook
https://www.facebook.com/LynchburgSymphony/
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Read interesting and helpful articles, watch concert previews and behind-the-scenes videos. Post reflections and comments to our wall. Be sure to like our page and share the LSO with your friends.

Twitter
https://twitter.com/LSOSymphony
@LSOSymphony

Follow the Lynchburg Symphony Orchestra on Twitter to receive the latest information on concerts, events, and news updates.

Connecting Current Musicians with Future Performers

Hundreds of children in the Lynchburg area are getting a chance to personally experience groups of LSO musicians this summer. It’s part of the orchestra’s Musicians in the Schools program, which gives young people exposure to live performance, while teaching them about both popular and classical music, and instruments.

The LSO’s Youth Education project began in the 2000s with area students bused to educational concerts at E. C. Glass High School. Due to lack of funding, busing students was no longer an option. Since then, the LSO has taken string and brass musicians to area schools, recreation centers and civic organizations. Over the past 15 years, more than 15,000 students have participated.

Thanks to a generous grant by the Greater Lynchburg Community Foundation, sections of the LSO are performing at various schools in the Spring through early Fall. Musicians participating in this summer’s endeavor are Amy Corbett, Teresa Angell, Nancy Koes, and Laura Webb (who also coordinates the program).

In May, LSO strings performed for nearly 500 students at Heritage Elementary, 160 children at Linkhorne Elementary, and 120 students at Dearington Elementary.

Musicians in the Schools also continues during the summer. In June, the four-piece string ensemble played an educational concert at Linkhorne Middle School, and for a YMCA Summer Program.

Even younger ages get in on the experience, including several dozen children who enjoyed a concert at Little Wings Preschool at Human Kind. In total, more than 150 children attended the concerts during June.

LSO Brass players will conduct educational programs later this summer and early fall.

Students at Linkhorne Elementary enjoy Charlie Puth’s “See You Again.”
Enjoying financial stability and a long-term success requires that companies adapt to evolving markets, while building a strong infrastructure through their employees. For BWX Technologies, Inc., those two characteristics are not just its tag line – People Strong, Innovation Driven – but hallmarks that have been woven into the company’s fabric for more than 150 years.

“We are an innovator of advanced technologies,” said Regina Carter, BWXT senior vice president of government affairs and communications for the Lynchburg-based company. “Our long-term success stems from innovation and the capable people we have in the company.”

Since its founding in 1867 as Babcock, Wilcox & Company, BWX has maintained a focused vision on energy products and services. Back then, the company’s focus was on boiler manufacture and generating energy through steam. “It was a game changer in technology even during those years,” said Carter.

For the past 75 years, BWXT has been a leader in the nuclear field. Most of its work centers on defense, particularly providing materials and services for the U.S. Navy. “We take our business seriously,” said Carter. “Our employees recognize the importance of our role in supporting the defense of this country.”

At the same time, BWXT contributes its expertise to nuclear power in the U.S. and Canada, and also to innovations in nuclear medicine and space missions.

Although the company deals with large, national concerns, BWXT recognizes its social responsibility as a member of the Lynchburg community. With 2,500 employees in the area, the company is one of the top employers in Lynchburg. “We have employees that stay with the company for a long time,” Carter said. “That speaks volumes for our culture.” She said part of that stability is due to providing employees with training, educational and professional growth opportunities. “In the nuclear business there is no room for error,” she said. “Rigorous discipline goes into the manufacture of nuclear components, and it’s the people who make the difference in what we do.”

Employees are also involved in the community outside of the company. This includes volunteering in their school systems and churches, on rescue squads and fire departments and serving on various non-profit boards. From a corporate perspective, BWXT contributes financially to many organizations, including community and four-year colleges that provide skills for future workers in the nuclear field.

Supporting culture and the arts is another area of focus in BWXT’s contribution to its community. The company is a generous benefactor of the Lynchburg Symphony Orchestra (LSO), including serving as the prime sponsor for the April 2018 space concert.

“The LSO has been in the community for more than three decades,” said Carter. She noted that, for the Lynchburg area to continue growing, it is essential to offer diversity in arts programming to its community. The Lynchburg Symphony is an integral part of that diversity.

“The LSO is an important feature among the community’s offerings that people consider when moving here,” said Carter. “BWXT wants to be a part of what the symphony is doing for this community.”

August is National Back to School Month, and the Lynchburg Symphony Orchestra wants to ensure children in bands and orchestras are ready for the first day of classes. It’s part of the LSO’s commitment to a strong musical arts future in Lynchburg.

Next month, the LSO is launching Encore for Instruments, and you can be an essential part of this effort.

Do you have a gently used brass, woodwind, percussion or string instrument you no longer use? If so, contact the LSO to find out how you can give that instrument new life through the musical talents of a child.

Even if you do not have an instrument to donate, you can participate in this campaign by giving cash to help with instrument repairs and to purchase new instruments for young people.

Thank you for partnering with us to create a legacy of musical excellence that we all enjoy.

Phone: (434) 845-6604
Email: LSO@ntelos.net

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To be added to the Allegro email list, contact the LSO office through one of the means listed below.

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Lynchburg, VA 24504

Phone:
(434) 845-6604

Email:
LSO@ntelos.net

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Zuill Bailey
Grammy Award Winning Cellist
March 2, 2019
7:30 PM
Liberty University
School of Music Concert Hall

Hear one of the world's premiere cellists during his four-day residency with the LSO, sponsored by Liberty University.

Mr. Bailey has performed with major orchestras across the U.S. and around the globe, as well as several appearances on television and radio.

LSO with
Dr. Carol Williams
International Concert Organist
April 6, 2019
7:00 PM
Court Street United Methodist Church

Join the LSO strings and timpani with Dr. Carol Williams in a performance of the Poulenc Organ Concerto. She has performed for dignitaries around the world, and is presently the Organist in Residence, Court Street United Methodist Church in Lynchburg.
Contributions from individuals, businesses and foundations in and around Lynchburg make it possible for the LSO to present concerts and provide educational music programs in local schools. Support for organizations like the Lynchburg Symphony Orchestra ensures performing arts continue long into the future.

Financial support takes the form of both large and small individual gifts, which means anyone can become involved in the Lynchburg Symphony. Did you know that you can help the LSO each time you shop? It only requires a few minutes, one time.

How to Support the LSO Each Time You Shop

Thanks to the generosity of Kroger® and AmazonSmile®, a portion of the money that shoppers spend through those two companies can be designated to local nonprofit organizations like the Lynchburg Symphony Orchestra.

Over time, purchases made through these stores can really add up. Imagine the difference that several hundred LSO followers could make by signing up for these donation programs.

These results will ensure the LSO continues serving its community for many years to come.

If you have a Kroger Plus Card (required to participate), it is easy to enroll in the Kroger Community Rewards® program

First, sign in to your Kroger account. Next, select Savings and Rewards from the drop down menu. In that menu list, click on Kroger Community Rewards, and then follow the online directions to select the LSO as your chosen recipient.

Be sure to use your Kroger Plus Card when you shop, so the LSO gets credit for your purchases. You can also track how much the LSO has earned each quarter from your participation in the program.

Details are available on the Kroger Community Rewards website.

This program, operated by the AmazonSmile Foundation, donates a portion of any purchases made through the AmazonSmile website (smile.amazon.com) to the charity of your choice. Shoppers can use the same account they do for purchases made through the regular Amazon site. You may use your Prime membership, and there is no difference in pricing of products.

To select the LSO as your organization, simply choose the Lynchburg Symphony your first time shopping on the site. Then, be sure you shop on AmazonSmile each time, so the LSO can benefit from your purchases.

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Giving Personal Meaning to LSO Musicians

Millions of Americans play musical instruments, or sing in a chorale or choir. Many of those individuals started in music at an early age and are still involved in music as adults.

Whether you played an instrument for a few years as a youngster, still play, or have never played, you can get connected to the LSO. The best part is that it does not require hours of practice or attending rehearsals. You can make a difference by donating in the name of a particular LSO musician through the Sponsor a Musician program.

You might have a favorite instrument or know a member of the LSO. Sponsoring that person not only supports the organization, but also recognizes that musician’s role in the local arts community.

There are more than 60 members to choose from, including strings, brass, woodwinds, and percussion. Sponsorship levels begin at $200, and your donation is tax deductible. You can even sponsor the music director, guest artist or the entire ensemble.

Participants in the program receive a number of benefits, including reserved seating close to the stage, a photo with the musician, and a lanyard that identifies the program participant at concerts. Photos of sponsors are also displayed on a poster in the lobby at concert venues.

For more information or to Sponsor a Musician, contact the LSO office at (434) 845-6604.

The LSO Thanks These Organizations for Their Support