



2010 Annual Report

July 1, 2009 – June 30, 2010

1320 Humanities - 455 N. Park St.
Madison, WI 53706

Phone: (608) 263.9499

Fax: (608) 263.9499

www.WisconsinSingers.com



2009-2010 – A YEAR OF SUCCESS:

Dear Friends...

This 42nd year of Wisconsin Singers has seen more constructive growth and change than any other. To our already full plates of performing, managing, and touring with 29 of the UW's most brilliant students, we added a list of new projects, staff, and initiatives. With Assistant Musical Director Ryan Campbell in the lead, our student staff developed a more comprehensive, intentional mentoring program for our incoming students. Jamie Marsh Finco, a Singers alumna and career advisor for

the UW School of Business, taught several leadership workshops to our students aimed at helping them learn how to articulate their Wisconsin experience during interviews and on their résumés. We added a fulltime business manager to our program, and our student staff grew to include 4 business interns who developed a new model of "Singers Sponsored Shows" that allows us to perform in areas where the community may be reluctant to take a financial risk to pay our concert fee. Our brand new performing group, **Singers ETC**, premiered their "mini-shows" sans dancing/amplification for a number of on campus events including Parents Weekend and the Dean of Student's awards banquet.

With the students themselves at the center of our focus, it has been a stellar year of successes. Our show, "Please Don't Stop the Music," met with rave reviews and lots of "This is my favorite show EVER" comments followed each performance. I think I was most struck by the amazingly positive attitude of our collegiates who muscled through an April with more than 17 appearances in different areas of the tri-state area while maintaining their cumulative GPA's above the UW's campus average. Playing to standing ovations during "God Bless the USA," our students talked often of the privilege it is to be a Wisconsin Singer, representing our great University, an appreciation we are proud to accomplish in these resilient and talented performing Badgers.

It's been a good one, no doubt! We are sad to say goodbye to some of our most cherished troupe members who have graduated and moved on but we're ready to make this upcoming year another one filled with fun and fabulous music.

On Wisconsin Singers!

Robin Whitty-Novotny
Artistic Director/Producer

THE WISCONSIN SINGERS' MISSION STATEMENT

The Wisconsin Singers provides quality music education to collegiate level musicians without regard to race, color creed, national origin, sexual orientation or identity.

We specialize in teaching music in performance through a variety of American Pop genres.

We supply professional stage performance and teaching experiences nationwide.

We serve many diverse communities and audiences that include public and private school K-12 music students, University of Wisconsin Alumni groups, and community service organizations, as well as the entertainment needs of select corporate patrons.

Education

Wisconsin Singers provides a unique, high quality, educational experience in the staged performance of American popular music that is both career focused and leadership oriented.

Outreach

Wisconsin Singers provides a dynamic connection between the University of Wisconsin-Madison and in-state and out-of-state high school music education programs by conducting workshops, master classes, and through concerts and public performances.

Public Relations

For nearly forty-five years, the Wisconsin Singers has promoted a positive public image for the University of Wisconsin-Madison. It supports the UW's educational prominence through its delivery of a superior level of learning, entertainment, and public service as well as providing significant student employment and scholarship opportunities.



BOARD OF DIRECTORS

Jon Moldenhauer

President – Parent of Current Singer
VP, Wis-Pak

Vicki James

Vice President – Parent of Current Singer
II and WI Sales – Educational Division Herff Jones

Tim Horkan

Treasurer – Singers Alum
Trust Officer, US Bank

Chris Novotny

Secretary – Singers Alum
Director of Business Operations – Wisconsin Singers

David LeDuc

Member at Large
Development Director – National Lung Cancer Partnership

David Sommerfeld

Member at Large – Singers Alum
Physician – UW Health – Cross Plains

Brad Umhoefer

Member at Large – Singers Alum
Epic Systems

Mark Kueppers

Member at Large – Liaison to ODOS
Advising Coordinator, Center for Leadership & Involvement – UW Madison

Judy Novotny

Member at Large – Parent of Singers Alum
Owner, Judy's From the Heart Gifts

Jake Siudzinski

Member at Large – Singers Alum
Corporate Development Manager – The QTI Group

Robin Whitty Novotny

Producer / Director, Wisconsin Singers

Bradley James

Student Business Manager

David Porto

Company Manager

WISCONSIN SINGERS 09-10 FACTS

- 42nd season in existence at the UW
- 39 students participated in Wisconsin Singers, representing 27 different majors across campus
- Performers spent approximately 335 hours this performing season in rehearsal
- Performers spent more than 400 hours this academic year traveling and performing in more than 30 different venues plus another 40 hours during the summer
- Troupe toured during spring break to do 6 shows for alumni chapters in Ohio, Kentucky and Florida
- Performers donated over 50 hours of time to shows for campus events
- Our 7 Interns worked 6-10 hours per week throughout the academic year and student staff members who double as performers donated another 4-6 hours per week
- Cliniced and shared the stage with 22 different high school music groups in workshops geared to improve performance skills followed by a question and answer session where WS students articulated information about their Wisconsin Experience
- Performed for more than 30,000 throughout the state and nation
- Served the UW community with performances for Homecoming, On Campus Invitational (Parents weekend) and UW's Got Talent
- Raised more than \$40,000 in scholarship funds for UW students
- Financially independent from the UW for the 17th year
- Funded guest artists from New York/Broadway to create and choreograph show

NEW INITIATIVES IN 2009-2010

Mentor program – WS student staff developed a mentor program for all incoming freshmen in collaboration with the Center for First Year Involvement. Each incoming freshman was paired with an upperclassman. Upperclassmen were trained to provide resources, plan campus orientation activities and keep track of their mentoree throughout the year.

Leadership component - Wisconsin Singers alumna, Jamie Marsh Finco (School of Business Career Advisor), conducted several workshops including a Meyers Briggs assessment and “How to articulate the Wisconsin Experience” clinic.

Singers ETC – As part of our effort to better serve our campus community, we developed a more flexible version of Wisconsin Singers that can perform in much smaller venues than the entire troupe. This small group of talented singers has a 30-minute show featuring a variety of American Popular music.

Student staff growth and new sponsorship model - In response to the increasingly difficult economy, Singers made the move to develop a new sponsorship model in which “Singers Sponsored Shows” are scheduled in communities that are not willing to take the financial risk of signing a contract. The Director of Business Operations hired 4 business interns to facilitate these shows in partnership with local area service organizations that earn a percentage of ticket sales by assisting the WS interns with promotion and sales.



YEAR END BUSINESS REVIEW:

The 2009-2010 season was one of change, growth, and hard work for the Wisconsin Singers. We rehearsed diligently to maintain the highest quality performance for our sponsors, friends, and fans. We added educational programs, an organized leadership component, and opportunities for our students to grow as both performers and leaders. We focused on a better system of communication and support within our organization. All of these programs were instituted to strengthen the product we offer and to enhance the experience for those involved.

The Executive Board also approved the salary expenditure for the new Director of Business Operations position to the Singers this year. This represents the first time in our 40-year history that the full-time professional staff has been expanded to meet the demands of running a growing business. This investment in our future has allowed us to add 4 interns to our business team, launch a series of Singers Sponsored shows, update our database management system, and institute policies and processes that will prepare our organization to meet the financial demands of the coming years.

All of these elements represent significant accomplishments for the Singers program, but with the current economic climate, we unfortunately continue to struggle to meet the financial demands of the organization. We also faced some unique financial challenges this year, highlighted by the change in FCC regulations that required us to replace all of our wireless microphones to remain in compliance with the law. This mandatory equipment purchase forced us to dip into our reserves an additional \$11,500.

As a result of increased expenses, static bookings, and decreasing patronage due to the economy, the Singers program ran at a deficit for the second straight year. We have made a significant investment in time, talent and resources to ensure that we can not only remain budget neutral in 2010-2011, but also that we are prepared to face the challenges of the coming years and the changing economic landscape, while continuing to direct all of our revenue towards program operations and scholarships.

With your continued passion and dedication to the Wisconsin Singers program, we will find our way through these difficult times, continue to fulfill Arlie's vision of being the best collegiate performing group in America, and remain a organization that trains and supports students and future leaders around the State of Wisconsin. We hope that you will continue to support us as we maintain our focus on our mission to Educate, Entertain, and Inspire.

On Wisconsin!

Christopher Novotny
Director of Business Operations
Wisconsin Singers Alumnus 1993 - 1997

FINANCES

	2009-2010	2008-2009
Revenue		
Performances	\$122,751	\$125,070
Donations	\$46,993	\$51,829
Scholarship Matches	\$26,833	\$21,628
Merchandise Sales	\$28,906	\$8,381
Total Revenue	\$225,483	\$206,908
Expenses		
Prior Year Charges	\$9,003	\$0
Program Service	\$206,830	\$163,082
Scholarship	\$40,640	\$44,070
Equipment	\$17,442	\$7,221
	\$273,915	\$214,373
Profit / Loss	(\$48,432)	(\$7,465)

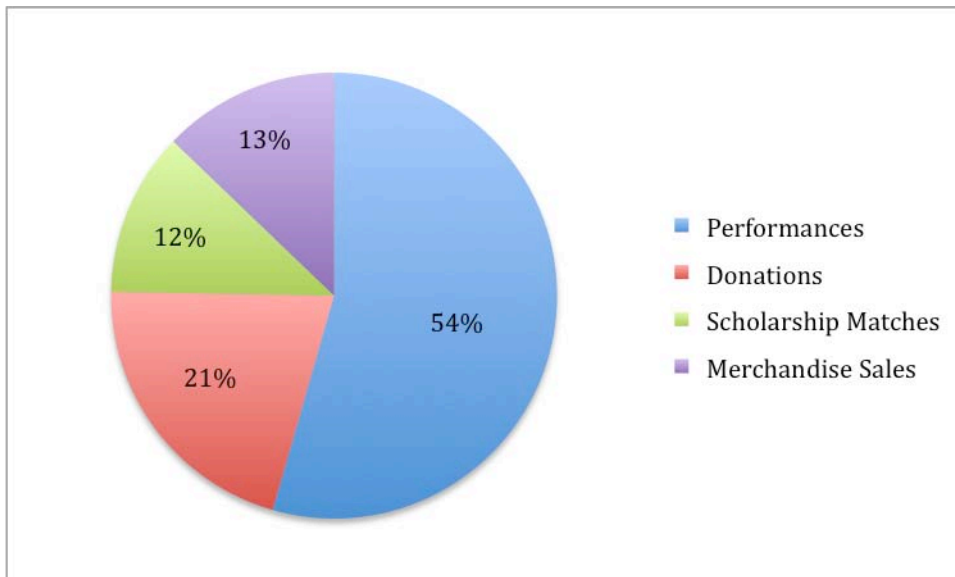
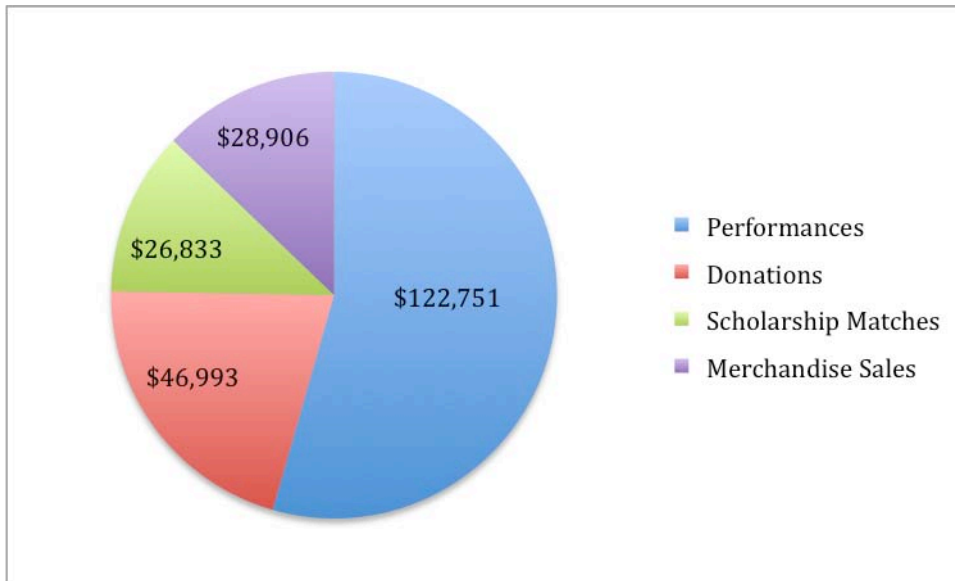
****Merchandise Sales in 2009 – 2010 includes wristband donations. On site donations in 2008 – 2009 classified as “Donations” not “Merchandise Sales”.**

**** Prior Year Charges is a one time account cleanup category associated with move from the School of Music to the Offices of the Dean of Students.**

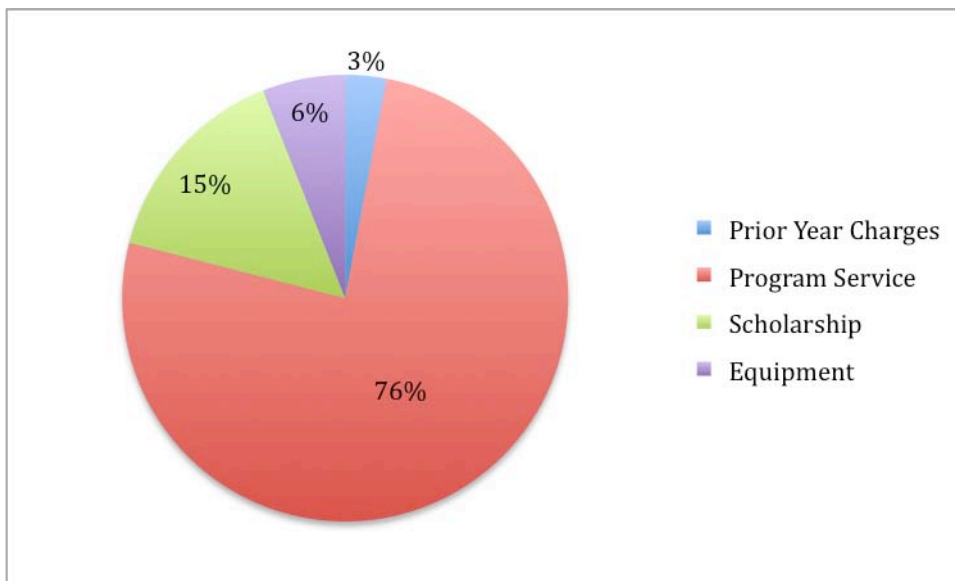
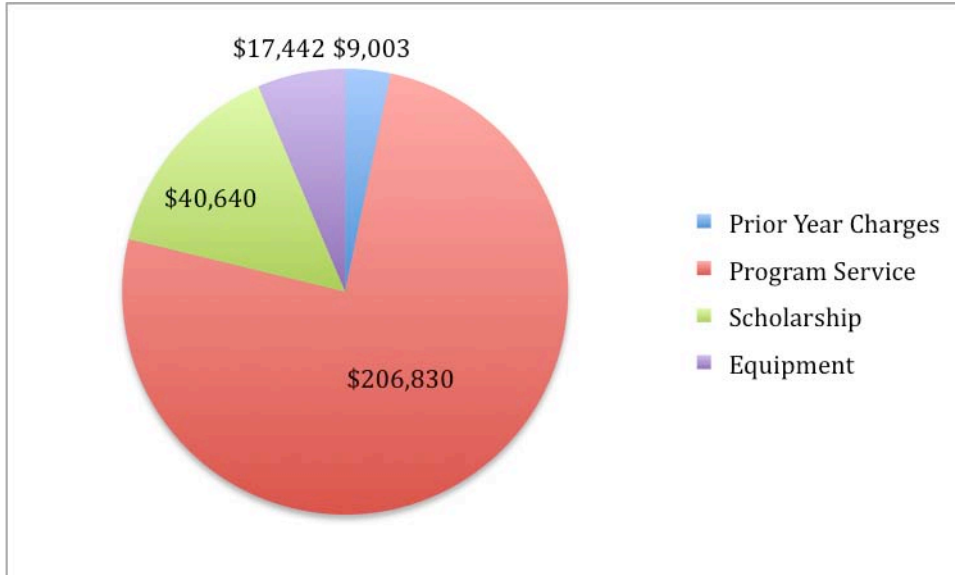
**** Equipment increase due to new microphone purchase mandated by FCC law change**

**** Program Service increase primarily due to 2nd paid staff position – Director of Business Operations.**

2009-2010 REVENUE



2009-2010 EXPENSES





A MEANINGFUL IMPACT

I came to the UW 5 years ago to pursue a degree in Education, but also came to be a member of the Wisconsin Singers. I wanted to continue my love of performing while in college, and this amazing group gave me that opportunity. I viewed this as a once-in-a-lifetime experience to be able to get a top-notch education and also do something that would have an impact on others. Performing with the Wisconsin Singers allowed me to meet people all over the state of Wisconsin and the nation. I was able to participate in many leadership and teaching situations, as my role as dance captain allowed me the opportunity to work with thousands of K12 students in the clinics that the Wisconsin Singers put on for elementary, middle, and high school students throughout the state. This was invaluable real world experience towards my pursuit of an education degree.

I also feel that, apart from any academic benefit I received from the program, I became a better person and student by being in this prestigious group. The Wisconsin Singers allowed me to grow as an individual and promoted many life skills such as time management, leadership, communication, and organization.

I will miss this organization, my family, tremendously, but will always cherish the short 5 years that I was able to share the stage with my very best friends following our passion to perform. I would also like to thank all of the Wisconsin Singer patrons whose love and continued monetary support keep us on the road. The support the Singers receive from all of you allows students like myself the opportunity to participate in this incredible organization, and grow as individuals. The gift that you give by staying involved and engaged is something I will always hold dear to my heart. I am proud to say I am a UW-Madison graduate, and am also proud to say that I will always remain a member of the Wisconsin Singers.

Sincerely,

Taylor Shannon
2010 Graduate



2009-2010 DONORS

Ambassador 1000+

Badger Coaches, Inc.
John Conti and Diane
Isabella-Conti
Gregory and Lynn Keeling
Kimberly Clark Foundation
T. Richard Martin
Jon and Sue Moldenhauer
Quad Graphics
Joyce Ulrichs

Benefactor 500+

Matthew Drenth
Javier and Diane Sanchez
Brad Umhoefer
David Ziegler

Sustaining 250+

Kenneth Mark Baitinger and
Patricia Ackerman
Mark Bedford and Sheri
Daun-Bedford
William Buchmann
William and Kim Campbell
Church Mutual Insurance Co.
Ann Czyzewski
Tim and Deborah Fast
Richard and Carolyn Harris
Gerry and Peg Henselen
Mark and Marya Hultgren
Michael Huston and Paula
Harvatine
Robert and Kasi Peters
Kenneth and Jean Sheid
Daniel Van Housen
William Waldbillig and
Joan Collins
Jim and Jill Warsaw
Windhover Foundation

Patrons 100+

Leroy Adler
Margaret Amthor
Robert and Beverly Batchelder
Deeann Berger

Brainard Funeral Home
Howard and Caryl Bremer
John Buening
Thomas Burgess
Ronald and Linda Clark
Jim and Paula Cole
Charles Coltre
Gary and Stephanie Coorough
Mary Crane
Alice Daun
Theodore David
Gary and Loretta Day
Devine Partners
Downtown Family Dental of Baraboo
Paul Dresden
Edward and Winifred Durkin
Ken Edwards
Don and Phyllis Enders
Mary Ellen Fast
Dennis and Karen Feld
Dr. and Mrs. Timothy Flaherty
James Flynn
James and Iris Freidlieb
Patrick and Amy Galloway
Deanna Garland
Robert and Judith Gillette
Larry Handrich
John and Darlene Harvatine
Philip Harvatine
Dan and Dawn Hearn
Donna Hellenbrane
Hiawatha Bar and Lounge
Nancy Homburg
Tim Horkan
Mark and Marya Hultgren
Richard Jarvis
Jefferson Street Inn
Bob and Sue Karlman
Alice Kinley
Randall and Carol Knox
Barbara Krueger
Kenneth and Lynda Leque
Darrell Lynn
Marian Maki
Joann Martens
Jay Meili and Carol
Ruschman-Meili

Amity Meyer
Robert Miller
Joann Moldenhauer
Marsha and Alan Mood
Pete and Lucy Mucks
A.D. Nelson
Ian and Jeanette Nicolaisen
Eugene and Phyllis Oleshko
Oral Surgery Center
Lenny Pearce
Julia Petri
Brad and Sue Porter
John Porto
Rawson and Mary Price
Thomas Radke
Radtke-Rhone Insurance Agency
John and Donna Risch
Thomas and Mary Saphner
Peter Schram
Michael and Susan Schuelke
David and Arlene Shulz
James Speckbrock
Ron and Jane Stauter
Kitty Stueber
Eric Sunstrom
Charles and Sharon Tews
Tony Roma's (Cedar Creek)
Keith and Roxanne Wall
Darwin and Patricia Wetzel
David Zuehlke

Friends \$0-\$99.99

Acker Builders Inc.
Robert and Marlene Ackerman
Joe Agnello
Terri and Michael Alioto
Del and Shirley Alton
Katherine Ammon
Garry and Sandra Anderson
Gloria Anderson
James Anschutz
Michael and Pamela Araiza
Gary Arnold and Judy Beth
Jacob and Robin Axel
Carol Jean Azarian-Miller
Baas Family

Craig Banner and Gregory Schultz	Joan Doescher	Shirley Haley
Kenneth Barilani	David Doll	Jeff and Mary Hall
Karen Barkow	Downtown Family Dental of Baraboo	Sharon Halsted
William and Darlene Barlow	Dolores Dresang	Don and JoAnn Halunen
Bill and Simon Batchelder	Nancy Dufek	Jay and Patty Hammes
Douglas Batty	Gil and Beth Duncan	Sandra Hand
Virginia Bauldry	Rich and Danene Dusenske	Douglas Handerson
Gilbert and Jeanette Benoy	Patrick and Juanita Ebert	Fred and Rosemary Hansen
Esther Bensman	Margie Eickelberg	Craig and Caroline Hanson
Robert and Janis Bergum	Harold and Gloria Ellie	David Hayes
Jack and Nancy Beschta	Wayne Elliott	David and Connie Heilman
Dennis Bierdt	Jean Ericson	Mr. and Mrs. Jack Heinemann
Harold and Theresa Block	John Esposito	Marlene Heller
Paul and Patricia Braasch	Bill and Jan Evans	Kevin and Sheryl Helmkamp
Bob Brandl	Lisa Everett	Joan Hendry
Sue Braunschweig	Mr. and Mrs. Michael Everts	Gordon and Nancy Hennum
Marjorie Brinkman	Brian and Betty Ewald	Barbara Hill
Gary and Alice Brinkman	Michael and Kimberly Fanella	Harry and Nancy Hoey
James and Sally Brinkman	Lois Farlow	Bob and Jeanne Hopp
Mary Lou Bruno	Charles and Marcia Fassler	Guy Hoppe
Kathleen Bultman	Tim and Deborah Fast	Karl and Audrey Huckaby
Michael and Anne Buss	Philip Feigin	Wayne and Janet Huehns
Russell and Marigen Carpenter	Nancy Fehofer	Kathleen Hultgren
Dave Caruana and Virginia Bowerman	Lenore Fiscoe	Michael Huston and Paula Harvatine
Allen Caucut	James Fitzpatrick	Jody Jackson
S. Cebrowski	Dick Forbes	Thomas and Nancy James
Marian Chadbourne	Janet Foster	J.A.R. Stone
Mr. and Mrs. Christensen	Carrie Franzene	Margaret M. Jayne
Mr. and Mrs. Dennis Christian	Anna Freese	John and Shirley Johnson
Randal Christl	James and Iris Friedlieb	Charles and Ellen Johnson
Scott Clark	Edith Fulkerson	Paul and Pennie Johnson
Ronald and Linda Clark	Francis Fussenegger	Suzanne Jonas
John Cobb	John Garse	Steve Jonas and Julie Messervy
Sharon Comlau	Jerry and Ruth Gerharz	Michael and Jennifer Jones
Lou Conry	Deborah Gibboney	Mr. and Mrs. Steve Kailas
Connie Cotter	Charles Giovetti	Jan Kallpin
William and Nira Creekmur	Thomas and Eloise Godfrey	Jason Kehl and Megan Grubis
Richard Crotteau	Norman and Pauline Godfrey	Sarah Kemp
Joanne Cupery	Jon and Mary Goetz	Sharon Kenderis
Lois Dale	Peter and Maria Goihl	William and Helen Keough
Wayne and Carole Dannehl	Marilyn Golsteyn-Anderson	Bill and Susan Kerr
William Davies	Graphic House	Frank and Jean Ketcham
Al and Mary Davis	Timothy Greene	Frederick and Marilyn Kinney
David De Leon and Mildred Nilson	Kathryn B. Greenwald	Betty Klokow
Mary Ann Deibebe	Reggie Greenwood and Jacquelyn	Laverne Koehl
Jerome and Nancy Denz	Bonavia	Ron and Kathy Koenig
Alexis Desmond	Karen Grenzow	Norton and Betty Ann Kollmann
Mary Devine	Josh Hadjinian	William and Gordonna Komassa
Robert and Adriane Di Meo	Jacob Hadjinian	Wendy Kooh
	Carl and Lisa Haese	

William and Karen Kortum	Larry Nowicki	Mark and Sarah Schenkat
Stephen Krebs	Jane O'Hare	Joan Schmidt
Charles Krueger	Oakpark Dental - Merrill	Lisa Schmidt
Bob and Denese Kruse	Don and Paula Oestreich	Jean Schneider
Michael and Janice Kutschera	Edwin Ogden	Leopold or Brenda Schneider
Larry and Jean Lambert	Lori Olander	L.P. and G. Schrank
Rederick and Janet Lang	Allen Orazio	Glen and Connie Schroeder
Gayle Marlene Langer	Harriet Paral	Sue Schroeder
Bud and Jeanine Lenz	Ruby Paredes	Gary and Barbara Schultz
Lori Lindley	Juanita Patten	Marlene Schultz
Karen LoBello	Pazamdak	Judy Schultz-Ashley
Ken and Shirley Loebel	Mrs. Peebles	Jacquelyn Schupp
Gregory and Deborah Lofgren	Michelle Peiffer	Olivia Schwarm
Jeannine Loncsar	Arthur and Elaine Penpek	Gary and Judith Schwefel
C.B. Loteyro	Per Mar Security and Research	Mary Seguine
R. Loughan	Brent and Pamela Peterson	Arlo Sell
Terrance and Donna Ludkey	Leroy and Arleen Pfeil	Delbert and Judith Shaffer
Tammy Lukasavage	Beverly Pfeilstifter	Tom and Teri Shannon
Charles and Kathleen Lynch	Allie Phillips	Miriam Shelstad
Douglas and Mary Maki	Shirley Plum	Jack and Valerie Sikkenga
Regina Martinson	Allen Polachowsk	Patrick and Lana Skahen
Sharon Mary	Charles, Misti and Lillith Poole	David Sloan
Jean Mason	Scott Praefke	Wenzel and Edna Smetana
Jack McClellany	Philip and Elaine Pudleiner	Gene Soens
Richard McCrory	Mary Ellen Pumper	Sandra Solberg
Ann McLaughlin	Vincent and Inezita Quevedo	Don and Barbara Solomon
Donna McLellan	Kenneth and Marilyn Rabideau	Aliko Songolo and Emilie Ngo-Nguidjol
Jack McTigue	Marvin Ramsay	Julie Spencer
Marion Meganck	Marge Recker	Mike and Angela Spinello
Virginia Meharg	Hunter and Victoria Rhiner	Kenneth Stammerman
Terry and Judy Merow	Roberta Riportella	Jill Stark
Tim and Donna Meves	Kristopher and Lisa Risch	Rick and Steff Starnes
John and Nancy Mietelski	Terri Risch and Catherine Mrotek	L. Stavedaal
Judith Miller	R. M. C.	Bonnie Steffen
Charlotte Minko	Barbara Rooney	Earl and Aimee Stevens
Curt and Julie Moede	Willard and Dolores Roskopf	Gerald Strachota
David and Carol Mott	Victor and Susan Rossetti	Paul and Maria Strandquist
Moy's Restaurant	Susan Rossi and Helen Key	Neal and Cheryl Streblov
Alice Mross	Robert and Shirley Ryan	Ken and Pat Stussi
Karen Much	David Saloutos	Gerald and Cleo Sullivan
Ann Muenster	Wendy Salvo	Mary Jane Sullivan
Natalie Muris	Dave and Rose Sarry	Elisabel Suquet
Charlie Murray	Theodore Sattler	Margret Sylvester
Thomas Natal	Jeanette Schaller	Tawani Enterprises, Inc.
Iris Nelson	Jerry and Vikki Schallus	D.N. Taylor
Margaret J. Nelson	Don Scharnhorst	The Natural Way
William and Carol Nick	Ronda Schauer	Rebecca Thompson
Barbara Noble	Mark Schaut and Terese Boeck	Donald and Sherri Thornton
Dale Nordeen	Clifford and Rose Mary Schemm	Terri Umhoefer

Jim Van Loenen
James and Barbara Van Loenen
Jody Vanden Branden
Sherry Vandenberg
Timothy and Cynthia VanEffen
R.A. Vincent
Yvonne Vitense
Warren and Merlene Voeks
Gary and Sue Voigt
Ruth Vorpahl
W.E. Foundation
Laurie Wachowal
William and Ruth Wagner
Lewis and Lori Wagner
Mr. and Mrs. Wagner
Pat Walling

Tom and Barb Walsod
Darcy Wanzong
Darris and Jill Wasmund
Donald and Barbara Watson
Wausau Area On-Site Massage
Wausau Family Dental
Allan and Margaret Weber
Rick Weber
Robert and Joan Weiss
Rolean Wernicke
John Westherheed
Edwin and Patricia Wilber
Donald and Sandra Wilde
E.M. and C.M. Williams
Al Williamson
Mary Wilson

Abbott and Sarah Wilson
Dennis and Sandy Winchester
Hal and Merry Wissink
Geri Woda
Laurie Wolf
Melissa Wolfe
Brian and Jane Wood
Larry and Olga Wood
Alan and Sandra Wood
Laura Wood
Jerry Yahn
Tom Younger
Jay Zahn
Ann Zarnoth
Janice Zastrow
Lynn F. Zwitter