



ACTIVEMUSIC

ActiveMusic News

Vol. 1, Issue 1

ACTIVE-ity: A Quarterly Letter from ActiveMusic's Co- Founders

Hello from Susann and Richard!

And welcome to the first edition of ActiveMusic's quarterly newsletter. This is just one of the many new and exciting developments we'd like to share with you as we celebrate all that has happened thus far in 2004.

First and most important, we want to thank you for your support during these past months. Your commitment, belief, enthusiasm, and funding have helped us get to this point that we have been dreaming of for quite some time. ActiveMusic is up and running and we have a calendar chock full of exciting activity to look forward to in keeping with our mission statement, which is to accelerate social change through the power of music and media. In short, ActiveMusic is a non-profit production and media event company that raises money for effective non-profits that support environmental, health, social justice, and education causes.

But first let us list some of this year's major accomplishments so that you know what your support has enabled us to do.

- ActiveMusic has finally moved into its very first permanent office. Our mailing address is 433 Town Center, #694, Corte Madera, CA 94925; phone number (415) 505-5272. As many of you know this has been a long time goal of ours and we are thrilled that we have made it a reality.
- ActiveMusic's new and improved Web site is up and running and if you will take a moment to visit it at www.activemusic.org we know you'll be impressed. It also features regular updates, so you'll always know what upcoming events we have, what artists and organizations we are partnering with, and how to volunteer and offer financial support (we are able to accept donations securely online). It is also a convenient way to direct your friends and associates to find out who we are, what we do and how we do it.
- ActiveMusic has put together an unequaled board of directors and an inspiring board of advisors. As you well know, non-profit organizations are only as strong as their board, staff, and volunteers, and we are proud to have many well-connected movers and shakers as part of our team. They come from backgrounds in philanthropy, the music business, the education field, and the corporate world. We are honored to have them (that is, you) join us in furthering our goals and objectives.
- ActiveMusic has assembled a staff of experienced profession-

als to help us in doing the day-to-day work of running our non-profit organization. They include Steve Pennington, Director of Artist Relations; Joel Kimmel, Director of Development; and Megan Lynch, Director of Graphic Design and Publications. Please check out their credentials on our Web site.

- ActiveMusic hosted its first fundraiser in Mill Valley on May 25 (see accompanying article). The event is still being lauded to us and everybody who was there agrees that it will not soon be forgotten. In addition, it raised much-needed funds to go directly into program support – nearly \$30,000 to date and still counting!
- ActiveMusic has created a Corporate Sponsorship package, an Artists and Managers package, and a Business Plan that is available both online and in hard copy format to help further our outreach. Many of you were involved in the creation of these documents and we know you'll agree that they are professional, compelling, and persuasive. Please let us know how we may help you spread the word.

Please enjoy this premiere issue of our newsletter and let us have your feedback on what you'd like to see in future quarterly issues. You can always email us directly at our website. We hope to see you at our upcoming events and look forward to a long, and productive relationship with all of you.

You ROCK!!!

Susann and Richard

In This Issue

Letter from the Founders.....	1
ActiveMusic Rocks Mill Valley.....	2
Calendar of Upcoming Events.....	2

The full version of this issue is available online at

www.activemusic.org



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ActiveMusic Fundraiser Rocks Mill Valley

On May 25th, more than 300 people joined together for the first ActiveMusic fundraiser at 142 Throckmorton Theatre in Mill Valley. The event raised \$30,000 for the organization and included a program featuring artists and speakers Julia Butterfly Hill, Bonnie Raitt, Roy Rogers, Norton Buffalo, Dan Hicks and the Hot Licks, the Lorin Rowan Quartet with Dick Bright, Austin Willacy, and a special performance by comedian and puppeteer, Bob Hartman.

Guests of the event, some of whom came from as far away as Washington D.C. and New York City joined the ActiveMusic advisory board, event committee, and staff for the private reception. Local celebrities



Roy Rogers, Bonnie Raitt and Norton Buffalo jam together

represented ActiveMusic including hosts Lisa and John Pritzker, Roberta and Rick Cummings, Betsy and Paul Zeger, Alissa Hauser, Arne Frager, Joni Sokoetjo, Greg Sampson, Stefanie Coyote, Tom Corwin, Katrina Markarian, Gaynell and Roy Rogers; and were joined by Carole Shorenstein Hayes, Barry and Lisette Rosenstein, Richard Habib, Kristina Kiehl, Richard Gerlanter, Kia Rosiene, among others.

People began arriving well before the 6 p.m. cocktail reception, which featured music by the Lorin Rowan Quartet. The food and mojito bar were generously donated by Richard Mazzera and Cesar Restaurant in Berkeley. ActiveMusic would like to acknowledge the kindness of "Ziggy the Wine Lady" who introduced us to her good friend Susie Bynam of Davis Bynum Winery. Claire Marie Flowers donated the bountiful stage floral arrangements as well as the beautiful table bouquets.

ActiveMusic co-founders Susann McMahon and Richard Wegman spoke in detail about the goals and accomplishments of ActiveMusic. Then, Julia Butterfly Hill and Bonnie Raitt spoke on behalf of ActiveMusic and as testimony to ActiveMusic's goals, accomplishments, and its ongoing work. In addition, representatives of ActiveMusic's partners, non profit organizations such as Circle of Life, the National Coalition of Disability Rights, LINK TV, Rainforest Action Network, and LINC in collaboration with SFGH Child & Adolescent Services joined the festivities. The program culminated with performances by Austin Willacy, Bonnie Raitt, Norton Buffalo, Roy Rogers, Dan Hicks and his Hot Licks.

As the evening drew to a close, the lights of 142 Throckmorton Theatre brightened and the crowd jumped to its feet as the entire lineup of artists returned to the stage for an encore. The performance ended an unforgettable evening celebrating ActiveMusic and introducing the organization to an appreciative audience of philanthropists, activists, artists, and concerned humanitarians. It was well past midnight when the last guests left this great party. And this is just the beginning, folks!

Upcoming Event

27th Mill Valley Film Festival Closing Ceremonies, Sunday, October 17

Closing night festivities produced by ActiveMusic. Tickets are now on sale at www.mvff.com