



Photo by Matthew Thompson |

Dear Tracie,

October brings the return of not one—but two—outstanding Lincoln Center series: [Great Performers](#) and the [White Light Festival](#).

This year's White Light Festival (October 16–November 18) season focuses on communal experiences in the arts. Its programming ranges from a new opera by Kaija Saariaho ([Only the Sound Remains](#)) to a choral program at the Church of St. Mary the Virgin ([The Distant Light](#)), and the coming weeks boast a strong dance focus, with a range of works that include aerial acrobatics ([Borderline](#)), martial arts ([Sutra](#)), and meditative movement ([Framing Time](#)).

Great Performers begins October 18 and offers solo, quartet, and full orchestra concerts highlighting luminaries such as violinist [Hilary Hahn](#), clarinetist [Martin Fröst](#), and William Christie's [Les Arts Florissants](#). Some fall performances are already selling out—but never fear, there's plenty to come as this incredible series runs all the way through May 2019.

For a full listing, please view our [October Calendar of Events](#).

See you soon,

**Julia Morton**

Manager, Individual Giving

[View the Calendar](#)





## EXPECT AN EFFUSIVE "THANK YOU" FROM YOUR GRAD!

Give your recent college graduate a Young Patrons Gift Membership. They'll have a full year to network with some of the most well-connected young people in NYC. (Last year included 40+ events!)

It starts with Wine Down Wednesdays (free networking happy hours at Lincoln Center) and the ever-popular Summer Swing Party. Your grad will also enjoy nights of dinner and theater, as well as interactive concerts.

Lincoln Center Young Patrons are culturally minded New Yorkers in their 20s and 30s who enjoy behind-the-scenes access to the best of the arts.

Events take place on our campus and at exclusive locales across the city: from a preview of Hudson Yards to a private talk and tour at Sotheby's.

Our initiatives engage a younger demographic in the arts through a mix of performance outings, educational programs, and volunteer opportunities.

Buy a Gift Membership today at [Support.LincolnCenter.org/Give/YoungPatrons](https://Support.LincolnCenter.org/Give/YoungPatrons).

For more information, please contact Kathryn Peterson at [kpeterson@lincolncenter.org](mailto:kpeterson@lincolncenter.org) or call 212.875.5236.

[Learn More](#)

Lincoln Center



## Give Dad Quality Arts Experiences You Can Share

“I have a 9-year-old daughter, Sadie Kate, who sees Lincoln Center as her home-away-from-home, the plaza as her backyard. I see it as my job to make sure that all 9-year-olds feel that way, now and for generations to come.”

—Acting President Russell Granet (pictured, with family)

Give Dad a gift he'll truly cherish: More quality time with you.

A Gift Membership will give him the best access to everything Lincoln Center has to offer. You can begin planning a full calendar year of special outings together this Father's Day. Choose from memberships to [LC Kids](#), [Friends of Lincoln Center](#), or [Chairman's Council](#).

Lincoln Center is where families come to make lasting memories through the arts.

Call us at 212.875.5443 or visit [Support.LincolnCenter.org](http://Support.LincolnCenter.org).

Dear Tracie,

It's official: July kicks off two of the best months for our members.

You'll have ample opportunity to put your benefits to use when two of our beloved series begin: the Mostly Mozart Festival, starting July 12, and Lincoln Center Out of Doors, starting July 24.

(That's in addition to Midsummer Night Swing, which continues through July 14. That's right—they all come together in one magical month.)

The first of many Mostly Mozart highlights is Available Light (July 12–13), a masterwork by three iconic artists, featuring a pre-performance talk with choreographer Lucinda Childs on Friday. Later in the month, don't miss Bernstein MASS, a large-scale work featuring over 200 singers, dancers, actors, and musicians that is part of the composer's centennial celebration (July 17–18).

If you want to make sure you're making the most of your membership benefits, just give us a call at 212.875.5443. And if you ever feel like you're missing out, we can also talk you through your upgrade options.

Visit [Support.LincolnCenter.org/Events](http://Support.LincolnCenter.org/Events) to be sure that all your Open Rehearsals, Green Room Dinners, Meet the Orchestra receptions and other Member Appreciation events are marked in your calendar; they begin July 15.

For a full listing, please view our [July Calendar of Events](#).

See you soon,

**Nicole Jordan**

Assistant Director, Membership



## Make a day out of it

Enjoy the Lincoln Center neighborhood to the fullest this summer with special offers and discounts for our members. Show your membership card at the following neighborhood establishments to redeem your benefits.

[Learn More](#)



## Test your Mozart IQ in time for the Mostly Mozart Festival

Can you identify the Mozart piece playing in each of these videos? Put your headphones on and pump up the volume. It's going to be a wild ride.

[Take Test](#)

**BROWARD COLLEGE AUTO-REPLY E-MAIL #1**

**SUBJECT: Thank you for your interest in Broward College.**



Dear NAME,

We invite you to take part in a higher education experience that's so much more than papers and grades. Broward College offers the **complete collegiate experience** at a convenient location and **affordable price point**.

With over **140 academic and technical programs** leading to a certificate, associate's degree, or bachelor's degree, we have options that meet your goals for today--and your visions for the future.

Broward College has **11 campuses** across Broward County, Florida. At every location, you'll benefit from state-of-the-art facilities, a beautiful campus, and an enriching student lifestyle.

You'll have access to knowledgeable professors, first-rate academic resources, and **hands-on learning experiences** in every field. Together, these impart lessons that will last a lifetime.

Plus, you'll get to share social activities with your peers throughout the year, from **eight varsity sports teams** to a variety of **cultural organizations**.

We look forward to helping you advance your education and follow your dreams.

See you on campus soon,

Office of Enrollment  
Broward College

**[APPLY TODAY]**

**[REQUEST MORE INFO]**

## BROWARD COLLEGE AUTO-REPLY E-MAIL #2



Dear NAME,

Congratulations on taking the first step toward your academic and career goals!

Enrolling at Broward College gives you access to:

- Knowledgeable professors with real-world experience,
- Competitive academic and training programs,
- Hands-on learning opportunities in your field,
- Hundreds of online courses,
- State-of-the-art facilities,
- Eight varsity sports teams,
- Robust student life organizations,
- Invested career counsellors,

...and a stronger, more secure future for you and your loved ones.

Broward College has **11 campuses** across Broward County, Florida. No matter which location you choose, you'll get the **complete collegiate experience** at an **affordable price point**.

Your future starts here: **APPLY TODAY** or learn more by calling **954-201-7350**.

See you on campus soon,

Office of Enrollment  
Broward College

*Plus: Don't forget to ask about our scholarship opportunities!*

# INSIDE Lincoln Center

the newsletter of lincoln center for the performing arts

Summer 2018

## Letter from the President



Photo: Kevin Yatarola

One of my favorite things about summer at Lincoln Center is the ability to engage with the performing arts outside—all across our lush and lively campus (and even, sometimes, beyond).

Starting in June, we leap into the music at Midsummer Night Swing, our social dance party under the stars. At Midsummer Night Swing, you become the art-makers as you move to the music, fully tuning into the wildly talented musicians onstage. The energy is incredible; even if you pack a picnic and sit in the park, or grab a cold beverage at the beer garden, you can't help but feel like part of the action.

Next is our expanded Mostly Mozart series, when we go beyond classical music fare to offer you more captivating ways to absorb the dynamic concepts of artistic genius that Mozart represents. The stirring *NINAGAWA Macbeth* will offer you a unique listening and viewing experience when Shakespeare's rich language and story is performed in Japanese. The *Bernstein MASS* will place you at the epicenter of this brilliant work, as the splendid set will be thrust into the orchestra of David Geffen Hall, surrounded by a cast of hundreds. The same goes for Haydn's *The Creation*, which will put a visually dazzling, mind-bending twist on a masterpiece that has left its impression on our collective conscience since c. 1797.

Lincoln Center Out of Doors returns at the end of July with three weeks of concerts, performances, and events—which are, always, entirely free and accessible to all. The live shows on the open plaza will inspire you with joyful noise and movement. The enthusiastic vibe shared among the community of attendees

and performers is what I always associate with summer at Lincoln Center, welcoming people to come and connect with us. When you are here, you are a part of that.

That couldn't be more evident than with *In the Name of the Earth*, our large-scale choral work that will take place in Central Park on August 11. Hundreds of professional and amateur singers (up to 800!) will envelop you in the newest composition by John Luther Adams, commissioned by Lincoln Center. Whether you're singing along or showing up to take in the stunning sound effects, you'll be part of this once-in-a-lifetime, memory-making moment in time. (See inside for more details on how you can join the choir—anyone may volunteer.) This immersive world premiere is for everyone, for free, in the heart of NYC.

The arts have the power to move and transform us, to leave us a little different than we were before we experienced them. I believe that having the chance to join the art-making process ourselves, in any number of small ways, makes it more special.

As one of our valued supporters, you are already an essential part of everything we do. This summer, I invite you to come sing, dance, laugh, listen, clap—whatever makes you feel at home, participating in the arts at Lincoln Center.

See you there,

Russell Granet  
Acting President, Lincoln Center

March 9, 2018

«Full\_Name»  
«Contact\_Full\_Name»  
«Company»  
«Address\_Line\_1»  
«Address\_Line\_2»  
«City», «State» «Zip»

Dear «Greeting»,

In my first year as President of Lincoln Center, I've had the chance to reflect on what truly makes this iconic institution so special.

What first comes to mind is the exceptional talent that we present from around the world. Performing at Lincoln Center means that you are the best of the best. Also of note is the diverse range of art forms that fill our campus 365 days of the year.

However, it wasn't always destined to be this way. Summer at Lincoln Center was nearly a quiet time—with school break for our young artists-in-training occurring just when resident organizations reached their off-season. We faced a sleepy lull.

Instead, patrons like you asked for, and helped us found, the Mostly Mozart Festival. Now, New Yorkers enjoy stunning performances all year long at Lincoln Center.

Summer has become our most vibrant season. It offers free concerts through Out of Doors and lively dance parties with Midsummer Night Swing. The campus also hosts two dedicated education training programs, for art instructors and middle schoolers.

As someone who already knows and loves our programming, I wanted you to know that we have just announced our lineup for Mostly Mozart—and invite you to join our Chairman's Council, which gives you nearly two weeks of priority access to tickets. Members enjoy presales for all of our series, as well as access to special dinners and behind-the-scenes events. I've enclosed a brochure that outlines your many benefits.

In fact, we have one extra for you while quantities last: If you join by March 23, you will receive two tickets to Gerald Finley and Julius Drake on May 2.

We'll be following up soon to answer any questions you might have—and, I hope, to help you renew. In the meantime, thank you for everything you do to support the arts.

Warmly,

Debora Spar  
President



May 4, 2018

«Full\_Name»  
«Contact\_Full\_Name»  
«Company»  
«Address\_Line\_1»  
«Address\_Line\_2»  
«City», «State» «Zip»

Dear «KFAR\_Greeting»:

As Lincoln Center's Chairman, I want to thank you for your support as a member of the Chairman's Council.

Lincoln Center brings together 11 unrivaled performing arts organizations in the heart of NYC. In fact, it's likely that you're a member because you appreciate not one, but several of the art forms available here—as well as the dynamic collaborations that make Lincoln Center unique in the world.

All of this is made possible by our Chairman's Council. That is why I hope you will choose to renew your membership today.

You can experience the full impact of your contributions by taking advantage of Concierge Services—our members-only ticketing desk, connecting you with the best seats at venues across campus, even when shows are “sold out” to the public.

I hope you know what a tremendous impact this group has and will choose to join us for another year. Enclosed is a reply form for your convenience.

Thank you for your dedication to the performing arts. I look forward to seeing you soon at Lincoln Center.

Sincerely,

Katherine Farley  
Chairman

Dear Teens,

Thank you for being part of the first year of Lincoln Center's Student Arts Council. Being the first at something usually means doing all of the work and getting none of the thanks—but not in this case! I hope you never fear taking on inspiring projects and paving the way because you're all natural-born leaders with great ideas and the ability to follow through. Please quote me on your college essays.

One of our priorities has been to make this a membership group that's truly BY teens and FOR teens, which means that you are the ones coming up with the ideas and carrying them through (even if that means knowing when to ask mentors for guidance—guess what, that still counts). Suffice it to say, it's very clear that you are truly the ones making the magic happen behind the scenes here, and we could not have had such a hugely successful year without your passion, inspiration, creativity, and endless stream of enthusiasm, even when it comes down to the nitty-gritty, like writing content and making phone calls. You have shown up for events in snowstorms and, even more impressively, you made ME show up for an event in a snowstorm! Wow.

While busy with full-time school, hobbies, and social lives, you have put in an insane amount of hours, energy, and braincells to make this group as great as it is—which is not only amazing for the SAC, it's also a really promising sign for the future of the arts. (That's you. No pressure.) But seriously: You guys rock. I can't wait to see what we will do in the coming year as we recruit more members, launch our website, plan exciting outings that showcase the best of the arts in NYC, and—what else? You tell me.

In conclusion, I think you are the greatest and appreciate all of your hard work this year. See you soon!

SO PROUD,

Sonia

DATE

Name

Title

Address

Address

Dear ,

In 25 years as the President of Mad 4 Marketing, a premier South Florida agency owned and operated by women, it's been my distinct privilege to work with strong business leaders like you who represent the modern, capable, informed female who is often overlooked by marketing agendas—even in 2016.

Not our clients. Mad 4 Marketing helps companies promote their products and services to women in ways that capitalize on their actual needs and desires without pandering. You know, the way that all men and women want to be listened to, considered, and supported by their loyalty brands. I've enclosed a creative infographic that we compiled to illustrate just how vast a market share is being overlooked by people who aren't approaching marketing this way.

We know that your business doesn't just cater to females; and neither, of course, do we. But we do admire similar organizations helmed by accomplished women who are driven by a pursuit of excellence. Especially when they're our neighbors.

I would love to get to know your company better and learn more about your vision and goals. We can discuss how Mad 4 Marketing may be able to help you speak directly and resoundingly with your target demographics in the places they are most likely to engage positively with your brand.

Please don't hesitate to get in touch. I have several favorite lunch spots that I don't get enough excuses to visit, and it would be an honor if you'd join me.

Sincerely,

Christine Madsen

President, Mad 4 Marketing



Date

Mail Merge

Dear Fellow Boater,

We are happy to announce that a new management company is overseeing Burnside Resort & Marina as of Oct. 1, 2013. Anchor South is an experienced team of marina professionals with existing properties in Tennessee, Georgia and the Caribbean. We anticipate that this partnership will have a long-lasting, positive impact — not only for you, our customer, but also for the family and friends with whom you enjoy the resort's many pleasures.

It's our belief that marinas small and large should facilitate lifelong memories for tenants, guests and customers. That's both a goal and commitment at Anchor South. It inspires our company culture and how we deliver services — the success of which can only be measured by your satisfaction.

We will be taking immediate steps to deliver top-caliber customer experiences with frequent communication, property improvements and travel opportunities for all of our recreation destinations.

The entire Anchor South team is extremely excited about this opportunity to serve you, and I personally look forward to meeting each and every one of you in 2014.

Mitchell E. Jones  
[Title]



## Learn more about Anchor South and what this transition means for you:

**Question:** Who is Anchor South?

### **Answer:**

Anchor South is a resort and marina management company headquartered in Knoxville, with owners from Kentucky and Tennessee: Mitchell and Alicia Jones, respectively. Alicia and Mitch have been boating for 25 years on many of the lakes in Kentucky and Tennessee, as well as in the Caribbean. Barry Slade is our Chief Operating Officer and has 25 years experience in the boating and marina industry. Laurie Taylor, our Vice President of Finance and Human Resources, has 10 years background in private and public accounting. David Lawrence leads our efforts in construction and renovation for lodging and marinas. We have many great people that work each day to bring the customer experience in line with our strategy.

**Question:** What other properties does Anchor South own or manage?

### **Answer:**

Anchor South proudly manages the following:

Choto Marine Sales & Marina [www.chotomarina.com](http://www.chotomarina.com) in Knoxville, Tennessee;

The Ridges Resort & Marina [www.theridgesresort.com](http://www.theridgesresort.com) in Hiawassee/Young Harris, Georgia;

Wind River Marina [www.windriverliving.com](http://www.windriverliving.com) in Lenoir City, Tennessee;

Symphony II Charter Yacht [www.symphonyII.com](http://www.symphonyII.com) in the Caribbean; and

Freedom Boat Club [www.freedomboatclub.com](http://www.freedomboatclub.com) in Knoxville, Tennessee

**Question::** How will this transition affect my current slip rental agreement?

### **Answer:**

While there may be some changes to the dock configurations or slip numbers, your current financial arrangements with the marina will not change.

**Question:** Do I have to complete a new slip rental agreement?

**Answer:**

Yes. Over the course of the next 30 days, a new slip rental agreement will be sent to you for completion. In addition to a signed agreement, we require proof of insurance for your vessel, a valid email address, and credit card information to have on file. When you're fully registered, you'll have access to your monthly statement and a periodic newsletter updating you on marina developments.

**Question:** What happens to the staff at each marina?

**Answer:**

All of the current staff transitioned to Anchor South on Oct. 1, 2013.

**Question:** Are the basic services provided by the staff going to change?

**Answer:**

All current services and amenities will continue as previously provided. Please feel free to make any suggestions through our Twitter or Facebook page.

**Question:** What immediate changes will we see at the marina?

**Answer:**

Anchor South will begin evaluating the needs of each marina through the end of 2013. Facebook, Twitter and affiliated websites are being updated, and communication with our tenants will be increased. Please visit our website [www.burnsidemarina.com](http://www.burnsidemarina.com).

**Question:** What are the long-term plans for my marina?

**Answer:**

We will invest our resources in creating a family-friendly and exciting experience every time you visit your marina. Your restroom facilities will always be clean and neat. Your docks will be well lit and maintained.

