

Michael Palm Series Raises Nearly \$250,000 for AIDS Services



STEVE J. SHERMAN

Isn't she lovely... Ms. Voigt had us in the palm of her hand.

Classical Action is elated to announce that the inaugural Michael Palm Series matched in financial success what it achieved in artistic excellence, raising nearly a quarter of a million dollars for AIDS services nationwide.

Underwritten by The Michael Palm Foundation, the Michael Palm Series was established in recognition, honor, and memory of the benevolent works Michael performed in support of the arts and HIV/AIDS causes nationwide during his life. Classical Action: Performing Arts Against AIDS is fortunate to be the beneficiary of a 5-year grant to support the series, which consists of three concerts in New York City at the home of generous hosts Judy and Steven Gluckstern and one concert in a city outside New York each year. This first season would surely have brought the same joy to Michael as it did those in attendance at the four events.

November 16, 2003

New York, New York

Michael Palm always took vicarious pleasure in classical music of all kinds, but he was especially

drawn to great pianists. It's a safe bet that he would have been particularly delighted with the opening concert of the 2003-04 Michael Palm Series, offered by superstar pianist André Watts. Mr. Watts' customary warmth, charismatic presence and profound musicality were everywhere in evidence in his program of Schubert, Chopin and Debussy. Equally in evidence was Mr. Watts' extraordinary generosity in his unwavering support of Classical Action. And in a typically gracious gesture, as a special encore he introduced the gifted 11-year-old pianist Kit Armstrong (see notice on page 3 for Kit's appearance as part of "Summer Stars"). At Mr. Watts' request, he performed one of his own compositions to the large and appreciative audience. Michael would have been delighted, as were all of us gathered there that evening, to witness one of today's established stars of the music firmament introduce us to a young artist who will clearly make his own mark in those circles in years to come.

March 8, 2004

New York, New York

Nine years ago, not long after Classical Action officially opened its fund-raising doors, violinist Joshua Bell performed a concert in Buffalo, New York, for the joint benefit of Classical Action and Buffalo's Benedict House. In the intervening years Josh has continued to show his steadfast and munificent support of our work, performing concerts on both coasts, with orchestra and in recital.

On March 8, it was New York and the Michael Palm Series that benefited from a splendid recital by Josh and his long-time recital partner Simon Mulligan (who, in his own right, has performed on many an occasion for Classical Action). As a welcome preview of their imminent nationwide concert tour, culminating

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Michael Palm Series (CONTINUED)

in a Carnegie Hall appearance a month later, Josh and Simon offered a recital of works by Schubert, Grieg, Sarasate and Gluck (spontaneously dedicated to our hosts, the *Glucksterns*). Among the capacity audience were Tony Award-winner Betty Buckley and opera star René Pape, both of whom joined in the rousing ovation awarded these world-class and charitable artists, cheering both their performances and the fact that the evening raised close to \$90,000!

April 1, 2004

New York, New York

Plans were underway for Classical Action patrons to enjoy a pre-concert reception with a decidedly Caribbean flare on the rooftop terrace of the *Glucksterns'* home, but the skies threatened rain all day. Although the festivities were cautiously moved downstairs to the indoor "concert" level, no slight change of plans or threat of precipitation could dampen the anticipation of the performance of soprano Deborah Voigt, accompanied by pianist Brian Zeger. And what an entrance she made! Ms. Voigt was radiant in a gown that *perfectly* matched the blue and green glass Chihuly sculpture hanging in the living room. (No, it was not a mere coincidence – she planned it that way.) The program featured works from Schubert to Tchaikovsky, Ives to Ben Moore (who was in attendance), and Bolcom to Sondheim. What would be a challenging program under ordinary circumstances was nothing short of incredible this evening; Ms. Voigt's voice was glorious despite a painful migraine headache, and Mr. Zeger splendidly stepped in for James Levine who was originally scheduled to accompany her. As an encore, Ms. Voigt and Mr. Zeger performed Lerner and Loewe's, "I Could Have Danced All Night," from the musical *My Fair Lady*. Experiencing such warmth and humor from these artists, we all could have stayed there... all night.

April 15, 2004

Houston, Texas

Classical Action was not alone in returning to Texas this year. Texas-native and Tony Award-winner Betty Buckley recently moved to a ranch outside of Ft. Worth, and was all too willing to donate her talent for this cause in front of a home crowd. April 15 marked the third and most successful house concert Classical Action has presented in collaboration with Houston's Center For AIDS: Hope and Remembrance Project, and



PHYLLIS HAND



PHYLLIS HAND



STEVE J. SHERMAN

TOP: Larry Lovins (l.) and Steve Loden (r.) were instrumental in the production of vocalist Betty Buckley's concert in Houston. MIDDLE: Ms. Buckley greets guest and event hosts Becky and Mike Cemo on April 15. BOTTOM: Artists support one another. Pictured left to right at the March 8 concert in New York City, pianist Simon Mulligan, Classical Action Founding Director Charles Hamlen, Betty Buckley, and violinist Joshua Bell.



STEVE J. SHERMAN

Bellissimo!

the third event kindly hosted by Mike and Becky Cemo at their River Oaks home. Ms. Buckley's cabaret-style program, with accompaniment by pianist Kenny Werner, brought the attraction of a glamorous nightspot to a warm and inviting living room when they performed songs from the heartland such as Mary Chapin Carpenter's "I Am A Town" and her torch song "Memory" from Broadway's *Cats*. ("I tried to take it out of my program for a while, but I can't seem to get away with *not* singing it," she explained.)

NEW YORK CITY

For the New York City concerts in The Michael Palm Series, we would like to acknowledge the following:

Series Sponsor

The Michael Palm Foundation

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Elizabeth and Stephen Eisenmann, in memory of Michael Palm
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Paul L. Newman
The Simon Yates and Kevin Roon Foundation

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Roger Alcaly and Helen Bodian
Scott Dunn and Robbie Moray
Brandon Fradd
Friedrike Merck
Dr. Howard Scheiner
Frank Spring, in memory of Malcolm Hoare
Wheelock Whitney III
William H. Wright II

Classical Action's past experiences in the welcoming community of Houston made it the obvious choice for the first Michael Palm Series concert outside New York City. With the support of the wonderfully efficient Center for AIDS (www.centerforaids.org), their active board, staff, benefactors and sponsors, we were able to make a grant of more than \$20,000 to assist this worthy organization's efforts to provide essential HIV/AIDS services and advocacy for their clients and educate people about ever-changing treatment options.

Coming Soon

The second season of the Michael Palm Series will begin this fall in New York City and will continue in the Big Apple through Spring 2005, in addition to venturing into another city (perhaps a city near you?) in early 2005. Classical Action is making a special effort to ensure that the quality and caliber of these events are worthy tribute to the benevolence Michael demonstrated in his life.

To receive information about the upcoming Michael Palm Series when it becomes available, join our e-mail list at www.classicalaction.org.

HOUSTON

For the the Michael Palm Series concert in Houston, we would like to acknowledge the following:

<i>Series Underwriter</i>	Ginni & Richard Mithoff
Michael Palm Foundation	Bert Melnick & Carl Moore
<i>Event Underwriters</i>	Shelly & Jerome Mulanax
Becky & Mike Cemo	Carol Relihan & John Arthur
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<i>Benefactors</i>	<i>Profound gratitude to</i>
Polly A. Ahrendts	Sara Haynes and Center for AIDS staff
Charles T. Bauer	
Nancy Pierce Brumback	<i>Piano generously provided by</i>
Melanie Gray	Steinway & Sons
Sylvie & Gary Crum	
George & Eileen Hricik	

With A Little Help From Our Friends

Once upon a time, summertime meant that the livin' was easy, providing a brief respite from a busy Classical Action schedule. Now warm days are upon us, and so are six events which provide additional support for Classical Action through the generosity of our friends in the presenting community: River to River Festival & Pace University and Mostly Mozart Festival & Lincoln Center.

The River to River Festival & Pace University, in association with Classical Action: Performing Arts Against AIDS, teamed up to present: *Summer Stars*, a 5-week concert series beginning July 12, which featured some of today's most exciting young artists in classical music. These *free* performances, which took place at the Michael Schimmel Center for the Arts at Pace University, showcased the talents of pianist Kit Armstrong, the Imani Winds Quintet, flutist Demarre McGill with pianist Hugh Sung, pianist Natasha Paremski, and cellist Daniel Gaisford and pianist José Feghali.

For complete event listings and more information about this festival, which offers free events through September, visit www.RivertoRiverNYC.com.

On Friday, August 20, the **Mostly Mozart Festival** and **Lincoln Center** pay tribute to Classical Action: Performing Arts Against AIDS. Lincoln Center is donating a portion of each ticket sold for this concert to Classical Action, and the evening's performers themselves, from orchestra members to soloist Joshua Bell and conductor Louis Langrée, are making generous contributions and offering their support, as well.

Winter, spring, summer, and fall... Classical Action's got friends.

STEVE J. SHERMAN



André Watts shakes hands with 12-year-old "colleague" Kit Armstrong, who performed the opening concert for "Summer Stars."



STEVE J. SHERMAN

CONCERTMASTERS

\$25,000 and above

American Express Company
Judy and Steven Gluckstern
Michael Palm Foundation

STRINGS

\$10,000 - \$24,999

Annalee Newman Fund
John and Sophie Bilezikian,
in loving memory of Sara Bilezikian
Downtown NYC River to River Festival
Elizabeth and Stephen Eisenmann,
in memory of Michael Palm
Jay Furman
Gail Furman
Jim and Ellen Marcus
Paul L. Newman
Sandra Wagenfeld and
Francine Goldstein,
in memory of Robert Wagenfeld
The Simon Yates and Kevin Roon
Foundation

WOODWINDS

\$5,000 - \$9,999

Helen Bodian and Roger Alcaly
Michael and Rebecca Cemo Foundation
Scott Dunn and Robbie Moray
Brandon Fradd
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Friedrike Merck
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in memory of Frank A. Imperato
Dr. Howard Scheiner
Frank Spring,
in memory of Malcolm Hoare
Wheelock Whitney III
WQXR - 96.3 FM
William H. Wright II
George R. Zuber and Guy Avni

BRASS

\$2,500 - \$4,999

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Raymond A. and Barbara F. Carye
Columbia Artists Management, Inc.
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in memory of Michael Palm
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in memory of Michael Palm
Universal Classics
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Sara Wolfensohn

PERCUSSION

\$1,000 - \$2,499

Jerome and Fanchon Apfel
Richard P. Baks
Mrs. Nancy Pierce Brumback
Mr. and Mrs. Edward F. Carye
Dr. Oscar Chamudes
Michael Cohen
Sylvie and Gary Crum
Eva and Brendan Dillon
Charles Dimston
William J. III and Carol Drawe
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*Represents gifts made October 1, 2003 through
July 26, 2004*

“Rags” for Riches



Ms. Josefowicz and Mr. Novacek share an intense musical moment.

One of the benefits of membership in Classical Action’s *Maestro Program* is an invitation to attend our Annual Appreciation Concert, which took place this year on May 26, 2004 at the home of Judy and Steven Gluckstern. Those who have supported Classical Action financially to the tune of \$1,000 or more during one fiscal year (as a single unrestricted gift, or cumulatively through donations and ticket purchases) were treated to a dynamic performance by violinist Leila Josefowicz and pianist John Novacek. The program, ranging from Beethoven to Ravel, Novacek’s four infectious fun “Rags,” and the simply poignant encore of Charlie Chaplin’s “Smile,” allowed them to share with us the breadth and depth of their talent.

If you would like more information about how your contribution to the *Maestro Program* can lead to a priceless event like this one, please contact Classical Action at (212) 997-7717. Giving may be its own reward, but it can also give back.

You Can Do It, Too!

On May 21, singers Audrey Silver and Crystal Sikora performed in a house concert to benefit Classical Action, in the elegant and spacious home of Deborah and Andrew Madoff. What made this concert particularly meaningful was Ms. Silver’s and Ms. Sikora’s initiative in putting the evening together. These accomplished artists not only volunteered to invest their efforts and energy on our behalf, but raised \$3,220 in the process. They donated their time and talent, invited guests, identified a host, prepared delectable food, printed programs, and even assembled and distributed gift bags.

Yes, they virtually planned the entire evening themselves. We applaud Audrey and Crystal for presenting their own benefit event, and *you can do it, too!*

Doing Our Part by Audrey Silver

How is it we came to host a Classical Action benefit? The story begins with my friend Crystal Sikora, New England Conservatory-trained, lyric soprano, who has performed an impressive range of works for over twenty years. And then she stopped, to have a baby. Four years later she was ready to step back in the ring. So, musing on a friend’s offer to lend her a large, two-story living room for a recital, she decided now was the time. But this time she wanted her performance to benefit others. That’s where I come in.

I’m a jazz singer. I have many friends in the music business, and one, Norman Ryan, had asked me to support his team in the Classical Action bowling event, Up Our Alley. I said “Of course.” What’s curious is that once I was introduced to the organization, the name kept cropping up. During a gig, the bass player mentioned that his wife worked with Classical Action. While making a CD, I learned that my producer was good friends with the founder of Classical Action. Why was I being reminded of Classical Action at every turn? When Crystal proposed a recital, it all became clear: to add the broader purpose Crystal was looking for by having her recital benefit those in need of our support through Classical Action. She suggested that I perform as well, and we began to plan the event.

It was the perfect pairing, a really great evening. Crystal’s voice was even more wonderful than four years ago. Our pleasure was matched by purpose, which amplified the fun of it all.

If you would like Classical Action to benefit from an event you are organizing, please contact our office at 212-997-7717. The more, the merrier!



Audrey Silver, jazz singer



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*Classical Action is a fundraising program of
Broadway Cares/Equity Fights AIDS*

Since 1987, Broadway Cares/Equity Fights AIDS has distributed more than \$26 million through its bi-annual grant program. The purpose of BC/EFA's National Grants Program (NGP) for Community-Based Organizations (CBOs) is to provide funds to local CBOs across the country that provide direct services to people living with AIDS or who are at high risk for HIV/AIDS and their families.

We are pleased to announce that in the most recent grant round (May 2004), BC/EFA's NGP Committee awarded \$2,204,500 to 502 family service organizations nationwide.

During these challenging economic times, and given the number of individuals and organizations in need of BC/EFA's grant money, deciding how much to grant and to whom is a task that is taken very seriously by committee members. Who makes up this committee and what criteria are used to

determine the amount of money that is awarded to so many people in need?

"While I know Broadway Cares raises the money through events, I sometimes feel cut off from how the money is distributed. Having served on the NGP committee I now know, in a concrete way, where the money is going and how we are directly affecting individual lives."

A National Grants Program
Committee Member

The NGP Committee (20 individuals in the last grant round) is comprised of a broad range of HIV-related service professionals, members of communities affected by HIV/AIDS, and representatives of the entertainment industry such as performers and stage managers. Many committee members have personally experienced the devastating affects of HIV/AIDS and know, all too well, how vital these funds are to individuals suffering with this disease and to an organization's well being.

The application process is simple and user-friendly, not only for CBOs seeking grants, but also for the committee who will cull through hundreds of grant applications sent in from all over the country in order to allocate funds as quickly as possible. Funds are available for a

DISTRIBUTION OF FUNDS

- Direct Services**
 Case management, housing programs, personal care services, and transportation programs
96 grants awarded totaling \$388,000
- Food Services/Prepared Meals**
 Nutritious prepared meals served in a congregate setting, home-delivered meals, food baskets, and food pantries
137 grants awarded totaling \$584,500
- Emergency Financial Assistance**
 Short-term support for rent, telephone bills, insurance premiums, and vouchers for food
112 grants awarded totaling \$421,500



variety of direct services for people with HIV/AIDS and their families, though each applicant can only request funds in one category. The graphic below outlines the most recent distribution of grants by category.

In some cases, the categories represent the basic necessities of living, areas that healthy individuals might take for granted. After carefully reviewing the 500+ applications prior to the committee meeting, the NGP committee members met for approximately 4 hours and considered each application, well aware of the importance of these monies to the potential grantee.

Members often do not know what to expect from their first NGP committee experience; it is a great responsibility to ensure that the money raised by and for BC/EFA is effectively administered and responsibly awarded. Members come away from the meeting with a feeling that their efforts have made a measurably positive impact on the lives of countless people in need.

Feedback like this keeps our staff and NGP committee motivated:



More grants were awarded for Food Services than for any other category. Among the organizations receiving assistance is Northeast Florida AIDS Network, pictured here in their food pantry.

"It was really gratifying knowing that our decisions could quickly benefit an organization and that the turn-around period from submitting a grant application to being awarded the grant was a brief one."

A National Grants Program
Committee Member

"It is indeed an honor and a testament to the fine work of your agency that you have found ways to support a small AIDS Service Organization in rural Washington. Though Walla Walla has little in common with Broadway, the struggle with this disease and the appreciation of support is universal. Thank you."

Blue Mountain Heart to Heart,
Walla Walla, WA

Special thanks to Brian O'Donnell, Manager of BC/EFA's National Grants Program, for his assistance with this article. To request a grant application, call (212) 840-0770, x 226.

Harm Reduction Services

Support groups, interventions, community outreach, and needle exchange
40 grants awarded totaling \$170,000

One-Time Expense

Expenses such as the purchase of a van, food service equipment, renovation of kitchen and meeting room space, and communication equipment upgrade
62 grants awarded totaling \$529,000

Quality of Life Services

Youth activity programs, retreats, veterinary services
55 grants awarded totaling \$111,500



Classical Action

Performing Arts
Against AIDS

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STEVE J. SHERMAN

Many audience members experienced their first, intimate house concert on April 15, seated just feet from the artists while they performed.

MUTTER-PREVIN-HARRELL TRIO

Three's Company

Violinist Anne-Sophie Mutter, pianist/conductor André Previn, and cellist Lynn Harrell have all been deeply committed to the work of Classical Action from the moment we first opened our doors more than ten years ago. Each has supported our work through numerous benefit concerts and generous financial contributions, and on Saturday, April 15 they joined their extraordinary musical forces to offer us a private benefit concert at the elegant East Side townhouse of Classical Action Maestros Steve Hellman and Katharine Hsu. The 75 guests assembled for this evening of chamber music by Brahms and Mendelssohn experienced the grandeur of these great artists in the intimacy of a spacious living room with museum-quality art nouveau furnishings, providing the ideal visual and acoustic setting for such an exhilarating concert.

Following the newly-formed Mutter-Previn-Harrell Trio's performances, they joined the guests on the 6th floor terrace to enjoy a beautiful spring



STEVE J. SHERMAN

Pictured left to right, those who made this event possible: Steve Hellman, Ms. Mutter, Sir André Previn, Mr. Harrell, and Kathy Hsu (with unborn Arianna).

night, coupled with a buffet dinner as splendid as the surroundings. Our special thanks to Steve and Kathy, our gracious and generous hosts, to Amy Gerstein for her hard work, and to Lisa and Gerhard Feldmann of Bösendorfer New York, who contributed one of their unique pianos for this truly special occasion.