



## **FEBRUARY 5, 2011 ADDRESS TO THE AUDIENCE**

Hi, and a good evening to all of you!

My name is Norbert Sommer, and I have recently become a member of the CBSO's board.

I also am one of you, the audience of this delightful assembly of gifted and committed musicians, and I have been witnessing their exemplary development since the early days at Midland Collegiate.

I, like most of you, I assume, am not rich or famous. But if my assumption about you is wrong, that's all the better, because of what I want to talk to you about.

I felt a bit uneasy when Maestro Reintamm at this same moment of the festive concert before the holidays thought it necessary to remind all of us that the tickets we buy, to enjoy the great music this orchestra performs for us, do not cover the costs involved for that to happen.

Since then I have given that some thought and discovered two interesting things:

1. That I have grown very fond of this orchestra and what it does for me, and
2. That this wonderful space, on most occasions we do enjoy its ambience and acoustics, could give pleasure to a lot more people, if only they knew.

On the first point I have to say that I would be extremely unhappy if the CBSO one day would suddenly cease to exist. My guess is that I would not be alone with that sentiment.

On point two I have a suggestion: All of you, who feel somewhat like me, would probably agree that each one of us could become more pro-active to help pushing attendance closer to a sell-out by telling friends and relatives about

the potential enjoyment they miss by not being here with us right now. And if simple arm twisting doesn't work, how about buying them their first tickets as a present? I mean, even beyond the freebies the orchestra gives us with our subscriptions!

Selling out this marvellous venue would be a great first step in addressing the financial needs of this accomplished ensemble. And beyond that there is a second step: We could make plans to attend the Annual Fundraising Concert on March 12th at St. Timothy's, which promises to be a most entertaining and worthwhile experience.

Friends, let's get together and do this, for them (acknowledging the orchestra) and for us, just as Barack Obama said, "Yes, we can!"

But for now let us sit back and enjoy the second half of CJQ with the CBSO.

Thank you!