

GREAT LAKES CARAVAN

Nurturing Youth Music Appreciation for the live performing arts ♦ Linking booked concerts with nearby school systems ♦ Assemblies for general student bodies ♦ Masterclasses, coachings, workshops for budding musicians ♦ Creative and flexible funding ideas

"Caravan events are a great experience in which students get the valuable chance to interact with world class musicians. In a master class with Charles Wetherbee (the Carpe Diem String Quartet) he completely revolutionized my playing."

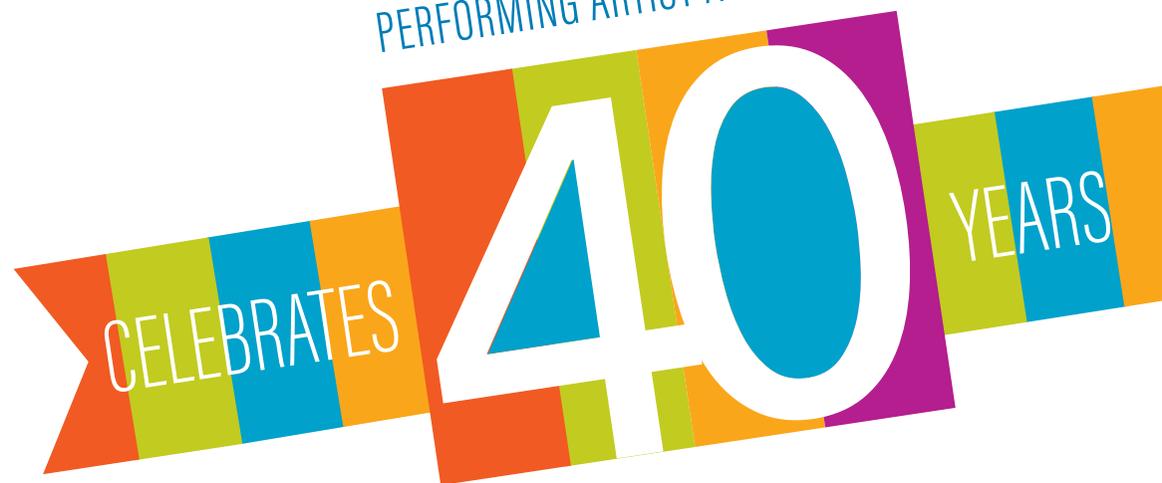
—13 year old violinist from Manchester, Michigan



"Without CARAVAN funds we would not have been able to connect a world-class musician such as Rene Schiffer with our students. Every time Mr. Schiffer has worked with us, he has never ceased to inspire and amaze, serving as a living example of unending passion and learning. We are forever grateful to the GLPAA CARAVAN for providing such opportunities!"

—Kasia Bielak-Hoops, Executive Director, Community Music School of Ann Arbor

GREAT LAKES PERFORMING ARTIST ASSOCIATES



DEVELOPING ARTISTS AND AUDIENCES FOR THE LIVE PERFORMING ARTS IN GREAT LAKES COMMUNITIES.

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GREAT LAKES PERFORMING ARTIST ASSOCIATES



Great Lakes Performing Artist Associates is a non-profit arts management organization dedicated to supporting performers and developing audiences in the Great Lakes region. GLPAA selects artists through a rigorous audition process and then supports their performance careers by offering their services at affordable fees to regional performing arts presenters. Performances take place in large recital halls, as soloists with symphony orchestras, at schools, colleges, community arts centers, retirement communities, church events, fairs and even baseball games. This expands the artists' visibility and gives a variety of audiences the opportunity to enjoy their music.

"An artistic resource unlike any other," was the way the Great Lakes Performing Artist Associates was described by the National Endowment for the Arts. Unique from its inception, this organization

was the creation of performing artists, in particular Theodore Letvin and his wife, Joan.

Letvin came to Ann Arbor in the early 1970s to head the University of Michigan graduate program in piano. He soon became distressed by the number of his graduates who left the great lakes region for New York, California and Europe due to a lack of local performance opportunities. More upsetting to him were those graduates who, unable to find work in the area, stopped performing entirely. The Letvins were anxious to do something about this. They dreamt of a non-profit management organization that would focus on an artist's talents and performance opportunities. Encouraged by Ann Arbor musicians Connie Barron, Judy Dow and, later, Elizabeth Humes, in 1978 Ted and Joan Letvin founded the Great Lakes Performing Artist Associates, GLPAA.

In the beginning, the mission of the GLPAA was to find "emerging artists," young performers who had not yet acquired national recognition, and established artists who wanted to live and work in the Great Lakes area, places to perform. As time went on, however, another mission emerged. Members of the GLPAA became increasingly aware of the "greying audience" problem. Audiences were getting older. New audiences had to be cultivated. **Young people had to be introduced to professional musicians and their music and encouraged to become the audience of the future. To accomplish this goal, the Caravan Project was born.**

The Caravan Project began with the image of a band of musicians trekking from concert halls to schools bringing with them the joy of music. Since the Carpe Diem String Quartet brought the first Caravan event to Ann Arbor's Slauson Middle School in May, 2006, the program has proven highly successful with young people throughout the Great Lakes area. Twenty GLPAA artists have met with thousands of students in 45 Caravan events in 25 different venues in 16 communities,



mostly in Michigan, but spread over five Great Lakes states. A typical event ranges from one-on-one master classes and side-by-side concerts to performances before all the music students in several grades followed by interaction with the musicians. Abby Alwin, a middle school orchestra teacher in the Ann Arbor Public Schools brought her students to Huron High School for a Caravan event with the Lincoln Trio. She says,

Our experience with the Caravan Project of the Great Lakes Performing Artists Association was fantastic. Our students were engaged listeners and they were enriched and inspired by the performance they heard. Besides a most stunning performance, the students had the opportunity to interact with the musicians as people...seeing that musicianship is fun, engaging, and brings depth and richness to their lives.

It is difficult to estimate how many young people have been touched directly by our artists. On average, at any given Caravan event, 40-50 students are enriched by a musical performance they may otherwise never have had the chance to attend. One 13-year-old violinist in Manchester, Michigan wrote that, "Caravan events are a great experience in which students get the valuable

chance to interact with world class musicians. In a master class with Charles Wetherbee (the Carpe Diem String Quartet) he completely revolutionized my playing."

GLPAA's history is impressive. Office records indicate that over the 40 years of its existence, GLPAA has made it possible for over 100 artists and artist groups, duos, trios, quartets and a few larger bands, to present, or be part of **over 2000 concerts in at least 230 different venues in 140 different communities in 27 states**, including two performers at Carnegie Hall, New York. Audiences for these concerts ranged from 12 at the opening of a Domino's Pizza in Columbus, Ohio to 125,000 at a three day music festival in Indiana.

Music is a history in sound. It is a unique and moving method of communication that connects the past and present and toys with predictions of the future. It chronicles events and reflects the thoughts and emotions, joy and despair prevalent in the daily lives of people in a specific period of time. It is imperative that we do everything we can to preserve and strengthen the music that has come before us, encourage the creation of new works and support the artists who perform them. That is the mission of the Great Lakes Performing Artists Associates.