



YEARS OF GIVING VOICE TO POTENTIAL

**SAN FRANCISCO
OPERA GUILD**

1939-2014



Karen J. Kubin. Photo by Russ Fischella

Seventy-five years ago, 12 women joined together to raise funds for opera education and to support San Francisco Opera. Their first educational endeavor was to underwrite a student matinée of *Madama Butterfly* at 50 cents a ticket. Photographs from those early years tell the story far better than words ever could. My favorite is of Gladys Swarthout sitting on the steps of the War Memorial Opera House with her grade-school charges in tow, giving them a preview of *Faust*. *Faust*, you say? They were enthralled!

From that modest start in 1939, San Francisco Opera Guild has grown to become an organization of over 900 dedicated Board and Chapter members, staff and volunteers providing award-winning K-12 opera education and community outreach programs to millions of students and adults across Northern California. Since 1989, the Guild's signature *Opera à la Carte* program alone has reached some 750,000 students. And that's only one of nine programs we currently offer. Think of it this way: the 50,000 students in 200 schools that we reach with our education programs would fill the Opera House more than 15 times each year. I call that extraordinary! And, thanks to the visionary efforts of our long-time Director Jane Hartley, the Opera Guild has an endowment that now tops \$3 million. Our future is secure.

Of course, none of our educational and outreach programs would be possible without the funds raised by our premiere events. It is for this reason, and additionally, and importantly, to provide financial support for San Francisco Opera, that we hold them. This year we wanted to mix the new with the old in celebration of our 75th Anniversary, so we created *Holiday Dinner on the Opera House Stage*, harking back to the early years of the Guild's holiday parties that began in the late 1980s as a celebration of the close of the Opera season and the start of the holiday season. It was pure magic. For our Spring event, we again reached back into history, re-inventing the Guild's beloved *Fol de Rol* of bygone days with *POPer!*, an evening of cabaret hosted by award-winning soprano Deborah Voigt, and lots more. Due to the generosity of our supporters of these events and other efforts, notably our spectacular *Opera Ball, In the Garden of Good and Evil* that opened the Opera's 91st season, 2013–2014 is poised to be a record-breaking year.

San Francisco Opera Guild means many things to me, but if asked to name the thing that means the most, my answer would be easy: it's the children we reach with our programs. Watching a shy and tentative middle schooler take

***Giving voice to potential
through education and
outreach programs
that bring opera center
stage into the life of the
community***

San Francisco Opera Guild
Mission Statement

the stage in an *Opera à la Carte* production of *Pirates of Penzance*, give her lines brilliantly, and receive roars of approval from the audience, blushing brightly and beaming with new confidence, tells me that we have provided a transformative experience that will stay with that child forever. Or the 12-year-old boy playing Dr. Bartolo in *The Barber of Seville*, another *Opera à la Carte* production, to an auditorium filled with his classmates, friends and family responding with screams of delight. After that experience he might well think there is nothing he can't accomplish.

All this is achieved through the talent, hard work and dedication of San Francisco Opera Guild's Board, Chapters, volunteers and staff, the loyal support of our donors and San Francisco Opera, and all those who came before us. As President of the Opera Guild, I have been inspired by the commitment of so many wonderful individuals, and I am at once humbled and privileged to be the Guild's leader. As we celebrate our 75th Anniversary, I see a bright future with no limits to what can be accomplished to further our mission and give voice to potential. My challenge to the Opera Guild of 2039, on the occasion of its 100th anniversary, is to have doubled in size and annually be helping 100,000 students in 400 schools to find their voices. Like the children, I believe that everything is possible.



Karen J. Kubin
President, San Francisco Opera Guild



David Gockley, ©Michael Winokur

Dear Members of the Opera Community,

I wish to offer my heartiest congratulations to San Francisco Opera Guild on its 75th Anniversary.

Over the years, the Guild has contributed immeasurable value to San Francisco Opera Association and to the operatic art form as a whole.

It starts with the excellent educational programs that now reach 50,000 Bay Area children per year, and continues with the recruitment and organizing of 500–600 volunteers who contribute their services in so many areas, saving the Opera thousands of dollars every year.

The Guild also coordinates the activities of five Bay Area Chapters, which offer speaker programs and fundraisers in support for its educational programs in their communities.

Most tangibly, the Guild co-produces with the Opera the annual *Opera Ball*, which has for years been the most prominent event in the fall social calendar, and which has since its origin in 1941 been a vital and ever-increasing source of revenue for the Opera Association.

The Guild's membership and leadership never ceases to amaze me. It richly deserves every plaudit it receives during this milestone year.

Warm wishes,

A handwritten signature in black ink, appearing to read "David Gockley". The signature is fluid and cursive.

David Gockley
General Director, San Francisco Opera



Katie Jarman. Photo by Lois Tema Photography

This 75th Anniversary book has truly been a labor of love. Numerous members, both current and past, have contributed to the content by recounting wonderful stories of our Guild. This is the first time we have attempted to compile our complete 75-year history and build a timeline of our most significant milestones. The former editions of this book, published on our 25th and 50th anniversaries, served as a foundation for this publication.

Special thanks to our Opera Guild Staff, especially Managing Director Susan Malott and Megan McDonald, Assistant Events Manager, for taking the time to help us on this journey. Thanks also to Ann Farris, Micah Standley and Ellen Grinnell who volunteered their time to help research the San Francisco Opera’s Archives to locate articles and scan photos that could be used in the book.

It was a wonderful experience to collaborate with Marsha Monro and Romana Bracco on *POPer!*, our modern version of the *Fol de Rol* parties of the past. The two of you are pros in the world of event planning. It was a pleasure to be on your team.

I would like to personally thank and give gratitude to Barbara Traisman, our book writer and editor, for stepping up to this challenge and so aptly handling all of the details of its content and production. Thank you Barbara!

Additionally, a very special thank you to San Francisco Opera Guild Director, Arlene Inch, for so graciously underwriting the book. Arlene, you are a dear friend to our Guild, and your generosity is truly appreciated.

I hope you enjoy this book and share it with your friends and family.

Most sincerely,

Katie Jarman

Katie Jarman

75th Anniversary Chairman, San Francisco Opera Guild

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San Francisco Opera Guild: 75 Years of Giving Voice to Potential through Opera Education

By Jane Hartley

Since our founding on January 19, 1939, San Francisco Opera Guild has provided education programs that foster imagination, cultural understanding and abstract thinking as well as nurturing a lifelong passion for the arts. This is the story of how we've given voice to potential for 75 years.

With advice from the Metropolitan Opera Guild of New York, the San Francisco Opera Guild was established. Our first program, *Student Matinéés*, began on November 19, 1939. This program and its successor, our *Student Dress Rehearsals*, have made it possible for young people to experience professional opera first-hand ever since. That first year, ninth-grade student Virginia Miller was so inspired by the performance of *Madama Butterfly* she attended that she later became a faithful and involved Opera Guild Board member, organizing and leading backstage tours for many years. Today, our *Student Dress Rehearsals* program enables students in the greater Bay Area to watch dress rehearsals of San Francisco Opera productions.

In 1968, board member Lillian Scott Biben developed a lecture with slides and recorded music, which Guild docents presented in schools to prepare students for trips to the Opera House. Later, Lise Deschamps Ostwald re-imagined the lecture into a 45-minute version of the matinée that the students would attend.

It included professional singers, a pianist, a docent narrator and various speaking, dancing and chorus parts for participating students.

Nan McDowell created *Operatunities* in 1980. In this program, students took part in a mini version of a current San Francisco Opera production, complete with costumes, props and stage sets. Professional singers worked with the students to stage and perform the opera. One year, in preparation for *Die Walküre*, students performed the *Ride of the Valkyries* on kazoos. *Operatunities* was the first of several Guild education programs to receive an award from Opera Guilds International, an organization now known as Opera Volunteers International.



Marguerite Gignac performs the role of Gilda in a 1961 *Student Matinée* performance of *Rigoletto*

“It’s never too early to encourage children to express themselves and explore their creativity. Breathing life into art—and teaching children that they, too, can be actors, creators, thinkers and visionaries—are key to our organization’s most important missions.”

Caroline Altman
Director of Education, 2006–2013

With the help of a grant from Citicorp in 1984, the Guild was the first to use Supertitles for its *Student Matinées*. Supertitles transformed the opera experience and became a standard part of San Francisco Opera’s presentations.

In 1988, Education Vice President Lisa Grossi secured another grant from Citicorp, which allowed her to create a *Renaissance Summer School* in collaboration with UC Berkeley and the Italian Consulate. The five-week program included morning classes in Italian, Renaissance art, history, culture and cooking. In the afternoons, students created an opera, with the help of a Guild-provided director and composer, as well as workshop directors and volunteers. At the end of the five-week program, students performed the opera for the community.

Since 1989, husband and wife team Ellen Kerrigan and Baker Peebles has served as Coordinator and Music Director of the *Opera à la*

Carte program, creating masterfully designed, 45-minute adaptations of classic operas in English for student audiences in grades 3–8. Professional singers perform the leading roles, while students take on other roles with spoken dialogue. The professional artists coach students in expression and stage movement and rehearse the student chorus. They then join in a presentation of the opera for the entire school. *Opera à la Carte* now travels to more than 120 schools in the greater Bay Area and has reached more than 750,000 students in the last 25 years.

In 1988 the Guild piloted a sequential, curriculum-based program, *Opera Partners*, written by OPERA America. It included summer training for teachers, “Great Works,” in which students studied an opera within the context of its time and place, and “Create and Produce,” in which students composed an opera. The program received a National Endowment for the Arts grant that funded it for an additional two years.



Students attend the Opera Guild’s 100th *Student Matinée* in 1973, a performance of *La Traviata*



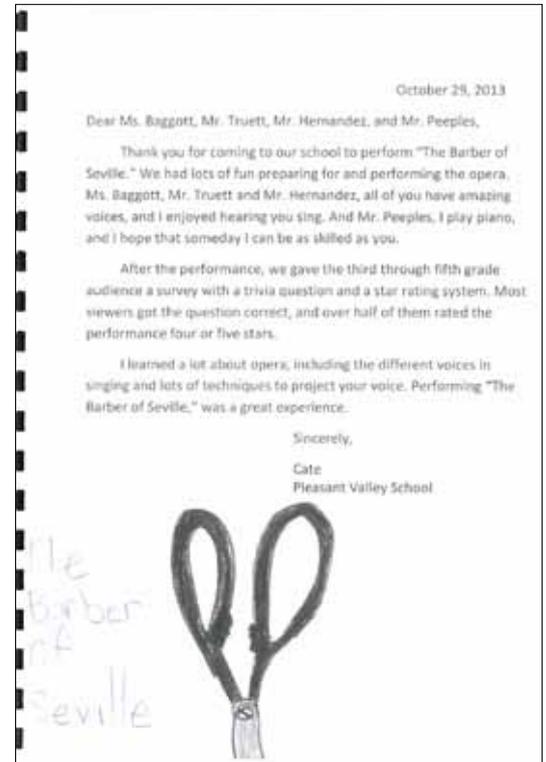
Students line up at the Opera House for a *Student Matinée*



Opera á la Carte Coordinator Ellen Kerrigan in the role of Marie bids farewell to the 21st Regiment. She is comforted by her aunt, who is played by a student from School of the Epiphany. From a 1993 Opera á la Carte performance of *The Daughter of the Regiment*.

The Guild also developed programs for adults, including in the 1970s *Opera Preview Lectures*, which are given in the five communities that have Opera Guild chapters; *Backstage Tours* in 1973; and in 1980, *Opera Insights* panel discussions with performers and directors of current San Francisco Opera productions.

A funding crisis in 1990 led to the development of a professionally invested endowment, now known as the Education Fund. The proceeds are used exclusively to fund our education programs. Prior to its establishment, the Guild's *Opera Ball* fundraising event—hosted annually in conjunction with the San Francisco Opera's season-opening performance—was the primary source of funding for our education programs. But an orchestra strike at the beginning of the 1990–1991 season led to the cancellation of both that season's opening-



A student at Monta Loma Elementary School is being made-up for an Opera á la Carte performance of *La Bohème*



Students from Malcolm X, Berkeley, preview Operatunities 1989 *The Ring*, with Rhinemaidens and a kazoo chorus

“Opera aims to combine great poetry and great music to move the spirit and soul in the most profound ways. It contains myriad connections to our most compelling human experiences. These qualities make it an ideal catalyst for the development of our creative potential, and through the Guild’s programs, I hope to help make opera an even more vital component in the education of our young people and to the Bay Area community at large.”

Andrew Berger,
Director of Education

night performance and the *Opera Ball*, jeopardizing funding for Guild programs. Having exceeded its original \$3 million goal in 2013, the Education Fund guarantees the long life of the Guild’s award-winning education programs.

In 2001, Beth Brill, who was then Opera Guild president, brought *Sing a Story* to fruition. It remains a crown jewel today. Guild teaching artists visit K–3 classrooms to introduce opera with interactive storytelling, props and boundless fun. Funding from the Guild’s Endowment Fund enabled the piloting of this program.

The Guild welcomed its first full-time education director, Caroline Altman, in 2006. She revitalized and expanded our programs, bringing to bear her experience as a teacher, actress, singer and creative genius.

One year later, the Guild rolled out Ms. Altman’s *Summer Conservatory*. It is a three-week program of total immersion, offering students instruction in all aspects of performing arts: voice, theory, movement, music, language, acting, history and more. Students create, rehearse and perform an original operatic and/or theatre work and attend a *Student Dress Rehearsal*.

In 2008, Ms. Altman created *Book to Bravo!* for students in grades 4–9. A team of teaching artists visits classrooms, where they match the class’s curriculum to an original opera, allowing children to learn libretto writing, composition and rehearsal techniques.

The Guild rolled out in 2011 *How Andy Found His Voice*, a touring show for students in grades 4–9. Also created by Caroline Altman,

this 50-minute musical anti-bullying play tells the story of a troubled ninth-grader, Andy, who finds his voice and self-confidence.

In 2013, the Guild hired Andrew Berger as its new Director of Education. Along with his degrees in Music from Harvard College and in Curriculum and Instruction from Long Island University, he brings 20 years of experience as a music administrator. This background makes him ideally



Sing a Story. Photos by Susan Malott



Jane Hartley, San Francisco Opera Guild president, with school children at a 1989 *Student Matinée* performance of *Falstaff*. Photo by Paul Latoures



Operatunities 1984 *L'Elisir d'Amore* at McAteer High School



Students meet Jeanette Scovotti after her performance as the Queen of the Night in a *Student Matinée* of *The Magic Flute*

suitied not only to sustain and strengthen but also to expand the Guild's education programs.

Over the course of the Guild's stellar 75-year history, our programs have given voice to potential, reaching more than 50,000 students in 200 schools each year. As we begin our next 75 years, we will continue to bring innovative approaches to

our programs and fresh ways of engaging children. And we'll continue to focus on our mission, acting on our understanding that arts education nurtures the expressive nature in students. We've proven it for 75 years, and we intend to make a difference in the lives of many, many more children.



Summer Conservatory. Photos by Susan Malott

Book to Bravo! Photos by Susan Malott

BRINGING STUDENTS TO THE OPERA HOUSE SINCE 1939

San Francisco Opera Guild sponsored *Student Matinée*s from 1939 to 1995, and since 1996 it has offered students the opportunity to attend selected mainstage dress rehearsals. Over the years, these performances have been attended by hundreds of thousands of students from Bay Area and regional schools.

STUDENT MATINÉES

1939	<i>Madama Butterfly</i>	1974	<i>Madama Butterfly</i>	2003	<i>Il Barbiere di Siviglia, La Bohème, Cavalleria Rusticana, Pagliacci, The Cunning Little Vixen</i>
1940	<i>Aida, Carmen</i>	1975	<i>L'Elisir d'Amore</i>	2004	<i>The Pearl Fishers, Così Fan Tutte, Eugene Onegin, La Traviata</i>
1941	<i>Il Barbiere di Siviglia</i>	1976	<i>Il Barbiere di Siviglia</i>	2005	<i>L'Italiana in Algeri, Norma, La Forza del Destino, The Pearl Fishers</i>
1942–45	<i>Student Matinée</i> s were suspended during war years and instead, the Guild made 55-cent tickets to performances available to U.S. servicemen on leave in San Francisco	1977	<i>Faust</i>	2006	<i>Un Ballo in Maschera, Die Fledermaus, Rigoletto, Carmen, Le Nozze di Figaro, Madama Butterfly</i>
1946	<i>Carmen, Don Pasquale</i>	1978	<i>La Bohème</i>	2007	<i>Don Giovanni, Appomattox, Macbeth, The Rake's Progress, Das Rheingold, The Magic Flute</i>
1947	<i>La Traviata</i>	1979	<i>Così Fan Tutte</i>	2008	<i>The Bonesetter's Daughter, Boris Godunov, L'Elisir d'Amore, Porgy and Bess</i>
1948	<i>La Bohème</i>	1980	<i>Don Pasquale</i>	2009	<i>The Daughter of the Regiment, The Girl of the Golden West, Otello, Faust</i>
1949	<i>Faust</i>	1981	<i>Lucia de Lammermoor</i>	2010	<i>The Marriage of Figaro, Madama Butterfly, Cyrano de Bergerac, The Makropulos Case</i>
1950	<i>Madama Butterfly</i>	1982	<i>Le Nozze di Figaro</i>	2011	<i>Lucrezia Borgia, Don Giovanni, Carmen, Xerxes</i>
1951	<i>Carmen</i>	1983	<i>La Traviata</i>	2012	<i>Rigoletto, The Capulets and the Montagues, Moby Dick, Lohengrin, Tosca</i>
1952	<i>Cavalleria Rusticana, Pagliacci</i>	1984	<i>Madama Butterfly</i>	2013	<i>Falstaff, The Flying Dutchman, Il Barbiere di Siviglia, Il Barbiere di Siviglia for Families</i>
1953	<i>Il Barbiere di Siviglia</i>	1985	<i>Falstaff</i>	2014	<i>Show Boat, La Traviata, La Bohème, Un Ballo in Maschera, Partenope, La Cenerentola</i>
1954	<i>Rigoletto</i>	1986	<i>Faust</i>		
1955	<i>Carmen</i>	1987	<i>La Traviata</i>		
1956	<i>Madama Butterfly</i>	1988	<i>La Bohème</i>		
1957	<i>La Traviata</i>	1989	<i>Falstaff</i>		
1958	<i>La Bohème</i>	1990	<i>Die Fledermaus</i>		
1959	<i>Pagliacci</i>	1991	<i>La Traviata</i>		
1960	<i>Gianni Schicchi, Ballet Con Amore</i>	1992	<i>L'Elisir d'Amore</i>		
1961	<i>Rigoletto</i>	1993	<i>The Daughter of the Regiment</i>		
1962	<i>The Daughter of the Regiment</i>	1994	<i>Lucia di Lammermoor</i>		
1963	<i>Falstaff</i>	1995	<i>La Cenerentola</i>		
1964	<i>The Bartered Bride</i>				
1965	<i>Il Barbiere di Siviglia</i>				
1966	<i>Rigoletto</i>				
1967	<i>The Magic Flute</i>				
1968	<i>Madama Butterfly</i>				
1969	<i>L'Elisir d'Amore</i>				
1970	<i>Carmen</i>				
1971	<i>Il Trovatore</i>				
1972	<i>Tosca, Lucia di Lammermoor</i>				
1973	<i>La Bohème, La Traviata</i>				

STUDENT DRESS REHEARSALS

1996	<i>Carmen, Il Barbiere di Siviglia</i>
1997	<i>Hansel and Gretel</i>
1998	<i>Hansel and Gretel</i>
1999	<i>Un Ballo in Maschera, Lucia di Lammermoor, La Bohème</i>
2000	<i>The Ballad of Baby Doc, La Traviata, L'Elisir d'Amore, The Magic Flute</i>
2001	<i>Falstaff, The Merry Widow, Tosca, Carmen, Madama Butterfly</i>
2002	<i>Otello, Hansel and Gretel, Madama Butterfly, La Cenerentola</i>

San Francisco Opera Guild: Celebrating 75 Years of Fundraising, Opera Education and Having Fun

By Barbara Traisman

As San Francisco Opera Guild embarked on its 75th anniversary year, there was much to celebrate. From its origins in 1938 when a group of 49 opera lovers made it their mission to raise funds for opera education and to support San Francisco Opera, the Guild has kept pace with changing times and evolved into an increasingly dynamic and professional organization. To date, the Opera Guild has almost 1000 members, has amassed an Education Fund of \$3.3 million, and, true to the mandate of its dual mission, enjoys an enviable history of strong financial support for San Francisco Opera Association.

The Opera Guild's first educational endeavor on November 19, 1939, was the underwriting of a matinee performance of *Madama Butterfly* for students. Tickets to

the performance were made available to schoolchildren for 50 cents apiece. This proved to be the harbinger of what would become a comprehensive lineup of lively and engaging award-winning education programs. In 2013–2014 the Guild's programs reached more than 50,000 students in almost 200 Bay Area schools. *Opera à la Carte*, the precursor of which was established in 1978, and which is the Guild's longest-running program, has reached 750,000 students since 1989.

In the formative years, profits from the Opera Guild's fundraising activities accumulated in the treasury until there was enough money to pay for a stage set for a San Francisco Opera production. The first donation to San Francisco Opera Association was in 1950 in the amount of \$6000, which was used to underwrite the sets for *Parsifal*. By 1987 the Guild's annual contribution had risen to \$120,000, and in 1998, it reached \$500,000. In 2013, the Guild's donations to San Francisco Opera surpassed \$750,000.

Proceeds from the *Opera Ball*, the Guild's signature fundraising event inaugurated in 1941 and produced in collaboration with San Francisco Opera, support the education programs of the Guild and San Francisco Opera Association. In earlier years, gifts to San Francisco Opera were also used to partially or wholly underwrite many mainstage operas. Early examples in addition to *Parsifal* in 1950 are *La Bohème* in 1958, *Le Nozze di Figaro* in 1961 and *The Magic Flute* in 1967, as well as the nationally

To develop and cultivate a wider public interest in opera through educational programs and to support the San Francisco Opera Association through fundraising events and volunteer activities.

Opera Guild by-laws,
January 19, 1939



Parsifal Act III, Scene 1. Photo by Strohmeyer

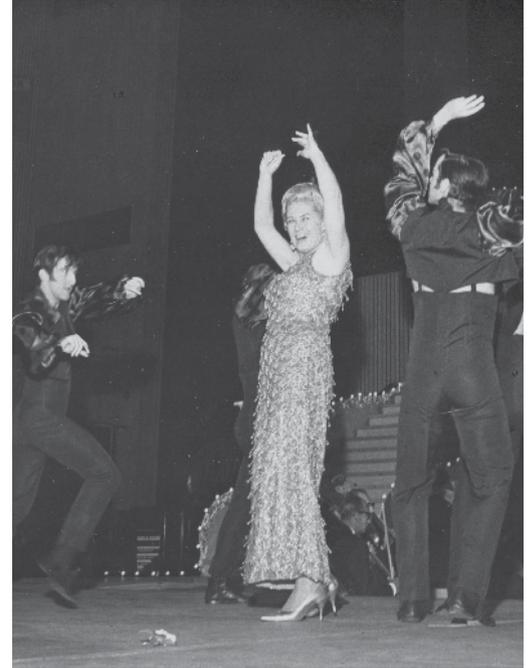
televised production of Ponchielli's *La Gioconda* in 1979 and Poulenc's *Dialogues of the Carmelites* in 1982.

Revenues from the Guild's additional fundraising efforts such as the fanciful *Fol de Rol*, another key signature event that was presented from 1950 to 1992, and its popular spring and winter events also support Guild education programs. Performers at *Fol de Rol* were a sparkling mix of figures from the opera and entertainment worlds. Operatic artists such as Lily Pons, Marilyn Horne, Birgit Nilsson, Leontyne Price, Leonie Rysanek, Claramae Turner, Beverly Sills, Joan Sutherland, Renata Tebaldi, José Carreras, Plácido Domingo and Luciano Pavarotti were joined by masters of ceremonies that included Frank Sinatra, Joel Grey, Ray Bolger, Merv Griffin and Duke Ellington. John Denver, the Jefferson Airplane, Boz Scaggs, Turk Murphy's Jazz Band and Neil Sedaka were among the cast of non-operatic performers.

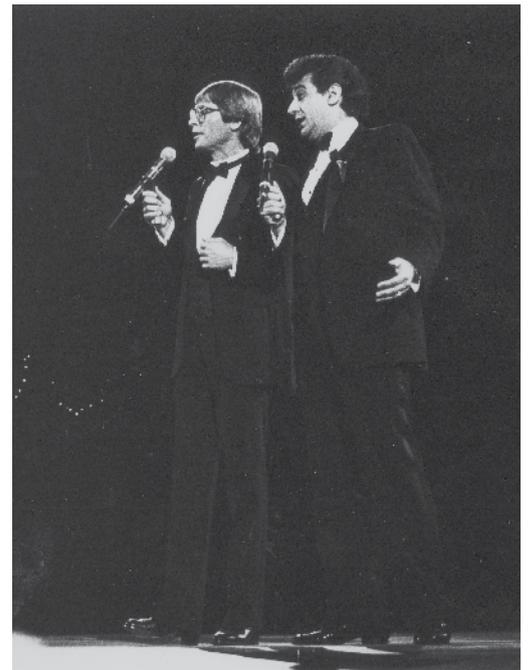
When the Guild's Endowment Fund, now known as the Education Fund, was established in 1995, additional money was raised and designated for this repository, with the money to be used exclusively for Guild education programs. Generous gifts and bequests have helped to increase the fund to its current balance. The Guild continues to develop new philanthropic partners and receives strong support for its education programs and events from both these new partners and its loyal base of long-term donors.

The reach of San Francisco Opera Guild was greatly expanded over the years with the creation of five Chapters in the Bay Area, as well as an affiliation with San Jose Opera Guild. The Guild's Chapters in San Francisco, the East Bay, Marin County, Sonoma County and the Peninsula were formed in order to develop and cultivate a wider interest in the performances, concerts and activities of San Francisco Opera. Today, the Guild's Chapters have a combined membership of nearly 800 individuals. As part of the Opera Guild's community outreach program, the Chapters present the *Opera Previews* lecture series in their communities, host artist receptions that follow the Guild's *Insight Panel Series*, and actively participate in the Guild's corps of volunteers, which contributes approximately 30,000 hours each year to San Francisco Opera. In addition, the Chapters host numerous events in their communities. Through their various fundraising activities, the Chapters regularly make generous gifts to the Opera Guild, Merola and San Francisco Opera Association.

While all of San Francisco Opera Guild's notable accomplishments over the past 75 years are too numerous to recount, what follows is a timeline of some defining moments in its history that highlight landmark events, record special successes and convey the remarkable spirit of the organization.



Claramae Turner performs at *Fol de Rol*



John Denver and Plácido Domingo sing a duet at *Fol de Rol* in 1981

The
San Francisco Opera Guild
salutes



Frank Sinatra, Mrs. Richard Walker, and Kurt Adler, 1965

MRS. RICHARD WALKER

Honorary Chairman
of
Fol de Rol 1988
50th Anniversary



A Timeline of 75 Eventful Years

1938–1939

1938, December: San Francisco Opera Guild is founded by Milton H. Esberg, Jr., Betty Powell and Mr. J.L. Bradley. Betty Powell served as the first president of the Guild.

1939, January 19th: Opera Guild is incorporated as a 501(c)(3) non-profit corporation.

1939: Guild begins sponsoring student attendance at opera matinées, with the first *Student Matinée* on November 19th. Tickets to *Madama Butterfly* were made available to students for 50 cents apiece. The Guild continued to sponsor *Student Matinées* through 1995, at which point it began its current *Student Dress Rehearsals* program.

1939: Opera Museum-Library is sponsored by Guild and open during opera performances.

1939: First Annual Luncheon. Baritone Lawrence Tibbett was the guest of honor.



Children at the Opera House for a *Student Matinée*

"In white mink, Mrs. Richard S. McCreery, San Francisco's most honored dowager, leaves dinner for the opera with Sir Robert Hadow." *Life* magazine, 1956.

1940S

1940: Opera Guild hosts a tea for Lily Pons.

1940: Guild sponsors lectures by widely respected music critics Alfred Frankenstein and Alexander Fried.

1941, October 13th: *Opera Ball* is inaugurated. The event followed the performance of *Don Pasquale* and was held at the Museum of Modern Art in the War Memorial Veterans Building.

December 1942–1945: During this period of World War II, Opera Guild suspends its *Student Matinées* and uses funds from membership dues to provide 55-cent opera tickets to U.S. Armed Services personnel on leave in San Francisco.

1945: After a hiatus during the war years, *Opera Ball* is reinstated as a gala *Victory Ball* and held at the Palace Hotel. The *Opera Ball* remained in this venue through 1949 and was then moved to Civic Center venues. In 1956 the *Opera Ball* had achieved such high social standing that it was featured in a spread of pictures in *Life* Magazine.



SAN FRANCISCO CHRONICLE: THURSDAY, OCTOBER 15, 1942

Fifty Cent Opera Service Men Get Rates Thanks to the S. F. Guild

By CAROLYN ANSPACHER

A long time ago, before Pearl Harbor, opera was considered a pretty fancy dish.

Once upon a time it was crusted with orchids, embellished with ermine and sable, garnished with Paris frocks, and served against a background of top hats, white ties and tails.

But no more.

War has returned opera to Mr. and Mrs. John Q. Public. More specifically, it has given opera to Johnny Doughboy and his brothers in the Navy and Marine Corps.

For these lads, serving in the armed forces, San Francisco's current opera season is proving a happy escape from reality.

CROWD THE OPERA HOUSE

Night after night they are crowding the War Memorial Opera House to hear the world's greatest singers in the world's most beloved opera.

Already some 1500 service men have attended the opera and at no fancy prices, either.

Available for them are two boxes, purchased by the San Francisco Opera Guild. Box seats, ordinarily priced astronomically, are passed out at 50 cents a ticket.

In addition, the Guild has purchased scores of downstairs seats for resale to service men at the same price.

In an effort to make even more tickets available to soldiers, sailors and marines at nominal prices, the Guild has just instituted a new membership campaign.

FINANCE THE PURCHASE

The \$10 paid by new members in the Guild will finance purchase of additional tickets, all of which will be resold to the men who storm the box office each performance night.

According to Paul Pons, who now finds himself in the role of social service worker, as well as business manager of the opera, it is a case of first come, first served at the box office.

When Guild tickets are gone, service men are enabled to buy orchestra seats for the opera, not at the customary \$6.00 price, but for \$1.18. This latter reduction, in-

deed, is made possible through the San Francisco Opera Association.

Countless service men, Pons said enter the Opera House as standees. Those who can afford it, pay a nominal price. Those who can't are admitted for nothing.

Said Pons: "We don't like to turn any of the boys away—particularly those who love music and can't hear it because they're broke. So we do a little bit of investigating."

"I don't know where we get the time, but we're running a social service bureau along with everything else."

During past seasons, the Opera Guild always has bought two performances and resold tickets at a low rate to school children. This year the Guild has embarked on a policy of serving music to the men who are serving the country.

And the gesture is almost rapturously received.

Make believe, particularly that sketched to music by the masters is a welcome antidote for San Francisco's soldiers, sailors and marines.

The music, they say, is swell. The settings, they declare, are grand. And the seats? Boy, they're wonderful.

Last night Blin Seyer sang "Traviata" to a new kind of audience. She sang to an audience created by war, but one that will continue its appreciation long after the war has been fought and won.

As one of the lads said last night:

"Gosh—just sitting in this opera house would have been thick enough. But I heard music besides, and during the intermission strange people bought me candy and things to drink. This is life! Gosh!"

New members of the Opera Guild who are making this sort of "life" possible for service men through their \$10 subscriptions will receive dividends in excess of gratitude. They will attend the dress rehearsal of "Fledermaus" on October 26 and, in addition, will receive 25 copies of the Metropolitan Opera Company's Opera News.

1950s

1950: \$6000 is donated by Opera Guild to San Francisco Opera. Funds from this first donation were used to pay for the stage sets for *Parsifal*.

1950: First *Fol de Rol* takes place and marks the beginning of a 42-year Opera Guild tradition. The inaugural event was chaired by Lucille Monteagle and Nancy Lapham and generated \$11,000. These playful and whimsical thematic evenings with cabaret-style dining featured top operatic singers who were performing with San Francisco Opera that season and big-name show business entertainers. From the 1950s through the 1970s *Fol de Rol* and *Opera Ball* were presented as a combined event on an intermittent basis.

1958: Opera Guild's *Talent Bank* is formed to produce traveling opera-theater for communities throughout Northern California. The troupe's productions featured young Bay Area artists and musically inclined Opera Guild members. Its shortened versions of productions included *Die Fledermaus*, *La Finta Giardiniera*, and *Dr. Miracle*. Among the sponsors of musical events who regularly used the *Talent Bank* productions were the Oakland, Stockton and Modesto symphonies, Villa Montalvo and the Cabrillo Festival. The *Talent Bank* also booked its young artists in Pops concerts in answer to the entertainment needs of hostesses and program chairmen.



Lily Pons sings "Diamonds are a Girl's Best Friend" at *Fol de Rol*, 1950



Guild member Edith Crapsey performs in the *Talent Bank* production of *Turk in Italy*. Photo by Sandino Studio



Jeannine Gillon as Lauretta in the *Talent Bank* production of Bizet's *Dr. Miracle*



Children attend the *Talent Bank* production of *Dr. Miracle*

1960s

1963: Opera Guild funds are used to underwrite the sets for *Il Barbiere di Siviglia*.

1963: Guild hosts a champagne reception for its members and the cast of *La Traviata* following the production's dress rehearsal. Attendance at dress rehearsals and receptions afterwards with the cast was a popular benefit of Guild membership.

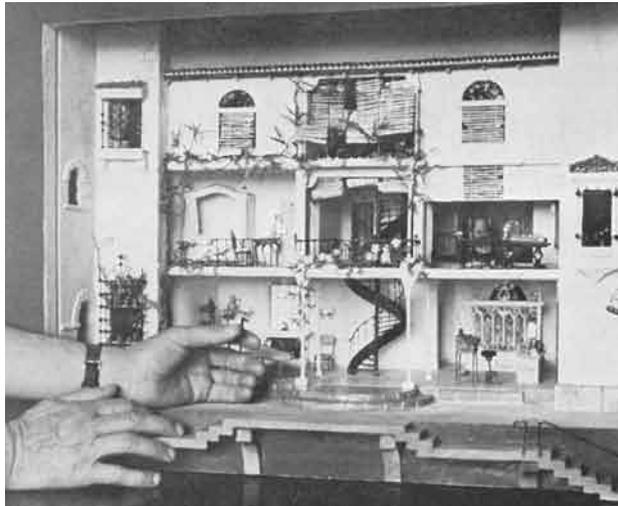
1969: Opera Guild Auxiliary is established and continues through 1981.

1970s

1972, April 4th: Kick-off party for the Guild's fundraising drive to commemorate San Francisco Opera's golden anniversary is held at the new Stanford Court Hotel in conjunction with the hotel's opening. The lavish party was underwritten by the Stanford Court Hotel and raised \$30,000 for the Guild. Lucille Monteagle was the Honorary Chairman.

1972: College Opera Association is founded by the Guild's Education committee, with a pilot program to make season tickets available at a reduced rate for 50 students. In 1973 the number of season tickets made available was increased to 100. Tickets were purchased by students from 13 Bay Area colleges and universities.

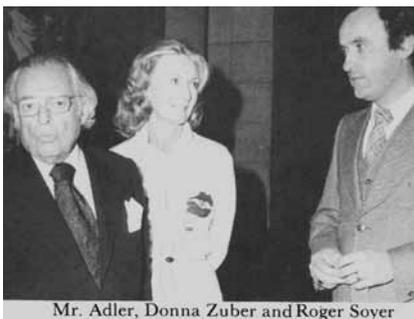
1972: *Fol de Rol for the Golden Season* celebrates San Francisco Opera's 50th season. The event was held at Civic Auditorium. Performers included Beverly Sills, Luciano Pavarotti, Placido Domingo, Shirley Verrett, Norman Mittleman,



Model of sets for *Il Barbiere di Siviglia*



Mary Costa performs in the dress rehearsal of *La Traviata*, which was followed by a champagne reception for the cast and Guild members. Photo by Carolyn Mason Jones



Mr. Adler, Donna Zuber and Roger Soyer



Harriet Quarre James Hooper



Janice Felty, Calvin Simmons and Fred Koenig



Nancy Hanna and Wassili Janulako

Guild and cast members at a champagne reception following a dress rehearsal



Der Rosenkavalier with Reri Grist and Sylvia Anderson is the featured Guild dress rehearsal in 1975

Bruce Yarnell, Simon Estes and dancers from San Francisco Ballet. Scott Beach, the announcer for San Francisco Opera, was master of ceremonies and Jean McClatchy was the event chairman.

1972: *Opera Salon*, a series of panel discussions by experts on various topics, is initiated by the Opera Guild. Held in the Veterans Auditorium, early participants included singers Regina Resnik, Frederica von Stade, Samuel Ramey and Thomas Stewart, with maestros Jean Perisson and Gerd Albrecht. In 1980 *Opera Salon* became known as the *Insight Panel Series*.

Recently, singers Joyce DiDonato and Brandon Jovanovich, composer Mark Adamo and Maestro Nicola Luisotti have participated in the discussions. The program is now in its 42nd year.

1972: Total donations to San Francisco Opera Association from the Opera Guild surpass \$400,000 since the Guild's inception.

1973, November 9th: Opera Guild celebrates its 100th *Student Matinée*, having reached 325,000 students with this opportunity to see San Francisco Opera performances since the program began in 1939. Students from as far away as Sacramento and Merced attended the performances.

1973: Guild begins offering popular *Backstage Tours* of the Opera House.

1975: R.J. Reynolds hosts a dockside party for Opera Guild members at the Oakland pier of its Sea-Land Service, Inc. The event featured a tour of the group's *SS Finance*, the world's largest container ship, and a cocktail party on the dock catered by Trader Vic's. It culminated with



Golden Girl dancers at *Fol de Rol* for a Golden Season



Maestro Gerd Albrecht Frederica von Stade



Samuel Ramey Regina Resnik

the presentation of a check from R.J. Reynolds for \$10,000 to underwrite that year's *Fol de Rol*.

1976: Under the leadership of Donna Miller Casey, the Opera Guild Auxiliary publishes a cookbook titled *What Aria Cooking?* and raises \$5000 from book sales.

1978: The model for *Opera à la Carte*, the Guild's longest-running education program, is established.



Children arrive at the Opera House to attend the 100th *Student Matinée*

During the period from 1989 to 2013, over 750,000 students participated in the program.

1978–1979: East Bay, Peninsula and Sonoma County Chapters of the Opera Guild are founded, and the Marin County Chapter of the Opera Guild is created from the volunteer group previously known as Marin County Opera Action. The *Opera Previews* lecture series is one of the

Chapters' key activities. Begun in the 1970s, over 220 lectures have been presented by numerous nationally-recognized authorities on opera. Among them are Jan Popper, James Schwabacher, Stephanie von Buchau, Speight Jenkins, Alfred Frankenstein, Robert Commanday, Allan Ulrich, Arthur Kaplan, Francesca Zambello and Kip Cranna. The Chapters also host a wide variety of social events that engage their communities with San Francisco Opera.

1979: With the receipt of a \$15,000 grant from Bay View Federal Savings, the Opera Guild institutes matinees for senior citizens and people with disabilities.

1979, September 30th: The first of three Guild-sponsored Pavarotti Tennis Tournaments that spotlight the tenor's love of the game and feature him as a doubles player takes place at the San Francisco Tennis Club. Opera Guild members participated, including Harriet Meyer Quarré, Beverly Coughlin and Jane Osgood, as well as San Francisco celebrities such as Herb Caen. The event was followed by dinner at Trader Vic's and celebrated Mr. Pavarotti's birthday twelve days early.

1979: Allen Hillebrandt is hired as the Opera Guild's first Executive Director.



Cookbook editor Donna Miller Casey and Lyman Casey

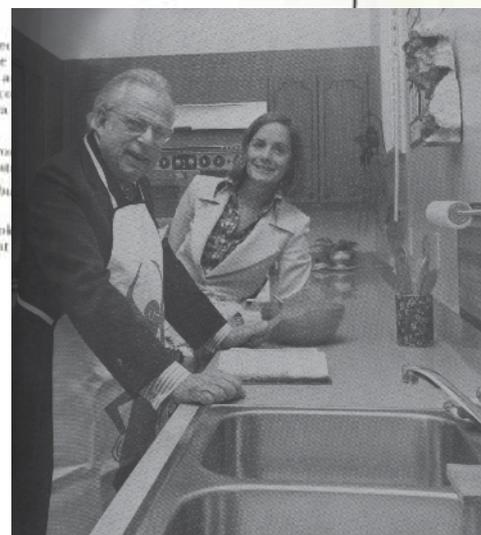
What Aria Cooking?



This book is a special collection who have contributed to the and, indeed, the city itself a many facets of San Francisco. There are the Western Opera programs.

We have included recipes from production and administration. The enthusiasm of the contributors their interest and response.

We hope the users of the book contributing to the enrichment



Kurt Adler and Mrs. Adler prepare to taste-test a batch of Vanillekipferl, his favorite post-opera snack. Mr. Adler contributed the recipe for the butter, almond and sugar cookies—that is based on a recipe from a collection of Viennese specialties handwritten by Mr. Adler's mother—to *What Aria You Cooking?*



Francesca Zambello speaks at the 1984 Opera Preview lecture series



Maestro Luisotti is the guest of honor at an East Bay Chapter fundraising event in Lafayette. Left to right, Sigrid Jarrett, Silvia Lin, Nicola Luisotti and Bob Brock



Beverly Coughlin and Luciano Pavarotti at the dinner at the Empress of China following the second Pavarotti Tennis Tournament



Students rehearse the *Operatunities* production of *La Traviata*



1980s

1980, June 1st: Second Pavarotti Tennis Tournament is held at the San Francisco Tennis Club. The afternoon matches were followed by disco dancing and dinner at the Empress of China.

1980: *Operatunities* program is created by Guild member Nan McDowell as a means of giving Bay Area junior high and high school students first-hand experience in producing and performing in an opera. In the first three years since the program's inception, an average of 500 students a year participated in productions of professionally prepared 45-minute adaptations of scores such as *La Traviata*, *Carmen*, *Don Pasquale* and *Figaro*, which also featured professional singers in lead roles. Over 6000 students from neighboring Bay Area schools attended the performances from 1980 to 1983.

1980, November 10th: Opera Guild hosts the 7th Opera Guilds International Conference. Over 200 delegates from 90 member guilds across the U.S. and Canada met to participate in workshops, seminars and lectures led by Bay Area professionals in the arts, business and education. Many delegates also attended a performance of *Operatunities* and the *Fol de Rol Fireman's Ball*.

1980: Tours of the Opera House are offered to the public in response to popular demand. Now in their 45th year, these one-hour tours led by Opera Guild docents take visitors through the auditorium, dressing rooms, wig and make-up departments, prompter's box and other behind-the-scenes locations.

1981, November 21st and 22nd:

Third Pavarotti Tennis Tournament takes place at the San Francisco Tennis Club and is followed by dinner at the home of Ann and Gordon Getty.

1982: Guild begins producing an annual publication about the current opera season. A benefit of Opera Guild membership, the publications were the most comprehensive works of their type and included essays by professional opera writers, as well as Opera Guild news. *Opera Guild Magazine* was published from 1982 to 1987, and *Season Preview Book* from 1990 to 2002. Editors included Allen Hillebrandt, Barbara McClure, Wolfgang Willaschek and George F. Lucas, who served as the editor of the *Season Preview Book* for 9 years. From 2003 to 2006, the Opera Guild collaborated with San Francisco Opera Association to produce the *Year Book*.

1983: *A Passport to Adventure* is created and chaired by Sara Duryea and Adelaide Hornberger. This auction of vacation packages and travel-related items was a major fundraising occasion and became an annual event. The travel-themed format was used for a decade. Since then, the Auction Galas have been based on a wide variety of themes.

1984: Opera Guild's Development Committee, under the leadership of Diane Morris, votes to give San Francisco Opera Association a special grant to pay for Supertitles for the summer season.

1984: Opera Guild receives a grant from Citicorp for \$38,000 to pay for projection equipment and the production of Supertitles for *Student Matinées*.

**Citicorp Joins Opera Guild
Supertitle Sponsorship**



Terence A. McEwen, General Director, with Harold Fates, Jr. of Citicorp, 1984

1984, December 2nd: *Sail Away* party cruise on *The Royal Viking Sea* takes Guild members on an all-night cruise past the Farallon Islands and back. The event was chaired by Adelaide Hornberger. It featured cocktails, dinner, entertainment throughout the ship, dancing, cabaret, a midnight buffet and breakfast as the ship sailed back into the Bay at dawn. Herb Caen devoted an entire column to the event.

1985: American Express makes a gift to Opera Guild of \$100,000 to underwrite Supertitles for San Francisco Opera's fall season and *Opera Ball 1985*.

1985, December: San Francisco Opera's stage hands invite Opera Guild to participate in the entertainment for their end-of-the-season crab feed on the Opera House stage for the crew and cast. George F. Lucas headed up a soft-shoe number called "George and the Gilded Lilies." The Lilies were Beverley Denebeim, Beverly Coughlin, Virginia Miller and Anne Kasanin.

1986: Steven Smith is hired as the Executive Director of the Opera Guild.



SAIL AWAY!



American Express presents a check for 1985 Fall Season Supertitles: (l. to r.) David Standridge, Senior Executive Vice President, Shearson Lehman Bros. Inc.; Terence A. McEwen, General Director, San Francisco Opera; Mary Poland, Vice President, Development, San Francisco Opera Guild; Richard Selmeier, Regional Vice President, American Express



Beverly Coughlin, Susan Overman, Director of Development, San Francisco Opera, and Hugh Coughlin enjoy dinner aboard the *Royal Viking Sea* during *Sail Away*



"George and the Gilded Lilies": Beverley Denenbeim, Beverly Coughlin, George F. Lucas, Virginia Miller, Anne Kasanin

1986: Citicorp gives grant of \$21,600 to support the Guild's *Operatunities* program.

1986 and 1987: Opera Guild is honored for an unprecedented two consecutive years by Opera Guilds International with its highest award for innovation and excellence in educational programs.

1986: Under the initiative of Sara Duryea, the Guild presents the inaugural *Closing Night* celebration to mark the end of the Opera's season. The event was held on closing night of the Opera's A series and featured a pre-performance black-tie dinner at One California Street. After dinner, guests were taken to the Opera House in a fleet of pre-ordered taxis.

The event continued as a closing night party for another four years and then took the form of the Opera Guild's annual winter holiday party. For 14 years it was presented in partnership with Gump's (*Celebration of the Seasons*), Macy's (*Celebration*

of the Seasons), Neiman Marcus (*'Tis the Season*), and other Union Square retailers. In more recent years the holiday event was held at the Westin St. Francis (*Holiday Cheers*). In 2013 it launched the Opera Guild's 75th anniversary year celebration as a black-tie *Holiday Dinner on the Opera House Stage*.

1986: The first of a series of annual Opera Guild "Opera Attic" Rummage Sales takes place in a space donated to the Guild at the Baker Hamilton Building, 601 Townsend Street, San Francisco. The sales required thousands of volunteer hours to plan and execute and were spearheaded and chaired by Virginia Miller. Each year, Guild members contributed a wide variety of items for the sale as well as their time during the sale to make the event a fundraising success. The "Opera Attic" sales took place for 14 years.

1988: The Opera Guild's 50th anniversary is celebrated in the fall with three spectacular, sold-out

events taking place in two months: *Opera Ball* in September; a gala evening of dining and dancing in October at the Nordstrom store on the eve of its opening in Westfield San Francisco Center; and *Fol de Rol*, headlined by Luciano Pavarotti, Andrea Marcovicci and Rosemary Clooney, with Frank Sinatra as master of ceremonies. The events generated record-breaking revenue. Lucero Meyer chaired *Opera Ball*, Sara Duryea chaired *Fol de Rol* and Gloria Wolfenden chaired the Nordstrom event, which marked the beginning of the ongoing association between Nordstrom and the Opera Guild.

1988, November 7th: Mayor Art Agnos issues a proclamation declaring, "the week of November 7th, 1988 as San Francisco Opera Guild 50th Anniversary Celebration Week in San Francisco." The proclamation was issued "in recognition of the Opera Guild's five decades of hard work, commitment, and accomplishment" and its role



Eileen Ludwig, Dr. William J. Wolfenden, Jr. and Gloria Wolfenden, chairman of the gala evening at Nordstrom. Photo by Scotty Morris



William McCormick, Fireman's Fund Chairman; Sara Duryea, *Fol de Rol* chairman; Luciano Pavarotti; and Tom Selfridge, President, Beaulieu Vineyard. Photo by Scotty Morris

as “a peerless mainstay of the opera and a national leader in the development of Arts appreciation and education programs.”

1990s

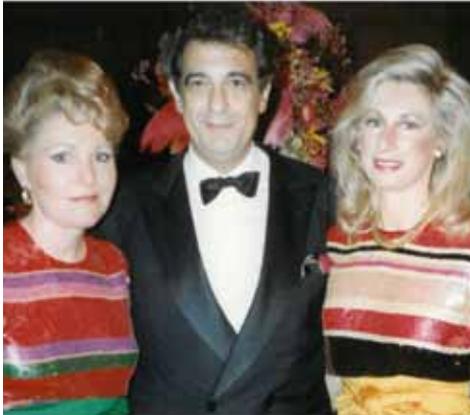
1990: During the tenures of Opera Guild President Jane Hartley and San Francisco Opera General Director Lotfi Mansouri, the concept for the Endowment Fund, now called the Education Fund, is developed. A goal of \$3 million was set for the fund, with the money earmarked exclusively for Opera Guild education programs. The fund was formally established in 1995.

1990: In celebration of the 40th anniversary of *Fol de Rol*, the Opera Guild presents *An Encore for 1990: Opera Ball and Fol de Rol*. The party was chaired by Rhea Friend, Suzanne Parsons, Sara Duryea and Lisa Grossi. It took place in the Grand Ballroom of the Fairmont Hotel.

1990: Opera Guild and San Francisco Opera collaborate to present a concert headlined by Placido Domingo with soprano Ann Panagulias at the Civic Auditorium. The event was co-chaired by Sara Duryea and Peggy Olsen.

1991: Ken Sommer is hired as the Administrator of the Opera Guild and serves in that position until 1999.

1991: *Port to Port*, the Guild’s first fine wine and travel auction takes place at the Ritz Carlton. The chairmen were Barbara Henry and Mary Poland. The event, which expanded on the Guild’s existing travel auctions, was followed in 1993 by *Port to Port—Wine, Travel, Leisure*. It was held at the Fairmont Hotel and was chaired by Gretchen Belli and Janice Stein.



Placido Domingo Concert co-chairman Peggy Olsen, Placido Domingo and co-chairman Sara Duryea. Photo by Scotty Morris

1991, April 26: *Amadeus Ball* is held at the Sheraton Palace Hotel in honor of Mozart’s bicentennial. The masked ball was the opening event of San Francisco Opera’s “Season of Mozart,” a month-long presentation of five operatic masterpieces by the composer. Many guests attended the evening in period costumes, wigs and make-up provided by San Francisco Opera’s Costume Shop. Event chairs were Marcia Messmer and Beth Leathers. The Guild received underwriting support for the event from the Sheraton Palace Hotel as one of the occasions chosen in celebration of the hotel’s re-opening following extensive remodeling.

1991: The first of three annual Opera Guild *Parade Walks* is introduced. A prelude to *Opera in the Park* later in the afternoon, the walks featured nine floats with music, each one representing one of the operas from the fall season. The parade’s route went around Golden Gate Park’s Stowe Lake and ended in the Music Concourse. The individual floats were sponsored by Bay Area businesses. People who walked in the parade paid a \$15 participation fee.



Mary Poland and Barbara Henry, chairmen of *Port to Port*. Photo by Scotty Morris



Max and Marcia Messmer, co-chairman of *Amadeus Ball*



Revelers at *Amadeus Ball*

1992: The final *Fol de Rol*, *Celebrate America*, is presented. Chaired by Barbara Henry, the event had an Americana theme. Dudley Moore headlined the entertainment and played the piano.

1992: *Celebration of the Seasons* is hosted at Gump's to mark the end of the Opera's 70th season. Co-sponsored by Gump's and the French Trade Commission, the evening included an appearance by Jean-Phillippe Lafont, who sang the lead role in San Francisco Opera's production of *Christophe Colomb*.

1994, January 18th: Informal modeling of the Yves Saint Laurent spring collection at the Opera Guild's Annual Scholarship Luncheon is presented through a collaboration between the Guild and I. Magnin. Karen Rollandi and Mrs. Daniel McBrady chaired the event, which was the first of many highly popular and successful fashion shows presented by the Guild.

1995: Nordstrom and the Opera Guild collaborate for the first time to present a gown show in conjunction with the Guild's annual Scholarship Luncheon. The event was held at the Hyatt Regency and was chaired by George F. Lucas and Jackie Shinefield. Nordstrom underwrote all of the production costs of many subsequent gown shows.

1995: Guild Board member Eileen Ludwig pledges \$100,000 to the Endowment Fund.

1996: Guild's current *Student Dress Rehearsals* program, offered in conjunction with San Francisco Opera, replaces the *Student Matinées*. The first opera that students saw under this new

program, in which they were invited to attend a mainstage dress rehearsal for a nominal fee, was *Carmen*.

1996, May 15th: In collaboration with San Francisco Opera Guild and San Francisco Opera Association, Neiman Marcus hosts a benefit for the restoration and repair of damage to the Opera House caused by the 1989 Loma Prieta earthquake. Oscar de la Renta was the honored special guest at the black-tie event, which began with a runway fashion show of the fall 1996 Oscar de la Renta Collection and was followed by dinner. The evening was chaired by Barbara and Dean Henry, Laurie Chase and Margaret and Harry Wetzel. The honorary chairs were Ann Getty and Charlotte Mailliard Swig.

1996, June 7th: San Francisco Opera Guild and San Francisco Opera Association present *La Bohème Gala* following the



Parade Walks in Golden Gate Park. Photos courtesy of George F. Lucas



Celebrate America, the final *Fol de Rol*, takes place in 1992

San Francisco Opera production of *La Bohème*. The opera took place in the Orpheum Theater, an alternative venue for San Francisco Opera performances while the Opera House was undergoing repair and restoration work. The gala dinner was held at San Francisco Main Library. The event chairmen were Jackie Shinefield and Jan Stein.

1996, October 20th: *An Evening with Placido Domingo*. The black-tie evening at the Civic Auditorium began with a concert by Mr. Domingo, who was joined by Adler Fellows Nicolle Foland and David Okerlund in a performance of excerpts of operas by French, Italian and German composers. After the concert, guests proceeded to Nordstrom, Westfield San Francisco Centre, for a gala dinner hosted by Nordstrom. Carol Doll and Susan Malott chaired the gala, which was one of the series of events that took place in alternative venues while the Opera House was closed.



Sally Jordan, Jane Hartley and Gretchen Leach, co-chairmen of *Opera Ball 1997*. Photo by Scotty Morris

1997: Opera House reopens after being closed for 18 months for seismic retrofitting and repairs to damage by the 1989 Loma Prieta earthquake. *Opera Ball* was chaired by Gretchen Leach, Sally Jordan and Jane Hartley and celebrated both the reopening of the Opera House and the Opera's 75th Anniversary. Revenues generated by the event set a new record.

1998, February 12th: Chanel hosts a fundraising event for the Opera Guild. The glamorous evening of dining, dancing and a Chanel fashion show with models from Paris, New York and Los Angeles, took place on San Francisco's waterfront in a tented pavilion at the foot of the Bay Bridge. It was organized by Barbara Henry with Chanel to celebrate the boutique's 10th anniversary in San Francisco.

1999, June 9th: *An Evening in Valhalla* launches San Francisco Opera's production of *Der Ring des Nibelungen*. Sponsored by the



Dianne Taube and Irene Kivitz, co-chairmen of *Opera Ball 2000*. Photo by Tom Gibbons

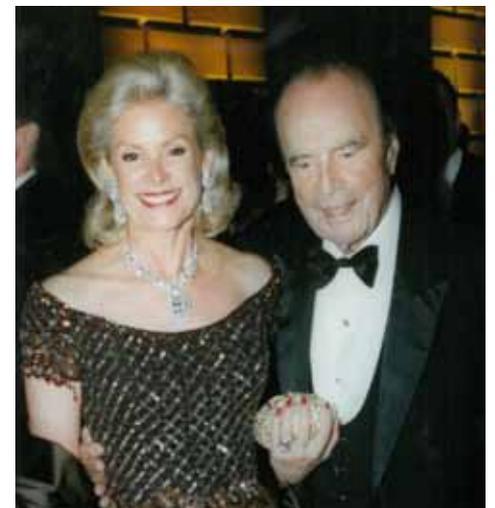
Opera Guild, the gala evening began with a pre-performance cocktail reception that was followed by the performance, and then dinner and a *Ring* cast party. Esty Lawrie and Cathy MacNaughton were the chairmen of the black-tie event.

1999: Chris Ruetz is hired as Managing Director of the Opera Guild and serves in the position until 2000.

2000–2010

2000: PJ Handeland becomes the Opera Guild's Managing Director and holds the position until 2006.

2000: General Director Lotfi Mansouri is honored at *Opera Ball 2000* in the final year of his tenure. Chairman Diane B. Wilsey and co-chairs Dianne Taube and Irene Kivitz arranged for a dazzling gala performance of stars from the film and opera worlds who had worked with Mr. Mansouri during his years at San Francisco Opera. The stellar lineup of performers included Renée Fleming, Anna Netrebko, Patricia Racette, Ruth Ann Swenson, Susan Graham, Frederica von Stade,



Dede Wilsey, chairman of *Opera Ball 2000*, and Al Wilsey. Photo by Tom Gibbons

Dmitri Hvorostovsky, Dame Joan Sutherland, Carol Vaness, Marcello Giordani and Joan Morris.

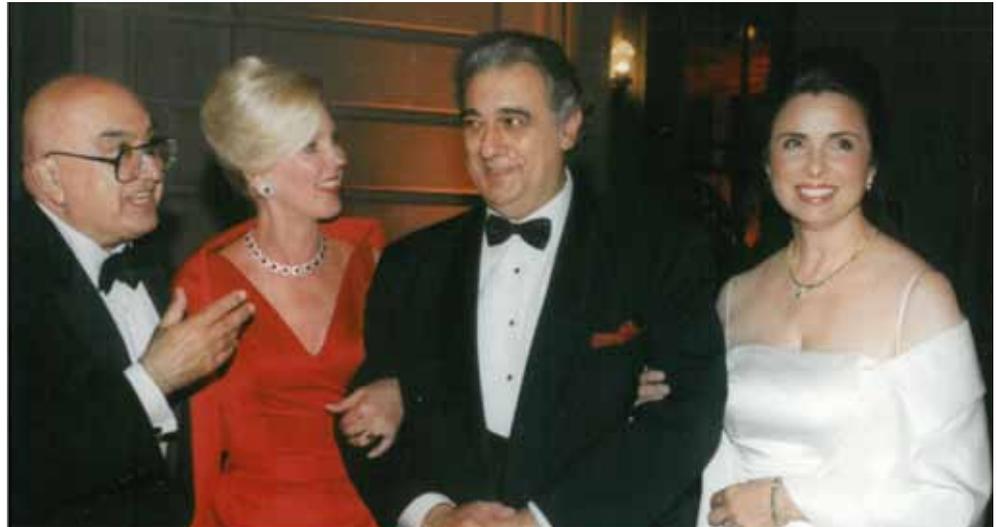
2000, June 2nd: *A Tribute to Placido Domingo*. Co-chaired by Diana Knowles and Jackie Shinefield, the gala evening took place at City Hall. A cocktail reception and dinner preceded performances by Mr. Domingo and a number of other performers. The Guild's donation to San Francisco Opera Association that year more than doubled because of revenues from this event.

2001: *Sing a Story* is developed under the tutelage of Opera Guild President Beth Brill. It was presented as a pilot program in ten schools. The following year, the program received The Opera Volunteers International Resource Competition Award. *Sing a Story* currently reaches approximately 8,000 students a year.

2002, March 26th: Chef Phillipe Jeanty and the Opera Guild collaborate to host a fundraising dinner in celebration of the reopening of Jack's Restaurant as Jeanty at Jack's. Barbara Henry and Esty Lawrie chaired the event.

2003, October 14: Board member Gay-Lynn Blanding and her husband Robert host a cocktail reception at their home in honor of Samuel Ramey. The proceeds from this exclusive fundraising opportunity benefited the Opera Guild and San Francisco Opera Association.

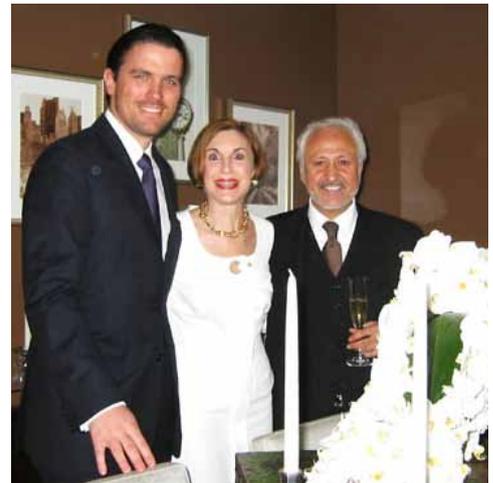
2004: Ferragamo sponsors *Una Bella Serata*, the Guild's spring Auction Gala. The black-tie event was held at the Four Seasons. James Ferragamo was the special guest. Auction packages included a European grand opera tour and *A Pair of Shoes a Month*, donated by Ferragamo.



Lotfi Mansouri, Patricia Sprincin, Placido Domingo and Jackie Shinefield, co-chairman of *A Tribute to Placido Domingo*. Photo by Tom Gibbons

Patricia Ferrin Loucks and Sandra Esposito were the event chairmen.

2004, April 20th: *Put Your Best Foot Forward—Europe* takes place at the Mark Hopkins Hotel. This fundraising evening began with a cocktail reception followed by dinner and a presentation by Mary Bosrock, author of *Put Your Best Foot Forward—Europe: A Fearless Guide to International Communication and Behavior*. The event chairs were Anna Freiman, Toni Wolfson and Jane Hartley, with master of ceremonies Paul Freiman.



James Ferragamo, Marsha Monro and Luigi Votano at *Una Bella Serata*

2004, July 7th: Opera Guild presents *The Bentley Summer Soirée* at the Fairmont Hotel. The evening showcased the new Bentley 4-door Arnage and was highlighted by performances by soprano Sheri Greenawald, San Francisco Opera Center Director, and cellist Peter Sukonik. A live auction and raffle by Bonhams and Butterfields included the latest luxury watches, jewelry and diamonds from Breitling and Molina Fine Jewelers.

2005: A campaign is initiated under the leadership of Guild President Cheryl Baxter and Board member Jane Hartley to increase the balance



Marilyn Timoney and *Una Bella Serata* co-chairmen Sandra Esposito and Patricia Ferrin Loucks. Photo by Tom Gibbons



Opera à la Carte's new production of Pirates of Penzance. Photo by Susan Malott



Giada De Laurentiis, host of the Food Network's Behind the Bash TV show, attends Opera Ball 2005. Photo by Drew Altizer



Summer Conservatory, first presented in the summer of 2008. Photo by Susan Malott

of the Endowment Fund to \$2 million and further secure the future of the Guild's Education programs.

2005: The Opera Guild's pages on the San Francisco Opera's website are redesigned to highlight the Guild's outreach, education and fundraising programs.

2005: *Sing a Story*, the Guild's award-winning program, doubles its reach in its four years of existence to serve 61 schools and 1200 children in grades K-3.

2005: Wells Fargo underwrites and produces the Guild's first marketing/educational dvd, which features *Opera à la Carte* and *Sing a Story*.

2005: *Opera à la Carte* achieves a record with its new production of *Pirates of Penzance*, with 125 schools participating in the program and 26,000 in student attendance.

2005: George F. Lucas is honored at the Guild's annual meeting for his 25 years of service.

2005: *Midnight at the Oasis*, the *Opera Ball 2005* party, is filmed by the Food Network for a segment of its *Behind the Bash* TV show. The

show's host Giada De Laurentiis and her film crew attended the ball. Katie Jarman and Victoria Kornblum chaired the event, which included a well-behaved camel named Kazy who was stationed at the entrance to the party tent.

2006, February 10th: David Gockley is welcomed as the new General Director of San Francisco Opera at the Guild's black-tie *Director's Ball*. The Four Seasons Hotel ballroom was decorated as an elegant supper club reminiscent of New York in the 1940s. Special guest star Patricia Racette displayed her talent as a chanteuse by entertaining the guests with jazz and modern popular songs. Anne Marie Massocca chaired the event.

2006, August: Susan Malott begins her ongoing tenure as Managing Director of the Opera Guild.

2006: Under the presidency of Cheryl Baxter, the Guild announces its highest fundraising season to date and includes along with its annual gift to San Francisco Opera an additional \$100,000 directed towards sponsorship of an opera production created especially for families. This was the first time that the Guild had specified that its funds be used for a family-oriented production.

2006: The position of Director of Education is created. Caroline Altman was hired and brought over 20 years of experience in teaching, singing, acting, dance and composition to the position. During her seven-year tenure, Ms. Altman developed an innovative suite of new education programs to complement and build on the Guild's existing ones, producing and directing a roster of award-winning programs. *Summer Conservatory*, her



Book to Bravo! Photo by Susan Malott



David Gockley, General Director San Francisco Opera, Rita Simonini and her husband Nicola Luisotti, Music Director, San Francisco Opera. Photo by Drew Altizer



Voices for Social Justice. Photo by Susan Malott

first program, was presented in the summer of 2008 and is now in its seventh year.

2007: Under the leadership of Guild President Teresa Medearis, special focus is placed on the Provisional training program to encourage the rotation of new Directors through the Education, Finance, Community Outreach and Fundraising committees and to solicit their engagement in the *Opera à la Carte* program.

2007, December 11th: After a long hiatus, the Opera Guild reinstates its Holiday Tea for Guild Directors, giving them the opportunity to celebrate the season together in a festive and intimate setting. This popular annual event is now in its eighth year.

2008: *Book to Bravo!* is developed by Caroline Altman and made available to Bay Area schools for students in grades 5–9.

2009, September 11th: Music Director Nicola Luisotti's inaugural season opening night is celebrated with *Opera Ball 2009*. For the first time, both Opera Guild and BRAVO! Club members attended the festivities held in the Rotunda of City Hall. Teresa Medearis and Adrianna Pope Sullivan chaired the event. The red-and-black themed décor was by Stanlee Gatti.

2010: *Voices for Social Justice*, a program for students in grades 5–9, is developed by Caroline Altman and made available to Bay Area schools that same year.

2010: VP of Marketing, Virginia Cartwright Ziegler, launches an integrated marketing and communications plan to build greater

awareness of the Guild and its mission, highlighting the connection between its education programs and fundraising efforts. The Guild was also re-branded under the tag-line "Giving voice to potential." The strategy was supported by a unified, highly-focused message and vibrant visual identity featuring the children as "heroes." The impact of the new strategy became evident in all areas of the Guild's communications, including its internet and social media presence, education brochures, marketing collateral, videos and sponsorship solicitations, as well as in internal Guild communications.

2010: Guild introduces an in-conversation format for its Annual Meeting and Luncheon featuring a lively dialogue between writer Amy Tan and singer Zheng Cao, which concluded with an impromptu aria by Ms. Cao. Conversations at subsequent Annual Meetings have taken place between Frederica von Stade and Jake Heggie, and composer Mark Adamo and Jon Finck, Director of Communications, San Francisco Opera.

2011–2014

2010–2011: Initiated under the presidency of Diane Rubin and completed during the tenure of Ann Girard, the Guild creates a new strategic plan and updates its mission statement to read: "Giving voice to potential through education and outreach programs that bring opera education center stage into the life of the community." The strategic plan was spearheaded by Guild Director Mary Corroon. It and the mission statement, which provided agreed-upon goals and a road map for the Guild's future, were presented and approved at the April

2011 Board of Directors meeting.

2011: Fundraising records continue to be broken. The highest amount paid to date in a live auction was for the Paris Fashion Week package offered at the Guild's *Revelry on the Rhine* gala held in celebration of the opening of the Opera's summer production of *The Ring*. Linle Froeb and Stephanie Tuttle were the event co-chairmen.

2012: In concert with Guild President Ann Girard, VP of Fundraising Victoria Kornblum, Marsha Monro, Mary Poland and Nafiseh Lindberg undertake a corporate outreach campaign, targeting several retailers and securing increased support from Nordstrom, Saks Fifth Avenue, Neiman Marcus and Bulgari, among others. Saks Fifth Avenue selected the Guild to be honored as part of a national campaign celebrating philanthropic groups and donated a portion of the event's proceeds to the Guild.

2012: In support of the Development committee's efforts to broaden its reach in the community, under the leadership of VP of Marketing Virginia Cartwright Ziegler, the Guild launches *Project Ignite* as a vehicle for attracting individual donors. It also expanded its development activities to include an online program that allows people to make donations to the Guild via its website.

2012: Based on an overall examination of the Guild's finances, under the impetus of President Ann Girard a strategy is developed for increasing the Education Fund. Following an intensive investment analysis and budgetary review, the Guild determined that it was in a



Special guests Jake Heggie and Frederica von Stade in conversation at the Opera Guild's Annual Meeting and Luncheon in 2011. Photo by Drew Altizer



Karen J. Kubin and Jason Wu at *The Art of Fashion: Jason Wu*. Photo by Drew Altizer



position to direct a gift of \$500,000 to the Education Fund.

2013, March 21st: Under the stewardship of President Karen J. Kubin and VP of Fundraising Jane Mudge, the Opera Guild partners with Neiman Marcus Union Square to present *The Art of Fashion: Jason Wu* at San Francisco City Hall. Mr. Wu, who had just dressed First Lady Michelle Obama for her second Inaugural Ball, made a personal appearance to mingle with the Guild's VIP guests during a champagne reception on the Mayor's Balcony. He then presented his fall 2013 Collection straight from the

runways of New York Fashion Week. This one-of-a-kind fashion, dinner and dancing event created a major buzz, broadened the Guild's base of support and paved the way for a series of unique events that followed. Stephanie Tuttle and Melissa Boxer Zill chaired the event.

2013: *Opera Junior*, a program for students in grades 4–12, is developed by Caroline Altman and offered to Bay Area schools.

2013, January: Under the leadership of Guild President Karen J. Kubin, the Guild begins planning its 75th Anniversary. Katie Jarman took

the baton as the 75th Anniversary Chairman and led the first planning meeting held on May 16th, 2013. She spearheaded a number of events and projects that followed, including the 75th Anniversary logo and anniversary videos created by VP of Marketing Virginia Cartwright Ziegler, *POPer!*, the Guild's spring black-tie fundraiser, and the Guild's 75th Anniversary book.

2013: Education Fund exceeds its \$3 million goal with \$3.3 million of total funds on record.

2013: Opera Guild is honored by Opera Volunteers International with an award of Project of Special Merit for its integrated marketing program led by Virginia Cartwright Ziegler, VP of Marketing.

2013: Demand for *Opera Ball 2013* is so high that the event sells out instantly and has to be expanded. Additional tickets were made available, which also sold out. The evening featured a cocktail reception and pre-performance dinner at City Hall and an after-party with a midnight buffet and dancing. The event chairmen were Ann Girard and Mai Shiver, with décor by celebrated event designer Colin Cowie.

2013: After a national search for a new Director of Education, Andrew Berger is hired. Mr. Berger holds an A.B. cum laude in Music from Harvard College and an M.S. in Curriculum and Instruction from Long Island University. He has over 20 years of experience in senior education positions at New York-area cultural organizations.

2013: VP of Marketing Virginia Cartwright Ziegler oversees the creation of the 75th Anniversary logo and branding for San Francisco

Opera Guild and presents the complete design package to the Guild Directors at the first Board meeting of the anniversary year. Her presentation also included highlights of the "rolling thunder" marketing campaign planned throughout 2014.

2013, December

2nd: Holiday Dinner on the Opera House Stage kicks off the Opera Guild's 75th anniversary year. The black-tie evening honored Charlotte Mailliard Shultz and featured a cocktail reception in the Opera House foyer and dinner and dancing on the stage. The idea for this magical event, which harked back to the Guild's first holiday parties of the late 1980s that celebrated the closing of the Opera season and the beginning of the holidays, was conceived by VP of Fundraising Jane Mudge. The event chairs were Sandra Farris and Ena Chan Cratsenburg, with décor by J. Riccardo Benavides.

2014, February: "Presidents' Challenge Grant" to raise money for the Education Fund is initiated by Board member Jane Hartley as part of the Guild's 75th Anniversary celebration. Proceeds generated by the challenge grant have been designated for use as dollar-for-

dollar matching funds for the "75 in 75" campaign that was launched on April 17th, 2014.

2014, March 13th: Gucci hosts a cocktail party and special shopping evening at Saks benefiting the Opera Guild in celebration of its 75th Anniversary. Guild hostesses for the evening were *POPer!* co-chairmen Romana Bracco and Marsha Monro and 75th Anniversary Chairman Katie Jarman.

2014, April 4th: Marc Jacobs hosts a cocktail reception and preview of its fall/winter collection to salute the Opera Guild's 75th Anniversary. The



Performers at the cocktail reception for *Opera Ball 2013, In the Garden of Good and Evil*. Photo by Drew Altizer



Nancy Bechtle, honoree Charlotte Mailliard Shultz and U.S. Senator Dianne Feinstein at *Holiday Dinner on the Opera House Stage*. Photo by Drew Altizer

event also showcased a Marc Jacobs "1984" 30th Anniversary crocodile bag that was part of the Marc Jacobs New York Fashion Week package donated by Marc Jacobs to the *POPer!* live auction.

2014, April 10th: *POPer!* is presented as a reinvention of *Fol de Rol*, mixing the old and the new for the Guild's 75th anniversary year. The lively cabaret-style evening of dinner and entertainment began in the Cirque and Gold Rooms and continued in the Venetian Room of the San Francisco Fairmont. Deborah Voigt hosted the performance, which also featured Tony Award winner Lillias White, actor and Tony Award nominee Jonathan Groff, Canadian tenors *Romanza* and the dazzling Katya Smirnoff-Skye. Event chairmen were Romana Bracco and Marsha Monro.

2014, April 17th: Guild launches "75 in 75" campaign with the goal of raising \$75,000 in 75 days for the Education Fund, in part with matching funds provided by the "Presidents' Challenge Grant." The campaign was led by Ena Chan Cratsenburg, Education Fund Chairman.

2014, June 20th: Opera Guild hosts the 33rd annual Opera Volunteers International conference in partnership with Opera America and San Francisco Opera. VP of Marketing Virginia Cartwright Ziegler led a conference session on web design, marketing and social media. Many conference delegates attended San Francisco Opera performances of *La Traviata*, *Madame Butterfly* and *Showboat*.

2014, September 5th: *Passione, Opera Ball 2014*, takes place in San Francisco City Hall. The evening began with a cocktail reception and dinner in the setting of Julius Caesar's Roman imperial palace, created by acclaimed event designer J. Riccardo Benavides. Following the performance of Bellini's *Norma*, guests returned to City Hall for cocktails, desserts and dancing to the Dick Bright Orchestra. Teresa Medearis and Cynthia Schreuder were the event chairmen.

2014, November 10th: As San Francisco Opera Guild's year-long 75th Anniversary celebration draws to a close, Directors toast the Guild's glorious history of accomplishments at their Annual Meeting and Luncheon at the Westin St. Francis.



Katya Smirnoff-Skye and host Deborah Voigt at *POPer!* Photo by Drew Altizer

OPERA BALL CHAIRMEN, 1941–2014

2014	Teresa Medearis Cynthia Schreuder	1995	Dr. Jill Armstrong Hope Mary Poland	1973	Dede Traina
2013	Ann Girard Mai Shiver	1994	Marcia Messmer Karen Rollandi	1972	Maryon Miller
2012	Cathy MacNaughton Diane Rubin	1993	Ann Johnson Anne Kasanin	1971	Lily Cuneo
2011	Anne Marie Massocca Susan Tamagni	1992	Peggy Olsen	1970	Dorothea Walker
2010	Charlot Malin Mary Poland	1991	Betty Griffith Jackie Shinefield Jill Toth	1969	Sally Debenham
2009	Teresa Medearis Adrianna Pope Sullivan	1990	Sara Duryea Rhea Friend Lisa Grossi Suzanne Parsons	<i>Opera Ball and Fol de Rol, Space Odyssey</i>	
2008	Eve Wertsch Toni Wolfson	<i>An Encore Event for 1990: Opera Ball and Fol de Rol, Spirit of San Francisco</i>		1968	Mrs. James E. Durkin
2007	Cheryl Baxter Marybeth La Motte	1989	Sara Duryea	<i>Opera Ball and Fol de Rol, Balloon Ball</i>	
2006	Judith Renard	1988	Lucero Meyer	1967	Ann Simpson Barbara Tatum
2005	Katie Jarman Victoria Kornblum	1987	Jane Fuller Gillespie Diane Morris	1966	Alex Phillips
2004	Beth Brill Trude See	1986	Jane Fuller Gillespie	1965	No Opera Ball
2003	Sallie Huntting Cathy MacNaughton	1985	Cynthia Coolidge Diane Morris	1964	Ruth Hellman
2002	Olivia Hsu Decker Anne Marie Massocca	1984	Jane Fuller Gillespie	1963	No Opera Ball
2001	Laurie Chase Dixon Patricia Sprincin	1983	Jane Fuller Gillespie	1962	Dorothea Walker
2000	Diane B. Wilsey Irene Kivitz Dianne Taube	1982	Beverly Coughlin Rhea Friend	1961	Dorothea Walker
1999	Barbara Henry Marilyn Timoney	1981	Beverly Coughlin Beverley Denebeim	<i>Opera Ball and Fol de Rol, New Orleans Night</i>	
1998	Coleen Ehrlich Adrianna Pope Sullivan	1980	Constance Thompson Hervé Le Mansec	1960	Betty Griffith
1997	Gretchen Leach Sally Jordan Jane Hartley	1979	Rhea Friend	<i>Opera Ball and Fol de Rol, Vista of Gold</i>	
1996	Esty Lawrie Harriet Meyer Quarré	1978	Joyce Brantman	1953-1959	Records unavailable
		1977	Jane Osgood	1952	Francesca Howe
		1976	Beverly Coughlin	<i>Opera Ball and Fol de Rol</i>	
		1975	Blanche Koenig	1951	Claire London
		1974	Joyce Brantman	<i>Opera Ball and Fol de Rol</i>	
				1950	Lucille Monteagle Nancy Lapham
				1946-1949	<i>Opera Ball held at Palace Hotel, San Francisco</i>
				1945	Phyllis deYoung Tucker
				<i>The Victory Ball, Palace Hotel, San Francisco</i>	
				1942-1944	<i>Opera Ball discontinued during World War II</i>
				1941	The inaugural <i>Opera Ball</i> , Museum of Modern Art, War Memorial Veterans Building

OPERA BALL GALLERY

2014

Passione



Karen Kubin, Keith Geeslin, co-chairman Cynthia Schreuder, David Gockley and co-chairman Teresa Medearis



Jack Calhoun and Trent Norris



George Shultz and Charlotte Mailliard Shultz



Alvin and Ginny Ziegler



Cynthia Fry Gunn and John Gunn



Boaz Mazor, Dede Wilsey and Trevor Traina



Linda Kemper and David Gockley



Darryl and Celeste Woo



J. Riccardo Benavides, co-chairman Cynthia Schreuder and Ovadia Kalev

2013

In the Garden of Good and Evil



Co-chairman Mai Shiver, Karen Kubin, Colin Cowie, and co-chairman Ann Girard



Joan and John Lavorgna



Paul Sagues, Charlie Thornton and Debby Sagues



Barbara Traisman and Klaus Murer



David and Elizabeth Birka-White



Jane and Bert Inch



David Gockley and Paula and Bandel Carano



Barbara Walkowski



Ramón Vargas, Ann Ziff and Ildar Abdrzakov



Chandra and Michael Rudd

Photos by Drew Altizer

OPERA BALL GALLERY

2012

Notte di Splendore



Co-chairmen Diane Rubin and Cathy MacNaughton, and Ann Girard



CJ Van Pelt, Toni Wolfson, Betsy Linder and Kathy McEligot



Diana Kissil and John Cullison



Dianne and Tad Taube



Dianna Cavagnaro, Susan Malott and Megan McDonald



Katie Jarman and Patricia Sprincin



Jon Finck and Lee Gregory



Karen Kubin and Gary Garabedian



Karl and Nafiseh Lindberg



Nancy Bechtle, Mayor Ed Lee, Charlotte Mailliard Shultz and Mrs. Lee



Tracy and Melissa Boxer Zill

2011

A Night in the Forbidden City



Co-chairmen Susan Tamagni and Anne Marie Massocca, and Ann Girard



Dixon and Carol Doll



Caroline Altman, Montine Felso and George F. Lucas



Nicola Luisotti, Jan Shrem, Maria Manetti and David Gockley



France Szeto, David Potts, Patricia Ferrin Loucks and Maggie Stack King



Theo Schwabacher and Anne Marie Massocca



Marilyn and Michael Cabak



Marissa Mayer



Outdoor entertainment



Entering the tent



Greeters

OPERA BALL GALLERY

2010



Anjelika Koulebakina, co-chairman Mary Poland, Bronson Van Wyck, Linda Kemper, David Gockley, co-chairman Charlot Malin and Jane Burkhard



Zandra Rhodes and Charlotte Mailliard Shultz



Wally and Eve Wertsch and Linda Zider



Dede Traina Wilsey and John Traina

2009



Co-chairman Teresa Medearis, Diane Rubin and co-chairman Adrianna Pope Sullivan



David Gockley and Nicola Luisotti



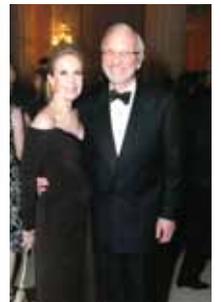
Dmitri Hvorostovsky



Harriet Meyer Quarré



Katie and Claude Jarman



Victoria and Guy Kornblum

2008



Co-chairman Eve Wertsch, Teresa Medearis and co-chairman Toni Wolfson



Delia Ehrlich and Vera Carpeneti



Ginny Ziegler and Michelle Ritchie



John Capizzi and Sally Debenham



Sobia Shaikh

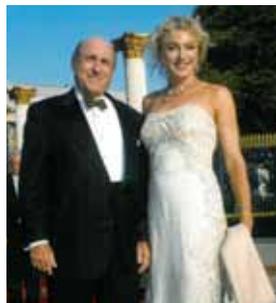
2007



Co-chairmen Marybeth La Motte and Cheryl Baxter



David Gockley and Susan Tamagni



Harold Blajwas and Alisa Burgess-Blajwas



Phoebe Cowles and Robert Girard



John Gunn and Cynthia Fry Gunn

OPERA BALL GALLERY

2006

An Elegant Affair



Charlot and Greg Malin



Arlene Inch and Jim Oakes



Bob Federighi and Toni Wolfson



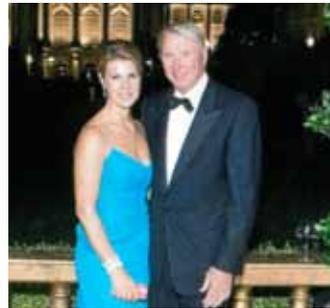
John and Maria Pitcairn



Daniel and Ann Girard



Marybeth La Motte



Katie and Claude Jarman



Wally and Eve Wertsch

2005

Midnight at the Oasis



Co-chairman Victoria Kornblum, event architect Robert Fountain and co-chairman Katie Jarman



David Gockley and Dianne and Tad Taube



Jeannik Littlefield and her daughter Sandy



Alan and Juanita Kizor and Kazy the camel



Cheryl Baxter



Dianne Taube, the wife of the President of Poland, the President of Poland, John Traina, Dede Traina Wilsey and Tad Taube



The wife of the President of Poland, the President of Poland and Mayor Gavin Newsom



Carol Benz

OPERA BALL GALLERY

2004

Viva la Diva



Co-chairman Beth Brill, Marilyn Timoney, and co-chairman Trude See



Renée Fleming and Pamela Rosenberg



Bob and Chandra Friese



Chal de Guigne and Dede Wilsey



Jeff Hays and Carole Shorenstein Hays



Maria Farrow and George and Charlotte Mailliard Shultz



Marilyn and Bill Timoney



Mayor Gavin Newsom, Bill Newsom, Paul Pelosi and George Shultz



Judith and John Renard

2003

Gilded Age



Co-chairmen Sallie Huntting and Cathy MacNaughton



Adrianna and Bobby Sullivan and Patsy Pope



Martha Ryan, Kathy McEligot and Eve Wertsch

2002



Co-chairman Olivia Hsu Decker, Beth Brill, and co-chairman Anne Marie Massocca



Romana and John Bracco



Dmitri Hvorostovsky



Pitch Johnson and Pamela Rosenberg

Photos by Scotty Morris

OPERA BALL GALLERY

2001



Co-chairmen Patricia Sprincin and Laurie Chase Dixon



Pamela Rosenberg, Patricia Sprincin and Beth Brill



Mary and Bill Poland



Myron and Alice Du Bain



Paul Pelosi and U.S. Representative Nancy Pelosi



Adrianna Pope Sullivan and Bobby Sullivan



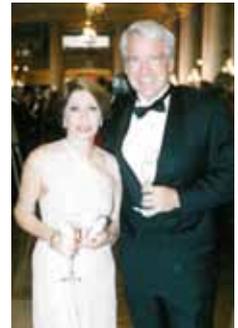
Bella Farrow



Lynn Wyatt and David Gockley



Rhea and Skip Friend



Athena and Timothy Blackburn



Mayor Willie Brown, Jr. and Pamela Rosenberg



Donald Runnicles, center, and Pamela Rosenberg



Irene Kivitz, Olivia Hsu Decker and Romana Bracco

2000

Lotfi Mansouri Gala Concert



Co-chairmen Dianne Taube and Irene Kivitz



Ingrid Hills, chairman Dede Wilsey and U.S. Representative Nancy Pelosi

1999



Co-chairmen Barbara Henry and Marilyn Timoney and Lotfi Mansouri



Jackie Shinefield, PJ Handeland, Marilyn Timoney, Barbara Henry and Patricia Sprincin

OPERA BALL GALLERY

1998



Co-chairmen Adrianna Pope and Coleen Ehrlich

1994



Co-chairmen Marcia Messmer and Karen Rollandi



Guests at Opera Ball 1994



Opera Ball 1994 atmosphere

1993



Gianfranco Ferré, Denise Hale and Francis Ford Coppola



Herb Caen, Ann Moller and Matthew Kelly. Photo by Jo Felder



Peggy and George Olsen. Photo by Larry Merkel

1992



Chairman Peggy Olsen, the Italian Ambassador to the U.S. and Sara Duryea



George and Peggy Olsen, and Dede and Al Wilsey. Photo by Larry Merkle

1991



Harriet Meyer Quarré, June Stephens and Winifred Harris



Max and Marcia Messmer

1990

An Encore Event for 1990: Opera Ball and Fol de Rol, Spirit of San Francisco



Co-chairmen Rhea Friend, Sara Duryea, Suzanne Parsons and Lisa Grossi



Phyllis Wattis and Placido Domingo

Photos by Scotty Morris

1989



Al Wilsey, Rosemary Clooney, Bob Mackie and Dede Wilsey at a party hosted by Al and Dede Wilsey in conjunction with *Opera Ball 1989*. Rosemary Clooney performed at the *Opera Ball* pre-performance dinner, and Bob Mackie designed the costumes for the Opera's production of *Falstaff*.

1988



Ushers assist models on the runway at *Opera Ball 1988*.

1956, *Life* Magazine Coverage



"Noted guests at Joseph T. Grace's dinner table at St. Francis are T.A. Soong (left), brother of Mme. Chiang Kai-shek, and Mrs. Soong. Mr. Grace, a big backer of the opera, sits between Mrs. Soong and Mrs. Nion Tucker. At right is H. Stephen Chase, a senior vice president of American Trust Company."



"Strapless-gowned debutantes Mimi London, Nancy Hellman chat with Alan Dayton and Nancy's father, Marco Hellman, at opera opening."



"Noted hostess at dinner is Mrs. William P. Roth, (left), whose husband heads Matson Navigation Co. Each table at gathering was a separate party."



"Ermine stole is worn by Mrs. Edmund Morrisey, wife of one of the city's leading surgeons, here thanking Ernest, the St. Francis Hotel's head waiter."



"At the dinner in Mural Room, the guests sat beneath series of paintings by Albert Herter, father of Christian Herter, the governor of Massachusetts."



"Super hostess Mrs. Robert Watt Miller (second from left) talks with Lady Hadow. Beside her are Mrs. Sheldon Cooper, wife of the lawyer; Mrs. George T. Cameron, whose late husband was San Francisco Chronicle's publisher; Mrs. Walter Dillingham, wife of Honolulu industrialist-financier."



"Meringue-topped oranges were dessert at supper. At table, from left: Sir Robert Hadow; Reese Taylor, president of Union Oil; Mrs. Jussi Bjoerling, singer's wife; William G. Mechant, architect; Mrs. J.D. Zellerbach, wife of head of Crown Zellerbach; William Crocker, chairman of Crocker-Anglo National Bank; and Mrs. Prentiss Cobb Hale."

FOL DE ROL CHAIRMEN, 1950–1992

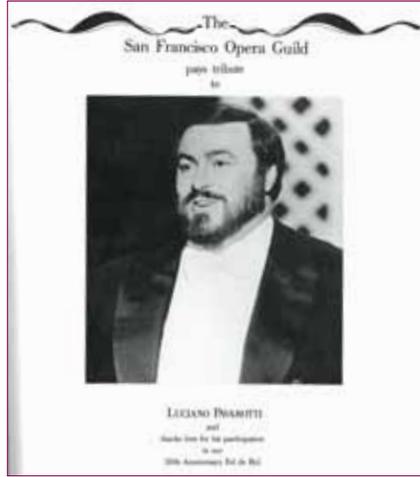
1992	Barbara Henry <i>Celebrate America</i>	1978	Ann Miller <i>25 Adler Years</i>	1963	Jean Donnell <i>Fol de Rol Circus</i>
1990	Lisa Grossi Suzanne Parsons Sara Duryea Rhea Friend <i>An Encore Event for 1990: Opera Ball and Fol de Rol, Spirit of San Francisco</i>	1977	Pat Foster <i>A Masked Ball</i>	1962	Dorothea Walker <i>40th Anniversary Opera Ball</i>
1989	Ursula Ralph <i>The Magic of Opera</i>	1976	Donna Zuber <i>Wine, Women, and Song</i>	1961	Dorothea Walker <i>Opera Ball and Fol de Rol, New Orleans Night</i>
1988	Sara Duryea <i>Opera Guild's 50th Anniversary Celebration</i>	1975	Donna Miller Casey Suzy Griffith <i>The Thirties</i>	1960	Betty Griffith <i>Opera Ball and Fol de Rol, Vista of Gold</i>
1987	Peggy Olsen Mona Skager <i>A Night at the Opera</i>	1974	Joyce Brantman <i>Silver Anniversary</i>	1959	Tito Larsen <i>Fol de Rol Under the Sea</i>
1986	Jean McClatchy Bricker <i>Parade of Stars</i>	1973	Judith Webster Barton <i>Picnic</i>	1958	Marjorie Bissinger <i>Grecian Theme</i>
1985	Peggy Olsen <i>A Masked Ball</i>	1972	Jean McClatchy <i>Golden Season</i>	1957	Shugie Menzies <i>Opera Goes to a Bal Masque</i>
1984	Beverly Coughlin Virginia Miller <i>A Night in Montmartre</i>	1971	Robi Lee Deane <i>Fol de Rol Italiano</i>	1956	Mrs. Eminel Halstead <i>Opera Goes to the Circus</i>
1983	Constance Thompson <i>Fol de Rol Goes to the Stars</i>	1970	Peggy Livingston <i>Fol de Rol Goes Variety</i>	1955	Charlotte Ham <i>Opera Holiday in San Francisco</i>
1982	Cynthia Coolidge Dr. David Kest <i>Opera House 50th Birthday</i>	1969	Sally Debenham <i>Opera Ball and Fol de Rol, Space Odyssey</i>	1954	Nancy Harris <i>Evening in Venice</i>
1981	Suzy Griffith <i>K.H. Adler Retirement</i>	1968	Mrs. James Durkin <i>Opera Ball and Fol de Rol, Balloon Ball</i>	1953	Peggy Livingston <i>Music in the Round</i>
1980	Beverly Coughlin Beverley Denebeim <i>Fireman's Ball</i>	1967	Ann Simpson Barbara Tatum <i>A Return to Elegance</i>	1952	Francesca Howe <i>Opera Ball and Fol de Rol</i>
1979	Charlotte Mailliard Swig <i>Great Western</i>	1966	Alex Phillips <i>Fol de Rol Goes Pop</i>	1951	Claire London <i>Opera Ball and Fol de Rol</i>
		1965	Lily Cuneo <i>Fol de Rol Follies</i>	1950	Lucille Monteagle Nancy Lapham <i>Opening Night for Patrons</i>
		1964	Ruth Hellman <i>Opera Ball</i>		

1989



Post-performance dancing to *Pride and Joy* in Opera House foyer

1988



Andrea Marcovicci



The Lettermen



Lotfi Mansouri and Rosemary Clooney



The Kingston Trio



Luciano Pavarotti

1985

Dancing at A Masked Ball



1981



Mezzo soprano Susan Quittmeyer, center, and soprano Pamela South, right, perform in a spoof of The Andrews Sisters



Leontyne Price



Merv Griffin



Kurt Adler

FOL DE ROL GALLERY

1979



Kurt Adler escorts Leontyne Price from the stage after her performance at the Great Western Fol de Rol. Photo courtesy of Nancy Adler Montgomery



Charlotte Mailliard Swig and friends



Square dancing at Great Western Fol de Rol

1973



Beverly Sills and Joel Grey. Photo by Carolyn Mason Jones



Beverly Sills and Calvin Simmons. Photo by Carolyn Mason Jones

1972



Fol de Rol ballroom and stage

1968



Evelyn Lear and Philip Eisenberg

1956



Leontyne Price and Ray Bolger



Birgit Nilsson

1953, *Life* Magazine Coverage

FOL-DE-ROL

2,500 balloons drop down on opera party

For the 6,000 people who paid nearly \$20,000 to attend it, the biggest splash of the San Francisco "Opera Ball and Fol-de-Rol" was not the performance of the city opera company, or the ball which followed, but a big bunch of balloons. As finale to the entertainment, 2,500 balloons were dropped over the stage. Guests, delighted at the descent, were even more delighted at the chance to pop balloons with their high heels and cigarets.



First batch of balloons cling together as they drop toward ballet dancers on circular stage set in the center of the Civic Auditorium.

Just after landing, balloons cascade across the stage and spill out among guests seated at ringside tables which cost them \$200 apiece.



Fol de Rol setup, Civic Auditorium

1951



Opera Ball & Fol de Rol



Balloon drop at Fol de Rol 1951

1950



Lily Pons shares her act with Doodles and Spider at the 1950 Fol de Rol

HOLIDAY EVENT CHAIRMEN, 1986–2013

2013	Ena Chan Cratsenburg Sandra Farris	<i>Holiday Dinner on the Opera House Stage, War Memorial Opera House</i>		
2012	Arlene Inch Alisa Burgess-Blajwas	<i>Holiday Cheers, Alexandra's at the Westin St. Francis</i>	1998	Carla Fawcett Jean McClatchy Anne Marie Massocca <i>Celebration of the Seasons at Macy's Market Street</i>
2011	Nafiseh Lindberg Michelle Ritchie	<i>Holiday Cheers, Alexandra's at the Westin St. Francis</i>	1997	Peggy Olsen Beth Leathers <i>Celebration of the Seasons at Macy's Market Street</i>
2010	Diana Kissil Deborah Sagues	<i>'Tis the Season, Alexandra's at the Westin St. Francis</i>	1996	Catherine Goodwin Dianne Panos <i>Celebration of the Seasons at Macy's Union Square</i>
2009	Gail Anderson Kristen Callahan	<i>'Tis the Season, Alexandra's at the Westin St. Francis</i>	1995	Laurie Chase Esty Lawrie <i>Celebration of the Seasons at Planet Hollywood and Virgin Megastore</i>
2008	Sobia Shaikh Stephanie Tuttle	<i>'Tis the Season, Alexandra's at the Westin St. Francis</i>	1994	Anne Kasanin Susan Malott <i>Celebration of the Seasons at Emporio Armani</i>
2007	Mary Corroon Heather Rodriguez	<i>'Tis the Season at Neiman Marcus</i>	1993	Laurie Chase Marcia Messmer <i>Celebration of the Seasons at Gump's</i>
2006	Caroline Daniels Laurie Williamson	<i>'Tis the Season at Neiman Marcus</i>	1992	Vera Carpeneti Laurie Chase Glennie Eisele <i>Celebration of the Seasons at Gump's</i>
2005	Kathy McEligot Mai Shiver	<i>'Tis the Season at Neiman Marcus</i>	1991	Diana Saviano <i>Celebration of the Seasons at Gump's</i>
2004	Jane Inch Carla Zuber	<i>Celebration of the Seasons at Macy's Union Square</i>	1990	Marie Gallo Adrianna Pope Matinée performance of <i>Khovanshchina</i> followed by <i>Closing Night Party on the Stage</i>
2003	Susan Kulick Diane Rubin	<i>Celebration of the Seasons at Macy's Union Square</i>	1989	<i>Closing Night Party</i>
2002	Christine England Teresa Medearis	<i>Celebration of the Seasons at Macy's Union Square</i>	1988	<i>Closing Night Party</i>
2001	Cheryl Baxter Marybeth La Motte	<i>Celebration of the Seasons at Macy's Union Square</i>	1987	Sara Duryea Susie McMicking <i>Closing Night Party with pre-performance black-tie dinner at Stars</i>
2000	Brian Hackfeld Kathryn Keller	<i>Celebration of the Seasons at Macy's Union Square</i>	1986	Sara Duryea <i>Closing Night Party with pre-performance black-tie dinner at One California Street</i>
1999	Kelly Brandmeier Toni Wolfson	<i>Celebration of the Seasons at Macy's Union Square</i>		

HOLIDAY EVENT GALLERY

2013

Holiday Dinner on the Opera House Stage



Co-chairmen Ena Chan Cratsenburg and Sandra Farris



John Gunn, Willie Brown, Jr., honoree Charlotte Mailliard Shultz, Dick Blum, U.S. Senator Dianne Feinstein, Nancy Bechtle and Paul Pelosi



Jane Mudge and Karen Kubin



Dede Wilsey, U.S. Senator Dianne Feinstein and Richard Blum



Amy Millman and Lois Lehrman



Holly and Jerry Suich



David Gockley and honoree Charlotte Mailliard Shultz



J. Riccardo Benavides, Wilkes Bashford and Sheree Chambers



Dinner on the stage



Andrew Berger, Kelly Dewees, Megan McDonald, Susan Malott, Dianna Cavagnaro and Martha Chesley



Brenda and Don MacLean



Ed Conlon and Elisa Stephens



Claude and Katie Jarman

2012

Holiday Cheers, Alexandra's at the Westin St. Francis



Co-chairman Alisa Burgess-Blajwas, Karen Kubin and co-chairman Arlene Inch



Braeden Schieding and Annie Calonico



Sallie and Leon Huntting



Susan and Jim Malott



Juanita and Alan Kizor

HOLIDAY EVENT GALLERY

2011

Holiday Cheers, Alexandra's at the Westin St. Francis



Jim Ritchie and co-chairman
Michelle Ritchie



Karl Lindberg and co-
chairman Nafiseh Lindberg



Nancy Hagosian and
Phyllis Lembi



Theodore Brown and Marilyn
and Michael Cabak



Chandra and Bob Friese

2008

'Tis the Season, Alexandra's at the Westin St. Francis



Diane Rubin and co-chairmen
Stephanie Tuttle and Sobia Shaikh



Bruce and DeeDee
Nollenberger

2007

'Tis the Season at Neiman Marcus



Teresa Medearis and co-chairmen
Mary Corroon and Heather Rodriguez



Irene Bechtel and Bella
Farrow



Kathy Robertson and
Katie Budge

Photos by Drew Altizer

2003

Celebration of the Seasons at Macy's Union Square



Bob Federighi and Toni Wolfson



Cathy MacNaughton, Coleen and John Ehrlich
and Esty Lawrie



Marilyn Timoney

2001

Celebration of the Seasons at Macy's Union Square



Beverly Coughlin, Beverley
Denebeim and Marie Denebeim

1989

Closing Night Party at Masons



Elizabeth Merrill,
Lotfi Mansouri and
Debbie Vogel

AUCTION GALA CHAIRMEN, 1991–2014		
2014	Romana Bracco Marsha Monro	<i>POpera!</i>
2012	Shannon Cronan Jane Mudge	<i>An Evening of Enchantment</i> <i>Honoring Nathan Gunn and The Magic Flute</i>
2011	Linle Froeb Stephanie Tuttle	<i>Revelry on the Rhine</i>
2010	Chandra Friese Linda Elliott Zider	<i>Sundown at the Golden West</i> <i>Saloon: San Francisco Opera Guild</i> <i>Welcomes Maestro Nicola Luisotti</i>
2009	Lynne Edminster Barbara Walkowski	<i>Springtime in Paris: An Evening</i> <i>Honoring Frederica von Stade</i>
2008	Victoria Kornblum Mai Shiver	<i>A Winter Night's Ball: A Salute to</i> <i>Pitch Johnson</i>
2007	Charlot Malin Carla Zuber	<i>The Valentine's Ball</i>
2006	Anne Marie Massocca	<i>The Director's Ball: Honoring David Gockley</i>
2005	Marybeth La Motte Ginny Lawrence	<i>L'Eleganza dell'Italia</i>
2004	Sandra Esposito Patricia Ferrin Loucks	<i>Una Bella Serata</i>
2003	Trude See Eve Wertsch Marsha Monro	<i>Let's Face the Music and Dance</i>
2002	Anna Freiman Stephanie Losee	<i>Evening at the Stardust</i>
2001	Toni Wolfson	<i>Auction Gala Odyssey</i>
2000	Laurie Chase Demi Lathrop	<i>Tango at the Palace</i>
1998	Dianne Taube	<i>Opera Festiva Auction Gala</i>
1997	Sallie Huntting	<i>Monte Carlo at the Palace</i>
1996	Jackie Shinefield Janice Stein	<i>La Bohème Gala</i>
1995	Deborah Mann	<i>Opera Festiva</i>
1994	Riva Berelson Alyssa Taubman Rothman	<i>Opera Festiva</i>
1993	Janice Stein Gretchen Belli	<i>Port to Port: Wine, Travel, Leisure</i>
1991	Mary Poland Barbara Henry	<i>Wine & Travel Auction</i>

AUCTION GALA GALLERY

2014

POPer!



Jane Mudge, Karen Kubin, Katie Jarman and co-chairmen Romana Bracco and Marsha Monro



Jonathan Groff and Deborah Voigt



Beverly Coughlin



Gail Anderson and Don and Brenda MacLean



Claire Collins Skall, Katie Jarman and Charlotte Mailliard Shultz



Lillias White



Ginny Ziegler, Stephanie Tuttle and Linda Zider



Laurie Chase and Anne Kasanin



Deborah and Paul Sagues



Richard Damm, Sara Duryea and David and Elizabeth Birka-White



Charlotte Mailliard Shultz



Henry and Valarie Huff



Opera Guild presidents Barbara Henry, Karen Kubin, Donna Miller Casey, Teresa Medearis, Beverly Coughlin, Anne Kasanin, Jane Hartley, Ann Girard, Diane Rubin, Marilyn Timoney and Sara Duryea



Jane Mudge and Belinda Steyer



Asher Berry, co-chairman Romana Bracco and Mauro Battocchi, Consul General of Italy



Co-chairman Marsha Monro and Arlene Inch



Wilkes Bashford and Donna Miller Casey



Romanza



Diana Kissil and John Cullison

AUCTION GALA GALLERY

2012

An Evening of Enchantment Honoring Nathan Gunn and The Magic Flute



Co-chairmen Shannon Cronan and Jane Mudge



Nathan Gunn



Emely Weissman, John and Joan Lavorgna and Ron Weissman



Mark and Teresa Medearis, Karen Kubin and Nellis Smith



Stephanie Tuttle, Maggie Mack and Robyn Coles



Mark Cratsenburg and Ena Chan Cratsenburg



Diane Weaver, Carol Benz and Roselyn Swig



Caely Cusick and Eric Tiret



Judith and John Renard



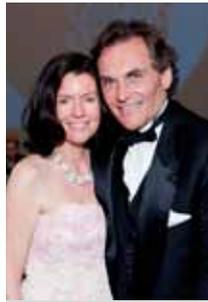
Julie Coplon and Bob Capan

2011

Revelry on the Rhine



Co-chairmen Linle Froeb and Stephanie Tuttle, and Ann Girard



Elizabeth and David Birka-White



Olivia Hsu Decker



Guy and Victoria Kornblum



Anne Marie and Stephen Massocca



Guillaume Orliac and Linda Zider

2010

Sundown at the Golden West Saloon



Co-chairman Chandra Friese, David Gockley and co-chairman Linda Zider



Maestro Nicola Luisotti



Hiro and Betty Jean Ogawa



Lorin and Debbie Vogel



Marci Flanery and Rob Thesman



Fati Farmanfarmaian, CJ Van Pelt and Deborah Sagues

Photos by Drew Altizer

AUCTION GALA GALLERY

2009

Springtime in Paris



Co-chairman Lynne Edminster, Diane Rubin and co-chairman Barbara Walkowski



Frederica von Stade



Joyce DiDonato and Jake Heggie



Harriet Meyer Quarré, George Shultz and Charlotte Mailliard Shultz



Ginny and Alvin Ziegler

2007

The Valentine's Ball



Co-chairman Carla Zuber, Teresa Medearis and co-chairman Charlot Malin



Brian Atwood, Lynne Edminster and Rachel and Tim Parker



Asher and Diane Rubin



Patricia Ferrin Loucks and Heather Rodriguez



Marilyn Timoney, Gay Lynn Blanding and Esty Lawrie



John Gunn and George Hume



Teresa Medearis



Victoria Kornblum, Marilyn Timoney, Katie Jarman and co-chairman Carla Zuber



Adler Fellows

2004

Una Bella Serata

Photos by Drew Altizer



Marilyn Timoney and co-chairmen Sandra Esposito and Patricia Ferrin Loucks



Karl Mills, Pamela Rosenberg and James Ferragamo



Alan and Juanita Kizor



Tom Landy, Esty Lawrie, Trude and Dennis See



Joe Drummond and Joyce Reitman

AUCTION GALA GALLERY

2003

Let's Face the Music and Dance



Donna Huggins



June Stephens



Guests



Romana and John Bracco at the silent auction table



Ursula Apel

2002

Evening at the Stardust



PJ Handeland (right)



"Cigarette Girls"



"Deco Belles"



Dinner

1997

Monte Carlo at the Palace



Chairman Sallie Huntting, Patricia Sprincin, Dianne Panos Taube and Christopher Zuber admire the engine of the BMW that was auctioned off at the event



Bidding



Rhea Friend, Elizabeth Pfau and Jane Hartley

1993

Port to Port: Wine, Travel, Leisure



John and Deborah Emery and Jackie Shinefield



Christopher Zuber and Dianne Panos Taube



Patricia Sprincin and Barbara Henry



Karen Rollandi, co-chairman Janice Stein, Justice William Stein and co-chairman Gretchen Belli

FASHION SHOW CHAIRMEN, 1994–2013

2013	Stephanie Tuttle Melissa Boxer Zill	<i>Neiman Marcus: The Art of Fashion: Jason Wu</i>
2009	Victoria Kornblum Maggie Mack	<i>Neiman Marcus: Akris Fall Collection</i>
2008	Patricia Ferrin Loucks Jennifer Smith	<i>Nordstrom Designer Fête</i>
2007	Chandra Friese Diane Rubin	<i>Nordstrom Designer Fête: Ode to the Goddess</i>
2006	Brian Hackfeld Marybeth La Motte	<i>Nordstrom Designer Fête</i>
2005	Anna Freiman Toni Wolfson	<i>Nordstrom Couture Gown Show: Toujours Glamour</i>
2004	Katie Jarman Teresa Medearis	<i>Nordstrom Couture Gown Show: La Vie Bohème</i>
2003	Cheryl Baxter Valarie Huff	<i>Nordstrom Couture Gown Show: A Cinderella Story</i>
2002	Esty Lawrie Marsha Monro	<i>Nordstrom Couture Gown Show</i>
2001	Sallie Huntting Mary Poland	<i>Nordstrom Couture Gown Show</i>
2000	Beth Brill Anne Marie Massocca	<i>Nordstrom Couture Gown Show</i>
1999	Ursula Apel Beth Brill Lynn Lubbock	<i>Nordstrom Couture Gown Show</i>
1998	Barbara Henry	<i>Chanel 10th Anniversary Fashion Show</i>
1998	Beth Brill George F. Lucas	<i>Escada Fall/Winter Collection</i>
1996	Esty Lawrie Harriet Meyer Quarré	<i>Nordstrom: Donald Deal Designer Gowns</i>
1994	Jackie Shinefield George F. Lucas	<i>Nordstrom Gown Show</i>
1994	Karen Rollandi Mrs. Daniel McBrady	<i>Yves Saint Laurent Spring Collection</i>

2013

Neiman Marcus: The Art of Fashion: Jason Wu



Jane Mudge, co-chairmen Stephanie Tuttle and Melissa Boxer Zill, and Karen Kubin



Charlot Malin and Britta Campbell



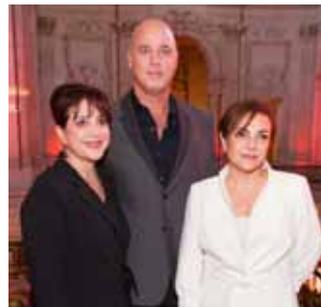
Jon Finck and Carolyne Zinko



Claire Fluhr and Katherine Simon



Vanessa Getty and Jason Wu



Lily Samii, Robert Fountain and Laleh Zohadi



David Gockley and Lois Lehrman



Linle and Jim Froeb and Maria Pitcairn



Susan Mooradian, Gail Anderson and Ginny Freeman

Photos by Drew Altizer

FASHION SHOW GALLERY

2013

Neiman Marcus: *The Art of Fashion: Jason Wu*



Barbara Traisman and Klaus Murer



Jill Wickersham and Victoria Yeager



Models backstage



Waiting for the show to begin



Photos by Drew Altizer

2008

Nordstrom Designer Fête



Co-chairmen Jennifer Smith and Patricia Ferrin Loucks, and Athena Blackburn



Dr. Carolyn Chang, Farron Brotman and Susan Sherman



Jill Toth and PJ Handeland



Maureen Herr and Lynn Lubbock



Kristen Martin, Marybeth La Motte and Wynne Doyle



Susan Kulick and Theo Schwabacher



Carla Zuber, Shannon Cronan and Sandra Farris



Patricia Ferrin Loucks



2003

Nordstrom Gown Show:
A Cinderella Story



Co-chairman Cheryl Baxter "models" a gown

2002

Nordstrom Couture Gown Show



Co-chairmen Esty Lawrie and Marsha Monro, and Stephen Yearick admire a gown



Cathy MacNaughton, Jane Hartley, Patricia Sprincin and Colleen Quen

1998

Escada Gown Fall/Winter Collection



Jean Strunsky, co-chairman George F. Lucas and Marybeth La Motte

GUILD GALLERY

Annual Meetings and Luncheons



2013, Jesus Diaz and Rita Milner



2013, Jim Heagy and Jacqueline Piccolino



2012, Carla Zuber and Belinda Steyer



2012, Sylvia Lin



2012, Elizabeth Green Sah, Anne Zucchi and Camille Morishige



2012, Fati Farmanfarmaian and Paula Carano



2012, Jennifer Hill and Ann Girard



2011, Claire Fluhr, Maggie Mack and Stephanie Tuttle



2011, Susan Mooradian and Beatrice Wood



2011, Alyssa Taubman Rothman, Susan Malott and Elizabeth Merrill

Photos by Drew Altizer



Chairmen of *An Encore Event for 1990: Opera Ball and Fol de Rol, Spirit of San Francisco*. Rhea Friend, Suzanne Parsons, Sara Duryea and Lisa Grossi



1988, Susie Brown, Alma Yoder, Lotfi Mansouri, Suzanne Parsons and Peggy Olsen at an Opera Guild 50th Anniversary celebration at the Top of the Mark



From *Fol de Rol* book. Claire Collins Skall



From 1987 *Fol de Rol* book. Adelaide Hornberger



From 1987 *Fol de Rol* book. Peggy Olsen and Mona Skager



1984, Mona Skager thanks Captain Gangdal of the *Royal Viking Sea* during *Sail Away*



From 1980 *Fol de Rol* book. Beverly Coughlin and Beverley Denebeim



From 1974 *Fol de Rol* book. Ann Getty



From 1972 *Fol de Rol* book. Elizabeth Spencer Pfau



From 1972 *Fol de Rol* book. Bailey Meyer

Fol de Rol book photos by Russ Fischella

SAN FRANCISCO OPERA GUILD DIRECTORS 1939–2014

Janet Abbott	Charlotte Carroll	Carla Fawcett	Marilyn Hills	Sylvia Lin
Jenan Almufti	Marlies Carver	Joan Fenton	Dr. Pak Ming Ho	Nafiseh Lindberg
Marie Lundgren Allman	Donna Miller Casey	Bettye Ferguson	Marilyn Hobbs	Mrs. George Lindsay
Mrs. Derby Anderson	Mrs. Richard S. Catterton	Robert F. Finch	Mrs. John Hoefer	Sylvia Lindsey
Gail Anderson	Mrs. Allen E. Charles	Stephanie Fine	Fifi Holbrook	Jeannik Méquet Littlefield
Pat Anderson	Laurie Regan Chase	Doris Fisher	Pinkie Hoover	George Livermore
Susan Andrews	Bebe Chickering	Marci Flanery	Mrs. Robert Cleary Hoover	Peggy Livingston
Ursula Apel	Gloria Christison	Stacey Fleece	Dr. Jill Armstrong Hope	Lib Logan
Sue Pritzker Aries	Monica Clark	Patricia Fleischer	Adelaide Hornberger	Claire London
Cecilia Aviles	David Clover	Claire Fluhr	Gwen Horne	Judy Long
Linda Bacon	Nina Cois	Pat Foster	Mrs. James H. Howard	Stephanie Losee
Jane Baird	Jeannie McGuire Coleman	Sarah Bender Foster	Francesca Howe	Patricia Ferrin Loucks
Abigail Baker	Robyn Coles	Mrs. C. K. Poe Fratt	Valarie Huff	Kathy Lowry
Catherine Banks	Angela Cono	Anna Mazucchi Freiman	Mary Humiston	Lynn Lubbock
Mrs. Edward Bartlett	Martha Sutherland Conrad	Rhea Friend	Sallie Huntting	George F. Lucas
Judith Webster Barton	Nan Cook	Chandra Friese	Bona Hutchinson	Eileen Ludwig
Mrs. Dimitri M. Barton	Mrs. Harold W. Cookson	Linle Froeb	Arlene Inch	Cheryl Lyons
Lexie Bastian	Sheila Cooley	Dixie Furlong	Jane Inch	Maggie Mack
Sheila Baumgartner	Cynthia Coolidge	Marte Gallo	Elizabeth Jacobs	Brenda MacLean
Cheryl Baxter	Betty Cooper	Kate Gardiner	Jean Jacobs	Cathy MacNaughton
Nancy Bechtle	Mrs. Gary Coover	Mrs. L. H. Garland	Jacqueline Jacobson	Joan Madden
Gretchen Belli	Julie Coplon	Toni P. Gerhauser	Mrs. Bailey Jamieson	Elena Madsen
Carole Bellis	Mary Corroon	Ann Getty	Katie Jarman	Katie Mahaney
Geraldine Benoist	Beverly Coughlin	Daphne P. Gilbert	Esther Jennings	Antoinette O. Maleady
Carol Benz	Phoebe Cowles	Jane Fuller Gillespie	Marguerite Jerome	Charlot Malin
Riva Berelson	Jeanne Crane	Ann Girard	Ann Johnson	Thomas Malloy
Shelley Bergman	Edith Crapsey	Deborah Mintz Gorman	Virginia Johnson	Susan Malott
Lillian Biben Scott	Ena Chan Cratsenburg	Sally Gotcher	Judy Kahn	Mrs. Lawrence S. Mana
Elizabeth Birka-White	Shannon Cronan	Katherine Grau	Katja Kallick	Kathy Manace
Mrs. Frank Birnie	Mrs. Edward Culin	Dr. Jean Haber Green	Anne Kasanin	Lois Manbert
Marjorie Bissinger	Lily Cuneo	Mrs. Robert Clark Green	Hedi Kaufman	Patricia Mangan
Gay-Lynn Blanding	Caely Cusick	Wendy Greene	Mrs. Robert Keenan	Deborah Mann
Kay Blyth	Caroline Daniels	Helen Gregory	Kathryn Keller	Catherine Marcus
Frances Bowes	Marian Miller Davis	Betty Griffith	Meg A. Kellogg	Mrs. J. Howard Marshall
Demi Bowles	Mrs. George Alden Dean	Suzy Griffith	Joan Kent	Kristen Martin
Romana Bracco	Robilee Frederick Deane	Lisa Grossi	Dr. David L. Kest	Mrs. Francis Martin
Nancy Evers Bradley	Sally Debenham	Peggy Guittard	Cheryl King	Mrs. Jesse Martinez
Dr. Lois Brainard	Olivia Hsu Decker	Brian Hackfeld	Diane King	Anne Marie Massocca
Kelly Brandmeier	Beverley Denebeim	Nancy Hagosian	Maggie Stack King	Jane McBaine
Jill Braniff	Lana Denbo	Mrs. Roderick Hall	Mrs. Kyle Kirwan	Lita McBean
Joyce Brantman	Jesus Diaz	Mrs. Emil Halstead	Diana Kissil	Mrs. Daniel McBrady
Sandra Brent	Ninive Dohrmann	Charlotte Ham	Irene Kivitz	Audrey McComas
Jean McClatchy Bricker	Carol Doll	PJ Handeland	Juanita Kizor	Mrs. Paul W. McComish
Beth Brill	Jean Donnell	Katherine Hanrahan	Lotte Klugman	Jeanne D. McDonnell
Robert Brock	Linda Dougherty	Nancy Harris	Diana Dollar Knowles	Nan McDowell
Farron Brotman	Marsha Vas Dupre	Adele Harrison	Blanche Baker Koenig	Kathleen McEligot
Susie Boeing Brown	Mrs. James E. Durkin	Jessica Hart	Victoria Kornblum	Patsy McGinnis
Starr Bruce	Mrs. Cavalier Durney	Jane Hartley	Karen J. Kubin	Catherine McLaughlin
Karen Bruehl	Sara Duryea	Mrs. W. A. Hawksbee	Liz Kuzell	Susie McMicking
Carol Bryan	Lynne Edminster	Marge Hayden	Marybeth La Motte	Diane Hickingbotham McNabb
Katie Budge	Delia F. Ehrlich	Betty Haywood	Esty Lawrie Landy	Anne McWilliams
Mrs. Charles Bullock Jr.	Coleen Ehrlich	Mary Heafy	Nancy Lapham	Dorothy Meakin
Carol Burgess	Glennie Eisele	James Heagy	Tito Larsen	Teresa Medearis
Dr. Alisa Burgess-Blajwas	Patricia Howe Ellison	Claudia Hecht	Demi Lathrop	Patricia Melim
Maggie Burns-Ames	Christine Englund	Diane Helfond	KC Lauck	Mrs. David R. Melone
Marilyn Cabak	Nancy Enright	Ruth Hellman	Elizabeth Lauricella	Shugie Menzies
Ann Moller Caen	Pru Esberg	Barbara A. Henry	Joan Lavorgna	Renee Merian
Mrs. Thomas Calhoun	Irène Eskelund	Pat Henshaw	Ginny Lawrence	Elizabeth Martin Merrill
Britta Campbell	Sandra Esposito	Mrs. Joseph C. Hickingbotham, Jr.	Rosalind Lawrence	Mardelle Merrill
Paula Carano	Fati Farmanfarmaian	Marion Higgins	Elizabeth Leathers	Marcia Messmer
Lucretia Carney	Sandra Farris	Janet Hill	Hervé Le Mansec	Bailey Meyer
Vera Carpeneti	Bella Farrow	Jennifer Hill	Mrs. Jay Julian Levine	Lucero Meyer
June Carr	Mark Faulkner	Marcia Hill	Mrs. Bert W. Levit	Ann Miller

Maryon Miller
Ruth Ellen Miller
Virginia Miller
Rita Milner
Joan Mittendorf
Marsha Monro
June Monson
Lucille Monteagle
Mrs. Peter Monteith
Emily Pope Montgomery
Susan Mooradian
Linda R. Moore
Camille Morishige
Mrs. Austin Morris
Janet Mourning
Jane Mudge
Mrs. John A. Musilli
Eleanor Najjar
DeeDee Nollenberger
Susan O'Brien
Betty Jean Ogawa
Bonnie Oliver
Peggy Olsen
Marian Orrick
Francie Osthimer
Lise Deschamps Ostwald
Verna Parino
Suzanne Parsons
Gail Peck
Cherie Pettit
Elizabeth Pfau
Alex Phillips
Maria Pitcairn
Nora Plant
Mary Poland
Mrs. Cleveland Pomeroy
Mrs. William A. Pomeroy
Betty Powell
Mimi Prentice
Harriet Meyer Quarré
Marianne Quarré
Colleen Quen
Ruth Quigley
Marta Quinn
Ursula Ralph
Anna Becky Redlich
Patricia Rees-Miller
Nancy Reilly
Joyce Reitman
Judith Renard
Lolita Renshaw
Stephanie Ricci
Mrs. John C. Richards
Michelle Ritchie
Mrs. John H. Roberts, III
Heather Rodriguez
Pat Roeser
Venetta Rohal
Karen Rollandi
Donald F. Ross
Alyssa Taubman Rothman
Kristen Routh
Diane Rubin

Chandra Rudd
Dan Ruggles
Mrs. Henry Potter Russell
Mrs. Robert B. Ryan
Michele Saadi
Lilian Safdie
Karin Safrit
Deborah Sagues
Mrs. Bayard T. Sansom
Pam Sayad
Annie Calonico Schieding
Mrs. William M. Schlangen
Edith Schoenborn
Cynthia L. Schreuder
Theo Schwabacher
Mrs. Leonard K. Schwartz
Lillian Biben Scott
Trude See
June Seegers
Ann Seymour
Sobia Shaikh
OJ Shansby
Daphne Sheldon
Amy Shimm
Dr. Jackie Shinefield
Mai Shiver
Charlotte Mailliard Shultz
Carol Simmons
Catherine Simon
Ann Simpson
Marian A. Sinton
Margaret Sjostrand
Mona Skager
Claire Collins Skall
Bea Borroughs Slater
Margaret Slemmons
Margaret Sloss
Jennifer Smith
Mrs. Leon C. Smith
Paige Solomon
Katie Speer
Hilary Spencer
Patricia Sprincin
Mrs. David Standridge
Janice Stein
Elisa Stephens
Renata Stephenson
Mrs. Charles Stetson
Belinda Steyer
Ursula Stratford
Martha Stumpf
Holly Suich
Adrianna Pope Sullivan
Loulie Sutro
Mary Sutro
Roselyn C. Swig
Patricia Swig
Jane Swinerton
France Szeto
Susan Tamagni
Mrs. Edwin S. Tanner
Barbara Tarasoff
Barbara Tatum

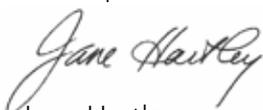
Dianne Panos Taube
Mrs. Gordon R. Taubenheim
Gloria Retzlaff Taylor
Constance Thompson
Sarah Tilton
Marilyn Timoney
Leslie Tognazzini
Diana Tolpegin
Mrs. James Tonjum
Jill Toth
Barbara Traisman
Mrs. Peter Trethewey
Phyllis de Young Tucker
DeeDee Turner
Linda G. Turner
Neva Turer
Stephanie Tuttle
Pamela Valeski
Heather Vandenberg
CJ Van Pelt
Mrs. George W. Vaughan
Mrs. Walter Vennemeyer
Eugene Vernon
Carolyn M. Vestal
Debbie Vogel
Mrs. Howard F. Vultee, Jr.
Dorothea Walker
Fran Walker
Pam Walker
Barbara Walkowski
George H. Warfel
Emely Weissman
Eve Wertsch
Isabel Whitake
Sandra Macleod White
Diana Morris Wild
Mrs. Gary Williams
Laurie Williamson
Marie Jo Willoughby
Bobbie Wilsey
Diane B. Wilsey
Mrs. Paul Wiser
Ruth Wisnom
Mrs. Carl Witkovich
Cristine Witter
Gloria Wolfenden
Toni Wolfson
Eileen Wong
Celeste Woo
Beatrice Wood
Conception Woodman
Mrs. D. R. Worn
Mrs. J. Perry Yates
Victoria Yeager
Alma Yoder
Linda Elliott Zider
Virginia Cartwright Ziegler
Melissa Boxer Zill
Carla Zuber
Donna Zuber
Mrs. S. Morton Zweig

SAN FRANCISCO OPERA GUILD PRESIDENTS, 1938–2014

2012-2014	Karen J. Kubin
2010-2012	Ann Girard
2008-2010	Diane Rubin
2006-2008	Teresa Medearis
2004-2006	Cheryl Baxter
2002-2004	Marilyn Timoney
2000-2002	Beth Brill
1998-2000	Patricia Sprincin
1996-1998	Jackie Shinefield
1994-1996	Barbara Henry
1992-1994	Dr. Jill Armstrong Hope
1990-1992	Sara Duryea
1988-1990	Jane Hartley
1986-1988	Adelaide Hornberger
1984-1986	Anne Kasanin
1982-1984	Eileen Ludwig
1980-1982	Beverley Denebeim
1978-1980	Donna Miller Casey
1976-1978	Patricia Fleischer
1974-1976	Beverly Coughlin
1972-1974	Blanche Koenig
1970-1972	Lolita Renshaw
1968-1970	Betty Griffith
1966-1968	Mrs. Paul W. McComish
1964-1966	Ruth Hellman
1962-1964	Dorothea Walker
1960-1962	Ann Simpson
1958-1960	Charlotte Ham
1956-1958	Mrs. Henry L. Garland
1954-1956	Mrs. Richard C. Ham
1952-1954	Peggy Livingston
1952	Mrs. Starr Bruce
1951	Betty Miller
1950	Claire London
1949	Mrs. Edward Bartlett
1946-1948	Francesa Howe
1943-1945	Nancy Lapham
1942	Mrs. Henry Potter Russell (President pro tem)
1939-1941	Mrs. Henry Potter Russell
1938-1939	Betty Powell
1938	Betty Powell
	Mr. J. L. Bradley
	Milton H. Esberg, Jr.

"PRESIDENTS' CHALLENGE GRANT"

Presidents of the Opera Guild came together to celebrate 75 years of opera education by creating the "Presidents' Challenge Grant" for the Education Fund. The money generated by this undertaking matches dollar for dollar contributions raised by the "75 in 75" Education Fund Campaign that was subsequently initiated by the Guild's Education Fund Committee chairman Ena Chan Cratsenburg. The Presidents recognize that the Education Fund endowment will secure the future of the Guild's education programs that they helped to develop, as well as those that are developed in the future.



Jane Hartley

Education Fund Founder and Founder of the "Presidents' Challenge Grant"

The Opera Guild thanks the Presidents who contributed to the "Presidents' Challenge Grant."

\$7,500 and up

Jane Hartley
Karen J. Kubin

\$2,500 to \$7,499

Ann Girard
Barbara Henry
Teresa Medearis

\$1,000 to \$2,499

Sara Duryea
Anne Kasanin
Marilyn Timoney

Up to \$999

Donna Miller Casey
Beverly Coughlin
Beth Brill
Diane Rubin

"75 IN 75" EDUCATION FUND CAMPAIGN

As we look back at the Opera Guild's accomplishments over the past 75 years, we are proud of our popular award-winning education programs, in which more than 50,000 students in nearly 200 Bay Area schools participate each year. As we celebrate our 75th Anniversary, it is fitting that we solidify the financial foundation from which we create the programs that nurture the expressive nature in children, inspiring them to make positive choices and helping them to become conscientious, sensitive and culturally aware adults.

To do this, the Education Fund Committee initiated the "75 in 75" Education Fund Campaign to raise \$75,000 for the Education Fund in the 75 days between April 17th and June 30th, 2014. The "75 in 75" campaign was further supported by matching funds from the "Presidents' Challenge Grant."



Ena Chan Cratsenburg

Ena Chan Cratsenburg Education Fund Chairman and Founder of the "75 in 75" Education Fund Campaign

The Opera Guild thanks all those who contributed to the "75 in 75" Education Fund Campaign.

**Benefactors
\$2,250 and above**

Karen Bruehl
Paula & Bandel Carano
Ena Chan Cratsenburg & Mark Cratsenburg
John & Joan Lavorgna
Susan Malott
Ken & Lena Tailo
Veronica Watson

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Victoria Yeager

*List was compiled at time of publication

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**Congratulations to the San Francisco Opera Guild
on its 75th Anniversary.**



ACKNOWLEDGEMENTS

The sources of information for this 75th Anniversary book have been many and diverse. They include San Francisco Opera Guild records; articles in its publications such as *Opera Guild* magazine and *Fol de Rol* books; histories written on the Guild's 25th and 50th anniversaries; and an essay, written for this publication by Board member Jane Hartley, which brings to the fore the Guild's Education programs. Among the other important sources were articles in *San Francisco Opera Season* magazines and information and photographs culled from the vast holdings of historical material in the San Francisco Opera Archive.

In addition, numerous members of the Opera Guild and the opera community have generously shared their knowledge of important events, providing invaluable information about the Guild's history. In many cases they have also lent photographs and memorabilia from their personal collections.

Every effort has been made to compile this spoken, written and visual material with accuracy, and to ensure that no key events or people have been overlooked. Care has also been taken to ensure that when available, credit has been given to the photographers who so ably recorded the Guild's events, and whose photographs help tell San Francisco Opera Guild's story. Any errors or omissions are sincerely regretted.

Barbara Traisman, Editor

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Gladys Swarthout discussing *Faust* with members of the *Student Matinée* audience, 1949

San Francisco Opera Guild believes the life lessons drawn from creative expression are the foundation of confidence and integrity. Since 1939, we have funded and developed award-winning outreach and education programs that extend the impact of opera, bringing it center stage in the life of the community. San Francisco's Education Fund ensures the continuation of educational programs that help students find their voice. Every year, more than 50,000 students in nearly 200 schools throughout Northern California get the benefits of arts education, as only opera can give them.

