



# Viewbook Advertising Guide

## Viewbook Advertising

LSYC is grateful to the businesses and corporations, small and large, who believe in arts education for all children and who contribute to the development of such programs in the community. You can support LSYC by advertising in our annual Viewbook which has a circulation of 2000.



Type of Advertisement	Dimensions	Price
1/8 page "Friends of the Choir"	2" x 3.25"	\$50
1/4 page horizontal	7.5" x 2.5"	\$125
1/4 page banner ad	1.625" x 10"	\$125
1/3 page ad	7.5" x 3.25"	\$200
1/2 page ad	7.5" x 5"	\$250
Full page ad	7.5" x 10"	\$500
Inside cover ad	7.5" x 10"	\$750

For more information or to place an ad, e-mail [info@lsyouthchorus.org](mailto:info@lsyouthchorus.org) or call Emily Valine at 218-461-8461.

Design services available at \$65/hour.

Submission deadline: October 16, 2016

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# Viewbook



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Full page ad 7½" x 10" \$400  
Full page inside cover \$500



## About the choir

Lake Superior Youth Chorus believes that all children are capable of discovering their voice. LSYC is dedicated to providing singers an outstanding music education by introducing them to fine choral music from various genres and cultures.

Now in its 20th season, the Lake Superior Youth Chorus, a non-profit community organization, provides students in grades 3 through 10 a creative musical outlet for discovering the joys of teamwork, cultural awareness, self-confidence, self-discipline, and unparalleled musical opportunities.

All youth in grades 3-10 with treble voices who like to sing and are willing to commit to the program are accepted into the Lake Superior Youth Chorus. There are three ensembles:

**Prelude** is an introductory vocal experience for singers in grades 3-5. Basic music theory and vocal technique are developed throughout this program.

**Choristers** is a beginning choir for grades 4 and up. Basic music reading skills, aural development, and part singing are emphasized.

**Concert Choir** is comprised of 7th-10th grade singers and is the main touring and performance choir. Focus is on a diverse repertoire using healthy vocal technique and learning advanced music theory. Audition is required.

**Concert Season:**

The Lake Superior Youth Chorus' concert season extends from September to May.

Concert season performances by Choristers and Concert Choir include a Holiday Concert, a Collaborative Concert, and the season finale Spring Concert. Additionally, each choir performs at events and venues in the Lake Superior area. Both choirs tour locally and the Concert Choir tours nationally and internationally on a rotating schedule.

## Dr. Bret Amundson

### Concert Choir & Artistic Director



Dr. Bret Amundson is the Director of Choral Activities at the College of St. Scholastica in Duluth, MN. He holds a Bachelor of Arts Degree in Music Education and Vocal Performance from Saint John's University, MN, a Masters of Music in Choral Conducting from Saint Cloud State University, MN, and a Doctorate of Music in Choral Conducting at the University of Washington.

At The College of St. Scholastica, Bret directs the Concert Choir, Bella Voice, Women's Choir, and Vocal Jazz Choir, teaches courses in music education and conducting, and teaches in the school's Dignitas program. Bret is the director of the Lake Superior Youth Chorus' Concert Choir and the Choir Director at Pilgrim Congregational Church.

Previously, Bret served three years as Vocal Music Director at Cathedral High School (John XXIII Middle School in St. Cloud, MN where he conducted five curricular choirs, two co-curricular choirs, and taught individual voice lessons. In 2002, the Cathedral High School Concert Choir was invited to perform at the Minnesota Music Educator Association's Mid-Winter Clinic. That same year, Bret was awarded the American Choral Directors Association of Minnesota's Outstanding Young Conductor Award. From 2005-2008, Bret was the Associate Artistic Director of The St. John's Boys' Choir, where he conducted the Junior Varsity Choir and led the recorder and theory programs.

Bret currently serves on the Board of Directors for the American Choral Directors Association of Minnesota where he is the editor of its Star of the North publication. He also sits on the Board of Directors for The St. John's Boys' Choir and is a member-at-large for the NAME Choral Education Council. Bret currently sings with the Twin Ports Choral Project, and has previously sung with the UW Chamber Singers, and the Twin-Cities based choral ensemble, Kantorei. He is an active member of the American Choral Directors Association, the National Association for Music Education, The College Music Society, Chorus America, and the VoiceCare Network.

1/4 page horizontal 7.5" x 2.5" \$100

## Jennifer Campbell

### Choristers Director



Chorister Jennifer Campbell is making a name for herself in the region as a versatile performer and educator, specializing in classical and jazz styles. A lifelong lover of choral music, Ms. Campbell has participated in church, school, and honor choirs since elementary school across four different states and has toured North America, Europe and Asia with these groups. Her choral education has helped foster her love of solo singing and allowed her to get a taste of many musical genres. Over the past decade, she has received awards and honors from the MN State High School League, National Association of Teachers of Singing, the Schubert Club, the DSSO, Luther College, and UMD for vocal excellence. Since moving to Duluth in 2008, Ms. Campbell has appeared with the Renegade Theater Company, Duluth Festival Opera, Lyric Opera of the North, UMD Opera Theater and Glimsheim Opera and has been a featured soloist in concert with the UMD Symphony Orchestra, the College of St. Scholastica Early Music Ensemble and the Itasca Community Chorus.

Ms. Campbell graduated summa cum laude with a BA in Music from Luther College where she was a member of the renowned Nordic Choir and received her Master of Music degree in vocal performance from UMD where she was the recipient of a full graduate research assistantship with the Voyagers performing troupe. Ms. Campbell is a founding member of the new Twin Ports Choral Project (TCP), the director of the Lake Superior Youth Chorus Choristers, and choir director at First Covenant Church in Duluth. A member of the National Association of Teachers of Singing, Ms. Campbell is an Adjunct Instructor at the University of Minnesota Duluth, maintains private voice studios in Duluth and Grand Rapids, MN, and is active as an adjudicator for the Minnesota State High School League Solo and Ensemble Vocal Music Contests.

1/3 page ad 7.5" x 3.25" \$150

## Accompanists



Elena Knezevich

Choristers' Choir Accompanist Elena Knezevich has a bachelor's degree in Music Theory and Piano from Novgorod Music College and a master's degree in Music Science from the Petrozavodsk Branch of Leningrad State Conservatory. After graduation Ms. Knezevich taught at Petrozavodsk Music College in Russia, until she came to the United States in 1992. Elena taught piano at the University of Wisconsin-Superior for 6 years and at the same time studied the organ with Dr. Norma Stevington. She has been a piano accompanist for LSYC since 1999 and had both children singing with the Youth Chorus for a number of years. Her dedication for music extends far beyond playing for the Lake Superior Youth Chorus. Elena has been a company pianist for the Minnesota Ballet since 1998, as well as a church organist and a piano teacher at local schools.



Rachael Kresha

Concert Choir Accompanist Rachael is an active recitalist in the Twin Ports area. She most recently performed the organ works of Johann Sebastian Bach for a monthly musicale series with fellow organist, David Tryggstad at Concordia Lutheran Church in Duluth. This past January she went on a performance tour in Italy with the University of Wisconsin-Superior Acappella Choir both as an organ soloist and accompanist.

Rachael received her Master's in Music degree at Emory University, where she studied organ with Timothy Albrecht and piano with Deborah Thoreson. Her undergraduate degrees are from the University of Wisconsin-Superior and Cottey College, where her teachers were Norma Stevington and Colleen Peaman. Rachael has been a student at the McGill Organ Academy participating in Master Classes with three internationally acclaimed organists: Michel Bouvard, Olivier Latty, and James David Christie. Rachael was recently appointed organist at Pilgrim Congregational Church in Duluth.

She is a freelance collaborative pianist in the Twin Ports. In addition to performing, Rachael is an active music educator. She developed her own early childhood music class which she teaches throughout the year at Pilgrim Congregational Church, has a private piano and organ studio in Duluth, teaches global drumming at Lowell Elementary School, and Coordinates Global Music Residencies for the students. She also sings soprano in the Twin Ports Choral Project under the direction of Brett Amundson.

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## Choristers



Addie Peterson

Addie Peterson, 10, attends Hermantown Elementary. She has four little brothers and her big sister, Sophie. Addie enjoys singing and playing the guitar in her free time, and plays basketball, volleyball, softball, soccer and tennis. She also holds her own risk rating with her younger brothers on crisp winter nights. Addie's favorite singer right now is Taylor Swift.



Sebastian Peterson

Sebastian Peterson, 9, was born in Sweden and came to America in 2008. Before moving to Hermantown in 2011, Sebastian lived in Italy, Sweden, Oregon, and most recently Seattle, Washington, where he attended Kindergarten in Mr. Wilkey's class in Arbor Heights Elementary. Sebastian lives with his three younger brothers and two older sisters. He has a passion for hockey, baseball, and building forts in the woods. He attends Hermantown Elementary.

1/2 page ad 7.5" x 5" \$200

## Concert Choir



Tobee Holstahl

Gent quideligent. It, core a vendā aborīs ipsa id et volūm fugībūs maiorē nōn prem quae provit voluptatū volūm omnīs, il molupatūm hīcib in necern volēs ant fugit, nīm eos re il libatōr, qū optusap itōstī venhīl īgentō



Yuseif Oduaf

Cest tūm hīl id ut earūmū toratet mī, ipsam hīlloze vīd quīeactē corerīs dolorenda namusam quodīc tēm sīncūr mīobēs idētīs et ellūptā exuatatē dūcīt qūī sēdīpūmquām nā īnīa nōt etām, offīcīentō vērītīs sīncūr pōr dīdūptat fuga. tūstīuāe et, oīdī dēllā nūm fuga. īdūcīlīs cōn pōrēstūrnt pōrē landūcī oīdī rēndīt odīpūm hīc tēm estō. Itatēm fuga.



Sophie Peterson

Sophie Peterson, 12, attends Hermantown Middle School. She has a passionate interest in music, including singing, piano, and saxophone. Sophie has been invited to play in the Middle School Jazz Band. Sophie enjoys tennis, cross country skiing, cooking, baking and snuggling up in her bed reading a good book.

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