

Sep. 5, 2013, D.B.

If you're like me you're weary of this issue. You wish it would just be over. But it isn't. And if you care at all, you're stuck with it.

If you have any interest whatsoever in saving the Orchestra-as-we-knew-it, stay with this issue, more intensely than you've been so far.

It seems that this month, September, 2013, is the most crucial month. But the crisis probably won't end with September.

The objective is to wear us down; to wear us out; to beat us; to win.

The temptation will be to give up.

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For the duration my "parking lot" for Mn Orch information will be my August 30 blogpost <http://www.outsidethewalls.org/blog/2013/08/30/>.

Anything new will be added to the end (there have been a couple of additions since yesterday).

If something happens that seems important, I'll pass on in a separate e-mail. I won't send junk.

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HARVEY MACKAY

It seems pretty clear that Mr. Mackay has been designated as the management PR person to the complaining listeners (like me). He apparently sent a flurry of identically worded "personal" e-notes yesterday.

If so, he is a good choice for pitchman: he is a known name who, it is thought, cares about the Minnesota Orchestra.

Of course, I know his name, and I've long had his book, "Swim with the Sharks Without Being Eaten Alive: Outsell, Outmanage, Outmotivate and Outnegotiate Your Competition."

In the world of Business Sharks, he's an early and admired Leader...a #1 Shark.

Watch your wallet. And your seat at Orchestra Hall.

I relooked at his book, yesterday; and I looked up his biography on the internet. Here's the succinct story:

A. Born 1932, twin cities

B. at 27, in 1959, acquired a small envelope company in

Minneapolis

C. 29 years later, at 56, in 1988, by now very successful, he published "Swim with the Sharks", a mega bestseller

D. 25 years later, at 81, in 2013, he seems to have taken on the crisis role of salesman to the Orchestra's base: the audience. He's viewed, apparently, as the "nice guy" on the Board who really wants to save the Orchestra. Believe that, slowly.... Remember that word, "Shark".

E. There are many short chapters in "Sharks". **Lesson 20, titled "Smile and Say No Until Your Tongue Bleeds" begins with the word "NO" repeated 54 times, followed by "Maybe tomorrow. You'll be amazed**

how the terms of your deals will improve when you learn to say NO." Shark talk, to aspiring Sharks.

Two of my favorite chapters from "Sharks" (from yesterdays reading) are Lesson 44 about Schubert's Unfinished Symphony; and Lesson 46 about the Stand Up Strike. They speak for themselves. (I'd attach a copy - each are only two pages - but, you know, it's copyrighted, and, you know, Sharks can be jealous about their property....) I thought of we, the audience, when I was reading about the Stand-Up Strike.... Except, I don't plan to stay at "work" if there is no settlement agreed to by the musicians union. I'll do my stand-up strike in other ways. And I hope you do, too.

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PERSONALLY

I think this "Crisis" is a desired outcome of those who want to re-image Orchestra Hall, and take it over. Note, I use the word "Hall". They aren't particularly interested in the Orchestra that built the hall in the first place.

Personal Opinion: They did not aggressively take the actions they could have taken to "save" the Orchestra because they wanted it to fail, and to "rescue" it with their own (likely tax deductible) funds: a classic hostile takeover of a business, to be remade in their image.

Of course, I can't prove anything. But.

The audience (aka listeners, patrons) has been the "odd man out" in this entire scenario. There's been lots of talk about Board, Major Donors, Musicians. Very little (except negative) about those of us who actually sat in those seats at Orchestra Hall, and enjoyed great music and who were, let's be blunt, the positive energy for which the Orchestra performed. I don't think the powers that be gave us much thought, actually. Either they were stupid, or the inaction was intentional. Their ranks are full of "sharks" and they know how to make money. If they wanted help from us, or more people in the seats, they would have had simple proven strategies to accomplish that goal. They weren't interested....

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WHAT HAPPENS FROM HERE ON OUT IS IN THE HANDS OF WE THE AUDIENCE.

THE REST OF THE CITIZENS DON'T REALLY MUCH CARE WHAT HAPPENS: THEIR LONG TERM LOSS, BUT THEY REALLY DON'T CARE. Think of some valuable community resource saved by a small group of committed citizens. There are lots of examples. The Minnesota Orchestra is our project.

IT WILL NOT BE EASY. USE YOUR CREATIVITY.

A PIECE OF ADVICE: I have long observed that those who seek to win attempt to determine the rules of the competition. If you play by the other sides rules, you'll usually lose. You need to devise your own new rules of engagement.

I, FOR ONE, WILL NOT GO DOWN WITHOUT A FIGHT.