



February 4, 2009

Reference: Riverside Xuaxia Chinese School

Dear Colleagues:

Enclosed is your copy of the program from last Friday's performance in the Memorial Chapel. Over 700 people attended the performance, not including the performers.

The program represented an outreach on the part of the University towards a section of our local community that has had little or no visibility on the U of R campus. The program attracted many families and friends of the Xuaxia Chinese School.

During the coordination of the event and ticket sales, I learned that a number of the students had parents who worked at ESRI and other local businesses and institutions. The children and their parents are fully bilingual (Chinese/English). Some of the children are trilingual (Chinese/English/Spanish). The grandparents tend to be more comfortable with Chinese than English.

All of the local performers are extremely talented. The potential exists on the short term basis to recruit students from the John North High School Band. Both the students and the Band Director, Mr. Adam Kehl, were stunned by the acoustics of the Chapel. The band itself is very talented and will be heading to China later this spring for a series of concerts.

Looking down the road, the elementary age children who performed are all very talented. There could be some possible prospects for the Theater Arts programs.

I was able to meet with several of the leaders of the Chinese community and hopefully that will turn into future business from meetings and conferences to be held here on campus.

While the University made enough money to pay for ticketing and audio-visual costs, this was never intended as a money maker. The intent was to introduce the University to a whole new audience. The University received free advertising in the program booklet. I received a plaque at the start of the performance. However, most importantly, everyone in attendance had a great family oriented celebration of the Chinese New Year of the Ox.

Sincerely,

Matt Orlins

Director of Hospitality Services