

# NANCY MEYBERG: FACE OF THE SANTA CRUZ SYMPHONY

## 2006

### NEWSMAKERS OF THE YEAR

EDITOR'S NOTE:  
*Beginning today, the  
Sentinel will run a series of  
stories through the end of  
the year on the people in the  
news in 2006.*

## INFLUENTIAL MARKETING DIRECTOR RETIRED IN 2006 AFTER 26 YEARS

By WALLACE BAINE  
SENTINEL STAFF WRITER

Nancy Meyberg's tenure as the public face of the Santa Cruz Symphony can best be summed up in numbers: five conductors, 11 executive directors, more than 130 guest soloists.

After 23 years on the job, Meyberg retired this year after having served as the one true constant with the ever-changing symphony.

ny. When she first took on the job of marketing director, the symphony was a small community orchestra. When she left, it was one of the most prominent symphony orchestras in Northern California.

"She was there in the transition stage," said John Larry Granger, who has been conductor and musical director of the symphony since

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Shmuel Thaler/Sentinel

Nancy Meyberg helped the Santa Cruz Symphony blossom during her 23 years as the marketing director. She retired this year.

## Meyberg

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1991. "And as it grew artistically, it had to find that larger audience. She was able to bring that about."

Meyberg is one of the most familiar faces on the greater Santa Cruz arts scene. Her vibrant and sunny personality has served her well in acting as the symphony's liaison with media, sponsors, local businesses and guest soloists.

### Nancy Meyberg

**HOME:** Santa Cruz

**AGE:** 65

**FAMILY:** Lives with husband, Ralph, and they have three adult children: David and Jacob of Santa Cruz and Mara of Santa Barbara.

### IN THE NEWS:

Longtime marketing director of the Santa Cruz Symphony retired this year.

"I called her the heart of the orchestra," said Granger. "She cared about the institution, believed in it, believed in what it could be. Anything that you see with the symphony today has been touched in some way by Nancy."

Ironically, Meyberg's true artistic love is the visual arts. After earning a degree in design and art history from the Art Institute of Chicago, she and her husband, Ralph, moved to Santa

Cruz in 1970. Eventually, she became a board member of the Cultural Council of Santa Cruz County and helped shepherd the council's popular arts-in-school program, SPECTRA, into area junior high schools. She also managed art galleries at the downtown cooperative that eventually became the Art Center.

When she applied for the marketing job at the symphony, she did not tell her interviewers that classical music was a "weakness."

"I was pretty familiar with jazz and the blues, but with classical, it was an area in which I had a lot to learn," Meyberg said.

At the symphony, she had a guiding hand in everything from schmoozing the press to taking photos to designing the symphony's printed program.

Back in her pre-Santa Cruz days, Meyberg had ambitions to create art of her own. But "I made the switch to promoting others," she said. Now that she's retired, she'll be keeping up volunteer work in the community; she's currently on the Santa Cruz Arts Commission and once served as chair of the Public Arts Committee. But she's also hoping to return to doing her own art, black-and-white collages, designed to look like etchings.

"Nancy did things people in the modern world don't know how to evaluate," said Granger. "And that's made all the difference in the world for us."