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Business Volunteers for the Arts (BVA)® Spotlight On...

Terri Golas & InterActive Theater Company

We have many fine volunteers involved with some great organizations on a variety of projects. Each newsletter focuses on a BVA and their project. In this newsletter, we highlight **Terri Golas**.

Terri Golas is a volunteer who recently worked with [InterActive Theater Company](#). She assisted InterActive Theater in developing and implementing a marketing plan, including relaunching the organization's website.



Terri is not only a volunteer, but also the General Manager of [River Oaks Chamber Orchestra](#), another arts client in the BVA program. She is truly in a unique position to appreciate and understand how BVA benefits both volunteers and arts clients. We asked Terri about her experience.

Why did you decide to volunteer?

Being a BVA lets me combine a lifelong love of the arts with my business experience in a meaningful way. It's a real pleasure to get to work with a dynamic organization such as InterActive Theater Company. And it's a thrill to see them make strides toward meeting their goals, knowing that I had a part in making it happen.

How did you find out about BVA?

I've known about the program for a long time. I was a BVA in the mid-80's when the program was first launched in Houston. Last year, I was looking for an opportunity to work with an arts organization doing something that could have a real impact on their growth and success. I was happy to learn that HAA was re-introducing the BVA program to Houston, and immediately volunteered. HAA did a good job pairing me with my "client" and we had a great time working together.

What kind of arts background do you have?

I was a musician and dancer during my high school and college years, and have studied metal arts and photography in recent years. The arts have always been an important part of my life, even as I spent 30 years as a corporate marketing and business development executive.

What impact has arts had on your life?

For me, the arts are "the fun part" and a great connector of things and people. I find that being involved in the arts spills over into my corporate world in a wonderful way, as it helps me find the beauty in a well-designed marketing plan, and reminds me that business can be creative and exciting if you make it so. And I meet so many wonderful people through being an arts patron and participant.

What have you gained from your BVA project?

I'll answer this question by first explaining a bit about my BVA project. I was paired with InterActive Theater Company, a group that creates engaging, educational theater experiences for kids and their families. We did a quick assessment of what few things would have the biggest impact on their success over the next few years, and decided to redevelop the group's visual identity, messaging and website, and create an 18-24 month marketing plan. Over six months, we met the goals we set at the beginning, and relaunched the group's website and identity at the same time they announced their new season and performance venue. The project has helped InterActive reach new audiences and increase its awareness and image among patrons and donors.

The BVA program is one of the best ways I can think of to combine business expertise with a love of the arts in a way that creates significant, lasting benefits. And it's great fun to work with talented, passionate people who love what they're doing.

We want to express our thanks to Terri and our other BVA volunteers for all they do for our arts clients!