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FOR IMMEDIATE RELEASE

Bringing Classical Music to Life:  
VSA Announces Election of New Board Members

Montrose, CO – Since 1970, the Valley Symphony Association has supported volunteer musicians of all ages and walks of life who hail from throughout the Western Slope, including the Uncompahgre, Grand, Gunnison, and North Fork Valleys.

The organization recently announced that Cathy Hoffman and Cheryl Zahniser, both of Montrose, have been elected to the VSA Board.

**Cathy Hoffman**

Hoffman was born in Long Beach, CA, to a family steeped in musical talent in many genres and disciplines. Her mother plays the bass; her grandmother was a concert pianist and Juilliard graduate; and great-grandfather, Dan Gridley, was considered “the foremost tenor” internationally in his day. And then there were “the uncles”: Joe Lano, a renowned jazz guitarist; and Dick Stabile, the leader of his own jazz band.

She has always been drawn to music, and her instrument is her voice.

Growing up, her family’s entertainment after dinner was to have a “musical”: a small, informal musical gathering or concert. “We would play and sing wonderful music from the Great American Songbook, spiritual and gospel music, and other music of the time.”

Hoffman has performed with the Sweet Adelines in Las Vegas, NV, with the Las Vegas Choral Society, in the Sing it Yourself Messiah with the Golden Gate Symphony, and many other community choruses and choirs.

She enjoys performing with the VSA Chorus because, “...being a part of the incredible music produced by the VSA is a huge thrill and privilege,” Hoffman says.

Professionally, her career path has largely centered around marketing, human resources, policy and procedure development, collective bargaining, staff development and training, outside medical sales, and most recently, nursing.

Civically, she has served in various capacities with many nonprofits.

She loves engaging in projects that benefit children, education, the underserved, the arts, and the community, and is an active member of Montrose Rotary, co-chair of the Cobble Creek Angel Tree project, a Giving Club member, and tirelessly assists with many other community projects.

“As a board member, I hope to contribute to the VSA’s full integration into the Western Slope’s cultural fabric, its growth and future development, and providing music and musical education for generations to come,” Hoffman said. She recently was elected to the position as VSA Board Secretary.

## **Cheryl Zahniser**

As a Colorado native and resident of Montrose since 1985, Cheryl Zahniser is proud of her Western roots. Her family moved several times while she was growing up, which added to her passion for travel and culture. She fondly appreciates her early years of sitting at the organ with her aunt, learning essential keys and reading music. On Sunday mornings, sounds of the accordion would wake the family, and though she did not realize—or appreciate!—it then, she was learning the impact and value of music. Her volunteer work as a teen brought her to Montrose, where she met her husband-to-be, Dale, and whom she married in 1985. They have worked together for much of their marriage and built numerous businesses.

While working with both children and seniors, Zahniser continually found that music has the power to heal, encourage, awaken, and motivate. While she has not mastered an instrument, she continually dabbles on guitar, piano, and the ukulele for joy and comfort.

The love of travel has broadened her dreams, understanding, and appreciation for the human story. “Walking along a small cobblestone alley and hearing a violin, or sipping coffee or strolling along a bridge while hearing street musicians play, is a joy. Life’s experiences are enhanced when sounds and emotions combine,” Zahniser said.

Joining the VSA Board has always been a goal. “In 2023, the opportunity presented itself to both support and take a more significant role in my desire to help with the VSA’s sustainability and continued growth. With my background in nonprofits and small businesses, I am looking forward to putting these skills to work. I’m excited to meet many new friends and bring more unique musical experiences to our regional community,” Zahniser said.

“Volunteers—from poster brigade members to board members—enthusiastically advance the VSA mission by contributing their time, talent, expertise, resources, and ambassadorship to the organization,” VSA Board President Hartland H. Clubb, Jr., said.

“We’ll find a wonderful fit for your talents, so join in, make friends, and have fun while helping the VSA bring classical music to life!”

For information about volunteering, visit the VSA on Facebook [@valleysymphonyassociation](#) or at [ValleySymphony.net](#). Tickets for all season 52 concerts at the Montrose Pavilion are also available online; in Delta at Clubb’s (417 Main St); and in Montrose at season co-partner Cimarron Wealth Management (1731 E Niagara Rd) and Colorado Smiles (601 S 3rd St). Other inquiries may be directed to 970-765-8323 or [info@ValleySymphony.net](mailto:info@ValleySymphony.net). Help support the VSA’s new YouTube channel, “Valley Symphony Association - Montrose, Colorado,” by subscribing.