

## **VII. Finalized Mission and Objectives/Operating Principles of the Jussi Björling Society - USA, Inc.**

In my May letter I provided you with a draft copy of the Society's mission and objectives and statement of operating principles. I'm happy to announce that both documents have been finalized by the Board of Directors and are included below for your information.

### **Mission:**

The mission of the Jussi Björling Society is to promote an informed appreciation of the life and vocal artistry of Jussi Björling. This includes:

- The collection and dissemination of information on Jussi Björling's life and career (including discography news and reviews of performances) and the solicitation of members' comments about issues relevant to classical music generally and to Björling's work in opera and the art song.
- The development of educational programs to promote vocal music through a deeper understanding and appreciation of Jussi Björling's career.
- The sharing of information with opera groups and other associations (both in the US and abroad). The Society will work cooperatively with the Jussi Björling Museum in Sweden and other Björling Societies, including Jussi Björling Sällskapet (The Scandinavian Jussi Björling Society), in an effort to provide the most complete and current information available on this unique artist.

### **Statement of Operating Principles**

The Directors and Officers of the Jussi Björling Society - USA will:

- Operate in a manner that reflects honorably on the memory of Jussi Björling and the vocal tradition he represents.
- Conduct its business in a manner commensurate with the legal and moral constraints expected of reasonable individuals engaged in such associations.

## **VIII. Up and Coming**

- A feature on the JB Museum and updates/happenings from Sweden, including the progress of plans for events in Borlange in 2000.
- Jussiana available from the Museum.
- The latest on our Advisory Board and Honorary Advisors.
- Progress with by-laws for the Society and other legalities.
- News of our first convention of the JBS - USA, Inc.
- Ideas from you! Your suggestions and ideas are always welcome.