

# How I Met The Four Freshmen

by Janet Desmond, Toledo, OH

I'll never forget the first time I heard The Four Freshmen. It was either 1951-52 because I was in my first year of nurse training. My roommate's clock radio went off and it was the first time I heard The Four Freshmen singing *It's A Blue World* and it was love at first chord!

I've been a devoted fan ever since.

The first time I saw them was at the Crest Lounge in Detroit, MI. They were on a stage just above the bar. I was with two friends, but sitting alone because my fiancé was working. To my utter surprise (and amazement) Don came over and sat with me. I couldn't believe it and we had a very nice chat.

The other occasion was when my husband took me on an Alaskan cruise with them. I ended up walking on one of the decks with Ross. I have no idea how it happened but it was delightful! Ross was so easy to talk to — it is something I'll never forget.

I also got to see them when they had their convention in my home town of Toledo, OH. I don't get to conventions anymore but I still play their songs in my home and my car.

Their sound will always be in my heart.



## THOUGHTS from the Bay City Convention

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- Conference Manual  
Make sure the manual is updated each year for the following year's committee.

### FRESH NEWS

- Although the decision was made to print only in black/white after the post-convention issue, perhaps a one-or-two color template could be printed as the front page to cover the whole year, with the black text added for each issue.
- Prepare a page for *Fresh News* with a feature that focuses on one or two CDs that people may not realize can be purchased. This was an idea Curtis and I discussed years ago – someone with knowledge of the CD can provide a few comments about how the album came about and why is it valuable to have in a collection.

Or, perhaps the CD page could be printed separately as a once-a-year (color?) catalog rather than taking up a page in each issue of the *Fresh News*.

### CONVENTIONS BEYOND 2023

- Four Freshmen Legacy
- For those of us in our 80s, the history of the legacy is interesting and important. And it will be especially relevant for the historical 75th anniversary convention in 2023, with traditional images and procedures.
- But if we want to sell FFS memberships, concert tickets and album purchases, especially to younger jazz fans, we need to let the music stand for itself and honor the youth, extraordinary talent and stage presence of the current group. (Plus, the legacy is the Foundation's job.)
- Update image?
- Perhaps it is time to hire a graphic designer to update the logo and overall image.

The new look could be printed on generic 6" x 9" presentation folders that could be used for all groups that would benefit from the promotion: the FFS Society, the Music Foundation and IVI (Dina), depending on the business card added to the inside, with contact information added for all on the back.

For specific purposes (e.g., potential performance venues), the folder could be sent out with the latest playbill, the latest CD, a membership application, and a small card with the current performance calendar. Although The Four Freshmen Society might have been originally established just for fans to meet at annual conventions, many members think the group needs to get more involved in making sure these guys have a viable future long after we are gone. We aren't competing with the Music Foundations' commitment to the legacy, but we owe it to these extraordinary musicians to make sure they have plenty of gigs and ticket/album sales ([ivimanagement@me.com](mailto:ivimanagement@me.com)).

No matter what, the Four Freshmen conventions make you feel like you are at a family reunion – and at least at these, you love all your relatives!