

# FOUR FRESHMEN SOCIETY ANNUAL BUSINESS MEETING

Saturday, August 4, 2007  
Doubletree Hotel Portland, Oregon

President, Dick Baldwin welcomed all FFS members present and briefly touched on the Mission Statement of FFS. He then announced that IVI is arranging for public TV stations (PBS) to run the 60 minute Four Freshmen "Live In Las Vegas" DVD sometime from December 2007 through March 2008.

Neil & Sara Lou Lantz are working to get a place at Butler University where Four Freshmen archives can be deposited and held in Indianapolis. An archivist for the FF and FFS is needed to take care of this project.

Dick Baldwin introduced Chaz Cone, Membership Director. He stated that membership is declining - FFS members need to encourage friends & neighbors to join - he said each member should try to get four new people to join, as this is our main source of revenue - dues. He explained the system of four Regional Directors and State Reps. FFS is made up of 1536 households and approx 3,000 members. Japanese members account for 200+ and Europe of 100+ . All State Reps present were recognized.

## Treasurer's Report

Jim Whitmire noted that dues revenue and Music Mart revenue are slowly declining but contributions are up. The recent FF DVD ate up much of the treasury, but the return from it is coming back into treasury. Jim explained that the required clearances to produce the video are very costly - approx. \$32,000 so far, and the FFS paid about \$4,000 for new arrangements for the Freshmen with bands. Question - should we make a CD of the DVD to sell? Chaz Cone mentioned that much of the same material is available on the current CD, but someone mentioned that we can't play the DVD in the car, and since the DVD is a live performance, it would be different. Much legal "stuff" would be involved - may even need to be "re-cleared". Jim Whitmire reported that the newsletter costs about \$3,700 per issue to print and send. Question - What about putting the newsletter "on line" only? Approx. 50% of FFS members are on line now, but many members do not want to drop printing the Fresh News on paper. That could drive people away if they do not have a paper newsletter.

Question- Does the reduced fee of \$10.00 for new members to join at concerts pay for itself? Chaz answered that if renewals follow, yes.

Question- On the renewal form, could you indicate whether you want Fresh News on paper or on line? Dick Baldwin said we should check with Chick, as costs go down as volume increases. Wayne Frederich said for future reference, we should always consider small increases in dues more often rather than a big increase once in awhile. Ann Smith said "What about a small item in the newsletter about donations to make people aware of the options for giving to FFS? Trudy Feigum's husband asked about foundations - he said that Trudy and Johanna Stegeman had volunteered to research that possibility some time ago but

no one asked them to pursue it. Dick Baldwin stated that we are a Net Corp. (normal for non-profit corp) - could not find a way for non-profit 501-3C with how we support the FF.

## IVI & BOOKING THE FRESHMEN

Dick Baldwin introduced Dina Sheets Roth from California and IVI. She announced that they are working on distribution for the Freshmen of their "Live IN Vegas" DVD to PBS stations for their fund raising programs. This will be great exposure for the Freshmen. With the 60th anniversary coming up, Mel Meyers will be working on a major national print, press for the FF.

Jack Morrison asked Dina if the State Reps. should contact the PBS stations regarding the showing of the DVD. Dina replied, "Yes, with a COORDINATED effort, but not all stations will run the DVD and they will not all do it at the same time."

Question - How much do the FF require for a show? Dina answered that there are many variables, such as the size of the venue, whether they are doing another show nearby. Costs may include hotel rooms, transportation, lighting, sound, etc. She said she did not wish to state any particular dollar amount for public consumption. Bob Ferreira is now renting drum sets which saves him a great deal of time and physical wear & tear.

Question- Does FFS provide membership information at the CD table at concerts? Yes - adding more workers at each table too. The DVD will not be an exclusive "members only" item with PBS. Anyone can order it from the web site or from our Music Mart. Chaz asked Dina about the possibility of selling large number of DVD's & Dina said she could help with that, plus we know that Brian has the capability to make more if needed. Dina stated that the Freshmen have done well with symphony orchestras -performing with 3 of them during the past year. She said they are currently on a "community concert tour" of the U.S. which was set up thru a booking agent who does this for many communities at once.

Question regarding marketing to colleges re: clinics/workshops - Dina said they are doing some now, but many colleges no longer have jazz programs, but she would like to see more of this type of activity for the FF. A member from Tucson told Dina about the "Opening Minds Through Arts" program in his city and Dina said she would like to see more of this type of activity and would look into it. The Freshmen always get great response when working with kids, and the kids love it.

A California member inquired about the "Fair circuit" for the FF. Dina replied that the FF aren't doing many, but she would look at that possibility. Someone asked about the FF getting appearances on the Late Night Talk Shows, etc. It appears that the response has not been good from the talk shows - want "young, hip artists. Duh? That's exactly what they are! Member asked "What about youtube?" The stuff on there is old, he replied. Chaz has put up some new stuff and there have been more than 10,000 hits on the FF site there.

Dick B. introduced Wayne Corey who briefed us on the "Truth In Vocal Group Legislation." Let Wayne know if this item comes up in your state, and he will research it. In Wisconsin