

## **FRESH TALK**

**by Dick Baldwin, President**

The initial 2006 issue of Fresh News included my new FFS perspective from New York State Rep to the post Tom Purvis has filled for our group from 2000 until last fall. And, a most distinguished term I should add, for the Cleveland Clipper.

In addition, know that **Fresh Talk** remains in the FFS mix.

Elsewhere in these pages is our 2005 Financial Report by Treasurer Bruce Camlin. Bruce from Wildwood, FL and Greenville, PA, has monitored the FFS treasury since 1998 in an exemplary manner, as one of the most important volunteer appointments in the organization. Jim Whitmire, resident of Jacksonville, FL, moved into Bruce's position at the start of this year. He'll be another hard rock with our account.

The financial status of the FFS is solid and we have a reserve which can be devoted to future advancement of the Four Freshmen. Currently, in conjunction with International Ventures Inc. (IVI), the Society is in the process of supporting a new DVD. The actual shooting was at the Suncoast in Las Vegas (February 18), the first footage of a professional promotion piece for IVI and hopefully as a big item in our Music Mart (Get ready, Bob!) This major product will make a large dent in the FFS account. Note that the Corporate Board directed me to pursue the complex recording arrangements with IVI, the prospective being that the upcoming date at the Suncoast was the perfect venue for recording and that the shooting schedule could start with #22 at the top of its game. The latest Freshmen "Road Shows" have been startlingly excellent.

Combined with such projects as the DVD expense are other organizational items, some extensive, others necessary required services to advance our FF music mission.

The exceptional publication you're digesting right now is far from free. Our veteran editor, ChickTrafford, has been at it forever it seems and stays up-to-date with the printing business. He knows the demands and budgetary constraints of putting the quarterly piece into print. The annual expense is well worth its standing as the most comprehensive piece in the music support business. Caution, this does not mean that Mr. Trafford will go four-color in our future. Or, will he?

Inserts such as new symphonic and big band arranging, promo photos, convention assistance, stocking the shelves of the Music Mart, federal and state taxes, credit card charges and other costs are involved in keeping the membership in tune. Our bottom line appears comfortable at the moment, but it will diminish substantially as we keep the music playing in 2006 and beyond.

I'm concerned with three fronts - dues, membership and the Music Mart. Should our dues stay at present assessments, will membership stay stable and can we count upon ongoing sales of the older music? I believe I'm on safe ground by forecasting that the next FF CD with new things is just around the

corner. A new Christmas disc discussion is something else for another time. I've suggested a *Freshmen Sings Stan Kenton* side for the record shops, i.e., "Laura, September Song, Tenderly," plus "Dynaflow" from Swingers LP/CD (Capitol '62) and other familiar Kenton-Fresh charts.

At Last, if you want to be in the **Cool Class**, rush to your local CD shop and pick up STAN KENTON on Capitol/EMI. It's a 24-tune combo of former LPs - The Romantic Approach & The Sophisticated Approach. You won't be able to keep the music from playing by the hour on your system. Your collection won't be elite until you get this side of standards by Mr. Kenton.

Is August in Pittsburgh part of your summer plans? Stay True Blue and Worldly!

## **Put-down in Port Charlotte**

**by Dick Hatfield, Ohio Rep**

First up, let me re-establish that I have been a Disc Jockey, radio and mobile, for over forty years, and I know a lot about jazz and pop music, and a lot about the Four Freshmen.

When I discover a bright spot on the radio dial in an area I'm visiting and a jock plays a Freshmen song, I call and thank him.

This I did last week, and the player in question, Jack Wheeler of WKII in Port Charlotte, Florida, invited me to come to his program and talk about the Fresh, which I did this morning, Tuesday, February 14th. Several members of FFS in this Gulf area, by phone calls to the station, had expressed an interest in hearing the interview.

I had expected to be met with some civility, and was athirst to do some on-air dialog about the Four Freshmen Society. Instead, Mr. Wheeler turned out to be a pompous, self-centered, know-it-all who was rude and ignored me in the control room for almost half an hour before he even acknowledged to the listeners that I was there. It wasn't until a caller asked where I was that he finally opened my microphone.

After allowing me a few sentences, he scathingly spewed that the Freshmen learned how to sing from the HiLos. I was quick on the trigger to correct him which he didn't appreciate, and he cut me off by putting a song on the air. Soon, an (FFS) caller explained to him that I was right. He then went into a denunciatory speech, ending with "who cares?"

We FFS members care, Mr. Wheeler!

All in all, we did get to hear three Freshmen tunes during my curt interview. And I have to say that Mr. Wheeler spins some incredibly swinging music on his show, but he doesn't cherish what he plays, and that's a shame.

Next thing you know, he'll be saying that the Beach Boys picked up their harmony from the Carpenters.