

A Few notes from IVI:

This past year has been very successful for The Four Freshmen. We want to personally thank each and every member of the Society for their support. THANK YOU!

Throughout the year we have been asked a number of questions. It was our thought in preparing for the upcoming season that we answer those questions and continue our mutual forward thrust toward their even greater success.

Society help in the areas as outlined below will prove invaluable. We appreciate assistance with **concession sales, press and promotion, student workshops** and **venue surveys**.

Concession Sales at venues. (IVI coordinates this, but needs helpers. Call your local FFS chair if you are interested!) We also need help in some areas with **press and promotion of the engagement**. (Again, IVI coordinates this in tandem with the venue, but if you are willing to help where needed, call or email your county or state Society representative who will then contact IVI.) Local press information to assist in the coordination of these interviews is very helpful. Please give your representative the local paper, columnist and reviewer names. If you see that the Freshmen are coming to town and there is a local reviewer you read regularly, send your FFS rep that person's name so we might contact him/her for review. We also need help once the guys are in town to promote the date. We have many members who have already helped with these efforts by assisting in garnering radio interviews, press and local TV. Please be sure to coordinate with your local rep who will then coordinate with IVI.

Another focus of the Society that would help expose the Freshmen to a new generation is assistance with **workshops** in local schools. If you see The Four Freshmen coming to your area, contact the local music department/principal to see if there might be interest in having the guys conduct a workshop for their students. If the answer is yes, contact your local FFS representative who will then coordinate the next step with IVI.

Among the most helpful things any of the Society members can do is to fill out the cards at the venues you attend when they ask what artist you would like to see. (Of course, fill in The Freshmen!)

Different aspects of this coordination have been most successfully done with Don Boland, Charlie Messier, Jim and Anita Bennie in California, Barbara and Charlie Dana and their reps in Florida, Mel Meyers in Arizona and Nevada and Gil Peterson in Oregon, all of whose help has been invaluable and is greatly appreciated!

We have had many questions in regard to the setting of **engagements and appearances** of The Four Freshmen. We have professional agents out there working on a daily basis to assist in personal appearances for The Four Freshmen.

We appreciate any leads that people with the Society may have. If they can pass a name, phone number and address of an interested party on to us we can take it from there and follow up. If someone is a member at a private club and they would like to present The Four Freshmen, have them contact management (Dina or Dale). If you know someone who is interested in presenting the Freshmen in their local area just have them email or call us. As we all know, the creative and organized teamwork of all interested parties is a vital component of any effort.

Management working with agents behind the scenes and people who frequent their local Performing Arts Centers requesting the Freshmen is the best way to get them in your area. With the additional help and focus on promotion and concession sales the resulting increased productivity will be so helpful to the Freshmen and greatly appreciated by all. With all of us working in tandem on an orchestrated and coordinated effort, it will propel the Freshmen to the greatness we all desire for them.

Some important things to remember. Having numerous people call the same venue, whether it is for inclusion in a season or promotional purposes, does not work to the benefit of The Four Freshmen. It can become a nuisance to the local venues and only cause harm to the professionalism and reputation of The Four Freshmen. We constantly strive to create for and perpetuate the best image of The FF. Do not hesitate to contact your local reps with any ideas you may have. They, in turn, will forward those concepts on to us and we will coordinate accordingly. Over the years, we have become very sensitive to the idiosyncrasies of buyers and have developed a keen sense of what does and does not work, no matter how enthusiastically and innocently presented. (It has also been IVI's position to work in the background and let only our Artists stand in the limelight.)

Here are some answers to queries that have come our way as relate to IVI:

International Ventures Incorporated is a professional personal management company that has been in successful operation for over 36 years. IVI is led by Dale Sheets who is among the top in his field. Starting in radio then moving on through film sales, television packages, then becoming the (then) youngest Vice President in the history of MCA, the enormously powerful talent agency. The "King of Hollywood" Lew Wasserman handpicked Dale to be one of the five men he chose to direct the MCA takeover of Universal Studios. Dale's many credits include being Agent for the likes of Ralph Edwards, Tennessee Ernie Ford, Bud Yorkin and Norman Lear...to name a few. He was also responsible for their production companies which generated an average of 25 hours of network television shows a week. He eventually became Executive Vice President in charge of Worldwide Production for Metromedia (now FOX). Dale went on into personal management for many Artists over the years. IVI currently handles the Mel Torme Estate, George Shearing, Vic Damone, Roger Williams, Jack Jones, Steve March Torme, Roslyn Kind, and, of course The Four Freshmen.