

By: Dick Baldwin

Some confusion remains about how the FFS can assist in continuing to get The Four Freshmen into the best venues around America. Here's a capsule to move the procedure along, resulting in a possible booking in your area. The information comes directly from our management team in Valencia, CA.

International Ventures Incorporated (IVI) has always been appreciative of our support and efforts; however, there are some areas of procedure requested to avoid "sticky situations".

The primary connection should be between a venue or performing/theater site and IVI. Make your local contact via telephone, comment card, or mailed note. Make known your desire to have The Four Freshmen appear there. Feel free to mention they have a very substantial and supportive local, as well as national, fan club. Provide the venue rep, entertainment buyer, or officer on how to contact management directly should The Four Freshmen be an area of interest (IVI 661-259-4500) Here's the inside - let the pros work with the pros.

The advice is **not** to get involved in any details. Resist the urge to become "the salesperson" or "the middle man" in your helpfulness. Also, an overwhelming number of calls to a venue contact can negatively impact and even cost The Four Freshmen an appearance. Pricing and other engagement specifics will vary due to many fluid considerations to be handled only by IVI. No two "gigs" are ever the same. Often dates are connected geographically - sensible.

The FFS is fortunate to be involved with this major, established professional entity, adept at mixing detail with good business resulting in win-win situations. Four Freshmen #22 are with capable professional leadership. Let's assist management. The method makes the way! Private parties are private and require special handling with IVI.

from Warminster, PA

This past Christmas my daughter wanted to give me some Four Freshmen CD's as a gift. I submitted a very short list to my surprise. This got me thinking what I have collected and enjoyed for the past 50 years.

It goes like this:

14 LP's

10 Tapes

24 CD's

3 Concerts (Philly-1976-Bicentennial)

I am sure the FF Society has many members who can relate to this. The current group is great which means I am not finished.

My best to all who keep the "sound" alive.

