

FFS Annual Executive Committee Meeting 8-2-07

FFS President Dick Baldwin opened the meeting by asking Jack Morrison for a report from Convention Selection Committee. Jack then introduced Gil Peterson, who represents the Portland Convention Committee, and he welcomed FFS to Portland. Mel Meyers, also from the Convention Section Committee, introduced the chairpersons for the 2008 convention - Neil and Sara Lou Lantz. Neil and Sara brought us up to date on their plans for Indianapolis next year. They are speaking with the Indianapolis Jazz Orchestra regarding the Freshmen singing with the band - yet to be resolved. The hotel name is changing from the Radisson to the Sheraton in downtown Indianapolis, but the change will not affect their plans. The dates for 2008 convention will be Aug. 21-23. Neil stated that the only transportation from airport to hotel will be by taxi. He is still negotiating with Butler University to take part in the 60th anniversary celebration during 2008 convention/reunion.

Membership/Webmaster - Chaz Cone stated that the total membership of FFS is declining - 60 fewer new members in 2006 compared to 2005. How can we improve these numbers? Many drop out or do not renew. Why? Chaz thought that members feel they don't get much out of the society if they do not attend conventions or are not able to see FF live in their areas very often, if ever. Graphs passed out with new member info in back of handout. Credit cards not as big as predicted even though easy to use.

Membership Dept. spends approx. \$2,000 per year for postage, cards, etc. Re: State Reps. - many don't do very much. They should be communicating with members who live in areas where concerts take place & they should be encouraging new people to sign up.

Palle Christensen reported that only 11% of the new members who signed up in Amsterdam have renewed. Problem for Europeans - cannot renew with credit card or purchase items from Music Mart with credit card. Yas Ichiura also reported a decline in Japanese membership. Barb Dana suggested a program to make special mention of the State Rep in Fresh News who gets the most new members or renewals every 3 months to encourage the reps to do more. Regional Directors are working - need one to represent the West as that position currently open.

Radio & Digital Music - Do we want to push satellite radio? Jack Morrison said we have a member who is a program director for satellite radio. Mel Meyers even sent a letter to the director of XM radio requesting more play of FF music & sent some CD's along, too. That person thought the Freshmen were a "ghost band." You Tube utilized by younger folks - Chaz said the three FF videos put on the site here have had more than 11,000 hits (viewings) collectively, so far.

Music Mart - Bob Lininger not in meeting room - over in Music Mart working. All agreed he is doing good job & acts promptly to fill orders. Dick Baldwin brought up Tantara Production with the Kenton connection, which is owned by Bill Lichtenour, who is a member of FFS. Should we sell Kenton stuff in our Music

Mart? Babs Frederich suggested that we carry an ad in Fresh News for Tantara products rather than actually sell the Kenton material ourselves, and request that the Tantara newsletter do the same for Freshmen music.

Marketing - Need to market FF to younger audiences. High School clinics are good way to do it. Barb Dana's husband put together a narrative on how to promote clinics - he actually did some clinics in Florida. Dina & Charlie (of IVI) said it could be a good thing for the Freshmen and would be willing to work with FFS members to do this, but have not gotten requests for clinics. Mel Meyers stated that he offered to "buy" a clinic for FF at the high school in Maumee, OH, on the Mon. following a Freshmen performance in the area.

Promotional Ideas - What about bumper stickers? Most people do not want to attach them to their cars. Giving copies of the FF Star Spangled Banner to the athletic directors of high schools is great promotion. Many times they do not have live person available to sing National Anthem and appreciate having the recorded FF version on hand. Plenty of copies on hand for anyone who wants to use this idea.

Meeting Time for future Executive Meetings - Does Thurs. afternoon work out for most members of the Executive Committee? Should we plan for this day and time for Indianapolis? Most agreed with Thurs. afternoon as most of this group always arrives early for conventions.

Closing Comments - Jack Morrison said that Gil Peterson suggested that all former FF be invited to attend 60th anniversary convention in 2008 with FFS paying expenses rather than convention committee. Babs F, agreed that we should invite all former FF and consider how to handle expenses of those who decide to come. (Meeting adjourned.)

Respectfully submitted, Donna Gallaway, FFS Sec.

WRAPPING UP THE PITTSBURGH REUNION

As the sale of the 2007 FFS Convention DVD slows down we are getting ready to "close the books." We have added several thousands of dollars to the FFS operating budget.

Since our reunions are usually a "break-even" enterprise the Pittsburgh convention has the record "success" quotient. The FFS general membership applauds Bob Baker (convention chair) and all of the Western PA members! Thanks!