

Four Freshmen Society General Business Meeting
Saturday, August 23, 2008
10:00 AM

Sheraton Hotel
Indianapolis, IN

President, Dick Baldwin welcomed a large number of FFS members to the annual business meeting then emphasized the importance of our mission statement. All members are encouraged to read this statement as published in Fresh News.

MEMBERSHIP - Chaz Cone, Membership Director, was introduced & presented a chart showing that cumulative membership members are up but the overall slope is not. We average about 200 new members a year, but many of these fail to renew. The total membership includes about 1,795 households or approximately 3,000 people. Chas said to encourage your friends & neighbors to join!

TREASURER'S REPORT - Jim Whitmire began by stating that the money follows membership numbers - the more members we have, the more money in the treasury. The DVD has been the most costly thing FFS has done for the Freshmen, but it has paid off by increasing their ability to get in the door to perform at more venues. The largest projected expense for 2009 will be related to the effort to get the Snowfall CD nominated for a Grammy. In terms of dollars, the amount is expected to be close to the amount expended in 2008. Jack Morrison asked what is the current balance of FFS. Jim Whitmire replied that we have approximately \$17,000 in cash and approximately \$20,000 in rotating CD's. It was also stated that FFS has contributed about \$300,000 to the Freshmen in cash and material gifts over time.

FRESH NEWS - There does not appear to be enough interest in going to an on-line newsletter only, which would be much cheaper than the hard copy. FreshNews is the glue that holds FFS together - important to keep it going.

REGIONAL DIRECTORS - The following regional directors were introduced: Barbara Dana - South, Don Boland - North, Wayne Corey - Midwest, and the new West director Gordon Shaw. These are contact people for the state reps. and FFS members.

CONVENTION INFORMATION - A brief history of conventions was given, beginning with 1989 and some of the people who have worked to arrange and prepare previous conventions were introduced.

What is involved to bring a FFS convention to your city? Jack Morrison will provide you with a form consisting of several pages that outlines the requirements. Conventions are self supporting - FFS does not fund them, but seed money is available. Neil Lantz stated that this convention was for members only - no one-night seats available in order to keep places open for members who wanted all three nights. (The FF do not charge a performance fee for convention as a thank-you to FFS - good reason to keep it for members only.)

IVI - Are the Freshmen happy with management by IVI? Yes. The convention committee for Indianapolis were pleased that IVI protected the convention by not booking the Freshmen in the area within 60 to 90 days of our event. Many positive comments expressed regarding management. Tom Purvis introduced to assist answering questions.

Question regarding the \$300,000 figure previously mentioned - What did that money go for? Answer - Promotional video, DVD & CD's, photos, and a range of other things.

Question raised whether a member could get off the mailing list for FreshNews and request it only online. Chaz replied that it is currently available online and he could do that if anyone is interested. It would save FFS mailing costs.

Question - Have open concerts (to outsiders) during conventions been profitable? Tom Purvis replied that in 1995 the Freshmen performed in a 3,000 seat auditorium and FFS got nothing, but the Freshmen got paid. At the Sharon, PA convention, the concert was held in a high school auditorium and the results were poor due to lack of promotion. If properly promoted, this can be successful. Bob Baker of the Pittsburgh Convention committee stated that they had 1,100 people at the Saturday night performance and made approximately \$12,000 from the extra tickets sold. He said you need the appropriate venue, as well. Since the Pittsburgh event, IVI says that if more than 30 extra people are present, the Freshmen must be paid. Tom Purvis suggested that if conventions get bigger than this one (about 600 attendees) affordable hotels will not be out there. Perhaps another reason to keep these events members only.