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P.O. Box 1457 • Folsom, CA 95763-1457 • www.FLCCA.org

April 2011, Volume 1, Edition 3

Tickets for 2011/2012 Concert Series

"We're just thrilled!" exclaimed Doreen Mykytyn in regards to our 2011/2012 concert tickets sales. Doreen and her husband Steve co-chair the FLCCA Membership Committee. They were the driving force behind organizing the first day of ticket sales.

Current subscribers were able to buy tickets for next year's concert series beginning at 10:00 a.m. on March 21. By close of that day, 539 subscriptions had been sold.

"Our subscribers sent a loud message regarding the quality and value of our concerts," observed Sandy Burvant, president of FLCCA. "We appreciate their support and will make every effort to continue to earn it."

Nearly 70 groups of subscribers began lining up at 8:00 a.m. "We knew we were in for a big day when we saw people lining up two hours before the tickets were released for sale," said Doreen. "Fortunately, we had homemade muffins to munch on to help pass the time."

FLCCA also provided subscriber groups with numbers so they didn't have to wait outside in the damp cold. "Fortunately, there was a school performance of 1,000 children so the theater was open for comfort and convenience," commented Steve Mykytyn. "Subscribers were able to go to the ticket window in the order they arrived based on their number."

"Three Stages did a good job," observed Doreen. "This was the first time they sold subscriptions, so they learned a lot."

Through April 7 only current subscribers will be able to buy tickets. Beginning on April 8, anyone can buy the series. On May 2, if there are any tickets remaining, individual tickets will go on sale. Our subscribers are our best form of advertising. Please tell your family, friends and neighbors about our exciting season.

There are four ticket prices and three ways to purchase them. Tickets can be obtained for \$60, \$70, \$80 and \$100 for the entire series. Additional fees will be charged by Three Stages. Tickets are only sold through Three Stages.

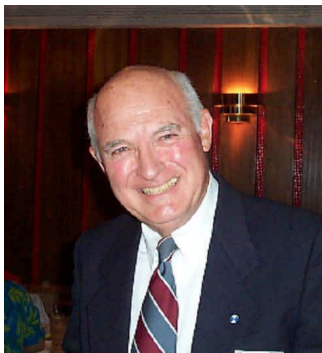
Tickets may be obtained in person at the Three Stages ticket office. Ticket office hours are Monday – Saturday, 10:00 a.m. – 6:00 p.m. and two hours prior to show time. To order by phone, call 916-608-6888 during the same hours as for the ticket office. To order on-line 24/7, go to www.threestages.net.

Cost of the additional fees vary depending on which purchase method is used. Contact Three Stages directly to learn more about the fees.

Three Stages is located on the Folsom Lake College campus, 10 College Parkway, Folsom CA 95630.

Ticket sales continue to be brisk. "We expect to sell out next year's season," said Steve. "The beauty of Three Stages enhances the experience of attending our concerts," commented Doreen. "The whole experience is magical."

FLCCA Director's Corner



Tom Chilton, VP Publicity

By Tom Chilton

Webster gives us several definitions for publicity, but probably the best for our use is “an act or device designed to attract public interest”. Attracting the public’s attention to our Community Concert Series has been challenging, to say the least.

As a graduate Chemical Engineer I had no training in publicity, and my 31 years at Aerojet did not add any publicity training. When I volunteered to help on the FLCCA Board of Directors in 2005, I had no idea what I would be doing. Finally, I was assigned to the Publicity Committee. In 2005 we had about 175 subscribers.

One of our artists, Bronn Journey, commented on stage at the small number of subscribers we had, and that he thought the community of Folsom could do better. But how,

with little or no money for publicity, could we promote our programs?

Sandy Bruvant, our current President, approached the Folsom Arts Council, and we were awarded a \$5000 grant specifically for advertising. That was what we needed – some real money. We decided to advertise in the Folsom Telegraph, the El Dorado Hills Village Life, and the Sacramento Bee. Needless to say, the Bee consumed the lion’s share of the \$5000.

The first concert to play after our advertising blitz was Eric Himy, a concert pianist. We only sold about 25 single tickets for his concert, which did not even pay for the advertising. What did we do wrong? We had signed a contract with the Bee, so we were committed to continue advertising in that paper.

The next artists were a tribute group from Las Vegas that sang the music of the legendary Platters. A week or so before the concert, the phone started ringing off the wall. We were selling single tickets at an unheard of rate. We had 600 seats set up at the Community Center, and as the crowd started arriving, we set up more and more seats, finally setting all the seats available at the center. It was a sold out house.

We learned an important lesson that day. We can have highly talented artists, but unless they have name recognition, advertising will not attract a large audience. Ever since then we have tried to have at least one group with high-name recognition each year. Those groups have included the Limelitters, the New Christy Minstrels, the Beach Boys, and Jim Curry singing the music of John Denver.

This year we plan a minimum amount of paid advertising in the Folsom Telegraph and Village Life, with press releases to all the local papers. In the last five years we have learned an important lesson. You, our subscribers, are our best advertising. If you enjoy our concerts, tell a friend. It costs nothing, and allows our Concert Association to budget more money for our artists. Higher paid artists usually mean a higher quality performance.

We have a great lineup of talent for the 2011-2012-concert season. In past years, any one of the artists would have been considered our featured talent of the season. Now, each concert is a name act.

~ Tom Chilton

Jim Curry: a Show to Remember

Our last concert of this season, Jim Curry, Sunday, April 10, will be taking place in a matter of days. As this newsletter goes to press, it appears this is a sold-out show, which is not surprising given Mr. Curry's reputation.

However, you many want to contact Three Stages to see if there are any remaining tickets.



Jim Curry
Sunday, April 10
3:00 p.m.
Three Stages Theater

Our last artist, Richard Glaizer, was the first FLCCA concert to perform at Three Stages. We heard from several subscribers how much they enjoyed being at the new theater. We also heard from Mr. Glaizer.

"Performing at Three Stages for the FLCCA was really special. The piano, the gorgeous hall, the acoustics and most importantly the audience equaled something called magic for me and everyone in attendance.

"It was a memorable afternoon that I will not soon forget. Three Stages is a world-class concert hall and I have performed all over the world.

"Thank you for giving me the honor of performing the first concert for FLCCA at Three Stages. The afternoon of my concert for the FLCCA will be one of the highlights of my performing career. As a performer it was a dream performing in that very special space."

~ Richard Glazier

Thank you to all of our Friends (to \$74).
Your support and loyalty mean the world to us.

Thank You!

We would like to express our gratitude and appreciation to our 2010/2011 sponsors. As an all-volunteer organization, we depend heavily on the generosity of sponsors. Without you, we could not provide high-quality concerts at reasonable prices.

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150 – \$299)

Barbara Anderson
Dorothy & J.T. Brooks
Steve & Doreen Mykytyn

Sustainers (\$150-75) – Your generosity means so much to us. Thank you!

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Sue and Carl Miller
Patti and Wes Ball
Bea Buder
Monte Williams

Other Folsom Activities

Land That I Love

When: May 14, 2011 at 7:30 pm
Where: 10 College Parkway, Folsom CA 95630, Folsom, CA
From: [Folsom Lake Symphony Orchestra](#)

Foothill Cruiser Car Show

When: June 11, 2011 All Day
Where: 2989 Cambridge Road, Folsom, CA
Venue: [Cameron Park Lake](#)

Have a question or a comment?

We'd love to hear from you! The best way for us to evolve and better meet the needs of our subscribers is to hear directly from you. We want your input.

Sandra Burvant, President
Sandra.simmons@sbcglobal.net

Doreen & Steve Mykytyn, Membership
mykytyn@comcast.net

Rebecca Graulich, Newsletter Editor
rebeccagraulich@aol.com

Connections 2011

FLCCA participated at this year's Folsom Chamber of Commerce "Connections 2011" business expo on Thursday, March 10, 2011. Our association was represented by Dianne and Craig Burnett, Dick Merz, Doreen and Steve Mykytyn, Mary Etta Hamzawi, Rebecca Graulich and Yvonne Gordon.



Dianne and Doreen share information about the FLCCA

Dianne displays next year's concert series



If to rt: Rebecca, Dick and Mary Etta

Vista del Lago music students performed prior to the Richard Glazier concert. Below is a letter from their Music Director, Elicia Spencer, as well as pictures of the students.



Vista del Lago High School
1970 Broadstone Parkway
Folsom, CA 95630
Ph: 916-294-2410 Fax: 916-294-2411
<http://www.fcusd.org/VistaDellago>

Dr. John Dixon, Principal
Chris Aland, Vice Principal
Mike Shepherd, Vice Principal

To the Folsom Lake Community Concert Association,

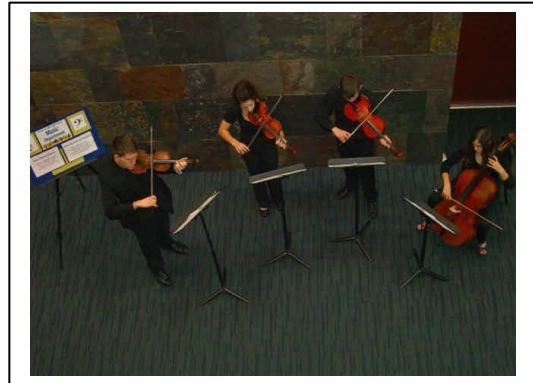
Thank you so much for supporting Vista del Lago High School's music program! We really appreciate your recent donation of \$300, which we will be putting towards the purchase of new musical instruments for our concert band. I also want to say thank you for inviting my music students to perform in the lobby prior to your concert that featured Richard Glazier. The Vista del Lago String Quartet and Woodwind Quintet were excited to share their music with members of our community. In addition to being allowed to perform, my students were given the rare opportunity to talk about music with Mr. Glazier before the performance and they were able to stay to watch him perform. Thank you for giving them a musical experience that they will never forget! Your organization is providing our community with something truly special and unique. Thank you for all of your hard work! The Vista del Lago High School Music Department looks forward to collaborating with you in the future.

Sincerely,

Elicia Spencer
Music Director
Vista del Lago High School



If to rt: Julio Lawrence, Laura Dyer, Jack Fanning, Matthew Readdick and Elicia Spencer



If to rt: Matthew Readdick, Carly Vendeiro, Jack Fanning and Taylor Knickerbocker





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OAK RIDGE HIGH SCHOOL

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(916) 933-6980 or (530) 677-4402 Fax (916) 933-6987

Mr. Thomas Chilton and Board Members
Folsom Lake Community Concert Association (Outreach Program)
P.O. Box 1457,
Folsom, CA 95763-1457

March 19, 2011

Dear Mr. Chilton and Board Members:

On behalf of my students and all students fortunate enough to attend the stellar performance given by **Richard Glazier** last Tuesday at Oak Ridge, I would like to thank you for this very special opportunity provided by your Outreach Program.

Mr. Glazier's performance was not only that of a highly skilled, talented musician, it was also truly inspirational (and grounded in practical, valuable advice). In a spirit of sincerity, he shared the story of how his passion for music (the piano), coupled with hard work and tenacity, drew him to impress the great Ira Gershwin and the late, great Hugh Martin, who eventually became his dear friends and mentors. Our students were entranced as **Mr. Glazier** beautifully "illustrated", conjured up, the images, for example, of *An American in Paris*, carrying them away to hear the sounds of the taxis and the pedestrians rushing busily on their way. - All this, as well as a memorable, fascinating history of the Golden Age of American Music told with humor, pathos and best of all, the "star" - magical music. His audience was held captive.

Many inspirational speakers encourage their audiences to "follow their dream", and leave it at that. **Mr. Glazier** however, honestly spoke of the work ethic/commitment and resilience needed to attain one's dream - and that it is all indeed worth it!

After his performance, **Mr. Glazier** was gracious enough to ask for questions from the audience and also invited students to come and speak to him personally on the stage. Many students responded enthusiastically to his warm invitation; there was a lively Q and A session and a number of my students with whom he spoke not only enjoyed themselves tremendously, but also felt inspired and personally encouraged. (Even the adults, all the teachers, with whom I spoke were greatly impressed and inspired).

What a memorable and valuable opportunity you have provided through your generosity (and that of **Mr. Glazier**) in bringing this master performer to our school. I know that many students have told me they are encouraging their parents/friends to attend other performances at **Three Stages** if this is the caliber and level of entertainment artistry/experience offered, and they are hoping they will perhaps in the future, again have an opportunity to attend one of **Mr. Glazier's** concerts.

Once again, a heartfelt and sincere "Thank you." This performance has made a positive difference to the Oak Ridge High School community and is nurturing a whole new audience for your beautiful performance spaces.

Appreciatively,

Janet G. Henke
Oak Ridge High School Theatre Arts

"A Place of Teaching and Learning"

Each season the FLCCA hosts outreach programs for local youth and seniors. We pay the fees for these shows, arrange the venue, and coordinate the logistics between the performer and the audience.

This year we provided the following outreach programs:

- Quartetto Gellato (Vista Del Logo H.S.)
- Richard Glazier (Oak Ridge H.S.)
- Jim Curry (Los Rios Community College, with students from Cristo Rey H.S.)

Above is a letter we received from Janet Henke, an instructor in the Oak Ridge High School Theatre Arts program.

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