

# American Theatre Organ Society



As we start this new year of 1983 we contemplate our goals and hopes for the future of ATOS, and consider thoughtfully what has been accomplished in the previous year. Our membership for 1982 was higher than for 1981, and we hope it will steadily climb as we continue to publicize and consistently promote ATOS. Our committees are functioning with the help of many members throughout the country. It sometimes seems a tedious process to accomplish the tasks

we've set forth, but progress is being made in each direction, slowly but surely. Be sure to read the reports of the various committee chairmen as they appear in THEATRE ORGAN from time to time.

It is a great pleasure to tell you of the gift of \$1,000 for our Trust Fund, generously given by the Fleet Foundation of San Diego. We are sincerely grateful for this donation and you may be sure it will be used wisely.

The dates of our Annual Convention in San Francisco are July 1 through 6. Mark your calendar and plan to attend! The convention is the one place where we can truly share our love of the theatre organ. I am delighted to discover from your letters offering your ideas and suggestions that there is such a strong feeling of fellowship, friendship and enthusiasm coming from all of you, and I realize that this quite often stems from the closeness developed at conventions. This indeed was the atmosphere which surrounded us last summer in Detroit, and which continues to thrive. Truly, one of the happiest times ever. A carryover of this kind of enthusiasm is all we need to keep the true spirit of ATOS.

Lois F. Segur, President

## ATOS — Bigger and Better



As one of your National Directors, I am sometimes quite overwhelmed when I think of the challenges this group has undertaken. While some of the jobs are in the interest of building a strong and enduring national organization, other programs have been initiated in a sincere effort to aid our many chapters, as well as associated groups, wherever and whenever such aid is needed or solicited.

One of these projects has been the work of the Committee for Concert Planning, which I head, in putting together a guide to more successful planning, programming and promotion of theatre organ entertainment.

Other programs involving other committees, either underway or in the planning stage, include technical help for amateur organ

technicians through publication of information as well as planned workshops, implementation of a young artist competition as an annual national event, development and housing of a comprehensive National Archives, better communications with individual chapters and members and an upgrading of the promotion and publicizing of the aims of the Society.

One of our major undertakings is a national membership drive, begun in October. As you know, our ATOS membership has shown zero growth, if not a decline, during the past several years. This, in the face of ever-increasing costs of printing, mailing, storage and other expenses, caused a considerable deficit in the ATOS treasury. Attempts to stay ahead of the game resulted in a form of "deficit spending" — borrowing on next year's expected dues and revenue to pay this year's expenses.

An increase in ATOS dues was announced at the Annual Meeting, and any further increase at this time would seem to be unreasonable and quite undesirable. The raise in dues will be a big help, but additional revenue is going to be needed to assure a strong and viable Society.

Our current "PIPE UP!" membership drive gives us all a most practical and attractive way to accomplish **three** very desirable things: help eliminate our deficit, stimulate individual chapter growth and well-being, and give each of us the pleasurable opportunity to share with others the fine music, sociability and educational interests our beloved Society offers.

I am a firm believer in the "one-to-one" principle! This means that if each member of ATOS brings just **one** new member into the fold during the coming year our membership goal could not only be achieved, but dramatically exceeded! By so doing we spread the responsibility among the many, instead of creating an insurmountable burden on the few.

Many of us have found that by bringing new people to one of our many fine theatre organ presentations, or inviting them to organ socials, or even just by showing copies of THEATRE ORGAN, recruiting new members has been easy and rewarding.

It has always been the purpose of the American Theatre Organ Society to further the use, understanding and preservation of that wonderful, exciting instrument, the theatre organ. Notice, I did not specify theatre PIPE organ. Don't forget, there are literally thousands of owners (and players) of electronic organs who should, and I'm sure would, enjoy exposure to what our Society has to offer. Another aim of ATOS is just that — to contribute to the musical education and cultural enlightenment of the public.

Every one of us has the opportunity to share in making 1983 the **greatest** ATOS year ever! I urge each of you to join with your fellow members in going all out to make our membership drive a monumental success!

Rex Koury, Membership Drive Honorary Chairman

