

American Theatre Organ Society

PRESIDENT'S MESSAGE



Our newsletter, appropriately titled *ATOS International News*, is well underway. After inviting comments from our members, both Tom B'hend, our newsletter editor, and myself have received many replies. The response has been most favorable. Members have indicated that this is just what ATOS needed to get timely news items to the members, let them know what is going on and advise them of coming organ programs and other events. We

thank you for your responses. As I told you before, we are doing this newsletter on a six-month trial basis. After about the fourth issue, your comments and recommendations will be evaluated, and the Board will decide whether to continue its publication. We will also evaluate the size of the newsletter, its content, and, most important, whether we can afford it. We do appreciate the donations which some of our members have sent to cover expenses and make it a continuing publication. We do not want to turn this into a subscription or to raise dues to pay for it. Any help you can give will be greatly appreciated.

Our Young Organist Competition for 1987 is also underway. Each chapter president should have received a package of information, rules, and registration forms. If you haven't, please contact Lois Segur or myself. While this competition has been directed primarily to chapters, there may be other people out there who might want to compete, but who live in an area where there is no chapter. If you are an unaffiliated ATOS member and think you might know of a participant, please let Lois Segur or myself know. We really need to get the young people into the world of theatre organ entertainment.

I hope that you took some time to read the "business aspects" of ATOS in the last issue of THEATRE ORGAN. I refer to the minutes of the meetings of your Board of Directors, Executive Committee, General Membership and Chapter Representatives. While the print is small and may not be as interesting as the life of Jesse Crawford, you can read about what is going on throughout ATOS, and how your elected Board members are attempting to further the goals of ATOS. If you have any comments, please let me know. Also, the election of the Board members is coming soon. ATOS is a dynamic organization and could use your help. Start thinking about the possibility of serving ATOS as a Board member.

On a personal note, I have moved from Offutt Air Force Base (Omaha, Nebraska) to my new job with the Air Force which is at Scott Air Force Base, Illinois (near St. Louis). I have enjoyed receiving your chapters' newsletters and correspondence from members. Please note my new address and telephone number which you will find on page three where the officers are listed. I am excited about being a member of St. Louis Chapter and look forward to my Air Force assignment in my home state.

Your officers and Board of Directors join with me in wishing each of you the blessings of this Holiday Season and the very best to you and yours in 1987. It will be an exciting time in 1987, and we are glad that you are part of the American Theatre Organ Society.

Sincerely,

Jack Moelmann

EXECUTIVE DIRECTOR'S MESSAGE



For more than 60% of our membership, this is the time of year the decision is made to continue for another year or drop. While the membership has grown for the past three years, the number of members who do not renew has remained steady and equals about 25% each year. Why do members choose to leave? With better information about the reasons why members leave, we may be better able to tailor

programs differently where possible to deal with those reasons.

Since many of you know someone who has not renewed his/her

membership, you could be of help to ATOS and the chapters by doing one thing. Ask the person why they dropped out; write their reasons down and send them to me. With a reasonable number of replies, a pattern may develop which could be helpful in reducing future losses. Please take a few minutes to find out why one person left. Write down the reasons and send them to me. Out of this we may come up with a plan helpful to the preservation of members and thus helpful to the preservation of the theatre organ.

Sincerely,

Douglas C. Fisk

