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President's Message



"Retinting ATOS"

Well, it has been just about two years since I assumed the Presidency of the American Theatre Organ Society. During this time I have tried to focus on the future of the Society. I have repeatedly tried "to push your button" to elicit a response to the problems that we do face . . . and I have failed miserably. You could count the number of letters I have received over the past two years on your fingers and toes and still have enough left to play a passable minuet.

You say nothing which implies: things are great, leave things alone. Well, folks, things are going well now, but we must look to the future, to 2000 and more. Take a look at the hair color of most of the audience of the next theatre organ concert you attend. What color predominates?

1. Brown 2. Red 3. Blond 4. Black 5. Brunette 6. None of the above

If you picked number 6 you are most certainly correct. GRAY, FOLKS. That IS the color that not only predominates, it rules. Let us call it: **THE GRAYING OF ATOS**. Isn't it time we started tinting the audience with younger people? Accomplish this through a concerted effort toward *attracting* said audience. Invite your younger friends, relatives, acquaintances, even strangers you pass on the streets (good luck on that one) ANYONE who professes an interest in music. It doesn't matter what goes on inside the theatre if the potential audience is on the outside.

Once you get them inside keep them there by performing (Notice the use of the word "performing" rather than the more common "playing" . . . "playing" won't do today, folks, "performing" will) at least a portion of the program with contemporary (remember my rather vague definition . . . music after 1960) music *or music of an older period performed in a contemporary style*. And "a portion" does not mean one selection!

Members of the American Theatre Organ Society, we are the temporary trustees of unique pieces of Americana and if we don't help prepare for the future we will eventually have only computer disks of ancient performances to play on our deteriorating instruments because there won't be anyone around with the skills to maintain or play them.

HOW'S THAT FOR DOOM AND GLOOM!?!

HELP US RETINT ATOS!

Now, on a lighter note. Make plans now to attend the Indianapolis Convention, August 4-8; it promises to be a great one! On the same subject, I would like to announce The Second Annual President's Reception for Charter, Life and Honorary Members, and 1989 ATOS Donors. This reception will be held at the Indianapolis Convention at 6:30 Sunday evening, August 5. Check at the hospitality desk for the location. That's all folks! See you in Indianapolis!

John Ledwon

ELECTION RESULTS

Members who will be serving on your Board of Directors from 1990-1993 are:

VERN BICKEL
DOROTHY VanSTEENKISTE
GARY JONES

Vern and Dorothy are incumbents, and Gary is new to the Board. Gary is a member of Alabama Chapter and we are looking forward to working with him for the next three years.

We wish to thank all who participated in the election process and would hope that those who were not elected will consider running again next year.

John Ledwon, President