

Directors' Corner

■ Lowell Ayars

The term "Graying of ATOS" seems to me to be a counter-productive catch phrase. We all proclaim that our interest is in the youth of ATOS as well as in the non-affiliated, but highly successful, organ groups. Let us not fool ourselves by promoting the young and then unwittingly rejecting them.

We are grossly neglectful of our youthful talent. True, many of our young performers are not really ready to perform full, two-hour concerts. What should we (and I mean all of us — chapters, ATOS members, private organ clubs and national board members) be doing? We need to provide opportunities for our younger "stars" to perform for the general public and not solely at national and regional conventions or chapter functions or open console sessions.

The only way to have a rising generation of theatre organists is to provide them with experience and with that illusive quality called "showmanship." The charm of youth coupled with technique and "blockbusters" may rouse an audience briefly but cannot produce a rounded, balanced program.

Every convention needs to have seminars for aspiring young performers. Subjects covered should include: How To Develop Rapport With Your Audience; What Constitutes A Balanced Program; Platform Manners — Including Speech; and What To Do When Things Go Wrong. Perhaps in view of some audiences I have observed, we could use one on How To Behave And Enjoy A Concert. Some chapters have taken steps to provide programs to aid young performers, but they have been all too few.

Finally, chapters and clubs should include a youth concert in their regular series. The audience may be smaller (which I doubt), but perhaps such a concert might be offered at a lower ticket price than that demanded by some of our overpriced "Professionals."

Let's "ungray" ATOS by developing resources not only to select concert winners, but then let us continue to support them in their development and provide venues where they can show their talent.

Remember, all of our present "Greats" were once young and inexperienced.

Lowell C. Ayars
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■ Robert Markworth

The Chapter Handbook has been completed and a copy sent to all chapter presidents. The Handbook contains more than 200 pages of information intended to make it easier for each chapter to manage its activities. While the Handbook was sent to your chapter president, *it belongs to the chapter* and I hope every member will take the time to review it.

It seems one of the common goals or hopes of many chapters is the rebuilding or upgrading (adding ranks, a new relay, etc.) of their local organ. Or it may be they desire to purchase a chapter organ for installation in a public place. Aside from all the hard work by a dedicated membership, the common denominator to accomplish this sort of project is funding ... put simply, MONEY!

While most chapters use public organ concerts as a primary means of fund-raising, they may be missing a relatively large source of "free" grant monies available from local organizations, large corporations (both local and national), and a host of others. Obtaining this money for your chapter requires two primary tasks.

First and foremost, your chapter must be officially recognized by the Federal IRS as a (501)(c)(3) non-profit organization. National has its own status as a (501)(c)(3), but this *does not carry over* to the chapter level. To accomplish this, your chapter will need to obtain the necessary forms at your Federal Court House, fill them out and submit them to the IRS. This process may take as long as six months or a year to complete. The Chapter Handbook has some sample forms to help with this task.

Once your chapter has its (501)(c)(3) status, the second task is to fill out the applications for "free" funding which are available from a multitude of foundations and corporations. When filling out these forms, be sure that they are as polished and professional as possible. Remember that these forms are likely to be your only communication with the board members who will be reviewing your request. Also, be sure to attach a proposal and cost estimate of the project for which you are requesting financial assistance.

I would like to hear about your successes.

Happy funding!
Bob Markworth
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■ Lois Segur

It is with a great deal of pleasure that we announce a gift of \$1000 for the Endowment Fund from Dow Evelyn of San Antonio, Texas, given in memory of his wife, Edith Evelyn. Our most sincere appreciation to you, Dow, for this memorial contribution.

Christmas is just around the corner, and all those hard-to-buy-for people on your list (aunts, uncles, cousins, friends, etc.) might truly welcome ATOS memberships. They could enjoy a full year of interesting organ activities and reading material, and you could avoid shopping in the crowded malls. Think about it!

Also, about this time of year many of us start thinking about tax "write-offs." Did you know that *every penny* you give to ATOS is *tax-deductible*? You may give in several ways: make a memorial gift, a gift of property (real estate or securities), a bequest in your will, a beneficiary gift from your insurance policy, a deferred gift which provides lifetime income, a living trust, or just an outright cash gift.

Use our non-profit tax status (501)(c)(3) to your tax advantage! With five or six gift memberships plus a special donation to the Endowment Fund, think how much money you can save — and next April 15 when the IRS comes around, you can say: "Sorry, I gave to ATOS!"

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