



## *The Naples Concert Band Newsletter*

February 15, 2015

### WELCOME NEW MEMBERS

**Cesar Maldonado**, Clarinet, is in the 11<sup>th</sup> Grade at Golden Gate High School. Cesar also plays the tenor saxophone.

**Howard Hawkins**, Tuba, is from Cincinnati, where he also played in the Cincinnati Brass Band, the Civic Orchestra and Music Theatre.

**Janice Hessney**, French Horn, is a retired music teacher.

**Thomas Hessney**, Trumpet, is a retired band director.

**Jeff Myers**, Percussion and Timpani, is a Marketing Consultant who has just recently moved to Naples.

**Greg Porter**, Trombone, is in the Delayed Entry Program for the US Marines. His shipment date for boot camp is March 16<sup>th</sup>. Semper Fi, Greg!

**Dennis Viers**, Trombone, is a Band Director and a seasonal resident of Naples who plays with the Brassy Five Quintet in Ohio.

**Pam Viers**, Trumpet, is a retired Band / Music Director and plays with the Brassy Five Quintet.

### RESULTS OF RECENT BAND SURVEY

Ev Hughes

In September I sent an annual appeal to 206 families as part of our Fan of the Band Donors Program. In that letter, I included a full page survey that included all the pertinent points that would stimulate valuable comments from our supporters. In addition, at our January 18 concert, we included a copy of this survey in our program to get more comments from our audience. It was a pleasant surprise when we received about 375 responses from both efforts, with more survey responses expected at our February 8 concert. I thought that our Band members would find much of the survey results to be quite interesting, as follows:

PLEASE REMEMBER THAT THESE SURVEY RESULTS ARE FROM ABOUT 375 FAMILIES.

- 217 were over 60 years of age, with 105 over 80. This is probably no surprise, but it sure confirms the age level of our audience. We better keep playing the type of music that they like.

- 58% of our audience are seasonal visitors.

- Most members of our audience have attended our concerts for 14 +/- years.

- 176 said that they get concert info from the Naples Daily News, with 135 from word of mouth. As an aside, our Website took 3320 hits from October 19, 2014, to January 19, 2015. This certainly confirms the need to keep our Website current.

273 said that they attend concerts with friends and neighbors.

- 203 said that they frequent local restaurants before or after our concerts. We must make the 5th Avenue Merchants Association aware of this.

- 332 tell others about our concerts.

- 210 visit our Website often.

- Only 135 own Smartphones.

- 222 are on Facebook. Our VP, **Joe Choomack**, is now sending concert announcements to all of our survey respondents that included their Email addresses.

- Only 33 have scanned the QR Logo on the front of our program.

- 232 indicated that they attend our concerts for program content. Our Conductor / Music Director, **Harris Lanzel**, deserves tremendous credit for his well balanced, melodic music selections! You will note from our recent newspaper ads that we now list key musical selections and guest musicians. This action was stimulated by **Bill Belaney**.

- 184 indicated that they listen to radio station 101.1 WAVV. We will reevaluate our publicity using this station. At present, we get random announcements on this station free on Friday and Saturday before our concerts, if they have free time slots. Paid time slots at premium times are quite expensive

Some random comments from our respondents are as follows:

"We appreciate the professionalism and quality of the Naples Concert Band."

"Your Conductor is great!"

"Thank you for your wonderful concert series."

"We really enjoy all these concerts."

We attend all the concerts. We have never been disappointed. Such talent! Especially like the commentary before each selection."

You have a wonderful city! - A HAPPY VISITOR."

If you are in the Park, I am too!"

Of course, we had some negative comments about talking during concerts, inconsiderate dog owners, cell phone use during concerts, difficulty walking on wood mulch, not enough trees, not enough handicap parking slots, parking problems and complaints about the sound system. (We have not received sound complaints since we got our new Sound Engineer, **Keith Scott**).

I hope you found these results interesting. Your Executive Board will soon review these results to see if we can improve our publicity efforts and other issues. I think we are doing a pretty good job. For your information, we spend about \$20,000 a year for publicity. Let me know if you have any constructive ideas to help our Band in the above areas.

## NEED FOR NEW BOARD MEMBERS

On March 24, we will be holding our annual Band Meeting and Election of officers. At present, we have need for a new Vice President. Our present VP, **Joe Choomack**, does not want to move on to President in March 2016. He will accept a position of Director. **Bill Belaney** will be stepping down as Director having served on the Board for 6 years. For the March election we will need 3 candidates - a Vice President, one Director and a Secretary. Present Board members will be asking members of the Band to consider serving in these positions. Please keep in mind that several of our Band members have served on our Executive Board in past years and should not be asked again. I can guarantee that you will find this experience both exciting and interesting. We are asking that ALL of you consider this opportunity. We meet on the third Monday of each month except for July which we skip. Director terms are of two year duration, Secretary terms are unlimited and the VP is for a one year term to replace **Ev Hughes** in March 2016. The President usually serves for three years. Please accept this responsibility when our Board members approach you! If you love this Band, you will step up to the plate for this important duty as a faithful member of the Naples Concert Band."

## HENRY HERO BEAR

Janet Stone

I have created Henry Hero Bear, a cuddly teddy bear and story book, to help military children cope with deployment. This past Christmas season I also started "Project Henry." "Project Henry" is a program for citizens and businesses to pay it forward by donating Henry Hero Bear to a child of a deployed soldier. Because of the success of the program "Project Henry" will continue all of 2015.

"Project Henry works like this. Once a Henry Hero Bear is purchased for \$20.00, I send it to The USO at Ft. Bragg, NC, with the donor's name attached. The bears are then given to children of deployed soldiers. April is "The Month of the Military Child." My goal is to send 500 bears to the USO by May 1. If you are interested in participating in "Project Henry" please send \$20.00 to Henry Hero Bear, LLC, P O. Box 11058, Naples, FL 34101, or visit my website at [henryherobear.com](http://henryherobear.com). Bears can also be donated "In Honor Of" or "In Memory Of" any individual you love.

Following are pictures of Henry and Olivia who have both received a Henry Hero Bear.



## TRUMPET ENSEMBLE

Tom Curcio

The NCB Trumpet ensemble played on Wednesday, January 28, at the FGCU for a WWII symposium. This was approximately our 10th annual performance for them. They donate \$200.00 to the Band. Trumpet players are: **Harris Lanzel, Art Zens, Dick Miller, Tom Curcio, Shirley Mann and Pam Viers.** **David MacCormick** conducted.

## TUBA CHRISTMAS

Michael Boudreau

Tuba Christmas was unbelievable this year. The Mayor of Naples was our MC and did a great job. We hosted 54 tuba / euphonium players this year and the sound was wonderful. All the decorations and lights in Sugden Plaza combined with 54 tubas / euphoniums playing Christmas music made the whole evening quite magical. Our youngest performer was 11 years old and our oldest performer was 82 years young. The performer who traveled the furthest to participate was from Canada.

Editor's Note: The Naples Concert Band was well represented and the concert was extremely well received.

**BONITA SPRINGS CONCERT BAND**  
**Dwight Richardson**

Harris Lanzel was invited to conduct Andrew Lloyd Weber's Selections with the 72 piece Bonita Springs Concert Band (BSCB) on January 25. This six-year old community concert band is a tribute to the vitality and quantity of musicians in the immediate area. There are eight members of NCB that play in the BSCB.

It was beautiful day and a great concert featuring Broadway show tunes as it theme.



Michael Boudreau, Conductor, and Mayor John Sorey of Naples.



Michael Boudreau conducts Tuba Christmas

*Tutti* is written and published by and for the members of the Naples Concert Band. For comments, questions or submittals, please contact **Charlie DiGangi**.