



# L.I.F.E. Style

People With A Passion  
For Making Music!

Volume 6 Issue 12

March 2009

## Every Day Is A Holiday! Introducing Our New 'Friends & Family' Event

At Lowrey and in LIFE it's all about friends and family. Which got us to thinking we should do something to celebrate our 'Year of Friendship'. And what better way than to show our appreciation for all our Lowrey music makers. So, in celebration of the newest Lowrey to join the family - the 'Holiday Classic' - LIFE is introducing our first ever **'Friends & Family' Customer Appreciation Event** open to all Lowrey music makers.

For two months only - from **April 1st through May 31st** - LIFE will offer an unprecedented **Friends & Family** gift to *anyone* who make a purchase of a new Lowrey during the two month period. This is for everyone, not just LIFE Members. (But of course, LIFE Members only will get Reward Points for the purchase). We're really excited about this event, and hope you will be, too.



### To Qualify:

Customers must purchase a NEW Lowrey Organ within the specified time frame, from **April 1st** through **May 31st**. Purchase may not be combined with any other Lowrey dealer discounts. Upon purchase your Lowrey Dealer MUST submit purchase documentation to Lowrey (see Gift Card Voucher included in this newsletter). Purchases must be dated no earlier than April 1, 2009 or later than May 31, 2009. Back dating will not be tolerated and will subject Dealer to expulsion from LIFE. This offer is open to *all* Lowrey customers, anyone can purchase and receive a gift card. Upon receipt of purchase confirmation, LIFE will issue and mail a Visa gift card to the Lowrey customer who made the purchase. Your Lowrey dealer can either mail in, or fax the purchase confirmation to Lowrey.

**Important! Purchase must be a NEW Lowrey, not a previously owned model.**

### You May Also Use Your Gift Card Toward Your Purchase!

If you would prefer to use your gift card toward the purchase of your new Lowrey, simply have your Dealer submit the purchase documentation included in this newsletter - subtracting the gift card amount and LIFE will credit your gift card to your Dealer.

### Here's The Gift Card Savings You'll Get From Your Friends & Family Event:

Adventurer II - \$200.00	Odyssey - \$250.00	Holiday Classic - \$400.00
Conductor - \$200.00	Premier - \$250.00	Prestige - \$400.00
Regency - \$200.00		Performer - \$400.00

Some of your fellow classmates are not LIFE Members and don't get the newsletter, so they might not hear about this unprecedented event. Make sure to let everyone know about the *Friends & Family* Event! You might even want to post this Newsletter in your classroom area to let everyone in on the goodies!

## Mountain Music LIFE

Mountain Music LIFE sponsored by Keyboard World in Morgantown West Virginia is one small but very busy group, says Reporter **Susanne Lynch**.

This group has been making music all over the Morgantown area in the last few months. The Clinton Fire Hall, Valley Community Mental Health Center, National Association of Retired Federal Employees, Golden Living Center and so many other sights have benefited from their generous music skills.

They've hosted holiday parties and have a different charity that they sponsor quarterly. This last quarter they raised funds for Caritas House - the area's only AIDS service organization. And all their hard work has paid off. Susanne says their Chapter has grown from 5 to 16 Members in the last few months

and they're hoping for more!

*Judy Dlugos playing the Lynch's Stardust*



*Kathryn Hose playing at the NARFE meeting at Shoney's*



## The Points Corner

### **MARCH DOUBLE POINTS:**

#### ***Press Mention***

Use your monthly Press Release and Press Release Kit to inspire your local news organizations to write about your Chapter. Normal Points are 1000. Double Points in March are 2000.

### **RULES and RESTRICTIONS:**

All Members in the Chapter receive 1000 points each (double points 2000 each) for each published article, TV and/or radio appearance in which both LIFE and the Chapter name appear. Remember to only send in ONE article for the whole Chapter - let's save trees!

### **APRIL DOUBLE POINTS:**

#### ***Purchase or Trade-up a New/Pre-owned Lowrey***

When you purchase another Lowrey organ (new or pre-owned) or purchase your very first Lowrey Organ (new or pre-owned) you're entitled to claim points. Normal Points are 2500. Double Points are 5000.

And here's a special bonus! With our Lowrey Friends and Family Event you can get \$200 to \$400 back in gift cards when you purchase a NEW Lowrey - there's no better time to move up to or purchase your first Lowrey than now!

### **RULES and RESTRICTIONS:**

Members can only claim Purchase points once a month. In the case of two members (same household) purchasing a new or pre-owned organ, only one member will be awarded points, unless both Members purchase their own instrument. The Lowrey organ (new or pre-owned) must be purchased from an authorized Lowrey Dealer.

*The group's December Holiday party at Susanne Lynch's*

# Bil's Corner

## Rosin' The Bow



Here's an old Irish bar tune in honor of St. Patrick's Day. Some call it "Rosin the Bow" meaning get your violin bow ready and play us a song! Use your favorite style (I like Bojangles with Rhythm Preset # 4) and raise a glass to ole "Rosin the Beau". Come visit us at HOH (starts June 22)!

Traditional Irish Song

I've trav - eled all ov - er this  
world. And now to an - oth - er I  
go. And I know that good quar - ters are  
wait - ing. To wel - come old Ros - in the  
Beau. To wel - come old Ros - in the  
Beau (me boys). To wel - come old Ros - in the  
Beau. And I know that good quar - ters are  
wait - ing. To wel - come old  
Ros - in the Beau.

## Member Spotlight: Lillian Hyre

**Lillian Hyre**, from **Leesburg, Florida** wrote to us recently to tell us about her 'life' as a LIFE Member. We were inspired by her drive and passion for making music, so much so, that we had to share her story with Members.

Lillian says, "Being a member of L.I.F.E. offers such great satisfaction for my love of music and compassion in sharing my music with others. I am one of those unfortunate members without a Chapter in my community, however, that does not stop me from sharing my love of music with others. I knew I needed to develop my own outlet and activities to be involved as a LIFE Member. I had been playing at SunRise Arc, an organization for adults with developmental disabilities, every other month for the last 12 years - when one night after coming home from playing, I had a brainstorm (so I thought!) that could combine LIFE and SunRise Arc.

Adults there get so excited when I come out and play - they really come to life, singing and dancing during the music, that I thought, just maybe, I could discover their "hidden talent for music". I thought if I could develop and cultivate this new found music 'bug' in some of the residents it would give them a quality past-time activity. All they'd have to do is play the little Lowrey "Magic" chord which is color coordinated.

SunRise Arc was very excited to think that I would give and volunteer my time to teach those who were able to play the Lowrey. I presented my need for two "Magic" chord Lowrey's to **Mr. John Riley**, president of Fletcher's Music Stores here in Florida, and he so graciously and readily donated them to SunRise Arc. I then called Mr. Frank West of Lowrey Organ Company and he very kindly sent me some color coded E-Z play books for my new 'class members'. I was now ready to start my endeavor.

We just had a Christmas Party at SunRise Arc and three of the residents played solos for the program. I was so proud of them. Thirty year old Michael (pictured above) is autistic, a Sudoku wizard and loves to read National Geographic magazines. Fletcher's delivered a larger organ than usual for the Christmas Concert. The enormity of the organ drew Michael to it. Using color-coded cardboard on the keys and red, green & blue stickers on the chord keys (with purple for 'D') to match the chord colors in the music books, Michael sat down to play. Being somewhat of a showman, he turned around to his audience and grinned, "Well, are you all ready for this?" To which the audience chanted, "Yes, Michael, Go!" He played beautifully.

One parent came up to me, thanked me and said "I am so shocked and pleased. I had no idea my son had a talent for music." My heart just filled with joy.

I started putting this together last April and I now have eleven participants in the program. It is so thrilling to hear one of them say "I GOT IT!" I would like to encourage any L.I.F.E. member who does not have a Chapter to create their own activities and enjoy sharing their talent with others."



*Lillian with Michael who loves computers, took to a Lowrey immediately*



*Forty year old Eva is very proud of her accomplishments and tells you so. When finished Eva states, "I did good today!" (We're proud of you, too, Eva.)*



## Music Is LIFE Shelby Twp, MI

**Eva Tedsen**, Reporter for **MUSIC IS LIFE** sponsored by **Evola Music, in Shelby Twp. MI** gave us an update on all that's going on at Evola. Like Mountain Music they started out small with only seven Members and have since grown to a grand group of 27. And they're hoping more 'Evolians' will join.

Although Music Is LIFE is now ready to plunge forward with new ideas and activities like remembering Veterans on Valentines Day at their local veterans hospital, Eva took a moment to look backward and let us know about their most recent fund-raiser at the **EXTENDED HAND FOODBANK** in Shelby Twp. The Chapter donated their time, and copious amounts of food items that were collected at their annual Christmas concert. Lowrey artist Mark Tison came in for the event and wowed the crowd.

The group also took a day trip to the local Redford Theatre for a holiday concert performed on the theatre's majestic pipe organ. Before the performance, Chapter Secretary Sara Bailey welcomed the whole group with pot luck supper in her home.

They also managed to squeeze in a chance to play at the Rams Horn Restaurant and entertain the diners there. Joining the festivities were **Anita Bishop, Helen Prosser, Phil Foss, Eva Tedsen, Marilyn Warnez, Rene Warnez, Kathy Nicholson, Renee Sattmann, Sara Bailey, Ellen Kraft, Earl Kraft, Verna Cunningham** and husband, **Norma Leach, Bob Leach** and **Rod Ramsay**. Thanks for the update, Eva!



## The Professor Is In The House

**Sue Glaze**, Recorder for **Praire State LIFE**, sponsored by **Music Education Center of America in Huntley, IL** reports that **Paul Schaub** recently came to visit and work his music magic.

'Professor' Schaub showcased the phenomenal new Lowrey 'Holiday Classic' for MECA students and MECA owner, **Linda Tischler**. Paul followed his demonstration with a great concert on both the Holiday Classic and the Prestige. Over 100 Lowrey students enjoyed the music.

## LIFE In The Heart of MA

As we write this, **LIFE In the Heart of MA**, sponsored by **Falcetti Music in Shrewsbury, Massachusetts** is busy recovering from a serious New England ice storm that left them without power for a week, but **Katherine Turnan**, Chapter President tells us her Chapter is a hardy bunch and are anxious to get back on track. Katherine let us know that they've recently changed officers - **Enid Somma** continues as Secretary, **Rose Marie Caiazza** takes over as Reporter and **Richard Esper** remains as Treasurer.

## 2009 Home Organ Holiday Dates Announced

As winter nears its final stretch, it's time to turn our thoughts thankfully to spring - and that can only mean one thing - Home Organ Holiday!

This year the festivities will be held on **June 22-25** at our favorite location: The Rosemont Crowne Plaza Hotel in Rosemont, IL. Lowrey is now taking reservations, so book your room early before we sell out (we always do!). Reservations can be made at 1-800-451-5940





Lowrey L.I.F.E.  
825 East 26th Street  
LaGrange Park, IL 60526

www.lowrey.com  
lifepres@lowrey.com  
chapterpres@lowrey.com  
1-866-955-5433

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**To Order:** visit [www.musicdispatch.com](http://www.musicdispatch.com), or call 1-800-637-2852. Use LIFE code **LL03** when ordering. Hal Leonard songbook code: **100200**  
Note, there is a shipping and handling charge.

## LIFE In Kansas Music Makers



**Barbara Packard** of the **LIFE in Kansas Music Makers** sponsored by **Garten's Music in Wichita** tells us the group

recently entertained The Keystone High Twelve Club who held a "Ladies Day" luncheon at First United Methodist Church.

Past president **James Pipkin** (above) and other guests were thoroughly entertained by LIFE in Kansas Music Maker, **Millie Tallman** (above) as well as many more Members of the Chapter. Barbara says the group is now hard at work plotting, planning and organizing for the upcoming year, but attending HOH is high on their list of priorities!

**Lowrey's Customer Appreciation**  
**'Friends & Family' Event**  
**April 1 - May 31, 2009**  
**Take Advantage Of Incredible Savings!**

**L.I.F.E.**

**Tell Your Friends! Friends & Family is  
open to all Lowrey owners**

Friends and Family is open to all Lowrey customers. If you are a LIFE Member, you will of course receive Reward Points for the purchase of a new Lowrey. Normal points are 2500. In April, purchasing is a Double Points Reward, so Members will receive 5000 pts.

1. To receive your gift card, customer must purchase a NEW Lowrey Organ within the specified time frame, from **April 1st** through **May 31st**. *Purchases made before or after those dates will not be honored.* Back dating will not be tolerated and will subject Dealer to expulsion from LIFE.
3. Purchase must be a NEW Lowrey, not a previously owned Lowrey that the dealer may have. Offer may not be combined with any previous purchases.
4. Completed voucher (below) and accompanying documentation **MUST** be presented to Lowrey to receive gift card. Voucher and documentation may be faxed or mailed to Frank West, Lowrey Organ. Address below.
5. Upon receipt of purchase confirmation, LIFE will issue and mail a VISA gift card to the purchaser directly. VISA amount may reflect deductions for LIFE Membership.
6. Recipient may also choose to use the VISA gift card towards the purchase of their new Lowrey. **Dealer must show this deduction on the original sales invoice.** A Copy of the original sales invoice must be submitted along with the additional required information (see #7).
7. Recipient's Dealer **MUST SUBMIT** the following 4 documents by FAX or MAIL, for qualification. Faxing will expedite the gift card process. Documents must include:
  - a. **Copy of signed Warranty Card with valid Serial Number**
  - b. **Copy of original sales invoice**
  - c. **Copy of signed delivery ticket**
  - d. **Completed and signed Friends & Family Voucher below (return this ENTIRE document)**

**'Friends & Family' Event Gift Card Voucher**

Name: \_\_\_\_\_

Member Number: \_\_\_\_\_  
(if applicable)

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Store Name: \_\_\_\_\_

Instrument purchased: \_\_\_\_\_

Date purchased: \_\_\_\_\_

Gift Card amount deducted from purchase of Lowrey?\*

(circle one) Yes No

**\*Note: deduction must be shown on Original Sales Invoice**

I have read the above Rules and Regulations. Purchase made is on a new - not a previously owned Lowrey. Date of purchase was between April 1-May 31, 2009. I agree to the above statements.

Signature: \_\_\_\_\_

Dealer Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**IMPORTANT:** Gift card CANNOT be issued without both signatures. Gift card will be mailed to address provided on Gift Card Voucher.

**FAX all documents to Frank West at:  
1-708-352-3464**

**Or MAIL all required documents to:**

**Frank West, Lowrey  
825 E. 26th Street  
LaGrange Park, IL 60526**