



L.I.F.E. Style

People With A Passion For Making Music!

Volume 6 Issue 4 April 2009



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



Take the Memory Challenge

Here's the gang at Mountain Music LIFE in **Morgantown, West Virginia, sponsored by Keyboard World/Mountain Music.** Note **Heather** their class leader on the right with the long dark hair. She recently challenged Members to play *'Boot Scootin' Boogie'* - if they could master it, she agreed to clog dance to the song. Of course the challenge was met! And true to her word, Heather broke out the clogs and treated everyone to her own version of Riverdance!

They also have several activities planned for this month in support of the Alzheimer's Memory Walk on April 18th. They've been collecting money between themselves at each meeting as well.

If you haven't checked out any of the Alzheimer's Memory Walk activities, you can at www.alz.org. The Alzheimer's Association Memory Walk® is the nation's largest event to raise awareness and funds for Alzheimer care, support and research – and it calls on people of all ages to take action in the fight.

Hal Leonard Songbooks



The Platters Anthology

E-Z Play Today
Member Only
25% Discount
\$7.95

A wonderful collection of 20 songs from this classic R&B group. Includes photos and biographical information. Songs include: (You've Got) The Magic Touch • Only You (And You Alone) • The Great Pretender • My Prayer • Twilight Time • Smoke Gets In Your Eyes • and many more.

To Order: visit www.musicdispatch.com, or call 1-800-637-2852. Use LIFE code **LL04** when ordering. Hal Leonard songbook code: **1580**
Note, there is a shipping and handling charge.

2009 HOH June 22nd-25th

We want to remind everyone that this year Lowrey's HOME ORGAN HOLIDAY 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.

There will be a special LIFE Members only concert held on the 1st full day of the event (back by special demand, of course). We're going 'country' this year, with a celebration of all things Nashville. Everyone is invited to dress for the event (we know you have some cowboy boots and skirts in the back of your closet that are just waiting to make an appearance!). There will be prizes, special guests and more, but remember, only LIFE Members can attend.

Mountain Music LIFE

Sara Bailey of **Music Is LIFE**, sponsored by **Evola Music** was encouraged by their Valentine weekend in Frankenmuth, MI with **Dennis Awe** to send in a lovely song that she and fellow Chapter Member, **Verna Cunningham** wrote together. Sara shared that she first met Verna in Lowrey classes at Evola and a wonderful and warm friendship developed. Eventually they both joined Music Is LIFE, and they wrote the following, paraphrasing the chorus words of *"Let Me Call You Sweetheart."*

We think it's a wonderful song, and since this year's theme is all about 'Friendships', it couldn't be more fitting. Nice work, Sara and Verna!

Love Of LIFE

How I love my Lowrey,
And I've learned to play.
Then I joined a LIFE group,
And I plan to stay.

Keep the LIFE love growing,
In your hearts so true.
Let me hear you whisper,
That you'll join LIFE, too.
(Whisper - "I love LIFE")

Songwriters note: Play intro, sing all eight lines. Second time only sing the last four lines and whisper. Be ready to hold the whisper in case of applause.

MECA Picks Up The Tempo



about the store and the Tishler's love of music. Linda herself started playing when she was just 2 years old (of course it was on a Lowrey, right Linda?)

The Points Corner

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.

MAY DOUBLE POINTS: Perfect Attendance

It's not always easy to make it to class each week, and we think you should be rewarded for doing so. Classes run 10 weeks, if you attended each class during that period, reward yourself! **Normal Points are 1000. Double Points are 2000.**

RULES and RESTRICTIONS:

Members may only claim points for this activity one time in a 10-week calendar period (Lowrey Magic) and one time in a 12-week period (Lowrey Magic Continues). Points may not be awarded for accelerated, modified or non-Lowrey Magic classes.

Editor's Special Note



Hey folks, Lowrey just let us know of some important reminders regarding HOH:

First, the HOH Deadline for the first and second payment has been pushed back to **April 24th**, so you can still register until a week before HOH.

Second, if you are looking to attend HOH using your Reward Points (a free trip!), the deadline is **April 7th**. Your Reward Forms must be postmarked the day of or before April 7th, otherwise we will not accept it.

Third, if you are thinking of using your Reward Points to purchase a VISA card to use towards your HOH payment the deadline will be **May 15th**. It must be postmarked the day of or before, otherwise LIFE cannot accept it.

Lastly, if you do use a Gift Card, that card MUST BE activated by the Member. LIFE cannot hold your card and activate it for you and then keep it for your payment. Also, please do not include the gift card in your HOH registration pack. We ask that you simply write down the credit number where the payment informations located.

As always, we're packing a lot into the 3-day HOH Event - incredible workshops, fabulous concerts, Friends playing for Friends and so much more!

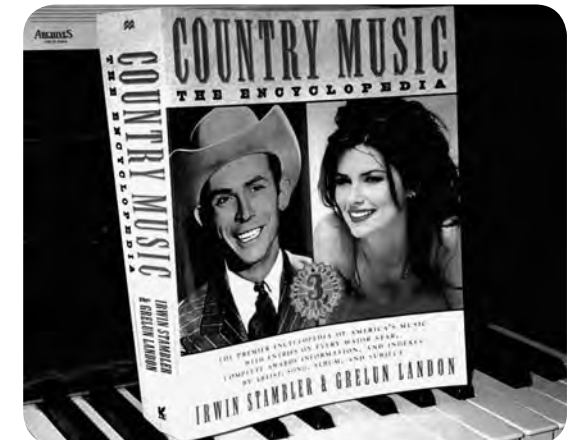
To register for HOH please call Sue Kolar, Lowrey at: 1.800.451.5939 x 231

Country Thunder - Home Organ Holiday

Lowrey has also let us know that the special LIFE Members only event for HOH will be a sure-fire hit as 'We're Going Country' this year with a Country Music Crossroads Festival!

LIFE is in the midst of planning the event, but we already have a world-renowned Line Dance instructor 'lined up' (smile). And Dennis Awe and group are putting together spectacular musical review sure to get our toes tapping and fingers itching to hit the keyboards afterwards.

We're inviting everyone to come dressed in your Country finest for the hoe-down! And of course we'll be giving away prizes and smiles!



Friends & Family Event Starts This Month Don't Pass Up The Savings!

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!

To Qualify:

Customers must purchase a NEW Lowrey Organ within the specified time frame, from **April 1st** through **May 31st**. 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.

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

Adventurer II - \$200	Holiday Classic - \$400
Conductor - \$200	Prestige - \$400
Regency - \$200	Performer - \$400
Odyssey - \$250	

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.



The Keys To Friendship

Not to be out done in the article department, **Music is LIFE's** sponsor store, **Lambert Music Company** got their own full page spread in the local papers. An 'ode' to great music and a testament to how they run their store, the article featured several LIFE Members as well as husband and wife **Phil and Judy Lambert**, owners of Lambert Music. That's Phil featured above playing a Prestige.

Judy credits her LIFE Chapter in fact with helping her store stay alive and in fact thrive. Phil and Judy like to think of their place more as a 'clubhouse' than a store and so do the 162 Members of Music Is LIFE.

Here's A Tip



On Feb. 14, LIFE In Kansas **Music Makers**, sponsored by **Garten's Music in Wichita, KS** had the pleasure of playing Love Songs for Home

Town Buffet Restaurant's annual celebration of Valentine's Day. **Barbara Packard**, Chapter Reporter tells us, "Along with all of the nice compliments that we received for our music, we also got a dollar tip; pictured holding this fine "gesture" is **Alice Yoachum**, our Chapter President and Chapter member, **Dee Cheatum** at the organ, as you can tell by the smiles on their faces, we were really enjoying ourselves!"

Bil's Corner The World Is Waiting For The Sunrise



This special arrangement is perfect for the new "Holiday Classic" organ. Select Fox Trot Variation 3 (Spots of Ink), Rhythm Preset 9(saxes) or 10 (mellow brass) and increase the tempo to 90. When you repeat the song just press the Contempo style button and you will get Sand-ee-Man which is double-time (and Rhythm Presets 9 & 10 are the same sounds). You still play the notes at the same speed but the accompaniment based on eighth notes instead of quarter notes (Spots of Ink). If you want, transpose up _ step after the low "C" in the 1st ending.

On other organs, save these two styles with the Rhythm Preset you want to Bank presets A-1 and A-2 (with style = yes). On the smallest organs, use Swing Basic and Broadway Basic with Rhythm Preset # 3 or # 9.

Eugene Lockhart Start with *Spots of Ink*, Tempo 90 (+/-) Ernest Seitz

1. C A7 Dm G7 C Go to Sand-ee-Man

2. C A7 Dm G7 C Press Ending

Monroeville Knows How To Party



This good looking group is the **Monroeville LIFE Organ Club**, sponsored by **Trombino Piano and Organ**. **Midge Kurpiewski, Chapter Reporter** (83 years young she tells us) says the group can't get enough of the 'party circuit' and during February they had two concert parties, with one more to follow on St. Patrick's Day. One of their class leaders and store manager, **Keven Twisdale**, surprised the group at one of the concerts by breaking out his drums and playing along. Talk about a jam session! The group sang, danced and had a blast. They can't wait do it again!

First Friends & Family Gift Card

Just moments before we went to print, we got word that our very first First Friends and Family LIFE gift card will go to LIFE Member **Algetha Samuel from Louisville, KY**. She'll get a \$400.00 VISA gift card back for her purchase. She purchased a new **HOLIDAY CLASSIC** (pictured at right). Trading up from her current Odyssey. We're happy to pass along the savings to you, Algetha!



A Little Elvis In The Morning



The Terre Haute Chapter, **LIFE On The Wabash**, sponsored by **Conservatory of Music in Terre Haute, IN**, let us know that they recently performed at the Royal Oaks Nursing Home. The residents were of course delighted with their Lowrey music, but were totally surprised when "The King" graced them with an appearance. Elvis, otherwise known as Chapter President, **Chuck Harmon** - put on a great show, entertaining the crowd and had the whole group laughing silly. Sounds like a 'whole lotta lovin' was going on!



Let Me Entertain You

Fletcher Music's Green Valley Chapter, Roadrunner's 4 LIFE, hosted the **Tucson Chapter, LIFE In The Desert**, for their 2nd annual Music Event. It was a very special outing for both groups as **Robert Roman** (pictured in the header above) was the feature performer. Everyone chipped in, with **Bud Brown** supplying the sound system, and **Tom and Lee Shultz, Marge and Ed Crowley** and **Mary Beth Wallace** all working on committee to keep things on track. Tucson Chapter President, **Carol Karlen** and Green Valley President, **Sharon Holliker** introduced the 'cast' of players and singer **Ana Lasia** surprised everyone with a solo song. Mary Beth Wallace helped organize a commemorative brick that was donated in honor of past president **Clay Crawford** and was given to the Esperanza Estates Homeowners Association for it's new patio. Sounds like a fantastic time, guys - wish we were there!

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.

- 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.
- Purchase must be a NEW Lowrey, not a previously owned Lowrey that the dealer may have. Offer may not be applied to previous purchases.
- 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.
- Upon receipt of purchase confirmation, LIFE will issue and mail a VISA gift card to the purchaser directly.
- 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).
- 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:
 - Copy of signed Warranty Card with valid Serial Number
 - Copy of original sales invoice
 - Copy of signed delivery ticket
 - Completed and signed Friends & Family Voucher below (return this ENTIRE document)

'Friends & Family' Event Gift Card Voucher

Name: _____ 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.

Member Number: _____ (if applicable)

Address: _____ Signature: _____

Dealer Signature: _____

Date: _____

Store Name: _____

Instrument purchased: _____

Date purchased: _____

Gift Card amount deducted from purchase of Lowrey?*(circle one) Yes No

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**

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