



L.I.F.E. Style

A Year Of Friendship

May 2009



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Win A Trip Winner!

We are very happy to announce our winner of the recent contest 'Win A Trip To HOH!' The contest gave everyone the opportunity to attend this year's Home Organ Holiday for free and we had quite a few Members who went all out for the contest, but in the end only one winner.

Drum roll, please... our winner, who will be attending Home Organ Holiday courtesy of LIFE is:

Donna Pace of Melodies 4/4 LIFE in sponsored by Knapton Music in Janesville, WI.



Congratulations, Donna! Your room and HOH awaits you. We're really excited to be seeing you in June.

We want to also congratulate the following Members for their outstanding efforts. Each came very close to qualifying, and we felt they should also be mentioned here.

Sharron Smith, Ronald Maynard - Derby City LIFE
Donald Briggs, Christine James, Wayne James - Harmony For LIFE
Wanda Hanner - Kansas City Music Makers For LIFE
Lois Rasmussen - Westmoor Music

Thanks to everyone who participated!

Friends & Family Firsts

Congratulations to just a few of the folks who've taken advantage of our new **Friends & Family** event already. Vouchers keep coming in, so we know we didn't get everyone. Hope you enjoy the newest addition to your home. We're happy to have you as part of our 'Friends & Family!'

Charles Harmon, Terre Haute, IN (Holiday Classic)
Carol Branchick, Elkhart, IN (Odyssey)
Ben Badowski, Misawaka, IN (Odyssey)
Algatha Samuel, Louisville, KY (Holiday Classic)
Donald Contine, Hampshire, IL (Conductor)
Warren Challis, Sterling Heights, MI (Conductor)
Robert Allen, Roseville, MI (Regency)
Hedy Farmer, Louisville, KY (Holiday Classic)
Robert Williams, Louisville, KY (Adventurer II)
Monty Faust, Port Orchard, WA (Holiday Classic)
JoAnne Floyd, Louisville, KY (Adventurer II)
Donna Weber, Tacoma, WA (Holiday Classic)
Anna Pennington, Shelbyville, KY (Conductor)
Ingrid Calhoun, Louisville, KY (Adventurer II)
Marci Fleeker, Wichita, KS (Regency)
Doris Nichols, Louisville, KY (Adventurer II)
Ruth Hagen, Louisville KY (Conductor)
Heidy Hambly, Jenison, MI (Holiday Classic)
Bob Hart, Louisville, KY (Holiday Classic)
Marbeth Gibson, Louisville, KY (Regency)
Nancy Dolan, Hampshire, IL (Conductor)
Gladys Kidd, Louisville, KY (Holiday Classic)
Ken Panke, Louisville, KY (Prestige)
Willie Halpin, SeaTac, WA (Holiday Classic)
Helen Brock, Raleigh, NC (Holiday Classic)

Hal Leonard Songbooks



The Elvis Anthology

E-Z Play Today
Member Only
25% Discount
\$15.99

This is it! The ultimate comprehensive collection of 59 Elvis songs, including: Blue Suede Shoes • Can't Help Falling In Love • Hound Dog • In The Ghetto • Love Me Tender • Don't Be Cruel • All Shook Up • Memories • Viva Las Vegas • Treat Me Nice, and many more.

To Order: visit www.musicdispatch.com, or call 1-800-637-2852. Use LIFE code **LL05** when ordering. Hal Leonard songbook code: **101581**
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.

Loon-y Tunes Talks Shop

Judy Nobles, Chapter Reporter for **Minnesota Loon-y Tunes for LIFE**, sent us this wonderful note and we completely agree with her. We know many Members feel the same way, so thanks, Judy for saying what's long been on Members minds.

Judy says, "It occurs to me that not enough is said about the symbiotic relationship between our Lowrey dealers/sponsors and our LIFE Chapters. Our Chapter is very fortunate to have the **Schmitt Music** store of **Roseville, MN** as our sponsor. Our manager/teacher, **Jay Tripp**, is a joy. Some of us probably have shoes that are older than he (okay, maybe not that old!), but he genuinely seems to enjoy working with old farts like us! He is a gifted musician, a born teacher and a delightful young man. In addition, he has the patience of Job! He teaches a few clinics each month in addition to our regular weekly classes. Each clinic is usually offered 3 times - each tailored to either small, mid-sized, or large organs. He also comes up with wonderful ideas for special events.

In January, a traditionally non-balmy month in Minnesota, we enjoyed a month of 'Vacation Dreamin'. There were weekly clinics about the music of warm-weather locations: Hawaii, the Caribbean and Latin America. For the later clinic, we had **Joann Keenan**, manager of another Schmitt store in the Twin Cities, as a guest teacher while Jay prepared endless trays of home-made quesadillas, which we devoured almost as quickly as he could make them. Surrounded by tropical decorations (palm trees, leis, flowered shirts and straw hats), plied with good refreshments, and inspired by good teaching, it's not surprising that we've all pulled out our Latin music lately.

It's also not surprising that Schmitt Music was recently named one of the prestigious Top Ten Lowrey Dealers in the nation. If our Roseville, MN store is typical of Schmitt's Lowrey centers, it's easy to understand how they engender enthusiasm for this wonderful hobby.

I wish more dealers were blessed with teachers like Jay and understood how a quality program that offers a lot to its students not only engenders enthusiastic LIFE Chapter Members, but also produces more Lowrey lovers.

The Points Corner

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.

JUNE DOUBLE POINTS: Press Mention

If your Chapter has been mentioned in the local papers, we want everyone to know about it - send us the article and we'll reward everyone in the Chapter. Use your monthly Press Release and Press Release Kit to inspire your local news organization to write about your Chapter. **Normal Points are 1000. Double Points are 2000.**

RULES and RESTRICTIONS:

All Members in the Chapter receive 2000 points each, for each published article, TV and/or Radio appearance. Please only send in one article per Chapter, not per Member. Thanks!

Thought For The Day: Friends are those rare people who ask how we are and then wait to hear the answer.

Thanks to **Shelly Feinman** of Dallas Metro LIFE for that submission.

Editor's Special Note

Hey folks, just a reminder, 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. As of this printing, you only have a few weeks left to meet this deadline.



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 information is 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!

HOH - DEADLINE EXTENDED

The registration forms for HOH went out just a few weeks ago, in which it states the deadline for getting in your registration March 30th. Because the registration forms went out late, we've decided to keep the registration open - **THERE IS STILL TIME TO REGISTER**.

Register by phone: 1-800-451-5939 x 231

Register by fax: 1-708-352-3464

Register by mail: Lowrey
Attn: Sue Kolar
825 E. 26th Street
LaGrange Park, IL 60526

Reminders

Hey all, just a few Rewards reminders here:

Our best bud, Jennifer, who handles all our Reward forms and Memberships has lately been getting swamped with Redemptions that have no Certificates attached. You must have your Reward Certificate attached (thin sheet of paper) or else LIFE cannot accept it. No Certificate, no Gift Card or other Redemption!! Point taken.

We've said this a few times, but for those who are new or have forgotten: Renewal Points can not be claimed on the point forms. Members will receive a Certificate in the mail indicating you have automatically received your points. This Certificate is to be used when you redeem your points. When you try to claim Renewal Points on your Point Form, it's the same as 'double-dipping' - trying to get the points for Renewing twice. And that is grounds for Member termination, and we don't want that happening, so PLEASE - simply Renew - wait for your Certificate in the mail - then attach it to your Reward Certificate when you claim points. It's that easy.

Friends & Family Event Continues 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.

Music Is LIFE Goes Green

Music Is LIFE sponsored by **Evola Music** in took time out of their busy schedule to celebrate St. Patrick's Day as well as a few Member birthdays with a 'green' feast of corned beef and cabbage at their favorite Ram's Horn Restaurant (they've even played there a few times and St. Patty's Day was no exception).



Here's the billboard at Ram's Horn - looks like Music Is LIFE owns the place!

Just Livin' LIFE

Livin' LIFE With Music, sponsored by **Dunkley Music in Boise, ID** also just got a terrific article in the Valley Times, entitled, **'These Musicians Stay Young By Playing Oldies'**.

The article highlighted the fact that many of Livin's LIFE's members are 90 years young and are going strong on their Lowrey. The journalist used a combination of material from recent LIFE press releases and in person contact, so don't forget to keep sending out your press releases to your local media - it works!

Bil's Corner

"It's Only A Paper Moon"

Happy Spring!



Spring is a time for renewal and that certainly is happening here at Lowrey. **Jim Vogelman**, long time friend and artist of Lowrey, is back! As I write this article, Jim is in the United Kingdom to do clinics and a concert for the UK's Home Organ Holiday (HOH). You might already know that Jim manages, writes arrangements, and accompanies the **"Ink Spots"**. He will continue his work with the "Ink Spots" and play for Lowrey on special occasions (like our HOH this June 22, 23, & 24). If you have never heard Jim play live then you should seriously consider attending HOH this year. You will be amazed at his performance.

But that's not all . . . we have also added **Seth Rye** to our artist staff! Back when I first started in the organ business, the first Lowrey concert we had (I was running the spotlight) was performed by Seth. His quick wit and top-notch artistry is what inspired me to really learn to play the organ and become an artist. You also may remember that Seth Rye and **Dennis Awe** used to travel the world doing double concerts for Lowrey. We look forward to that reunion at HOH where you will love getting re-acquainted with Seth Rye.



On another note, here's a great way to play the song "Paper Moon" (*"It's Only a Paper Moon"*). Follow the directions below and you will get a wonderful jazz guitar accompaniment:

1. Press the Swing style button
2. Go to the variation called "San Frans"
3. Press the Alter Style button
4. Turn off the Orch Plus button
5. Increase the Tempo to 120 +/-
6. To start, use Intro 2 or just play the 1st chord of the song and hold the FX for 2 measures.
7. Lastly, for an ending, press either Intro/Ending 1 or 2. Enjoy!

On behalf of Jim, Seth and all the Lowrey Artists, I just want to say we're all really looking forward to making beautiful music with you at HOH 2009 in June! See you there!

Sunoran LIFE Gets Inked

Congratulations, **Sunoran LIFE**, sponsored by **Fletcher Music in Superstion Mall, Mesa, AZ**. This new Chapter just got one of their first articles in the local Sunoran paper - and our theme, 'A Year Of Friendship' was the bold headline. Way to go Sunoran LIFE - keep up the great work!



Dallas Metro Marches Into Spring With A 'Fling'

Dallas Metro LIFE Music Club has always had a love for the 3 F's: Friends, Fun, and Food. This has been their philosophy since the Chapter was formed in December of 2003. Their March meeting was no exception.

This month, **Yvonne Novak**, veteran Birthday Cake baker, used St. Patrick's Day as the inspiration for her cake honoring the March Birthday Members, **Mary Smith, Joy Ericksen and Joyce Cochran**. As they accept the cake, members sang the Birthday Song is to them. Instructor, **Rene Tarczon**, helps first time visitors, **Tom & Annette Stone**, while member, **Don Erb** thinks to himself, "I've got my coffee. Now if my wife isn't looking, I can sneak a cookie!"

All 3 F's were included: Friends, Fun, and Food.....Oh, yes, let's not forget Music!! Members also heard some beautiful Irving Berlin songs played by **JoAnn Mynk**.



March Birthday Girls, **Mary Smith, Joy Erickson, and Joyce Cochran** with a special St Patty's Day cake made by **Yvonne Novak**.

Dennis and Joyce Kaplan, our esteemed **National Chapter Presidents, and member of Dallas Metro LIFE**, wanted to pass along this simple but effective tip. It's one of those, 'why didn't we think of that' ones.

How many times have you been driving down the road listening to your favorite "Elevator Music" or "Oldies but Goodies" on the radio station and heard a song you would like to play? What can you do? You know you won't remember the title till you get home; and scrounging around for paper & pencil could cause an accident.

The solution? Call home on your cell phone to leave the title on your answering machine. It will be there waiting for you when you arrive home!

Class Leader **Rene** keeps the good stuff coming. Here **Tom & Annette Stone** and **Don Erb** wait patiently for some St. Patty's day treats

A 'Class' Worth Remembering

Here's a nugget - we love this idea from **Barbara Packard, Reporter for LIFE IN Kansas Music Makers in Wichita, KS**.

Her sponsor store, **Garten's Music** is going to hold a "Class Reunion". Barbara says, "This will be students of Garten's Music (our sponsor) from the first year that they started providing Lowrey lessons to the present about or 9 or 10 years worth. We will have one of the Lowrey artists, do not know who yet but, we know we will have a great time and great music and lots of cookies and drinks. We are thinking we might entice some of them to start again. Of course there were several years that there wasn't a L.I.F.E. Chapter here, so all that will be new."

You might want to think about this idea for your own store - reunions are always fun no matter what the celebration (family, school or Lowrey!)

Lowrey's Customer Appreciation 'Friends & Family' Event

April 1 - May 31, 2009

Take Advantage Of Incredible Savings!

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 applied to 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.

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

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**

L.I.F.E.

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