

Member's Only Discounts! EZ Play Songbooks

December 2010

Christian Love Songs

Regular Price \$10.99
Members Receive a 25% Discount



E-Z Play Today Volume 237

Easy arrangements of 20 ballads of love and commitment, including: *Bless the Broken Road • Faithful Friend • I Need You • I Will Be Here • If You Could See What I See • Love Will Be Our Home • This Day • You Raise Me Up • more!*

Use L.I.F.E. code: LL12

Hal Leonard songbook code: 100265

January 2011

Crooners

Regular Price \$19.99
Members Receive a 25% Discount



E-Z Play Today Volume 139

84 songs by 28 vocalists: *Bewitched • Blue Velvet • Body and Soul • Cheek to Cheek • Come Rain or Come Shine • If • The Impossible Dream (The Quest) • Just in Time • Misty • The Nearness of You • When I Fall in Love • more!*

Use L.I.F.E. code: LL01

Hal Leonard songbook code: 100289

To order: visit www.musicdispatch.com, or call 1-800-637-2852 Please note, there is a shipping and handling charge.

web: www.lowrey.com
member email: lifepres@lowrey.com (5433)
chapter email: chapterpres@lowrey.com (5433)
chapter info: 866-955-LIFE (5433)

Lowrey LIFE
LaGrange Park, IL 60526



Utah Home Organ Holiday

Over 300 Lowrey lovers from all over Utah and parts of Idaho traveled to the mountain town of Midway and the Zermatt Resort (pictured above) for the FIRST Utah Home Organ Holiday hosted by Piano Gallery stores of Utah and Idaho. Three days of music, workshops and just plain fun was enjoyed with the Lowrey Company furnishing the famous Lowrey Artists. Dennis Awe, Jim Vogelmann, Joanie Manero, Seth Rye, Bil Curry, Jim Wieda and Bob Ashworth were all there to awe everyone with their talent and music. Mother Nature even contributed to the magic of this HOH by laying down six inches of the fresh, white powder for which Utah is famous. Great food and the company of hundreds of Lowrey L.I.F.E. members made the first HOH in Utah as tremendous success. *Can't wait until next year!!!*



A spacious dining hall and great food



Smile for the Camera!

L.I.F.E. Style

A Year of Creativity

December 2010

Innovations

Inside this issue Jim Wieda writes about the Golden Harp feature found on popular Lowrey models. He points out that Golden Harp has been a Lowrey feature since its debut in 1970. That's 40 years of easy-and-fun-to-play arpeggios! Well, that started us talking about what other Lowrey innovations have stood the test of time and changed forever how we make music. While the musical results of these features are the same, the technology used to implement them has evolved dramatically. Just like the act of talking on the phone remains, but the tools we use are much different now!



1956 - Lowrey Glide. For 54 years now Lowrey has made the many-times-difficult Glide effect easy for everyone. Just slide your foot over and you sound super-authentic. Our all-time favorite is, of course, the Hawaiian Guitar glide.

1962 - AOC. A Lowrey exclusive, and at that time a radical idea and cutting-edge technology. We all know AOC as one of the many choices we now have to make one finger on one key sound like perfect multi-note harmony. Easy!

1970 - Genie. Automatic Bass and accompaniment created another easy-play breakthrough.

The Points Corner



DECEMBER DOUBLE POINTS: PRESS MENTION

When 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 500. Double Points are 1,000.

RULES and RESTRICTIONS:

All Members in the Chapter receive 500 points each, for each published article, TV and/or Radio appearance. *Only one copy of an article is required for chapter submissions.

Shortcuts

by: Bil Curry



Here is a handy chart that shows you a quick way to jump to specific features in the Elite series instruments (SU models with a touch screen and all the A series).

Press and Hold the FEATURE (Clear) button, then touch:

Button	Resulting Screen
Upper Flute Sustain (or any Sustain Tab)	All Tab Sustain Lengths
Upper Flute Tab	Upper Flute Drawbars
Lower Flute Tab or Pedal 16', 8'	Lower Flute & Pedal 16' & 8' Drawbars
Flute Perc.	Flute Percussion (Level & Length)
Vibra Trem Slow or Fast	Vibra Trem speed
Theatre Drums	Theatre Drums assignment & Level
Orchestral or Solo (not Genius)	Effects (Chorus, Auto Pan, Delay)
Genius (except Sound Effects & Theatre)	Edit Genius (on the button you touched)
Sound Effect Genius	Shows Sound Effect Name (sound) When you hold the Sound Effect button you can use the Scroll buttons to change the sound.
General Preset	Preset Information
AOC	AOC assignment
Dynamic Keying	Dynamic Keying assignment
Music Recorder Button (not Play)	Metronome & Counter
Play (Music Recorder)	Chain Song (also Volume Pedal & Auto Play)
Reverb	Reverb select
Any Graphic Mixer (except Reverb)	Keypad
Drums or Tempo	Keypad
Repeat	Repeat Speed and assignment (A series)

Keypad Shortcuts

Key a number on the Keypad and touch the following to:

1. Set Volumes (0 ~ 100) and Tempo (20 ~ 350). Touch any (top or bottom) Volume button or either Tempo button.
2. Change a Genius sound (touch the desired Genius button).
3. Change the sounds in the style (touch one of the following: Genie, Orch Plus, Auto Bass 1, or Auto Bass 2).
4. Jump to a Counter location when playing the Music Recorder (touch either << or >> buttons to jump to that many beats into the song).

Touch "Alphabet" on the Keypad screen and key a letter. Then touch the Style List or Song Setup button at the bottom to jump to the first name of that letter. On the "Imperial", you can also touch a Genius button to jump to the 1st sound that begins with that letter!

No Strings Attached

by: Jim Wieda



Lowrey's Golden Harp was introduced in 1970. This feature has brought a new dimension of sound to our hobby. The Golden Harp has been perfected over the years and now has so many possibilities.

1. Press the **Easy** button and a **Golden Harp** pattern. Don't worry about counting, playing too fast or too slow. Enjoy the Lowrey Harpist accompanist while you play your favorite song. This method is wonderful for all of your favorite Christmas hymns: It Came Upon A Midnight Clear, Silent Night, The First Noel, etc.
Note- In this mode you may use your **FX** to stop the **Golden Harp**. When you release the **FX** the Golden Harp will continue. This is a great tool to customize your arrangement.
2. Activate your favorite **Rhythm Style** and let the Golden Harp play in perfect sync with it. The Golden Harp always knows how to play along with your favorite orchestrated style.
3. Some models allow your Golden Harp to play different patterns.



Pattern 1 – Up and Down **Pattern 2 – Up Only**
Pattern 3 – Down Only **Pattern 4 – Virtuoso**
Pattern 5 – Skip Pattern **Pattern 6 – Step Pattern**
Pattern 7 – Guitar Pattern **Pattern 8 – Banjo Pattern**

Note – "A" technology instruments with a large touch screen have the ability to choose the rate at which the Golden Harp plays. Ex. "Normal", "Double", "Half". This option is found in the lower portion of your screen, "Rate".

4. If you are using an orchestrated style, Lowrey has automatically selected an appropriate pattern for your harp. Simply use rhythm preset touch Golden Harp, and your instrument will automatically pick out a pattern for you.
5. Some models, starting with the **Legend**, have a **Genius** button associated with it. You will find it next to your Golden Harp button. This allows you to change Harp voices. You can have a harp playing or even a dog barking. Rhythm Preset will also select an appropriate Genius voice to go along with your rhythm if you just press the Genius button.

Here's a couple of fun combinations:

1. Country 1, EZ-Country Rhythm Style, use Pattern 8 – Banjo, then change the Golden Harp Genius to the Banjo instrument. Let the fun Begin!
2. Waltz 1, EZ Waltz Rhythm Style, use Rhythm Preset and turn on the Golden Harp Genius. The Rhythm Preset automatically chooses the bell sound. This makes a great combination for "Silver Bells"

*There are thousands of combinations of Rhythm, Golden Harp patterns and Genius Voices.
 The Golden Harp Plays so many combinations with no strings attached!*

2011 New Members and Changes of Address

In 2011, becoming a member of L.I.F.E. is easy. Just send us your request and you will start receiving Lowrey news and music making tips. And for those of you that are already members, you do not need to renew in 2011. Just let us know if your address has changed. When, for any reason, you want your L.I.F.E. membership and mailing to end, please send us a request to stop service.

Member Number	New members please include the information listed in the center column.
First Name	
Last Name	
Street Address	Mail to: L.I.F.E.
City, State, Postal Code	Lowrey is Fun & Easy
Email Address	825 East 26th Street
Phone Number	LaGrange Park, IL 60526
Lowrey Model Owned	Email to: jacquelinem@lowrey.com
Lowrey Dealer Store Name	Fax to: 708.352.3464
Lowrey Dealer City/State	

L.I.F.E. Style

Special Announcement

2011 L.I.F.E. is Free

Way back in 2003, when we kicked off the L.I.F.E program, our primary desire was to provide support and encouragement to Lowrey music makers. L.I.F.E. has remained true to this goal but has seen many updates since its inception. After all, no music company, still to this day, has ever offered such an ambitious program.

To further our goal of supporting music making and all the benefits it holds we are announcing program updates that will take effect in 2011. These updates will streamline your membership, open the program to others, and provide a solid foundation from which Lowrey may supply music making support going forward.

Membership - Effective January 1, 2011 membership in L.I.F.E. will be free. Any person wishing to join L.I.F.E. in the new-year may do so without paying a membership fee.

Renewing Members - All renewals, beginning in 2011, are no charge to the member and will be automatic. The renewal process will no longer be needed. You will remain a L.I.F.E. member as long as you wish. No more renewal reminders, membership cards or annual membership fees will be required. The LIFeStyle newsletter will provide a process for change of address and stop service requests.

The Newsletter - While it is still under construction (come to think of it, the newsletter has always been a work in progress) the monthly LIFeStyle newsletter will become enhanced to include more music making content in the coming months.

Member Gifts - Periodic music-supporting gifts from Lowrey, such as the song sheets, music books and audio CDs members have received in the past, will continue. Think of it as a bonus for being a member in one of the most unique groups anywhere.

Chapters - L.I.F.E. chapters are a truly inspiring example of the spirit and benefit music making holds in peoples' lives. When we say, "Lowrey Is Fun & Easy" chapters play a huge part in creating the Fun.

Points - L.I.F.E. President and charter member, Tom Moeglein has always said, "L.I.F.E. is not about the points, it's about the people and the music."

Effective June 1, 2011 the points program will be retired. Between now and June 1, 2011 the Rules and Regulations regarding points will remain in effect. Rules and Regulations may be obtained by pointing your web browser to www.lowrey.com/life/pdfs/2010PtsRulesRegs.pdf. Points may not be earned after June 1, 2011.

New L.I.F.E. Members joining on January 1, 2011 and after will not be enrolled in the points program.

Many of you are wondering why the points program is being retired. There are a number of reasons.

Retiring the points system allows us to expand L.I.F.E. to include all Lowrey players.

Retiring the points system allows us to increase the overall music making quality of L.I.F.E.

Retiring the points system allows us to make membership in L.I.F.E. Free and Easy!

Redemptions-Effective November 18, 2011 L.I.F.E. points redemptions will no longer be accepted. All redemptions ahead of this deadline will be final and need to comply with current Rules and Regulations. Point your web browser to <http://www.lowrey.com/life/index.asp?ID=101> for details.

Redemption Processing- All redemptions will be processed and fulfilled by April 1, 2012.

Prior to November 18, 2011 L.I.F.E. will publish a special selection of items from which members holding points may choose. This special selection of items (yet to be determined) will be for the purpose of redeeming and retiring member points for those who may not have earned points in a quantity that allows them to choose from current items ahead of the points earning deadline.

This special selection redemption period will open well before the November 18, 2011 redemption deadline.

Watch the upcoming issues of LIFEstyle for updates, information, and a look at the enhanced music making content.

It is our goal to provide consistently high levels of service and support to all Lowrey music makers. These changes to the L.I.F.E. program will help Lowrey achieve this goal.

***Be Happy!
Make Music!
Play A Lowrey!***

2011 New Members and Changes of Address

In 2011, becoming a member of L.I.F.E. is easy. Just send us your request and you will start receiving Lowrey news and music making tips. And for those of you that are already members, you do not need to renew in 2011. Just let us know if your address has changed. **Check that which applies:** New Member, Address Change, Do Not Mail

First Name: _____

Last Name: _____

Street Address: _____

City, State/Province: _____

Country: _____

Postal Code: _____

Email Address: _____

Phone Number: _____

Lowrey Model Owned: _____

Lowrey Store Name: _____

Lowrey City/State/Province: _____

Lowrey Store Country: _____

Member Number: _____ Date: ____ / ____ / ____
(current member only)

Please use this form to report changes of address, new member application and change of membership status.

Mail to: L.I.F.E.
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LaGrange Park, IL, USA 60526

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Fax to: 708.352.3464