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April 2011

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Use L.I.F.E. code: LL04

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May 2011

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Regular Price \$8.95

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Use L.I.F.E. code: LL05

Hal Leonard songbook code: 100030

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

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chapter email: chapterpres@lowrey.com
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LaGrange Park, IL. 60526



L.I.F.E. Style

April 2011

Disaster Relief

At the time this issue was being assembled for publication news of the March 11 earthquake and tsunami that struck the Tohoku and Kanto regions of Japan had just been broadcast.

As many of you know, Lowrey is part of the Kawai group of companies, which is headquartered in Hamamatsu, Japan. Kawai's Hamamatsu offices and nearby factory had only minimal damage.

There are however, many Kawai group employees that live and work in the northern region hit hardest by the disaster. Because of communication difficulties it is hard to know their status. We do know that the loss of life and injury and the loss of homes and property are significant.

As this issue went to press, a Lowrey-sponsored disaster relief effort was being launched to assist those in the Kawai music community that are affected. By the time you are reading this it is our hope that you have already been made aware of the effort. In upcoming issues and in the Chapter Updates we will report as we learn more.



Email Dennis and Joyce Kaplan at chapterpres@lowrey.com to begin receiving the electronic Chapter Update. Have a great LIFE story and some photos to share? Dennis, Joyce and Tom, the LIFE leadership team, would love to have them and get them published for all to enjoy!



2011 L.I.F.E. Reminders

Just a reminder and a few details and clarifications regarding LIFE.

1. **L.I.F.E. Membership Cards** are being retired for new and renewing members.
2. **Renew L.I.F.E. Membership-3000pts.** In light of the elimination of the membership fee, effective January 1, 2011, this particular points earning opportunity is not available after January 1, 2011.
3. **Enroll New L.I.F.E Member-1000pts.** This points earning opportunity, consistent with item 1 above, is not available after January 1, 2011. Free memberships are exempt from points.



Bil and Jim will be back again in the May issue.

L.I.F.E. Points Retirement Program

Wow! The free membership to L.I.F.E. has proven to be incredibly popular. Membership has grown dramatically since January 1 and we are happy to have so many members. Remember folks, 'Fun' is a five-letter word spelled 'M-U-S-I-C!' And Lowrey's very own Bil Curry and Jacqueline Mavros have put together a wonderfully fun Members-Only music making gift you are sure to enjoy. It is all coming soon to a mail box near you!



Just a few reminders regarding the L.I.F.E. Reward Points Retirement Program.

- Points-earning opportunities end June 1, 2011. Points forms postmarked later than June 1 will not qualify.
- Redemption opportunities will end November 18, 2011. Redemptions postmarked later than November 18 will not qualify.
- Qualifying redemptions will be fulfilled no later than April 1, 2012.

As you all know, points redemptions begin at 21,200. A lesser quantity of points, up to now, did not qualify for rewards. For those members holding valid points in a quantity less than 21,200 L.I.F.E. is offering a one-time redemption opportunity. The following represents popular L.I.F.E. and Lowrey items that may be obtained in exchange for points below 21,200. *One item only per qualifying member, please.*

To take advantage of this points redeeming opportunity:

1. Complete and mail in the Special Redemption form found on the facing page before Nov. 18, 2011.
2. Include your valid points certificates. (No copies, please, we need the originals.)

There are a few things we need to know:

1. Be sure to make a second choice as items are limited in quantity and may become unavailable. In the event selected items are not available L.I.F.E. may send a substitute item.
2. All redemptions are final. Due to the anticipated volume of activity L.I.F.E. will not be capable of providing exchanges.
3. Points are non-transferable, non-refundable and have no actual cash value.
4. Most importantly, ALL points become invalid on November 18, 2011. By completing and mailing the Special Redemption form all points held will be exhausted and any right to future claims will be waived.

Lowrey is Moving!

Lowrey is moving from its long-time LaGrange Park, Illinois facility to a new home in Elmhurst, Illinois (a mere 6.3 mile north and west of the LaGrange Park location). Change of address status will take affect May 2, 2011.

Prior to May 2 please direct all L.I.F.E. mail to:

Jacqueline Mavros
Lowrey L.I.F.E.
825 East 26th Street
Lagrange Park, IL 60526

Beginning May 2, 2011, direct L.I.F.E. mail to:

Jacqueline Mavros
Lowrey L.I.F.E.
847 North Church Court
Elmhurst, IL 60126-1036

Special Points Redemption Form

First Name: _____

Last Name: _____

Street Address: _____

City, State/Province: _____

Country: _____

Postal Code: _____

Member Number: _____

Date: ____ / ____ / ____

Points Redeemed: _____

Compact Discs (for complete song listings visit 'Shop Lowrey' - 'The Music Store' at www.lowrey.com.)

3,000-18,000 points - Choose one of the four items below

- Compilation: Beats of L.I.F.E. (Members only 2010)
- Compilation: The Best of Home Organ Holiday 2001
- Compilation: The Best of Home Organ Holiday 2002
- Compilation: The Best of Home Organ Holiday 2005 & 2006

18001-21,199 points - Choose one of the remaining items.

- Dennis Awe: Always
- Dennis Awe: Songs of Romance
- Dennis Awe: Standing Room Only
- Dennis Awe: Vegas Show
- Dennis Awe: The Early Years
- Dennis Awe: Showtime
- Bil Curry: Christmas Majesty
- Bil Curry: Christmas Sing Along Songs
- Lori Graves: Reflections
- Joanie Manero: Instrumental Inspirations
- Joanie Manero: Joanie



Place a '1' in the box by your first choice, a '2' in the box by your second choice and a '3' in the box by your third choice.

Quantities are limited!

Compact Discs

- Joanie Manero: Playing from the Heart
- Joanie Manero & Jim Wieda: Blondes Have More Fun
- Seth Rye: Lovin' Life
- Seth Rye: The Early Years
- Jim Vogelmann: Home for the Holidays
- Jim Wieda: Music in Motion
- Jim Wieda: Uncommon Time

DVD (only 21 pieces available)

- Dennis Awe: Awesome Christmas DVD Set

EZ Play Music Books

- Country Sound

Miscellaneous

- LX 2000 Millennium Coffee Mug (only 36 available)

SU series Software

- Dennis Awe: Hawaii Calls
- Dennis Awe: Songs of Romance
- Dennis Awe: A Musical Tribute to America's Armed Forces
- Dennis Awe: The Stardust & Grand Royale Registration Vol.