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June 2011

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Pay It Forward!

The "pay it forward" concept was popularized in 2000 with the book *Pay It Forward*, by Catherine Ryan Hyde. The book was later made into a movie of the same title, starring Helen Hunt, Haley Joel Osment and Kevin Spacey. The idea of the story was the notion of paying a favor not back, but forward...repaying good deeds not with pay back, but with new good deeds done to three new people. There is even a **Pay It Forward Foundation** to educate and inspire students to realize they can change the world by paying their favors forward.

I got to thinking about this in relation to the good things that have come into my own life because of the Lowrey Magic, the wonderful Lowrey instruments I've owned, and especially the Lowrey L.I.F.E. club that has become so much a part of my own life. So I thought that I could employ the idea of the *Pay It Forward* concept and tell three of my friends and neighbors about Lowrey and the Lowrey easy play method. So I did that!

Then I thought, well, what if all of the members of the Lowrey L.I.F.E. club would *Pay It Forward* and tell their friends and neighbors about how much their instruments and the Lowrey Classes have meant to them? What a terrific way to spread the word and maybe bring the same joy and happiness to these friends and neighbors. By bringing music and happiness to all these folks we will have *Paid It Forward* for the favor we received with our own experiences with Lowrey and the Lowrey L.I.F.E. Club.

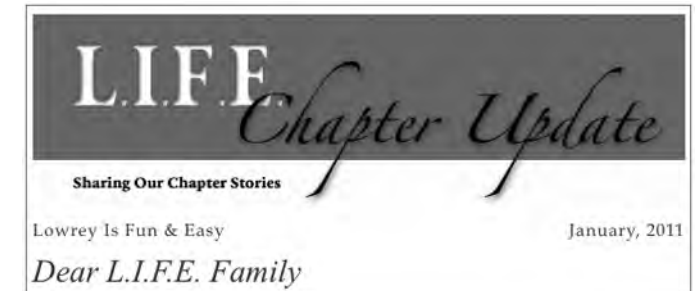
How about it? Will you *Pay It Forward*?

By Tom Moeglein, Piano
Gallery, Riverdale, Utah.
L.I.F.E. President.



L.I.F.E. Style

May/June 2011



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 few reminders and clarifications regarding LIFE.

1. **L.I.F.E. Rewards Redemption** - Redemptions will no longer be accepted after November 18, 2011.
2. **L.I.F.E. Membership Cards** are being retired for new and renewing members.
3. **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.
4. **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.

Change of Address for Lowrey & L.I.F.E.:

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



Danny Davis & The Nashville Brass

by: Bil Curry

June 27 ~ 30 is the “Nashville Lowrey Spectacular” so let’s get in the mood with the “Nashville Brass.” Danny Davis (George Nowlan, May 29, 1925 – June 12, 2008) was a band leader, vocalist, MGM producer, RCA producer, and founder/leader of the “Nashville Brass.” With MGM Danny produced Connie Francis for several #1 hits and was responsible for bringing “Herman’s Hermits” (starring Peter Noone) to the U.S. At RCA, he pitched the brass idea to his bosses in New York but it was rejected. He was able to get a transfer to Nashville and soon pitched the idea to his boss Chet Atkins, telling him that the New York bosses said Country Music fans “...don’t like horns”. Chet answered, “... young fella, I run Nashville, go do it.” Chet only insisted that they call it the “Nashville Brass” (not “Country Brass”) and their 1st hit was “Down Yonder.”
Hope to see you in Nashville!

Intros and Endings

by: Jim Wieda



Variety is the Spice of LIFE! In this newsletter we’re going to take a look at Intros and Endings. Have you played several songs with the same rhythm style and wished for some variety in the Intro? Let’s explore the possibilities. When the SU and SE technology was developed, Lowrey had the capabilities to change intros by simply playing the 1st chord of the song as a minor. This feature is found in “select” rhythm styles. (You may find a listing of these select styles in your owner’s manual). Now with “A” technology virtually all rhythm styles have a minimum of two intros and endings, (major and minor). Some models have two Intro buttons. Yes, that means you have four Intros and Endings! You may use the minor intros whether your song begins with a minor chord or not. Simply make your first chord a minor. Allow the intro to play, when the intro is finished change to a major chord. EX. If your song begins with a C chord, play a Cm and when the intro is finished play C. It’s that simple! (Note: The Intro is complete when the Intro button light turns off, or you may look in your screen and it says Ready Play!)

All intros may be altered by selecting which musicians will play in them. By simply turning off the Orch Plus button, you can tell a group of musicians to take a break and spice up your intros with a different sound. One easy way to do this is by starting your song with Rhythm Preset 1 or 2. These presets will automatically turn off your Orch Plus button. Let’s try it. Use a Rhythm style with Rhythm Preset 0, that’s what automatically turns on when you select a style. Play the Intro. Now stop the Rhythm. Select Rhythm Preset 1 or 2, then start the Intro. Hear the difference?

Another way to add variety in the intro of a song is by not using the Intro button at all! Engage the FX when you play the first chord of your song. The FX gives you a great Drum Break and a Fill to get your song off to a great start.

Down Yonder

Use: Country Var. 1 "The Train" (no Intro) Tempo 120 +/- Press **Big Band** Category preset 1

L. Wolfe Gilbert

Play 3 times on Upper w/preset 1 then 4 then 10

F (Style starts) Press Duet harmony

F F7 Bb

F

G7

C7 2nd Time play top notes

F F7 Bb

F

G7 C7 1. F Press 4 Part harmony

2. G7 C7 G7 C7 F Turn Off Style button

"F" Bass Pedal