

WMA CHAPTER EVENT REPORT

The Western Music Association **COLUMBIA CHAPTER**

Event title **fall business meeting, showcases, and performance**

Event Chairman: **Bruce Matley, chapter president**

No. of members on planning committee **John Schultz; Lauralee Northcott; Susan Matley**

Event Date(s): **October 23, 2010** Attendance: **84 (afternoon) 61 (evening)**. **Members and personnel of performing groups totaled 21.**

Describe promotional efforts (*include the type of media and station/publication names –attach copies of press releases*)

Local members Duane Nelson and John Schultz arranged free radio announcements; posters were distributed by John Schultz, and the venue publicized to its Grange members.

List WMA performers involved: **Marty Davis, Del Gustafson, HorseCrazy (Lauralee Northcott, Jennifer Epps, Emele Clothier), Nevada Slim & Cimarron Sue, Lynn Kopelke, Bruce Matley, Sue Matley, Dallas & P.J. McCord, Barbara Nelson, Duane Lee Nelson, Joseph Sartin, John Schultz, Keeter Stuart, Lonnie Shurtleff, Terry Paxton, Ned Bodie.**

FAN MEMBERS: Leslie Young, Don Bob Duncan, Nels Nelson

Event Description: **This event comprised the Annual Business meeting as well as showcases and an evening “opry” style performance. Meeting minutes to be forwarded separately. The venue was very happy with the results, and surprised at the attendance. 3 new performing members signed up: Mr. Shurtleff recruited by Bruce Matley, Ned Bodie recruited by Susan Matley, Terry Taxton recruited by Dallas McCord (who also recruited recent joiner Don Bob Duncan). All in all, very successful.**

(use reverse for additional details)

Lessons Learned? (*anything you'd like to share with other chapters about what worked, what didn't and why?*):

Partnering with an active grange seems to be a really good match. The age group is excellent for the appreciation of the music and poetry; have a break midway through showcases to relieve potential audience fatigue and create opportunity for CD, raffle ticket and food purchases; choosing a venue which prepares and sells food is a plus; put out a donations jar; have a raffle of items donated by performing members.

Prepared by: **Bruce A. Matley, Chapter President** Date: **October 25, 2010**