

## ATOS MID-YEAR COMMITTEE/OFFICER ACTIVITY REPORT FORM

Name of Activity: ATOS/ALLEN ORGAN CO DVD LESSONS SERIES (Please fill out separate form for each activity.)

Committee Chair/Officer Name: Ken Double/COL. Mike Hartley

Date of Report: January 19, 2010

### 1. Actions completed since the 2009 Annual Meeting: (Please bullet actions completed.)

- Agreement reached with AOC (Allen Organ Co.) for production of series;
  - Agreement in principle reached with four of the five artists (W. Strony still to be heard from), and John Ferguson (host of the series);
  - Budget outlined and forwarded to the ATOS BOD;
  - Funding request sent to grant writer Kathy P. Riley;
  - Riley has forwarded the request (\$15,000) to an initial five potential grantors;
  - Double has forwarded a request for donations to help fund this project to three individuals who have expressed some degree of interest - answers pending;
  - First date of recording with Jonas Nordwall set pending final approval;
  - Nordwall outline for first recording sent to AOC.

### 2. Actions begun but incomplete since the 2009 Annual Meeting: (Please bullet actions begun.)

- Complete final details in contract form for the artists and host agreement (this pending Dolton McAlpin's recovery from surgery);
  - Get a final OK from Walt Strony...or....without it, this will become a Four-DVD set;
  - Set price for selling the package - initial thoughts are a low of \$124.95 for the full five set package, to a high of \$139.95 - suggestion to the ATOS BOD will be the lower figure (and obviously less if Strony is not involved);
  - Complete the marketing plan, including TOJ, TOR, marketing via Diapason, the American Organist and the OHS record shop outlet (package to be sold via the ATOs Marketplace);
  - Complete the taping schedule at AOC's Octave Hall (S. Gledhill in March, Lyn Larsen in April, with May and June dates available);
  - It is hoped there will be two complete DVD's ready for the Seattle convention, these to be used as a "boost" for pre-orders...full set complete (AOC handling production and copying) by Fall of 2012.
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3. Goals to be reached by the 2010 Annual Meeting: (Please bullet goals.)

- Secure the funding from two of the three donors (\$5,000 total);
  - Secure funding from a grantor (\$15,000);
- Two DVD's complete;
  - All taping concluded and each DVD in final stages of production;
  - The series sales underway;
  - Marketing plan in place and in action;

4. Amount budgeted for your committee: \$0 budgeted to-date - ATOS exposure approx. \$18-20,000 in artists fees, travel/hotel, royalties, marketing etc.

Amount expended by your committee: \_\$0

5. Comments: (Any bulleted special notations, problems, or suggestions should be included here.)

At a pricing point of \$124.95, sales of 200 of the DVD's will generate \$24,990, which would cover costs.

Grant writer Riley expresses good confidence regarding grantor funding.

Word from individual donors (\$5,000) due by meeting time Jan. 29, 2010.