
August, 2013

The ATJS Jazz Messenger returns! This newsletter will be circulated mostly by e-mail, and will be published as we have an important message or gather enough material to assemble a new issue. The 2013-14 season is upon us, as good an occasion as any to get the newsletter re-started.

President's Message



The 2013-14 ATJS season is about to begin. It's a good time to reflect on recent accomplishments, and to look forward to see how we can make the Society better. We have now completed seven seasons at Cap City Comedy Club. Someday we may be able to build the perfect Society venue, but in the meantime Cap City is as close as we have ever come. We on the Board of Directors remain grateful for the facilities and good working relationship with the management of Cap City.

We have also been able to present a broad cross-section of local and national traditional jazz talent in recent years. National bands have included the Jim Cullum Jazz Band, Ed Polcer and his New York Jazz All-Stars and Tim Laughlin and his New Orleans Jazz All-Stars. Their combined rosters include many of the finest traditional jazz musicians working in the United States today. The Society has also sponsored jazz parties starring New Orleans pianist Tom McDermott and the piano and flute duo Ivory and Gold.

New local bands such as Mission City Hot Rhythm Cats, Silver Creek Jazz Band, Second Line Jazz Band, and the Swinging Strings have performed alongside favorites such as the Jazz Pharaohs, the Band Aid Jazz Band, and the ATJS All-Stars. This season we are very pleased to welcome the Thrift Set Orchestra to its Society debut.

Financially the Society is holding its own, operating at a small surplus in each of the last several years while raising its fees to musicians and incurring some substantial expenses related to staging concerts. This situation leaves the Society in a viable but rather uncomfortable position. We are able to offer programming at about its current level, but many fine jazz bands and musicians remain out of our reach. At the same time, we are one mis-step away from losing much of our financial nest egg. Our special concerts are often a concern because of their high cost.

Your Board of Directors remains focused on marketing. We need to attract concert attendees and new members. The first should lead to the second because we have great music played by fine musicians. The quest continues for people who might enjoy an afternoon of traditional jazz but have not been previously aware of our concerts. This is an area where everyone can help. In a metropolitan area with a million people, there ought to be two hundred of them who would like to hear an afternoon of hot traditional jazz. We're doing our best to reach out to them, but if every member attended each concert and brought a guest, Cap City would always be full or close to it.

ATJS Jazz Messenger 2

Not so long ago the Society presented its concerts in a venue where 100 people made for a very good crowd. Those days are over--Cap City can hold 350 people. We expect it to be comfortably full at about 300 people. Look around at the next concert. Are there more empty seats than full ones? That's a crowd of about 100 people. Cap City has fixed costs for refreshment ingredients, taxes, wages and utilities. They meet these expenses and make a profit when people attend our concerts. The Society presents these concerts for the benefit of its members and others who are interested in attending. We need everyone we can muster at every concert.

We need volunteers to help us with outreach. Do you know good places to put posters? We can either e-mail you a poster or furnish you with printed posters. Can you help us by putting up posters in locations the Directors feel will help? Often, you need to secure permission before hanging the poster. We need people to do that. Do you know groups who would like a speaker or a demonstration jazz band? We would like to hear from you.

Traditional jazz is wonderful music, but it doesn't have much public exposure. You are hard-pressed to find it on the radio, and there are no TV channels like *MTV* or TV shows such as Austin City Limits featuring traditional jazz. We must go out and find our new fans a couple of people at a time. It's a worthwhile search—I am firmly convinced that new traditional jazz fans are out there. The music will bring them in. Our concerts remain good entertainment values for members and guests alike.

In conclusion, we have work to do, but we have some wonderful assets to work with. I am looking forward to the new season, and seeing you at the concerts.

Sincerely yours,
Dave Stoddard

ATJS Attends AISD Arts Event

On Wednesday, August 7 the Austin Independent School District held a meet-and-greet for the arts at Bowie High School in South Austin. Arts organizations had the opportunity to meet administrators and teachers connected with arts programs from all over AISD, about 400 people in all. The Society was very ably represented by Recording Secretary Martha Stoddard and Director Tutty Maixner. They gave out several hundred flyers and sheets of Frequently Asked Questions, and told anyone who would listen about ATJS and how it can further the arts in schools.

Getting the brochures ready for this event ensures that the Society now has sets of them ready to contact other school districts in the Greater Austin Area. They are based upon materials prepared by the ATJS Ways and Means Committee for a grant application earlier this year. To help get ready for the AISD event, ATJS President Dave Stoddard found a small easel with telescopic legs and a combination white board/bulletin board that will be a nice addition for announcements at Society concerts.



Tutty Maixner and Martha Stoddard

This was a good day for the Society's outreach efforts. One hopes that some schools will want to schedule traditional jazz concerts (apparently additional money is available for arts programs this year), and that some administrators, teachers and students will attend some of the Cap City concerts.

2013-14 ATJS Schedule

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| September 15 | Thrift Set Orchestra |
| October 27 | Silver Creek Jazz Band |
| December 15 | Mission City Hot Rhythm Cats |
| January 26 | ATJS Jam Session |
| February 23 | To Be Announced |
| March 23 or 30 | Jim Cullum Jazz Band |
| April 27 | Band Aid Jazz Band |
| June 15 | ATJS All-Stars |



presents

The Thrift Set Orchestra



The Thrift Set Orchestra is fairly new to the Austin area, and has rapidly carved out a reputation for superb hot jazz.

When: Sunday, September 15, 2013 from 2 to 5 p.m. Doors open 1:00 p.m.
Demonstration Set at at 1:10 p.m.

Where: Cap City Comedy Club, 8120 Research Blvd. (US 183) at Anderson Square in North Austin.

Admission: \$10, Students, with ID, \$5.00. Tickets may be purchased at the door.

Features: Good food (kitchen is open 1:00 to 4:00 p.m.), full bar to 5:00 p.m. (suggested minimum: 2 items, food and/or drink). Two dance floors, large free parking lot with unlimited overflow a block east. Hall holds up to 350 people — lots of room for all! ATJS concerts are Family-Friendly!

www.atjs.org

512-451-6350

ATJS is a 501(c)(3) non-profit organization

Volunteers Wanted!

The mission statement of the Austin Traditional Jazz Society is “To encourage the performance, promotion, preservation, and perpetuation of traditional jazz music.” The ATJS Board of Directors requests your help with this mission. Please give your time and talents as a volunteer!

A "volunteer" is anyone who, without compensation or expectation of compensation beyond approved reimbursement, performs a task at the direction of and on behalf of the Austin Traditional Jazz Society. A volunteer must be officially an ATJS member prior to performance of assigned tasks.

Volunteers are responsible for maintaining the confidentiality of all Society information to which they are exposed while serving as a volunteer, whether this information involves a single staff, volunteer, other person, or involves overall ATJS business.

Tasks for volunteering include:

Getting the word out about ATJS! Distributing flyers and promotional materials about events to friends and at community meetings, businesses, coffee shops, CD stores, malls, banks, libraries, and other venues.

Assisting with project-oriented work (e.g. distributing concert posters, recommending contact persons to Board members regarding education outreach opportunities in schools or the community).

Using a computer and/or assisting with word processing or submitting articles to be considered for the *Jazz Messenger* newsletter.

Assisting with a phone support network in contacting Society members.

Helping at the ATJS events (e.g. greeting concert attendees and distributing materials, assisting staff at ATJS community concert or information booths, promoting sales of tickets for the special concert).

Assisting with information-handling jobs that require computers (e.g. programmers, data entry, designers).

Identifying and notifying Board members as to long-term and short-term grant or funding opportunities.

**There's an activity for everyone. Please volunteer with ATJS!
Volunteer forms will be available at monthly concerts!**