

Consignment Sale a Great Success



old Gift Shop inventory items. Thanks to the volunteers who helped make the sale a success. Attendance was good, and the museum realized a net profit of over \$2,000. Watch for news of our sale next year, and plan to participate!

13 Consigners participated in this year's Antiques & Collectibles Sale. We also sold miscellaneous items from Museum storage and Chuck Heffer's house, as well as



Community Cash

Local Village Markets in Alden and Elk Rapids generously donate 1% of receipts for gas and groceries collected from Labor Day through Memorial week ends annually to various local organizations. For the third year we are participating in this program and appreciate support from those of you who live and shop in the Alden and/or Elk Rapids areas. If you shop at these stores and are willing to collect your slips for us we will be most grateful. Slips can be dropped off at the museum or sent to Dorothy Clore at PO Box 474, Alden, MI 49612 any time between now and May 31,2015. Be sure to use a pen to circle the date, and the amt. indicated by "community cash." If you are purchasing gas, please be sure to request a receipt and a "CC" stamp on the slip.

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the Music House Museum
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ACME, MI 49610-0297



Music House Museum
Perfect Pitch

Newsletter for Friends of the Music House Museum - Fall 2014 - Vol. 15, Issue 2

Board of Directors
2014

- Dorothy Clore, President
- Bruce Ahlich, Vice President
- Ellie Holdsworth, Secretary
- Sally Lewis, Treasurer
- Cynthia Ciaravino, Director
- Jim Cox, Director
- Robert Jackson, Director
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- Jim Warner, Director

President's Message by Dorothy Clore

I searched for a word that describes the atmosphere and season at the Music House and decided that *buoyant* is the best choice. I am personally *buoyed up* by all that has been accomplished so far this year and optimistic about our ability to meet future challenges.

Thanks in large part to a grant from Rotary Charities of Traverse City, our phone system and computer technology have been upgraded, resulting in better service to patrons, more accurate record-keeping, and improved in-house communication.

The Collections Committee, under the direction of Board Vice-President Bruce Ahlich has been hard at work cataloging the instruments, prioritizing items that need repair/restoration, and identifying pieces that we want to acquire as able. We continue to fund-raise in order to keep our instruments in playable condition.

With the help of volunteers, the museum was cleaned and organized so well in the spring that we have received many compliments on the approved internal appearance. Our docents are doing an excellent job of keeping us in tip-top shape. The grounds of the museum have also been improved - a fresh look for the sign, new landscaping around the welcome center (thanks in large part to volunteers Peg Bushnell and Ron Gurdak). As of this writing we look forward to the removal of some dead trees and considerable trimming both around the museum and at the farmhouse.

A facilities committee, consisting of volunteers as well as Board members, has been formed to identify current building needs and work on a plan for building expansion. (See related article.) We have made small improvements inside - darkening shades on the barn windows, improved interior

decorating particularly in the gallery area, new tables, and small plumbing and electrical improvements.

General attendance is up, our gift shop is under new management, our first silent movie had a capacity crowd at both showings, and for the first time, Interlochen Arts Academy Music Department staff brought 250 of their in-coming students to the museum for an afternoon of touring, music and games in a tent placed behind the museum, and viewing of a silent film short.

It is this partnering with other organizations like Interlochen and our participation in local Chambers of Commerce (Traverse City, Acme and Elk Rapids) activities that makes *buoyant* an appropriate description of our feelings at the Music House. Thanks to the acquisition of our wonderful Calliaphone and the loan of snappy cars with which to pull it from WCCW, we have been in three parades (Elk Rapids Harbor Days, Bellaire's Rubber Ducky, and Alden Days) and are able to make our musical voice heard off-site as well as on.

Please continue your membership, urge others to join, bring friends and family to see us and enjoy special events, and support us financially as able. We appreciate your *buoyant* support in the past and look forward to its continuance.

Newest Members of the Team



In the Spring issue we introduced you to Cynthia Ciaravino; now you have a photo to help put a face with the information. She has agreed to serve on our Collections Committee and her expertise in the antiques/collectibles field is proving to be invaluable. In addition, we welcome John Perschbacher who joined us this summer. John worked professional on staff of the Grand Rapids Public Museum, has served nine years on the Board of the Manistee County Museum, and has assisted in the operation of the Babcock House Museum also in Manistee. John is familiar with the Music House from its early days and we are delighted that he has found time to join our board this year.



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Razing/Raising the Roof



The two-word reference to what we are going to do to the roof is not a misprint or an editorial failure. We need a new roof on the barn and the three layers of shingles have to be removed - hence the need to raze what is there. In addition, we need to raise funds to do some structural improvements in order to strengthen the support for and allow us to install better insulation and new roofing. The last set of shingles was put on in the 1980's and current ones are coming off at an increasing rate. So far we have no leaks , but even the possibility is not something we want to contemplate given the value of our instruments housed inside.

As of this writing, members of our facilities committee are getting accurate measurements of the existing building (none have been in existence, only architectural renderings) in order to accurately draw

what is there. Then a structural engineer will be consulted to see what shoring up needs to be done. Two local roofing companies have indicated an interest; we are anxious to select one in order to get the work scheduled for spring of 2015. Initial cost estimates are between \$80,000 and \$100,000.

We have a small amount of start-up money and are asking each patron to consider giving a dollar above their admissions fee toward the roof. We are applying for grants, but grant money for facilities is very difficult to obtain. Therefore, we are appealing to everyone reading this newsletter (and others who may not be) to contribute to this essential cause. We realize that in the past two years we have pleaded for funds for instruments. And we greatly appreciate those of you who have contributed. Instrument restoration/purchase is often a more popular cause because the amount needed is usually less than that needed for a roof. Instruments have more esthetic appeal and are certainly more fun to brag about supporting.

However, the museum's collection must be housed in a safe environment. All our collecting and restoration work is for naught if we cannot guarantee the physical preservation of the instruments.

As the end of 2014 approaches, please consider making a contribution to the roof project.

A gift of \$25.00 will purchase 10lbs. of nails. \$30. will get us 30 sq. feet of shingles ("only" 14,000 sq. feet are needed J . \$75 (approx.) might get us an hour's worth of labor, \$100 or more will get us on the way to shoring up the building, and \$1,000 from 80 (or \$500 from 160) of you will not only be miraculous but guarantee the project. To paraphrase an elephant in a popular Dr. Seuss book, "No matter how big, no matter how small, a contribution is appreciated by us one and all."

Meet Our New Docents: Becky and AJ



As of last Spring, our docent staff has increased by two. A.J. Morley comes to us with considerable experience in public relations. Not only has he been manager of three video stores but was a communications major in college and has lived in Florida near the Disney parks so he is well-aware of the need for community outreach in a tourist-driven economy. He and his daughters have participated in the summer parades, served popcorn at events, and A.J.'s knowledge of computers is also greatly appreciated.

Rebecca ("Becky") Cagnon is also a welcome addition to our staff. A retired school teacher with some background in French, Becky also works at the Peninsula Library. Like the others, Becky jumps at opportunities to see what needs doing and goes forth and does it. She's been helping out in the gift shop as well as working tours. We are indeed fortunate to have found such capable people to add to our museum staff.



Thank You To Our 2012-13 Donors!

The Music House is indebted to the generosity of our monetary donors. As a not-for-profit, 501 (c)3 organization, we would not be able to survive without their support. Any non-profit organization, and in particular an arts organization, struggles to cover the costs of day to day operations, property maintenance and repairs, restoration and building of our collection, and maintaining and improving our displays and guest experience. Admissions and gift shop sales are not enough and grants for the arts are very competitive. Please consider a tax deductible donation and, as a new added incentive, the Music House is now offering a one year membership with your donation over \$50!

Bruce Ahlich
Don & Carole Bell
Charles T. Bingham III
George & Cindy Buck
Peggy Bushnell
Thomas & Pamela Caldwell
Dr. Art Chester
Ida Chobot
Dale & Gini Claudepierre
Bob & Dorothy Clore
Edward & Barbara Collins
George Comden
John & Vera Coridin
Mark Derwent & Kimberly Scott
Bob & Nancy Doughty
David & Teresa Ford
Charles H. Fultz
Dan & Barbara Goodearl
Don & Ann Gregory
Gerald & Barbara Gruska
Robert Hagerman
Marilyn Harvey
Agnes Hayden
The Estate of Charles Heffer
Michael & Cynthia Hicks

Arthur & Carol Hoadley
Stephen Hoadley
Bill & Ellie Holdsworth
Bob & Micki Jackson
M. Craig Johns
Emil Jones
Jerry & Dianne Keelan
Betty Koons
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Bob & Ruth Stow
Bruce & Jane Stow
James Taup
Katherine Tilson
Ralph & Margaret
VonWalthausen
Richard & Candice Wallace
Jim & Susan Warner
Donald Wilson
Todd Wilson & Deborah Crowe
M/M J. C. Woods
Martha Zahn

Membership has its Benefits!

Membership offers great benefits including season passes for free tours all year, 2 for 1 passes, our Perfect Pitch Newsletter, invitations to special events and a 10% Gift Shop discount. You will be 'in the know' of our season and activities. Your membership also benefits the museum in our grant applications. Grantors take into consideration our membership numbers, so your small annual membership fee can mean so much to the Music House! We have membership levels that fit every budget:

Individual: \$35 –Single Membership Season Pass and two 2 for 1 passes.
Couple: \$40 – Couple Membership Season Pass and two 2 for 1 passes.
Grandparents: \$45 – Couple Membership Season Pass, two 2 for 1 passes and free admission for all grandchildren in immediate family.
Family: \$50 – Family Membership Season Pass and two 2 for 1 passes.

Supporting: \$100 – Supporting Membership Season Pass, six 2 for 1 passes and a \$10 Gift Shop gift certificate.
Sustaining: \$250 – Sustaining Membership Season Pass, six 2 for 1 passes and a \$25 Gift Shop gift certificate.
Benefactor: \$500 – Benefactor Membership Season Pass, ten 2 for 1 passes and a \$50 Gift Shop gift certificate.
Angel: \$1000 – Angel Membership Season Pass, twenty 2 for 1 passes and a \$100 Gift Shop gift certificate.

Upcoming Events:



Christmas Concert/Sing-a-long With Andrew Rogers Fri. Nov. 28th at 7 pm

Kick off your Holiday season at the Music House with a very special concert by Andrew Rogers on the 'Mighty' Wurlitzer. Enjoy some sweet holiday treats and even join in with some holiday singing!

'Show People' starring Marion Davies With Accompaniment by Andrew Rogers Sat. Nov. 29th at 5:30 and 7:30 pm

The 1928 silent film *Show People* stars Marion Davies and William Haines and includes notable cameo appearances by many of the film personalities of the day, including stars Charlie Chaplin, Douglas Fairbanks, William S. Hart and John Gilbert. The film is a lighthearted look at Hollywood at the end of the silent film era.



For more info or to order tickets go to musichouse.org or call (231)938-9300



Work on the Bruder Has Begun

The moving company picked up the Bruder last month and it is now in Ohio being restored. It was amazing to watch the movers! They had it disassembled, wrapped up and loaded onto the trailer in about half an hour. We should have the Bruder back and sounding like it did when it was first built by the time we re-open in May.

While the work has begun, we are still a few thousand dollars short of the needed funds. We are so grateful to all that have donated, especially to the donor who has offered a \$5000 matching donation to help us bring us to our goal. Please consider donating to this beautiful piece of musical history!



Marketing and Development by Kelly Roberts-Curtis

We have had a busy season with so many wonderful events and technological changes! We have had great traffic for our tours and the website is bringing in many inquiries about tours and weddings for next year. We have been working hard to raise money for the Bruder Restoration and are close to reaching our goal and we are now focusing on our next big challenge, which is a much needed replacement of our roof. We have also continued our search for new grant sources, are working on creating a more focused Annual Fundraising and looking for ways to partner with area organizations and business.

Our events this season have been exciting and varied with concerts from Miriam Pico and David Chown, The NMC Concert Band, Dale and Gail Zieger, Dave Calendine and Andrew Rogers; a fascinating presentation by Jim Warner on the history of the phonograph; an Antiques and Collectible Sale that was filled with so many wonderful items; a very successful Silent Film Series with many sell-out or near sell-out crowds; a sell-out crowd for our Pizza and Pipes event; a successful Family Day where the museum was filled with so many young and curious children; great attendance for our School Days Program largely due to a generous donation by one of our members and a grant from our local Optimist Club which allowed us to offer scholarships for transportation and admissions for schools that had financially challenged students; and we partnered with Old Town Playhouse to present two Halloween themed 'radio' plays performed by OTP's reader's theater group, Aged To Perfection. We have been very busy and would not have been able to do all of this without the hard work of our volunteers and staff. Don't forget that we still have a Christmas concert and our final Silent Film with the amazing Andrew Rogers performing on the Wurlitzer!

All of the tech upgrades are wonderful. Some have presented challenges but all of these changes are going to greatly benefit the Music House in so many ways. They are already improving our communications and our collection of data. This will allow us to better serve our guests, improve communications with our members and donors, and better measure the effectiveness of our marketing dollars so we can market more efficiently.

Our new gift shop manager has done an amazing job giving our gift shop a new look and filling it with new and wonderful musically themed items. We will also be adding an online store as soon as time allows. The busy season and adjustment to all of the new technology has delayed this a bit but we promise to have it up and running soon. Kathy is also running an end of the season sale on many items to reduce inventory over the winter. Please keep us in mind for your holiday shopping!

On the development side of things, we have submitted two successful grants, one from the Optimist Club of Traverse City and another from the Wurlitzer Foundation for \$5000 to go towards restoration and improvements. We have submitted two grants to Michigan Council for the Arts and Cultural Affairs and they will be making their decisions on them over the next month. We should find out in December if we were successful. I have also been learning many new things through conferences and courses to help the Music House improve their fundraising efforts and visitor experience and am improving my 'webmaster' skills with each posting and update.

Exciting times at the Music House!

Volunteers Truly Make the Music

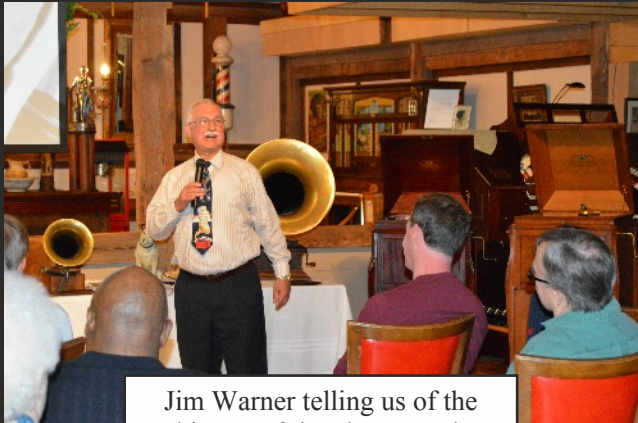
With the exception of a handful of employees, the Music House is operated completely by the generous support of our volunteers. Without their dedication we would never have survived and grown over the last 32 years. We are always looking for more. There are many ways that you can share your time and talent. Take a leadership role on **the Board**; for the garden lover try **Building and Grounds**; history buffs will love the **Collections Committee**; **Event Support** is always fun; the **Fundraising Committee** is invaluable; lend the staff a hand with **Gift Shop/Office Support**; create history with the **Miniature City Artisans**; or help with the **Restoration** of our collection. Let us know as we would love to have you join the fun!



The 2014 Season in Pictures:



The amazing Sally Lewis-
Our volunteer of the Year



Jim Warner telling us of the
history of the phonograph



The wonderful Dale and Gail Zieger



Cherry Festival Fun!



NMC Band Concert on the Lawn



Interlochen Arts Academy Music Department 1st day of class at the Music House.



A Celebration of the Fratti's repair with the family
Of the original owner John Deuster of Suttons Bay



Our volunteers at work



The Calliaphone was a hit at area parades



Family Day at the Music House



Pizza and Pipes with Dave Calendine



Aged to Perfection!



Patte and Bruce at demonstrating
The street organ