



Music House Museum

Perfect Pitch

Newsletter for Friends of the Music House Museum - Spring 2016- Vol. 17, Issue 1

Board of Directors 2016

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Exciting 2016 Event Schedule Planned!!

The Music House has an exciting and ambitious event schedule planned for this season with seven Silent Films, eleven Concerts and three Open Houses.

Our Silent Film Series will feature five accompanists including three of our favorites one returning after several years and one first timer.

Our Concert Series will have something for everyone with artist from around the country and locally grown. We are very excited to announce that 'The Accidentals', a local group that is gaining national attention, will be holding two concerts in November for the release of their Christmas EP! For more information on this concert and all of our events see details on pages four and five.



President's Message by Dorothy Clore

The first few months of 2016 at the Music House Museum have been much more relaxed than the same months last year. Since the roof project was completed in 2015, we did not have to wrap/move instruments or do anything more than our usual clean-up after December. Our focus has been to plan programs for what we believe will be a very exciting season. We are able to hold our annual School Days Program in April, open as usual for tourists and tours on May 1st, and anticipate wonderful special events you'll be reading more about inside this newsletter.

In March, Board members and staff participated in a Strategic Plan re-visitation, facilitated by Pam Evans from Rotary Charities' NorthSky Nonprofit Network, the same woman who helped us establish our plan just three years.

As one might expect, we accomplished some goals, some remain on-going and some new ones have been set before us. Part of that process, as a cost-saving measure, has led us to eliminate a gift shop staff person. We are challenging existing staff not only to cover the gift shop operation but to increase our bookings for tours, private parties and attendance at special events.

For the second season we are increasing our ties to professional institutions, primarily Western Michigan University which has sent us two interns this year.

As always, the Board of Directors remains dedicated to being good stewards of the museum and providing all who walk in our door with the most enjoyable experience possible. Please enjoy seeing pictures of and reading about our activities in this newsletter, and do come see us as your own time and energy allow. We cannot operate without your support, be it financial, positive word-of-mouth or social media comments, willingness to bring family and friends or just keeping us in your hearts.

Gratefully yours,
Dorothy Clore, MHM Board President

A Few Good Volunteers!

You are Cordially Invited:

Volunteer Coffee and Dessert Get Together

April 15, 1 pm @ The Music House

The Music House Museum would not exist without the many volunteer hours that are given each year. Our part time staff could never handle all that goes into the running of this organization and the upkeep of our collection and facilities. The Music House Museum relies on you, our volunteers, to help out in many ways at the museum from grounds and building maintenance to gift shop staffing to special events and more!

Volunteering at the Music House is fun and rewarding. The photos to the left are from our annual *Volunteer Appreciation Christmas Party* held each December to express our gratitude - Great food and great fun!

Please join us for our Volunteer Coffee and Dessert Get Together on April 15 at 1 p.m. at the Music House Museum. We will explore the many ways you can participate with a variety of activities for the 2016 season. We would love for you to join us. Please invite a friend to come along with you (Ask your friends, relatives, neighbors to join you). Watch your mail for further details!

If you are unable to attend you can still become a volunteer. Please let Ellie Holdsworth (billell@chartermi.net, or 231-264-5451) know to add you to our Volunteer roll. Thank you in advance!

Join the fun and help out a great organization!

Getting Ready for the Big Sale!

Our 5th annual **Antique & Collectibles Consignment Sale** is planned for Friday and Saturday, June 24th & 25th, 10:00 a.m. – 4:00 p.m., so get your things ready and plan to participate. Bring us your treasures and let us do the work for you! We will be on-site Saturday, June 11th and Tuesday, June 14th, 10:00 a.m. – 12:30 p.m. to provide you with instructions and tags for your items. At that time, consignors will pay a non-returnable fee of \$20 for set-up and clean-up.

Intake of items will take place on Thurs., June 23rd, 2:00 p.m. – 6:00 p.m.

Questions/comments may be directed to:

Ellie Holdsworth (phone: 231-264-5451; email: billell@chartermi.net) or

Dorothy Clore (phone: 231-331-6587; email: dorothyclore@charter.net).

Please keep in mind that we accept items starting at a value of \$10.00. We cannot accept clothing/shoes, TVs, microwaves, computers and/or related items, records or piano rolls. Note that the Music House retains 25% of sales.



Our 2015 Season was an Adventure by Bruce Ahlich

The Music House finished its 33 season in 2015. As a non-profit organization, it receives funding for its operations from a variety of income sources. These include admissions, tours, events (both private and corporate), programs and concerts, specific fund raising, donations, rental properties, and Gift Shop sales. Admissions alone do not pay for operations. In addition, the Museum has an endowment fund a portion of whose earnings are restricted to collections acquisitions and restoration.



This past season was challenging to Museum with the road construction of US 31 and M-72 throughout the summer significantly inhibiting access for admissions and tours. These fell below budgeted volumes and income. The need to re-roof the main building and galleries to protect our exhibits from leaks also added unbudgeted costs. The performance of the stock market was not as anticipated, which restricted funds available to pay for restorations. Unanticipated costs (not covered by insurance) to address damage from the August 2015 wind storm also added unanticipated challenges to our budget. The result was that the Museum finished its fiscal year with a \$16,500 deficit against a budgeted \$5,300 profit.

The re-roofing project was funded largely through private donations and grants, with some fund raising and borrowing from our Line of Credit. It was a necessary critical expense, although unbudgeted, in order protect our collections. The result, including the FY 2015 deficit, is that Museum is now carrying approximately \$130,000 in debt. The line of credit is normally used to support operations through the winter when the Museum is closed and is paid off during its open months.

For our 2016 season, the Museum Board has revised staffing of the Museum and cut a position to reduce expenses. All expense accounts have been scrutinized to reduce them to what is necessary. The 2016 budget places a strong emphasis on recapturing lost admission and tours from 2015 and expanding on them. The challenge is placed on our marketing and events staff to actively pursue every opportunity to do this. The budget assumes that \$33,000 will be raised in private and corporate donations and \$26,000 received in grants. Both of these goals are felt realizable. The projected bottom line is a \$1,300 positive margin. Any margin exceeding that amount will be applied against the principle of line of credit debt. Some fund raising activities are planned to address paying that down as well.

The 2016 season presents a well-developed series of concerts and programs, including the appearance of the "The Accidentals" in November to coincide with the release of their Christmas album. The success of the Museum in its 2016 season lies in great part with you, the reader. Your promotion of the Museum and its programs to your family, friends, colleagues and acquaintances, as well as your donations, helps us succeed. We look forward to our 2016 season and we hope that you do as well!

Pizza and Pipes



Double the Deliciousness!

Our **Pizza and Pipes: Dinner and Concert** remains one of our most popular events so we will be bringing you two again this year! Guests are treated to a delicious gourmet pizza dinner and a Wurlitzer concert from world renowned organist, Dave Calendine.

Red Wings and Fox Theater Organist Dave Calendine, will be entertaining audiences August 19th and December 28th at 6 pm. Dave will bring his amazing skills and fascinating antidotes for two shows that you will not want to miss. He loves to take requests too!

Music House's 2016 Event Season!

SILENT FILM SERIES TO FEATURE SEVEN FILMS!

June 11 – 5:30 pm and 7:30 pm

Gold Rush (1925) - Starring Charlie Chaplin
and Featuring Steve Larson on Piano



In this classic silent comedy, the Little Tramp (Charlie Chaplin) heads north to join in the Klondike gold rush and hilarity ensues. Accompanied on piano by IAA's Steve Larson.

October 22nd – 5:30 and 7:30 pm

Dr. Calagari (1920)
featuring Fr. Andrew Rogers



Perfect for Halloween, this spooky thriller involves a mysterious Doctor murder, intrigue and a surprise ending that you won't see coming!

July 22nd and 23rd – 5:30 pm

Mel Brooks' Silent Movie (1975)

featuring Fr. Andrew Rogers



In this dialogue-free slapstick comedy, film director Mel Funn (Mel Brooks) travels to the ailing Big Picture Studios to pitch his comeback film: the first feature-length silent movie in many years. This classic, star studded comedy will be even better with the Wurlitzer soundtrack provided by Fr. Andrew Rodgers



August 20th – 5:30 and 7:30 pm

Walt Disney Shorts - Featuring Dave Calendine



From 1923-27 Walt Disney made 57 'Alice Comedies'. Calendine is going to choose a few of the best from these family friendly, classic comedies that combined animation and live action.

November 26th – 5:30 and 7:30 pm

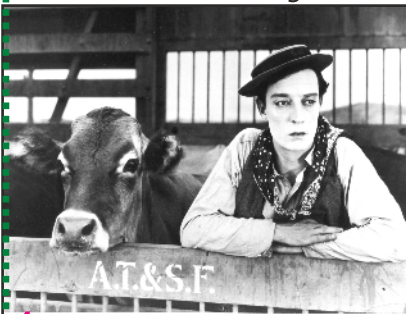
Spite Marriage starring Buster Keaton
Featuring Stephen Ball on the Wurlitzer

A well intending man is given the chance to marry a popular actress, of whom he has been a hopeless fan, only to discover that he is being used to make the actress' old flame jealous.



September 24th – 5:30 and 7:30 pm

Go West (1925) starring Buster Keaton
Featuring Dale and Gail Zieger



A young man travels west to try to make his fortune. Once there, he tries his hand at bronco-busting, cattle wrangling, and dairy farming, eventually forming a bond with a cow named "Brown Eyes."

December 29th – 5:30 and 7:30 pm

Holiday Shorts
featuring Red Wing Organist Dave Calendine

Red Wing and Fox Theater organist, Dave Calendine, is going to accompany Holiday Classic Short films. A treat for the whole family!





May 1st Opening Day Celebration

We will be kicking off our 2016 Season with a May 1st Open House. This will include special admission pricing, family friendly tours, popcorn and more!

Our Open Houses are a way to share our wonderful museum with those who might not have stopped in yet. We will also be holding our Family Day Open House on Sept. 11, with special games and fun for kids of all ages, and our Christmas Open House on Dec. 18 where we get to show off the Music House in all of its holiday glory! We hope that you can join us.

A Season of Amazing Concerts!!!



Miriam and Dave
May 28



Damaris Pike
Aug. 12 & 13



Gail and Dale Zieger
Sept. 23



Steven Ball
Nov. 25

Whatever your musical taste, this year's concert series has something you will love. We at the Music House are crazy about music and our rafters will be ringing with beautiful sound all season long.

We begin in May with two of our favorites, Miriam Pico and David Chown, bringing us their original music as well as classics.

In June we will be bringing you "From Gershwin to Gaga" with Kalamazoo artists Barry Ross and Steve Kamerling on guitar and fiddle.

August we will be presenting two popular artists from last season! Damaris Pike, historian and singer, will be bring us two fascinating shows from her 'Women of Note' theatrical series with an evening with Irving Berlin's eldest daughter remembering her father, and Dolores Hope reminiscing about her husband Bob's life and career. Next up is Peter Bergin playing Ragtime as only a master can. Get ready to dance! In September we have another fabulous concert from husband and wife team, Dale and Gail Zieger. Nationally recognized, this Grand Rapids couple brings bus loads of fans from around the state.

We are so excited about our October concerts! First we are bringing the Atlantic Harp Duo, Marta Luce and Elizabeth Jaxson. They call Paris, France home these days but will be making a stop at the Music House while on their US tour. As an added October bonus, Fr. Andrew Rogers will be talking about the art of being a theater organist with demonstrations on the 'Mighty' Wurlitzer.

As if that wasn't enough November will bring Dr. Steven Ball from Atlantic City, NJ for a Christmas Concert including a sing-a-long of your favorites. We will top off the month with local phenoms who are rapidly gaining national and international acclaim, The Accidentals who will be debuting their Christmas EP in two special concerts at the Music House!

We also have two Pizza and Pipes scheduled in August and December with Red Wings organist, Dave Calendine!

For more details on all of these events and to find out how to get tickets go to MusicHouse.org or call (231)938-9300.



Ross & Kamerling
June 18



Peter Bergin
Aug. 21



Atlantic Harp Duo
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The Accidentals'
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Message from our Operations Manager

Happy Spring from the Music House! I hope our winter hibernation time has treated all of you well. We are all very excited to open our doors back up to the public for the 2016 season on May 1st. As we finish cleaning in all the corners of the Museum and getting our beautiful collection tuned and ready for your enjoyment, let me share some of my excitement for our upcoming year.

In 2015 the Music House Museum was blessed to receive it's very first intern, Ciara Larson. The whole experience was so incredibly positive for all involved that the Museum is welcoming two new interns from Western Michigan University for our 2016 season! Please welcome Kelsey Ennis and Peter Cook to our family. We are very happy to have them here.

I'm also very excited about our events for 2016. The diversity of what we have scheduled is nothing short of amazing. From Silent Films, to Concerts, and all the way to our Guest Speakers, we have something for EVERYONE at the Music House this season!

You aren't going to want to miss a moment this year. So don't miss out! Make sure you keep your Membership current and don't forget to renew. And if you would like to volunteer some of your time to the Music House we are always very appreciative of your help. We have lots of projects going, and would love your assistance. If you would like to donate some of your valuable time, Membership and Volunteer Signups can be found at our website @ musichouse.org

I'm looking forward to the new season in a huge way. Lots of new faces, new sounds, and new experiences! I hope you take advantage of the unique beauty we bring to northern Michigan this year. I look forward to sharing some wonderful and beautiful moments with all of you in 2016.

See you all very soon,

A.J. Morley, Operations Manager @ MHM

What's Happening in Marketing and Development by Kelly Roberts-Curtis

FiThings continue to be very busy in my marketing and development world. 2015 presented several challenges but also include some wonderful positives. Since my last newsletter we have been awarded \$20,000 in grants from Michigan Council on Arts and Community Affairs (MCACA), ArtWorks and Northsky Non-profit Network which is a branch of Rotary Charities for 2016. The majority is to assist with operational costs, with \$1250 going to our Strategic Planning facilitator. In addition to this, our participation in the local fundraiser SwingShift and the Stars raised almost \$19,000 and this four month event provided amazing exposure for us (it was a marketers dream!). I will not reiterate the challenges that we faced as they have been covered in other articles.

In March the Board and Staff spent several hours in Strategic Planning as our last plan, from May of 2013, was a three year plan. While few enter this sort of planning with 'excitement', we all left rejuvenate, recognizing our many accomplishment over the last three years and having a strong and doable plan for the next three years and beyond.

As with most non-profits, our operational budget is the biggest challenge. While we keep our administrative cost very low, our operational cost (keeping the lights on etc.) and maintaining our facilities and collection is a very costly endeavor. Admissions and Gift Shop sales do not over these expenses. We are so grateful to our donors and grantors who help to cover these expenses but, with the events of 2014 and 2015, we recognize that we need to put in place a more aggressive plan to cover these ongoing expenses and the 'surprises' that inevitably come up. We will share more about this plan in the near future.

One of my biggest projects in the coming months is to put together an all inclusive database that will combine information of all areas of contacts. I have chosen Salesforce as it comes highly recommended by other non-profits and is offered free to us!

We have an incredible season ahead of us with an amazing calendar of events. We invite you to attend them all, to tell your friends and family about us and hope you come and play with us as volunteers if you live close enough. See you soon!



An impromptu duet with
Miriam Pico

Can You lend us a Hand?



It is that time of year again! With our May 1st Season Opening, we will be tuning and cleaning over the next several weeks. We will be holding our **Annual 'Deep Clean'** on **Sat. April 9 at 9 am.** Any help would be greatly appreciated even if you can stop by for an hour.

Invaluable Support

The Music House is so very grateful for the support that we receive through grants from Michigan Council for Arts and Cultural Affairs, Art Works and NorthSky Nonprofit Network, a Rotary Charities of Traverse City Program.



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Traverse City, MI

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.

Follow the Music House Museum on Social Media
for up-to-date and in-depth information !



Music House Museum/@musichousemuse

the Music House
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