

UNITED STATES AIR FORCE

BAND OF THE GOLDEN WEST



Concert Band



A NOTE TO OUR PARTNERS

Thank you for partnering with us to bring the United States Air Force Band of the Golden West to your community. It takes a lot of work to have a successful event which is why we greatly appreciate your commitment and contributions to this endeavor. We have developed this partnership guide to assist you in preparing for this community event, enabling us to reach as many people as possible. This guide is designed to bring your ideas and ours together to ensure a successful appearance by The United States Air Force Band of the Golden West. Thank you for having us in your community and we look forward to working with you!



UNITED STATES AIR FORCE BAND OF THE GOLDEN WEST



Concert Band



The Concert Band is comprised of nearly 50 musicians and is the largest performing ensemble within the United States Air Force Band of the Golden West. It has performed for thousands of listeners in live concert appearances and for millions worldwide via numerous recordings and television and radio broadcasts. Throughout its history, the Concert Band has collaborated with some of America's leading band conductors, receiving enthusiastic critical acclaim as one of the premier musical organizations of its kind.



Touring the western states of California, Oregon, Washington, Idaho, Nevada, Utah and Arizona, the Concert Band performs a wide variety of music. This includes standard concert band/wind ensemble literature, orchestral transcriptions, military marches, jazz and pop arrangements, Broadway standards, and of course, patriotic music. This ensemble's wide and varied programs offer something for everyone and are an excellent choice for family entertainment.



Captain Dustin M. Doyle

Commander and Conductor



Captain Dustin M. Doyle is the Commander and Conductor of the United States Air Force Band of the Golden West, Travis AFB, California.

Captain Doyle earned his commission from Officer Training School in July of 2009 at Maxwell Air Force Base, Alabama and was assigned as the Deputy Commander to the Band of Mid-America at Scott Air Force Base, Illinois. He next served as Flight Commander and Assistant Conductor for the United States Air Force Academy Band, Peterson AFB, Colorado.

Originally from Huntingtown, Maryland, Captain Doyle began his musical career as a flutist. He received his Bachelor's Degree in Music Education from the University of

Maryland where he was Drum Major for the Marching Band. He received his Master's Degree in Wind Conducting from The Peabody Institute of the Johns Hopkins University. Captain Doyle has studied Performance and Conducting with Dr. Harlan Parker, John Wakefield, Dr. L. Richmond Sparks, Dr. William Montgomery, Kathy Trehan and Kathy Diener.

Prior to joining the Air Force, Captain Doyle taught high school band and orchestra for seven years in Montgomery County, Maryland, where his ensembles earned national and regional recognition for their excellence. Captain Doyle also taught percussion, guitar, music theory and conducted the Musical Theatre productions. Captain Doyle is active as a clinician and adjudicator for orchestra and band festivals as well as marching band competitions.

EDUCATION

2002 - Bachelor of Music Education - University of Maryland, College Park, MD

2008 - Master of Music, Wind Conducting - Peabody Conservatory of the Johns Hopkins University, Baltimore, MD

2009 - Officer Training School, Maxwell Air Force Base, Montgomery, AL

2011 - Air and Space Basic Course, Maxwell Air Force Base, Montgomery, AL

2011 - Defense Information School, Fort George G. Meade, MD

MAJOR AWARDS AND DECORATIONS

Air Force Commendation Medal

Air Force Achievement Medal

National Defense Service Medal

Global War on Terrorism Service Medal

REQUIREMENTS FOR PERFORMANCES

OVERVIEW

Whenever appropriate and possible, we would like our partners to:

- **Provide a concert venue that seats a minimum of 750 people with a stage area 40 feet wide by 35 feet deep.** Auditoriums are the optimal concert venue. The auditorium should have a permanent stage, although gymnasiums or auditoriums with portable stages will be considered. Concert sites with a smaller performing area will also be considered. Auditoriums are often scheduled a year in advance, so it is important that the site be reserved as soon as possible.
- **Execute a publicity campaign sufficient to provide a capacity audience for the concert.** Publicity materials and recommendations for publicizing the concert are included in this guide. If necessary, we can provide publicity assistance.
- **If possible, our partners will also print and distribute free admission tickets, including a 20% overprint of the capacity of the concert venue.**
- **Reproduce a one-page program.** Program design will be provided by the Band of the Golden West for printing.
- **Ensure ushers are present at the concert.** House ushers or local volunteers work well.

All Band of the Golden West Concerts must be free and open to the public.

These concerts are presented as a public service to the community FREE OF CHARGE. They are open to the general public regardless of race, color, or national origin. The Band of the Golden West will not participate in any event that directly or indirectly benefits or appears to benefit or favor any private individual, sect, political or fraternal group, or is associated with solicitation of funds or solicitation of votes in an election. Fundraising activities or other collections in connection with Band of the Golden West concerts are strictly prohibited.



EXPENSES

There is no fee for the Band of the Golden West. The United States Air Force pays all expenses incurred for travel including transportation, housing and meals.

Any other costs, such as auditorium rental, lighting, heating, printing of programs and tickets, publicity, janitorial fees and the cost of hiring union labor when required, **are the responsibility of the local authorities or partner.** Often, companies will donate these services in support of a free community event.

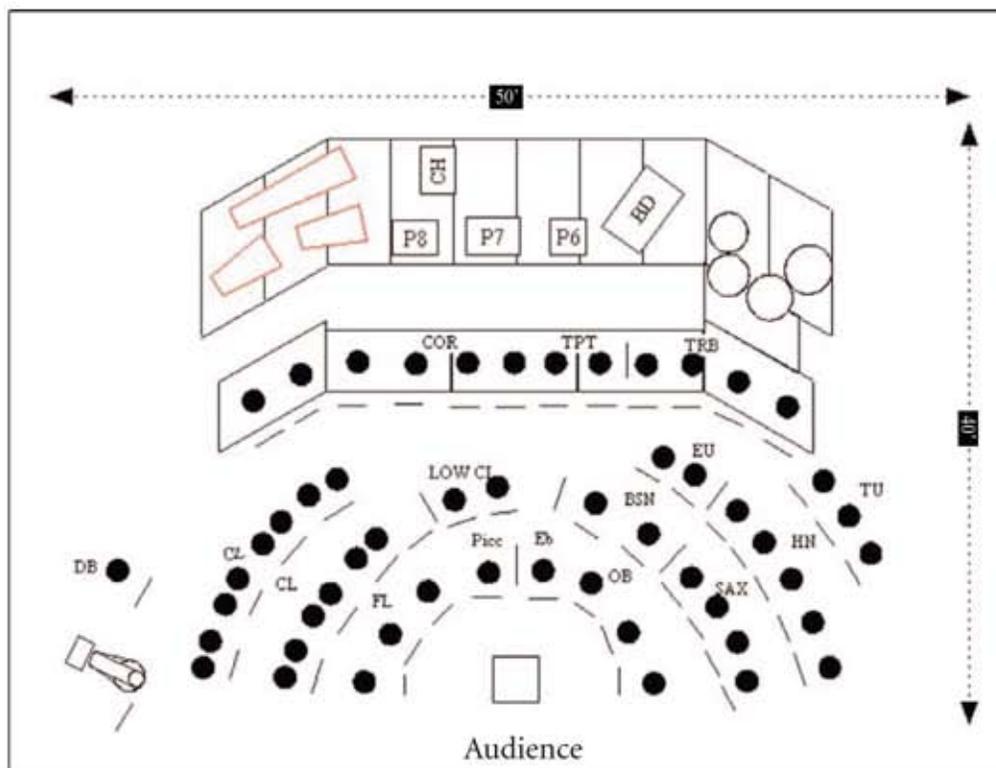
TECHNICAL STAGING REQUIREMENTS

STAGE AREA

- Performing area should be 40 feet wide by 35 feet deep.
- Stage must be well lit.
- A stage manager who can run additional lighting during the concert provides a more impactful and impressive product.
- A storage area near the stage should be set aside for equipment cases.
- For audio, four dedicated 20-amp circuits on stage are necessary (contact the operations representative for more information).

THE STAGE

- *The minimum performing area on a fixed stage is 40 feet by 35 feet deep.*



LOAD-IN

- The stage will be cleaned, cleared and ready for load-in.
- The band will arrive approximately 3 hours before the concert to load-in.
- A person with keys and access to all required areas must be present for the load-in. A stage manager who can also run the lights is often the best choice.

DRESSING ROOMS

- Three dressing rooms: one for our Commander/Conductor, one large room for 30 men and one medium room for 20 women. All with coat racks and mirrors, if available.
- Dressing rooms should be attached to rest rooms, if possible, and must be secure while the band performs.

PARKING

- Parking spaces are required for band vehicles at the performance site. The band presently uses one bus, two 15-passenger vans and one semi trailer.



TICKETING AND PUBLICIZING THE CONCERT

TICKETS

- **Access to our concerts must be free.** If possible, a ticket should be required for admission. Ticketing allows you to monitor the effectiveness of your publicity campaign and keep track of the expected attendance.
- **Overprint and distribute at least 20 percent more tickets than the seating capacity of the venue.** This may seem risky, but we have learned from past experience that an overprint guarantees a near capacity crowd as not everyone with a free ticket attends the concert.
- Print "**All ticket holders must be seated 10 minutes before the performance**" on all tickets. For example: 6:50 for a 7:00pm show or 2:50 for a 3:00 pm show. At 10 minutes prior to the concert, any remaining seats will be opened to patrons without tickets.
- Do not number tickets. All tickets should be "General Admission" and not numbered or correspond to specific seats in the hall. All tickets should look the same (including the overprint tickets). Stress that all seating is general admission and there is no reserved seating (see Miscellaneous section for a possible exception)
- Avoid giving out large blocks of tickets to groups. If there are community groups (high school bands, retirement homes, etc.) who wish to request a large group of tickets, ask for an exact count so that unused tickets may be distributed.



Suggested Marketing Plan

Tips for maximizing concert attendance

The Band of the Golden West Operations Representative is available to guide you through the marketing process and suggested timeline. The Band can also provide limited assistance with producing specific event marketing/advertising materials and can provide assistance with utilizing electronic/social media.

While publicity campaigns will vary based on local needs, there are some standard marketing and media techniques to notify the general public of the event and assure it is well attended by your community. The following methods are time-tested and effective:

NEWSPAPER & LOCAL MAGAZINES—often will donate ad space, provide a feature story, or serve as a co-sponsor of the event; recommended 2-3 half to full page ads per the suggested timeline

BROADCAST MEDIA—Radio, Television Network, Cable Stations; News programs often announce events based upon press releases; may schedule a broadcast interview opportunity

INTERNET—Web site, Online event calendars, newsgroups/forums, Facebook, Email

FIELD PROMOTIONS—Flyers, posters, cards displayed at local businesses and in prominent areas

DIRECT MAIL—use a mailing list to notify regular patrons/community supporters/VIPs; mailing lists may be obtained from organizations such as the Chamber of Commerce, School System, or Veteran's groups

ORGANIZATION "WORD-OF-MOUTH"—provide flyers or post cards to community organizations to distribute to their membership. Example: Community bands, Veteran's groups, Senior Centers, Downtown Alliances, PTAs, etc.

Suggested Timeline

Date Range	Marketing Tactic
3-6 Months prior	<ul style="list-style-type: none">- Begin preparing press releases and media advisories- Begin preparing invitations, flyers and posters- Prepare tickets or set-up online ticketing
6-8 Weeks prior	<ul style="list-style-type: none">- Make inquiries for interviews - TV, Radio, Cable; BE PERSISTENT; try to contact show host(s)- Send initial press release- Contact newspapers for ads/stories - Make Multiple contacts (Calendar Editor, Features Editor, Entertainment Editor, Music Editor, etc)
5 Weeks prior	<ul style="list-style-type: none">- Send out mailing to mailing lists - local Schools/Veteran's Groups/ Chamber of Commerce/VIP's (postcards work well)- Begin ticket distribution
4 Weeks prior	<ul style="list-style-type: none">- Send email of event - save the date notice- Send follow-up press releases- Send date/event listings to calendars- Run 1st ad in local papers- Notify local businesses/post flyers, notices
2 Weeks prior	<ul style="list-style-type: none">- Run 2 ads in papers- Feature story in local papers/on local TV
1 Week prior	<ul style="list-style-type: none">- Follow up press releases with calls to media- Try to encourage coverage of the event in local Paper/on local TV News

ADVERTISING

Sample advertisement

Tip: To achieve a “full house,” publicity should begin early enough to complete ticket distribution approximately one week before the concert date. Effective ads should include complete performance information. Advertising should begin 4 weeks prior to the performance date.



U.S. AIR FORCE

**FREE
CONCERT**
WITH THE
**US AIR FORCE BAND
OF THE GOLDEN WEST**

CAPTAIN JASON PLOSCH,
COMMANDER/CONDUCTOR

**7 PM
TUESDAY,
OCTOBER 9TH**

COMMUNITY CENTER THEATER
SACRAMENTO CONVENTION CENTER
1301 L STREET, SACRAMENTO

WHILE THE CONCERT IS FREE,
TICKETS ARE REQUIRED FOR ADMISSION

PICK UP YOUR FREE TICKETS AT THE
SACRAMENTO CONVENTION CENTER
BOX OFFICE, MON - FRI, 10 AM - 6 PM

FOR MORE INFORMATION, CALL 916-808-5181

This community event sponsored by **THE SACRAMENTO BEE**
Stay Connected » sacbee.com

ADVERTISING

Concert Programs

Two to three weeks prior to the concert, you will receive an email with a .pdf file of the program for you to print. There is space available on the cover for local information, including the name and/or logos of our community partners. Advertising in the program is strictly prohibited. The band can provide assistance with printing programs if needed. Contact the Operations Representative for further details on the assistance we can provide.

The Pacific Coast Winds

The Pacific Coast Winds is a resident chamber music ensemble of the United States Air Force Band of the Golden West, varying in size from five to twenty musicians. The ensemble performs a variety of standard art music ranging from classical to contemporary.



UNITED STATES AIR FORCE BAND OF THE GOLDEN WEST PERSONNEL Captain Haley Armstrong, Commander SMSgt Kathy Homan, Band Manager MSgt Frank Milicia, Noncommissioned Officer in Charge

FLUTE / PICCOLO

MSgt Sherry Burt, Chattanooga, TN
SrA Melissa Rocha, San Juan, TX (p)

OBOE / ENGLISH HORN

TSgt Coreen Levin, Seattle, WA (p)
SSgt Whitney Isbell, Henderson, TX

BASSOON

MSgt Lezlee Masson, Aurora, IL (p)

CLARINET

MSgt Wendy Harvey, Wadsworth, OH
MSgt Frank Milicia, Vacaville, CA
MSgt Claudia Weir, Palmerston North, New Zealand*
TSgt Anna Andrew, Nyssa, OR (p)
TSgt Kevin Bolen, Daytona Beach, FL

BASS CLARINET

TSgt Mark Craig, Dallas, TX

SAXOPHONE

TSgt James Butler, Alpine, CA (p)
SSgt Ron Glenn, Denver, CO
A1C Caleb Brinkley, Pleasant Garden, NC
A1C Isaac Lamar, Santa Rosa, CA

HORN

MSgt Kristen Tenwolde, Riga, MI**
TSgt Tom Hanrahan, Salt Lake City, UT
SSgt Robbie Mayes, Enterprise, FL
SSgt Edwin Ochsner, Evansville, IN (p)

CORNET / TRUMPET

MSgt Brian Wood, White Oak, PA
TSgt Jon Ruff, Vacaville, CA
TSgt Edward Schubert, Torrance, CA
A1C Stephen Denison, Melbourne, FL (p)
A1C Matthew Garza, Sugar Land, TX

TROMBONE

MSgt Richard Thorp, Lombard, IL (p)
A1C Derek Molacek, Omaha, NE
A1C Ryan Terronez, Fresno, CA

EUPHONIUM

A1C Travis Hyde, Kerrville, TX

TUBA

TSgt Michael Andrew, Sterling Heights, MI
SSgt Jill Corbett, Lee's Summit, MO

PERCUSSION

SMSgt Aaron Johnson, Yorktown, VA
TSgt Marshall Gentry, Fresno, CA (p)
A1C Simon Thomsen, Los Angeles, CA***

GUITAR

SSgt Alex Nikiforoff, Bismarck, ND

STRING BASS / ELECTRIC BASS

SrA Joseph Whitt, Philadelphia, PA

VOCALIST

MSgt Amy Lukens-Malone
New Philadelphia, OH

AUDIO ENGINEER

MSgt Dodd Martin, Belton, SC

MASTER OF CEREMONIES

A1C Matthew Garza, Sugar Land, TX

(p) Denotes Principal Player

*USAF Academy Band, CO

**USAF Band of Mid-America, IL

***ANG Band of the Southwest, CA

The United States Air Force
Band of the Golden West

First United Methodist Church
Modesto, CA

Monday
~August 22nd, 2011~
6:00pm



PROCEED AMIS

Miscellaneous

USHERS: While seating will be on non-reserved basis sponsors should provide people to collect tickets and distribute programs. Local Scout Troops and Jr. ROTC units can fulfill their community service requirements this way.

RESERVED SECTION FOR SPECIAL GUESTS: We encourage you to designate a special section of reserved seating for certain dignitaries (i.e. Mayor, Senator, military members). Remember, the Larger the section the more difficult it is to control.

INTRODUCTION OF THE BAND: Since the band has a special opening production there is no requirement for an introduction by a local personality.

PRESENTATION: The band would like to recognize our community partners during the performance. Please let us know the names and titles of the people to be recognized so that we may publicly thank them during the concert.

PHOTOGRAPHS: We encourage you to take photographs of the band during performances. We would appreciate copies (preferably in digital format) of any pictures that are taken.





Concert Band



QUICK FACT SHEET

- The Concert Band is part of the USAF Band of the Golden West based at Travis Air Force Base, California.
- The group's mission is to cultivate positive relationships between communities across the West Coast, Air Mobility Command and the U.S. Air Force.
- The group provides musical support for official military functions and community relations programs.
- The USAF Band of the Golden West plays an average of 267 performances a year.
- The Concert Band is comprised of 45 active duty professional musicians.
- Musicians are full-time Active Duty members of the Air Force and have gone through Basic Military Training at Lackland Air Force Base, TX.
- The Concert Band can break out into diverse smaller ensembles: The Commanders jazz band, a ceremonial marching band, and various other chamber and ceremonial groups.
- The group's touring area encompasses a seven-state region covering 707,000 square-miles. States included are California, Oregon, Washington, Idaho, Nevada, Arizona and Utah.
- Each group member has an administrative duty that directly supports the operation of the Band of the Golden West.
- Most musicians received undergraduate and/or graduate degrees in music prior to entering the Air Force.
- Members of the group are also active performers and educators in the San Francisco Bay Area.
- The Band of the Golden West conducts regular deployments overseas.

Notes:

IN CLOSING

Thank you for your decision to be a community partner of the Band of the Golden West. You are providing a valuable public service for the citizens of your community.

The success of our performance depends upon good communication and cooperation between you and the Band Operations Representative for the Concert Band. Please feel free to contact us with any questions or concerns you have. We hope that this guide will help you make the concert and your partnership experience a rousing success!