

UNITED STATES AIR FORCE

BAND OF THE GOLDEN WEST



THE
COMMANDERS

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A NOTE TO OUR PARTNERS

Thank you for your willingness to partner 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!



MSgt Sherry Burt, Director of Operations

Phone: (707) 424-3327

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The Commanders



The Commanders, a newly-revived ensemble coming from the US Air Force Band of the Golden West, carries on the American musical tradition of the great big bands, yet offers a lot more than the big band sounds. This energetic group of highly-trained professional musicians, formed from about a dozen Airmen, delivers the full gamut of jazz music - traditional jazz, cool, bop, swing, Broadway favorites, popular tunes, Latino rhythms, and patriotic music. The Commanders offers an entertaining show you won't soon forget!

A typical evening with The Commanders might include favorites from Duke Ellington, Woody Herman, Count Basie, to Miles Davis, Charlie Parker, and Dizzy Gillespie - to the sounds of today's greatest salsa groups and modern jazz groups, plus American show tunes and pop songs delivered by the group's enchantingly talented vocalist. Their renditions of hot jazz standards of any style feature rousing improvised solos from every instrument in the group. This is an ensemble capable of delivering a truly unique combination of entertainment.

In addition to enjoyable community concerts, the group offers informative lecture and performance clinics and general assembly programs. They visit colleges and schools throughout the region, inspiring future generations of musicians and connecting with youth.

Led by Technical Sergeant Jim Butler, The Commanders are ready to charge you up with a fun-filled event that will satisfy every musical taste!



Captain Haley Armstrong

Commander, USAF Band of the Golden West



Captain Haley Armstrong, Commander and Conductor of the United States Air Force Band of the Golden West, entered the Air Force in July of 2000 and earned her commission from the Academy of Military Science in April, 2007. Before her commission, she was an enlisted trumpet player with the Air National Guard Band of the Central States and the Air National Guard Band of the Northwest. Prior to entering the active duty Air Force in 2010, she was the Commander and Conductor of the Air National Guard Band of the Great Lakes in Toledo, Ohio.

A native of Sonoma, California, Captain Armstrong holds Bachelor's degrees in Music Education and Trumpet Performance from Eastern Washington University. After graduation she taught middle and high school band in Medical Lake School District in Washington and then earned a Master's Degree in Music Education from the Indiana University Jacob's School of Music in Bloomington, Indiana. In 2010 she earned her Doctorate in Conducting at the University of Kansas in Lawrence, Kansas.

As a guest conductor, Captain Armstrong has worked with many Air Force regional bands as well as The United States Air Force Band at Bolling Air Force Base, Washington D.C. leading them in concerts and ceremonies, including a performance for President George W. Bush. She also continues to work as a guest conductor and clinician for schools and honor bands across the country.



REQUIREMENTS FOR PERFORMANCES

OVERVIEW

Our partners will:

- Provide a concert venue that seats a minimum of 500 people with a stage area 50 feet wide by 40 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.
- Print and distribute free admission tickets, including a 30% 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.

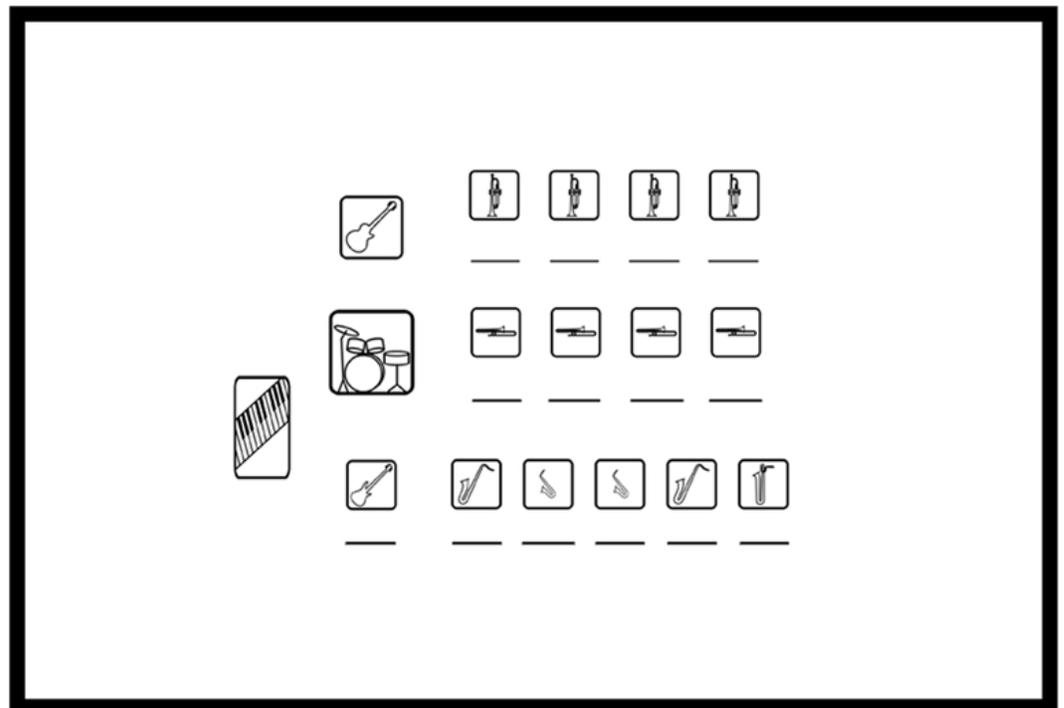
Any other costs, such as auditorium rental, lighting, heating, printing of programs and tickets, publicity, janitorial fees and the cost of hiring union labor when required, **are the responsibility of the local authorities or partner.** Often, companies will donate these services in support of a free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

TECHNICAL STAGING REQUIREMENTS

STAGE AREA

- Performing area should be 30 feet wide by 20 feet deep.
- Stage must be well lit.
- A stage manager who can run additional lighting during the concert aides in 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 (contact the operations representative for more information) are necessary.

THE STAGE



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

- Two dressing rooms: One large room for 15 men and one medium room for 5 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, one 15-passenger van and one semi trailer.



TICKETING AND PUBLICIZING THE CONCERT

TICKETS

- Access to our concerts must be free, but tickets are required. Ticketing allows you to monitor the effectiveness of your publicity campaign and keep track of the expected attendance.
- Overprint and distribute at least 30 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 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 7:00 pm show or 2:50 for a 3:00 pm show. At 10 minutes prior to the concert, any remaining seats will be open 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.

Five-Point Strategy for AF Band Ticketing

- 30% Overprint
- Four Tickets Per Request
- One Central Distribution Point
- 10-Minute Rule
- Controlled Access to Site



figure 1

TIP: In addition to printing the concert time and location on the ticket, be sure to include the “10-Minute Rule” and that tickets are free and seating is general admission.

Chabot College, San Leandro Times & Castro Valley Forum presents the:
United States Air Force Band of the Golden West
Sunday December 7, 2008 at 2:00 p.m.
Chabot College Auditorium
25555 Hesperian Blvd., Hayward, CA
For directions call 510-723-6600 x3 or visit our website at:
www.ChabotCollege.edu/pac
This is a free, ticketed event. Limited seating. Free parking.
Doors open at: 1:15 p.m. Non-ticketed entry at: 1:45 p.m.

The Fortuna Chamber of Commerce
presents
Fortuna River Lodge
1800 Riverwalk Drive
Fortuna, California
Seating is limited.

Tuesday, May 18, 2004
7:30 pm
Ticket holders are requested to be seated by 7:15.
Non ticketed public will be admitted at 7:20.

The Fortuna Chamber of Commerce
presents
Fortuna River Lodge
1800 Riverwalk Drive
Fortuna, California
Seating is limited.

United States Air Force Band of the Golden West
The United States Air Force • Travis AFB, California
Printing donated by PALCO

ADMIT ONE
General Admission

ADMIT ONE
General Admission

- Use a central distribution point and maintain complete control of ticket distribution. The most effective way to handle ticket distribution is to print a mail-in coupon in the advertisement for the concert (see figure 2 page 12). Patrons who have taken the time to clip and mail in a coupon with a self-addressed, stamped envelope are more likely to show up to a concert than those who grab a handful of tickets from a store counter. Another option is to have patrons visit your business and request tickets from a single distribution desk. **A limit of 4 tickets per request**, regardless of distribution method, should be enforced. Please do not place tickets at banks, stores, libraries, etc. for people to help themselves. As with any free item, people tend to take more than they need and the tickets will run out quickly, leaving a sparse audience at the concert.

- “SOLD OUT” advertisement. When you have run out of tickets, run a SOLD OUT advertisement that also states that seating will be open to non ticket holders 10 minutes prior to the concert. This will cut down on the ticket requests coming in and will help remind everyone of the performance.

- Answer all ticket requests. People who have taken the time to send in a self-addressed, stamped envelope will expect a reply. Either send tickets in response to requests, or once the tickets are gone send a regret letter stating that any remaining seats will be open to non ticket holders 10 minutes prior to the performance.

PUBLICITY TO MAXIMIZE TICKET DISTRIBUTION

Publicity materials and recommendations for publicizing the performance are included in this guide. These items are designed to save you time and trouble, but we also encourage you to create your own publicity materials that are tailored to your area. Since everyone should have an equal opportunity to attend the performance, publicity must be targeted to the general public. A suggested Publicity Schedule is also included as a timeline for a successful publicity campaign.

While publicity campaigns will vary based on the local needs, United States Air Force Band of the Golden West concerts have always been successful when all the local media assisted in the promotion.

NEWSPAPER ADVERTISING

Highly recommended

Newspapers are an easy and cost effective way of informing the public of the concert. Newspaper partners have provided this service in the past and make excellent co-partners. At other times, local merchants or service clubs have provided these ads. Local merchants may state that the ad was paid as a community service; however, it must not give the impression that the Air Force endorses their business.

It is strongly recommended that at least one full-page ad be used to begin your newspaper campaign approximately 4 weeks before the performance. This ad should contain photos, concert date, time, location and a ticket coupon (see figure 2 on page 12). The week prior to the concert, newspapers should run a notice and/or story to remind ticket holders of the performance. Sunday supplements are widely read and a picture story just before the concert will provide an excellent opportunity for many readers to learn more about the band and the upcoming performance.

BROADCAST MEDIA

Recommended when access to radio and TV stations is available

Advertisements should be timed to occur during prime viewing times and often enough that there will be a significant impact. Radio news releases can be integrated with television spots and are considered to be public service announcements.

DIRECT MAIL AND E-MAIL CAMPAIGNS

Recommended for organizations who have access to mailing lists of potential concert-goers

Create and mail a flyer with the concert information to selected mailing lists. Obtain e-mail lists from the venue or organizations such as the chamber of commerce or local school districts and send out an e-mail version of the flyer.

DISTRIBUTE POSTERS

Recommended for sponsors who have volunteer manpower

Produce posters with concert information and distribute to local office buildings, schools, churches and businesses.

figure 2

TIP: To achieve a “full house,” publicity should begin early enough to complete ticket distribution approximately one week before the concert date. Effective ads include complete performance information and a ticket coupon with instructions. Advertising should begin 3 to 4 weeks prior to the performance date.




Free Concert



United States Air Force Band of the Golden West



Concerts in the Park

Thursday, June 30th

7:00 PM

Gauche Aquatic Park
421 C Street, Yuba City, CA 95991

ADMISSION IS FREE WITH TICKET!

Admission to the concert is FREE but you must have a ticket. To obtain your tickets (limit 4), mail this form with a self-addressed, stamped envelope by February 23 to:

Please send me tickets (limit 4) to see the Concert Band

Sponsor _____ Name _____
 Address _____ Address _____
 Here _____ City _____
 State _____ Zip _____
 Phone (____) _____

After March 1, 2009, remaining tickets will be available for pick-up at all Sioux City area Hy-Vee Customer Service Centers

General Admission - No Reserved Seating

Clip coupon & send!

www.bandofthegoldenwest.af.mil




ADVERTISING

figure 3

Once all of the tickets have been distributed, run a "sold out" ad to remind ticket holders of the performance and to stress that seating will be available to non ticket holders 10 minutes prior to the performance.

Free Concert

SOLD OUT

Concerts in the Park
 Thursday, June 30th
 7:00 PM
 Gauche Aquatic Park
 421 C Street, Yuba City, CA 95991

ADMISSION IS FREE WITH TICKET!
 Admission to the concert is FREE but you must have a ticket. To obtain your tickets (limit 4), mail this form with a self-addressed, stamped envelope by February 23 to:

Please send me tickets (limit 4) to see the Concert Band

Clip coupon & send!

Sponsor _____
 Address _____
 Here _____

Name _____
 Address _____
 City _____
 State _____ Zip _____
 Phone (____) _____

After March 1, 2009, remaining tickets will be available for pick-up at all Innes City area Hy-Vee Customer Service Centers

General Admission - No Reserved Seating

www.bandofthegoldenwest.af.mil

Like us on Facebook

figure 4

Two to three weeks prior to the concert, the tour director will email a camera-ready (.pdf file format) program to you to print. There is space available on the cover for local information, including the name and/or logos of our community partners and the concert date, time and location. Advertising in the program is strictly prohibited. The band also uses full-color program covers that will either be mailed to you ahead of time or provided at the venue. Programs will need to be inserted prior to the beginning of the concert.

The Pacific Coast Winds

is a resident chamber music ensemble of the
in size from five to twenty musicians.
this group of virtuoso instru-
ard art music ranging



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



TICKETING AND PUBLICITY SCHEDULE

TARGET DATE

PUBLICITY STEP

3 WEEKS PRIOR TO CONCERT

Full-page ad with pictures and a ticket coupon stating that there will be a concert by the **United States Air Force Band of the Golden West** in your community, giving the time, location, the fact that admission is free, how many tickets may be obtained, etc.

2 WEEKS PRIOR TO CONCERT

Two general announcements stating that there will be a concert by the **United States Air Force Band of the Golden West**, including information used in the full-page ad. Include a coupon for ticket requests and, if possible, pictures.

1 WEEK PRIOR TO CONCERT

Newspaper feature story with updated ticket information and photo. Say it is too late for write-in ticket requests. Indicate address and phone number of ticket control center where tickets may be picked up if there are any.

5 DAYS PRIOR TO CONCERT

Feature story on the band and ad on entertainment page. Photo.

3 DAYS PRIOR TO CONCERT

Feature story on the band and ad on entertainment page. Story on past appearance of the band (if applicable).

2 DAYS PRIOR TO CONCERT

Picture and feature story on Commander/Conductor/Group Leader, plus ad on entertainment page.

1 DAY PRIOR TO CONCERT

List any pertinent highlights. Stress that this is a free admission cultural event presented by the **United States Air Force** through local sponsors. Give all details again. Use pictures and run an ad on the entertainment page with information for picking up tickets in person.

DAY OF CONCERT

General news story stressing the concert is free. If concert is "sold-out," stress open admission for available seating ten minutes prior to concert:

"Although no tickets are left for the free concert tonight at (auditorium) sponsored by (sponsor), music fans who did not get tickets may still have a chance of being admitted by being at the auditorium at 6:50 PM (if concert time is other than 7:00 PM, then ten minutes prior). If there are any vacant seats at that time, people will be admitted without tickets."

MISCELLANEOUS

USHERS: While seating will be on a 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 will be 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.





THE COMMANDERS



QUICK FACT SHEET

- The Commanders are 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.
- 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 group's touring area encompasses a five-state region covering 527,000 square-miles. States included are California, Oregon, Washington, Idaho, and Nevada.
- 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 is completely capable of deployment 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 on good communication and cooperation between you and the Tour Director 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!