

## **FUTURE STORIES AND PAST EVENTS**

The question arises often enough to warrant reaffirmation: What is the goal of the Texas Heritage Music Foundation?

The original intent is still the main thrust of the Foundation's activities – to archive and catalogue original Texas music, to preserve and perpetuate Texas musical traditions, and to trace its influence and the role that music plays in society.

Over the past few years, however, as the importance of storytelling has grown in the public consciousness, we have been able to help focus community attention on a companion goal: Involving children in the music and history, on whatever level they can assimilate it and feel comfortable.

Because today's kids are tomorrow's stories.

Thus, part of our mission includes implementation of our conviction that telling stories through song can make a difference in the world. The THMF is committed to creating educational programs that both enrich the Hill Country community and preserve Texas heritage through sharing the stories of our lives.

The stories being told by today's performers are a part of Texas history. As every study in the past two decades has determined, today's school age children are woefully lacking in historical perspective. We intend to improve that condition locally.

And while the THMF is not an entertainment based organization, but rather one that promotes heritage, history, education and family values to the central and south Texas community, we know that ideas absorbed as fun remain in the memory longer than those imposed as a chore. And what is more fun than music?

Our kids are the future stories. Bring yours to our functions – help them have fun while learning about their present and past, and creating a better future story for themselves.

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## **OPEN HOUSE DRAWS DOZENS**

On April 7<sup>th</sup> the THMF hosted an Open House at our new office on the Schreiner University Campus. The public was invited, and a goodly number showed up to help us celebrate Schreiner's donation of the building. Featured entertainers included John Butcher, Jason Van Slyke, the University Pep Band, and Texas poet, Walt Perryman, who shared some of his poetry and stories during music breaks. Door prizes included Pat Green CD's, foundation t-shirts featuring Jimmie Rodgers, and books on Texas music. The Open House coincided with the University's annual Alumni Recall Weekend, providing an excellent opportunity to renew old friendships and introduce students past to programs present.

Our sincere appreciation to all who showed their support and interest. Eighteen years of growth for the Foundation has brought many rewards – chief among them the friendship of those who understand the importance of song and storytelling to those who come after.

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### **LAST COFFEE HOUSE OF SPRING**

The April 8<sup>th</sup> Coffee House was the final presentation for Spring of 2005. Many alumni attending the Recall Weekend sat in to enjoy local musicians including the Josh Murley Trio, and String Dancer Greg Wall.

Kathleen is looking into creating a summer version of the Coffee House Music Series. In order to make this happen, we will need to sign up a sponsor or two to cover costs. How about you, dear reader?

Consider this on at least two levels: One is the unselfish goal of boosting local musicians and their creations. But enlightened self-interest also comes into it – as the sponsor you will be getting your message out to college-age young adults about to enter the workforce, pay taxes, buy things – your next set of customers if you can get them early. And this is a better way than most. We supply the venue and include your sponsorship in all of our promotional materials. We'll even hang your company banner at the event. You provide a cash donation and reap the benefits of reaching future customers before they are bombarded by the myriad sources of haphazard and impersonal advertising.

Call Kathleen Hudson at 792-1945 to arrange your sponsorship today.

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### **NEW SPONSORSHIP ADVANTAGES**

In an effort to increase inclusion in the programs we have added in recent years, we want to encourage those of you needing to place advertising dollars to get involved in our new sponsorship levels for the Living History Weekend, the last full weekend of September (23<sup>rd</sup> through the 25<sup>th</sup>).

This three-day event started out many years ago as a one-day affair on the banks of the Guadalupe to mark the birthday of Jimmie Rodgers, the Father of Country Music, America's Blues Yodeler, and one-time Kerrville resident. Since then it has grown to encompass all of Texas history and heritage.

Held on the Schreiner University campus in Kerrville, the first day - Friday, the 23<sup>rd</sup>, will include over forty performers from Texas history re-enactment groups, chuck wagons and teepees, noted cowboy storytellers and poets, Texas heritage demonstrators and educational exhibits, numerous musical performers, horseshoeing demonstrations, a



We were nearly overwhelmed last year, with almost twice as many attendees as any year before. Based on the queries already received, we are expecting perhaps double that number this year.

And we would sure appreciate being able to count on your help before, during, and after the event. Living History Weekend has three components: Friday is Living History Day, and we know we will have, at a minimum, over 3000 children to move from exhibit to demonstration to music venue. It could easily be twice that number. We will have trash to pick up, supplies to move around, lost children to care for, messages to deliver..., well you get the idea. If you have no other time, this is the day we could truly use whatever you can afford us.

Saturday is mainly an adult thing, a seminar on Texas folklore and storytelling in education.

Sunday is the Literacy and Learning Concert (don't let the name throw you – this is a music concert to raise money to promote literacy and fund our scholarship program). This is another time we could use some serious help.

If you foresee having time you could donate to a very worthy cause the last weekend of September, please give us a call – 792-1945. Talk to Tim Wilton or Kathleen Hudson. If they aren't in when you call, leave a message. I guarantee they will return the call.

### **LOCAL MUSICIANS LINKED**

If you are a player, i.e., a singer, songwriter, or member of a band, we can hardly overemphasize the exposure you can receive by including your web-link on the THMF website. (Click on the Friends of THMF bar and scroll down to Musicians for present listings.)

And ALL that's required to assure your inclusion is to join the THMF at the insignificant member cost of \$20!

That's right – a mere twenty bucks gets your link on our site. This has to be the most cost-efficient advertising deal in the country. Your twenty-dollar check goes to fund the many programs we offer, and should result in more work for you. Venue owners access our website continually looking for band contact information. If you aren't listed there, no wonder you have to work so hard to get gigs. Send us a Jackson and increase your exposure. Call us at 792-1945 for more information.