

**Not too much news  
this issue. We're too  
busy working on the  
Festival, which is  
coming to Mansfield  
April 19-21**

# NEFFA



# NEWS

Spring 2013 – Vol. XXXIX #1

**Advance Festival  
Tickets Now On Sale!**



## **From the President's Desk**

*Bill Cowie*



The renowned poet Tennyson once wrote “In the Spring a young man's fancy lightly turns to thoughts of love”, but at this time of the year, many of us in the folk community find our fancy turning to thoughts of festivals!

Many of you joined us back in January for the first NEFFA-sponsored festival of the year, the Ralph Page Dance Legacy Weekend. Attendance at this gala event in New Hampshire was up again this year, and a good time was had by all. Many thanks to Dave Bateman and the many volunteers who continue to keep the spirit of Ralph Page alive and vibrant.

Of course, the other festival that has us eagerly anticipating the arrival of Spring is the annual production of the New England Folk Festival. For most of us on the Board and the many Festival committees, our thoughts about this year's Festival actually began last Summer. I'm pleased to report that our plans are coming together nicely. Linda Leslie and the Program Committee have once again put together a wonderful schedule for the weekend of April 19 - 21. The full schedule has been posted on our web site, [neffa.org](http://neffa.org), and is once again packed with an exciting mix of old favorites and new faces.

This will be the 69th annual Festival, and as an all-volunteer event, the success of the Festival depends upon the efforts of the many volunteers. If you are interested in lending a hand, please contact me, or any member of the Board.

Once again, I thank all of you for your continuing support of NEFFA, and look forward to seeing you in April!

Bill Cowie, President, New England Folk Festival Association

# Advance Sales Changes for 2013 Festival

NEFFA continues to offer advance ticketing for the Festival in 2013. As a member, you have access to Festival ticket pricing historically averaging 15% off. The member discount code for 2013 is "BECOMING". *This code will be required to access member prices for advance ticket sales, so please retain/record it for your later use.*

## Changes for 2013:

- Advance tickets may now be picked up at the Concord Scout House Thursday NEFFA dance just prior to the Festival. Enjoy direct entry without lines at the Festival!
- We hope to offer other NEFFA items like the 2013 Festival T-Shirts for advance sale as well!

Advance sales are now open at <http://tickets.neffa.org>. Questions? Email [advancetix@neffa.org](mailto:advancetix@neffa.org) or leave a message at (617) 299-1590.

-Don Veino

## KIDS JUST WANNA HAVE...

...Craft supplies!

The Activity Room at the Festival provides some hands-on entertainment for crafty kids. Here is a short wish-list of supplies we need to keep the kids happy:

- Unbreakable large mirror
- Beads (not plastic pony beads)
- Wire, thinner than 24 gauge

If you could help out, please drop me a line at [ActivityRoom@neffa.org](mailto:ActivityRoom@neffa.org).

Thanks! --- Susan E. Levitin



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<u>Issue</u>	<u>Deadline</u>
Spring	Feb. 1
Summer	May 15
Fall	Aug. 15
Winter	Nov. 1

# Acadia Trad School

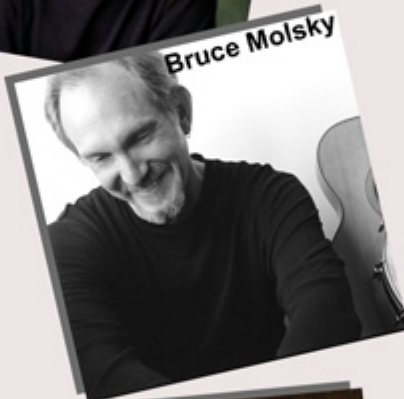
[www.acadiatradschool.com](http://www.acadiatradschool.com)

Irish/Old-Time Week, July 1-5

Cape Breton/Acadian/Québécois Week,

July 15 -19

Bar Harbor, Maine



## Acadia School of Traditional Music & Arts

The summer music program brings together world class musicians and students for a week of intensive music study and fun. Students participate in ensembles, learn technique, theory, history, and tunes.

Classes with faculty are geared toward intermediate and advanced students. Beginner classes are available with school staff.

FIDDLE  
GUITAR  
ACCORDION  
WHISTLE  
BODHRAN  
VOICE  
DANCE  
AND MORE...

## 2013 PROGRAM JULY 1-5

KEVIN BURKE  
BRUCE MOLSKY  
PAT OCONNOR  
EOGHAN O'SULLIVAN  
CAL SCOTT  
CILLIAN VALLELY  
JULIA PLUMB

## JULY 15-19

VISHTEN  
TROY  
MACGILLIVRAY  
RYAN MCGIVER  
RICHARD FOREST  
JULIA PLUMB  
ADDITIONAL FACULTY  
TO BE ANNOUNCED

EVENING CONCERTS  
JAM SESSIONS  
MUSIC THEORY  
TECHNIQUE  
SONG WRITING





# Summaries of the Minutes of the NEFFA Executive Committee

## Summaries of Secretary's Report of the NEFFA Executive Board Meetings

**Dec 2, 2012**

### **Nominating Committee**

**Linda:** there are several people, including the ones who are here, that we have been in contact with. We need four directors and one nominating committee person. I am asking for as much help as possible. My circle is large, but I am getting to the periphery. People have been really honest about whether they have time.

### **Thursday Night Dance Committee**

**Dan:** our regular report was sent out in the pre-meeting package. We serve as an autonomous committee of NEFFA. You want to look at trends. Over the years our attendance has built from the early days to this year's average of around 170. This is down a little bit from last year; economic conditions can affect this, also other dances in the area. The first Friday experienced dance affects us. There are enough dancers in the Boston area for everyone to have a good time.

The week to week numbers show that some dances lose money. We pay generous guarantees because we can afford to. This week we had a whopping loss. We moved the dance to Cambridge, there was the power failure in Cambridge, and the hall is expensive. I paid the performers as though we had a larger crowd. I did not want them to be penalized for the power failure. We are interested in getting more people on the committee who are willing to help run the dance, run sound, etc. The committee members are getting older and it is good to get new blood to provide support and logistics. The committee currently is: Dan Pearl, Mac Sloan, Nell Wright, Tova Cohen, Lisa Greenleaf, Cal Howard, & Sue Rosen. Lisa does the booking. She does as good a program as anyone can. It is a very healthy dance. I would like to see people to also support their local dances, as well.

**Terry:** Thank you for your years of work. **Dan:** The job has had its challenging evenings, like people asking me to deal with uncomfortable dancers. I have been taking the old fashioned role of floor manager. It is the unexpected extraordinary things. After a thousand dances I am pretty good at it and I enjoy it. When people need me, I hope they know I am there. **Terry:** I appreciate that the performers make a good amount. **Dan:** The performers get a decent guarantee and the lion's share of anything extra when there is high attendance.

### **Program Committee**

**Linda:** we have a preliminary schedule. We will be sending out acceptances within a couple of weeks. The caller from New Zealand is coming in on a tourist visa. A woman from Columbia is also coming in on a tourist visa. She is teaching South American couple dance. I am not sure about the band from the UK, they will work out their own visas. The other foreign group is up in the air, a group from South Africa, who has expressed a lot of interest and is working on their plans. If they come they will be doing a family dance as well as a dance performance. We have the potential for some variety this year that I think people will really like.

I want to thank the board for reiterating at last month's meeting that we are happy to send a letter

saying that we will have them perform, but we cannot help groups with their visas.

### **Membership**

**Dan:** did you send out a membership reminder? **Beth:** no. At this point I will wait until the timeframe of the ballot mailing to send out a renewal request.

### **Archives**

**Terry:** the 990 form is going to require all non-profits to

indicate how they keep records. I am just starting to work on this. Some of the requirements for email collection are particularly interesting. Somewhere down the line we may need to consider this. **Shelagh:** I would be willing to help out on this.

### **Marketing**

**Bill:** Don is stepping back from the marketing role. Ron is picking this up. **Ron:** I am meeting with Jeff Kaufman later today to get some ideas. **Bill:** the idea was that the marketing committee puts together a strategy and publicity is part of that.

### **Ticketing**

**Shelagh:** I noted that this is the meeting we need a decision about tickets. Do we know about pricing at the school? **Bill:** it should be very close to last year's, but it cannot be locked in until fairly late in the game. **Shelagh:** what has been the trend? **Terry:** we increased the senior age. **Shelagh:** the ticket committee is not here to present a proposal. **Ralph:** we have no anticipation of the attendance going up or the expenses going down. **Dan:** the buses are going to \$1/hour more, but I realized we do not need as many hours with a dispatcher. We do not need a dispatcher after or before trains are running. By trimming those ends we may be able to keep this revenue neutral. **Ralph:** sound usually goes up a bit. **Dan:** so it appears that expenses will be a bit higher. Can we make a proposal? Do we want to have no price raise? **Terry:** we did lose money last year.

A slate of prices for 2013 was moved and passed.

### **Early Entry**

**Terry:** Dick George has resigned from his position as early entry chair. No one else has taken over the job. **Linda:** it is not such a problem as it has been in the past. It is basically chairs, booth people, etc. It is not such an onerous task. **Bill:** should we disband the function? **Linda:** it should be discussed. **Terry:** there are angry people for one reason or another. **Jenna:** people are annoyed that they have to wait outside. **Shelagh:** that is the whole situation. If we want to revise this, we should put it on the agenda for the next meeting.

### **Food**

**Linda:** I am concerned about food. The food booth people should be set very early. **Shelagh:** they need to submit their applications for food permits on a very strict schedule. She needs to have everyone lined up early. **Bill:** based on communications I have had with Julia, it appears that she has been working hard on it. She has restructured payments/logistics. She will report next meeting. **Shelagh:** we would very much like to have a report from her, especially since it is her first time, so we can get her help if needed.

### **New Business**

#### **Mobile App**

**Bill:** I want to bring up the mobile app. Is there a possibility that we could come up with a mobile version of the web site. I don't know what the price will be, but every year they tell us they are giving us a big price increase. **Audrey:** we love the app. **Jenna:** it allows us to download the information and then use it later. Without connectivity, just a web browser is problematic. If you can set up the website to be the same thing it could be OK. **Mac:** we need to accommodate the enthusiasm for this technology. **Beth:** do we have anyone who could write us our own app? **Jenna:** yes. We'll put feelers out and be in touch.

## **January 6, 2013**

### **President's Report (Bill Cowie)**

Many of you have heard that Nancy Hanssen, our Vice President & Performer Sales chair has resigned due medical issues.

### **Nominating (Linda Leslie)**

We have one more director candidate. We are working to fill out the ballot.

### **Festival Committees**

## Advertising

**Bill:** Marge Lewin is doing her usual excellent job. We had a flurry of interest following the performer mailing.

## Badges (Mac Sloan)

**Mac:** I am looking to minimize the number of “fill-ins” at the door of people who think they should have gotten a badge. **Bill:** there are two classes: Festival Committee and others. **Shelagh:** the Festival committee badge was originally to be only people who come to board meetings, but we found that other people who had authority at the Festival also needed a badge. Basically any committee chair gets one, anyone on the elected board gets one and others based on whether they have done something significant may get one. There is some judgment in the process. Stage managers and MCs.

**Linda:** I would love to help you with this. It is a challenge to get information in a timely way. Contact people now if you want information.

## Crafts (Ann Schunior)

We have accepted 29 artists. This is standard for where we are in January. We have brought in some good new people. We have had a bit more turn-over than other years.

The craft room is going to keep the same hours as last year with the shorter hours. We will need to co-ordinate with the new performer sales chair as soon as possible.

The big change this year is that we have decided not to do demos. It is a struggle to get these to happen. Raelinda and I said “why don’t we put the table out and have it be informal?” We can put out a sign-up sheet, and have the table there and let people use it any way they want to. For next year we may be moving demos to another whole room with a different coordinator. **Linda:** so there is no expectation for the grid? I think a crafts demo room would be wonderful. We could dedicate a jamming room for this. We could make it part of the application process to make this happen. I cannot spearhead this, though I can help to make it happen. **Ann:** I like the concept but I am worried about how many people would be willing to do this. **Harold:** I have this vision of twitter flash demos.

## Early Entry

**Bill:** Dick George has resigned from this committee. What do we want to do with that function? **Harold:** I am doing last minute setup in the morning, so it was nice to have someone in charge of this. **Dan:** I think it is best folded

into safety. They could assign early entry duty to safety volunteers. **Linda:** the biggest issue has to do with Friday afternoon because the school is so open. There are always folks who should not be in the school in the school. It would be very helpful to have safety people clearing the school Friday afternoon when we close the doors. Mornings are not a huge issue. **Harold:** mornings can be a point of contention. It is important that there is a list. **Shelagh:** there may be safety volunteers who would like to work before the Festival starts. **Ann:** the craft room is not a big issue in the mornings, we do our own monitoring. Friday is the big issue. **Linda:** if the badges were there earlier, it would be helpful. We need someone at the volunteer table very early on Friday. **Julia:** Right now I have been arriving on Thursday so to be there early is not an issue. In the past Susan Crocker has brought the badges later. I will need to sort that out. I hear that earlier is helpful. **Beth:** I think it makes sense to have all the badges in the lobby. **Terry:** I think the real issue is that the table needs to be staffed at 3:00. **Julia:** are we asking that everyone who is there at 3:00 have their badge? **Linda:** I could pick up the badges for my early volunteers. **Julia:** so I hear that committee chairs may want badges for early volunteers.

## Evaluations

**Shelagh:** I would to eliminate some questions that are stale. **Linda:** is it time to do away with paper evaluations? It is a huge amount of work to enter them, they are often not legible, and it is harder to get them out to committee members. I realize there are some people who rely on them, but it may be time to force people to use electronic. **Shelagh:** there are still lots of people who want paper; perhaps because they want to do it at the Festival or because they are not electronically savvy. If we do not have this paper method we do not necessarily have a way to do it immediately. **Bruce:** I think written evaluations are more free-form and we should not do away with them. **Shelagh:** we can move in the electronic direction, but we are not ready to eliminate paper. I would be glad to parcel out who puts them in. Simplifying the questions can help with this, too. **Dan:** I do not think that a laptop would be helpful. Most of the evaluations are done at the end of the Festival. It would take a lot of systems to handle the rush. **Harold:** if the people are savvy and want to do it we could publicize the twitter account to get quick comments. **Mac:** these channels could be printed on the back of the badges. **Linda:** More indoor signs requesting evaluations. It would be great if take down in the lobby does not start early. **Terry:** last

year we had tables on the way out with chairs and pencils, it worked very well. We set it up Sunday morning. We were active in getting evaluations. To receive twitter information we would need smart phones at both information tables. Harold: internet access is not available at the school. **Don**: we don't have to use an internet based solution to collect evaluations. People who are going to tweet are already using their phones. It would be simple to have our own system there to collect evaluations. **Shelagh**: if promoting online solutions reduces the paper evaluations that would be good. This is the direction we will be moving, as smart phones get better. **Shelagh**: I will accept volunteers to help with data input.

### **Folk Bazaar (Angela Taylor)**

I have contacted all the people on my list ¾ of them have checked in. I am ready to send out flyers as soon as they are printed.

### **Food (Julia Friend)**

I have been in touch with previous year's vendors. I have not been able to reach the barbeque truck. I am looking for a replacement for them. I have 7 vendors already lined up and am looking at one more application. **Shelagh**: we need to have a discussion about the Girl Scout booth. **Linda**: I am concerned that only one not-for-profit booth is getting a break that the others are not. (Discussion ensued) **Robert**: I move that for this Festival and the next Festival no fee be charged to the Girl Scout booth. Ralph seconded. **Dan**: I think this is out of order. This policy should be under the control of the food chair. **Robert**: I withdraw the motion. **Dan**: I propose a straw vote to provide guidance about the Girl Scout booth. Sense of the meeting was that we will support no fee for this year but the board would like to revisit this.

**Julia**: the smoothies people are not going to be return. I spoke with Maple Morris. They can only get one ServSafe certification, Would it be ok with you for me to fill in as the other? **Shelagh**: they need to get a license for a town of Mansfield license and the

application indicates the ServSafe person. **Julia**: I've been in touch with the Mansfield safety person. **Harold**: you may want to talk to Chris Ricciotti. You are the food coordinator; you manage your own time. If you feel you can handle this it is your choice.

### **Volunteers**

We are getting up and going. Committee chairs should look for an email for the grids for what you need.

### **Information**

**Terry**: I have my volunteers. The unity church thing will probably be happening again. **Bill**: Angela is looking for housing for one of her vendors. Can we reserve one of those for them? **Terry**: they are also thinking of offering the church space to a group. **Linda**: yes, I would really like to find out if there are performers who need those spaces. I have contacted the local hotels about spaces.

**Don**: I think the low cost housing option is a good thing, but if we only have one or two slots it might be counterproductive to open it to the public. **Terry**: I think they will have more this year.

### **Program**

**Linda**: the email alerting performers of schedule went of December 6. It included a new little online form that was very helpful. It also included information about ads so that performers could buy one, and several of them have. We are currently adding in the ritual team and dance performance schedules. I hope the schedule will be ready to share with the public by February 1.

A dancer friend in providence offered to help with housing. This is housing specifically for out of town performers. One idea I had was if this was a way that a dance could raise money to support their dance. This might open up places to stay. Is this acceptable? **Shelagh**: I think it is a good idea. I am not sure why hospitality has declined, but I think the idea of doing this for the benefit of the community is a good thing.

This may also make more people willing to do it, if it is to benefit their local dance.

### Tickets

**Don:** I contacted Lisa about badge design as part of the tee shirt design. She is working with Courtney on this year's design. People are interested in purchasing their tee shirts as part of advanced ticket sales. I would also like to make pre-festival purchase and/or pickup available at the Thursday night dance.

**Don:** we got feedback last year that we needed to improve the flow of picking up the badges. **Beth:** I am aware of this and have started discussions about moving prepaid tickets to the main tickets table instead of membership table.

**Don:** We have been trying to drive revenue and one way to do that is to increase full ticket sales. Could we include Thursday night admission in a full-ticket purchase? **Dan:** I don't think that this would induce the die-hards to buy a full festival ticket. **Don:** I am trying to take away the excuse of avoiding Friday night. **Mac:** I like the thinking; It is a good way to stir the contra dance pot. Particularly if Thursday night dance was free of risk of losing dollars, I see no downside. **Don:** this would either be the full festival, or full festival plus a small amount. **Beth:** what about other dances in the area? **Don:** The Monday night dance was running the Challenge. **Audrey:** BIDA ran on Sunday. We had a much reduced attendance. People are exhausted after the Festival. We are running this year as well. **Don:** if anyone has any ideas to drive full festival ticket sales keep working on it. **Dan:** when are we going on line with advanced ticket sales? **Don:** no later than March 1st.

### Membership

**Beth:** I sent out a mailing to current members and members that expired last year. The responses are coming in.

### Marketing

**Ron:** I will be getting video footage of this Festival so

we have a resource for promotional materials. **Dan:** please go beyond long shots of dancers in a hall.

### Old business

#### Mobile app

**Bill:** Any leads on this? **Ron:** we have not contacted anyone. **Dan:** I stumbled on an app that is very cheap: [sched.org](http://sched.org)

## FAREWELL



**Jim Guinness** died in February after a long illness. Jim was a mainstay contradance winds player and high school science teacher. He was respected and well-liked. There will a memorial service at a future date.

**See you at  
the festival!  
April 19-21  
2013**