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P.O. Box 1457 • Folsom, CA 95763-1457 • www.FLCCA.org

Why an FLCCA Newsletter?

2010 – 2011 Board of Directors

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The Folsom Lake Community Concert Association is mid-way through its 16th season. The number of our subscribers is at a record high of 800 and some of our concerts are already sold out. We are no longer a well-kept secret.

So why the need for a newsletter when record numbers of music lovers are already supporting us?

The answer: with growth and community recognition comes the responsibility to give back more to the community.

The FLCCA wants to serve as a conduit for the ever-growing community of music lovers. One way to do that is to share insights about our association as well as information about other cultural activities in the Folsom Lake area.

The word culture comes from the Latin *cultura* stemming from *colere*, meaning "to cultivate." Our newsletter is one way for the FLCCA to promote and cultivate local art and music events.

As awareness and understanding of culture increases, so does the sense of community. A community in which friends and family gather to enjoy the arts is a community that continues to enrich itself intellectually, emotionally and spiritually.

Music, in particular, is said to be the language of angels. It knows no boundaries. It doesn't hang in a museum or over someone's fireplace. It doesn't need to be translated, refurbished or polished. Memoirs aren't written about a favorite song because once you let it into your heart it never dies.

American composer Charles Edward Ives, (1874 –1954), is quoted as saying, "A song has few rights the same as ordinary citizens... if it happens to feel like flying where humans cannot fly... to scale mountains that are not there, who shall stop it?"

Likewise, who can stop the passion of the FLCCA supporters? Its board members, volunteers, sponsors, and most importantly, its subscribers, form a community of not only music lovers, but also of culture lovers.

This is the community that the FLCCA owes an obligation to help nourish. We hope this newsletter will serve as another tool in building a cultural community.

2010 2011 Directors

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Outreach/Talent
Showcase/Artist Contact

Dianne & Craig Burnett
Publicity & Special
Events

Mike Burvant
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Mary Lee Dunn
Historian/Reciprocity

Diane Ellis
Venue Asst./Special
Events Coordinator

Dick Merz
Venue/Host

Dennis Schmalz
Finance/Web Master

Rebecca Graulich
Newsletter Editor

Have a reaction to something you read in our newsletter? Want to offer a suggestion? We'd love to hear from you! We'll print your comments in our upcoming newsletters as a way to facilitate dialogue among music loves.

**FLCCA
Director's
Corner**



Sandra Burvant. President

Dear FLCCA Subscribers,

This is the first edition of our FLCCA Newsletter, which we anticipate will be emailed to you on a quarterly basis. The letter will not be mailed or printed, so that is one of the reasons we wanted your email address.

We so far have had a wonderful season, and anticipate that the rest of the concert series will be outstanding.

Our final two concerts, Richard Glazier on March 13, and Jim Curry as John Denver on April 10, will be held at the Three Stages at the College Performing Arts Center. This is a wonderful new facility, and we think you will be impressed with the professional atmosphere of the auditorium. Parking will be close and plentiful. The facility has raised seating so visibility should be unobstructed. An elevator is provided for handicap access to the balcony.

We look forward to presenting *Femme Fatale* at the Oak Hills Church on Saturday, January 22 at 7:30 p.m. Come to enjoy an evening that will take you back to the music of the 40's and 50's. The star, Laura Ellis, performed her critically acclaimed one-woman show entitled *The Vintage Voice*, which ran for four years in venues across Los Angeles. Her TV vocal performances include soundtracks for the CBS series *Cold Case* and the HBO series *Carnival*. Come enjoy the evening and feel free to "dress for the occasion." Several of the audience members are intending to dress as *Femme Fatales*, clever cons and hapless guys who fall for the wrong dame. Enjoy the step back in time.

Thank you for the support that our subscribers have given to the organization. We are a non-profit 501©3 organization. Because we are an all-volunteer board, all contributions go directly to the programming and production of our concerts. No salaries are paid to any of our board members, so all of your contribution works for the association. Contributions can still be made by mailing checks to FLCCA, P.O. Box 1457, Folsom, CA 05763-1457.

Enjoy the Season,
Sandra

Featured Sponsor

**SHARIF
JEWELERS**

The Folsom Lake Community Concert is proud to have Sharif Jewelers as our sponsor for the second year. The Sharif family has been in the jewelry business for four generations. Currently, there are two retail stores in the area, at 1338 Howe Ave in Sacramento and 341 Iron Point Road, Suite B in Folsom. The Sharif family personally insists that each piece of jewelry is hand-picked for its unique design, quality and craftsmanship. Custom designs are one of the many specialties that Sharif offers. No job is too small or too large. Each store is fully staffed with a master jeweler, a sales and marketing specialist, a sales manager with over 25 years of experience, plus warm and friendly sales associates.

Both locations also offer Turkish coffee, mint tea and sweets that embody the friendly atmosphere of the Sharif experience. Many customers feel so comfortable that many have relied on Sharif Jewelers for two and three generations. In addition to their custom design work, Sharif also carries fine designer lines, including Kabana, Parade, Tycoon and Gabriel & Co.

Sharif has received multiple awards over the years including KCRA's A-list "Best Rings", for 2007, 2008, 2009 and 2010, Sacramento Magazine's "Best Gift"

Quality Music – What's That?

The search for a professional, high-end Folsom music venue began in the early 1990s with long-time Folsom resident Dick Merz spearheading the effort. After turning to the Community Concerts of New York for guidance on how to establish a concert association, Merz and a couple of friends contributed seed money and formed the first board of directors. The Folsom Lake Community Concert Association was born.

The focus was on quality music. Why not live theater? Why not an art gallery? Why not a youth concert program?

The answer: Dick Merz saw future of the music industry and it was bleak.

Merz was raised on quality music ranging from the Bell Telephone Hour on the radio to classic songs played in the movies to excellent elementary school and high school music programs. Music wasn't an addition to his life; it was part of his life.

Merz realized in the 1990s that quality music was dying. "The current music is not at the caliber of the music from the 1930s through the 1960s," says Merz. "I'd like to see us preserve the music of this era. If we lose this music, the younger generation will never know it. They won't even know what they've lost."

"For the most part," explains Merz, "today's music concerts are a combination of presentation and mood, they're just a show. What's missing is quality." He does acknowledge that the Sacramento Music Circus provides excellent exposure to good music.

Merz sees audience appreciation as the biggest challenge to bringing back quality music. "We need to develop an audience that knows quality music, appreciates it, and demands it. This education needs to begin in childhood." Merz is not optimistic about the success of such an important challenge.

"I'm pessimistic about good music in our country. The audiences will continue to shrink. Musical outreach programs to schools such as that provided by the Folsom Lake Community Concert Association is important but the exposure is minimal. I don't see these outreach programs stimulating kids to come to our concerts."

"Music from childhood stirs up memory and feelings. Whatever music you have as a child defines music. We need to expose children to quality music so that it becomes a memory and part of their soul."

Sharif Jewelers (cont.)

category in 2010 and named “Best of the Best” jeweler in Folsom and El Dorado Hills by the Folsom Telegraph’s “Reader’s Choice” awards.

At Sharif, you can exchange or sell gold, silver or platinum jewelry. They offer extremely competitive prices for gold. Don’t ship your jewelry to unfamiliar companies at faraway places. Sharif will pay you cash the same day at either location.

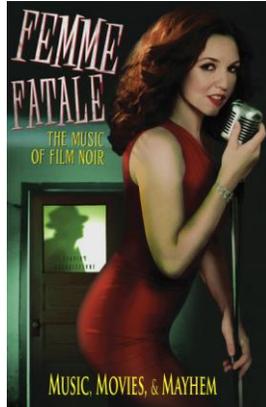
Check their web site at www.SharifJewelers.com for VIP vouchers for free appraisals, watch battery replacement or \$10 gas money with a \$250 trade of gold, silver or precious stones.

This year, the Howe Avenue store is moving to a larger location. So, during this holiday season, both stores will be offering amazing “moving sales” deals. Don’t miss out!

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**PLEASE GIVE A TAX-  
DEDUCTABLE  
DONATION TO THE  
FOLSOM LAKE  
COMMUNITY  
CONCERT  
ASSOCIATION  
BEFORE THE END OF  
2010!**

**AS AN ALL-  
VOLUNTEER  
ORGANIZATION, WE  
EXIST PRIMARILY  
BECAUSE OF YOUR  
GENEROSITY**

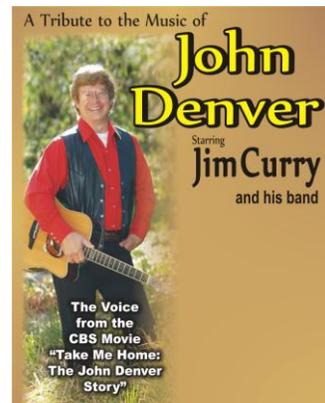
*Join us for our upcoming concerts*



Saturday, Jan. 22, 2011,  
7:30 p.m., Oak Hills  
Church



Richard Glazier  
Sunday, March 13, 2011. 3:00 p.m.,  
Three Stages at the College



Sunday, April 10, 2011. 3:00 p.m.,  
Three Stages at the College  
Performing Arts Center



left to right: Donna Thomas, VP & Fund Development Director and a high school volunteer from the Key Club

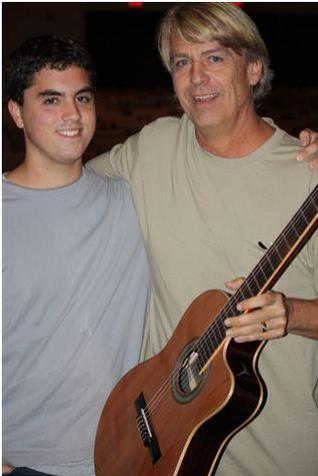


Volunteer Kelly Barrington selling raffle tickets



left to right: Mike, winner of Pavlo's guitar, with Pavlo

Pictures from our  
**Pavlo Concert**  
November 11, 2010



left to right: Mike's son with his happy dad



A concert attendee enjoying a break during intermission