

Call for Nominations!

**Yes, there will be
minutes**

**Bar Harbor Trad
Music School Opens**

NEFFA



NEWS

Winter 2012-3 – Vol. XXXVIII #4

**Make Concerts
Happen!**

**Have you seen this
man?**



Get On (the) Board!

Have you ever looked at the list of NEFFA Board of Directors and thought to yourself, "Golly! I wish I could do that!"

Well, now you can! The NEFFA Nominating Committee is seeking interested (and interesting) people to join us on the Board. We have several positions for Director and one possible position for Nominating Committee to be elected at the Annual Meeting at the next Festival.

This is an ideal opportunity for anyone who has ideas, skills, or energy to help ensure that the New England Folk Festival continues to be an important part of our life! Contact any of the Nominating Committee members, listed below, by January 15th if you are interested.

The NEFFA bylaws also provide for a petition nomination: "In addition, the name of any eligible NEFFA member suggested by twenty-five or more members of NEFFA shall be included on the ballot, if such member consents thereto."

Position	Term (yrs)	Incumbent	Eligible for re-election?
President	2	Bill Cowie	YES
Vice-Pres.	1	<i>vacant</i>	N/A
Secretary	2	Beth Parkes	YES
Directors	2	Jeff Boudreau	YES
		Frank Kreimendahl	NO
		Julia Nickles	YES
		Don Veino	NO
Nominating Committee	3	Linda Leslie	NO

Bruce Randall:
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sloan AT medevelop DOT com

Linda Leslie:
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NEFFA Concert Committee Seeks Members



History: Since 1945, the **New England Folk Festival Association (NEFFA)** (a non-profit educational and cultural organization, incorporated under the General Laws of Massachusetts to encourage, sponsor, and preserve high standards of performance of the folk arts and traditions in New England and elsewhere) has been producing an annual folk arts festival, its current home being the campus of the Mansfield Junior and Senior High Schools, Mansfield, Massachusetts.

NEFFA also produces the annual **Ralph Page Dance Legacy Weekend** in Durham, New Hampshire and the **Thursday Night contra dance** in Concord, Massachusetts.

Where we are today: Earlier in 2012, to expand its presence on the folk music concert side, we produced a **successful pilot concert** in Somerville (near Boston), presenting NEFFA alumni artists.

Where we are going: The vision going forward is to **partner** with other organizations to present 2- to 3-day **mini-series** on sequential days in New England towns about 50-100 miles apart, with **workshops** in the afternoon and **performances** at night. The traditional music artists would either be NEFFA Festival alumni or nationally/internationally "name" touring artists, perhaps augmented by an opening act chosen by the host venue (subject to NEFFA approval). A pool of partner organizations has been established, with more in the wings.

What we need: Committee **members are needed** to plan and execute production. This will be accomplished at one "all hands" meeting in January, followed by phone meetings as required. NEFFA members interested in serving on the Concert Committee can send their qualifications by

Advance Ticketing for 2013 Festival

NEFFA will continue to offer advance ticketing for the Festival in 2013 (and may soon offer other items as well, stay tuned!). 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.*

Advance ticketing will open no later than March 1, 2013 at <http://tickets.neffa.org>. Questions? Email advancetix@neffa.org or leave a message at (617) 299-1590.

-Don Veino

	Editor: Dan Pearl Mailing: Dayle Watts
	Editorial Review: Bill Cowie, Shelagh Ellman-Pearl, Lisa Greenleaf, Maureen Carey
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Issue	Deadline
Spring	Feb. 1
Summer	May 15
Fall	Aug. 15
Winter	Nov. 1

There's a new Trad music school in town!



The Acadia School of Traditional Music and Arts LLC (AcTS-Acadia Trad School) provides a new opportunity to learn traditional music styles and techniques on fiddle, pipes, accordion, guitar, banjo, mandolin, whistle, bodhran, dance, voice and more, from world class musicians in an intimate and inspiring coastal Maine setting. Acadia Trad School distinguishes itself from other music camps in that there is a higher emphasis on learning technique and theory and smaller class settings than is found at most summer music camps.

Starting small but ambitious for their first year, AcTS will host two week-long learning sessions in July of 2013 on the beautiful waterfront campus of The College of the Atlantic in Bar Harbor, Maine. Classes will be held July 1st thru 5th, and also July 15th thru 19th, 2013.

The focus of classes this year is Irish and Old-Time music for week one, and Acadian and Quebecois music for week two.

Some housing is available on-campus on a first come first served basis. There will also be two meal plans offered by the College's first-class kitchen Staff- a daily lunch only plan and a full meal plan for the week. For more information, class schedules, pricing, and to register, go to www.acadiatradschool.com, or call Chuck Donnelly at 207-288-5196.

Summaries of the Minutes of the NEFFA Executive Committee

October 13, 2012

President's Report (Bill Cowie)

The George Fogg event is tomorrow. Tony Parkes is going to speak on behalf of NEFFA.

Treasurer's report (Ralph Jones)

Ralph: Last year. Dan asked why the number for performer sales was so large. That represents the consignment checks and sales tax that was sent out. A couple of meetings ago Shelagh asked for activities vs. investments this is now on page 9 at the bottom, the change in net worth. A lot of our investments are not generating income. I am open to suggestions about how to invest.

Dan: you said that some of the income was sales tax. Where is the expense for sales tax? **Ralph:** it is rolled into the Performer Sales table expenses. **Bill:** Nancy can explain the specifics when she is here. **Ralph:** I have a significant number of uncashed performer checks. **Bill:** what do you do with these? **Ralph:** I just carry it.

Bill: The TNDC net, what are those? **Ralph:** these are expenses that were paid out of the NEFFA account that were directly related to TNDC. **Bill:** I see a negative for last year for TNDC? **Dan:** I don't think we had a major loss. I will report next month.

Grants

Robert: Last month I reported a pending grant. We granted \$500 to the Youth Traditional Song Weekend for scholarships. We have approved another request for \$150 for a school program in New Hampshire for a caller and musician; it is a matching grant for a class and a dance for high school students. (This was turned around in record time!) Old outstanding loans were reviewed.

Dan: Going forward I would like to see that we have the proper controls in place to see that our rights are preserved. Robert [read an example of a grant letter showing how the conditions are set out specifically.] **Harold:** I agree with both Beth and Dan, there should be a limit to how far we pursue these. How long do we do this before we let them go? Perhaps registered

letters. **Bill:** let's bring this up at the next meeting and vote to pursue or write them off. Robert, please bring us drafts of the letters you intend to send out.

Program Committee

Linda sent a report. The performer application process is complete.

Marketing Committee

Don: We are just getting the team together. I have a repository of various things. The mission as I see it is to "pull together materials to entice, excite & engage people who are new to NEFFA and to please and preserve our existing constituencies." There has been work getting information. Robert worked on associations on aging. We have calendars, deadlines, etc. that we are pulling together. This morning I was wondering if we want to drive full Festival attendance by bundling the Thursday before the Festival as part of a full Festival admission. **Harold:** it is our 7th year in Mansfield, can we play that up somehow in Mansfield and surrounding towns? **Susan:** I thought I heard Harold say Mansfield half price? **Harold:** yes, as we did our first year there. **Don:** we should be targeting messaging to specific constituencies. There is a connection between advertising and marketing: marketing is about crafting the message, we will work with advertising team about placing.

Concert committee

Jeff: I have reached out to 17 venues, established venues that do performing arts with the idea of partnering with them to give them 2nd, 3rd or 4th possibilities for a performer. It would be a shared venture. Of the 17 or so, The Arts Block in Greenfield, Sandywoods in Tiverton RI, Lillypads in Peacedale RI have responded. I have others who are pending.

I would like some assistance and support to help out with publicity.

Harold: have you reached out to the Mansfield coffee house?

Jeff: I tried to reach out to people who present the type of music we do, but I can pursue them. The wording I sent was clear that it would be an artist of mutual agreement. **Susan:** any place in central Mass? **Jeff:** I approached Worcester Unitarian, John Henry's Hammer, who did not appear interested, but I would be open to other ideas. Please send any ideas to me for contacts and I will reach out to them.

Food

Julia: Maureen has been very responsive. I talked to the Mansfield health inspector. My main questions are about our requirements for vendors. Maureen has not required paperwork beforehand or a deposit. This appears different from both NEFFA crafts and other venues. I think a partial deposit up front may help make people feel they have a commitment. **Dan:** I have no objection. I am in favor of that with the caveat that any deposit be applied to the existing fees for the booth. **Julia:** my plan was to request \$100 non-refundable deposit from their current \$400 fee with the remainder due after the Festival. **Harold:** I think a month ahead is good because these are businesses. **Jeff:** These should be due prior to book going to press so that we have commitments. **Dan:** I would go with Feb 15 because we go to press on March 1. **Bill:** Would this scare off any of our current vendors. **Dan:** they can scare up \$100. But do examine the circumstances of any last-minute cancellations. The NEFFA way is to be nice about this kind of thing.

Julia: I looked over the evaluations and saw what people are craving and I have some opinions about what worked and what didn't work.

Last question: how do checks work from the vendors and how is the electrician paid? **Maureen** said I should be in contact with Mike to coordinate delivery of payment. **Dan:** you need to review the electrical requirements for each booth, and whether they will work, early on in the process. You need to come up with the map and what is needed. From that he makes his plan.

Ralph: Maureen has been involved in paying him, but this could change. **Harold:** there is a change, the school is going to incorporate his costs and pay him for his time. I think all of his costs will be under the school to avoid the conflict of interest problem. I need to talk to Bob LaConte about this to make sure it is clear. I know they have capacity for expansion. **Don:** will that charge remain as transparent as it has been? Will they be marking this up? **Harold:** I will look into this.

Festival passes for vendors: I think this has not been an issue in the past. **Dan:** the procedure is that there is a fixed number of passes for each booth while working. These passes do not have a name on them. They are transferred from one worker to another. They include early entry and kitchen entry. It is not intended that food passes will be seen as general attendees of the Festival.

Julia: is there a limit? **Robert:** six per booth. **Dan:** I think this is negotiable. If it is a big booth give them more, but with the understanding that they are not general admission passes. **Jeff:**

other festivals have vendor wrist bands that do not grant admission to all venues. **Julia:** I think that we should be fostering allowing people to enjoy the Festival and that the passes should be allowed to attend the Festival. **Hal:** I think that the issue is that there is a fixed number of passes that they can use as desired. **Dan:** I support Harold's solution. **Julia:** on my application I can ask how many worker passes are needed? **Dan:** a modest number of passes available (say 4) to be shared.

Robert: I would recommend you get an idea of how many workers they have and work out how many are needed. **Julia:** so I see that the number is up to me.

Instrument exchange

Julia: I received an email from the woman who does Old Songs instrument exchange. She says "they have a form sellers complete about each instrument. Volunteers staff the booth and sales. Old Songs keeps 15% of the sale price and checks are sent after the event. Children are not allowed in the instrument sales area. **Dan:** I had a question about liability, who is responsible?"

Julia: I don't have that information right now. **Bill:** this came out of a retreat session. **Beth:** for this to happen we need a chair to take it on. **Robert:** I think this fits in well with our Festival.

Jeff: If we do this we would want to have information about the instruments up on a web page.

Other reports

Susan: I said I would take on looking for other dance/storytelling troupes. I am looking for information about any groups. I need to get the list of current groups. **Bill:** I have some leads. **Jeff:** an aside, the Arlington film festival will have a live component this year.

We also talked about an instrument petting zoo for the children's room. I will reach out to performers about this for Sunday, perhaps in a separate classroom. **Harold:** we should be able to do that, especially for one day.

Archives

Terry has been working on the George Fogg presentation.

Nominating Committee

Nominating committee has found candidates for secretary and president. They are still looking some directors and someone for the nominating committee.

November 4, 2012

Treasurer's Report

When we moved to Mansfield we started using a storage location. That rental is now up to \$3500/year. **Harold:** Dayle Watts made the original contract. Payment was delayed because they did not have our current address. **Don:** is there a committee in charge of this? **Harold:** just Dayle. **Don:** that is a substantial amount of money. This should be part of the budgeting of that committee. **Jeff:** does NEFFA ever get in-kind donations? **Dan:** we will do it if it is not gross commercialism. I think this a competitive market and we might be able to get a better deal.

Ralph: according to Terry the board voted to have a CPA review every three years and it has been 3 years since that vote. Should we get an audit or review? The person who reviewed our tax returns said she was not interested in doing an audit. **Bill:** can we get possibilities for someone? **Mac:** I have a CPA I can recommend, but they are expensive. **Ralph:** usually \$1500 – 2000 for an audit. **Don:** the audit is not a regulatory requirement. **Ralph:** so I will get an estimate.

Grant's Committee

Ralph: We sent a letter to one of the people requesting repayment of her loan. I have not received a response. The loan contained four conditions, as far as I know, none of these were met.

Bill: is there anything else we want to do? **Dan:** we have no legal right to pursue it, since it has been more than six years.

Shelagh: The statute of limitations is to file a court proceeding. We are not doing that, we are just requesting that they do right by us. The time frame doesn't really apply to that. **Bill:** if she does not respond, is there a way to wrap this up once and for all? **Shelagh:** if we were a for-profit entity we would write it off as a loss, but that isn't really our position.

Ralph: can we authorize these other two letters? **Shelagh:** I think is it worth sending. **Terry:** I do not think we should send them. These are from a long time ago. If this is an attempt to raise money, we should admit our failure. **Mac:** so if we replenish the fund we have money to give to other projects.

Terry: it just doesn't feel right to me because these are so long past due. **Don:** I move we go ahead with the letters but modify them to not refer to accounting details. **Ralph** seconded.

Terry: I would prefer that we send out a "pay-it-forward" letter, rather than picking of these very old items. I would recommend that we do not offer loans in the future and let these go. **Dan:** I move an amendment to the motion that Don and Robert will craft a letter an when it meets their approval they may send it out. **Shelagh** seconded the amendment.

Amendment passed. Vote on motion to go ahead with letters,

as amended. **Motion passed.**

Program Committee

Bill: Linda Leslie communicated with me that things are going well. They have had a good response to performer applications. There are going to be several groups coming in from outside the country: South America, New Zealand, and England. None of those are confirmed, but they could happen.

Dan: a note of caution. We have had trouble with visas in the past. **Bill:** Linda says she is not getting involved in the visa issue. **Shelagh:** we can send a letter saying that they have a venue, and if they can get their visas, fine, otherwise not. **Dan:** we are volunteers just barely able to do our jobs as it is and when a visa problem blows up, it can be more than we can handle.

Marketing

Don: I attending a seminar on marketing for non-profits. The committee has not yet met; we will be scheduling something shortly.

Food Committee

Bill: We gave some advice to Julia about vendors last meeting. She is always looking for ideas for food vendors, if you know someone. **Jeff:** the Filipino group, which dances at our Festival, does food at the Lowell Folk Festival and does a great job. **Dan:** there was a food truck festival in Framingham that Shelagh and I attended. I sent information on that to Julia. **Shelagh:** there was a Vietnamese truck in particular that was very good. **Dan:** if anyone else wants a copy of the food truck report, let me know. It is a big file.

Evaluations

Shelagh: there is a lot of stuff on the evaluation report that seems useless. I am going to request feedback from committees about what is the most useful information on the form. What is the information that people need to get. Are there questions that are not helpful or not being used?

Concert Committee

Jeff: I contacted about 125 venues around New England asking if they would like to be concert partners with us in the future. 4 signed on as partners, 2 are probable, 4 have said no and 116 did not respond. I have about 50 more to contact. I would like to proceed, but still need committee members to help. I do not want to be a committee of one. **Dan:** we could use Vertical Response for that. We have a list of people who indicated interest in concerts.

Bill: what does it mean for someone to partner with us? **Jeff:** It means if we are bringing a performer into the area we can offer two or three other New England venues over a weekend. It allows both us and the partner to bring in high-caliber performers. They would provide venue, publicity, NEFFA would help support the event. **Don:** so NEFFA has a venue, and these are additional locations? **Jeff:** perhaps that way, perhaps the other venue is where the performer performs and we are involved as a sponsor.

It is progressing, but I need additional people. What kinds of help are you looking for? **Jeff:** Publicity, refreshments, the NEFFA presence In addition, long term planning, strategy, what artists to invite, etc. **Shelagh:** have you already publicized the need? **Jeff:** yes.

Folk Bazaar

Angela: I cannot get confirmation of all of my vendors prior to the beginning of January. What is the absolute date for the program book? **Dan:** March 1st.

Dan: are you interested in additional vendors? **Angela:** I don't know that I have more space. We have a good variety and no duplication. I am considering approaching a puppet group that I worked with in the past. They may be able to do a story/demonstration.

Retreat Follow-up

Bill: Julia reported last month about the instrument swap idea with the information from Old Songs. She does not have time to pursue it. It is now a matter of whether someone wants to take it on. **Sue:** is this a swap? **Bill:** not really a swap, but a consignment sale. If you are interested in helping, let me know.

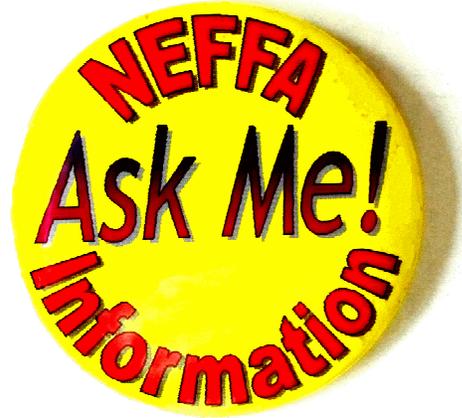
Jeff: I have two additional ideas. At the Joe Val festival they bring in Martin Guitars, some music stores, Fishman Transducers from Andover and Mockingbird music from Berlin. **Dan:** I have long wanted a musician's accessories store in the folk bazaar. **Angela:** I do not know how much I

can expand. **Jeff:** I would be willing to bring in a list of vendors. **Harold:** I think this would be a departure from Bazaar and may need additional support. **Dan:** if we could get a music shop in a classroom, perhaps they could run the instrument sale for us? **Jeff:** we would have to put together a business plan. **Jeff:** I would be willing to contact the Joe Val people. **Don:** these are a couple of great ideas. Should we have a place to track these so they don't get lost? I'll set up a document.

New Business

Dan: Judith Stames-Hamilton has been running the Family Dance. She is a volunteer leader at Framingham Folk Dancers. Jo Crawford, program director at FAC, thought it would be good to honor Judith for her contributions to the Boston Folk scene. They would like have an event after the March 3rd family dance. They would invite musicians who have worked with her. Would NEFFA be interested in helping to sponsor this? We should also think about how we might want to thank her. **Shelagh:** Judith, along with Jacob Bloom, has run the family dance, which we value a great deal. She has not just been a leader, but set up the

Got questions? The folks at NEFFA have the answers!
Submit questions to neffa_news@neffa.dreamhosters.com, with subject "ASK NEFFA"



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