

<CEO Scott> Good evening everyone

<Robert> Hello everyone

<CEO Scott> We are in the final 3 days of the campaign and making great progress. Don't know if everyone just received their eblast or not.

<Brian> Where are we sitting at?

<CEO Scott> We just surpassed 80% of the goal with \$ 200,000 in and \$ 50,000 to go.

<Robert> i only see 120k on the website

<Robert> where is that extra 80k coming from

<CEO Scott> good point let me explain

<CEO Scott> the other 80 comes from the \$ 50,000 challenge from Guitar Center that we announced and the last 30k that has been committed previously.

<Robert> but that challenge was just announced, and they said the next 50k, unless i read it wrong, so i dont see how you can account for that extra matched 50k yet

<CEO Scott> That is why it is not showing up on the BOA Jacket page. I full well expect that we will make the last 50k and we have already raised 25k of the challenge in the first days.

<CEO Scott> The 30k mentioned is from another donor that will be the last in dollars to the campaign but again, this all leaves us \$ 50k to raise.

<Robert> Ok, that's fair.

<Robert> On a slightly different note, can any information about enrollment in the 2009 grand nationals be released?

<CEO Scott> I saw this in the forums earlier. We will be putting up all of the groups who are enrolled in the fall events within the next two weeks, certainly prior to our next enewsletter.

<CEO Scott> We have typically waited until we are complete with the Music for All National Festival so as not to divert from that event.

<Robert> Where will this information be released? On the forums?

<CEO Scott> Good question....I need to look at the sight and tell you where that stuff lives.

<Dan Balash> www.musicforall.org/programs/regionals

<Robert> thats where i assumed it would be located

<CEO Scott> Certainly it will make its way to the forums. but thanks Dan for knowing our site better than i do

<Robert> Not to impune upon BOA or your judges honor, but will favoritism be shown in judging to bands that raise more money than others? I would certainly hope not, but I feel like it is a question worth asking.

<CEO Scott> really? is that a thought that anyone really has?

<CEO Scott> Robert if that is a real question then you don't really understand our judging community and the integrity that they operate from.

<Robert> As i said earlier, i don't want to impune anyone's honor

<Robert> I suppose that question came off more accusatorily than I intended

<CEO Scott> I believe I have answered the question then

<Robert> You certainly have

<Greg> Robert, are you serious? Even I take offense to that question

<CEO Scott> Let's move on

<Robert> Well, i'll take this opportunity to apologize for the question then.

<CEO Scott> I am sure many have thought what you were brave enough to ask. Thanks for asking

<Greg> Scott, do you have any figures as far as numbers for regionals so far?

<Greg> like enrollment

<CEO Scott> What specific numbers are you looking for?

<Greg> number enrolled so far

<CEO Scott> I have not checked this week but as of early last week we were at over 400 bands enrolled in fall events.

<Robert> Separate bands?

<Robert> Or do bands enrolled in multiple events count multiple times.

<Greg> do you know a break down by regional?

<CEO Scott> There are 3 or 4 regionals that are full, a number where they are typically at this time of year. There are 74 or 7 bands enrolled in GN and looks to be one of the strongest fields in a long time.

<CEO Scott> Including I believe 4 Texas finalists from last year.

<Robert> Any specific names?

<CEO Scott> There are number of bands doing multiple events.

<CEO Scott> I do not have a unique band number to share at this point.

<Brian> wait two weeks

<Greg> what about the first 4 regionals? are the enrollment numbers good?

<CEO Scott> Pearland is full or near, Louisville and Centerville are both doing pretty well also.

<Greg> good, that's what I like to hear. Any thought to moving Lville to a high school also?

<CEO Scott> Not at present. We are waiting the final football schd from U of L to confirm the date but Papa Johns is a very reasonably priced stadium, and one of the reasons we plan to return there.

<Brian> edwards jones dome is getting a makeover. is/will that affect cost any?

<CEO Scott> Hi Annie, welcome to our chats.

<SethW> Hi Annie!

<Annie M> thank you

<CEO Scott> We have not been told of any increases from St Louis.

<Greg> any thought of moving ATL from the dome?

<CEO Scott> The Super Regional in St. Louis will again be a very strong regional.

<Annie M> So, given that the campaign is winding down, let's focus on fundraising for Music for All going forward ...

<Greg> maybe to Georgia Tech?

<CEO Scott> At present, no thoughts of moving from the GAdome. We are currently looking at that as a one day event.

<Greg> ok

<Annie M> The BOA campaign has established a real base of support ..

<CEO Scott> you missed some of the earlier conversation about the campaign.

<Brian> not excatly fundraising, but but I'm sure you make money off the programs.

<Ashkahn> mr. mccormick, just wondering, how much have we raised this week? Considering the \$ 0,000 that we need to raise for the matched donation from guitar center...

<Greg> Scott, on a side note, there has been some serious interest in a BOA book like we talked about before

<Brian> And I know you don't want to raise prices but I would easily pay \$10-1 for the GN program

<CEO Scott> We have just topped half of the goal for the match, about \$100k in 3 days time.

<CEO Scott> thanks for that Brian. The concern with program book pricing is after tickets and everything else folks pay, we want to hold the price as reasonably as we can.

<CEO Scott> I believe when we raise program prices we end up selling less.

<CEO Scott> Great news on the book, where is the interest coming from?

<Brian> I personally think \$8 is very cheap.

<CEO Scott> I wish all shared your thought.

<Greg> From all areas of the country, have NY, TX, OH, IL, IN, Carolinas covered so far

<Greg> others are in too. We are developing an attack plan

<Greg> Will you be available tomorrow or Friday to discuss more on the phone?

<CEO Scott> Looking forward to hearing the plan.

<CEO Scott> Yes, feel free to call me tomorrow afternoon.

<Greg> ok

<Greg> do you have a large archive of info also?

<Brian> just a thought, what about doing a BOA Countdown, DCI style?

<CEO Scott> Archive yes, organized??

<CEO Scott> Countdown on what?

<Ashkahn> shows and stuff

<Ashkahn> I love that idea

<Greg> I think a BOA Semis in theatres could be great!!!

<Greg> Sell it to band directors that their students could go watch 30-33 great bands

<Brian> yes greg, but what about the lost income from seeing it live in person

<Greg> in the comfort of a theatre

<CEO Scott> It is a good idea. We have looked into it. The problem is that theaters are not willing to give up a theater on a weekend night. DCI shows Thurs evening for a reason.

<Greg> Saturday morning though for Semis

<CEO Scott> Semi's runs until pm

<Greg> and you wouldn't lose income, you would gain it from groups that can't attend in person

<Ashkahn> The DCI countdown was not live, but past shows

<Brian> semis is A LONG time to sit in a theater

<CEO Scott> matinee at the theater on Sat is huge business for them.

<Greg> like CA, TX, NY groups that would LOVE to see it

<Ashkahn> We could do a countdown of past BOA shows

<Greg> if the copyrights were there

<CEO Scott> I would love to get to a place where we could do a fan voting for the greatest BOA performances in history.

<CEO Scott> What do you think?

<Ashkahn> I love it

<Greg> Scott, already on the forums

<Robert> The forums don't represent a large majority of those who have an opinion on the best shows though.

<Greg> Scott, any chance of getting copyrights resolved a few shows from the past without doing the whole year?

<Brian> and if you don't have the 93/98 tapes, it's hard to tell best

<Greg> 93 Spring, 99 PCEP, 95 Center Grove

<CEO Scott> Anything is possible, or most things are.

<Ashkahn> and it also doesn't have to be shows that have won 1st

<Annie M> Ok, so let's get some input to the BOA Alumni Campaign ..

<Robert> ronald reagan 0 !

<Annie M> All of you have good insight

<Ashkahn> a great point by Robert

<Annie M> What might we have missed?

<Greg> 93 PCEP was great

<CEO Scott> How do we get to some of the programs in the campaign who have not participated?

<Brian> will these chats continue?

<Greg> Call them yourself Scott, talk to the band director, if not there, the principal

<CEO Scott> Will that help?

<Greg> talk to anyone that will talk to you

<CEO Scott> That's all I have been doing the past number of weeks.

<Greg> I think the CEO of an organization calling would come across as important

<Ashkahn> I know the town hall meetings showed a great deal

<Annie M> Indeed!

<Ashkahn> Imagine what a personal phone call would do

<CEO Scott> I believe that some of the greatest impacts come from the alumni and parents or students or peers talking to one another.

<Annie M> and has... Scott has been busy!

<Ashkahn> very much so, point taken, haha

<Annie M> While I have seen great loyalty among various university groups, I have never witnessed the consolidated level of support of BOA Alumni.

<Ashkahn> Mr. McCormick is right, look at what happened with the Woodlands

<Annie M> it says everything for impact.

<Ashkahn> One video, and they all rush in

<Annie M> Independent of opinion, the impact exists.

<CEO Scott> There are many programs who have stepped up in a very big way that we appreciate more than words can describe.

<CEO Scott> Anyone have any last minute thoughts about how we get to some of these key programs other than a phone call from me. That has worked for many, just not others.

 Scott, in a nutshell, how are renegotiations going with the city/Lucas Oil Stadium?

<CEO Scott> They are going as well as can be expected at this point. We are getting them some figures tomorrow that articulate what we need to see and hopefully that will spark the next discussion.

<Ashkahn> maybe a voice from the kids themselves, such as get some interviews with kids from big name bands that haven't been interviewed

<Robert> isn't that unfair to kids in less known bands?

<Ashkahn> get them in too

<Ashkahn> Anyone in BOA

<CEO Scott> Kids in general is a good point, just running out of time to get that done.

<Ashkahn> Very true

<CEO Scott> We are so close yet it is still a big number.

<CEO Scott> And I am amazed at the progress in the last week.

<Greg> Can you give Watkins a personal call?

 Scott, another question. Buzz is that if you don't raise the money - and you are well on track - "BOA goes out of business."

<Brian> would it be possible to get an extension?

 I'm sure you've heard it. Your response?

<CEO Scott> I still believe this is entirely possible and probable we will get to the goal.

<CEO Scott> Sure I have heard the buzz about us going out of business.

<Greg> Scott, have you called Lucas Oil? See if they are willing to help?

<Ashkahn> I can't see what a band world without BOA for me would be like, but I don't think we will be seeing that world anytime soon

<Greg> I mean you do bring 100k plus people to their stadium for 4 days?

<CEO Scott> I believe we will have a little grace period but the key is still to hit our numbers for our year end. We put ourselves in the best possible light with our bank and the entire funding community if we succeed.

<Greg> What about talking to the Colts? Mr Irsay?

<Brian> i'm not saying months, week or would do it

<CEO Scott> We have some minor conversations with Lucas Oil. They are pretty tapped with their sponsorship of the stadium.

 OK. Final question. From a marketplace perspective, there are a number of "alternatives" to BOA - WBA, USSBA, TOB, etc.

<Greg> Scott, has the city of Indy donated anything?

<CEO Scott> The Colts are definitely worth talking with and we hope to be doing that soon.

 Where do you think you fit in the market universe?

<Greg> BR, you are talking about regional circuits, BOA is national

<CEO Scott> The city of Indy has donated significantly to our space that we occupy.

<CEO Scott> That is not new money but rather ongoing money.

 USSBA is more national than you think, Greg; others are serving a substantial band market as well.

<Greg> Who from CA or TX goes to USSBA nationals?

<CEO Scott> BR your question is probably better answered by your peers.

<Greg> or MO?

<Brian> The city should make a new donation if they still want you there

<Brian> BOA in MO is it

<Brian> there is not state contest

<CEO Scott> There are many events and organizations out there, but no one that produces events at the level that we do or with the quality of group that we attract.

 Most BOA bands that go to GNs seem to be from IN, MI, IL. How is that not regional?

 I do realize a number of TX bands go in their off UIL years.

<Greg> BOA GN pulls groups from IN, IL, OH, MI, FL, KY, CA, TX, NY, NC, SC, CO.....

<Brian> how many state there there last year? 0ish plus?

<Greg> USSBA and TOB from east coast

<Greg> WBA from west coast

<Greg> different animals

<Robert> grand nationals is also no the only even BOA offers BR

<CEO Scott> From the past couple of weeks there seemed to be an interest in an ongoing chat of some kind. If that is the case, I think I will back this off from every week and maybe do a couple a month.

<Brian> GREAT!

<Greg> Scott, every other week could be good

<Brian> yes

<CEO Scott> Watch the next enews for the details of when we will continue with the next.

<Don Unfried> Hi.... Woodlands High band parent here. I'm proud of the response here with such short notice. I think many bands would be jumping in if they had ample notice.

<Greg> ok! I really appreciate you taking the time to talk to us

<CEO Scott> Don U, thank you to you and ALL of the Woodlands community for the support.

<Don Unfried> The other bands would be as involved I am thinking. Why only 10 day notice or we just not paying attention?

<CEO Scott> We will continue to message the importance of contributed income to our charitable organization. We have not done a good job of this over our history but times require us to change that.

<CEO Scott> The campaign launched back in mid December.

<annie m> Dec.. 11

<Ashkahn> \$100,000 for \$100,000

<annie m> that was in July... Doster Challenge

<Ashkahn> oh, woops

<Ashkahn> oh, this campaign

<Don Unfried> That will be the difference. We admire BOA so much and it becomes part of your life when involved in a strong local HS band program.

<CEO Scott> Thanks so much for your support.

<CEO Scott> We have come to the 10pm hour EST. I want to thank all of you who have participated in these chats and will look forward to hopefully announcing good news in the next couple of days.

<Ashkahn> Thank you Mr. McCormick, Good night

<CEO Scott> It will require all of us to get the pedal to the floor. We will make it.

<Greg> Scott, I will call you tomorrow

<Don Unfried> Thanks again from THE WOODLANDS

<CEO Scott> Ok Greg

<Greg> Thanks again

<Brian> Thanks Scott

<CEO Scott> Goodnight all and keep the faith!