



The United States  
Army Field Band  
& Soldiers' Chorus

---

The Musical Ambassadors of the Army  
*Washington, DC*

**SPONSOR  
GUIDE**

---

## Our Mission

*“I want you to organize a band  
that will carry into the grassroots of our  
country the story of our  
magnificent Army, its glorious  
traditions and achievements; and of  
the great symbol of American  
manhood—the ground Soldier.”*

*—Generals Jacob L. Devers, Commanding General  
Army Ground Forces, 1946*

## Quick Reference Guide

*Please direct all written correspondence to:*

TOUR DIRECTOR  
THE U.S. ARMY FIELD BAND  
4214 FIELD BAND DRIVE STE 5330  
FORT MEADE, MD 20755-7055

*Feel free to contact us with questions:*

PHONE: (301) 677-6586  
FAX: (301) 677-6533

*Visit our website:*

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

---



# The United States Army Field Band & Soldiers' Chorus

The Musical Ambassadors of the Army  
*Washington, DC*

## FOREWORD

From Boston to Baghdad, Tampa to Tokyo, The United States Army Field Band has been thrilling audiences of all ages for more than half a century. As the premier touring musical representatives for the United States Army, we travel thousands of miles each year presenting a variety of music to enthusiastic audiences throughout the nation and abroad.

The organization's four performing components, the Concert Band, the Soldiers' Chorus, the Jazz Ambassadors, and The Volunteers, each tour more than 100 days annually. Through their performances, these Musical Ambassadors of the Army keep the will of the American people behind the members of the Armed Forces and support diplomatic efforts around the world.

Without the assistance of our dedicated sponsors, much of this mission could not be accomplished. Each concert by the Musical Ambassadors of the Army is sponsored by local media, or service organizations and businesses with media support. Sponsors provide suitable concert sites and conduct publicity campaigns designed to fill these venues.

Thank you for your interest in providing this valuable public service to your community by sponsoring the Concert Band and Soldiers' Chorus. As a result of your commitment, you will be promoting civic pride, supporting our armed forces, instilling a renewed patriotism, and providing world-class entertainment for your citizens.

This Sponsor Guide is designed to assist you in preparing for our appearance in your area. We have provided information that has proven effective in drawing capacity audiences throughout the United States, from small town to major metropolis. To ensure a successful concert, we encourage you and other key members of your sponsoring organization to take time to read through this guide. Our time-tested methods combine an effective blend of media publicity, ticket distribution, and total community involvement.

*"This group was the easiest  
and most professional team  
I've ever worked with. You  
made my job extremely  
fun and easy."*

—Judy Snyder, site manager  
Marywood University Fine Arts Theatre  
Scranton, Pennsylvania

---

# TABLE OF CONTENTS

Foreword .....	i
Table of Contents .....	ii
<b>Concert Sponsorship</b>	
<b>General Requirements</b> .....	<b>1</b>
Providing a Concert Site	
Publicizing the Concert	
Printing and Distributing Tickets	
Printing a Program	
Special Considerations	
<b>Expenses</b> .....	<b>2</b>
Sponsor Obligations	
Department of the Army Support	
Community Partnerships	
<b>Concert Site Specifications</b> .....	<b>2-4</b>
Venues	
Stage Dimensions	
Electrical Circuits	
House Mix Area	
Lighting	
Video Projection	
Chairs	
Optional Equipment	
Additional Rooms	
Vehicle Parking	
Setup Time	
<b>Publicizing the Concert</b>	
<b>Use and Distribution of Tickets</b> .....	<b>5-6</b>
Reasons for Ticketing	
Mandatory Overprint	
Printing of Tickets	
Distribution	
Sell-outs	
Ticket Collection	
<b>Publicity Methods</b> .....	<b>7-8</b>
Internet Advertising	
Newspaper Advertising	
Radio and Television Advertising	
Poster Distribution	
Special Invitations	
Guest Musicians	
<b>Promotional Materials</b> .....	<b>9-10</b>
Print Media	
Broadcast Media	
<b>Concert Programs</b> .....	<b>10-11</b>
<b>Promotion Schedule</b> .....	<b>12-13</b>
Promotion Timetable	
<b>On Concert Day</b>	
<b>Miscellaneous</b> .....	<b>14-15</b>
Reserved Seating	
Introductions	
Color Guards	
Proclamations and Presentations	
Recruiters	
Ushers	
Concert Recording	
Receptions	
<b>Schedule for Performance Day</b> .....	<b>15-16</b>

---

# CONCERT SPONSORSHIP

## General Requirements

An official sponsor of an appearance by The U.S. Army Field Band is responsible for expenses associated with hosting and publicizing the performance, including the following:

### *Providing a Concert Site*

Performances by the Musical Ambassadors of the Army attract a diverse audience from the local community. To ensure adequate seating and sufficient stage size, a municipal auditorium, civic center, theatre, or concert hall is frequently the best choice for an appropriate venue. However, in many circumstances, it is necessary to stage concerts in gymnasiums, fieldhouses, or outdoor venues to accommodate larger audiences. (See *Concert Site Specifications on page 2 for further information.*)

All costs associated with the concert site, including rental fees, utilities, maintenance costs, union labor, liability insurance, staging, etc., are normally defrayed by the sponsor.

### *Publicizing the Concert*

The sponsor is responsible for conducting a publicity campaign designed to attract a capacity audience. Although the sponsor covers the cost of paid advertising, the Field Band will provide publicity materials and guidelines to assist the sponsor in effectively promoting the concert. (See *page 7 for additional information.*)

### *Printing and Distributing Tickets*

Controlled ticket distribution is a key element in assessing the effectiveness of advertising and guaranteeing a capacity audience. (See *use and distribution of tickets as discussed in detail beginning on page 5.*)

### *Printing a Program*

It is recommended that the sponsor print programs and arrange to distribute them to the audience. The Musical Ambassadors of the Army will provide the sponsor with a copy-ready program listing the personnel and repertoire for the performance. (See *page 12 for additional information and a sample program.*)

## *Concert Band & Soldiers' Chorus*

---

## Special Considerations

Performances by components of the Field Band must be free and open to the general public. Although no charge can be specifically levied to enable a person to attend a Field Band performance, organizations may collect a general admission fee where appearances are incidental to the event for which admission is charged (i.e., fairs, festivals, expositions, conferences, etc.). Admission, seating, and all other accommodations and facilities connected with all events must be available to all without regard to race, color, creed, or national origin.

The Musical Ambassadors of the Army are prohibited from participating in any event that directly or indirectly benefits or appears to benefit or favor any private individual, commercial venture, sect, or political or fraternal group. The organization cannot be associated with solicitation of funds or solicitation of votes in an election.

---

# Expenses

## *Sponsor Obligations*

As previously stated, the sponsor is responsible for providing the concert site. Any costs incurred for the use of the site, as well as for advertising, publicity, and printing of tickets and programs, are normally paid by the sponsor.

The sponsor must also obtain all necessary permits, pay any licensing fees, and comply with all municipal, state, or federal laws, rules, ordinances, and regulations relating to the performance.

## *Department of the Army Support*

The Department of the Army pays for all Field Band lodging, meals, and transportation for travel within designated tour areas. Events outside normal tour areas are considered on a case-by-case basis.

## *Community Partnerships*

Sponsors may develop partnerships with other organizations to help defray expenses. When primary sponsors are not able to support both advertising costs and concert logistics, newspaper, radio, and television outlets often partner with school districts, universities, recreation departments, and other arts organizations to provide performance venues. City councils, mayors' offices, tourism boards, and chambers of commerce may contribute administrative support and funding. Veterans associations, such as the American Legion and Veterans of Foreign Wars, can help promote concerts and military awareness, as well as provide color guards and ushers.

*“Sponsors get tremendous mileage out of these appearances, and for very little out-of-pocket expense. A newspaper publisher would be nuts to turn down an opportunity like this.”*

—Douglas J. Anstaett, editor and publisher  
*The Newton Kansan*  
Newton, Kansas

# Concert Site Specifications

## *Venues*

The United States Army Field Band and Soldiers' Chorus normally perform in established concert halls with a seating capacity of 1,500 or more. The hall should have a loading dock and/or overhead door with level access to both stage and house areas to facilitate the safe, efficient movement of large equipment.

Gymnasiums and arenas are also suitable venues for Field Band performances. If staging is not available in this type of setting, the band and chorus may be set up on the floor.

Outdoor venues should be established concert facilities, such as bandshells or amphitheatres, with adequate lighting, and electrical facilities capable of supporting sound amplification equipment.

---

## *Stage Dimensions*

Combined performances by the 65-piece Concert Band and 29-voice Soldiers' Chorus require an optimum stage size of 40' wide and 40' deep. This area should be unobstructed, and should not include wings or space occupied by acoustical shells, curtains, or other backdrops.

## *Electrical Circuits*

The Musical Ambassadors provide their own sound system which requires five (5), but preferably six (6), separate circuits (110-volt, 20-amp, 3-prong outlets) in the stage area. Optionally, a power distribution unit with bare end pigtailed or Cam-Loks can be provided by the Field Band. This requires a minimum of a 100-amp, 2-phase connection within 60' of the stage.

## *House Mix Area*

Audio mixing equipment will encompass an area of approximately 6' x 14'. If there is no designated house mix area, this usually results in the loss of approximately 24 patron seats.

The mix position should be centered left to right in the house, and approximately 2/3 the distance from the stage to the back of the house. This location may be modified to avoid overhanging balconies.

## *Lighting*

Use of onsite lighting will be coordinated by the Field Band stage manager. Venues should comply with the following guidelines:

- Overhead white stage lighting is essential and should be bright enough to read newsprint without difficulty.
- Footlights are not desirable.
- Houselights should be dimmed or turned off during the performance.
- A lighting technician to operate the house lighting console should be available upon setup crew arrival and throughout the concert.
- A follow-spot may be utilized, depending upon lighting conditions and the availability of an operator.

## *Video Projection*

If available, video projection may be utilized. The video projector should be a professional level projector with a minimum of 1100 lumens, although 3000–4500 lumens is preferred. The video projector should have an available VGA input. The recommended screen size is a minimum of 7.5' x 10'. All videos are displayed in 4:3 aspect ratio. The video technician carries a computer based video program with all of the show videos pre-programmed. The video technician should have easy access to the video projector's VGA input.

*“This show was spit and polish  
from beginning to end.”*

—Janelle Gelfand, music critic  
*The Cincinnati Enquirer*  
Cincinnati, Ohio

---

*“I had so many people  
come up to me during the  
intermission to tell me what a  
great job the band was doing  
and to thank the newspaper  
for bringing them to town.”*

—David Bell, publisher  
*Leader Union*  
Vandalia, Illinois

## ***Chairs***

Sixty-five (65) armless chairs are required for the onstage performers. Chairs will be arranged by the Field Band's stage crew approximately two and three quarters (2.75) hours prior to the start of the performance.

## ***Optional Equipment***

The following equipment, if available onsite, may be used onstage by the Field Band:

- Sixty (60) sturdy music stands
- An acoustical shell, provided it does not infringe on the minimum stage requirements previously listed

## ***Additional Rooms***

At least one large room should be provided as an area for warmup and instrument case storage. This or an additional room will be used as a waiting area for the chorus, so should be in close proximity to the stage and contain thirty (30) chairs.

A small dressing room, if available, should be provided for the conductors.

## ***Vehicle Parking***

The Concert Band and Soldiers' Chorus setup crew travels with a 67' tractor/trailer, a 30' truck, and three vans. If possible, the tractor/trailer and 30' truck should be allowed to remain at the loading dock until after the concert to facilitate the reloading of all equipment. For the safety of patrons, trucks must be in loading position prior to the end of the concert, as teardown begins immediately after the conclusion of the program. Reserved parking for all other vehicles should be provided near the offloading area.

Prior to the concert, three 45-foot buses and two additional vans will arrive with the remainder of the performers. Reserved parking for these vehicles should also be arranged.

## ***Setup Time***

Setup time, entry, lighting, and access to power must be made available to the Field Band setup crew three and a half (3.5) hours prior to concert time.

If the Tour Coordinator foresees a logistical problem with the venue or load-in, the setup time may be extended.

---

# PUBLICIZING THE CONCERT

## Use and Distribution of Tickets

### *Reasons for Ticketing*

For more than five decades, the Musical Ambassadors of the Army have traveled throughout the United States, performing in diverse venues in communities of all sizes. Attendance at Field Band concerts averages more than 95% of the total number of available seats.

Our experience has shown that the key to building a capacity audience is a well-managed mail-in ticket campaign. Although concerts must be free and open to the public, the use and distribution of tickets benefits the sponsor by:

- Helping advertise the performance
- Stimulating and maintaining community interest
- Gauging the success of publicity
- Maximizing advertising value
- Providing a friendly reminder to patrons
- Assisting with crowd control

### *Mandatory Overprint*

To guarantee a full house, print and distribute 1/3 more tickets than the seating capacity of the venue. Statistics show that even when ticket distribution is properly controlled, only 75% of ticketholders will attend the performance. Overprinting by 1/3 compensates for this difference and ensures a capacity audience.

### *Printing of Tickets*

Tickets should be printed a minimum of six (6) weeks prior to the event. All tickets are for general admission and should look identical; do not number or color-code tickets.

*“Not only was the band’s concert superb in every respect, but their dignified, professional demeanor and presentation served as a fine representation of the U.S. Armed Forces.”*

—Terry Blackley, Dean, Fine Arts Division  
Fullerton College  
Fullerton, California



Print the following announcement on all tickets and include in all advertising (see example on previous page):

- **Ticketholders should be seated by 0:00 PM\***
- **Unclaimed seats will be released to non-ticketholders at 0:00 PM\*\***  
\* 15 minutes before the concert \*\* 10 minutes prior to concert



The United States  
Army Field Band  
& Soldiers' Chorus

---

The Musical Ambassadors of the Army  
Washington, DC

**FREE  
CONCERT!**

FRIDAY, MARCH 11, 2011 • 7:30 P.M.  
PHILLIPS CENTER FOR THE PERFORMING ARTS

CLIP COUPON BELOW FOR FREE CONCERT TICKETS.



---

 .....

**1.** Fill in this information:  
Your Name: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_

**2.** Circle number of tickets requested: 1 2 3 4 (Limit four tickets per coupon)

**3.** Clip and send this coupon with a **stamped, self-addressed envelope** to:  
Tickets • The U.S. Army Field Band  
4214 Field Band Drive STE 5330 • Fort Meade MD 20755-7055



## *Distribution*

Controlled distribution of tickets is crucial to monitoring the progress of the publicity campaign. Sponsors should designate a single mail-in distribution point, rather than freely distributing tickets through libraries, banks, stores, etc. Uncontrolled distribution encourages people to take more tickets than they intend to use. This results in an inaccurate audience projection and will prevent proper implementation of the overprint policy.

A mail-in coupon for tickets should be included with all advertising. (See sample on this page.) Patrons must be required to forward these coupons to the sponsor to obtain tickets.

Requestors should submit a self-addressed, stamped envelope with their mail-in coupon. This will reduce the cost and manpower required to fulfill requests.

Limit the number of tickets for each request to 4–6; this ensures that most people who request tickets will be able to attend. A person or group who needs more tickets should send in additional coupons or contact the sponsor directly.

## *Sell-outs*

After the initial advertising and first appearance of the ticket coupon, sponsors are frequently flooded with requests and run out of tickets very quickly. Once all tickets have been distributed, rerun the original ticket coupon with the words **“SOLD OUT”** in bold print. Remind patrons that 10 minutes prior to the performance, unclaimed seats may be filled by non-ticketholders.

## *Ticket Collection*

The sponsor should arrange to have people available at the concert to collect the tickets and to distribute programs. Most concertgoers will have taken the time to obtain tickets for the performance. Collecting the tickets assures them that they have priority seating over non-ticketholders. Conversely, if tickets are not collected at the door, it gives the impression that this process was not necessary.

---

## Publicity Methods

A comprehensive publicity campaign is essential to make the community aware of an upcoming concert by the Musical Ambassadors of the Army. The sponsor's investment of time and resources in a well-run promotional campaign will stimulate community interest, generate ticket requests, serve as timely reminders, and produce a capacity audience.

The Field Band's time-tested methods of promotion include a variety of print and broadcast media. An effective sponsor will implement a diverse blend of the following methods to publicize the concert.

### *Internet Advertising*

Unlike print media, radio and television promotion do not allow as much time for the listener or viewer to note the address or phone number for concert details or tickets. However, the advent of websites for broadcast media now permits residents to access station homepages for further information on local concerts and special events.

The Field Band provides a variety of digital materials which broadcasters, sponsoring organizations, and ticket distribution points can use to promote the concert. (*See Promotional Materials on page 9.*) Links to the Field Band's homepage can also be established to allow internet users to locate more information about the performing group and its members.

Additionally, The Field Band will publicize the performance on its website and through electronic newsletters sent to its subscribers.

### *Newspaper Advertising*

A local newspaper is frequently the most cost-effective and easiest way to reach the general public. The publicity campaign is usually initiated about four weeks prior to the performance, with a full or half-page newspaper advertisement announcing details of the concert date, time, and location. Photographs to attract visual interest and the mail-in coupon for tickets are essential parts of this first release.

Additional advertisements should be run as necessary to ensure complete distribution of tickets. (*See Promotion Schedule on pages 12–13 for recommended follow-up.*) Feature stories, background information, photographs, and biographies of conductors and soloists will continue to generate interest, inform readers, and remind ticket holders of the upcoming event.

### *Radio and Television Advertising*

Purchasing advertising time on radio and television can be very expensive. However, as military band concerts are provided free of charge as a community service to local residents, many stations will be willing to air press releases in the form of public service announcements (PSAs).

*“Never, in our twenty-nine years of presenting our nation’s finest military bands, have we witnessed anywhere the excitement your band and chorus generated—the whole town is still talking about your performance.”*

—Paul Estefan, president  
The Ridgefield Kiwanis Club  
Ridgefield, Connecticut

---

*“I start planning with your Operations personnel very early. The Sponsor Guide lays out the details of booking a show. It has photographs and biographies to use in our advertising. It is a great tool that a sponsor can take advantage of.”*

—Bob Paddock, Sr., publisher  
Paddock Publications  
Chicago, Illinois

Prepared PSAs for radio and television broadcast can be obtained directly from the Musical Ambassadors of the Army. (See page 9 for information on Promotional Materials.) These PSAs should be customized to include the date, time, and location of the concert, and specific information about obtaining tickets.

Additional airtime can be generated through local news programs and talk show interviews. Special features about Field Band “hometowners,” sponsoring organizations, commemorative events, or area military residents can result in substantial amounts of unpaid publicity. Live interviews with conductors and other key members of the organization can be conducted by telephone or arranged the day of the performance. Please refer all requests for interviews to the Tour Coordinator.

### ***Poster Distribution***

Large color posters can be downloaded from The U.S. Army Field Band website. These posters should be overprinted by the sponsor to indicate the concert date, time, location, and the source for obtaining tickets.

Posters are especially effective in libraries, schools, municipal buildings, commercial establishments, civic organizations, veterans’ associations, and U.S. Army Recruiting offices. Sponsors can reduce manpower requirements for distribution of posters by involving other agencies or utilizing volunteers.

### ***Special Invitations***

Sponsors frequently seek the endorsement of state and local officials. This enhances community support and recognizes the concert as an official civic function. Special invitations are normally extended to a limited number of distinguished guests (i.e., governor, mayor, city council, federal and state senators and representatives, and high-ranking officers of the Armed Forces). Some may wish to make formal proclamations or presentations on the day of the performance. A list of dignitaries should be provided to the Tour Coordinator prior to the concert.

### ***Guest Musicians***

An excellent way for the sponsor to achieve more community involvement is to invite local musicians to perform with The U.S. Army Field Band. The sponsor may invite as many as 20 outstanding musicians with no more than two of any instrument or voice from local high schools or community ensembles to join the Musical Ambassadors of the Army for one selection on the formal program. The title of the composition and copies as needed will be provided by the Tour Coordinator.

If the sponsor elects to invite local musicians, a typed list of the performers should be provided to the Tour Coordinator prior to the day of the concert. Guest performers should be seated in the front row of the concert site 45 minutes prior to the start time. No rehearsal will be provided, so it is essential that local performers come prepared. The Field Band will perform in formal military uniform; guest musicians should dress in appropriate civilian attire or band uniforms.

---

Sponsors are encouraged to publicize the local participation in pre-view articles and follow-up photographs. Guest musicians and their directors will be introduced during the concert. Following the concert, sponsors, friends, and families may have an opportunity for photographs with the conductor.

## Promotional Materials

The U.S. Army Field Band will provide a variety of promotional materials to assist the sponsor in advertising the concert. These items are designed to substantially reduce the human resources and production costs required for sponsors to manage an effective publicity campaign.

Many of these resources are available online in digital formats for download by sponsoring organizations. These include photographs, logos, posters, audio files, features, and biographies. To download these materials—

1. Go to [www.ArmyFieldBand.com](http://www.ArmyFieldBand.com).
2. Click on CONCERT SPONSORSHIP at the top of the homepage.
3. Click on BAND & CHORUS at the top of the page.
4. Click on any item in the list of Media Materials on the left side of the page.

Sponsors are encouraged to use these promotional materials to customize local publicity. Articles and photographs are easily transferred into print media. Advertising layout formats can be modified as needed, and press releases can be printed on the sponsor's letterhead.

### *Print Media*

The following media resources are available online as PDF, JPG, or EPS files for download as described above. Minimal alterations or overprints may be necessary to customize these items for local concerts:

- Brief biography of the performing component(s)
- Publicity photographs of the organization
- Feature stories including historical information and background
- Biographies and photographs of the conductors
- Official press releases
- Logo sheets and artwork
- Color posters

Hard copies of many of these materials are also included in the Media Kit provided by the Tour Coordinators. This kit also includes examples of sample programs, tickets, and advertisements.

*“The work of your advance  
crews, your set-up people,  
and the musicians made  
our job as sponsor easy.”*

—Daniel J. Warner, senior editor  
*The Eagle Tribune*  
Lawrence, Massachusetts

## Broadcast Media

The Musical Ambassadors will provide pre-recorded public service announcements (PSAs) in standard formats for use in both radio and television advertising.

Audio files for radio spots are available online, along with the other media resources (see *Promotional Materials on page 9*). A prepared script for voice-overs to customize the 30-second radio spot is available for download as a PDF.

Compact disc (CD) recordings of The U.S. Army Field Band are also provided to the sponsor. These contain a diverse collection of selections, typical of concert programming, and may be used if additional airtime is available.

### COMMAND GROUP

Colonel Thomas H. Palmatier, *Commander and Conductor* ..... Ballston Spa, NY  
 Major Bruce R. Pulver, *Deputy Commander* ..... Melbourne, FL  
 Captain Leonel A. Peña, *Conductor of the Soldiers' Chorus* ..... Edinburg, TX  
 Chief Warrant Officer Gordon K. Kippola, *Director of the Jazz Ambassadors* ..... Seabeck, WA  
 Command Sergeant Major J. Loran McClung, *Command Sergeant Major* ..... LaVerne, CA

### CONCERT BAND

**Piccolo**  
 SSG Kasumi Leonard ..... Seattle, WA

**Flute**  
 SFC Sarah Edman McIver\* ..... Springfield, VA  
 SSG Katsyoon Hodjati ..... Silver Spring, MD  
 SSG Gina Leija ..... Dallas, TX  
 SSG Alyssa Pysola ..... Pittsburgh, PA

### Oboe/English Horn

SFC Daniel Brimhall\* ..... Sweet Grass, MT  
 SSG Leah Forsyth ..... Columbus, OH  
 SSG Erika Grimm ..... Centerville, VA

### Bassoon

MSG Daniel Bowditch ..... Lexington, KY  
 SSG Thaddeus Crutcher ..... Memphis, TN  
 SSG Patricia Dusold ..... Glenn Dale, MD

### E-flat Clarinet

SSG Brian Eldridge ..... Mt. Airy, MD

### B-flat Clarinet

MSG Shari Smith\* ..... Hulbert, OK  
 SFC Matthew Kanowith ..... Silver Spring, MD  
 SFC Reis McCullough ..... Seattle, WA  
 SFC Michael Sears ..... Lithia Springs, GA  
 SSG John Blair ..... Virginia Beach, VA  
 SSG Marlena Dillenbeck ..... Coopersville, MI  
 SSG Jennifer Everhart ..... Thomasville, NC  
 SSG Adrienne Hodges ..... Warrenton, IL  
 SSG Jereny Klenke ..... Aurora, IL  
 SSG Joel Klenke ..... Aurora, IL  
 SSG Christopher Reardon ..... Commack, NY  
 SSG Lauren Rester ..... Lynchburg, VA  
 SSG Matthew Sikes ..... Savannah, GA

### Alto/Bass Clarinet

SFC Chad Martin\* ..... Madison, SD  
 SSG Kevin Walko ..... Bethel Park, PA

### Saxophone

SFC Brian Sacawa\* ..... Schenectady, NY  
 SSG Christopher Blossom ..... Canton, MI  
 SSG Daniel Goff ..... Morgantown, WV  
 SSG David Parks ..... Sedona, AZ

### Trumpet

SFC Virginia Turner\* ..... Las Cruces, NM  
 SFC Nicholas Althouse ..... Salem, OH

### SOLDIERS' CHORUS

SFC John Altman ..... West Islip, NY  
 SFC Michael Klima\* ..... Sartell, MN  
 SFC James Wood, Jr. ..... East Lansing, MI  
 SFC Ward Yager ..... Memphis, TN  
 SSG Phillip Johnson ..... Mt. Eden, KY

### French Horn

MSG Robert Cherry ..... Bridgman, MI  
 MSG Alan White\* ..... Baltimore, MD  
 SSG Stephen Aaron ..... Kingwood, TX  
 SSG Timothy Huizenga ..... St. John, IN  
 SSG Christy LaBarca ..... State College, PA  
 SSG Jeanne Wiesman ..... Greenwood, IN

### Trumpbone

SGM Mark Bowling† ..... Camp Hill, PA  
 MSG Aaron Kadmas\* ..... Fargo, ND  
 SFC Todd Shumlilo ..... Hagerstown, MD  
 SSG Carmen Russo ..... Bradenton, FL

### Bass Trombone

SSG Wesley Ballenger III ..... Torrance, CA

### Euphonium

SFC Chris Sarangoulis ..... Westminster, MD  
 SSG Lauren Veronie ..... Houston, TX

### Tuba

MSG Scott Cameron ..... Ashton, MD  
 MSG Daniel Sherlock\* ..... Phoenix, AZ  
 SFC Matthew Nelson ..... Oconomowoc, WI

### String Bass/Electric Bass

SSG Joel Ciaccio ..... Canton, PA

### Harp

SFC Melissa Dunne\* ..... Mesa, AZ

### Piano

SSG Darren Lael ..... Elon, NC

### Timpani

SSG Robert Marino ..... Stony Point, NY

### Drum Major

SGM Thomas Enokian ..... Albany, NY  
 MSG William Elliott\* ..... Shelbyville, KY  
 SFC Phillip Kiamie, Jr. ..... Pelham Manor, NY  
 SFC Brian Spurgeon ..... River Falls, WI

### SOLDIERS' CHORUS

Soprano  
 SGM Janet Hjelmgren ..... Lake Elmo, MN  
 MSG Laura Dause Lesche\* ..... Stafford, VA  
 SFC Rose Ryan ..... Delmont, NJ  
 SSG Teresa Alzadon ..... Auburn, WA  
 SSG Rachel Rose Farber ..... Egg Harbor Twp., NJ  
 SSG Tracy Labrecque ..... Houston, TX  
 SSG Charis Strange ..... Campbellsville, KY  
 SSG Meghan Whittier ..... Haymarket, VA

### Alto

SGM Joan Mercer\*\* ..... Mitchell, SD  
 SFC Teresa Harris ..... Salt Lake City, UT  
 SFC Judith Norton\* ..... Altus, OK  
 SFC Erica Russo ..... Columbus, OH  
 SSG Elizabeth Garcia ..... Portland, ME  
 SSG Jessica Medina ..... Bunker Hill, WV  
 SSG Pamela Terry ..... Galesburg, MI

### Tenor

SGM Douglas Cox ..... Cedar Rapids, IA  
 MSG William Gabbard ..... Pago Pago, AS  
 MSG Daniel Hopkins\* ..... McLean, NY  
 MSG Robert McIver, Jr. ..... Owensboro, KY  
 SFC Mario Garcia, Jr. ..... Chandler, AZ  
 SSG Jeremy Cady ..... North Branch, MN  
 SSG Daniel Erbe ..... Onzaska, WI

### Bass

MSG Allen Bishop ..... Marion, NY  
 MSG Victor Ceneles\* ..... Hammond, LA  
 MSG Robert Jefferson ..... Phoenix, AZ  
 SFC Samuel Chung ..... Seoul, Korea  
 SSG Brendan Curran ..... Fairbanks, AK  
 SSG Mark Huseh ..... Topeka, KS  
 SSG Charles Parris ..... Washington, DC

### STAGE AND SOUND

**Stage Manager**  
 MSG Victor Ceneles ..... Hammond, LA

**Audio Technicians**  
 SFC Michael McLaughlin ..... Eustis, FL  
 SFC Howard Smith ..... Hershey, PA

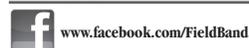
### PRODUCTION AND OPERATIONS

**Road Manager**  
 MSG Daniel Hopkins ..... McLean, NY

**Tour Coordinators**  
 MSG David Bullman ..... Jacksonville Beach, FL  
 SFC Michelle Laska ..... Virginia Beach, VA

MSG—Sergeant Major • MSG—Master Sergeant • SFC—Sergeant First Class • SSG—Staff Sergeant  
 \*\* Element Leader • † Group Leader • \* Section Leader

Follow us at:



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



The United States  
 Army Field Band  
 & Soldiers' Chorus

The Musical Ambassadors of the Army  
 Washington, DC

# Concert Programs

The sponsor is responsible for the printing and distribution of programs. A pre-formatted template, with a complete list of selections, a roster of performers, and a cover design which the sponsor can customize, will be made available for download in Portable Document Format (PDF). This format may be used as is, modified with the sponsor's name and logo, or used as a starting point for creating personalized programs. To download concert programs from the Field Band's website:

1. Go to [www.ArmyFieldBand.com](http://www.ArmyFieldBand.com).
2. Click on CONCERT SPONSORSHIP at the top of the homepage.
3. Click on BAND & CHORUS at the top of the page.
4. Click on PROGRAMS on the left side of the page.
5. Follow instructions at the top of the PROGRAMS page.



## The United States Army Field Band & Soldiers' Chorus

The Musical Ambassadors of the Army  
*Washington, DC*

**Chautauqua, New York**  
**June 27, 2010**

Patriotic Prologue.....	various composers
Hands Across the Sea .....	John Philip Sousa arr. Keith Brion and Loras Schissel
Danse Bacchanale from <i>Samson and Dalila</i> .....	Camille Saint-Saëns trans. Kenneth Singleton
Selections from <i>Jekyll and Hyde</i> .....	Frank Wyldhorn and Leslie Bricusse arr. MSG Vincent Norman* <i>Staff Sergeant Meghan Whittier, soprano</i> <i>Staff Sergeant Elizabeth Garcia, alto</i> <i>Staff Sergeant Daniel Erbe, tenor</i>
Fantasia for Alto Saxophone.....	Claude T. Smith <i>Staff Sergeant David Parks, alto saxophone</i>
A Night at the Opera .....	various composers arr. MSG Jay Norris* <i>Staff Sergeant Mark Husetb, baritone</i> <i>Staff Sergeant Meghan Whittier, soprano</i>

Washington Grays .....	Claudio Grafulla
Tuba Tiger Rag .....	Harry DeCosta arr. Luther Henderson <i>Master Sergeant Daniel Sherlock, tuba</i>
Beatlemania! .....	John Lennon and Paul McCartney arr. SSG Adrian Hernandez* and Eric Richards† <i>featuring the Soldiers' Chorus</i>
Armed Forces Salute.....	various composers arr. Ken Whitcomb† and Robert Lichtenberger†
The Stars and Stripes Forever .....	John Philip Sousa *Staff Arranger, The U.S. Army Field Band † Former Staff Arranger, The U.S. Army Field Band <i>This program is subject to change</i>



### Our Mission

The Mission of The United States Army Field Band is to "carry into the grassroots of our country the story of our magnificent Army." In performances across America and throughout the world, the men and women of this organization take great pride in reflecting the excellence of all our nation's Soldiers.

### Learn More

For further information about current vacancies, performance tours, concert sponsorship opportunities, educational outreach programs, and to sign up for our eNewsletter, visit our website at:

**[www.ArmyFieldBand.com](http://www.ArmyFieldBand.com)**



**ARMY STRONG.®**

### Your comments

about our program are greatly appreciated and may be sent by e-mail to:

**[field.band@us.army.mil](mailto:field.band@us.army.mil)**

or to the following address:

Office of the Chief of Public Affairs  
RE: The U.S. Army Field Band  
1500 Army Pentagon  
Washington, DC 20310-1500

---

## Promotion Schedule

Regardless of the publicity methods selected, the proper timing of press releases, advertisements, articles, and PSAs is crucial to an effective campaign. Advance planning and preparation will allow each of the promotional elements to “hit” the market at the proper time.

Keep in mind that promotion should not end when all tickets have been distributed. It is important to keep the event in the public eye until the day of the performance. This will maintain interest in the program, remind ticketholders to attend, guarantee a capacity audience, and acknowledge the sponsor’s service to the community.

The Musical Ambassadors of the Army have been presenting concerts throughout the nation for more than fifty years. This experience has led to the development of the following Promotion Timetable, which should serve as a guideline for the sponsor’s publicity campaign.

*“We consider your concert the premier event of the season.*

*Here are just some of the quotes from those who attended:*

*‘superb’*

*‘wonderful’*

*‘magnificent’*

*‘great’*

*‘splendid’*

*‘breathtaking’*

*‘The selections were marvelous.’*

*‘It warmed my heart.’*

*‘It brought tears to my eyes.’*

*‘expressed so well my love for and pride in my country’*

*‘The performers were so talented.’*

*‘fine representatives of the best in our country.’ ”*

—Jeanne Busse, Chairman  
Warren Cultural Commission  
Warren, Michigan

# PROMOTION TIMETABLE

TIME FRAME	PRINT MEDIA	BROADCAST MEDIA
6 weeks out	Send tickets to printer Extend special invitations Arrange for guest musicians	
5 weeks out	<ul style="list-style-type: none"> <li>• Customize ads</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare press releases and PSAs</li> </ul>
4 weeks out	<ul style="list-style-type: none"> <li>• Run full page ad and photos announcing concert; include date, time, place, ticket information</li> </ul>	<ul style="list-style-type: none"> <li>• Air PSA for ticket info</li> <li>• Upload information to website and link to Field Band homepage</li> </ul>
3 weeks out	<ul style="list-style-type: none"> <li>• Run photo and brief component bios</li> <li>• Run second ad, if needed</li> </ul>	<ul style="list-style-type: none"> <li>• Rerun PSA for ticket info, if needed</li> </ul>
2 weeks out	Send programs to printer	
	<ul style="list-style-type: none"> <li>• Run “Sold Out” ad, and/or feature story with photo</li> <li>• Prepare 2nd release for Events Calendar</li> </ul>	<ul style="list-style-type: none"> <li>• Include listing on Events Calendar</li> </ul>
1 week out	<ul style="list-style-type: none"> <li>• Run photos and bios on conductors</li> <li>• Run “Sold Out” ad, but highlight information for non-ticketholders</li> </ul>	<ul style="list-style-type: none"> <li>• Run PSA reminder, highlighting information for non-ticketholders</li> <li>• Include info in events calendar</li> </ul>
6 days out	<ul style="list-style-type: none"> <li>• Run feature on Soldiers’ Chorus</li> <li>• Run listing in entertainment section</li> </ul>	<ul style="list-style-type: none"> <li>• Air interview with Sponsor</li> </ul>
4 days out	<ul style="list-style-type: none"> <li>• Run feature on hometowners</li> </ul>	<ul style="list-style-type: none"> <li>• Run PSA reminder, include non-ticketholder information</li> </ul>
1 day out	<ul style="list-style-type: none"> <li>• Run large ad on entertainment page</li> <li>• Run feature on program selections</li> </ul>	<ul style="list-style-type: none"> <li>• Run PSA reminder, include non-ticketholder information</li> </ul>
Day of concert	<ul style="list-style-type: none"> <li>• Run reminder about concert</li> <li>• Include info for those without tickets</li> </ul>	<ul style="list-style-type: none"> <li>• Air live interview with conductor</li> <li>• Air coverage on late news</li> </ul>
1 day after	<ul style="list-style-type: none"> <li>• Run review of concert with photos</li> </ul>	<ul style="list-style-type: none"> <li>• Follow up on broadcast news</li> </ul>

---

# ON CONCERT DAY

*“Thank you calls flooded the  
telephone switchboard  
at the newspaper the  
morning after the concert,  
thanking us for sponsoring  
the performance.”*

—John H. Howe, executive editor  
*The Citizen*  
Laconia, New Hampshire

## Miscellaneous

### *Reserved Seating*

The sponsor may reserve a minimal number of seats for dignitaries, but should avoid reserving large blocks. It is essential that all ticket-holders have an equal opportunity to hear the concert and to select prime locations first-come, first-served.

### *Introductions*

The components of the Field Band each have narrators that will introduce the organization to begin the program. Following the opening composition, sponsors are invited to welcome the group to the local community. Sponsors should provide the Tour Coordinator with a list of all dignitaries and welcomers, so appropriate introductions can be made.

### *Color Guards*

Local color guards often support Field Band concerts. The sponsor may invite military, veterans, or ROTC organizations to open the program and to remain in place for *The Star Spangled Banner*. Again, the sponsor should notify the Tour Coordinator in advance if a color guard will be used. On the day of the performance, a representative of the color guard should arrive backstage 40 minutes prior to the concert time to coordinate with Field Band personnel.

### *Proclamations and Presentations*

Any of the dignitaries mentioned under *Special Invitations* on page 8 may be invited to the stage to make a formal proclamation or presentation. Prior to the concert, the sponsor should provide the Tour Coordinator with the names and titles of presenters.

### *Recruiters*

Field Band performances increase military visibility in communities throughout the nation. Local U.S. Army Recruiters attend these concerts, where they are publicly introduced and acknowledged for their work. The Field Band will provide a display in the lobby for promotional materials, and to serve as a focal point for individuals interested in learning more about the U.S. Army.

---

## *Ushers*

The sponsor is responsible for providing ushers to take tickets, pass out programs, and assist handicapped patrons. Frequently, local community groups will volunteer to serve as ushers; these include high school bands and choruses, ROTC units, college music clubs, veterans groups, and community service organizations. The sponsor should ensure that an adequate number of volunteers will be available prior to the time the concert site is opened to the public in order to relay instructions and assign personnel to specific locations. Two ushers are normally assigned per entrance.

## *Receptions*

Occasionally, sponsors wish to host a post-concert reception for the members of the Field Band. Please discuss this option with the Tour Coordinator prior to making arrangements. In some instances, travel plans will not allow for extended time once equipment has been repacked and loaded on the trucks.

## *Concert Recording*

Productions and performances of The United States Army Field Band are in the public domain and may be used as such in accordance with applicable federal, state and local laws or regulations. Non-commercial recording by a radio station, cable TV company, or television news crew should be approved prior to the performance. Any radio or television station covering a concert assumes responsibility for obtaining mechanical licenses from the appropriate performing rights organizations.

## *Schedule for Performance Day*

The Performance Day Timetable (*provided on page 16*) should serve as a guide for the various activities that will take place on the day of the concert. The sponsor should ensure that all of the individuals and groups involved in the program are aware of their designated arrival times and meeting locations.

*“We have hosted numerous musical military groups over the years, and none has done a better job. The group was professional in every way and the musical program was simply outstanding”*

—James Close, concert coordinator  
*Statesman Journal*  
Salem, Oregon

# PERFORMANCE DAY TIMETABLE

TIME FRAME	ACTIVITY
3.5 hours before concert	<ul style="list-style-type: none"> <li>• Setup crew arrives</li> <li>• House technical staff available onsite</li> </ul>
1 hour before concert	<ul style="list-style-type: none"> <li>• Ushers arrive onsite</li> </ul>
45 minutes before concert	<ul style="list-style-type: none"> <li>• Road Manager arrives onsite to meet backstage with Sponsor</li> <li>• Guest musicians should be seated in the front row for instructions</li> <li>• House is opened for patrons holding tickets</li> <li>• Concert Band and Soldiers' Chorus arrives</li> </ul>
40 minutes before concert	<ul style="list-style-type: none"> <li>• Color Guard representative arrives to meet backstage with Road Manager and/or Narrator for instructions</li> </ul>
30 minutes before concert	<ul style="list-style-type: none"> <li>• Dignitaries should meet backstage with Road Manager</li> </ul>
15 minutes before concert	<ul style="list-style-type: none"> <li>• All ticketholders should be seated</li> </ul>
10 minutes before concert	<ul style="list-style-type: none"> <li>• House is opened to non-ticketholders</li> </ul>
Concert Time	<ul style="list-style-type: none"> <li>• Program begins with Patriotic Prologue</li> <li>• Color Guard comes forward prior to playing of The Star Spangled Banner</li> </ul>
Following Patriotic Prologue	<ul style="list-style-type: none"> <li>• Sponsor or representative is introduced to audience for opening remarks</li> <li>• Special guests are introduced</li> <li>• Proclamations and presentations awarded</li> </ul>
Following Soldiers' Chorus Feature	<ul style="list-style-type: none"> <li>• Guest Musicians join Concert Band for designated selection</li> </ul>

*“The professionalism and style of the band provided an enjoyable and memorable experience for all in attendance. We are proud to sponsor such an excellent concert!”*

—Deborah Byrum, marketing director  
Alameda Newspaper Group  
Hayward, California