



FootNotes



Feb. 2, 2010



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Director's Notes

"An event is something that happens at a given place and time. It is a special set of circumstances; a phenomenon located at a single point in space & time. A process is a procedure and a particular course of action intended to achieve a result. Begin with the end in mind." Dr. Stephen Covey, author- Seven Habits of Highly Effective People

THE EVENT CAN DRIVE THE PROCESS (facts collected from About.com)

Hosting a party on Sunday? You're not alone. According to Hallmark Cards, the Super Bowl represents the No. 1 at-home party event of the year. Believe it or not, it's even bigger than New Years Eve. One wonders when we might see cards celebrating the event, not to mention Super Bowl Monday sympathy editions for the losing team's fans. There is even talk of creating a 'Three Day Weekend'.
On January 15, 1967 at the Los Angeles Memorial Coliseum, the Green Bay Packers defeated the Kansas City Chiefs in the first ever Super Bowl Football Championship Game and an American tradition was born. The television audience for the first Super Bowl was estimated to have been approximately 60 million viewers. At peak viewing, this weeks classic will include well over 110 million television watchers and 40% of those watching the game will NOT be football fans. Consider the following advertising trivia:

- > The average number attending a private Super Shindig will be 17 people...a diverse marketing sample
- > There will be over 100 commercials during the game at an average of \$2.6 million a pop-despite a 'down economy'
- > People who watch the game on HDTV will recall 15% more commercials
- > Super Bowl advertisers will see a significant lift to their website visits

...And what about the food? Macro-economically speaking, national government statistics of three years ago calculated that just under \$5 million was expended on Super Bowl food alone.
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Calendar

- Jan. 26 to 31: 2010 Midwinter Convention, Tampa Florida at the Tampa Bay Performing Arts Center, Carol Morsani Hall. No details came later.
- Feb. 21: Church of the Redeemer, Sarasota Sunday. Sing at 5 pm, gather at 4 pm.
- Mar. 6 & 7: Sarasota Chorus Spring Show, Riverview Performing Arts Center.

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After investing an estimated 10 million man-hours preparing all the grub, Americans are expected to consume the lot within 15 minutes, well before the first touchdown is scored. Speaking of rampant consumption, Super Bowl Sunday marks the day on which Americans chow down incredible amounts of food- second only to the Thanksgiving Day feast. Exactly how much do we eat as a nation? Almost 15,000 tons of chips and 4,000 tons of popcorn. To take these out of rational perspective, lining up each and every chip would produce a trail of almost 293,000 miles (not quite 1.5 times the distance to the moon, or 6 feet per American). Meanwhile, a popcorn string consisting of all that is eaten during a typical Super Bowl, would ring the Earth almost 5.5 times. Some 13.2 million pounds of avocado- or approximately 26 million individual avocados- are sold in preparation for the game so that Americans may gouge themselves on an estimated 8 million pounds of guacamole. That's enough dip to cover the Louisiana Superdome football field, end zone to end zone, waist deep in guacamole- approximately 40 inches. If you don't prepare anything for guests, you're not alone. There are more pizza deliveries made during Super Bowl Sunday than on any other day of the year, with halftime representing the single busiest hour of a given year. Calculating with reference to per capita beer consumption, hosts should probably buy...a lot. No hard statistics are easily found on this particular aspect of purchasing, but the Super Bowl itself has been credited with turning January into one of America's top months for beer consumption.

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HAPPY BIRTHDAY

Member

2-05 Bob Daum
2-05 Bob King
2-05 Del Sinclair

And Spouse

2-02 Kathy McPherson, Bob

HAPPY ANNIVERSARY

None to report:

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Then there's the next day; there's a reason they don't call it Super Monday and another good excuse for an official three-day weekend. 7-Eleven claims a whopping 20% in sales of antacid the day after the Super Bowl. Statistics show that 6% of all working Americans will call in sick the day after the game and 16% of those who do go into work will whine to the boss on Monday. If you're partying with colleagues, you might want to take an informal poll before having that umpteenth brewski. The point is that a specific sporting event envisioned over 40 years ago, has turned into a mega-marketing extravaganza that could someday be designated a national holiday. A NATIONAL HOLIDAY! Proof positive that the event CAN drive the process.

Now the Chorus of the Keys embarks on a new era in our annual show production. We undertake exciting and uncharted waters with respect to venue change and marketing enhancements. Is it realistic to suggest that we dream big? REALLY BIG? Might we ask ourselves, what we envision for the SCOK Annual Show in 2050? Let's allow the process to be driven by the magnitude of the event.

Do we dare to BEGIN with the End in mind?

Your directing team, Coacher Don & GGG

1 PERFORMANCE— 1 DATE

The following date has been confirmed.

Please mark your calendars.

2010

Sun. Feb. 21: 5:00 PM Church of the Redeemer,
Sarasota

MARCH 6 SHOW AFTERGLOW: (9:30-11:30)

SAM SELTZERS, 7113 S. Tamiami Tr. Sarasota, Fl
Tickets @ \$15. for a Breakfast Buffet and Cash Bar.
Starting on Feb. 9th for first 100 members.

Sunshine News

A THOUGHT TO REMEMBER

Progress involves risk;
you cannot steal second base
and keep your foot on first.

Cards, calls & prayers are always welcome.

Sunshine Chair— Ed Manville **941-346-8219**

or <hiedm3@comcast.net>

SARASOTA CHORUS SPRING SHOW

Saturday, March 6th & Sunday, March 7th, 2010 at the brand new Riverview Performing Arts Center. The Center is on Proctor Rd. at the corner of Lords Ave. (south of Bee Ridge Rd & east of US 41, the trail). We will likely be the first Community group to perform at this venue.

Saturday Matinee is at 2:30 pm,

Saturday Evening Show is at 7 pm.

Sunday Matinee is at 2:30 pm.

Prices are \$40, \$35, \$30, \$25, and \$20.

Ticket Chairman is Joe Nanfito, 941-484-7589.

Feb. 1, 2010:

List of all members who have sold tickets to our Annual Show. This list only shows the tickets that gave been paid for— not the tickets that have been handed out.

AMER-11; ASTORINO-3; BADEN-8; BECHTEL-3;
CASANZIO-1; CROSS D-5; DINSMORE-5;
DOBSON-5; FRANTZ-10; GANNON-4; GEERS-20;
GILRANE-2; GNUSE-23; GOETZ-57; HADDEN-1;
HOSETH-11; KING-8; LOOS-21; LOY-5; LUNKES-5
MAILHOTTE-21; MANVILLE-1; McPHERSON-7;
NANFITO-62; PONTONI-20; RICHARDS-4;
ROCKLEIN-6; SCHWARTZ-8; SINCLAIR-15;
STOUP-10; STROMENGER-6; STYERS-6; WILD-8;
WORTHLEY W-8; ZARFOS-13

Men with tickets out, but not paid for:

BRONSO, M; CASANZIO; COLLERAN; DEHL;
DOBSON; GANNON; GEORGE; GNUSE; GOETZ;
GUERRIERO; JAHNEL; MAILHOTTE; McPHERSON;
NICHOLSON; PONTONI; QUINN; REAR;
SCHWARTZ; STENZLER; STROMENGER; WALTER;
WILLIAMS; ZARFOS

Please do what is necessary to add your name to these lists. Thanks, Joe Nanfito

News & Views for the FootNotes

must be sent to the editor at—

< editorken@yahoo.com > by **Noon Monday.**

This address is for **FootNotes** articles only.