

the grape vine rag

the newsletter of the
Healdsburg Jazz Festival

VOLUME 2 ■ ISSUE 1 | WINTER 2003

New Year, New Directions

Planning for our Future

As the Healdsburg Jazz Festival enters its fifth year, big changes are underway to make it harmonize with the complete Sonoma County music scene. Events and programs are planned throughout the year to bring jazz closer to the people of Healdsburg and the surrounding towns, as well as our visitors. These ambitious goals are made possible by the recent reorganization of the Festival, which in October 2002 became a state nonprofit organization, Healdsburg Jazz Festival, Inc.

Nonprofit status opens the door for the HJF to build a membership-based organization and allows more independent event planning. In the past the Festival has been part of the Healdsburg Arts Council, and while our good relationship with the Arts Council continues, we are now able to focus directly on our own goals and hopes. Soon, we will have our federal nonprofit status, and Healdsburg Jazz Festival, Inc. will be a 501(c)(3) organization. All contributions (including membership, see page 3) will be tax-deductible.

Steps toward this status include the selection of a board of directors, currently headed by Board Development Chairman Frank Carrubba. The six-member board will execute strategic and financial oversight of the newly incorporated Festival. The new board will be announced soon, to fulfill what Frank sees as the primary responsibility of the Jazz Festival – “to keep alive an indigenous American art form for our youth and the community at large.”

Other key individuals in the reorganization of the Festival include attorney Jim DeMartini, who is overseeing the application for federal nonprofit status; and Fundraising Chairman Ed Fleisch, whose efforts and ideas are further detailed on page 2 of this newsletter.

But the key to the continued vitality of the Healdsburg Jazz Festival is, of course, the music. Thanks to the energy and expertise of Artistic Director Jessica Felix, the coming year will find live jazz music in Healdsburg almost every night of the week, at the Hotel Healdsburg, Dry Creek Kitchen or Felix & Louie's. Follow details on these and other programs in the *Grapevine Rag* throughout the year.

Sunday Jazz Series Starts at Hotel Healdsburg

The newest expression of jazz in Sonoma County, organized by the Healdsburg Jazz Festival, begins this month at the Hotel Healdsburg. Starting January 19, the Hotel plays host once a month to the Sunday Jazz Series, sponsored by area wineries and featuring top-flight musicians. All performances are from 6 to 9 pm in the Hotel's beautiful and intimate lobby, and there's no cover charge.

“We want Hotel Healdsburg to be a center of arts and culture where both visitors and locals feel comfortable,” says the Hotel's marketing director, Circe Sher. “Jazz satisfies both of these desires.”

First among the scheduled artists at the Sunday Jazz Series are vocalist Denise Perrier and her group Cadence, playing January 19 and sponsored by Davis Bynum Winery. Later artists include the Noel Jewkes Quartet and Madeline Eastman with the Matt Clark Trio. More on the shows and musicians can be found on page 2.

“We have received very positive feedback on the free live music we offer,” Sher said, “and are looking forward to the Sunday Jazz Series to create a year-long Jazz Festival-sponsored event.”

For more information on the Sunday Jazz Series, call the Hotel at 707/431-2800 or visit their website at www.hotelhealdsburg.com.

2003 FESTIVAL SEASON SPONSORS (TO DATE)

CLOS DU BOIS

HOTEL HEALDSBURG
EST. 2001

RS
RODNEY STRONG
VINEYARDS

Nine
Design



Photograph | Hotel Healdsburg

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Sponsors Help it Happen

Fundraising is a key component of any successful nonprofit organization, and it has always been vital to the success of the Healdsburg Jazz Festival. With the new year's music events already underway, Fundraising Chair Ed Flesch is proud to say, "We're off to an aggressive start!" But the goal of having the annual Jazz Festival depends on successful fundraising, so Ed's job is not over yet.

"We're in negotiation with several potential sponsors, not only in the Healdsburg area but on the national level as well," Ed continues. The fundraising model allows for four levels of sponsorship – including a single Presenting Sponsor whose name would be associated with the Healdsburg Jazz Festival at every promotional opportunity. Other levels include Major Sponsors, Official Sponsors and Product Sponsors, in descending levels of contribution and visibility.

Sponsorship benefits are numerous, and produce returns far exceeding a company's investment in the Festival. These returns come in the form of television and radio coverage, exposure in local newspapers and nationally distributed magazines like *Down Beat* and *JazzTimes*, and in all official Festival mailings. Also included are year-long Web site listings and a hospitality package that provides reserved seating, free and discounted tickets, and access to jazz artists at special receptions. "We are always looking for new sponsors or individuals with an interest in jazz performance and education," notes Ed. "So if you know of any opportunities out there, please let us know!"

Ed and his colleagues in the Fundraising Committee emphasize that every contribution helps bring great live jazz to Healdsburg, enriching the cultural landscape of Sonoma County.

If you're interested in finding out more about sponsorship opportunities, please contact Ed Flesch at 707/473-9035, or by e-mail at mrmaven@ejfassoc.com.

Healdsburg Jazz Festival and the Hotel Healdsburg present

THE SUNDAY JAZZ SERIES

A series of monthly concerts, each sponsored by a different Sonoma County winery

Featuring food by Dry Creek Kitchen

Lobby of the Hotel Healdsburg 25 Matheson Street 707/431-2800

Showtimes 6 to 9 pm

No Cover Charge All Ages Welcome



January 19 Denise Perrier & Cadence

Denise Perrier – vocals

Leonard Thompsom – piano

Rob Roth – saxophone

Ron Belcher – bass

Danny Spencer – drums

Sponsored by **Davis Bynum Winery**

"With her big, velvety contralto and compelling sense of swing, she is equally at home cooing standards in an intimate cabaret, accompanied by only bass and piano, or belting out the blues backed by a big band in a concert hall." *San Francisco Examiner*



February 16 Noel Jewkes Quartet

Noel Jewkes – saxophones

Leonard Thompson – piano

Michael Zisman – bass

Omar Clay – drums

Sponsored by **Tantalus Winery**

"... a mainstay on the San Francisco jazz scene for almost 40 years... a fluent soloist who can add a jolt of electricity to any musical situation." *San Francisco Examiner*



March 16 Madeline Eastman with the Matt Clark Trio

Sponsored by **Rodney Strong Vineyards**

"An exceptional singer... crisp and polished singing, graceful phrasing—a captivating listen. Eastman brilliantly explores the melodic potential of classic standards." *SF Weekly*

Sound by In the Pocket Productions

Become a Festival Member!

Now that Healdsburg Jazz Festival, Inc. is a registered nonprofit organization, we're able to build our group through memberships. To become a member of the Healdsburg Jazz Festival, just mail in the form below to begin receiving your benefits, or join at any Festival event.

Why should you become a member?

- First, to help create an information service about jazz in Sonoma County through this newsletter, our web site, and other means to promote Festival news and jazz events throughout the region.
- Your membership dollars also go toward producing our jazz concerts, the successful Jazz Education Program in our local schools, and general organizational support.
- Because you love jazz, and want to help bring the best live music to Sonoma County.

Mail your completed form to:

Healdsburg Jazz Festival
Post Office Box 266
Healdsburg, CA 95448

For more information, contact
the Festival Office at 707/433-4633
or info@healdsburgjazzfestival.com

PLEASE PRINT CLEARLY (ESPECIALLY YOUR E-MAIL ADDRESS!)

NAME _____

STREET ADDRESS _____

CITY / STATE / ZIP CODE _____

DAY PHONE (INCL. AREA CODE) _____

EVENING PHONE (INCL. AREA CODE) _____

E-MAIL ADDRESS _____

MEMBERSHIP LEVEL \$30 \$50 \$100 \$500 \$1,000 \$ _____

CHECK ENCLOSED (PAYABLE TO HEALDSBURG JAZZ FESTIVAL)

PLEASE CHARGE MY CREDIT CARD NUMBER _____

VISA MC EXP. DATE _____ SIGNATURE _____

PLEASE CONTACT ME ABOUT SPONSORSHIP. MY COMPANY _____

PLEASE CONTACT ME ABOUT BECOMING A CONTRIBUTING OR DISCOUNTING MERCHANT.

I'D LIKE TO VOLUNTEER. MY AREA(S) OF INTEREST:

EVENT COORDINATION

EDUCATION

HOSPITALITY

FUNDRAISING

STAGE PRODUCTION

MEMBERSHIP

MARKETING

OTHER _____

NEWSLETTER _____

INDIVIDUAL MEMBERSHIP LEVELS

(per calendar year)

\$30 per year includes –

- 3 coupons for wine or non-alcoholic beverage at the Sunday Jazz Series and select Festival events (one coupon per event)
- Merchant discounts (see list below)

\$50 per year

- 5 drink coupons total for the Sunday Jazz Series and select Festival events
- Merchant discounts (see list below)

\$100 per year

Includes all of the above, plus:

- Early entry to all paid Jazz Festival events
- Free jazz CD

\$500 per year

Includes all of the above, plus:

- 5 additional drink coupons (10 coupons total)
- A second free jazz CD

\$1,000 per year

Includes all of the above, plus:

- Reserved seating at all paid events
- Invitation to any special events related to the Festival (e.g., the private End-of-Festival Party)
- Personal introductions to musicians

LOCAL MERCHANT DISCOUNTS

All members receive the following discounts and benefits from our supporting businesses:

ART AND ALL THAT JAZZ, 119 Plaza Street, Healdsburg

- 10% off sterling silver jewelry designs by Jessica Felix
- 10% off jazz CDs

LEVIN & COMPANY, 306 Center Street, Healdsburg

- 10% off jazz CDs or jazz books

Want to give more? If you'd like to become a Patron Saint, Sponsor or a Contributing Merchant, please contact us at 707/433-4633, or e-mail the Festival at info@healdsburgjazzfestival.com.



www.healdsburgjazzfestival.com

Post Office Box 266
Healdsburg, CA 95448
707/433-4633

Nonprofit Organization
US Postage Paid
Healdsburg, CA
Permit No. 42

Presented in association with
the Healdsburg Arts Council
Jessica Felix, Artistic Director

New Sunday Jazz Series
Starts January 19th!

Be a Festival Volunteer!

Want to help bring great live jazz to Sonoma County? Become a volunteer with the Healdsburg Jazz Festival, and you can be a part of this valuable – and fun! – group. We need enthusiasts all year for a variety of tasks, in the following committees:

- Event Coordination
- Hospitality
- Stage Production
- Marketing
- Newsletter
- Education
- Fundraising
- Membership

Let us know how you'd like to help by calling 707/433-4633, or by e-mail to info@healdsburgjazzfestival.com.

Want to receive this newsletter by e-mail?

Just give us your address. Do you know someone else who'd like to receive the electronic version? Let us know, and we'll put them on the list. Our e-mail address is info@healdsburgjazzfestival.com.

Jazz Around the County

Show your support for live jazz in Sonoma County by attending some of the venues listed here.

DRY CREEK KITCHEN

317 Healdsburg Avenue, Healdsburg 707/431-0330
Monday and Tuesday night jazz and wine dinners

FELIX & LOUIE'S RESTAURANT

106 Matheson Street, Healdsburg 707/433-6966
Wednesday nights

HOTEL HEALDSBURG

25 Matheson Street, Healdsburg 707/431-2800
Friday and Saturday nights in the Lobby

MAIN STREET STATION

16280 Main Street, Guerneville 707/869-0501
Friday through Tuesday

SWEET LOU'S (formerly "Inn of the Beginning")

8201 Old Redwood Hwy., Cotati 707/793-0955
Thursday through Sunday

ZEBULON LOUNGE

21 4th Street, Petaluma 707/769-7948
Jazz every night

Listings will be included here on a space-available basis. Please send additional jazz venue listings to info@healdsburgjazzfestival.com

The Grapevine Rag

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