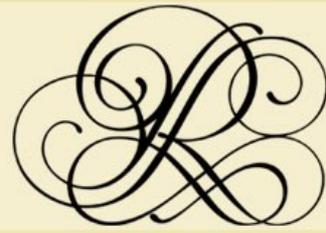


Ideas for helping to grow your Rodgers business.

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Success With RODGERS

For dealers, distributors & JV partners

ROLAND & RODGERS ORGAN SALES & MARKETING INFORMATION



Pedals, Pipes ... and Pie!

Where can you hear Bach's Dorian Toccata and the Chicken Dance in the same evening? The only place I know of is at a Rodney Barbour concert!

And that is exactly what the folks at First United Methodist Church in Fort Dodge, IA were able to experience when Rodney played on their 2007 Rodgers 958, interfaced with the church's original 1914 Austin pipe organ, a superb installation by Northwood, IA dealer Dewey Kruger, in conjunction with Gerry Oehring of Lincoln, NE.

Lighting and torrential rain were not enough to keep a capacity crowd from braving the elements on a dark Tuesday evening at the end of September. Members of the church, as well as organists from as far as 100 miles away crowded into the beautiful historic sanctuary. The audience of over 200 was treated to an amazingly eclectic program which showed every facet of this wonderfully versatile instrument.

It was a particular treat to see the reactions on the faces of those in the audience when Rodney used the MIDI sounds on the instrument, and the many children in the church were thrilled when he got everybody up on their feet to do the Chicken Dance.

How many times have you seen kids have such a great time at an organ concert? And what a wonderful way to insure that they grow up with a positive view of the instrument.

The fun didn't stop there. A medley from the Sound of Music included bird song and dog barks, which delighted everybody.

The evening was billed as "An Evening of Light & Varied Organ Music followed by a Reception with Light & Varied Pie" and it didn't disappoint. After the program everyone adjourned to the Fellowship Hall where tables groaned under plates of delicious homemade pies of every conceivable variety.

The positive feelings in the church were palpable, and Rodney showed the extraordinary versatility of Rodgers organs with his customary skill. As one lady said to me after the concert, "My next-door neighbor dragged me here, and I really didn't want to come, because I thought it would be boring. I had no idea I was going to enjoy it so much. And I can't believe it was free!"

Congratulations to Dewey Kruger on the promotion of such a wonderful event.

If you are worried that people are losing interest in the organ, and that the future for our instruments is bleak, consider getting Rodney Barbour to come and do an event for you. He has a truly unique ability to invigorate and revitalize a jaded crowd, and give them a new appreciation for our instruments and what they can do. It might be just what you need to close that challenging sale!

Neil Weston

Business Development Manager
Central Region



Dewey Kruger and Rodney Barbour in front of the console with its gorgeous ebony interior.



The entire church on its feet doing the Chicken Dance!



The old Austin console now re-purposed as a superb sound board desk!

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