



*A Monthly Newsletter for Band, Orchestra, Choral and Dance Directors from your friends at Kaleidoscope Adventures!*

## Economic Downturn Means Buses are Selling Out. Book Your Trip Now!



Did you know that because of the current economic downturn, motorcoach fleet sizes are shrinking? Unfortunately, some companies have even gone out of business. That means fewer seats for student groups. The qualified team at **Kaleidoscope Adventures** recommends booking your trip now to avoid any problems with transportation. By booking now, we can lock you and your group in on lower prices for hotels, attractions, transportation, and more, especially before 2012 price increases take effect later this fall! With your school year beginning, now is the perfect time to start planning next year's school trip. Our team can customize a complete travel package catered to your needs

For a FREE Trip Quote, call us at

**(800) 774-7337**

or visit us at

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

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### *Top 10 Student Destinations:*

1. Orlando, FL
2. New York City, NY
3. Washington DC
4. Atlanta, GA
5. Boston, MA
6. Chicago, IL
7. Historic Virginia/VA Beach

and performance/educational objectives to over 40+ destinations throughout the U.S. and Canada. We will assist you with hotel accommodations, transportation, attraction tickets, meals, sightseeing, shopping, special events, and unique performance venues plus more.

For a **FREE**, no-obligation quote, please call **(800) 774-7337** or request information online by clicking on Free Trip Quote at [www.kaleidoscopeadventures.com](http://www.kaleidoscopeadventures.com)

## Last Chance to Book Candlelight!

Now is your last chance to plan your *Walt Disney World*® Candlelight Processional Performance! **September 23<sup>rd</sup>** is the deadline for your application. Please read below for specifics:

Walt Disney World.  
**Candlelight Processional**  
at EPCOT®

Now is the time to plan your *Walt Disney World*® Candlelight Processional performance!

- Sing with a professional orchestra
- Appear on stage with world-famous celebrity narrators
- Perform in front of thousands of spectators

Call us at **800.774.7337** or email us today at [info@kaleidoscopeadventures.com](mailto:info@kaleidoscopeadventures.com)

\* Audition DVD required.

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For more Candlelight information please call us at

**(800) 774-7337** or email us at

[info@kaleidoscopeadventures.com](mailto:info@kaleidoscopeadventures.com)

7. Historic Virginia VA Beach

8. St. Louis, MO

9. Hawaii Cruises

10. Branson, MO

## Fun Fotos!

These Fun Fotos are of the Kaleidoscope Adventures team on their recent familiarization tour of New York City.



The Kaleidoscope Adventures Team on Times Square! Pictured from left to right, Greg Dotson, Karla Tomaszewski, Anastasiya Shirley, Robin Parker, Lisa Scalzo, Nicole Toogood, Hilde Jones, and Joseph Hodge.



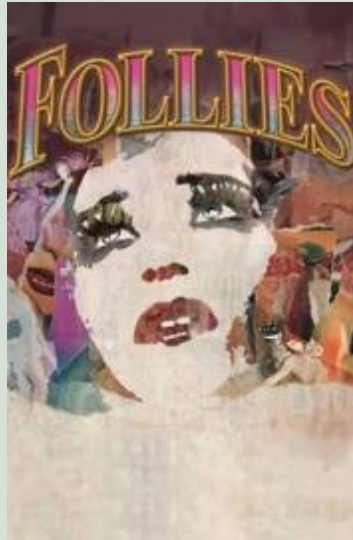
Greg Dotson and Lisa Scalzo riding on the top level of a City Sights NY Sightseeing Bus enjoying the sights in NYC.



Anastasiya Shirley being saved by the Hulk at

## Coming This Season to a Theatre Near You!

by Greg Dotson



Though the Broadway boards were slightly limited last year, specifically for musical revivals, the season ahead is going to be dominated by revivals of many of your favorite shows. There are three revivals currently playing on Broadway. **Chicago**, which is soon to become the fourth longest running show on Broadway, has played for more than fifteen years. This year there were only two shows competing for Best Revival of a Musical, **How to Succeed in Business Without Really Trying**, starring Daniel Radcliffe and John Larroquette, and **Anything Goes**, starring two-time Tony Award Winner, Sutton Foster, which went on to win the 2011 Tony award.

The new season is already underway, with the long awaited opening of the highly criticized **Spiderman: Turn off the Dark**. This show officially opened the week after the award season, making it eligible for the 2012 Tony Awards and it continues to play to sold out audiences nightly. The first revival of this season, currently in soft opening, is **Follies**, starring two-time Tony Award winner, Bernadette Peters, and two-time Tony Award nominee, Jan Maxwell, who is certain to earn a nod for this performance. This Stephen Sondheim musical has not played on Broadway since 1971, now returning to Broadway for a limited run immediately following a sold out performance at the Kennedy Center in Washington, D.C.

Madame Tussauds Wax Museum.



Nicole Toogood striking a pose with Oprah at Madame Tussauds Wax Museum.



Robin Parker posing for a picture in front of a Blue Angels jet on the U.S.S. Intrepid!

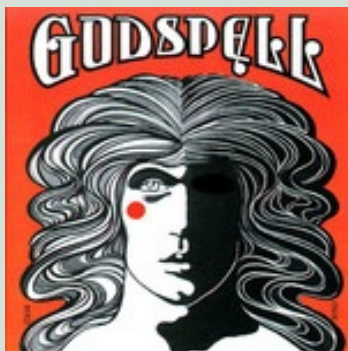


Karla Tomaszewski having a great time on the City Sights NY Sightseeing Bus!

Want to see your music ensemble in our newsletter? Send your photos to:

Before the end of this year we will also see openings of the Stephen Schwartz classic, **Godspell**, at the Circle in the Square Theatre, and **On a Clear Day You Can See Forever**, starring Harry Connick, Jr. The spring will bring several more musical revivals, including **Evita**, starring Elena Rodgers, Michael Cerveris, and Latin pop sensation, Ricky Martin as Ché. Four-time Tony Award winning Audra McDonald headlines the highly controversial **Porgy and Bess**. Playwright Suzan Lori-Parks has rewritten this racially charged script to include a happier ending and more back stories, though this show is already managing to anger many in the theatre community, including the legendary Stephen Sondheim, who feels this masterpiece should not be touched. **Funny Girl**, the Broadway musical which brought Barbra Streisand to fame, will be returning this spring as well, with Lauren Ambrose in the role of Fanny Brice.

Currently, the list of new musicals heading to Broadway is somewhat limited. Of course, **Spiderman: Turn off the Dark**, got an early start, but there are only two more musicals which have committed to open on Broadway this year. **Bonnie & Clyde: A Folktale**, a new comic musical written by Hunter Foster and Rick Crom, provides a satirical take on American outlaws Bonnie Parker & Clyde Harrow. **Ghost, the Musical**, based on the hit movie starring Patrick Swayze, Demi Moore, and Academy Award winner, Whoopi Goldberg, is currently playing in London, but will make the move to Broadway next spring. It is still very early in the season and many other shows are sure to rise to the challenge, but for now Broadway will have to rely heavily on the draw of the familiar musical revivals to draw the crowds to New York City!



**August Destination Spotlight: Branson, MO.**

## Congratulations!

*Congratulations to Robin Parker, President of Kaleidoscope Adventures, for graduating with a CSTP (Certified Student Travel Professional) certification from the Student & Youth Travel Association! We're proud of you Robin!*

## Testimonials:

*“Our tour director was wonderful! All of the parents and kids loved her. We felt like we knew her forever! Ya’ll keep it up! This was my third trip with Karla (the trip planner) and she is so amazingly helpful.”*

**Cheryl Hicks, North Surry High School**

*“Joseph, our trip planner, was great – getting in touch with him was never a problem.*



Truly a remarkable student tour destination, Branson is a little city with a lot of heart and a ton of fun! Student groups will enjoy visiting the “Live Music Show Capital of the World.” With over 50 live performance theaters and 100 different shows including country, gospel, bluegrass, pop, rock, comedy, magic and acrobats, Branson has more live shows than anywhere else in the country as well as an award-winning theme park, dozens of attractions, three pristine lakes, shopping galore and a full range of dining options. Branson is the perfect destination for any student group.

Of special note, the **Kaleidoscope Adventures** team can set up student group band, choral and orchestra performances in one of Branson’s state-of-the-art theaters for a once in a lifetime experience! Known as **Branson On Stage! Live**, your student groups can be the pre-show entertainment performing on the same stages as some of Branson’s biggest and brightest stars! In addition, Branson’s theme parks and exciting attractions afford exceptional performance settings as well. **Kaleidoscope Adventures** offers this unique opportunity to draw on real-life performance experiences at a highly professional level.

**Kaleidoscope Adventures** offers student groups a variety of experiences that help create lasting memories. We can customize an itinerary that is fun and meets your educational and/or performance objectives. .

For more information about Branson, please contact the Kaleidoscope Adventures sales team at **(800) 774-7337** or email us at [info@kaleidoscopeadventures.com](mailto:info@kaleidoscopeadventures.com)

*Everything was very smooth all the way from contract through execution. Our tour director was amazing! Christine stayed on the ball. She made sure that everything was in order before we arrived. She stayed in constant communication with me. It was perfect. She knew everything she needed and more!”*

**Clint LeFlame, Okeechobee High School**

*“Kaleidoscope was wonderful to meet our group’s need. We were under a tight budget and they responded in meeting our needs. They gave us a great tour of Chicago. They were there to help and support us through all the planning stages as well as the main office. Our escort, Mark was so knowledgeable on where to go in Chicago. We saw so much in three days that we got more than our money’s worth. A wonderful experience and well worth it. Thank you, Kaleidoscope.”*

**Allen Hadley, Bellefontaine High School**

## Be Proactive. Enhance Your School Year!



Most of you are already working in your band/choral/orchestra rooms getting everything ready for the new school year. However, for many, this will be a year of changes. Because of the current economic downturn, school budgets are stressed to the max, many states face deficit spending and dwindling revenues, and federal assistance for schools is practically null and void. As a result, you may have to teach larger classes, have little or no budget, and/or take on more responsibilities. Despite this bleak picture, now is not the time to retreat. You must find ways to adaptively evolve, find ways to make your program work and be proactive to beat these harsh economic times. The following suggestions might help you become more proactive to enhance your school year and face the above-mentioned problems head-on:

- *Get Organized* – Make sure you are organized in everything before school starts (i.e.: lesson plans, score reading, clean office, organized rehearsal room, paperwork, etc.). During the school year, you might not have as much time to organize.
- *Market Your Program* – Make sure you have a plan to use smart marketing techniques to market your music program. The more you market yourself, the better chance you have of growing your program.
- *Stay Within Your Budget* – Never, ever overspend – make effective use of your booster program to raise additional revenues.
- *Open Your Lines of Communication With Your Administration* – Find ways to let each and every administrator know how successful your program is and how

important music is to the overall growth of the child and the school.

- *Raise Funds for Anything Extra* – Want to take a trip or purchase instruments, music, etc.? Don't rely on the school district to solely help. Do it yourself. Show your administrators that you can be self-reliant. Kaleidoscope Adventures can help you with your fundraising needs. You can visit our Scratch Card sight at [www.kaleidoscopefundraising.scratchandsave.com](http://www.kaleidoscopefundraising.scratchandsave.com) or our new fundraising site that has high profit fundraisers including cookie dough, chocolates, magazines, restaurant cards, jewelry and more. Log onto [www.kaleidoscope.fundraising.com](http://www.kaleidoscope.fundraising.com)
- *Help Others* – Volunteer to help other teachers, their programs, etc. Show the school how important you are and how you are BIG part of the school.
- *Work Hard*– Put in extra hours, work hard and rewards will come your way.
- *Be Positive* – Always be positive about your outlook with your music program, towards students, faculty and administrators.

By following these simple suggestions listed above, you may have a better chance of proving how important your music education program is and the support it lends to the school district. Remember, music educators must be irrevocably committed to what they do with the goal of improving children's education and lives. By doing this, music educators need to enhance their music programs despite the prevailing social, political and economic conditions that we all face today.

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**Kaleidoscope Adventures** can customize a complete travel package catered to your needs and educational objectives to any of our **40+ destinations**. We will assist you with hotel accommodations, transportation, attraction tickets, meals, sightseeing, shopping, special events, and unique performance venues plus more.

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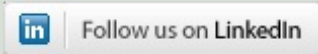


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**You can also find us on LinkedIn at:**

<http://www.linkedin.com/companies/1139433>



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<http://www.kaleidoscope.fundraising.com>

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***Thank you for taking time to read Shop Talk. We look forward to your comments. We encourage you to forward this newsletter on to other music directors.***

***Please note that this email complies with current CAN-SPAM rules and is commercial mail.***

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