



THE BULLETIN

FLORENCE EXCHANGE CLUB
THE OLDEST SERVING SERVICE CLUB IN THE SHOALS BEGINNING JUNE 1921

W. C. Handy Festival

July 22-31



“The W. C. Handy Music Festival was initiated with the help of musician and Sheffield native Willie Ruff, who along with Dr. David Mussleman and others, envisioned and helped MPS to present the first W. C. Handy Music Festival. That first Festival was a long weekend of music featuring Dizzy Gillespie as the headliner artist. Since then, the annual celebration has evolved into a ten-day Festival with nearly 200 events,” Mrs. Nancy Gonce told the Florence Exchange Club Tuesday. “The Festival showcases music at locations throughout northwest Alabama including parks, restaurants, stores, libraries, museums, art galleries, sidewalks, parking lots, and lawns. It also features athletic events, plays, music classes, car shows, and much more.”

The Handy Music Festival has been honored by state and local government, and has been selected as a Top Ten Event in Alabama, and named Event of the Year by Alabama Bureau of Tourism and Travel; a Location/Destination on the National Geographic Appalachian Regional Commission's Featured Sites Map; a three-time Cultural Olympiad Designee by Atlanta Committee for the Olympic Games; Alabama Mountain Lakes Peak Award Winner; and a Top Twenty event in the Southeast since 1986 by Southeast Tourism Society.

UPCOMING PROGRAMS

July 11
Board Meeting
In the Library

July 12
James Wells

William Christopher (known as “W.C.”) Handy, known to the world as the "Father of the Blues", was born in Florence, Alabama on November 16, 1873. Handy was exposed to music in the Great St. Paul African Methodist Episcopal Church where his father and his grandfather

served as pastors. The sounds he heard in his hometown influenced and inspired him to create an enduring body of music and garnered him international acclaim. His legacy lives on in the musicians that he influenced, and in the memories of those who spent time with him.



His grandson, Dr. Carlos Handy, made this observation: "It took a great, reflective, man to transcend the social strife of his generation, the brutal intolerance of Jim Crow, and stay true to capturing the musical essence of his people. No one else could have done this and imbibe his songs with great, revolutionary, musical form with lyrics that captured the indigenous sentiments of former slaves.

2016-2017

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It required an educated Black man that could both analyze and assimilate the Black man's musical heritage, imperceptibly, without influencing its form, or perturbing its execution. He embodied what it is to be an American; to overcome the social challenges affecting one's physical, intellectual, and emotional well-being; all in the quest for personal fulfillment and success, eventually becoming our fulfillment and success, and serving to define our national identity."



The W.C. Handy Festival is excited to announce the UNA Summer Theater presentation of "I'll Take You There" featuring the Music of the Muscle Shoals.

It is VIP EVENT on Saturday, July 23 at 7:30 pm. Tickets are \$100.00 which includes the performance and opening night after party with cast and crew.

Headliner Event for W.C. Handy Festival

WHEN A MAN LOVES A WOMAN
Land of a 1000 Dances
I Never Loved a Man
LOVE ME LIKE A HORN
Brown Soggy
Bloody Mary
YOU LEFT THE WATER RUNNING
HOW CAN I PUT OUT THE FLAME
I'm Your Puppet


UNA Summer Theatre Presents
I'LL TAKE YOU THERE
Walk a Mile in the Shoes of a Musician
The Music of MUSCLE SHOALS
Alabama Pines ★★★★★ *The & Letter Music*
Premiering July 23 - 31, 2016
A HISTORICAL MUSIC REVUE

FEATURING

 George Wendt ACTOR	 Randal Myley WRITER/DIRECTOR	 Felicia Fields ACTOR/SINGER
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Tickets \$25.00
Open Monday - Friday, 10:00 am - 4:30 pm
UNA Entertainment Industry
122 West Tennessee Street, 356-765-4342
Performances: The Music Room, 201 North Pine Street, Florence, AL
Performance Dates and Times:
Thursday, July 28 @ 7:30pm - Friday, July 29 @ 7:30pm
Saturday, July 30 @ 7:30pm - Sunday, July 31 @ 2:30pm
VIP Event: Saturday, July 23 @ 7:30pm - Tickets \$100.00
See the performance, then join the cast for a meal at Phoenix at the Gold Thread Room, SouthTrust Building, 301 S. Court Street, Florence, AL
summertheatre.una.edu

DETERMINED
The Life of
William Christopher Handy
A play written by
Dolores Swoopes Nash
Monday July 25th 2016
6:00pm & 8:00pm
Historical Shoals Theatre, Florence
In Honor of the Man we Celebrate
TICKETS: \$10.00 AT HANDY BOX OFFICE
OR CALL/TEXT 256-648-1713



The DaDooRunRun! (Something for everyone including the 5K Run and Family Fun Walk); a Tri-State Bike Ride through Alabama, Mississippi, and Tennessee! The traditional Street Strut Parade! Determined, the play about life of William Christopher (W.C.) Handy! Courting the Blues Parade! Exhibits! Car, Truck, and Bike Shows! Music History Discussions! ...and the best music performed in the place once known as the "Hit Recording Capital of the World".



Dr. James wells reports that the speaker for next Tuesday will be Krista Manchester, director of the Homeless Care Council of NW Alabama.

President Bert has called for a Board Meeting next Monday at noon in the Public Library. The room is FEC Board room just to the right of the entrance. This meeting is the first for Bert and will be very important for all. (ED NOTE: see page 3 for sign up sheet for committees. Return ASAP).

<u>Committee</u>	<u>Month</u>	<u>Chair</u>	<u>Member</u>	<u>Member</u>	<u>Member</u>
State Fair	September	_____	_____	_____	_____
Crime Prevention	October	_____	_____	_____	_____
Fire Prevention	October	_____	_____	_____	_____
Pecans	November	_____	_____	_____	_____
ONUG	November	_____	_____	_____	_____
GAKAFTW	December	_____	_____	_____	_____
Christmas Party	December	_____	_____	_____	_____
Nominations	March	_____	_____	_____	_____
Red Beans & Rice	March	_____	_____	_____	_____
Youth in Government	March	_____	_____	_____	_____
Child Abuse Prevent.	April	_____	_____	_____	_____
Freedom Shrine	April	_____	_____	_____	_____
Proudly We Hail	May	_____	_____	_____	_____
Annual Meeting	June	_____	_____	_____	_____
BOGD	June	_____	_____	_____	_____
Greeter	Weekly	_____	_____	_____	_____
Covenant Recitation	Weekly	_____	_____	_____	_____
Invocation/Pledge	Weekly	_____	_____	_____	_____
Member Induction		_____	_____	_____	_____
Newsletter/PR	Weekly	_____	_____	_____	_____
Exchange Education	Bi-Weekly	_____	_____	_____	_____
Membership/ Retention	Monthly	_____	_____	_____	_____
Scrapbook	Monthly	_____	_____	_____	_____
Downtown Flags	Holidays	_____	_____	_____	_____
Field of Flags	Monthly	_____	_____	_____	_____