



Community Concert Association of Pomona Valley - Ontario

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1994-1995
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November 15, 1994

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Naomi Stewart, President
Community Concerts
111 W. 57th Street, Suite 419
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Dear Ms Stewart:

Last Sunday afternoon, November 13, in spite of two very exciting football games (in San Francisco the 49ers against Dallas and here in the Southland, crosstown rivals Los Angeles Rams vs. the Raiders) a goodly number of the membership of the Community Concert Association of Pomona Valley turned out to welcome organist Aram Bsmadjian to Gardner Spring Auditorium (capacity 2200).

In his modest, self-deprecating manner, Bssmadjian won the audience immediately by suggesting he was surprised at the turnout and admitting "organ concerts were not everyone's cup of tea." However, few people slipped out at intermission, and a pile of his tapes on sale quickly disappeared.

Instead, people talked about his "delightful versatility and obvious love of music." Aram Basmadjian explained not only each piece in his delightfully witty manner, he also demonstrated the capabilities of his instrument, the Four Manual Allen Organ.

One man, a retired engineer who runs our box office, said he wasn't excited at first about listening to an electronic organ, but he became fascinated by the engineering marvel of the instrument, as well as, the obvious mastery of the artist playing it. In fact, seven new memberships were sold that afternoon to people who either taught the organ or loved its repertoire.

It was commented on that our audience is composed of a wide spectrum of people who like classical music but that audience is generally far smaller than the people who are knowledgeable about it. The musicians among us were pleased that it was not "movie organ stuff" but serious music exceptionally well-played. Those who know less, were entertained and enlightened by this charming young virtuoso.

Both groups joined together at the end of the afternoon to give him a standing ovation. We thought you would like to know.

Yours truly,

Barbara Francisco, President