

LINCARNATIONS

The Newsletter of the ASSOCIATION OF LINCOLN PRESENTERS

Number 19 *Would I might rouse the Lincoln in you all* December 2000

Mike Reiser

A blind youngster who is a genuine Lincoln Presenter

ON HIS LOVE OF IMPERSONATING ABRAHAM LINCOLN



May 16, 2000 MIKE SIMONS / Tulsa World

Mike Reiser, 12, and Robert Taylor share a hobby: taking their fascination with Abraham Lincoln into schools in the form of first-person presentations about the 16th president. Taylor's wife, Janet, appears with him in the persona of Mary Todd Lincoln.

ALP TRAVEL FUND

At the suggestion of several members, the Association of Lincoln Presenters has established a TRAVEL FUND to help bring Lincolns to our annual conventions. Tax-exempt donations will be used to assist Lincolns who would not otherwise be able to attend. Please send your donations to the ALP Treasurer, Herb Johnson, PO Box 462, Roosevelt, NJ 08555

GENERATING LINCOLN BUSINESS WITH SCHOOLS

By John Kendall, the Lincoln of Laguna

Many Lincolns, like me, do a large percentage of business with schools. Since this is a large part of my work, I find that I try to increase my number of performances by making my sales efforts most effective. My efforts to get schools to hire me fall into four categories.

The first, easiest, and most expensive is by direct mail. A list of both public and private schools can be obtained from one's state department of education. Flyers can be sent to the schools, in care of the principal or PTA president. Direct mail generates about 50% of my shows, and for some Lincolns, even more.



Secondly, specifically targeted letters are sent to a smaller group. A week before I perform at a school, I send an invitation to other schools in the same area. This generates a handful of shows I would otherwise not have had. When I receive a letter of recommendation, I send a copy of it with a cover letter to nearby schools. I have also target mailed to groups like the Catholic or Lutheran schools.

Program previews (showcases) are the best exposure that I know of. They are relatively inexpensive but difficult to do. Performing at as many of these as you can, makes you more experienced. Just to be there gives you great credibility, tremendous exposure, and allows you to network and exchange ideas with other performers.

Lastly, there are drop-in visits. To succeed at this you must establish credibility. The most effective method I have found is to visit nearby schools the same day I perform. When I walk in I begin by stating that I just finished performing at the ABC school nearby, and since you are so close, I am making a courtesy call. I ask to talk with the person in charge of assemblies for two minutes. When I am introduced, I re-establish credibility by mentioning my recent show, and ask if I may send some letters of recommendation. 99% of the time the answer is positive, and I mail them right away. When I make a follow-up call, I ask if they received my letters, and go from there.

Other ways of establishing credibility are mentioning a past or future show at a nearby school or organization, especially if it has something in common with this school. If you have been diligent in sending out your pre-show target letters, oftentimes the person will remark that they received your letters a few days ago, and are glad to see you.

A final thought. As you establish relationships with those who do the hiring, you must help them to see you as more than just another performer peddling wares. Work toward making them see how you are going to help them succeed in teaching their students fine morals and values through the illustrious example of this great man, ABRAHAM LINCOLN.

BICENTENNIAL - YEAR 2009

All Living Lincolns should consider the following:
H.R. #1451, "An Act to establish the ABRAHAM LINCOLN BICENTENNIAL COMMISSION." Congress makes the following findings: All Americans could benefit from studying the life of Abraham Lincoln, for Lincoln's life is a model for accomplishing the "American Dream" through honesty, integrity, loyalty, and a lifetime of education. The year 2009 will be the bicentennial anniversary of the birth of Abraham Lincoln, and a commission has been established to study and recommend to Congress activities that are fitting and proper to celebrate that anniversary in a manner that appropriately honors Abraham Lincoln. The objectives are to recommend to Congress the activities that the Commission considers most fitting and proper to honor Abraham Lincoln on such occasion...

McCREARY BECOMES MAYOR

PATRICK McCREARY, vice-president of the ASSOCIATION OF LINCOLN PRESENTERS, has been chosen to be the mayor of Hutchinson, Kansas.

McCreary, 49, has a master's degree in performing arts and is the producing director of the Flag Theatre. His ALP nickname is "flagbearer." McCreary measures up to Lincoln at 6 feet 4 inches and makes Lincoln presentations around the country. For the past few years, Patrick has offered workshops on making Lincoln presentations effective at ALP annual conventions.



28th LINCOLN LOOK-ALIKE CONTEST HODGENVILLE, KENTUCKY OCT. 2000



Fifteen members of the ALP competed in the Abraham Lincoln look-alike contests this year, and the winners were Jim Conine (Georgia), Steve Wood (New Hampshire), and David Kreutz (New York). Eleven Mary Lincolns competed, and the winners were



Ruth Boatright, Shirley Wood, and Willie Dean Thomas. Congratulations to the winners and all who attended.

Special thanks to ALP vice-president, Jim Sayre, the host of this event, and to Bill Sublett who has attended for many years.

LINCOLNS AND SMITHSONIAN



Two members of the Association of Lincoln Presenters, Dan Storck of Virginia, and Roger Vincent of California, brought Lincoln to life for the Smithsonian. Roger had "a magical experience to be in house with Lincoln's stovepipe hat worn the night he went to Ford's theatre." The Smithsonian provided the hat to the Blackhawk Museum in California. Dan Storck writes, "I thoroughly enjoy the presentations of Lincoln that I have been asked to do. I appreciate the referrals you provided to the U.S. Dept. of Agriculture and the Smithsonian. The Smithsonian work was equally enjoyable. Enclosed is a donation to ALP for those referrals."

--- The ALP appreciates donations when it refers Lincoln Presenters to make public appearances. Such donations help to pay for this newsletter.



OBITUARY LLOYD OSTENDORF

The Association of Lincoln Presenters has lost a dear friend and loyal patron. Lloyd Ostendorf passed away on October 27, 2000. Lloyd was known to many of us Lincolns. He was an outstanding artist whose drawings of Lincoln are found in many ALP member's homes. Lloyd collected original photographs of Abraham and Mary Lincoln which resulted in books on each of them. His drawings of Lincoln graced the covers of the LINCOLN HERALD for 41 years. With the versatility of an artist, Lloyd produced many Lincoln books, pictures, journals, magazines, post cards, and a video. It is to his credit and lasting reputation that he dared to get involved in controversial issues: the Mariah Vance book, and the "original" copy of the Gettysburg Address.

For the past 15 years, it was a pleasure to know Lloyd. I feel honored to own many of his signed books, as a remembrance of him. The ALP greatly misses Lloyd Ostendorf.

Dan Bassuk



ABOUT-FACE

Lloyd Ostendorf, famed artist of Abraham Lincoln, gets his portrait drawn by Lincoln, aka Dan Bassuk, circa 1991. (courtesy of Milt Seltzer)

THE ASSOCIATION OF LINCOLN PRESENTERS is a non-profit educational association.

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