

Note from the Director:

This year has been filled with a lot of changes for us here at the Fender Museum. We had to close down our Preview and Education Center in April and move to a temporary location (actually a little house), while our new facility was being built. We turned one bedroom into the guitar class, the dining room into the piano class, the living room became our main office space and the laundry room became the copy room. It's sounds kinda funky, but it turned out pretty cool. We've had such a dynamic history... this just seemed to be yet another new adventure.

This year the Museum was also blessed with two new employees. Debbie Rodriguez joined us as Office Manager and Assistant to the Director back in January of 2001. I can't put into words how much she has meant to the growth and spirit of this museum and our Kids Rock Free® Educational Programs this past year. She brought a whole new level of organization, professionalism and joy to our operation. Paulyne Becerra joined as our new Director of Development in November of 2001. In layman's terms (i.e. words that I can understand) that means she is heading up our fundraising efforts. She has a great history with other artistic organizations and a youthful exuberance that make her a perfect fit for our "little family".

And now we're building our new home. The Fender Museum of Music and the Arts has gone from this embryonic hint of an idea to a 33,000 square foot museum and education facility in less than four years. WOW! It's just whizzed by. But it has only been possible through the support of a group of wonderfully generous and thoughtful organizations and individuals. On behalf of the Board of Directors, Staff and volunteers, I want to thank all who have helped us along the way, and invite the rest of you to join with us in creating a perfect world where Kids Rock Free!



John Page
Executive Director

Your Instant Connection to the Fender Museum

Want to be the first to hear about the latest news, hot promotions and special events at the Fender Museum? Join our email program now by sending your name and email address to: member@fendermuseum.com. You'll receive exclusive updates on the Museum's construction progress, education programs and exciting opening events. Don't miss this chance to have an all access behind-the-scenes pass!



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Let the Celebration Begin

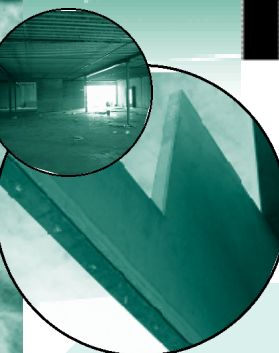
Bright lights, loud music and spectacular performances. Sound like your typical museum opening? Well be prepared for a party unlike any other - this Spring the Fender Museum of Music and the Arts will open its doors!

Thanks to the tremendous support from the City of Corona and Fender Musical Instruments, the community will experience the awesome power of the arts in a new 33,000-sq. ft. facility. And that's just enough room for what we have in mind.

Kicking off our planned festivities is the Inaugural Celebration Gala - not your typical black tie event, but a music inspired, arts infused evening. Guests will begin the evening with drinks in our Electric Cocktail Lounge, then enjoy a fabulous sit down dinner before heading out to the dance floor to dance the night away. The event will also feature a silent and live auction, special entertainment, and surprise guests. So gather your friends and mark your calendars, tickets will be available shortly. Sponsorship and underwriting opportunities are available, for more information or to reserve your ticket now call (909) 735-2440.

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The Fender Museum of Music & the Arts



Plugged In

Semiannual Publication

Building Update— and the Walls...

So here I am... it's ten o'clock in the morning on April 30th 2001, and I'm watching this giant bulldozer mow down our little museum that we worked so hard to create. Watching the glass that I never got around to scraping the paint overspray off of shattering. Seeing the roof pried off it's supporting walls while it's massive 30-inch lam beams splinter. There was this sick, hollow feeling in my gut watching our first home of the Fender Museum and our Kids Rock Free® programs go from "rock palace" to dust. But fortunately, that sick feeling didn't last too long. As the sun set that same day, and I sat in the rubble of what used to be the guitar class, toasting the history of our little place with my wife Dana and the Museum's number one volunteer Tim Shimp, it occurred to me... what am I feeling bad about? We're about to build one of the coolest facilities dedicated to music history and education in the world. This isn't the end... it's the beginning! So I quit feeling bad and toasted the next phase of our growth.

Now it's January 2002. About nine months and hundred of tons of concrete and steel later, a new palace is being created. It's towering walls of exposed aggregate, accented by sections of "vintage custom" colors and spotted with subtle musical notes disguised as windows, rhythmically dancing down their length. It's sheer scale reminding all that something of great artistic magnitude will be housed here... the Fender Museum of Music and the Arts.

Although construction is still underway, and opening is still not planned until late spring of 2002, you can see and almost hear

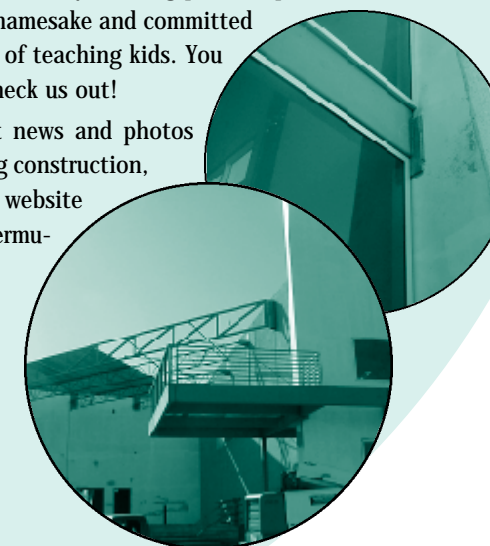


what's to come. In this first phase opening approximately 40% of the Museum facilities will be operational. The Fender Musical Instrument Gallery with 2500 square feet of exhibits celebrating the creation and history of the world's most popular electric guitars and amplifiers will be the

showcase. In addition, several large classrooms for the Kids Rock Free® programs will be built along with a 48 track digital recording studio, café, gift shop, offices, a 4600 square foot clinic/banquet room and an intimate outdoor amphitheater with seating on the lawn for 700. Pretty cool... eh?

So we've come quite a long way since that scary April demolition morning. It's a really exciting time, and the Museum will prove to be a very exciting place. A place worthy of its namesake and committed to its mission of teaching kids. You gotta come check us out!

For the latest news and photos of the building construction, check out our website at www.fendermuseum.com



Guitar Exhibits in Spanky's Barn... Huh?

Museum, *mu-ze'um*, *n.* (orig.) a temple for the Muses: a repository for the collection, exhibition, and study of objects of artistic, scientific or historic interest: a place to go see dead stuff and get really bored. - *pl. museums.*

Okay... I admit it... I added the last definition of the word. But sometimes it's true. History, especially history of the arts, can be really exciting if it's presented correctly... or really boring if it's not. Well, we're trying to do it correctly, which is pretty difficult when you're dealing with music. It's not visually tangible, so you've got to deal with what is tangible. Fortunately our first phase exhibits are dealing almost exclusively with the Fender Electric Instruments over the years... so there's our tangible. But just as important as showing the product, is showing the impact that it had on the development of modern musical styles and on lifestyle... somewhat intangible again. So now what?

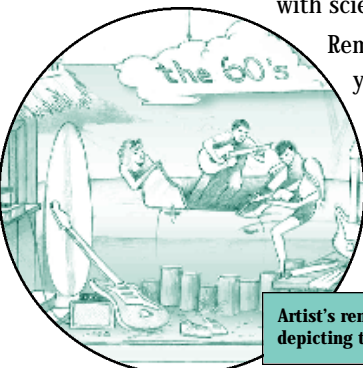
Well, the Fender Museum has never done things the way most organizations do. We've always existed on a shoestring budget and an abundance of passion. We call it the "Little Rascals" approach; you know the old "Our Gang" comedies where all the kids wanted to put on a show? Darla would say "my mom can make costumes" and Spanky would say, "my dad's got a barn". And next thing you know this really cool "musical play thing" would happen. Well... we're building this really cool barn, so we decided to put together this really cool exhibit committee to help us turn it into a museum. At the head of the committee is Jeff Marshburn, President of the Fender Museum of the Arts Foundation and an ex-television writer and radio producer, Pamela Hovnatanian, graphic illustrator extraordinaire, Bill Giles, musician, playwright, and visual artist and yours truly John Page, hack musician and old guitar builder. The goal was to create a museum environment unlike any other, to mix visual art exhibition technique with a museum educational experience. Make it fun and stimulating for the musician and non-musician alike. Pepper it with hidden innuendoes that only an "insider" would get. Give every visitor a chance to know the wonderful experience of not only listening to music, but in creating it and the instruments that create it. Oh yeah, and do it for about 10% of the cost of what any other Museum would be able to pay for it.

With that "simple" task at hand, the committee has gone to work structuring and designing the first phase museum experience. Starting with a "what would we want to see" viewpoint, the committee has created a series of galleries. They range from "The Creators" gallery, which tells the story of Leo Fender and friends in the early days, to the "Vignette" gallery and it's mini surrealistic representations of the instruments in use. From the "Lil Shoppe of Wood Chips" guitar building exhibit to the "Juice" gallery where visitors get to "pick it up and play with it". They mix history with experience, art with science, fact with fun. Need I say more?

Remember how I said it was hard to create exhibits when you're dealing with intangibles, I just proved it's even harder to describe them. What can I say? You've got to come out and see them for yourselves... and when you get to the lobby, tell 'em Spanky sent you.



Artist's rendering of "Lil Shoppe of Wood Chips" guitar building exhibit



Artist's rendering of a vignette depicting the '60's

How Can We Ever Forget Them...

The Fender Museum and the Kids who Rock Free *will never forget* — we will keep the memory of these four music lovers alive through arts education:

**Barry Ginsburg, Michael P. McKeown,
Mike Rayworth, Ed Reynolds**

This year, Memorial Scholarship funds were established by family members and friends in the name of these loved ones passed away...

"My friends and I just wanted to remember our good friend Mike. We were all in a band together years ago (he was the sax player.) When he passed away, all we could think of were the good times we had and how much music played a part in them. Creating a scholarship in his name was our way of sharing his love for music with a child who is just beginning their journey in life...letting them experience how much better that journey is with music in it." Missing my buddy Mike, "The Singer"

We are truly honored and humbled to keep their memory alive!

For more information on how you can establish a Memorial Scholarship Fund, please call 909.735.2440.

Kids Rock Free® Scholarship Rock-ignition

Imagine what it would be like, not being able to say 'thank you' except once a year — especially when we all have so much to be thankful for. The very words 'thank you' would take on a whole new meaning — you would have to be very selective on who and when to say it to. You would also have to be a pretty special person to be the receiver of these words. Well, the Kids who Rock Free have saved their one 'thank you' — not for their parents, teachers, caregivers, family, or friends, but — for their scholarship angels! The Fender Museum's scholarship angels are the financial supporters that truly believe in arts education and make the Kids Rock Free® Educational Programs possible. They provide student scholarships for our free and low cost music lessons to continue for children from 7 to 17 years of age in piano, guitar, bass, drums, violin, and vocal performance. Each eight (8) week session of music education costs the Museum \$125.00 per student. Our education financial supporters are the soul behind the heart of our Kids Rock Free® Educational Programs.

This year, the Weingart Foundation became part of our Kids Rock Free® family of arts education. Through their support of \$10,000 - 80 full scholarship recipients will be provided. We thank all of the following 2001 scholarship providers - Our kids and their parents say it best...

Weingart Foundation (\$10,000) *"Thank you. If you didn't provide my scholarship, I probably would not enjoy piano as much because I wouldn't be going to the Fender Museum."* 12-year-old Lacey P. *"Thank you, thank you, thank you! I love that our home is becoming a home full of music and that it is coming from my girls! We would not be able to provide lessons for two (2) girls if it wasn't for this program."* Lacey's mother.

Wells Fargo (\$10,000) *"Thank you!!" "You are allowing me to continue my arts education at a wonderful place! Your generosity is greatly appreciated!"* 17-year-old Jennifer D. *"Thank you for sponsoring my child. You have no idea how wonderful this musical education has been for Jenny. She adores singing and now composes her own songs. You have made — are making — such a difference in this child's life by your generous sponsorship. Thank you so very much."* Jennifer's mother.

LA Times (\$2,500) *"You should give my teacher a raise!"* 10 year old, Joey R. *"You have given my son a priceless gift — the gift of learning a new language through reading and playing music. When he plays at home, I get real emotional inside, seeing what he has accomplished in such a short period of time. I wish you could see and hear him as I do and feel my joy!"* Joey's mother.

Fieldstone of Dreams

Thanks to the generous funding of the Fieldstone Foundation, the Fender Museum of Music and the Arts will be ready to rock with its very own state of the art recording studio. Students in the Kids Rock Free® Education Program will not only be able to record the tunes they learn, but learn how to record, announce or produce the tunes they love. This opportunity will allow them to experience the act of capturing the music they have worked so hard to create.

The studio will be used as the culmination of the creative process for children that have progressed through the musical instruction program. They will not only be able to learn how to work together as a group, but also learn the science of the recording arts. Budding technicians will learn how to work with digital multi-track recording equipment, the "art" of mixing, microphone selection and placement, and many other facets of the recording field.

The ability for the children of the Kids Rock Free® programs to immediately record their accomplishments encourages them to push themselves to accomplish even more, not just at the Museum but in their lives. For these students, the ability to take their love of music and channel it through learning how to become a recording artist, music producer, a recording engineer or a sound technician, gives them new hope and new future career opportunities.

Steve Cameron, President of the Fieldstone Communities, Inc. Orange County Metro Division shares, "Fieldstone believes that it is our responsibility as a homebuilder to give back to the areas where we build, to not just build homes but to build stronger communities. The Fender Museum of Music and the Arts will enhance the cultural landscape of Corona and the entire Inland Empire, and positively impact the lives of thousands of children. Fieldstone is proud to be associated with such a dynamic nonprofit organization." From us, from the Kids Rock Free students, from the community...THANK YOU FIELDSTONE!

The Hearts and Souls Behind Our Rock N' Roll

Since July 1998, the Fender Museum of Music and the Arts has provided free and low cost performing arts educational experiences to over 4,000 children from the Inland Empire region through the Kids Rock Free® Educational Program. And we love doing it. For us this isn't just a mission, it's a passion. Providing a program that brings the right balance of musical education, art and culture to the community is a joy unlike any other. But good intentions alone don't pay the bills. So this year began our first annual Kids Rock Free® Campaign, designed to raise funds for the ever-popular Kids Rock Free® Program.

Thanks to the many generous hearts of our community, the campaign was a great success. Now in honor of their kind support, we would like to acknowledge the following souls for their gifts to this year's Kids Rock Free® Campaign 2001.

Anonymous
ACS/Air Control Systems, Inc.
Elias Akleh
Leslie, Brittnee & Shane Barnes
Edward & Anna Becerra
Debra Bell
Renee Campbell
Century 21 Olde Tyme
Compare Carpets
Corona Art Association
Corona-Norco Teachers Association
Tom Degeneffe
James Farrell
Haley D. Fernandes
Tom Fogel
G & G Quality Case Co.
Janet Gless
Stanley M. Grube
The Keenan Family

Mary Beth King-Fuller
Sally Kinsbursky
Main Street Brewery
Eddie Martinez
Baxter E. Miller
Myers Drywall, Inc.
New Dimensions Escrow
Joyce & Jorge Pavez
Rancho Physical Therapy
Richard & Tracy Rogers
Riverside County's Credit Union
Sam's Club #4709
Carrie-Ann Shaw
SKB Corporation
Space Design & Display
Sylvia Topete
Trench Shoring Company
Susan Wakefield
Westwood Manufacturing, LLC.
Joy Wheeler



Red Ribbon Rocks

Since the inception of the Kids Rock Free® Educational Program the FMAF has made a concerted effort to maintain and strengthen its relationship with the community. Growing interest in the program from community groups has resulted in collaborations such as the Red Ribbon Rocks Battle of the Bands competition presented by United Neighbors Involving Today's Youth (UNITY) in partnership with the Corona-Norco Unified School District. Through these achievements, the FMAF has been able to create more awareness of the importance of arts education in a child's development.