

Mike Weinberger
7316 Elmwood Av.
Middleton WI

53562

1 October 1982

Dear Mike Weinberger,

My name is John Bealle and I am the musician for the Bloomington Morris Team. Believe it or not, we are already starting to think about the 1984 Ale scheduled for Bloomington. My interest is in finding the best local site for the camping & dance, as well as possible tour stops. Frank Hall gave me your name as someone who may be helpful.

What I want to do is put together a folder which would help convince local businesses, civic groups, and publicity resource organizations that the Morris Ale is an event from which they would benefit by giving their support. In this package I plan to include the Smithsonian article of not too long ago as well as information which calls attention to importance of the event within the Morris dancing community, i.e., who's coming to it from where.

In addition, and this is my main reason for writing, I would like to have evidence that the Ale was a success in Madison. Things that come to my mind are newspaper clippings, reports of TV coverage, and letters from local Madison individuals or groups who themselves fruitfully supported the Ale.

Such a package would, of course, be useful for other Teams who plan to sponsor the Ale in the future.

I would value greatly your advice and support with these concerns in whatever way seems appropriate. I will be working closely with Frank Hall as well as our elected squire, Amy Novick, so any communication you have with them should get to me eventually.

Sincerely yours,

John Bealle