



*Carolina Flutes*  
for the discriminating flutist

*SC Strings*

# Why M.I.?

## **Musical Innovations, LLC**

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Greenville, SC 29607-5917**

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[www.musicalinnovations.biz](http://www.musicalinnovations.biz)**

## What is Musical Innovations?

M.I. was founded in 2009 by **Tracy Leenman**, a music educator of over 45 years teaching experience, and over 20 years experience in the music industry. From the outset, Tracy's dream was to create a music retail and resource company that would offer top-quality musical instruments and products at surprisingly low prices, along with outstanding customer service. Our goal is to become

***Your favorite place for music stuff.***

Our company has grown monumentally, with the support of our wonderful customers and suppliers, and we have been recognized as one of NAMM's Top 100 Dealers in the world for four years in a row.

Because of our extensive experience and longstanding relationships with music industry manufacturers and suppliers, we have been able to assemble a wide selection of major instrument brands including:

- Buffet Group brands including Besson, Courtois, Hoyer, Meinl-Weston, Keilwerth and B&S
- Conn-Selmer (Bach, Conn, Emerson, King, Holton, Selmer, Armstrong, Yanigasawa)
- Eastman (Haynes, Shires, Amadeus)
- Gemeinhardt (Roy Seaman)
- Getzen
- Percussion by Ludwig, Musser, Adams, Pearl, Grover, TreeWorks, Zildjian, Sabian and others.

*(A complete listing of the brands we carry is included).*

Musical Innovations is nationally known for its emphasis on exemplary customer service. We are happy to customize our instrument and accessory offerings to meet the specific needs of your rental program. We also offer online rentals with free delivery to schools, if parents find that more convenient. We also offer full credit from a student to a step up or pro instrument, at any time, whether the instrument is rented or purchased.

Our staff is comprised of degreed, experienced music educators and music enthusiasts who are eager to share their love of music and their passion for music education. We have six Music Education Specialists who visit schools and work with parents, students, educators and families daily, and all are former band directors. Each has years of classroom experience, each performs regularly on his/her chosen instrument; two are adjunct faculty at area colleges, and several conduct local community bands and orchestras. All are more than willing to offer clinics, master classes, pre-festival adjudications and other similar services, at no charge, to our Preferred Accounts.

Within Musical Innovations, we have created **Carolina Flutes**, a flute specialty shop, offering the largest selection of flutes in South Carolina, including:

- Powell, Sonaré
- Haynes, Amadeus
- Miyazawa and Sankyo Flutes, Hammig Piccolos
- Trevor James
- Sankyo
- Gemeinhardt and Roy Seaman Piccolos
- Dean Yang, Muramatsu
- DiZhao
- Guo Flutes and Piccolos

The logo for Carolina Flutes features the brand name in a large, elegant, cursive script. A single flute is integrated into the letter 't' of 'Flutes'. Below the main text, the tagline 'for the discriminating flutist' is written in a smaller, clean, sans-serif font.

We offer flute accessories not found elsewhere in the Upstate such as LefreQués, Thumbports, Flute Flags and the PneumoPro practice aid; and a large selection of flute music and methods.

## SC Strings

We also have an elite string shop, **SC Strings**, which carries string instruments from Amati's Fine Instruments (supplier for conservatories in Cincinnati and around the US; also the supplier for the NYC public school system) and H. Kaplan by Eastman Strings.

M.I. sells sheet music from all major publishers, and offers download services such as Sheet Music Plus, Hal Leonard Digital Retailer, Alfred MusicNotes, and Carl Fischer Part-by-Part. We also carry all major brands of band, string and percussion accessories. We work hard to source a broad selection of accessories at the best possible prices. And since we do not charge freight, we can offer you prices that are 20-30% lower than many online prices.

M.I. offers band and string repair service with competitive pricing, and excellent turnaround time. **Mike Borovicka**, a retired school administrator, holds a degree in Musical Instrument Repair and Construction from Red Wing (MN), and is highly respected in the Upstate for his fine repair work. **Bob Cotter**, who is well known in SC, and **Mountain Woodwind and Brass Repair** (in Brevard NC) also do repairs for us. **Paul Grobusky** of Grobusky Music Services in Rock Hill (SC) is another highly-regarded instrument repair technician who does repair work for us as needed. **Jim Davidson**, who moved to SC from New Jersey, has years of experience as a luthier and string repairman, and does our string repair work. Our three on-site string specialists are available to help with set up and minor repairs as well.

**M.I. Studios** offer lessons in most band and string instruments. Our teachers are degreed music educators and performers, area college faculty, and college upperclassmen and grad students who have been trained in pedagogy. We offer classes for preschool children and home-schooled children, as well as summer camps. Our *Start Right! Band and String Camps* for beginning band and string students are designed to give students a head start in band or string class, while we encourage parents with music advocacy information. The goal of these camps is to promote enrollment and retention as we help build support for our school music programs.

Our Suzuki violin program is taught primarily by Mrs. Amy Wooster, who is Suzuki-certified and is happy to work with children as young as age 4. Mrs. Wooster grew up in Chicago, in the Suzuki school of Betty Haag, who was a student of Shinichi Suzuki himself.

## What makes us different?

- **Innovation.** We have worked hard to find products that will meet the needs of area educators, musicians and families . . . at prices they can afford (for example, our boxed VanDoren reeds are regularly 45% off list price). We have strong relationships with our manufacturers and suppliers that enable us to offer a wide variety of instruments and unique products, and allow us to order any products not already in stock with very rapid turnaround time. Our sales staff is committed to providing outstanding customer service and a high level of product knowledge. Our goal is to build long-term relationships with our customers through honesty and integrity, personalized service, and prices that make participating in music available, affordable and convenient for all.

Also available at no charge for our preferred accounts is *M.I. Assistant for a Day* program that offers educators the use of one of our staff members for a half-day for whatever clerical, administrative or other needs you might have (even including filing music and collecting fund raising forms!). On those days when the extra-musical part of the job seems overwhelming, *M.I. Assistant for a Day* can provide just the relief you need!

- **Family-friendly rental and purchase options.** Our rental and purchase plans offer the best value in the state. Some of our unique features include:
  - ≈ **PASS Plan** – Pay for **A** School Year and **S**ave. If parents will pay for 9 months' rental or lease up front, they get the summer free! That means three months without a payment. Not only does this save parents money, but it also encourages retention throughout the school year, and then encourages students to keep playing all summer long. Parents, students, and school music

programs all benefit. *[This also enables us to offer a rental option to parents whose credit would otherwise prevent them from getting an instrument for their child.]*

- ≈ **Rent-to-Own Plan** for band and full-sized string instruments. Our rent to own plan allows 100% of the monthly rental to be applied towards purchase. No added taxes or fees, no mandatory coverage charges. And, our carrying charges are significantly less than other companies' – which means our monthly payments are significantly less in many cases as well.
- ≈ **Partial-sized string leases.** Families who lease a partial-sized string instrument from us will get **100% credit** towards their full-sized instrument. That means that 100% of their lease fees will apply towards rental or purchase of their full-sized instrument when the time comes.
- ≈ **Step up and professional instrument financing.** We offer ten months' same as cash financing on most step-up and professional instruments. All financing is done in-house, not through an outside finance company.
- ≈ **Maintenance (MRC) and Replacement (IRC) Coverage Options.** Like many other companies, our MRC (Maintenance & Repair Coverage) provides for routine maintenance and accidental damage that affects the playing condition of the instrument. But we offer the added feature of *free string replacement* when strings break. Our IRC (Instrument Replacement Coverage) provides *full replacement* of the instrument in case of fire, theft or irreparable damage – much more than the “waiver of claim” you've seen offered elsewhere.
- ≈ **Encore Package.** Our *Encore Package* offers parents a discount on the purchase of textbook (method book), folding stand (choice of colors), and care kit. We help ensure that your future students have all the supplies they need to succeed in your class. And we keep track of your personal preferences and requests, so your students always come to class with the correct materials.
- ≈ **Mouthpiece Testing and Instrument Fitting.** We offer free mouthpiece testing and instrument fitting for any beginning band or string student. This helps each student find the instrument(s) that offer them the best chance of success, and enables him or her to enter class with excitement and confidence from Day One. This “*Personal Approach Recruiting*” option helps the band or string teacher achieve better retention and more balanced instrumentation, as students are gently guided towards instruments that are the best match for them physically and musically.
- **Selling through Education.** We believe that parents and students who are given an adequate and appropriate selection of instruments, and empowered with the knowledge they need to make an educated buying decision are happier with their purchases.
  - ≈ Private instructors and school band/orchestra directors are always welcome to accompany their students during the step-up instrument selection process.
  - ≈ If a student does not take private lessons, buying a step-up instrument can be intimidating. Often, the instruments that “feel” and sound the best at first play are not the ones that would provide for the most musical growth, or would be the best choices in the long run. Our specialists can help guide them through this process with a mini-lesson, and spend adequate time with each student one-on-one so that an educated choice can be made. A step-up purchase is a significant investment for most families, and not one to be made quickly or under perceived duress. We want our young musicians to feel comfortable with their new instruments, and to understand how to develop tone, facility and musicianship commensurate with these new instruments.
  - ≈ Our owner, Tracy Leenman, is nationally (even internationally) recognized as an expert in band and string instrument specs and manufacturing. She has visited manufacturing facilities around the United States and Europe, and has presented sessions on these topics in music stores, at conventions, and at colleges and universities around the country. Our staff has a high level of

instrument specs and product knowledge; and can help parents, educators and students discern and distinguish in the ever-changing music industry.

- ≈ Families leave our store with information about their purchase, about instrument care and maintenance, a list of suggested supplies, and information about the benefits of studying music. We are always available by phone or e-mail after a sale to answer any lingering questions, clarify information, and help alleviate any issues that may arise after the purchase.
- **Music Advocacy.** We are nationally known for our music advocacy efforts; we have participated in the NAMM Fly-In for Music Education (Washington, DC) three times and worked towards the recent passage of the ESSA, listing music as a stand-alone subject “essential to a well-rounded education.” We are members of the SupportMusic.com Coalition, and participate in their monthly teleconference. We work with NAMM, the American Music Conference, SCMEA, NCMEA, ASTA, NASMD and other organizations to provide free advocacy materials to our customers. We work with state and national organizations to promote music education and disseminate information about the importance of music in each child’s education. And we offer teacher in-services equipping music educators to support and protect their programs.
- **Community Involvement.** We are active members of our community, and are actively involved in supporting local school music programs and creating more music-making opportunities for South Carolinians. We have worked with The Cascades retirement community to bring drum circle music/wellness classes to their residents. We provide classes for preschoolers, and music lessons and ensembles for home schooled children. We have offered free clinics and events including a Besson Day with Jamie Hood of the Salvation Army, Buffet Days with D. Ray McClellan of the University of Georgia and Joe Eller of the University of SC, a free concert and master classes by the Dallas Brass, and choral reading sessions with Larry Shackley (Lorenz/Heritage Publishing), Mark Cabaniss (Alfred/Word) and Myra Murray and Sharon Burch (Hal Leonard Corporation). We can provide clinics and master classes for area schools at no charge with national-level artists and educators. We are active members of SC ITG, SC Flute Society, SC ASTA and other organizations that keep us involved with the music community in the Carolinas, and beyond.
- **Local, state and national relationships.** Because we have strong state-wide and national ties to others in the music industry, music education, and music advocacy, we are able to offer you cutting-edge product knowledge. We are able to help you stay a few steps ahead of ever-changing educational policies, the ever-evolving music industry, and the ever-present threats of staffing and budget cuts, as no other music retailer in the area can.
- **Added services.** We deliver at no charge to many schools in North and South Carolina and Georgia. We are always available by appointment outside our normal business hours. We are 100% committed to customer satisfaction. This means we will always go out of our way to ensure your every experience with M.I. one that exceeds your expectations. And if this is ever not the case, we want to know! We will do everything we can to make things right.

In short, **Musical Innovations** is a different kind of music education company. Family-focused, not sales-focused. Relationship-oriented, not price-oriented. **Musical Innovations** actively supports school music programs, educators and students with the best possible products at the best possible prices. We hope you will give us a call at **(864) 28-MUSIC** [286-8742] or check us out on Facebook or at [www.musicalinnovations.biz](http://www.musicalinnovations.biz) soon, and let us know what we can do to help you.

**Kory Vrieze (Music Education Specialist)** received his B.M. in Music Education from Berry College. He did his graduate studies at University of South Dakota in History of Musical Instruments where he studied at the Shrine to Music Museum. For 10 years, he was Director of Bands at Riverside High School and Northwood Middle School (Greenville, SC). After his arrival at Riverside in 2004, the band program more than tripled in size and scope, adding jazz band, winter guard and winter drumline, while growing a top rate concert program. They participated in Disney Magic Music Days and the Gator Bowl as well as receiving superior ratings at home. Prior to Riverside High School, Mr. Vrieze spent four years teaching at Chamberlain High School in South Dakota, followed by schools in Georgia and North Carolina. In 2010, Mr. Vrieze was named Artistic Director of the Foothills Philharmonic, a community orchestra in Greenville.



In addition to teaching, Mr. Vrieze was Manager of Education at the New Jersey Symphony which included working with the Greater Newark Youth Orchestra, the Newark Early Strings Program and the North Star Program. After several summers on faculty at the Sewanee Summer Music Festival, he was promoted to Festival Coordinator for the 2002 and 2003 seasons.

Mr. Vrieze has enjoyed performing as well as teaching by playing principal clarinet in the Huron Symphony, the Golden Isles Symphony and the Cherokee Symphony. Currently, he plays in the area in groups such as Upstate Winds and the Greenville Jazz Ensemble. He spent several summers playing in the Sewanee Festival Orchestra.

As a clinician and adjudicator, Mr. Vrieze has worked in Georgia, Texas, South Dakota, North Carolina, South Carolina, New Jersey, Tennessee and Iowa. Recently, he has been guest conductor of the Oconee County Honor Band, Florence All City Orchestra and Greenville Middle School Orchestra Festival. He has held memberships in the Music Educators National Conference, South Carolina Band Directors Association and has been the local president for the National Education Association in Chamberlain, South Dakota.

Mr. Vrieze can be reached at our store at **(864) 286-8742** or at **kory@musicalinnovations.biz**.



**Robert V. Powell (Music Education Specialist)** holds a Bachelor's degree in Music Education with a Performer's Certificate in trombone from the University of South Carolina. As a band director, Mr. Powell guided his performing ensembles to consistent Superior ratings at the South Carolina State Concert Festival, Gold Awards at National Music Festivals in New York, Dallas, and Chicago, and the Outstanding Performance Award from the South Carolina Band Directors Association. In addition to these successes, individuals from his band programs were consistently seated in All County, All Region, and All State Honor Bands, and received Superior ratings at Solo and Ensemble Festivals.

In September 2010, Mr. Powell was appointed Artistic Director and Conductor of Upstate Winds. This community band draws musicians from many different parts of Upstate South Carolina, providing a performance outlet for both amateurs and professionals. In a short time, the Upstate Winds organization has grown in size, scope, and visibility.

As an active freelance trombonist, he performs in concert halls, churches, and other performance venues. He performs as a member of the Palmetto Concert Band, the Palmetto Posaunen, and numerous other orchestras and chamber ensembles. Performance opportunities have taken Mr. Powell to many places including the Midwest International Band and Orchestra Clinic, the American Bandmasters Association Convention, the Music Educators Association Conventions of South Carolina and North Carolina, the Spoleto Festival, the International Trombone Festival, and the Eastern Trombone Workshop.

As a teacher and conductor, Mr. Powell serves as a guest clinician and adjudicator for bands. He has been recognized as a "Teacher of the Year" on two occasions, and has appeared on the nation wide list of "50 Directors Who Make a Difference" published by School Band and Orchestra Magazine.

Current professional affiliations include the National Band Association, the Music Educators National Conference, the South Carolina Band Directors Association, the South Carolina Music Educators Association, and Phi Mu Alpha.

Mr. Powell can be reached at our store at **(864) 286-8742** or at **bobby@musicalinnovations.biz**.



**D. Vincent Clayton (Music Education Specialist)** recently retired after 34 years of teaching, the last 21 years at Ridge View High School in Columbia, SC. He received both the Bachelor of Music Education and Master of Music Education degrees from the University of South Carolina.



Under his direction, the Ridge View band program received numerous Superior Ratings and awards in marching and concert events. The Blazer Marching Band was a consistent finalist at the South Carolina State Championships and at several Bands of America Regional competitions. The Ridge View Symphonic Band received numerous Superior Ratings at state and national events. They performed at the Bands of America National Concert Festival, four times at the South Carolina Music Educators State Convention, twice at the University of South Carolina Band Clinic, the University of Southern Mississippi Band Clinic, and the Grand National Adjudicators Invitational.

Vince's professional affiliations include the National Association for Music Education; the National Band Association; the South Carolina Band Directors Association; Phi Beta Mu; Pi Kappa Lambda; and he is a Past Chapter President of Phi Mu Alpha Sinfonia. He is also a charter member and Past President of the Palmetto Concert Band. Mr. Clayton received the National Band Association's "Citation of Excellence" on five different occasions, the John Philip Sousa Foundation's "Legion of Honor", Phi Beta Mu's "Outstanding Bandmaster Award", and in 2016, Mr. Clayton was inducted in both the South Carolina Band Directors Association's and the Phi Beta Mu's "Hall of Fame".

Mr. Clayton and his wife Leslie have two children, Grant and Kelsey, and two granddaughters, Taylor and Madison. He can be reached at our store at **(864) 286-8742** or at **vince@musicalinnovations.biz**.



**Wendy StJohn (Music Education Specialist)** studied voice and bass trombone at Iowa State University under Mary Creswell and Dr. David Stuart respectively. She has performed in numerous ensembles ranging from full orchestras to big bands to quintets and everything in between. She attributes her love of music to all of her music teachers and stays in contact with them to this day. Wendy has a genuine passion for learning and is always looking for new ways to enhance her own playing and musical knowledge.



Before joining the Musical Innovations team, Wendy worked for Art's Music Shop in Montgomery, AL, for six years, managing their print music department, hosting clinics and servicing area schools. Wendy and her husband, David, have recently relocated from Alabama to Western NC; and Wendy very much looks forward to getting to know all of our area directors. She can be reached at our store at **(864) 286-8742** or at **wendy@musicalinnovations.biz**.



**Heather McNeely (Music Education Specialist)** received a bachelor's degree in trumpet performance from Bob Jones University, a master's degree in musicology from Converse College, and a Doctor of Musical Arts in music education from Boston University. For thirteen years, she taught music history courses and applied trumpet lessons as an assistant professor of music at Bob Jones University. As a scholar, Heather specializes in quantitative research in music education and music appreciation and music history pedagogy; other research interests include ethnomusicology, music theory, trumpet pedagogy, and African-American music and culture. As a trumpet player, Heather enjoys performing for local events in the Greenville area. Heather's hobbies include running and cycling, and she recently completed the 2016 Boston Marathon. Heather and her husband Brent have four children who keep their lives very busy.

Dr. McNeely can be reached at our store at **(864) 286-8742** or at **heather@musicalinnovations.biz**.

**Tracy E. Leenman (Owner/CEO)** received a Bachelor of Music (*magna cum laude*) degree from Syracuse University in 1977, with a double major in Instrumental and Choral Music Education. She earned a Master of Music in Music Education with an emphasis in conducting, also from Syracuse University, in 1983; and has done course work towards a Ph.D. in Music Education at the Eastman School of Music. From 1975 – 1977, she played principal bassoon in the Syracuse University Wind Ensemble, a group that performed at the MENC National Convention in 1976.



Mrs. Leenman has over 40 years of teaching experience at the elementary through college levels, including instrumental music, choral music, classroom music, private teaching, church choir directing, and teaching conducting and rehearsal techniques. She has taught in both public and private schools, including the Greenville County Schools' *Fine Arts Center*. Under her direction, the Hampton Park Christian School Band (Greenville, SC) won first place in the statewide Fine Arts competition two years in a row. She was the featured guest conductor at the Twenty-Fifth Anniversary Spring Concert of *The Kennedy Choir* at John F. Kennedy High School in Plainview, NY (her *alma mater*). She has also conducted several all-region and all-city choral clinics in South Carolina, and has guest-conducted a number of middle- and high-school bands around the state. In 2009, she conducted the Region IV (PA) All-Directors' Band Clinic, and in 2012, she conducted a session on chamber music at the SCBDA All-State Band Festival. Tracy has also been a guest clinician and lecturer at a number of colleges and universities including the University of South Carolina, Furman University, Winthrop University, North Greenville University, Coastal Carolina University, and Clearwater (FL) Christian College; as well as at two CMENC State-wide Leadership Conventions (1998 and 2008). Her articles on conducting/rehearsing techniques and score preparation are found in a number of college libraries as required reading for future educators. Most recently, she helped develop the Music Business minor at Newberry College and taught there for two years.

In addition to her experience in the classroom, Mrs. Leenman has over twenty years experience in the music industry. She served on NAMM's National Outreach Committee for *The Charlie Horse Music Pizza Experience*, helping design the materials used for this program. She presented the national pilot *Experience* in October 1997, and presented *Experiences* for over 5,000 children around the state of South Carolina. For several years, she served as a liaison for Vh-1's "Save the Music" Program, helping Vh-1 create and support music programs in South Carolina, and hosted the South Carolina Vh-1 "Save the Music" Kickoff Event in Columbia (SC) in 2001. Mrs. Leenman has done educational clinics and workshops around the country on a number of topics including educator-music retailer relations, music advocacy, musical instrument manufacturing and product knowledge, music technology, and preparing for success in the music classroom. In both 2009 and 2015, she was a guest clinician at the Total Band Director Workshop in Wichita, KS, alongside Charles Menghini, Shelley Jagow and Sam Hazo.

In February 2009, Mrs. Leenman founded *Musical Innovations*, a unique music education company dedicated to building and supporting school music programs and working alongside educators, retailers and families to encourage music participation. The company has since been nationally recognized as one of the fastest-growing and innovative school music dealers in the world, having been named four times to NAMM's Top 100 Dealers list. Having participated in the (Washington DC) NAMM Fly-In for Music Advocacy in Washington DC, she also currently serves as Chairman of the *South Carolina Coalition for Music Education*. In 2012 she was inducted into the prestigious Associate Membership of the American Bandmasters Association.

For over a decade, Mrs. Leenman served as the Music Industry Representative to the Executive Board of the *South Carolina Music Educators Association*. She recently served a term on the Board of Directors of the *National Association of School Music Dealers* (NASMD) and is currently that organization's representative to the *SupportMusic.com Coalition*. She has also served on *Gemeinhardt Teachers' Advisory Council* and on the faculty of *Knilling String University*. A published arranger and author, she has had articles featured in *Teaching Music* (October 1998, August 1997, October 1996, June 1995), *Music Inc.*, *SB&O*, *ABA Associates Newsletter* and the *NAMM News*; and writes regularly for the *South Carolina Musician*, *Mississippi Bandmaster* and *School Music Dealer* magazines. She is also the founder and publisher of the *Carolina Bandmaster*. As a clinician, she is regularly featured as a guest presenter at the NAMM Idea Center (Winter and Summer Trade Shows), and has presented sessions at NAFME National Conferences (1998 and 2002), Southern Division Conferences (1997 and 2007), SCMEA and NCMEA in-service conventions, as well as at school district in-services all over South Carolina. Mrs. Leenman plays bassoon with the Palmetto Concert Band (Columbia, SC), and the Foothills Philharmonic Orchestra and Poinsett Wind Symphony (Greenville, SC).

Mrs. Leenman and her husband, Koas, an architect, have six children, all of whom have participated in school band programs; and nineteen grandchildren; they are expecting their first great-grandchild in the fall of 2016. In 1988, Mrs. Leenman was named the Palmetto State Parents of Multiples' *Mother of the Year*.