

The Carolina Bandmaster™

An Educational Publication of Musical Innovations

Volume 8

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Fall 2015



Back to School 2015 Issue



A new school year always brings with it excitement, and this fall we have a special reason to be excited. On July 16th, the U.S. Senate passed S.1177 by a final vote of 81-17. This *Every Child Achieves Act* is the re-authorization of the Elementary and Secondary Education Act, ***with music and the arts included in the list of core academic subjects.*** This is critical for music educators, as it not only gives music the credibility it deserves as an academic subject (on equal footing with English, math, etc.), but also it frees up Title I funds for music education-related endeavors. This means equal access to quality music education for ***all*** school children in the Carolinas!

The next step in the legislative process is for the Senate and House to begin a formal conference process to develop a consensus bill which will need to be passed in both chambers. The current House version does not include a list of "core academic subjects" at all, which would mean that music study could be at the discretion of each local district and/or school (Not a good thing!). Check out www.nammfoundation.org or the **NAMM Foundation** Facebook page for more information, and for action each of us can take to help ensure passage of the final combined bill with the same language as S.1177.

CLINICS WITH DELFEAYO MARSALIS

Ever on a quest to bring national-name, top quality artists and clinicians to North and South Carolina schools, Musical Innovations will welcome **Delfeayo Marsalis** to South Carolina, September 21st - 22nd. Delfeayo is a Courtois trombone clinician, and his clinics here are sponsored by the Buffet Group, parent company of Courtois Brass.

A native of New Orleans, Delfeayo is the son of famed musician Ellis Marsalis. He and his brothers - Branford, Wynton and Jason - grew up in a musical household, and Delfeayo began playing trombone in 6th grade. He attended high school at the New Orleans Center for Creative Arts, studied at Tanglewood, and majored in both performance and studio production at the Berklee College of Music. He also earned an MA in jazz performance at the University of Louisville.

Delfeayo has produced over 100 major recordings for major artists including Harry Connick, Jr., The Preservation Hall Jazz Band, and Ellis, Branford and Wynton Marsalis. In addition, he is an exceptional trombonist who has toured internationally with five renowned bandleaders. As a bandleader, Marsalis has earned wide acclaim for his three albums as a leader.

Clinics with Delfeayo are scheduled for the University of GA for Monday, September 21st; and for Newberry College and the University of SC for Tuesday, September 22nd.



WELCOME DR. KANG



We welcome **Dr. J. Cecelia Kang** to South Carolina. Dr. Kang is the new professor of clarinet at Furman University, following the retirement of long-time clarinet professor, Dr. Bob Chesebro. An active performer, educator and scholar, Dr. Kang earned her DMA from the University of Michigan, an MM from the "other" USC (the one in California), and her BM from the University of Toronto. She previously held teaching positions at North Dakota State University and Concordia University (MI). She has also served as artist faculty at the Grumo Music Festival in Italy, the Luzerne Music Center in NY, and the Bayview Chamber Music Festival (MI).

Dr. Kang has presented at NAFME Conferences (ND, SD, MN), the College Music Society, the International Clarinet Associations' ClarinetFest and the China International Clarinet and Saxophone Festival.

Her website states that "her mission is to promote classical music and to address contemporary social issues through innovative concert programming and interdisciplinary collaborations integrating music with multimedia technology, dance and visual arts genres.

Dr. Kang is a Vandoren artist and plays Buffet clarinets.

Welcome, Dr. Kang! We are very excited to have you here in SC, and wish you all the best in your new endeavor!

WHERE TO FIND US

At **Musical Innovations**, we love going wherever our customers are. This fall, you can find us at a number of marching contests, clinics, and other events - and there will be special sales at each event, so come on by!

• September 22

Trombone Clinics with **Delfaye Marsalis**
Newberry College, 11 a.m.
University of SC, 7:30 p.m.

• September 19

Greenville County Schools' Marching Exhibition
 at *North Greenville University*

• September 26

The Henry Laurens Invitational
Laurens District 55 HS

• October 10

The Wildcat Rumble, *Woodmont HS and*
 The Clinton Invitational, *Clinton HS*

• October 17

Town of Blythewood Tournament of Bands
Blythewood HS

• October 24

A/AAA Lower State
Charleston Southern University and
 AA/AAAA Upper State
Woodmont HS

• October 31

AA/AAAA State Marching Championships
Spring Valley HS

• November 7-10

NC Music Educators Association Conference
Winston-Salem, NC

• November 14

USC Double Reed Day and
 The SC Flute Society Fall Festival



Jackson and Chase Pollock try out a new Eastman convertible marching tuba at Musical Innovations. If you need an affordable tuba, check out this **EEB-331M**!



So, What Does it Mean to Be a

Musical Innovations Preferred Account?

(We're glad you asked!)



M.I. is a company that offers you **better products, better plans and better prices**. We're a creative and multi-faceted company that desires to help you and your band program in a way no other school music company can. Take a look at what we offer our **Preferred Accounts**:

- You will get regular visits from one of our Education Specialists, all of whom are experienced musicians and educators. They can help with on-site repairs, sectionals, even pre-festival or competition adjudications . . . all free of charge.
- You will get the things your program needs, at surprisingly low prices, delivered to your school at your convenience, free of charge. In fact, our prices are very often lower than competitors' or online pricing - ask us about our *Price Match Guarantee*.
- You will get quality instruments from major name brands - no "stencil" horns - with full warranty service - including assembly, and pickup and delivery as needed.
- You will have the ability to customize your school service to suit your preferences, including how often and when you'd like to see us, what brands/models we sell to your students, what accessories you prefer your students have, and so on.
- You will have the opportunity to order your print music at up to 25% off list price - saving you up to 35% off online prices - delivered to your school free of charge.
- You will have the opportunity to host **FREE** clinics with national-name clinicians such as Delfaye Marsalis, Julian Bliss, Nina Perlove, Ali Ryerson, D. Ray McClellan, and the Dallas Brass . . . just to name a few we've hosted in the past.
- You will have the opportunity to have your students try out a large selection of step up and pro instruments - right there in your school - including flutes from our custom flute shop, *Carolina Flutes* (the largest selection of pro flutes in SC). We offer finance options for step up and pro instruments that your parents will love.
- You will have the opportunity to keep up with the latest news from the music industry - what's made by whom and where, what's new - and to give feedback that will go directly to the CEO's of all our major manufacturers.
- You will have the opportunity to use our social media to help promote your bands' activities. Through "liking," "sharing" and "tweeting," we can help you get the word out about fundraisers, concerts and other important happenings in your band.
- You will have access to the latest music advocacy research, educational policy trends at the state and local levels, and all the work being done by the NAMM Foundation and the SupportMusic.com Coalition on our behalf.
- Need help recruiting, mouthpiece testing, or starting your beginners? **We're there!**
- Need an on-site marching accessories sale for your students - right at your school? **We're there!**
- Need help with inventory assessment, budget or equipment proposals that will get you what you need? **We're there!**
- Need help with grant-writing or videoing NBCT or NBCT renewal? **We're there!**
- Going to a marching contest or concert assessment? **We're there** - with on the spot repairs, loaners for "emergencies," and all the accessories your students forgot.
- Need help with *any* aspect of your program? **We're there!**

If you'd like to learn more about what **Musical Innovations** can do for you and for your school band program, visit us at **www.musicalinnovations.biz**, check us out on Facebook, or call us at **(864) 28-MUSIC [286-8742]**. We look forward to adding you to our list of **Preferred Accounts** soon!



STRKING A CHORD

In addition to their efforts tracking and supporting the re-authorization of the ESEA, the NAMM Foundation has worked tirelessly to support scientific research and public service programs which advance active participation in music. Their support has been a catalyst for many of the most influential music research projects to date. Working with top researchers from various specialties such as neuroscience and psychology, they have sponsored research studies that have been instrumental (no pun intended) in increasing understanding and support for music education around the country. They have also conducted extensive polls and surveys that document the beliefs and attitudes of the general public with regard to music participation.

Last year, Dr. Nina Kraus, Professor of Neurobiology and Physiology at Northwestern University, unveiled research that pioneered the use of a biological approach to the way auditory signals are encoded by various cognitive and sensory influences - in plain English, she has found ways to assess the impact of various experiences on the neural encoding of sound.

Her unprecedented study used real-world music education settings, in collaboration with the Chicago Public Schools and the Los Angeles-based Harmony Project, and showed that the enrichment provided by music participation may help to offset the biological impact of poverty. Elementary school children participating in music showed stronger rhythm skills and were better able to hear verbal cues in a noisy background. Neural processing was improved in both teenagers and elementary students with musical training as well.

Kraus's study showed that everyday listening skills were stronger in musically-trained children than in those without music education, especially the abilities to perceive speech in a noisy background, pay attention and remember various sounds. Her research also showed that musical experience strengthened many of the same aspects of brain function that are impaired in students with learning and language difficulties.

This same study showed that the cognitive and neural benefits of music participation continue throughout one's lifespan and can help counteract some of the negative effects of aging, such as memory and hearing difficulties.

This research proved that even a few years of musical training early in life improve how the brain processes sound. There were strong connections shown between rhythm skills and pre-reading abilities in toddlers. For more information on this study, please go to:

<https://www.nammfoundation.org/educator-resources/biological-benefits-music-education-nina-kraus-phd>

(cont'd.)

STRKING A CHORD, cont'd.



At the 2014 Fly-in with Former Secretary of Education Dick Riley, and Dr. Nina Kraus

This year, just in time for the NAMM Fly-In in mid-May, a new landmark study was released by the NAMM Foundation, in collaboration with Grunwald Associates - *Striking a Chord: The Public's Hopes and Beliefs for K-12 Music Education in the United States: 2015.*

This study is a broad-based survey of teachers and parents - the two most important and "stakeholder groups" with regard to music education. The teachers surveyed were not just music teachers, and the parents not just parents of music students, but a cross-section of all teachers and parents from communities across the country. The results were striking. Both groups felt strongly about the value of music education. Both agree that music education has proven, measurable benefits and is vital to students' success in school. Both groups voiced strong disapproval about cuts that have been made to music programs.

The majority of parents and teachers felt that access to music education is important for all children, but both groups felt they support it more strongly than their school district administrators do.

Strikingly, 87% of teachers and 79% of parents strongly believe that music study has a positive impact on *overall* academic performance. Several of the top benefits mentioned were social-emotional ones (outlet for expression, improved confidence, more creativity, more self-discipline, greater focus and alertness). Over 80% of both groups rated music education highly as a means to develop greater creativity, which is a life skill that students will need to succeed in the 21st century workforce.

Then there was some bad news too. Not surprisingly, most teachers and parents were unaware that music and the arts are (and have been) considered core curriculum

(cont'd.)

STRKING A CHORD, cont'd.

subjects by federal education guidelines. Similarly, awareness that Title I funds can be used for music education is low. Over 70% of both parents and teachers agreed that music education is not as adequately funded as other core subjects.

Fewer than half of the teachers and parents surveyed said that their schools have the musical instruments they need for all the students who want to learn to play; less than half also say their schools have enough sheet music for every participating child. Only 31% of teachers and 40% of parents say there are enough instruments for every child to play the instrument of his/her choice, let alone for every child to take the instruments home to practice.

Both rural and urban teachers are overwhelmingly supportive of expanding music education, though urban parents are more interested in a greater variety of programs both in and outside of school as well.

Despite the fact that many schools in our area delay starting band and strings until middle school, 87% of teachers and 81% of parents felt that children should have the opportunity to play musical instruments as early as the elementary grades. Despite the fact that many schools in our area consider music an elective, the majority of parents and teachers felt that music should be required in both middle and high school as well. Nearly half of all teachers felt that the professional development for all teachers should include integrating music into their respective subject areas.

Most striking in this study was the finding that 83% of teachers and 73% of parents said that budget cuts in music education are detrimental to students. When asked to choose among a list of fifteen budget items that they would cut should cuts be absolutely necessary, *music was one of the last things these teachers and parents wanted to see cut.* In fact, they overwhelmingly stated they would rather see after-school programs, school transportation, athletic programs and even AP programs cut than have their music programs cut (see chart on p.3). This is very important information for us to have as we interact with our colleagues and administrators.

So what does all this information mean to you and your students? How can you use it to support your program? First, read the *Striking a Chord* study. You can download it at

<https://www.nammfoundation.org/educator-resources/striking-chord-publics-hopes-and-beliefs-k-12-education-united-states-2015>

Or, you get a copy from your M.I. Education Specialist. Give a copy to each of your stakeholders - your administrators, school board

(cont'd. p.4)

STRKING A CHORD, cont'd.

members, and parents who may be willing to speak to a principal or attend a school board meeting on behalf of your program. As Bob Morrison has said, "Two hundred parents at a school board meeting can accomplish a lot."

Second, join the newly re-formed **South Carolina Coalition for Music Education**. This group was reformed as of June 2015, with the following objectives:

1. To stimulate the creation and development of local advocacy groups to save, maintain, and/or strengthen music programs in every school district in SC.
2. To serve as a resource to local advocacy groups and others, providing support (both proactive and reactive) and dis-seminating information regarding the benefits of music education for all children.
3. To continue to gather public support for music education by helping the public understand the value of music education for every child.

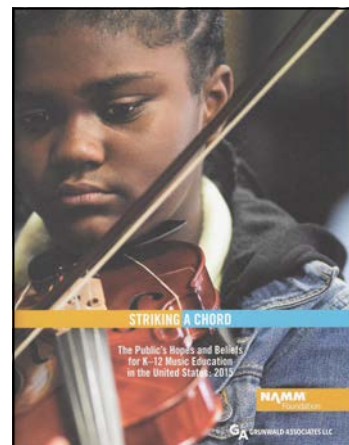
(cont'd.)

STRKING A CHORD, cont'd.

4. To monitor legislative and budgetary activities of the state government that affect K-12 education, and music education in particular, and act as a catalyst for state and local efforts to take any necessary action at the decision-making level.

The **Coalition** already has several key members and honorary members, including Former Secretary of Education **Dick Riley**; State Superintendent of Education **Molly Spearman**; **Dr. Tayloe Harding**, Dean of the School of Music at USC; and **Brad Wingate**, Fine Arts Coordinator for the Greenville County Schools. We are hoping to add members from all of the divisions of SCMEA (including SCBDA), from the community, from local corporations, and even some local "celebrities" who perhaps played in band when they were in school. We'd like you to join too!

For more information, or to join the SCCME, please contact Tracy Leenman, Chairman, at (864) 286-8742.



Striking a Chord is available at www.nammfoundation.org or from Musical Innovations



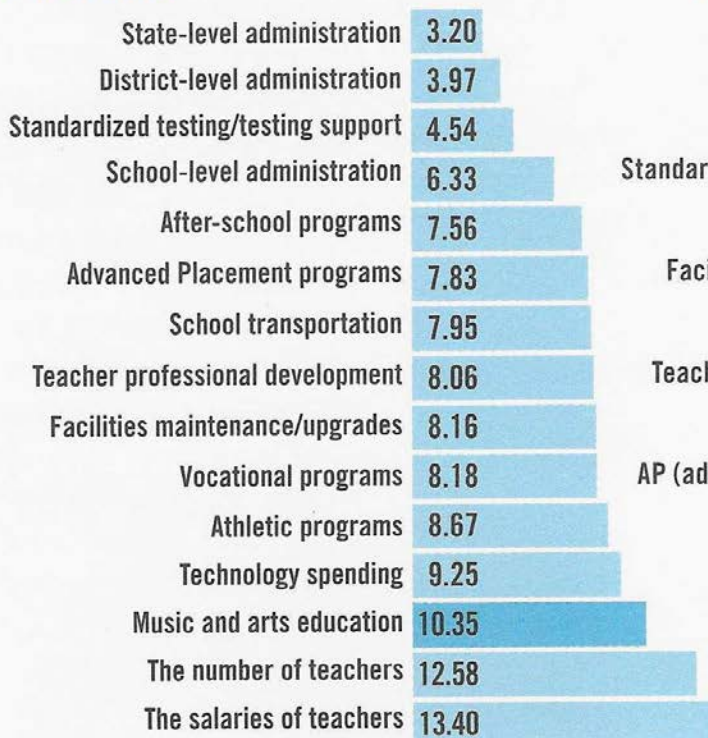
The **Carolina Bandmaster** is always interested in your thoughts, your input, your news. Please send any ideas or articles to us, care of info@musicalinnovations.biz.

Figure 6.

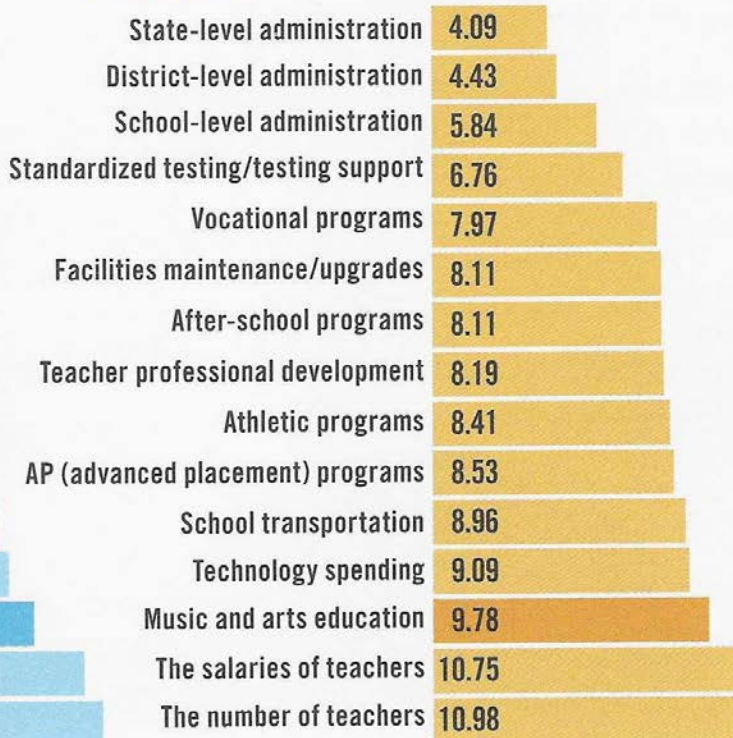
**Eliminating Music and Arts Education Is Not an Option:
Teachers and Parents are More Willing to Cut Virtually Every Other Program Instead**

Mean rank (1 = most willing to cut, 15 = least willing to cut)

TEACHERS



PARENTS



Source: Grunwald Associates LLC

M.I. News

Congrats to **Paul Laches**, band director at Mid-Carolina Middle School (Newberry, SC) and **Katheine ("Kat") Myers**, who were married May 30th. We wish you many, many years of happiness together!



Congrats and best wishes also to **Aaron Herman**, new assistant band director at Boiling Springs HS (Spartanburg, SC) and **Christina Haarala**, assistant band director at Gable Middle School (Spartanburg, SC), who were married June 21st.



Meet **Mary Catherine Wilkinson**, daughter of **Emily and Eric Wilkinson**. She was born on August 5th, weighing 7 lbs., 11 oz. Emily was the assistant band director at Cario Middle School (Mt. Pleasant, SC).



Congrats to **Erik Franklin**, the interim instructor of clarinet at the SC Governor's School in Greenville. Erik is a longtime friend of M.I., having begun his musical studies at Summit Parkway MS and Spring Valley HS in

(cont'd.)

M.I. News, cont'd.

Columbia, SC. He received his B.M. in clarinet performance from Furman University in 2011. While there, he served as the Drum Major of the Paladin Regiment.

Erik earned his M.M. in clarinet performance and is currently pursuing a doctoral degree at **Indiana University Jacobs School of Music**.

Welcome back to SC, Erik!



MUSIC EDUCATION MATTERS

We believe making music is a precious element of daily living, creates better students and improves lives, and we're not alone...

ACCESS IS CRITICAL



77% Teachers
64% Parents

Say access to music and arts education is "extremely" or "very important"

NAMM Foundation and Grunwald Associates, LLC (2015). *Striking a Chord: The Public's Hopes and Beliefs for K-12 Music Education in the United States*.

BETTER STUDENTS



87% Teachers
79% Parents

Strongly believe music education has a positive impact on overall academic performance and improves cognitive function

NAMM Foundation and Grunwald Associates, LLC (2015). *Striking a Chord: The Public's Hopes and Beliefs for K-12 Music Education in the United States*.

SUCCESSFUL CAREERS

71% Americans

Say that music education equips people to display enhanced communication, problem solving, creativity and leadership skills in their careers



NAMM Foundation and Grunwald Associates, LLC (2015). *Striking a Chord: The Public's Hopes and Beliefs for K-12 Music Education in the United States*. July 2014 Harris Poll®.

MORE FULFILLED LIVES

80% Americans



Believe their music education has contributed to their level of personal fulfillment

July 2014 Harris Poll®

How to Become a Music Education Advocate Checklist

- ☐ Download *Striking a Chord* study from NAMMFoundation.org to learn what parents and teachers say about the importance of music education.
- ☐ Get to know the music education landscape in your local schools, attend school board meetings, and publicize student involvement music programs.
- ☐ Keep up to date on ESEA Reauthorization Bill efforts by visiting namm.org/public-affairs.
- ☐ Join the SupportMusic Coalition, a NAMM Foundation program, to align with other advocates working to ensure equity of access to music education.
- ☐ Provide a meeting space for community members, parents and teachers to discuss long-term music education advocacy strategy.
- ☐ Share the importance, impact and results of music education with policy makers.
- ☐ Work with school music educators and arrange for elected officials to visit music classrooms and to attend student performances.

Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.

MARGARET MEAD
(1901-1978), CULTURAL ANTHROPOLOGIST

For more information on the benefits of music education, how to support music in your community, and to join a national network of music education advocates, visit NAMMFoundation.org

RPMDA 2015, Las Vegas, NV

The Retail Print Music Dealers Association annual convention was held at the Tropicana Hotel in Las Vegas in March. The convention features all major publishers, similar to the Midwest, and gives print music dealers a great opportunity to get to know the publishers and see their newest products.



The Alfred Music crew - Renee Cunning, Antonio Ferranti, Krista Hart, Elisa Palladino and Pam Hendricks - **with Musical Innovations' Ellen Brown and Tracy Leenman.**

Musical Innovations was named the winner of RPMDA's **Sandy Feldstein Service Award**, named for the late conductor and composer, given annually "to recognize the unselfish efforts of those who actively devote time and energy to RPMDA without expectation of compensation."



NAMM Fly-In, Washington, DC



In May, 70+ members of NAMM traveled to Washington DC to meet with members of Congress to advocate for music education. The SC Delegation included **J.P. Parekh**, owner of Rice Music House (Columbia, SC), **Taylor Harding**, Dean of the USC School of Music (Columbia, SC) **Deanna Brown**, daughter of the late soul singer James Brown (Aiken, SC), and **Musical Innovations' Tracy Leenman**.

Above: The SC Delegation with **Rep. Joe Wilson**, under a photo of the Congressman with the late singer **James Brown** (see arrow).



Above: The SC Delegation with **Senator Tim Scott**, and (far left) **Katie Kailus**, editor of **Music Inc** magazine..

Left: Taylor Harding, Deanna Brown and Tracy Leenman - day of training at Nelson, Mullins, Riley & Scarborough, who help NAMM year-round in lobbying for music education.

Grand Opening and Ribbon Cutting, M.I. Conservatory

On June 2nd, Musical Innovations held a Grand Opening and Ribbon Cutting ceremony for its recent expansion, which included a showroom for its custom flute division, **Carolina Flutes**; and its new teaching center, **M.I. Conservatory**. The event was co-sponsored by the Mauldin Chamber of Commerce, and also honored a number of area educators who have made exceptional contributions to music education.

Guests of honor included Mauldin Mayor **Dennis Raines**; Chamber of Commerce Executive Director, **Pat Pomeroy**; Greenville County Schools' Fine Arts Coordinator, **Brad Wingate**; and Former U.S. Secretary of Education, **Dick Riley**. Among those honored were **Adam Scheuch**, Mauldin HS Band Director and Greenville County Teacher of the Year; **Kevin Hebert**, Chapin HS Band Director and Teacher of the Year; **Jake Mitchell**, Northwest MS Band Director and Teacher of the Year; **Christian Scott**, Tanglewood MS Band Director and Teacher of the Year. Governor Riley, Brad Wingate and Mayor Raines were also honored with special certificates (along with a copy of a beautiful music advocacy book by Richard Rejino entitled **What Music Means To Me**) for their support of music education.



Brad Wingate and Governor Dick Riley honor **Adam Scheuch**, Greenville County's Teacher of the Year, 2014-2015.



Dr. Tayloe Harding (Dean of the School of Music at the University of SC), with his daughter Mimi (a flute performance major at USC) and **Pat Pomeroy** of the Mauldin Chamber of Commerce.

Right: Greenville County teachers **Jake Mitchell** (Northwest MS) and **Brittany Seaman** (Greer MS) with Gov. Riley.



Below: Danielle Gibbs, Regional Director of **Senator Tim Scott's** Greenville office, accepts a Certificate of Appreciation on the Senator's behalf from the newly re-formed SC Coalition for Music Education.



Below: Special guests from the music industry included (L to R) **David Pirtle**, CEO of Gemeinhardt Musical Instruments; **Donnie Todd**, District Manager for the Buffet Group; **Dave Kaminsky**, who represents Gemeinhardt, Antigua Winds and Getzen; and **Chip Lehman**, District Manager for the Conn-Selmer Corporation.



Summer NAMM 2015

The **National Association of Music Merchants** holds two trade shows each year - the Winter NAMM Show in January, in Anaheim, CA (the largest trade show in the world with over 95,000 people attending annually); and Summer NAMM in July, in Nashville, TN. While the summer show is somewhat smaller, it's a great place to see new products and get new ideas for fall and for the Christmas season. In addition to great music (NAMM always surprises us with incomparable guest artists and events), the shows offer an opportunity to get to know the Regional Managers, and even the CEO's of our manufacturers and suppliers face to face.



The show floor at Summer NAMM covers much of the third floor of the new Music City Convention Center. Over 500 exhibitors representing over 1,600 brands; thousands of products, and over 13,000 attendees. If you've ever wondered what a NAMM Show looks like, here are some views of the floor from the NAMM Show Offices, two stories above!



Above: At the Alfred booth with Alfred's Elisa Palladino, Andrew Surmani and Kenneth Korbel.



Left: Musical Innovations' **Scott Parker** and **Dave Pugh** at the Gator booth with the "Gator Gator" from Gator Cases.

Starting Off Right!

Each summer, **Musical Innovations** hosts two camps for rising beginners - the **Start Right! Band Camp** and the **Start Right! Strings Camp**. **Start Right! Band Camp** is held in early August, and is open to any student who is signed up for - or is considering signing up for - band in the coming school year. Students come from all over the Upstate SC and Western NC to get a first-hand look at what being in band is like, and what they will experience during their first few weeks as a musician.



M.I. Camp staff includes longtime band directors **Kory Vrieze** (Camp Coordinator and woodwind specialist), **Bob Powell**, **Dave Pugh**; **Chris Imhoff** (high brass specialist) and **Julianne Ensley** (flute specialist).

Below: Veteran band director **Bob Powell** works with Bob Jones Elementary student **Erica Thomas**. Erica's mom, **Denise**, is an elementary music teacher at Hollis Academy (Greenville, SC).



It's That Time of Year . . .

This time of year, band directors and students are hard at work at marching camps all over the Carolinas. Whether laying down drill on the "frying pan," or memorizing music or choreography, they endure the long hours and the heat to create shows that will entertain and amaze. More importantly, they will build skills and camaraderie as they become a part of something they know is very special.



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Mauldin High School

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At the Summer NAMM Show's Top 100 Banquet on July 10th, Musical Innovations was named winner of the **Best Customer Service Award**, and then named 2015 NAMM Dealer of the Year.

Dubbed the "Retail Oscars," the evening honored winners of seven "Best of" categories including Best Emerging Dealer, Best Store Design, Best Online Engagement, Best Customer Service. Those vying for Top 100 status are evaluated for a sound business model, resourceful approaches, and effective implementation of best ideas.

Pictured above: Accepting the Best Customer Service Award
Pictured right: Accepting the Dealer of the Year Award from NAMM Chairman **Larry Morton** (also CEO of Hal Leonard, far left) and NAMM CEO **Joe Lamond** (far right).

**NAMM Top 100
Dealer of the Year
2015**



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