HAPPY THANKSGIVING!

Selmer Paris Bach C.G. Conn

Leblanc Glaesel Yanagisawa Scherl & Roth

William Lewis & Son Musser Holton King

Conn Selmer
Division of Education Newsletter

NOVEMBER 21, 2012 ISSUE #8

Please Welcome our

November VIP's

Tom Case
Director of Bands
Adair County High School
Kentucky

Kevin Schuessler
Director of Bands
Joe Lapka
Asst. Director of Bands
Center Grove High School
Indiana

Brandon Barrometti
Director of Bands
Centerville High School
Ohio

Links

www.csinstitute.org

www.conn-selmer.com

www.namm.org

www.nafme.org

www.amparents.org

CONN-SELMER V. I. P.

A Note from Grant Johnston

Since you are among our very special VIP guests that have participated on one of the "Leaders in Music Education" corporate visits, we would like to extend an incentive for you to join us at our flagship advocacy program that directly impacts the success of music educators – Conn-Selmer Institute 2013!

As our VIP guest, you can participate in the Conn-Selmer Institute, June 9-12, 2013, and we will **WAIVE** your tuition fee of $199.00! Become associated with an established initiative to support and retain music educators, learn from our iconic faculty from around the country, enjoy a Canadian Brass concert and Hal Leonard sponsored reading band, talk with product experts from sponsoring companies, and help sustain music education programs within our schools.

The Conn-Selmer Institute will be held at Bethel College in Mishawaka, Indiana, on June 9-12, 2013, starting at 2 PM on Sunday and ending at Noon on Wednesday. Your final cost for the event will be $99.00 if you need housing which includes 3 nights of double occupancy dorm room accommodations, meals and access to the entire event. If you are commuting or getting housing on your own at a hotel your final cost for the event is zero.

You **DO** need to register to obtain the VIP discount using a special code, so your RSVP to this announcement will be required to obtain the information you need to take advantage of this special offer. If you have already registered let us know and we will get a reimbursement to you. Do not delay… the 2012 event sold out early and once all the spots are filled, registration will be closed. Please read Bobby Floyd's article regarding CSI this past year.

Have a wonderful Thanksgiving,

Grant Johnston
Executive Administrator
Conn-Selmer Division of Education
gjohnston@conn-selmer.com
574-523-0701 office

Ludwig Armstrong Selmer

It's about the experience

BY ROBERT FLOYD
Executive Director of Texas Music Educators Association
August 2012 Southwestern Musician

This past June I had the opportunity to participate in the Conn-Selmer Institute (CSI), delivering a keynote and presenting two sessions on advocacy, one for music administrators and another for college students. It was a wonderful experience for me to witness over 400 music educators, administrators, and college students from across the nation come together for four days of intense study with master teachers on everything from pedagogy and conducting to advocacy and literature study. I am pleased to share that several of the invited teachers were from Texas. Tim Lautzenheiser, Vice President, Conn-Selmer Division of Education, masterfully heads the structure of the curriculum and, of course, in his own way sends everyone home excited and fired up to start a new school year. I must tell you how intimidating it is to have to get up and speak after Dr. Tim—a most humbling experience.

One of the presenters on the opening day was John Stoner, President and CEO, Conn-Selmer, Inc. John came to Conn-Selmer ten years ago from another corporation totally unrelated to music education, and he has skillfully guided the company to profitability and to one that is truly committed not just to producing and selling quality musical instruments but to becoming actively engaged in supporting the whole philosophy of how we serve students through music. The company's financial support of the CSI is clear evidence of that commitment.

John's message in his short and effective opening remarks has resonated with me ever since I returned home. He reminded each of us that equally or more important than the product or service we sell or offer is the customer experience in buying that product or receiving that service. He shared a couple of anecdotal stories, including how he returns to the same suite hotel in California not just because it is a nice property but because of how he is treated each time he visits. He also shared that after a car rental company reserved a car too small to meet his needs, rather than ask him to stand in a long line to schedule another they simply told him to take any car on the lot, drive to the gate where a new contract would be handed him, and be on his way at no extra cost. That experience has made him a loyal customer of this particular company.

John has strived to create similar experiences with Conn-Selmer, now bringing music educators at the company's expense into the factory to see the cultural shift in how their instruments are made and seeking their input on how to improve quality and service. It was not too many years ago that their professional model instruments took months to ship. Now those instruments are shipped within a week of order. As a result their sales are substantially up, and the experience is a positive one for both the dealer and the educator or student.

Similarly, since 1990 I have bought the same brand of automobile, not just because it is a quality product, but because of how I have been treated since that first day I walked into the showroom in Dallas, including offering me the keys to take the car home a few days to try it out. Fast forward to last month when the service manager for the same brand of automobile here in Austin called me and said they were replacing my front brakes, pads, and sensors free of charge because they believed they should have lasted longer. So while I love the car, there are many comparable choices and models out there today. But I continue to buy this particular brand of automobile because of the experience I had 22 years ago and continue to have today.

So how does this translate to the music educator in the elementary, secondary, or college classroom? Realistically, our students continue to participate in our programs, especially at a young age, not just for the musical knowledge to be gained but for the experience they have day in and day out in our classrooms. They want to come to our classes because of how they are treated and respected, and parents recognize and value their child's experience for the same reasons.

I will always remember a casual conversation I had with a drum major in my office one day when she was complaining about the doldrums of school. She looked me in the eyes and said that the minute band became the stressful environment she experienced the other five periods of the school day, she was "out of here." It reminded me of one of the first in-service sessions I ever attended, where the presenter talked about the Lozanov theory of learning that asserts that creating a relaxed, positive, enriched teaching environment accelerates learning up to 10 times with 70-90% retention.

So no matter the subject you teach, I strongly encourage you to read this month's feature articles by Sally Schott, Leigh Ann McClain, and Amy Burns. In her article on page 32, Sally speaks about creating a classroom environment "where students can come for respite from their personal trials and tribulations and experience joy and laughter and accomplishment." Amy's article on page 38 offers how an elementary student's experience in the music classroom may be enhanced by incorporating technology in instruction. Leigh Ann's article about recruiting on page 22 states that beginning students in our bands, orchestras, or choirs decide in the first 6 to 12 weeks whether they are going to continue in our programs, even though they may stay in the class all year. The experience they are having in your classroom will help them make that decision. Strive in every way to make it a positive and meaningful one!

(*Articles referenced above can be found on the TMEA website under the Resources drop down menu, Southwestern Musician, Interactive Magazine, Aug. 2012.*)

Robert Floyd was selected as Executive Director of TMEA in September, 1992 and he assumed the position full-time in June, 1993. Prior to moving to Austin he taught instrumental music at L.V. Berkner High School in the Richardson I.S.D. He is married to Melinda Floyd and they have a son, Michael and a daughter, Lauren. Robert's hobbies include music, golf, travel and playing with his children. His duties include:

- General management of TMEA
- Editor of *Southwestern Musician*
- Coordinator of the annual Clinic/Convention
- Liaison with other professional organizations
- Monitor political activity with Legislature and State Board of Education

www.tmea.org

Marching Band 2012 Final Results for VIP's

BOA Grand Nationals Finals 2012

Carmel H.S., Richard Saucedo, Grand Champions; Outstanding Music Performance; Class 4A Champion

Center Grove H.S., Kevin Schuessler & Joe Lapka, Finalist at Grand Nats

Ronald Reagan H.S., Levi Chavis, Finalist at Grant Nats

Western H.S., Brian Caldwell, Keith Whitford, Dan Healton, Semi-Finals at Grand Nats; Class A Champion; Outstanding Music Performance Class A

Goshen H.S., Tom Cox, Josh Kaufman, Max Mault, Semi-Finals at Grand Nats

Centerville H.S., Brandon Barrometti, Semi-Finals at Grand Nats

Greenwood Community H.S., John Morse, Semi-Finals at Grand Nats

George Walton H.S., Mike Back, Semi-Finals at Grand Nats

Lake Central H.S., Chris Harmon, Semi-Finals at Grand Nats

ISSMA (Indiana) State Marching Band Finals

BOA Grand National Super Regional Results 2012

Marcus H.S., Amanda Drinkwater, San Antonio Super Regional Champion; Outstanding Music Performance, Outstanding Visual Performance, Outstanding General Effect

The Woodlands H.S., Joni Perez, San Antonio Super Regional Finalist; Outstanding Visual Performance

Ronald Reagan H.S., Levi Chavis, San Antonio Super Regional Finalist

Westlake H.S., Kerry Taylor, San Antonio Super Regional Finalist

Spring H.S., Gabe Musella, San Antonio Super Regional Finalist

Blue Springs H.S., Dr. Tim Allshouse, Atlanta Super Regional Finalist

Marching Band 2012 Final Results for VIP's

BOA Grand National Super Regional Results 2012

Carmel H.S., Richard Saucedo, Indianapolis Super Regional Finalist; Outstanding Music Performance, Outstanding Visual Performance

Center Grove H.S., Kevin Schuessler & Joe Lapka, Indianapolis Super Regional Finalist

Lake Central H.S., Chris Harmon, Indianapolis Super Regional Finalist

Greenwood Community H.S., John Morse, Indianapolis Super Regional Finalist

Centerville H.S., Brandon Barrometti, Indianapolis Super Regional Finalist

Columbus North H.S., Bill Stultz & Keith Burton, Indianapolis Super Regional Finalist

Concord Community H.S., Scott Spradling, Indianapolis Super Regional Finalist

Blue Springs H.S., Dr. Tim Allshouse, St. Louis Super Regional Finalist

Kentucky (KMEA) State Marching Band Finals

Lafayette H.S., Chuck Smith, State Champion Class 5A

Madison Central H.S., Brent Barton, Class 5A State Finalist

Adair County H.S., Tom Case, Class 3A State Finalist

Glasgow H.S., Corey Bonds, State Champion Class 2A

Beechwood H.S., Joe Craig & Adam Proctor, State Champion Class A

Western Bands Association Marching Band Finals

Ayala H.S., Mark Stone, Grand Overall Champion

Mt. Whitney H.S., Jordan Ray, Class 2A Finalist

Marching Band 2012 Final Results for VIP's

Indiana (ISSMA) State Marching Band Finals

Carmel H.S., Richard Saucedo, State Champion Class A

Center Grove H.S., Kevin Schuessler & Joe Lapka, Class A Finalist

Lake Central H.S., Chris Harmon, Class A Finalist

Columbus North H.S., Bill Stultz & Keith Burton, Class A Finalist

Penn H.S., Glenn Northern, Chris Paulson & Bill Leather, Class A Finalist

Goshen H.S., Tom Cox, Josh Kaufman & Max Mault, Class B Finalist

Greenwood H.S., John Morse, Class B Finalist

Northview H.S., Bob Medworth, Class B Finalist

Concord H.S., Scott Spradling, Class B Finalist

Western H.S., Brian Caldwell, Keith Whitford & Dan Healton, State Champion Class C

Concordia Lutheran H.S., Dianne Moellering, Class C Finalist

Springs Valley H.S., Luke Aylsworth, Class D Finalist

Paoli H.S., Bill Laughlin & Chad Brinkman, Class D Finalist

Monrovia H.S., Brian Willett, Class D Finalist

Indiana Track State Fair Band Day

Winchester Community H.S., Doug Fletcher, Grand Champions in Finals; 1st place in Class AAA; Best Music, Best GE, Best Percussion

Muncie Southside H.S., Jeramiah Bowman & John Clark, Runner-up Champions in Finals; 2nd place Class AAA, Best Visual, Best Auxiliary

Noblesville H.S., Eric Thornbury, Finalist in State Finals

Marching Band 2012 Final Results for VIP's

Michigan (MCBA) State Marching Band Finals

Reeths-Puffer H.S., Chuck Hodson & Brian Olian, 1st place MCBA Flight III; Best Music, Best Visual & Best GE

Ohio (OMEA) State Marching Band Finals

Lakota West H.S., Greg Snyder, Straight I Ratings

Texas (TMEA) State Marching Finals

Marcus H.S., Amanda Drinkwater, Grand Champion 5A State Finals

The Woodlands H.S., Joni Perez, Finalist 5A State Finals

Westlake H.S., Kerry Taylor, Finalist 5A State Finals

Ronald Reagan H.S., Levi Chavis, Finalist 5A State Finals

Berkner H.S., Frank Troyka, Finalist 5A State Finals

CONGRATULATIONS TO ALL OF OUR VIP DIRECTORS FOR A FANTASTIC 2012 MARCHING SEASON!!!

CONTACT US ANYTIME

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