



# TOUCHPOINT

The Division of Education Newsletter

Conn-Selmer  
DIVISION OF EDUCATION

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VOL. 1 • Issue 25 • December 23, 2013

## A Note from Dr. Tim

Greetings. In this edition of *Touchpoint*, Herman Knoll, Senior Vice President of the Hal Leonard Corporation, gives outstanding advice for all music educators as we head into the new year.



## Our Mission

By Herman Knoll

After eleven years of teaching and 35 years at Hal Leonard it has been my privilege to teach, observe and work creatively in music education all over the world. I have been able to work with associates in band, orchestra, choir and general music. I can report that music education is making a positive difference in young lives that will endure, and make a difference in their future.

Music is the vehicle we use to teach kids, not only music, but lessons that will shape the way they live and contribute to society. What other vehicle can teach so many things, to so many different types of students at varying levels of skills, social development, race and gender? We bring it all together and everyone is important. Recently, I had a student who was in my band over 30 years ago tell me that she remembered how hard we worked to bring up the level of all the students. She went on to say that the success of everyone depended on making everyone be the best they could be. In music performances we can't call for a time-out or substitute.

We should constantly seek ways to improve not only our students but also the methods we use to enable students to succeed. At Hal Leonard we are very concerned with creating materials that encourage both students and teachers. We are very aware of the competition for students' time and attention. We have created a web site called Essential Elements Interactive that enables students to choose from a wide variety of tracks that they can

use for practice or even performance. It keeps the students from being bored and protects the teacher from hearing the same thing over and over again, and even encourages parents as they hear their students playing with a professional group. A student can email his or her practice to a teacher or even send a video of his or her performance. The teacher can send video comments back to the student. It should improve both the student and teacher experience. This is only one of the tools we have created in our recent quest to provide better resources for the students and teachers we serve.

Teaching or being involved in music education is not a job. It is an ongoing mission. Music is meant to be shared with others, and we teach students to share through performance. Performances can take place not only in formal concert settings and football games but also at municipal clubs or even in nursing homes. A variety of experiences gives positive exposure to our programs, and more importantly, sharing and interacting with others prepares students to take their place in future jobs in a way that makes our world better.

That is our mission: Teaching kids through music to make tomorrow a better place. I leave you with this quote from my good friend Cheryl Lavender: **"The fact that children can make beautiful music is less significant than the fact that music can make beautiful children."**

Best wishes for a great 2014!

Welcome to our new VIPs:

**Jerry Hoover**

Missouri State University, MO

**Heidi Sarver**

University of Delaware, DE

**Nathan Gay**

Emporia State University, KS

**Joey Paul**

Aledo High School, TX

**Our Next Issue Featuring:**

An article by **Lane Valeyo**,  
Executive Director for the Indiana  
Music Educator's Association

**In Our Last Issue:**

**In Praise of the Teacher of  
Beginners** by **Dr. Paula A. Crider**  
[Click here for the full article](#)