



TOUCHPOINT

The Division of Education Newsletter

Conn-Selmer
DIVISION of EDUCATION

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A Note from Dr. Tim

Greetings. In this edition of *Touchpoint*, Jerry Hoover, Director of Bands at Missouri State University, brilliantly highlights several ways in which band programs are uniquely capable of fostering a lasting and meaningful relationship with their communities for the benefit of the program as well as the students involved.



By Jerry Hoover

Embracing Your Community

As band directors, we are fortunate to work with a medium that is unique, dynamic and inspirational. Bands are amazingly adaptable, broad-based and magical in their ability to perform any and all styles of music. Bands can play with soft, soul-touching tenderness, or with exuberant, powerful brilliance. Whether performing in the intimacy of a concert hall, thrilling tens of thousands of fans with field shows in a stadium, or inspiring cheering throngs in a parade down the streets of America, bands stand unmatched in their musical capabilities.

That is the amazing gift we have in our hands to reach and teach our students! It may also be an ideal organization to serve as the, "crown jewel" in creating pride and unity in your community. But! If the thrust of your program is only molded primarily around a competitive field show and your winter and spring concerts, the larger portion of your citizens may not be even slightly aware of your band program and its potential.

Here are some ideas to get you started in your thinking, but keep in mind that all new efforts in developing your band program need to be adapted to the guidelines and policies of your school and the uniqueness of your community and your location.

Consider approaching your civic clubs and offering to give an address on the many facets and wonders happening in your band

program, i.e. "Did you know...?!" Taking along a small ensemble is always a hit with these active leaders of the community. Properly prepared, presented and shared, students will always add the "magic" to your efforts.

Americans love a parade! You don't have to wait for a homecoming or holiday occasion. Announce a town parade on a Saturday in the fall complete with the band (in full uniform), a police escort and a brief stand-and-blow concert! Use amplification (hand speaker) to identify the musical selections, to thank the community for its support, to announce your fundraiser kickoff or to feature the trombones or danceline. Include your principal or your superintendent for the occasion.

Add a "patriotic component" to your band program. Notify your veterans organizations you will provide trumpet players for their services. Plan a concert for Veterans Day honoring the veterans and military. Provide music for Memorial Day services. Not only do these extraordinary men and women merit this respect and recognition, your students will be emotionally moved and will stand taller for their contribution and involvement.

The more you "embrace your community" with your band program, the more it will respond in its support. The success of your fundraising projects, attendance at concerts and recognition of band events will all be enhanced by this relationship.



Join Mary Luehrson,
Gary Markham, Johanna
Siebert, Beth Sokolowski
and Jim Frankel at the
NAMM Conference in
Anaheim, California.

January 24th and 25th, 2014

[Click here for more information about this event and to reserve your spot today.](#)

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Music at West Chester
University, PA.

In Our Last Issue:
Fix the F-Sharp
by Bob Medworth
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