

# NASMD

Winter 2011 Newsletter



## National Association of School Music Dealers, Inc.

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### PRESIDENT'S LETTER



#### Palm Springs, Here We Come!

My term as NASMD's president has come to an end, but the relationships and wisdom I have learned from other NASMD members will be eternal. I am grateful to the many sponsors that have made our association's conventions the great success they have been for years. Without this support we would not be able to enjoy the strength of programming or content. The many people who served on the board of directors over the years, have put in countless hours of work to keep this organization fundamentally strong, and I appreciate their commitment and hard work.

We meet in Palm Springs March 30 - April 2 for another fabulous convention with the infamous Road Rep Olympics and many sessions including health care reform, video productions for podcasts, and newest technologies. These sessions plus speakers like Fran Kick, Richard Rejino, Alan Friedman, and Charlie Menghini will be the set for an amazing three days of education and enthusiasm. But the most important reason to come to Palm Springs is to reunite with friends in a stunning atmosphere, and network with the most important people in our industry.

—Grayson Zeagler

### HOW TO SAVE MUSIC PROGRAMS

Consultant John Benham's session at the 2011 NASMD annual meeting is titled, "Saving Music Programs from the Chopping Block."

"We will talk about four keys to saving a music program," he says.

Key No. 1—Active music coalition.

"The music coalition is all of the community. It's parents. It's community members. It's your school district people. It's your teachers. It's your music dealer," Benham says. "People talk about how many programs I have saved. Well, frankly, none. But what I do is I equip the people with the information to do their own



John Benham

work, and I also train them how to do it. The coalition is the key because that's where your political power is, and these decisions are always based upon votes, which means politics are involved.

Key No. 2—Unity among teachers.

"As you might imagine," Benham says, "when people are looking at job cuts, it really can fracture a music faculty." Unity is essential, he says.

Key No. 3—Correct information.

"Are you approaching this process from the

perspective of where the battle really is?" Benham asks. "In other words, if you're looking at a financial crisis, it doesn't do a whole lot of good to go in and talk philosophy. They're just going to say, 'Well, we agree with you, but we have to make some cuts.' I tell people all the time that a finan-

cial crisis only exposes what your educational philosophy really is."

Key No. 4—

Understand the process. Benham will help school music dealers do just that.

He adds that he will talk briefly about the role of the music industry in the advocacy process. In addition to running his consult-

ing company, John Benham & Associates, he teaches ethnomusicology at Liberty University and is president of Music In World Cultures. Benham is the author of "Music Advocacy: Moving from Survival to Vision."

Register Now for the  
2011 NASMD Convention  
March 30 - April 2  
Indian Wells, CA  
www.nasmd.com