



IMPACT

Education | Performance | Advocacy



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From the Chairman

Greetings!

I am pleased to present the latest issue of *Impact: A Year in Review*. Fiscal year 2009 (ending February 28, 2009) presented economic challenges for all of us. Music for All was forced to refine its business model to withstand decreases in revenue, align strategic relationships critical to advocating for music education and embrace an organizational transparency integral to a sustainable fundraising program. Building upon last year's fundraising success and cost containment practices, we have adopted plans to erase Music for All's negative fund balance by the end of FY11.

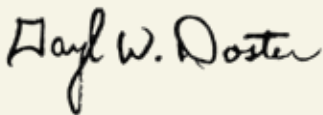
Going forward, we must continue to increase private support. The increasing costs of providing pinnacle performance opportunities cannot be forwarded to our participants. Our goal is to engage and reengage those whose lives have been impacted by Music for All's programs. We receive heartfelt testimonials and inspiring stories from aspiring young musicians, dedicated teachers, parents/boosters and alumni. We have included some of these in this edition as all of us can relate to the satisfaction that comes from seeing our support make a difference for causes important to us.

As you may recall, last year my wife and I made a \$100,000 challenge gift. This was the kick off to a stellar fundraising year. Music for All raised more than \$500,000 last year. Our goal this year is \$533,000. If you are a Music for All donor, I hope you will join me in making another gift this year. If you were not in a position to make a gift last year, I hope you will consider making one this year. If you need more information on why Music for All depends on private support, please read the article on page 7.

I want to thank the Music for All Board of Directors for their gifts of time, expertise and contributions. I look forward to working with my fellow board members and the executive team to ensure all of the organization's strategic and fundraising goals are realized. I want to also thank the Music for All staff and volunteers for making all of Music for All's events a reality. Serving as the Chairman of the Music for All Board of Directors is a responsibility I take very seriously as I believe in the organization's mission and I know personally the value of music education and performance.

I hope to meet many of you at our future events.

Sincerely,



Gayl W. Doster
Chairman, Music for All Board of Directors



Congratulations to Music for All Board Chairman Gayl Doster - named 2009 Volunteer of the Year by the International Festival and Events Association!

Upcoming Music for All Events *For additional event information, visit musicforall.org*

March 4-6, 2010

Music for All National Festival
Indianapolis, Indiana

Concert performances from auditioned and invited wind ensembles, orchestras, percussion ensembles and national honor ensembles.

June 21-26, 2010

Music for All Summer Symposium

Normal, Illinois

A week-long learning experience for music students and professional development for teachers from across the nation.

Sept. 25 - Nov. 6, 2010

BOA Fall Championships

Marching band events nationwide.

Nov. 10 - 13, 2010

BOA Grand National Championships

Indianapolis, Indiana

More than 80 of the nation's best marching bands compete over four days, with the championship finals.

Become an MFA Volunteer!
Learn more online at
www.musicforall.org/volunteer

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For a complete list of our sponsors and supporters please visit our web site, www.musicforall.org

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On the cover: Tommy Telgenhoff, age 5, at the 2009 Music for All Summer Symposium. Story on page 4.

From the CEO

Greetings,

It has been a privilege and an honor to serve as President and CEO of this organization for the past 25 years, and I want to take the opportunity to issue a heartfelt thank you to you and your fellow contributors for supporting our important work in creating a positively life-changing experience for over 1.25 million young musicians and music educators. It is with eager anticipation we now embrace the next generation of tomorrow's leaders as we continue this critically important journey.

With the ongoing fiscal challenges we have all faced over the past 18 months, I can unequivocally say, "Music for All would not exist today without the generous support received by the more than 1,700 new donors." Thank you.

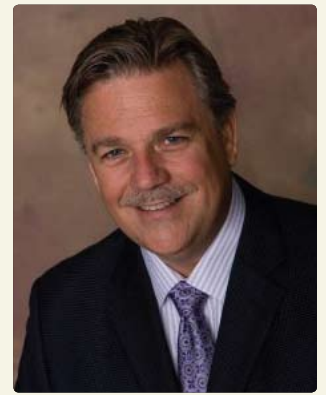
Donors have asked, "If we met the challenge, then why is there a need for continued support?" For over three decades we have been able to sustain our administrative costs with program revenue and sponsorship dollars, but the financial landscape continues to change, and we must adapt accordingly. Simply put, if we are to sustain and grow the Music for All mission and continue to create positively life-changing experiences for all, we must position the organization to meet the increased costs of today's world without further taxing our participants. Additionally, we are more committed to serving ALL young people regardless of their economic status; the most effective way of doing this is to secure continued and generous annual support from those who are cognizant of the immeasurable learning benefits generated for ALL those who dedicate themselves to their school/community music programs. I invite you to read the stories included in this issue and know they only scratch the surface of the IMPACT we are having on thousands of young people.

Historically, we have not done a very good job of educating and cultivating our alumni and family that we are a 501(c)(3) charitable organization and in need of contributed income. As we kick off our 35th anniversary campaign: CELEBRATING 35 YEARS OF POSITIVELY LIFE-CHANGING EXPERIENCES, our goal is to raise 1.25 million dollars over the next 15 months with a need to raise a portion of that number in the next three months, prior to the end of this fiscal year. In order to meet this challenge, I have enlisted the help of some great people who will serve as our campaign cabinet. This cabinet will be led by Dr. Tim Lautzenheiser along with Brett Johnson, Director of Bands from The Woodlands H.S. in Texas, Dean Westman from Avon H.S. in Indiana, designer Michael Cesario and many more.

I trust you will join all of us in making your tax-deductible contribution to the organization today. Be aware that 91% of every dollar raised goes directly to our programming and fulfilling our mission. I want to personally thank Gayl Doster and his wife Beverly for their leadership gift this past year. And thanks again to YOU and your 1,700 fellow contributors who continue to go the extra mile on our behalf. We invite you to become a key member of our ANNIVERSARY CELEBRANTS, consider a gift of \$35 a month for the next 15 months and ensure Music for All will be able to make a positive difference in the lives of the next 1.25 million young people.

Wishing you and yours a joyous and peaceful holiday season,

L. Scott McCormick
President & CEO



Making a difference

How MFA Summer Symposium students and teachers helped unlock a five-year-old's potential

Tommy Telgenhoff's mother, Toni Telgenhoff-Garner, shared this story with us as thanks for the impact MFA and the 2009 Summer Symposium staff and campers had on her little boy:

This summer, when I took my 5-year-old son to watch drummers practice during Music for All's Summer Symposium at Illinois State University, he took a liking to the drum majors. He watched a small group of them from the sidelines and practiced saluting and marching along with them. Soon, their director approached Tommy and invited him to watch the entire group rehearse on the field the next day.

Tommy woke up the following day eager to start off. To our surprise, the head director, George Parks greeted us and asked if Tommy would like to tell the 560 campers what he wanted to be when he grew up. Tommy raced to the podium with George and told the kids that his name was Tommy and he wanted to be a drum major when he grew up. The kids cheered. Tommy ran back over to us, all smiles. This was the start of something awesome! Tommy marched on the sidelines all day long, watching the kids and practicing his salute.

When he returned the next day he was greeted by smiles, hugs, and high fives. This continued throughout the week. Tommy called out commands to the entire drum major group. Campers and staff had pictures taken with him. He was walking around, full of pride, saluting everyone. All week long he had the most incredible smile on his face. George made him an "honorary vet" and gave him a vet pin, t-shirt and certificate. Tommy was even included in the group picture and brought onto the field in front of everyone at their final performance.

If you didn't know Tommy before this, you might not understand why this was such an awesome experience for him. Tommy has been diagnosed with bipolar disorder, ADHD, and sensory integration dysfunction. As a result, his self-esteem is incredibly low for a 5-year-old. He genuinely loves other people and shows no favoritism, but he has trouble loving himself. (At the ripe age of 5, Tommy has been hospitalized three times for suicidal behaviors and is on more medications than some entire families to help keep these behaviors at bay.)

To watch this same boy go through that week at Summer Symposium with a smile on his face and feeling so full of pride literally brought tears to our eyes. What's more incredible is that the campers are gone, George is back at home, Tommy's no longer greeted every day by more than 500 kids hugging and high-fiving him, but Tommy still walks around with that same smile on his face. He still feels full of pride for what he did at Summer Symposium. The boy that I knew a week before hardly even exists. I've not seen him this happy in a very long time!

For this I say a great big thank you to George Parks, his staff at the 2009 Summer Symposium and each and every camper who made a difference in Tommy's life. (They all did it without even knowing it!) Tommy is still practicing, marching and saluting, eager to show everyone next year how much he's improved! Thank you all for making such a difference in my little boy's life and in the life of our family! We love you all!

****SALUTE**** 



Tommy Telgenhoff proudly poses in his junior drum major hat, given to him at the 2009 Music for All Summer Symposium.



A glance behind the curtain

by Seth Williams



I am fortunate to have been a member of the “Centerville Jazz Band,” a band that has been taking part in Bands of America (BOA) events for 25 years. BOA afforded me, and thousands of others like me, an opportunity to march in nine different competitions in five states. While I will always be grateful to Wayne Markworth, former Centerville Jazz Band director of 35 years and BOA Hall of Famer, it was BOA that led me to Butler University to major in music.

Today, I am proud to say that I am an intern and valued member of the Music for All (MFA) team. After almost one year, I have gained enough insight to provide you—alumni, educators, parents/boosters, donors and friends—a glance behind the scenes and the information necessary for you to understand what it really takes to provide positively life-changing experiences. Join me for a peek into an organization that changes lives.

BOA Fall Championships

The opportunity to perform in professional venues such as Lucas Oil Stadium is a distinguishing factor of a BOA experience. Performing for thousands of fans in a professional stadium is a student’s reward for hundreds of hours of practice and dedication. The multitude of emotions experienced by the performer and fan alike bring many to tears. Knowing the impact, let’s explore costs.

It costs an average size high school band (120 members) roughly \$7 per member to attend a BOA Super Regional Championship (\$800). For \$7 (or two high-end coffee drinks), a student musician receives a performance opportunity in a world-class venue, professional feedback from some of the finest music educators in the world, the opportunity to see other marching bands from across the country, a commemorative certificate, segment patch and memories for a lifetime. Travel is not considered in the cost breakdown, but 15-29 regional championships spread across the United States from California to Maryland provide manageable travel distances for most geographical regions.

Now, let’s look at event expenses. Total expenses for the 2008 fall marching season were \$2.6 million. Total revenue from participation fees was \$539,215. Are you asking yourself how MFA can afford to provide these experiences? The answer is ticket and merchandise sales, sponsorships, and private support. Parents/boosters, alumni, donors and fans are critical components in MFA’s ability to accomplish its mission. Aside from the needed revenue, a performer’s positively life-changing experience requires an audience whose mere presence rewards each and every student that takes the field.



Seth Williams in action, representing Music for All.

MFA National Festival

Each year, the Music for All National Festival provides a stage for some of the nation’s most talented student musicians. I watched in awe as Honor Orchestra members performed on stage as part of the Indianapolis Symphony’s subscription concert. I also met some of the finest music educators in the world. Names such as Gary Green, James Campbell, Ron McCurdy and Larry Livingston are synonymous with this MFA event. Like my BOA experiences, this event challenged my imagination and convinced all present of the power of music. I witnessed first-hand the positive impact the National Festival has on the educator and musician alike. With that in mind, let’s look at a cost/benefit analysis.

Total costs for a student to participate breaks down to approximately \$140 per day (\$550 participation fee). Included for this price is a four-night stay at a premier hotel (4 star), all meals each day, a master class taught by one of the icons, a pinnacle performance opportunity with adjudication by outstanding music educators, the opportunity to meet and hear other outstanding student musicians from across the country, social events, a commemorative certificate and patch and a gala awards banquet.

Total expenses for the 2009 MFA National Festival were \$1,269,770. Total revenue from participation fees was \$991,905. Again, are you wondering how MFA can afford to provide these experiences? The answer, once again, is ticket and merchandise sales, sponsorships, and private support.

MFA Summer Symposium

While I was incredibly impressed with the excellence of the National Festival, I was not at all prepared for the profound impact that the Symposium would have on me. My first look at Symposium was during the opening session when 300 leadership weekend graduates led 700 new camp arrivals in a group chant. I watched as kids from more than 30 states chanted “MFA” in anticipation of the week to come. I was overtaken by the immediate cohesiveness of the campers, and their love of music was the common denominator. Even during my years of marching band, I had not witnessed anything that powerful.

I was able to sit in on directors’ sessions where some of the greatest names in music and pageantry arts gave lectures to aspiring educators committed to lifelong learning. I had the fortune to meet with Robert W. Smith, Michael Cesario, Tim Lautzenheiser, Bob Buckner and George Parks—all professionals at the pinnacle of their activity. The evening concerts provided even more education and entertainment. Performances by

[continued on page 13]

Partnership impacts lives

Music for All partnership with Indianapolis Public Schools instrumental music programs

Across the country, studies have shown that students involved in music education programs perform better on academic achievement tests. In Indianapolis, it's more than a statistic. Music for All's outreach partnership with Indianapolis Public Schools (IPS) has made a positively life-changing impact on the city's students.

According to America's Promise Alliance report, entitled *Cities in Crisis 2009: Closing the Generation Gap*, released this April, the IPS average graduation rate (currently 31 percent) slipped from 49th to 50th among the nation's 50 largest cities this year. However, the IPS Office of Research and Assessment has determined that 78 percent of the IPS students Music for All has touched from 2004 to 2008 have earned high school diplomas, more than double the IPS district rate and exceeding the national average of 71 percent. "This ... is not accidental

or happenstance," IPS Superintendent Eugene White, Ed.D writes. "It is the consistent result of discipline, hard work and purpose. These attributes are the gifts of Music for All."

Music education teaches creativity, teamwork, discipline and a positive sense of self-worth. To bring these benefits to the



Steve Orander, President of Sharp Business Systems of Indiana, presents award to Arsenal Technical H.S. of Indianapolis at the Sharp Business Systems 2009 IPS Marching Band Tournament.

local community, Music for All has created a vibrant, active partnership with Indianapolis Public Schools, sponsoring the IPS Marching Band Tournament, scholarships for IPS music students and educators at the MFA Summer Symposium, clinicians and in-services to help the educators, assistance with staff recruitment and much, much more – all in partnership with IPS' Keith White, director of district music education, and Linda Poulter, district coordinator of music education. It's an impressive, hands-on example of Music for All's commitment to music education and to being an involved citizen in the city that is home to its headquarters.

Even more compelling, however, are the stories behind the improved test scores and world-class performance and education opportunities. Because as important as these things are, involvement in a school music program means much, much more to the

[continued on page 19]



Indianapolis Public Schools

The John Morton-Finney Center for Educational Services
120 East Walnut Street
Indianapolis, IN 46204
TEL 317-226-4411 • FAX 317-226-4936

Eugene G. White, Ed.D.
Superintendent

Read full letter at musicforall.org/programs/ips

To Whom It May Concern:

Since assuming the position of "leader" of this mid-west urban school district in July of 2005, I have witnessed, first hand, the immeasurable impact that "Music for All" has had on IPS' student musicians and educators.

Each year, "Music for All" provides our high school band programs the opportunity to showcase their talent in the grandeur of Lucas Oil Stadium at the Bands of America Grand National Championship. The locally headquartered non-profit allocates a portion of its annual fundraising dollars to cover the cost of full-tuition scholarships at the Music for All Summer Symposium for [over 120] talented IPS musicians. ... IPS students and teachers have grown from the collegiate mentors hired by Music for All.

The IPS-Music for All partnership has resulted in an increased desire for achievement. IPS' student musicians' graduation rate is more than double the district rate and it surpasses the national graduation average of 71 %. ... These attributes [discipline, hard work, purpose] are the gifts of Music for All.

Sincerely,

Eugene G. White, Ed.D.

<http://www.ips.k12.in.us>

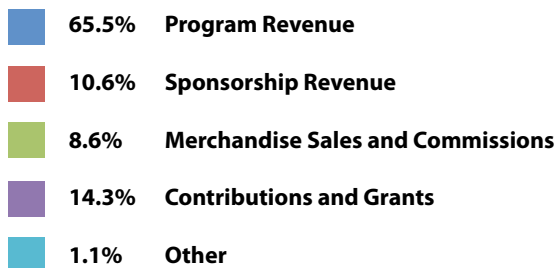
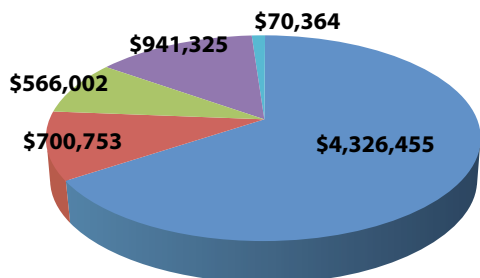
Excellence. Scholarship. Respect. Courage.



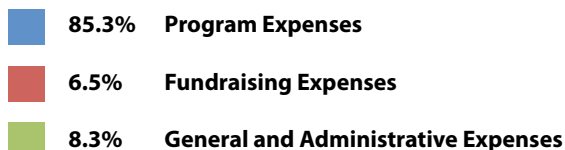
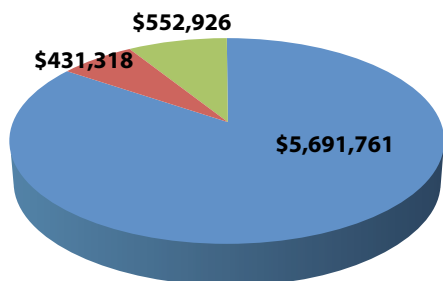
2009 MFA Summer Symposium Scholarship recipients

2009 Fiscal Year Financial Summary

**Music for All, Inc.
FY09 Revenue
March 1, 2008 – February 28, 2009**



**Music for All, Inc.
FY09 Expenses
March 1, 2008 – February 28, 2009**



You can find a copy of our most current audited financial statements and a copy of our 990 Federal Tax Return at www.musicforall.org/aboutus/finances/

The Music for All family would like to thank everyone who donated to the organization in fiscal year 2009 (ending February 28, 2009). Last year was one of many highs and lows, and Music for All would no longer exist without the generous support received by more than 1,700 new donors. Today, we continue to work to provide positively life-changing experiences to the many young artists we serve – with a recognition that charitable contributions will remain key to achieving our mission.

In the coming year, we will continue to expand the organization's fundraising reach by cultivating prospective donors locally and nationally. We are presently launching our annual fund drive around **35 Years of Positively Life-Changing Experiences**. This campaign will take us through our entire next fiscal year and incorporate our 35th Anniversary. We invite all of you to be a part of this very special celebration. Our campaign cabinet will consist of some of the finest educators, composers, leaders and advocates in music education and will be led by Dr. Tim Lautzenheiser. We will highlight the numerous lives we have touched, and we invite all of you to share your stories, pictures and videos. Our new Alumni/Donor micro-site will launch on or before December 1st and will attract alumni to classes of participation and allow information to be shared directly over Facebook accounts.

Visit my.musicforall.org to join the community and contribute!

Music for All's Bands of America Hall of Fame recognizes excellence

In March 2009, Music for All (MFA) welcomed James F. Keene and Norm Ruebling to Music for All's Bands of America Hall of Fame during the Music for All National Festival in Indianapolis. The BOA Hall of Fame recognizes exceptional individuals for their contributions to Bands of America and music education in the United States.

James F. Keene has been associated with MFA and BOA almost since its inception, having served on the BOA Advisory Board in 1979. Keene has been an evaluator for the National Concert Band Festival since 1995 and conducted the Honor Band of America in 2007. In 2008, Professor Keene retired from the University of Illinois, where he was director of bands. Among many other honors and professional experiences, he is an active conductor, clinician and adjudicator all around the United States and the world.

Norman Ruebling has been associated with Bands of America for nearly 30 years, starting as a SWAG Team member in 1981 and as a percussion instructor, adjudicator, director session instructor, lab band instructor, field show operations and spectator. Many thousands of summer campers know him simply as Norm, the Camp Director for Music for All Summer Symposium. Ruebling is currently president and owner of MO-X "The Airport ConneXion" and "Doc & Norm Direct LLC" shuttle and charter transportation companies of St. Louis, Kansas City, and Columbia, MO. Ruebling is an active musician and has served in universities and a high school as director of bands and as an adjudicator and clinician around the world.



James F. Keene



Norm Ruebling

Patrick John Hughes Parent/Booster Award Recognizing boosters' role in bands' success

Congratulations to:

Dan Adams – 2008 recipient
American Fork High School, Utah
and

Jim and Ginny Klopfenstein – 2009 recipients
Morton High School, Illinois

The Patrick John Hughes Parent/Booster Award annually recognizes the extraordinary commitment, dedication, support and sacrifice of music parents and boosters around the world by shining a spotlight on an individual who exemplifies these qualities. The award is given annually at the Bands of America Grand National Championships. Music for All congratulates the 2008 recipient, Dan Adams of American Fork High School, and the 2009 recipients, Jim and Ginny Klopfenstein of Morton High School.

The award is named in honor of Patrick John Hughes, the father of Patrick Henry Hughes. Patrick Henry is a remarkable young man who, despite physical challenges that would seem overwhelming to many, has excelled as a musician

and student, singing and playing piano and trumpet with the Louisville Marching and Pep Bands, with the help of his father, who tirelessly maneuvers his son's wheelchair through the formations with the other 220+ members of the Cardinal Marching Band. The Hughes family has been featured by numerous national media and has authored a book about their experiences. Music for All was pleased to welcome Patrick John Hughes back to the Grand Nationals to present the 2009 award to the Klopfensteins.

Read more about Patrick John Hughes and his family, the other award recipients and the Parent/Booster Award at www.musicforall.org/boosters/, where you can also find how to nominate the exceptional parent or booster in your music program.



Jim and Ginny Klopfenstein (left) accept 2009 award from Patrick John Hughes at Grand Nationals.



Dan and Karen Adams

Scott McCormick at the Quincy Jones Musiq Consortium

As a national leader in music education, Music for All President and CEO Scott McCormick participated in the Quincy Jones Musiq Consortium this spring. Musician Quincy Jones created the Musiq Consortium to unite leaders in music education, the music industry, corporations, foundations and philanthropists to share resources, networks, ideas and passion for making music an ongoing part of the lives of children in the United States.

Sponsored by NAMM and Time Warner, the first of two annual consortium meetings was held in New York April 29. The event drew more than 60 national leaders in public policy, music and arts education, and community-based music programs.


“We see Music for All as uniquely positioned to affect and positively impact at least three of the four goals of the Consortium through our educational programming,” says McCormick. “We are proud to collaborate with other visionary leaders in support of music education.” The goals of the Musiq Consortium are to:

- Increase the percentage of children that are participating in school and after-school music programs.
- Increase the quality and number of music educators in the United States, as well as employment opportunities for those who are best qualified.
- Via partnership with the Musiq Consortium participants, develop shared advocacy and funding initiatives for youth music programs.



(Left to Right) Quincy Jones, Billy Taylor and Scott McCormick.

- Ensure that all students, whether they are studying music in public schools or in after-school programs, are thoroughly grounded in the history of American music and its importance to their cultural identity.

The Consortium met again this November in New York at the Time Warner Center. Music for All CEO Scott McCormick, attended and participated on a panel focused on the teacher training priority. 


Naming celebration: Sandy Feldstein National Percussion Festival



Sandy Feldstein's life was marked by a willingness to share without hesitation his many talents, gifts, time and kindness. His remarkable generosity of spirit has continued since his passing in August 2007. Sandy was a prolific composer, educator, author and volunteer, and he served as a board member for Music for All. His family directed gifts in honor of his life to Music for All, creating a memorial fund that

generated \$60,000 from the many individuals who loved and respected him.

On November 12, 2009, a naming celebration and fundraiser was held at Music for All headquarters in Indianapolis. A fundraising goal of an additional \$75,000 was articulated to

create an endowment. A special auction was also announced that would occur in early January around the NAMM show to raise additional dollars. All gifts will support the percussion festival and the creation of a National Honor Percussion Ensemble for the Sandy Feldstein National Percussion Festival in 2011. **If you would like to donate to the Sandy Feldstein National Percussion Festival Fund, please visit www.musicforall.org or email development@musicforall.org and a Music for All representative will contact you.** 



The Mt. Lebanon High School Percussion Ensemble, under the direction of Richard T. Minnotte, performed at Music for All National Percussion Festival in March. They are shown here at the 25th Anniversary Evening of Percussion concert series in May. Photo taken and provided by Linda Minnotte.

With Pride!

by Jonathan Cao, 2009 TOR Honor Band Alumni

You know the feeling you get when your cell phone rings in a lecture hall of 300 students reviewing for an Acoustics exam, and your professor knows precisely the location of the perpetrator because he is, after all, an acoustics expert? This was what happened to me last fall. When I realized the call was from Scott McCormick, CEO of Music for All, to ask me to serve as one of the five drum majors of the Rose Parade Honor Band, I instantly forgot my mortification.

I was no stranger to Music for All events, from seeing Bands of America (BOA) shows, to attending Symposium in 2006, and even traveling to Indianapolis for Summit II that November when BOA was taking the final steps to become Music for All. I am an unabashed, unapologetic BOA/MFA-holic. I have yet to be involved in anything related to this organization that isn't completely first-class.



When we first arrived in California, it seemed a daunting task to assemble a parade unit that would stretch the length of a city block. Even after rehearsals, I was terrified that we would fall apart on national television, or worse – I would trip and cause a train-wreck. Actually, that was a nightmare I had on the second night. Thankfully, Music for All had assembled an all-star staff that was a dream team for an event of this magnitude. If anybody could teach 325 people to stand, march, and play like a group that had been rehearsing for five months, it would be them. The level of synergy I felt that week was inspiring. Students and staff both seemed to be in an unspoken agreement that we would all give 150 percent for five days to produce one of the most extravagant displays that Colorado Boulevard had ever seen.

That week in Pasadena turned out to be one of the most rewarding experiences of my life. Through sweating and performing together, we bonded in a way that is beyond words. Perhaps it can only be adequately described by



Jonathan Cao, second from left, with his fellow 2009 BOA Honor Band drum majors.

the music we made. I still talk to and hang out with the extraordinary people I met that week. In fact, I had the opportunity to see many of my friends from the parade this past summer at Symposium, and it reminded me of how much I believe in the mission of Music for All.

As we came around the infamous corner, I remember saluting more intensely than I ever had – “Eyes with pride,” as George Parks would say. The sound of cheers came from the stands, as we marched down the nearly 7-mile route. I had never felt so proud to be a part of a group in my entire life. I will always be grateful for that week, and I am fortunate to have experienced something so powerful in my lifetime.

Director George N. Parks and Sesame Street's Bob McGrath address the BOA Honor Band at their final rehearsal.



Making history at the Rose Parade

Music for All BOA Honor Band breaks new ground as part of the 2009 President's Award-winning entry

On January 1, 2009, the Tournament of Roses Parade® saw an entry unlike any before it. Three of the preeminent forces in music education and advocacy – Music for All (MFA), NAMM, and Sesame Street Workshop – combined efforts in an unprecedented display of collaboration, creativity, musicianship and beauty. From the collaboration of these three organizations, partnered with Studio Concepts and float designer and builder Gene Dent, the parade's first-ever “mega float” (a parade float with multiple units) told the whole world to “Believe in Music.” Sesame Street characters, singers, string players, a rhythm section and world musicians, surrounded by Music for All's Bands of America (BOA) Honor Band, charmed the parade route and took the Rose Parade's Presidential Award.

Each year, future presidents of the Tournament of Roses visit the Bands of America Grand National Championships to see and recruit some of the finest bands in the land. In addition, Music for All President and CEO Scott McCormick has attended the Tournament of Roses on a number of occasions and has offered consultation to the tournament's BandFest committee. From this supportive relationship sprung an invitation in 2004 for the BOA Honor Band, comprised of students from all over the country, to appear in the 2005 Tournament of Roses Parade. In 2007, Tournament of Roses President Elect Ronald H. “Corky” Conzonire presented the parade invitation at the Bands of America Grand National Championship for Music for All to participate in the 2009 Rose Parade. “To be selected for this unique experience is a once-in-a-lifetime opportunity for these students,” said McCormick at the selection. “The Tournament of Roses is one of our country's national pageantry treasures.”

NAMM, an MFA corporate sponsor, was also invited to have a float in the parade for a sixth year. Soon, a collaboration developed among NAMM; Studio Concepts and float designer and builder Gene Dent of Portland, Oregon; MFA; and Sesame Street Workshop, and the “Believe in Music” theme expressed these organizations' common beliefs. Over 15 months, all of these organizations met over the phone, in New York City and Los Angeles to discuss design and finalize the mega-float. “The Tournament of Roses Parade entry showcased everything we are as an organization – our mission, vision and core values – and it brought together not just the lead partners but also our sponsors like Yamaha, FJM, Remo and more, as well as the students and families we serve,” McCormick said.

Band members enjoyed a whirlwind week in southern California, busily preparing their parade performance. The wind students had been selected by virtual audition using SmartMusic and charged with practicing their music in advance of arriving, while the drumline attended a camp the weekend of Grand Nationals in November before arriving in California.

Once together, the band members formed lifelong bonds almost immediately, working together to create pinnacle performances at Disneyland, Bandfest and the parade itself. The band played a special arrangement of Sesame Street songs by Michael Klesch, accompanied by Sesame Street's Bob McGrath and several other musicians along with additional music specially arranged for the band in the parade. By the end of the week, they believed in more than music. They believed in one another.

“These are the best high school kids around, and they love what they do. It was great to be able to step up in front of them and help put together something so amazing,” said Mike Roche, one of the band's five drum majors. “It's just indescribable.”

“This organization has truly blessed me as a performer, and it is one of the most generous and giving organizations in the world,” said Stephen Prather, a 2009 BOA Honor Band percussionist who participated in the Rose Parade experience. “MFA's Bands of America has helped me become the person that I am today. My most cherished memory has to be when I marched in the 2009 Tournament of Roses Honor Band. The experience meant the world to me and gave me the chance of a lifetime!”

It's an experience that has stayed with many of the 2009 Honor Band members, who became so bonded they created a Facebook page just to help them stay in touch. This summer, 34 of the 2009 Honor Band members traveled to Music for All's Summer Symposium to be together again, revisiting what has proven to be a positively life-changing experience for all of them.

“There is no way this group of more than 300 students could have gotten together and created the family, music, cooperation, love and friendship that we have without BOA,” said Drum Major Taylor Watts at the Honor Band's last drill and dismissal. “Thank you!”



Still positively life-changing after three decades

by Dan Landbo, Pewaukee, Wisconsin
Former J.B. Conant High School Band
Member and BOA alumnus

I clenched my fist in the dry turf, pulled, and then thoughtfully studied the grass in my hand before stuffing the clump into my uniform glove. The 1980 Bands of America Summer National Championship was over, and our J.B. Conant High School “Cougar Band” had just finished the victory encore performance. Before leaving the field, I went back to my starting spot and took my turf trophy. I figured that years later, after all the friends had drifted away, I’d just have this. It had already been decided this would be Conant’s last season of competitive marching – shifting emphasis to the concert program. There would be no senior year BOA marching for me.


Our achievement in 1980 was – to this day – unique on the level of HOW we did it. Previous runs at the BOA crown involved the usual hired-gun drill writers, techs, and consultants. After not making finals in 1979, director Steve Hoerneman (“Mr. H” to us) decided a new approach would be taken: a largely in-house production. Mr. Hoerneman designed the show and wrote the drill himself. Music department assistant director and percussion teacher, Dave Lang, arranged the music. The four drum majors taught drill and visual, the flag and rifle captains wrote their own equipment work and the other section leaders took care of their own. Ward Durrett continued working with the drumline. The new mantra was: Just do the absolute best you can, and don’t worry about the rest. There would be no more over-hyped crying kids on the starting line as in past seasons. If you watch the Finals video on YouTube, you see the collective faces of cool professionalism. Just do the best you can, and don’t worry about the rest. One of the life lessons.

“This is it,” I thought, looking at the wad of grass. Or so I thought...

Five years later, a band reunion was held, with a tremendous turnout. The “band family” bonds were reestablished and strengthened. I think at about this same time most of us were also finally “getting” the 1980 accomplishment in the correct way – the longer view. It wasn’t about a trophy or a plaque on the wall. It wasn’t about a clump of starting line grass stashed away in a box of photos. It was about what a group of young people can do with focus, purpose, respect for others and love for what they are doing. The poem, “Believe in yourself and in your dream...” was handed out in the daily band announcements. I still have it. Thank you, Mr. H!

Beth Myers, one of the four drum majors from 1980, organized the reunion for 2000. Our next delayed life lesson was: your success also belongs to those that helped you get there. The 20th reunion was expanded to include alumni spanning the full “era” of Conant’s BOA involvement. Now, with a 30th Reunion in the works, I am still making new friends with those that marched before me.

Partially stemming from the 20th reunion, Beth (mellophone) and I (baritone and other things) joined the Racine Kilties Drum and Bugle Corps in 2002 (a competitive DCA “all-age” corps), grew close – and had a “totally Kilties wedding” on the 4th of July of 2003 – after marching parades! Beth also co-instructs the Fondy Winter Guard.

I still have that clump of grass – but the significance of it is diminished by what I really left the 1980 BOA field with: life-long friends, some of the most valuable lessons for life and (I had to wait 23 years) a wonderful wife. My final message is to those that think their marching career ends with scholastic band or junior corps: we’re 46 and the view is STILL better from the field! “On the field, from...” 



1980 Drum Majors with BOA Flag: (Left to Right) Dr. Tim Lautzenheiser, Beth Myers Landbo, Gary Markham, Kevin Mathis, Ken Skurnak, Pete Janzow and Larry McCormick



Beth and Dan's 2003
“4th of July Kiltie Wedding”



Beth and Dan, 2008

Music for All's Board of Directors

Leadership Behind-the-Scenes

Many thanks to the distinguished men and women who help lead this organization to serve in continually improving ways – and their words on why they choose to give their considerable talents and precious time to Music for All.

Gayl Doster, Chairman (retired President and COO of Brooks Drug, Inc.)

"I have been involved with music for more than 60 years and have seen first-hand that music can change lives. Music for All allows me to be actively involved in providing opportunities so young people can have life-changing experiences. I am proud to be part of an organization that provides these experiences, and in doing so teaches leadership skills, teamwork, discipline, and time management to young people."

Bruce Paynter, Vice Chair – "My father once told me that the saddest thing in the world is a person who does not have music in their soul. I have inherited that belief as well as the knowledge from experience that the finest inspiration and joy of group participation comes from music ensembles. For these reasons, I believe that Music for All gives an incalculable gift to hundreds of communities and thousands of young people. By assisting this effort in some small measure, I feel that I make a difference."

Jim Bickel – "Music was a big part of our family. It had a positive impact on my children. This is why I choose to help further Music for All's mission by serving on the board."


Patrick Burley – "My favorite quote is from Vince Lombardi – 'The quality of a person's life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavor.' I feel that these young

adults involved in our programming throughout the country represent this philosophy through their commitment to music and school."

Matt Carter – "I believe that enriching the mind is one of the greatest civic responsibilities we have as citizens. Music and the arts encourage a creative discovery that is both diversely engaging while enabling all to unlock learning in inspiring ways. Music for All embodies the pursuit of mind enrichment through a creative palate that strives to reach everyone with an opportunity for pursuit of their greatest potential. That is worth supporting with your time, talent and treasures."

Michael Kumer – "The Music for All mission statement is one of most compelling – and most inspiring – I have seen. Ever. The innovative notion of 'positively life-changing experiences through music for all' is a clarion call for anyone interested in making the world a better place."

Marlene Miller – "I have accepted the position to become an MFA Board member because I feel it is a way that I can continue to enhance the lives of young people. My family has been involved in almost every aspect of pageantry for too many years to mention. It has always been the mission of our entire family to give those we work with or are associated with the opportunity to have an experience that is enriching and life changing."

Tim Ochran – "Each and every day, it is my prayer that a life can be changed, and I know it can because I have witnessed it over my 25 years of experience with Music for All. This does happen, and it happens often when people are involved with this organization." 

A Glance Behind the Curtain

[continued from page 5]

Canadian Brass, Drum Corps International and Barrage gave students and educators a chance to see professional musicians in action.


For less than \$100 per day (\$589 tuition, 6 days) campers received housing and meals, world-class instruction from an international faculty, several unique performance opportunities, evening concerts and a positive environment to develop, grow and have fun.

Now, let's look at the cost of Summer Symposium. Total expenses for Symposium 2008 were \$1.2 million. Total revenue from participation fees was \$904,858. Even after adding in merchandise sales, sponsorships, and private support, total revenue was \$1,023,458.

Ticket sales are integral revenue for Music for All. More importantly, they are a crucial component of a participant's

experience and the magic of MFA.

Finally, in a world of increasing event costs and declining ticket sales, contributions are critical. Without philanthropic support, Music for All cannot provide positively life-changing experiences that communicate the importance of music education. More than 75,000 students and educators take part in MFA programs each year. It is hard to believe that MFA employs only 18 full-time staff. If not for hundreds of volunteers, and a few interns like me, we simply would never get it done.

In addition to being an intern, I have become a donor. That is, an alumnus who is committed to ensuring the sustainability of an organization that has provided nearly 35 years of positively life-changing experiences to over 1.25 million people like me. I hope I have provided you the knowledge to make the same commitment. 

Music for All Advocates

Music for All would like to thank every student, parent, alumnus, educator, family member, and fan for their individual contributions. Without the continued support of donors, we could no longer offer positively life-changing experiences. Each gift – of any amount – is significant and directly impacts MFA programming. If you would like to help ensure the future of these outstanding musical experiences, please call the MFA Development Department at (317) 524-6233.

This listing reflects gifts and pledges processed between March 1, 2008 and July 31, 2009. Every effort has been made to ensure the accuracy of this listing. We apologize for any inadvertent errors or omissions.

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BOA Alumni Campaign Founding Alumni Chapter Schools

On December 11, 2008, Music for All kicked off its first virtual fundraising campaign, appealing to the more than 1.25 million individuals that its Bands of America program has served. In 81 days, alumni, parents, grandparents, educators and fans from across the country banded together and donated more than \$252,000 to support the not-for-profit organization that had provided them with positively life-changing experiences. During this time, donations came in representing more than 200 school music programs. Music for All thanks every donor and every school who reached out during the campaign, and we especially recognize the 16 programs whose giving earned them the status of BOA Founding Alumni Chapter Members.



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FINALS



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[continued from page 6]

students touched by Music for All's IPS programs.

Kelly Hershey, director of bands for Broad Ripple High School in IPS, sees that impact every day. Broad Ripple High School's students have more instruments than most, thanks to a relationship with Avon High School facilitated by Music for All. And Hershey has a very welcoming program. Her guiding hand and high expectations have built the band programs from 17 kids to almost 175. The high school has won Music for All's IPS Marching Band Tournament at the Bands of America Grand Nationals three years in a row, and its fans also won the tournament's Spirit Award, which earns funding for the school's band program, in 2008 and 2009.

Many of Hershey's students come to her having never been able to play an instrument before, due to a lack of programs or an inability to afford an instrument. "These kids tell me they want

to be in band so bad, and what they're really saying is, they want to be needed," Hershey says. "Some of those kids end up being my best musicians, and others may only know a few notes, and either way, it's okay. They're part of the band. Band is a family, and many of these kids need a family more than anyone."

Today, more and more IPS students are becoming a part of the band family. Thanks to a \$1 million donation from Music for All's national advocacy partner, VH1 Save the Music, all IPS elementary schools now offer instrumental music programs. Together and with help from sponsors like VH1 and others, Music for All and the Indianapolis Public Schools music educators are instilling more than musical ability – they are providing life skills and a sense of desire and confidence in students who just need a little bit of help to unlock their potential. 



IMPACT

Volume II • Fall 2009



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The 2009 BOA Honor Band breaks new ground at the Tournament of Roses Parade.

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