



THE OFFICIAL E-NEWSLETTER OF THE  
PERCUSSION MARKETING COUNCIL

[www.playdrums.com](http://www.playdrums.com)

FALL 2008

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Welcome PMC members and industry associates. Inside are the main projects and activities that resulted from the growing PMC marketing initiatives. In our quest to expose more students and non-players to the joys of drumming, these activities are benefiting the entire percussion industry. Our members provide countless hours and dollars of support and guidance. The Percussion Marketing Council is our industry's only trade association dedicated exclusively to expanding the market for percussion and providing a voice in the music products industry.

A handwritten signature in black ink, appearing to read 'Brad Smith', is written over a faint background image of a drum set.

Brad Smith  
PMC Co-Executive Director

## PMC Receives NAMM Foundation Grant for 2008-2009

The NAMM Foundation announced its grant awards recipients just prior to this year's Summer Session convention in Nashville. The PMC received specific funding for further program development and expansion of the highly successful **Roots Of Rhythm** and **Percussion In The Schools** programs. These generous Foundation funds will help underwrite these PMC educational school-related programs during the 2008-2009 school years. The recent NAMM Newsletter stated "Percussion Marketing Council's mission is to provide professional marketing and advertising campaigns, programs, and activities that bring increased public awareness to drumming, increasing the number of people playing all types of drums."

The official check presentation was made to the PMC by a NAMM Board Member during its Executive Board meeting in Nashville.



*Pictured left to right are PMC Co-Executive Directors: Paul Damiano, Brad Smith, Pat Brown, Karl Dustman, and Alan Rosen, NAMM Board of Director and President, Bananas At Large.*

## PMC All-Member Meeting scheduled for Anaheim

January 2009						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Plans are in place for the annual All-Member Meeting conducted during the January NAMM convention to be moved to a more convenient day, time and will include breakfast.

In response to member requests and in an effort to allow more guests and percussion industry executives to attend, the meeting has been confirmed for **Saturday morning, January 17, 2009 from 7:30-9:30am in the Anaheim Hilton Hotel, located next to the convention center, Laguna Meeting Room A.**

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## JOIN THE PMC!

If you are not already a member of the Percussion Marketing Council and want to participate in our mission to increase the drum and percussion market, please contact Advisory Board Member, Phil Hood at [philhood@pacbell.net](mailto:philhood@pacbell.net) or telephone 408-971-9794 for membership benefits, details and New Member Application.

**All firms within the percussion products industry are welcome to join.**



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## Roots Of Rhythm Completes Outreach Training Workshops, Announces Austin Texas event during PASIC

Roots of Rhythm Program Director David Levine, announced the successful completion this year's first three Trainer Training Workshops in Los Angeles, Cleveland, Ohio and Washington, DC. A fourth workshop is in development and scheduled for Austin, Texas this coming November during the same weekend as the PAS International Convention. As a result of these workshops over two dozen facilitators will be certified as ROR Trainers this year; increasing the potential reach of the program from 150 to 750 new classroom teachers, and as many as 25,000 students, per year.

The two-day Washington, DC Trainer Training Workshop was followed by a one-day Teacher Training seminar that allowed the newly certified ROR Trainers to gain valuable

experience working with classroom teachers under Roots of Rhythm author and master trainer Dr. Craig Woodson's supervision while also providing ROR training to additional local teachers.

This year's fourth ROR Training Workshop in Austin, Texas will also include both Trainer and Teacher training days and will be held at the One World Theater in Austin, November 7-9.

Since the beginning of Roots of Rhythm in 2004, over 1000 teachers have taken workshops presented by PMC, NAMM, Ethnomusic and the International House Of Blues Foundation and have incorporated the innovative curriculum into their classroom activities—bringing the benefits of music participation to

tens of thousands of children. Major funding for Roots Of Rhythm is provided through a NAMM Grant with product and logistical support for the recent ROR training activities provided by PMC Members, Remo, Pro-Mark, Latin Percussion, Toca, Regal Tip and Universal Percussion. Check the Roots of Rhythm website at [www.rootsofrhythm.net](http://www.rootsofrhythm.net) for complete program details.

### MEMBER BENEFIT REMINDER

Want to reach all the teachers, trainers and retailers that have experienced Roots of Rhythm? The Roots of Rhythm Program database contains up-to-date mailing list/contact information of all Teachers, Retail Dealers and Trainers that are actively involved in the Roots of Rhythm program. This information is compiled and available exclusively to PMC Members for use in contacting the individuals and stores that are supporting the PMC/NAMM-sponsored Roots of Rhythm program. This is an ideal way to make direct contact about your products and services from PMC Member firms. Let us know if you'd like the updated database sent to you.



[www.playdrums.com](http://www.playdrums.com)

## Percussion in the Schools Program Gears up for 2009 Tour with Celebrity Spokesperson

Percussion in the Schools is one of the PMC's most cost effective and educational programs. The program reports over nineteen different school concerts during 2007-2008 reaching over 10,000 elementary and middle school children. Beginning in the 1st quarter of 2009, PMC has arranged for an international drummer celebrity to capture more attention for the educational merits of the program by conducting a Percussion in the Schools concert in his hometown middle school. Full details and media campaigns will be announced later in the fall.



The educational-promotional initiative is a direct result of the recent Percussion Industry Survey responses from the entire industry and all PMC Member firms. The Percussion industry is market driven by the fact that more youngsters seek playing a percussion musical instrument because of the popular music attraction.

If the PMC can increase the "I Want to Play Drums" connection through an educational experience driven by an internationally respected drummer and recording artist, we have remained true to the mission of the organization and its commitment to the industry.

## PMC Provides Dealer Education Sessions at NAMM Convention Idea Centers

"How To Grow Your Female Percussion Market." was the title for the lively panel presentation the PMC conducted for all music retailers at the Nashville convention's NAMM Idea Center. PMC's Marketing and Promotion Director Billy Cuthrell assembled an elite group of panelists that provided targeted insights from percussion retailing, manufacturing and education. Moderated by Bentley-Hall's Honore Stockley, the purpose of the presentation was to encourage and explain to dealers the need for and how-to make their store's percussion departments more inviting to the growing female percussion market segment. Panelists included: Dr. Julie Hill, Assistant Professor of Music, Director of Percussion Studies, University of Tennessee, Martin; Melissa Forkum, Forks Drum Closet, Nashville; and Stacey Montgomery-Clark, Director Sales & Marketing, Sabian Cymbals.



*L-R; Honore Stockley, Stacey Montgomery-Clark, Melissa Forkum, Dr. Julie Hill.*

NAMM has invited the PMC to expand its retailer market development and assistance by conducting another panel presentation during the January 2009 NAMM convention. Details on the title, content and recognized panelists will be listed in our next newsletter.



## November International Drum Month to target PMC Drum Gear Contest

The PMC Executive Committee announced a specific strategy and theme that will attract attention from every drummer and drive them to the PMC website while providing national exposure for the products of the Percussion Marketing Council membership firms.

The launch of the PMC DRUM GEAR CONTEST seeks contestants to express and share "Why Drumming Is Important to Me?" Entrants will be able to enter either via video or in writing by visiting the PMC website, [www.playdrums.com](http://www.playdrums.com). A special YouTube channel has already been created ([www.youtube.com/WeDrum](http://www.youtube.com/WeDrum)) as a place to feature the "Best of" videos.

International Drum Month Chairman Pat Brown indicates that the contest details are almost complete and both *Modern Drummer* and *DRUM! Magazine* will be providing the launch and support podiums for the contest with large scale visibility in their publications and web sites. Each PMC Member is contributing all sorts of equipment and educational support materials for the contest prize packages. From the product donations we receive from our PMC Members we will organize the product prizes into multiple grand prizes and several secondary prize packages to improve the chances of having **more** winners.

All PMC Members logos will be listed in the full page color advertisements. Contest launch dates are being finalized to coincide with the month-long International Drum Month theme running in the two publications that will coordinate the announcement and official advertised opening of the Contest. Watch for further details coming from *Modern Drummer*, *DRUM!* and *Drum Business*.



## THANK YOU!

The success and on-going development of the Percussion Marketing Council is a direct result of the commitment and support of the current PMC Membership Roster. The PMC Executive Committee wishes to acknowledge and THANK YOU for your continued support to our organization and the percussion industry:

*Alfred Publishing, Cleavelander Drum Co., Drum! Magazine, Drum Business, Ethnomusic, Gibraltar Hardware, Gretsch Drum Company, Hal Leonard Corporation, Hudson Music, Kaman Music, KoSA Educational Workshops & Festivals, LP Latin Percussion Music Group, Randall May International, Modern Drummer, Musicorp/MBT, Progressive Percussion, Pro Mark, Regal Tip/Calato, Remo Inc., Roland Corporation, Sabian, Toca Percussion, Traps-The Arts Of Drumming, Universal Percussion, Vic Firth, Yamaha Corporation of America, Zildjian.*

A special thank you to our continued Industry Alliances: The NAMM Foundation, Percussive Arts Society

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# The Percussion Marketing Council Drumming Up Business!

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 MGT INTERNATIONAL • RANDALL MAY INTERNATIONAL • REGAL TIP/CALATO • REMO, INC. • ROLAND  
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