



THE OFFICIAL NEWSLETTER OF THE
PERCUSSION MARKETING COUNCIL

www.playdrums.com

FALL 2009

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Taking it to the streets...and classrooms

Welcome PMCB members and industry associates. Our market development programs continue to get tremendous exposure while gaining market-wide momentum in every segment of our industry, thanks to your support. In recognition of the very challenging economic times the entire music industry is facing the PMCB recognizes its responsibilities to its members we serve as well as the entire percussion industry. This newsletter will explain what we are and will provide a broad insight to what we are and will be doing to increase the number of players.

Fourteen years ago during similar turbulent times, a group of industry leaders assembled and created the first International Drum Month in November. The success of this annual promotion and awareness campaign eventually founded the Percussion Marketing Council. From those humble beginnings we have come a long way in contributing to the market growth for all percussion products.

Founded on our Mission for creating more drummers and increasing the general population's interest in drums and drumming, we have created an International Drum Month campaign for this November that could become our most successful ever. Combined with our long-term growth and development of in-school programs for teachers and students with the continued support of the NAMM Foundation, 2009 will go on the record book as a very productive year.

It is our diverse membership that provides countless hours, dollars of support and their professional guidance that secures the PMCB's position as the Percussion Industry's trade association. We are your voice in the music products industry and welcome everyone in our industry to participate and get involved.

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

Brad Smith
PMCB Co-Executive Director

Percussion Marketing Council Announces International Drum Month Campaign with Dealer Activity

The 14th annual International Drum Month campaign is going all out to bring new drummers and drum stores together to make more players. Through prominent consumer advertising and social network media, this year's IDM program offers wanna-be-drummers their first pair of drums sticks and starter book or DVD from the PMC—FREE. Validation of the redeemable coupon from the PMC advertisements or website will require the future drummer to have the local music store or drum shop “validate” the PMC coupon. This allows the retailer to make “first contact” with the new drummer, building the foundation with this new customer from the very beginning.

The retailer validation process becomes one of the PMC's reporting tools to the membership, measuring consumer responses and implementing a 6-month follow-up with participating dealers using these new customer leads, provided by the PMC.

The national offer will be promoted and targeted to all ages through various forms of electronic social networking. Efforts are also in place with various non-musical youth oriented lifestyle magazines in markets like skateboarding, video gaming, roller-blading and scouting and others, with intentions of arranging advertising support for the free readership offer.

Music industry trade publications (*Music Trades*, *Musical Merchandise Review*, *Music Inc.*, *Music & Sound Retailer*, and *Drum Business*) will once again support this annual market development campaign by including a full-page

got drumsticks?

Celebrate Drumming during International Drum Month

Now's the perfect time to play the drums. The Percussion Marketing Council is giving you a pair of drumsticks and bonus book or DVD absolutely FREE. No purchase necessary, no strings attached.

Just complete the attached form, then visit your local music store or drum shop, get it signed, and send it to the PMC. We'll send you your FREE Beginner's Pack right away. It's just that simple.

Get connected with the top brands of drum products, accessories, and publications through PMC Membership firms.

November is International Drum Month. Get drumming now before the free stuff is gone.

Beginner's Pack contains one pair of drumsticks and one of two books or a DVD courtesy of Alfred Publishing, Hal Leonard Publishing, and Hudson Music.

Ready for your free drum gift?

Just visit your local music store and have a store employee sign this form. Then mail it to the PMC. Your free Beginner's Pack will arrive in 6-8 weeks.

Name: _____
 Address: _____
 City/ST/Zip: _____
 Phone: _____
 Email: _____

Store Name: _____
 Store Phone: _____
 Employee Signature: _____

Mail this form to:
 Percussion Marketing Council
 P.O. Box 32282
 Cleveland, OH 44133
 Office hours: 121.31.010
 Offer valid in Continental US only.
 Form can be downloaded at PlayDrums.com

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For direct links to all our members and their products visit the PMC's website: www.playdrums.com

2009 NAMM Foundation Grant Recipient

color trade advertisement informing the retailer about the campaign. Included in the trade advertisement will be other information on PMC school programs which retailers can be involved, through various in-school program initiatives.

Further details about the International Drum Month program (and redemption coupon) can be found at www.playdrums.com.

CALLING ALL MEMBERS!
Winter NAMM Meeting Scheduled

Plans are in place for the annual All-Member Meeting conducted during the January NAMM convention in Anaheim, CA. Please mark your calendar NOW for **Saturday, January 16, 2010, 7:30am-9:30am** in the Anaheim Hilton Hotel, (located next to the Convention Center), Laguna Meeting Room A. Confirm your attendance to kbdustman@aol.com by December 1st.

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PMC members meet at Summer NAMM show

Despite the reduced attendance at this year's Summer NAMM, over a dozen members and guests met on Saturday, July 18 and reviewed activities and developments for the PMC core programs; Percussion in the Schools and Roots of Rhythm. Meeting attendees heard "on the front line" reports from Nashville-based PMC Percussion in the Schools Facilitators, Zig Wajler (Hands on with Zig) and Todd London, (Matrix Percussion Trio). The insights these professional facilitators provided, clearly identified and supported the wide-spread positive affect the PMC programs are having on elementary and middle school children. Despite shrinking school budgets and challenges in scheduling, these PMC all-school concert assemblies provide first-time drumming experiences to thousands of students and connect local retailers with this enthused student body.

PMC Receives 2009 NAMM Foundation Grant

A highlight of the All Member Meeting in Nashville was the appearance of NAMM Chairman, Chip Averwater attending the meeting and delivering the NAMM Foundation's check of support to the PMC. NAMM's continued commitment and support to the PMC allows the Roots of Rhythm and Percussion in the Schools programs to expand to more geographical markets. Exposing more students, teachers and trainers to Making Music with Percussion through these programs is made possible by NAMM's continued generous support.



Check presentation festivities included (left to right) Antoinette Follet (Bentley-Hall), Chip Averwater (NAMM), David Jewell (Yamaha), Honore Stockley (Bentley-Hall), Stacey Montgomery-Clark (Sabian), Karl Dustman (PMC), Brad Smith (PMC), Bob Yerby (Remo), Todd London (Matrix Percussion Trio), John Sagastegui (Music With Colors), Zig Wajler (Hands On With Zig).

New Percussion in the Schools Facilitator



John Dare has been added to the growing list of PMC certified professional program facilitators for the PITS in-school concert program. John will develop in-school concert presentations at elementary and middle schools in the New England area. Coming from a long heritage of drummers in the family, John has been sharing his love of drumming from an early age and now brings that Percussion Passion to the PMC in-school concerts activities. An alumnus of Berklee College of Music, John has enjoyed a successful performing career and has been teaching percussion for over twenty years. He has performed drum clinics and workshops at schools across the Central New York region.

John feels the PMC "Percussion in the Schools" is exactly the right way to positively influence young people to want to play drums. His goal is to have as many children as possible say to themselves, "That looks like fun! I want to try that!"



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“Why Drumming is Important to Me” Grand Prize Winner receives PMC equipment

The 2008 International Drum Month essay contest, “Why Drumming Is Important to Me” recognized twenty-one individuals for their outstanding essays. Prize packages contributed by all PMC Members created one of the largest percussion instrument “Free Drum Stuff” give-aways on record.

Chicago-based Grand Winner, Mike Gallichio picked-up his complete Grand Prize from The Drum Pad, in Palatine, Illinois. The Grand Prize included components from PMC members Kaman Corporation/Gretsch Drums, Calato-Regal Tip, Sabian Cymbals, Randy May Intl., Remo Inc., Hal Leonard Corp., Drum! Magazine, and Progressive Percussion.

Twenty-one other winners received PMC member-donated products: Melquan Gomez-Jones, Santa Ana, CA; Will Black, Johnson City, TN; Kim Leary, Red Bank, NJ; Stephen G. Solowy, Fulton, NY; Cory S. Parrotte, Honor, MI; Thomas L. Nunn, Bonne Terre, MO; Robert Crate, London, ON, Canada; Bryan Riordan, Hillsborough, NJ; Geraldine Walker, Shreveport, LA; Brad R. Richards, Morgan Hill, CA; Dustin Daniel, Rio Vista, TX; Joel Popelsky, Highland Mills, NY; Chris Wetzel, Strongsville, OH; Corey Colmey, Rome, NY; Stuart Wertlieb, Silver Spring, MD; Dan Mahoney, Chesterton, IN; James Phillips, Hendersonville, NC; Marcus Carpenter, Charlotte, NC; Billy Gutierrez, Florissant, MO; Jon Chittenden, Bradenton, FL



The PMC would like to thank Jim Streich and Victor Salazaar of The Drum Pad for their assistance in making this presentation to Mike on behalf of the PMC. (Mike Gallichio, left; Victor Salazaar, right)

Winning entry from Mike Gallichio:

Drumming moves me and moves others. Drumming allows me to visit distant exotic lands within its rhythms. Drumming creates happy feelings and feelings that I belong. It is an escape and a homecoming. Drumming grounds me and gives me a better understanding of everything. It allows me to play with time. Drumming allows me to entertain. With drumming I can be as soft as a whisper, as tender as a kiss, or as loud and powerful as thunder or volcanoes erupting. It is a total connection of mind, body and spirit. It is magic. It is flight. It allows me to heal, even if only for the moment.

As a drummer it is important to connect with people. Drumming is giving, caring, loving, breathing, and living. Drumming lets me share what God has given me with others including God. Drumming allows me to express myself. It also provides for me. Drumming can take me into different realities. Drumming is important because it is truth and illusion at the same time. Drumming allows me to inject rhythm into the hearts of people then sprinkle them with some beautiful percussion glitter dust. Drumming lets the polyrhythms flow through my veins and sculpts my imagination and that of others. Drumming is important because without it, life could not exist.



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ROOTS OF RHYTHM UPDATE

In keeping with the mission from the NAMM Foundation, the PMC continues to schedule, complete and quantify the various education workshops conducted for Teachers and Trainers. As the completion of 2009 approaches, Program Director, Dr. Craig Woodson provides the following report on Roots of Rhythm Workshops conducted during 2009:



Cleveland Workshop

May: Cleveland, OH: Attended by 9 Teachers and 7 Trainers. Potential student impact: 6,400
May: Washington, DC: Attended by 17 Teachers and 9 Trainers. Potential student impact: 10,400
June: Hollywood, CA: Attended by 12 Teachers and 10 Trainers. Potential student impact: 8,800
August: Washington, DC: Attended by 8 Teachers and 9 Trainers. Potential student impact: 6,800

TOTAL TEACHERS: 46 • TOTAL TRAINERS: 35 • TOTAL NUMBER OF POTENTIAL STUDENTS IMPACTED: 32,400

Fall Workshops scheduled in Indianapolis during PASIC



Dates: November 13-15, 2009

Location: Bongo Boy Music Studio, Indianapolis, IN

Teach teachers: For teachers who want to become certified to teach other teachers: Friday 5pm-9pm; Saturday 8:30am-4:30pm

Teach students: For teachers who what want an introduction to teach K-12 students: Sunday workshop 9am – 4pm

Supply fee: \$25 for Friday-Saturday workshop, \$15 for Sunday workshop, \$35 for whole weekend's Friday-Sunday workshops. Payable in advance to PMC (address on back cover)

Register: www.rootsofrhythm.net/upcomingworkshops.html

ROOTS OF RHYTHM Program featured on Voice of America International Radio Broadcast

On August 10th, Dr. Craig Woodson was interviewed on Voice of America's Kurdish section. A former drum student of Dr. Woodson with Kurdish heritage, Ariel Sabar, suggested that he make contact with the international radio broadcast officers. This VOA interview was conducted in Washington, DC, focusing on the ancient daf drum. Specific coverage of the PMC, NAMM Foundation support, and the new PMC Special Edition, Chapter 16 on the daf, were included. It can be heard at www.voanews.com/kurdish/2009-09-15-voa3.cfm (click the left side 'Real' button).

College Credit now offered for ROR Attendees

The PMC has created a strategic alliance with Ashland University in Northeast Ohio to offer College Credit for teachers attending future PMC-ROR Workshops, beginning with the November 2009 workshop in



Indianapolis, IN. The one unit of college credit is now available for PMC-ROR workshops attendees attending

both the ROR Training and Introduction workshops for a total of 16 contact hours. Complete details and instructions are included at the Roots of Rhythm website, www.rootsofrhythm.net.



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Percussion in the Schools Connects ROR and NAMM Advocacy Efforts

In an effort to connect the need for Music Education with each school, student, teacher, parent and administrator attending a Percussion In The Schools concert program, PMC has arranged to have NAMM “Why Learn To Play Music” brochures and “Wanna Play?” buttons distributed at each concert. Beginning this fall, the concert assemblies will also start distributing the Support Music.Com musical instrument identification tags for each band and orchestra student attending the PMC in-school program.



The integration and synergy between the Roots of Rhythm and Percussion in the Schools programs continues to grow. PMC will be sending each PITS facilitator a document that outlines the Roots of Rhythm concept with regards to incorporating ROR into the school curriculum. At the same time, PMC will ask each facilitator to provide a copy to the school of the Roots of Rhythm Book, *Classroom Connections*, which directly connects the ROR program to the State Educational

Standards in Language Arts, Math, Science, Social Studies, Visual & Performing Arts, all by grade Level. This PMC funded project was authored by Anne Fennell, a nationally

PMC will also start including six pairs of 3/4-size hickory drum sticks with each PITS program materials box sent to our facilitators. These are imprinted with the PMC Logo and “Be a Player.”



recognized Orff-Schulwerk Specialist in collaboration with ROR author, Dr. Craig Woodson.

These will be promotional giveaways as determined by each facilitator, at each in-school concert.

WANT TO GET INVOLVED MORE IN THE PMC? Become a Member of the PMC Advisory Board!

There are vacancies on the Advisory Board that the Executive Committee seeks to fill with qualified individual members of the organization. This is an excellent way to contribute your knowledge, experience and vision for the organization while helping to steer the PMC to new directions, opportunities and resources for greater development.

Anyone interested in serving the organization in this capacity is encouraged to speak with Co-Executive Director Karl Dustman for more details. He can be reached at: E-mail: kbdustman@aol.com, Telephone: 440-582-7006, Fax: 440-230-1346



www.playdrums.com

New PMC Member Profile:

Music-With-Colors

Music-With-Colors is a revolutionary new method and product for learning percussion and basic music. Music-With-Colors offers a full product-line ranging from a Beginners Lesson



for basic music, to a Pro-Series Lesson for learning more advanced percussion moves. Music-With-Colors can introduce young children and people with special needs to percussion, and help them develop concentration, cognitive thinking, and academic skills.

We welcome John Sagastegui and the Music-With-Colors company. Thank you for your commitment to the PMC mission.

EDUCATIONAL MEMBER NEWS

Educational member KoSA opened its new KoSA Centre for the Arts on July 30th. Located in Montreal, the annual International Percussion Workshop, Camp, and Festival introduced its spectacular new home during the day-long grand-opening activities. Opening celebration attendees received hands-on training from legendary artists: Ndugu Chanler, Trichy Sankaran, Giraldo Piloto, Walfredo Reyes Jr., and Glen Velez, to name just a few. Evening festivities continued with the faculty performing in electrifying concerts at the KoSA Music Festival. KoSa Educational activities and events are supported by an array of various PMC Membership firms. For more details on the event and other KoSA programs, visit www.kosamusic.com.



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 each member and representative for the continued support to our organization and the percussion industry:



Also, thank you to our continued Industry Alliances: The NAMM Foundation, Percussive Arts Society, Music Educators National Conference, and National Association of School Music Dealers.

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 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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THE 2009 INTERNATIONAL DRUM MONTH PRINT CAMPAIGN

got drumsticks?

Celebrate Drumming during International Drum Month

Now's the perfect time to play the drums. The Percussion Marketing Council is giving you a pair of drumsticks and bonus book or DVD absolutely FREE. No purchase necessary, no strings attached.

Just complete the attached form, then visit your local music store or drum shop, get it signed, and send it to the PMC. We'll send you your FREE Beginner's Pack right away. It's just that simple.

Get connected with the top brands of drum products, accessories, and publications through PMC Membership Firms.

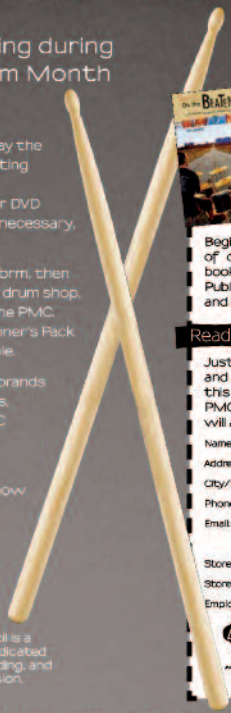
November is International Drum Month. Get drumming now before the free stuff is gone.



The Percussion Marketing Council is a non-profit 501-c corporation dedicated to the advancement, understanding, and enjoyment of drums and percussion.



For direct links to all our members and their products visit the PMC's website: www.playdrums.com



Beginner's Pack contains one pair of drumsticks and one of two books or a DVD courtesy of Alfred Publishing, Hal Leonard Publishing, and Hudson Music.

Ready for your free drum gift?

Just visit your local music store and have a store employee sign this form. Then mail it to the PMC. Your free Beginner's Pack will arrive in 6-8 weeks.

Name: _____
 Address: _____
 City/ST/Zip: _____
 Phone: _____
 Email: _____
 Store Name: _____
 Store Phone: _____
 Employee Signature: _____
 Mail this form to: Percussion Marketing Council, P.O. Box 33252, Cleveland, OH 44133. Offer valid in Ohio. Form can be downloaded at www.playdrums.com.

CREATE MORE DRUMMERS

TRADE AD

sell drum stuff?

Then get ready for a lot of new customers!



The Percussion Marketing Council wants to create new drummers. So, this holiday season, we're giving drummers an incentive to visit your store by offering them a Beginner's Pack containing a pair of drumsticks and bonus book or DVD absolutely FREE.

Each PMC member is your store's partner in creating and growing your percussion business. How? Visit the PMC's website to learn more about the programs and campaigns to create more interest in drums and drumming that bring new customers into your store.



Coupons for the free Beginner's Pack will appear in various publications or may be downloaded from playdrums.com and redeemed directly through the PMC.

But, there's only one small catch. Your store must validate the PMC coupon, which allows you the opportunity to meet, greet, and create a brand new customer sent to you by the PMC.

How about five International Drum Month retail idea tips that can set you apart as a drum dealer? Our members have created all kinds of programs to help you expand your percussion sales. Visit playdrums.com/idm for more info.



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We're Building Your Market, But You Need To Get Involved. Visit www.playdrums.com for complete program information on:



ROOTS OF RHYTHM
 An in-school teacher's curriculum for students that connects drums and drumming with academic subjects like math, science, geography, and world cultures.
www.rootsofrhythm.net

PERCUSSION IN THE SCHOOLS
 An all-school percussion concert assembly program that gets kids playing drums for the first time.



Learn how these programs benefit you or how to get involved at www.playdrums.com or email kodustman@aol.com

CONSUMER AD

CREATE MORE IN-STORE TRAFFIC

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