



*The Official E-Newsletter of the Percussion Marketing Council*  
[www.playdrums.com](http://www.playdrums.com)

**Welcome PMC members and industry associates.** Below are the main activities that have come from the PMC marketing initiatives. In our quest to expose more students and non-players to the joys of drumming, these activities are making a difference but we need your continued support. Please contact me with any news to share in the next newsletter. Hope to see many of you in Nashville. Thank you..

—Brad Smith, PMC Co-Executive Director

## **IN THIS ISSUE: SPRING, 2008**

- **Roots of Rhythm School Program** announces 2008 training sessions.
- **Percussion in the school Program** reaches 10,000 students mark.
- PMC sponsors innovative **Mother & Daughter “Girls Rule” event** in Oregon.
- **Drumming is a Lifestyle** marketing campaign planned for fall 2008 kick-off.
- **Community Drum Circle** planned at the Boston RPMDA convention.

## **Roots of Rhythm (ROR)**

Continues to be a primary program of the PMC, serving the needs of schools, teachers, students, parents, music retailers and the percussion industry by strengthening its foundation and creating NEW music makers. Under the direction and guidance of Advisory Board Member David Levine, recent program expansion has included program content, Teacher Training, Dealer Participation and targeted marketing objectives.



Since beginning the program in 2004, over 1,000 classroom teachers have been trained in the ROR curriculum through workshops presented by PMC, Roots author Dr. Craig Woodson and the International House of Blues Foundation. These teachers have taught as many as 75,000 students, ...resulting in the sales of related percussion instruments and accessories exceeding a retail value of \$1 million. Ongoing teacher and dealer surveys further indicate that the PMC "IS making a positive impact" on music makers.

The first three 2008 ROR Trainer Training Workshops are **April 25-27 in Los Angeles, May 9-11 in Washington, DC. and June 12-13 in Cleveland.** These three "Trainer Workshops" are conducted by ROR author and master trainer, Dr. Craig Woodson. Presented by the PMC and funded by a NAMM Foundation Grant, the workshops are open to all qualified individuals and admission and all materials are provided by the PMC free-of-charge. The ROR curriculum now has complete teacher training manual available providing step-by-step instructions for the training of ROR classroom teachers in order to support the expansion of the program. For info call (818) 753-1310 or email [dave@drumshop.us](mailto:dave@drumshop.us), or go to [www.rootsrhythm.net](http://www.rootsrhythm.net)



## Percussion in the Schools

Continues to bring percussion education and first-time performance experiences into elementary and middle school concert assembly activities. During 2007 the PMC was directly responsible for providing 19 in-school concert performances through the matching grant program. While individual schools committed 50% funding for these events, the PMC matched those funds allowing over 10,000 school children to experience percussion for the very first time. PMC survey reports from those hosting-participating schools indicate this is one of the best educational events the schools have hosted. Plans are in place to continue this growth with an ambitious program directed to provide over 30 in-school percussion concerts during 2008!

Plans are in place to continue this growth with an ambitious program directed to provide over 30 in-school percussion concerts during 2008!

Any school interested in hosting a Percussion in the Schools concert assembly program should contact the Program Administrator, Tom Shelley at [univperc@aol.com](mailto:univperc@aol.com) or 1-800-282-0110.

The PMC continues to seek qualified professional percussion ensembles, groups and individuals to conduct these in-school appearances during the normal school day. Most concert presentations are no more than one-hour and can provide significant income opportunities while providing life-changing impact on a youngster forever. Interested hosting schools as well as performance groups/individuals are encouraged to learn more directly by visiting the PMC website ([www.playdrums.com](http://www.playdrums.com)) and click on the Percussion in the Schools section of the site. Direct contact can be made to Karl Dustman at [kbdustman@aol.com](mailto:kbdustman@aol.com) or 440-582-7006 for details.

Below is a photo of PMC facilitator Maria Flurry, “Sticks & Stones” arranged at the Mountain View Elementary School.



16 year old female drumming sensation Hannah Ford keeps making huge impacts in schools. Her October, 2007 in-school concert-clinic in Cary, Illinois provided 800 students an insight “how to achieve your dreams”. No other PMC program facillator connects with young people like Hannah. PMC's investment in this 800+ student audience was \$300.00. Immediately afterwards the local band director purchased a brand new Gretsch drumkit as a result of hearing Hannah’s personal kit at this PMC event.



Also Zig Wajler, another tireless advocate for PMC continues to reach thousands of grade schoolers with his clinics and performances. Below is a picture taken at the JF Kennedy Middle School in Nashville, TN. Checkout Zig's website ([www.handsonwithzig.com](http://www.handsonwithzig.com)) for more updates.

## PMC supports “GIRLS RULE” CONFERENCE

Eugene, Oregon was the site for the first-ever Mother & Daughter Conference titled, Girls Rule. This all-day partnering experience included a special percussion introduction for 30 attending mother-daughter teams... many having never played or held a percussion instrument before. Professional facilitator Jill Sager of the Hands On Rhythm and Drum School approached the PMC to get involved in this pilot program. PMC provided drum sticks, themed buttons, Girls Just Wanna Have Drums posters and educational materials from NAMM's Wanna Play? campaign. Mothers and girls ages 8 to 14 together, learned the basics of playing hand drums and experiencing a special, creative moment together. Visit [www.girlsrulefair.com](http://www.girlsrulefair.com) to read more about this event



## Want to help guide the PMC?

We have a two Advisory Board positions open and available to all current PMC Members. We need your expertise, guidance and participation in two key Board positions that provide an opportunity to impact the PMC organization and the percussion industry. Interested? Contact Karl Dustman at [kbdustman@aol.com](mailto:kbdustman@aol.com) if you want to explore these Advisory Board vacancies.

## Drumming is a Lifestyle Marketing Campaign

The PMC will be launching a new marketing campaign that directly ties to the current youth-oriented events, promotions, concert tours and various skate/surf/X-Games activities and audiences. This slogan with broad-appeal awareness marketing pieces will be part of a far-reaching campaign that will include print ads, banner ads, concert affiliations (X Games) and other appropriate youth-oriented events.

## RPMDA Drum Circle Boston-April 2008

PMC will sponsor the 2nd Annual Community Drum Circle in conjunction with the RPMDA (Retail Printed Music Distributor's Association) convention. Local retailer support will include drum circle instruments, equipment and advertising. While this event is open to the public, the PMC focus will be to enhance convention attending member's experiences during the event while building outreach alliances with other Music Industry associations and organizations. The drum circle location will take place next to the convention center allowing the conference attendees to participate and experience the fun.

## 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:

**Afromart, Alfred Publishing, Drum! Magazine, Cleavelander Drum Co., Drum Workshop, Ethnomusic, Evans/D'Addario, Gretsch Drum Company, Hal Leonard Corp., Hudson Music, Kaman Music, KoSA Educations Worskshops & Festivals, LP Latin Percussion Music Group, Meinl USA, Musicorp/MBT, Modern Drummer, Progressive Percussion, Pro Mark, Randall May, RegalTip/Calato, Remo, Inc., Roland Corp., Sabian, Universal Percussion, Vic Firth, Whacky Music, Yamaha Corp. of America, Zildjian.**

**Thank you...** to our continued **Industry Alliances:** The NAMM Foundation, Percussive Arts Society

## 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 benefit, details and New Member Application. All firms within the percussion products industry are welcome to join.

## FINAL CADENCE

It is with deep regret that we report the passing of a percussion industry pillar and patriarch of the Ludwig Drum Company, **William F. Ludwig II** on March 22, 2008. Mr. Ludwig was 91 years old and has been in declining health for a few years.

Mr. Ludwig lived a long and productive life and was a mentor to so many percussionists and the music industry. He was a true leader that developed so many percussion products and marketing concepts to promote music and percussion education and further along the advancement of percussion instruments and performance throughout the world.

A special tribute to Mr. Ludwig can be reviewed at [www.ludwig-drums.com](http://www.ludwig-drums.com).

---

**PMC NEWS** is the official E-Newsletter of the Percussion Marketing Council,  
Copyright, 2008.  
The Percussion Marketing Council  
P.O. Box 33252  
Cleveland, Ohio 44133  
Telephone: 440-582-7006 Fax: 440-230-1346 E-mail: [kbdustman@aol.com](mailto:kbdustman@aol.com)  
Website: [www.playdrums.com](http://www.playdrums.com)  
PMC News Editor: Brad Smith ([bsmith@halleonard.com](mailto:bsmith@halleonard.com))