



THE OFFICIAL NEWSLETTER OF THE
PERCUSSION MARKETING COUNCIL

www.playdrums.com

SPRING 2009

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Now more than ever...

Welcome PMC members and industry associates. 2009 PMC activity started off with a bang as our NAMM January meeting had the largest attendance ever... an indication of continued growing support, understanding and diversification of our membership and the percussion industry. Our market development programs are getting tremendous exposure and gaining market-wide momentum every season thanks to your support.

Now more than ever, every facet of the Percussion Industry must work together to create more interest in drums and drumming. In our mission to expose more students and non-players to the joys of drumming, our entire industry benefits from our campaigns, activities and programs, as reported in this quarterly edition. Because our members provide countless hours, dollars of support and their professional guidance, the PMC continues to be the Percussion Industry's trade association.

We now start our 14th year of representing the industry while remaining dedicated exclusively to expanding the market for ALL percussion products. We are your voice in the music products industry and welcome all to participate.

A handwritten signature in black ink, appearing to read 'Brad Smith', is written over a light blue background.

Brad Smith
PMC Co-Executive Director

ROOTS OF RHYTHM

Dr. Craig Woodson appointed to Program Director

The Executive Committee of the Percussion Marketing Council announced the appointment of **Dr. Craig Woodson** to the position of Roots of Rhythm Program Director, effective March 1, 2009. Considering Dr. Woodson's long background



with the Roots of Rhythm program as the author of this sixteen-chapter curriculum as well as serving as the PMC's Master Workshop Facilitator for almost every workshop, it became a natural choice to position the entire program under Dr. Woodson's leadership and direction for the future.

Dr. Woodson has been involved in almost every aspect of the music industry and education for over 40

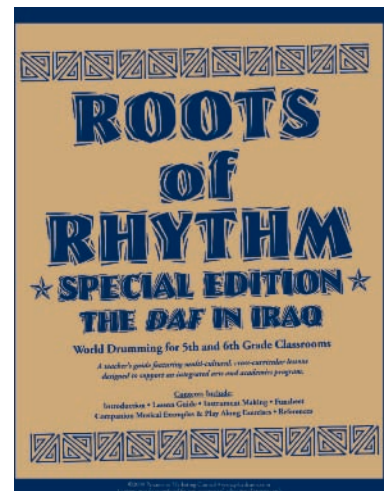
years which now includes recent humanitarian percussion programs in Iraq, Indonesia, and with Sudanese refugees. His focus has been on bringing traditional percussion instruments and the making of simple K-12 world instruments as a way of increasing cultural awareness.

Dr. Woodson states, "My intention is to bring this important curriculum to an even wider audience of teachers and students, growing the number of Roots of Rhythm participants through workshops for trainers and teachers using our extensive connections to the K-12 academic standards and multicultural literature. Such applications have been greatly appreciated by educators and will assist music retailers in building sales throughout the US and the world."

He goes on to note, that based on his recent trip to the Middle East, "The newest ROR offering, the Special Edition Chapter 16, entitled 'The Daf in Iraq', brings the timely message showing how drumming can play an important role in building peace in our world today."

ROR Special Chapter

The Special Edition Chapter 16 **THE DAF IN IRAQ**, is now available as a free download from the PMC Roots of Rhythm website: rootsofrhythm.net. This is a comprehensive extension chapter illustrating how the Daf drum has evolved over thousands of years to become a vital instrument of the Kurds and many other populations in the Middle East, including people in Iran, Turkey, and Azerbaijan. Musical examples include tracks from the Smithsonian Folkways collection and special recordings of Daf master Houman Pourmehdi.



This unprecedented PMC initiative has placed the organization in view of an international scope and profile. Teachers, retailers and students can now explore the roots of drums and drumming and how this rhythmical language is used to bring peace to the troubled regions of Iraq.

ARE YOU MISSING OUT ON A PMC MEMBERSHIP BENEFIT?

A complete listing of all ROR Teachers, Retail Dealers and Trainers 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.



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ROR Spring Workshops announced

Dates and locations were announced for the three free PMC-sponsored *Roots of Rhythm Trainer and Teacher Workshops*.

May 1-3, 2009
Cleveland, Ohio
Cuyahoga Community College

May 29-31, 2009
Reston, Virginia
MENC National Center for Music Education

June 5-7, 2009
Hollywood, California
Remo Recreational Music Ctr

These workshops are provided without any cost by the PMC to qualified participants, by enrolling through the Roots of Rhythm (ROR) website, www.rootsofrhythm.net.

These sessions are open to all interested in becoming trainers (Friday & Saturday workshops) as well as those teachers interested in learning and teaching the curriculum to classroom students K-12 (Sunday workshops). Teachers are provided complete free ROR curriculum materials at each event.

Facilitated by Dr. Woodson, he will be emphasizing the Special Edition of *The Daf in Iraq*, and how to integrate this into the many academic areas of traditional classroom subjects.

SUPPLY ■■■■■◀◀◀

THE PERCUSSION MARKETING COUNCIL I BY JEFF GAGLE

WANT MORE DRUMMERS?

The drum and percussion industry's biggest competition for capturing young people's attention is rollerblades, skateboards and video games — not other musical instruments. And with the help of the Percussion Marketing Council (PMC) — an all-volunteer, non-profit percussion trade group headed by co-executive directors Pat Brown, Paul Damiano, Brad Smith and Karl Dustman — music retailers now have the opportunity to get involved in programs aimed at growing the market and creating new drummers.

According to Dustman, two of the organization's flagship youth outreach initiatives, *Roots of Rhythm* and *Percussion in the Schools*, boast a combined attendance of more than 85,000 young people since 2004. "We've created PMC youth outreach programs like *Roots of Rhythm* to try to focus on getting more young people involved with music making at a very young age," he said.

LAYING DOWN ROOTS

Roots of Rhythm workshops, for instance, integrate percussion into academic subjects, such as geography, history, world cultures, science, math and foreign languages, through a 15-chapter classroom curriculum that can be used by music teachers and non-music teachers alike. Dustman said retailers can get involved with *Roots of Rhythm* workshops by signing up at rootsofrhythm.net.

"As the regional workshops that we create over a year's period of time take place, we will contact dealers, making them aware of when and where a teacher's or trainer's workshop is going to take place and see what their interests are and how they can contribute and benefit," Dustman said.

While dealers are encouraged to co-host workshops, he cautioned that the partnership works best when they support the local educational hosting organization, such as a school, performing arts center or cultural enrichment center, to accommodate attending teachers and trainers.

PITCH IN TO P.I.T.S.

Another way for dealers to get involved with the PMC's efforts is through its *Percussion in the Schools* program, an hour-long percussion assembly the organization co-sponsors for elementary- and middle-school-age children to get them involved in playing percussion instruments. The performers are PMC-authorized facilitators, who are in charge of developing relationships with local school districts and retailers.

All performances are held

A Percussion in the Schools program

A Roots of Rhythm workshop

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COURTESY OF MUSIC INC.

PMC feature article in the February issue of Music Inc. explains and encourages retailers to use the PMC in-school educational programs.

Play Drums Lesson Lab to be featured at Ohio PAS Chapter Day

The May 9th Ohio State Chapter of the Percussive Arts Society annual *Day of Percussion* will include the PMC Play Drums Lesson Lab as part of the day-long event. The event is hosted by Roger Braun, Associate Professor of Music at Ohio University in Athens, Ohio. Special local publicity is in place to announce and encourage parents to bring their son or daughter to the Day of Percussion and receive a free beginning five-minute lesson while they are attending the PAS educational activity.



Sponsored by the PMC, qualified University facilitators will provide first-time lessons on either Drumset or Hand Drumming Congas and Bongos. Each student and parent signing up for the free lesson will receive percussion educational materials from the PMC and NAMM Foundation on continuing their music making studies. Watch for a complete report on the event and Lesson Lab success in the next PMC Newsletter.



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PERCUSSION IN THE SCHOOLS

Hannah Ford shares her passion for percussion with over 700 teens at high school concert

Percussion in the Schools is one of our organization's most cost effective and educational programs. 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.

This program took center stage when nineteen-year old female drumming sensation Hannah Ford brought her drumming magic and percussion advocacy message to over 700 teenagers during a Percussion in the Schools concert assembly on March 27th at Lakes Community High School, located in the northwest Chicago suburbs. Hannah instantly connected with this exuberant audience



"Your show was captivating--the most exciting and enthralling percussion I have ever seen. It's obvious that you have studied your roots, and have a true dedication to your art. Your passion and artistry really shine through whatever you're doing."



through her music and youthful approach to helping teens find a goal and mission in life while demonstrating how she is achieving and succeeding in her drumming career. Students flooded Ford's e-mail address with messages and congratulations immediately after the all-school assembly concert. An indication of her appeal and connection with young people is captured in this sample e-mail:

Students received a NAMM "Why Learn to Play Music" brochure, "Wanna Play?" button and "Keep Music Education Strong" advocacy brochure for parents. The in-school concert was co-sponsored by Lakes Community High School and the PMC's Percussion in the Schools program grant from The NAMM Foundation.

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.

PERCUSSION IN THE SCHOOLS

Program expands with new facilitators

To support our growing need for more facilitators that can take our message on a national scale the PMC has enlisted the services of these two high caliber clinicians.

The Matrix Percussion Trio

In 2007 the group brought their school educational program, “We Are the World: Percussion around the Globe,” to Metro Nashville schools. Over a 10-month period, the trio gave 33 presentations at 31 schools, to a combined total audience of approximately 12,000 students. Building upon that success, the PMC now is approaching surrounding area schools to build the interest in drums and drumming to even greater audiences.

Each member of the trio brings special skills and experiences in various styles of music performance to the group and audience experience. **Joe Smyth** is an accomplished educator, performer, and recording artist. For the past 25 years, he has been a founding and



continuing member of the group Sawyer Brown, recording 21 albums, four of these are certified ‘Gold’ with total sales in excess of 6 million copies. **Todd London** is a percussionist and composer who most recently, performing with the Nashville Chamber Orchestra. He has performed at the Bonaroo Music Festival with Trey Anastasio and at the Tennessee Performing Arts Center

with Dennis DeYoung. **Scot Corey** is a Nashville nomad. It is not uncommon for him to teach university students on a Monday; rehearse and perform with the Nashville Symphony for the remainder of the week; rehearse with a songwriter on a Tuesday or Thursday night; and squeeze in a praise and worship band rehearsal on Wednesday night; and play a steel drum gig on the weekend.

Chad Patrick “Boy with a Drum”



Chad launches the Percussion in the Schools mission to the huge Southern California region. He started a music lesson and band management business in 2002 and has since has been conducting rhythm-based events, including

drum circles for schools, corporate applications, and complete school programs. With special emphasis on beginning music information, drums and percussion instruction, his Percussion in the Schools concert-programs will provide many non-players their first experience at playing drums and percussion instruments.

Chad explains his appreciation for the PMC. “The organization is doing exactly what I want to do for people, especially children, which is to educate them about the power of music. My programs are designed to enlighten students and faculty alike as to how to become a musician and to hopefully inspire some of them to follow their dreams of playing music and maybe making it a career one day.” Well said, Chad. Welcome aboard.

For a complete listing of all past and forthcoming Percussion in the Schools concert performances, visit www.playdrums.com and click on the “Percussion in the Schools” program.



www.playdrums.com

Educational in-school programs connect with NASMD dealers



The success of the Roots of Rhythm, Percussion In The Schools and Playdrums Lesson Lab programs were included in the conference offerings of the recent NASMD (National Association of School Music Dealers) conference in early April at the organization's annual convention.

Attending school music dealers were invited to attend a comprehensive PMC presentation conducted by Co-Executive Director, Karl Dustman and Roots of Rhythm Author, Dr. Craig Woodson. The hour-long conference session provided attending dealers specific insight and direction on taking the PMC's in-school programs to their area schools where they may already have relationships with band and orchestra directors. Building upon those relationships allows the school music dealer to introduce drums and percussion to a whole new audience targeting elementary and middle-school age children.

At the end of the presentation, dealers expressed their greater understanding of the multi educational programs the PMC offers schools directly, and how their dealerships can help build percussion instrument sales through the development of music making audiences they are currently not working with.

Plans are already in place for return of this PMC dealer development educational session at the NASMD next year to continue our quest to reach the school market with our marketing programs.

CALLING ALL PERCUSSION INDUSTRY EXECUTIVES AND MEMBERS

Plans are in place for our annual open PMC Meeting during the Summer NAMM convention.

The meeting has been confirmed for
**Saturday morning, July 18,
7:30-9:30am.**

The exact meeting room location within the Nashville Convention Center is still being determined.
Watch for more details.



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International Drum Month Contest huge success; press campaign to start



Twenty-one International Drum Month Prize Package winners have been selected and notified following an intensive and thorough review of all submitted contest entries. This contest created one of the most successful campaigns for the PMC, bringing record numbers of first-time visitors to the PMC website, www.playdrums.com.

The responses received to the essay, "What Drumming Means To Me", were outstanding and very enlightening to read about the importance that drums and drumming has in so many people's lives. Specific winners' essay comments will be shared through a complete Press Release media campaign, including some photo coverage of select winners receiving their prize packages as provided by PMC Members. (Go to www.playdrums.com to see a list of responses)

An excerpt from a winning entry:

"Drumming moves me and moves others. Drumming allows me to visit distant exotic lands within its rhythms. Drumming creates happy feelings and a feeling that I belong. It is an escape and a homecoming. Drumming grounds me and gives me a better understanding of everything."

Thank you to each PMC Member for your generous support in providing over \$15,000 of percussion related merchandise and educational materials for last fall's International Drum Month Contest.

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

There are currently three 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: kbdustman@aol.com, Telephone: 440-582-7006, Fax: 440-230-1346



**WELCOME
NEW PMC
MEMBERS**



**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, Boomwhackers, 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, Taye Drums, Toca Percussion, Traps-The Arts Of Drumming, Universal Percussion, Vic Firth, Yamaha Corporation of America, Zildjian. Thank you to our continued Industry Alliances: The NAMM Foundation, Percussive Arts Society



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PMC SCHOOL ASSEMBLY

Percussion in the Schools

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