



THE OFFICIAL NEWSLETTER OF THE
PERCUSSION MARKETING COUNCIL

www.playdrums.com

SPRING 2010

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Inspire youth and drive new customers into retail music dealers

When asked what the PMC does, often a combination of the above words are used to explain. Although we have a more formal mission statement, this plain language keeps us focused on our responsibilities and goals to our membership. We continue to inspire the next generation of players with our in-school *Roots of Rhythm* classroom curriculum that connects with all core curriculum academics and the highly motivational *Percussion in the Schools* hands-on interactive school percussion concerts. The annual *International Drum Month* campaign (page 2) drove over 550 new customers to music stores and drum shops to get a coupon validated, thus qualifying for free sticks and an instructional book or DVD. These sustainable and highly effective programs, along with other ongoing pursuits to create more and new music makers, are featured in this newsletter edition.

Thanks to our loyal and diverse membership (including six new members – see page 7) and the NAMM Foundation, we have a strong momentum that we are excited to share with you and build upon. Our members are our biggest advocates, so please tell your dealers and associates what programs are available through the PMC, motivating them to support and join our mission to inspire and drive new customers and market growth. We are your voice in the music products industry, and we welcome all to participate.

—The Executive Board, PMC

International Drum Month campaign drives hundreds into stores

Going on 14 years, IDM is an annual event that brings drummers and drum stores together to make more noise ...and sales! The November 2009 campaign "Got Drumsticks?" was simple – get a coupon validated by a local music store, and the PMC will send you your first pair of drums sticks and starter book or DVD for FREE. We stopped accepting coupons on 12/31, well after the 500th submission. We are now beginning to tabulate the consumer and music retailer information, using this information to report how these leads created new customers and sales for dealers.

Each PMC Member will receive a complete exclusive listing of all coupon response contact information for follow-up, sharing with area dealers and adding to E-mail consumer mailing lists. This member benefit tabulation is near completion. Details to follow shortly.

If one sample response is any indication, we made a very positive impact on most coupon redeemers. At right is a copy of an attached note we received from an adult "wanna-be-drummer".

Special thanks to our members, Alfred Publishing, Hal Leonard Corporation, and Hudson Music for supplying the free instructional items. The sticks provided were PMC-labeled sticks from our Percussion in the Schools program.

PMC, 12-14-09
THANK YOU SO MUCH FOR YOUR OFFER. AS A LONG TIME AIR DRUMMER, YOU ARE THE MOTIVATION I NEED TO FOLLOW THROUGH WITH MY DESIRE TO START DRUMMING IN A MORE SERIOUS SENSE. I'M OF THE BELIEF THAT IT'S NEVER TOO LATE. THANKS FOR HELPING PEOPLE LIKE ME TO GET STARTED. RESPECTFULLY,
Mario

PMC in final plans with Vans Warped Tour to join selected cities



As a result of some amazing PMC Board hustle and persistence, the PMC is in final discussions with the annual Vans Warped Tour planning committee. We are targeting 5 to 7 cities where the PMC will have a booth inviting festival attendees to get their first free drum lesson while learning more about their local opportunities to study and play drums. PMC will partner with a local percussion retailer, collaborating on handy give-away offers, prize package drawings, artist signings and making our booth a great attraction to these young music enthusiasts. Go to www.vanswarpedtour.com to get a profile of this audience and opportunity.

All PMC Members have received the initial Member's Broadcast announcing this summer's campaign which included an invitation to participate in this high-visibility drumming initiative. **Deadline for your direct participation is April 23rd.** Want to get involved, contact Billy Cuthrell at billy@ppdsonline.com.



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Winter NAMM Show Highlights

Percussion-in-the-Schools press conference kicks off 2010 Campaign with drummer Chad Smith

"This is the next generation of players. It's so important that they have passion for an instrument." -- Chad Smith at the PMC NAMM press conference on January 15, 2010.

During a press conference held in conjunction with the NAMM Show in Anaheim, CA, PMC officers and celebrity drummer Chad Smith announced the formation of a PMC program expansion that will allow NAMM retail music dealers to nominate a school district to win a Chad Smith-led, all-school percussion assembly. Music retailers can nominate their district for the nationally promoted event, indicating why their school district should host the PITS/Chad Smith event.

All electronic nominations of 300 words or less can be submitted to a special PMC e-mail address: WinChad1@aol.com. Deadline for submissions has been extended to May 15, 2010. The winning school will be announced on May 21st, and the PMC-Chad Smith assembly will be held in the fall.



Chad Smith – third from right – makes announcement with PMC support from (L to R) Dr. Craig Woodson (Ethnomusic, Inc.), Alan Rosen (NAMM board), Billy Cuthrell (Progressive Percussion), Brad Smith (Hal Leonard), Bob Zildjian (Sabian), Brock Kaericher (Remo), Paul Damiano (Kaman Music).

The current Percussion In The Schools program now carries an additional “20/10” goal designation. The entire PMC program campaign is slated to produce 20 or more in-school educational percussion concerts through the PMC’s official facilitator ranks, and will reach over 10,000 elementary, middle school and junior high school students. Through a generous grant from the NAMM Foundation, the PMC has been able to grow this program consistently since its launch in 2007. The PMC’s utilization of Chad Smith, a multi-Grammy Award-winning, platinum-selling recording artist and all-around drumming industry ambassador, will bring international attention to this PMC program. With a mission to connect music retailers, schools and students seeking a first-time drumming experience, the benefits of this market development initiative will be felt throughout the percussion and music products industry.



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Winter NAMM Show Highlights

PMC-sponsored Idea Center session scores big with attendees

The PMC continued its efforts to enlighten and educate NAMM show-attending dealers by conducting an educational session at the NAMM Idea Center titled “Creative Ways to Beat the Market.” Moderated by Honore Stockley of Bentley Hall, Inc. the panel industry experts included, Jim Rupp, Columbus Pro Percussion, Billy Cuthrell, Progressive Percussion, North Carolina and Alan Friedman.

All three industry veterans shared ideas to help stimulate business during these challenging economic times. The presentation received an outstanding 2.9 rating out of a



possible “Perfect 3” and attracted our largest audience ever—over 89 music store owners. An attending store owner commented: “Useful info... Sometimes it’s an idea you’re aware of, but presenting it in a different way (can) shed a new light on it”.

Largest membership meeting ever welcomes new ideas, new members, and guest speakers

Our annual All-Member Meeting during Winter NAMM was attended by over 50 members, affiliates, media and guests assembled to discuss the status of the programs and activities reported in this newsletter, as well as brainstorm on new ideas and opportunities to broaden the drum playing market. The meeting was attended by all four of the major music trade magazines, and received coverage in the Saturday *UpBeat Daily* as well as the subsequent monthly issues of the trade publications. Mary Luehrsen, NAMM Public Affairs and Government Relations representing the NAMM Foundation addressed the group,



recognizing our advocacy work and expressing NAMM’s continued support for our efforts.

Our SoCal Percussion In The Schools facilitator, Chad Patrick, reported on the increasing challenges of getting school events funded and executed in this current nationwide economy. He also shared some inspiring educational successes that reminded us of the incredibly positive impact our work can have – especially in disadvantaged areas. Some new ideas that were discussed included:

- Getting more school involvement through the PTA network
- Taking the Percussion in the Schools programs to hospitals and special care facilities
- Focusing on the inclusion of the growing electronic drum kit market
- Finding ways to bridge the video game market (RockBand, etc.) from the screen to playing real percussion musical instruments
- Reaching out to lifestyle events like Vans Warped Tour (see page 2)



High visibility *Roots of Rhythm* events include TV feature, presentations for music therapists and upcoming workshops...

Percussion Marketing Council on Fox 8 Television



Roots of Rhythm reached one of its largest audiences ever by being featured on the Cleveland Fox 8 daytime television Robin Swoboda Show. The segment, "So You Think You Have Talent", featured Dr. Craig Woodson (PMC Advisory Board Member and Roots of Rhythm Program Director) showing how easy and fun it is to make percussion instruments from kitchen utensils, hardware and gadgets readily available in most homes.

Complete information on the PMC and Roots of Rhythm program was provided during the broadcast and in the end credits. Robin and Dr. Woodson had a great segment making instruments and performing musical rhythms and sounds. The show closed with the entire audience participating in a conga line, each playing a homemade percussion instrument.

Upcoming ROR workshops

The March 19-21 workshop at Arizona State University had a record number of attendees – with over 35 teachers for the weekend. The R.O.R. workshop was held in conjunction with the University's present Music Therapy program. During the same trip, Dr. Woodson worked with the Lost Boys of Sudan Center in Phoenix, bringing the ROR program for their use and making drums for their fundraiser.

This summer, seven ROR teacher workshops will be conducted in Cleveland, Cincinnati, Austin, Indianapolis, Los Angeles, Washington, D.C. and Pittsburgh. Complete information is available through Dr. Woodson's Ethnomusic Inc. website: www.ethnomusicinc.com/teacher-workshops/overview.htm.



Fall plans are in progress to continue working with the International House of Blues Foundation to present a ROR training session in Dallas, TX. Other PMC-ROR cities and dates are developing, pending the approval of our 2010-2011 NAMM Foundation Grant request. Get more information at www.rootsofrhythm.net/upcomingworkshops.html.

MORE ROOTS OF RHYTHM NEWS ON PAGE 7

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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PERCUSSION IN THE SCHOOLS

Sticks & Tones bring drumming to Library Circuit

PMC Percussion in the Schools Facilitator Marie Flurry changed how adults, students, parents and special needs people spent their summer—playing drums. Last summer, 12 individual libraries in Arizona’s mountainous Yavapai County contacted Maria to explore how music, drums and drumming could be integrated into the traditional summer programming offered through regional libraries.



Through partial funding by PMC and NAMM, community libraries hosted Maria’s one-hour presentation, allowing each participant to explore what kind of sound they wanted to contribute to the drum circle.

Building upon the success of the 2009 library sessions, Maria is already planning a “Make a Splash at Your Library” for this coming summer. The model for the session includes 30 minutes of favorite water-themed songs, complete with kids trying out the drum set. Then the drum-party moves outdoors to several kiddie pools, where Maria teaches the kids some of the techniques used when she performs the “Water Concerto.” (Check out www.sticksandtones.com.) Each child then receives a pair of cups to “get wild” making percussion sounds in the water. What a “cool” experience!

Hannah Ford reaches 1,400 high school students with an all-school assembly



Percussion in the Schools facilitator Hannah Ford, a phenomenal 19-year-old drumming sensation, reached over 1,400 high school students with in an all-school assembly on March 24th at Lakes Community High School in Lake Villa, IL, a north-western suburb of Chicago. As we were going to press, this quote was received:

*Dear Hannah,
I completely enjoyed the assembly you had at my school today. You’re incredible on the drums and are so passionate about it that I really look up to you. Seeing you play for Lakes High School inspired me to never let myself give up music. Keep up the incredible drumming!*

— April T.

This event was sponsored through the PMC’s Percussion In The Schools NAMM Foundation Grant, with a matching funds subsidy from Gretsch Drums. As a result of recent guest educational program budget cuts for any guest appearances, the entire event was a “Percussion Industry investment” in this high school student audience. A special thanks to Gretsch for making this event happen.

“Hands On with Zig” zags all over Tennessee

Our tireless Nashville-based program facilitator Zig Wajler, conducted six PMC in-school appearances this past November and December. He already has seven school concert appearances lined up for this spring which include five elementary schools, a high school, and a middle school. The average student attendance at his all-school general assembly concerts exceeds 500 students per school.



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The PMC welcomes new members



Founded in 2005, **Dream Cymbals & Gongs Inc.** is the partnership of passionate Canadian instrument designers and generations of Chinese gongsmiths. They are committed to supporting local development and dealers, as well as producing products in a responsible and sustainable manner. Dream Cymbals & Gongs are distributed in over 14 countries. www.dreamcymbals.com

Gon Bops was founded in 1954 and is one of the original U.S. conga brands. The company's mission was to take the original Cuban conga design and provide innovations and enhancements to the hardware. Recently acquired by Sabian, Gon Bops today manufactures an extensive line of percussion products and accessories, including congas, bongos, timbales, cajons and bells. www.gonbops.com



Los Cabos Drumsticks is a family-operated business in New Brunswick, Canada. Founded in 2005, Los Cabos has quickly grown to be Canada's pre-eminent drumstick manufacturer. Specializing in drumsticks made from Canadian maple, American hickory, and red hickory, Los Cabos also offers Slapsticks, Multi-Sticks, Mallets, and Practice Pads. www.loscabosdrumsticks.com



Founded in 1849, the **Rogers Company** is believed to be the first drumhead factory in the U.S. The most important era in the company's history known as "The Covington Era" began where production began in 1954. Some of the famous designs include Swiv-o-Matic hardware and the Dynasonic snare drum. Recently purchased by Yamaha Corporation, there is a renewed interest and appreciation for all things Rogers. www.rogersdrumsusa.com



The **Taye Drum Company** is a family-owned business established in 1975 to produce drums and hardware for other musical instrument manufacturers. By 1999, Taye Drums had become a key supplier to the music industry, and felt it was time to develop their own line of drums. Taye is located in Chino, CA. www.tayedrums.com



For three generations, starting with Boston's famed Jack's Drum Shop in the 1940s, **Vater Percussion** has manufactured high-quality drumsticks, marching snare drumsticks, concert ensemble, marimba & xylophone mallets, brushes, specialty sticks and accessories. In 1991 they emerged from the OEM business to present their first branded line of high-quality sticks. www.vater.com

PMC/ROR makes presentation at Music Therapy Convention

On Sunday, April 11th, Dr. Craig Woodson will present the ROR course for the Western Regional American Music Therapy Association (WRAMTA). The WRAMTA is presenting the event: *Roots of Rhythm Introduction: Make/Play World Percussion for Music*. This introduction to Roots of Rhythm brings Dr. Woodson's world drumming K-12 curriculum to educators and music therapists through the making and playing of simple percussion instruments, as demonstrated globally, including in Iraq for peaceful ends.

Participants will establish objectives, organize the setting, adapt music experiences and non-music materials to be consistent with learning styles, age, culture, background, and preferences.

Dr. Woodson will also give a 90-minute ROR session for attendees on Friday night, which will include instrument making for use at their Saturday evening "Stomp on the Roof" event.



The Western Region Chapter
American Music Therapy Association, Inc.



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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 or telephone: 440-582-7006, fax: 440-230-1346

Executive Committee Appoints Brian LaRue of Dream Cymbals to Advisory Board

Immediately following the All Member Meeting during the NAMM convention, the Executive Committee met to recap and implement various outcomes from the January meeting. Included in the agenda was accepting the nomination of Brian LaRue to the Advisory Board.

In that position, Brian will be working closely with long-time Board Member, Phil Hood to broaden and strengthen the organization's new membership development initiatives and recruitment process. Welcome Brian to the PMC Board!

SOCIAL NETWORKING UPDATE



As the percussion industry's advocacy group, the PMC is dedicated to staying on the edge of current communications and technologies. We maintain very active presence in all social media. Everyone can get daily updates on the important work the PMC is doing along with our members to grow the drum and percussion industry. On Twitter, the PMC has over 445 "followers" (and the number grows daily) actively reading our posts. With the introduction of our Facebook page in late January 2010, we are seeing a steady increase in "fans" on our profile.



The PMC's MySpace URL is:

www.myspace.com/pmcplaydrums; Facebook is under *Percussion Marketing Council*; and on Twitter.com search "wedrum" or contact PMC's Marketing & Promotions Advisory Board Member, Billy Cuthrell for direct e-mail links: billy@ppdsonline.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:



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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.

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