



THE OFFICIAL NEWSLETTER OF THE
PERCUSSION MARKETING COUNCIL

www.playdrums.com

WINTER 2008/2009

IN THIS ISSUE:

- **PMC featured in Music Trades and Musical Merchandise Review**
- **Visit NAMM's Friends of Making Music Pavillion in Anaheim**
- **PMC seeking Advisory Board Members**
- **January NAMM Annual All-Membership Meeting scheduled Saturday 1/17/09**
- **Percussion Industry Panel Presentation at NAMM Idea Center**
- **International Drum Month Free Drum Gear Contest hailed as huge success**
- **Roots of Rhythm Teachers Workshops in Austin, TX have record enrollment attendance**
- **Percussion in The Schools reaches over 3,300 students this fall**
- **Presentation at NASMD School Music Retailer Conference, April 2009**

Welcome PMC members and industry associates. As we draw the year of 2008 to a close, we want to provide our members and all percussion industry associates this Newsletter update on the current activities and momentum that will take us directly into 2009. While each PMC Member will receive a Year-end Wrap-Up Report this month in the mail, we feel it is important to say "THANK YOU" to each member and the NAMM Foundation for another year of tremendous support, guidance and participation.

As you will read, the organization is clearly focused on our mission of "creating programs, activities and campaigns that increase the number of percussion music makers and develop the market for the products and services of our members".

Please contact me with any news to share in the next newsletter.

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

Brad Smith
PMC Co-Executive Director

PMC featured in top Music Industry Trade Publications

The November issues of *Music Trades* and *Musical Merchandise Review* provided feature/spotlight editorials on the PMC and November's International Drum Month activities. This unprecedented industry-wide print visibility created tremendous

our programs to all music retailers seeking to learn how the PMC



percussion industry awareness and recognition of the current success and program development of the organization. This exposure has increased the entire music industry population's knowledge of the in-school programs and successes, resulting from the investment that The NAMM Foundation and PMC Members continue to make. It also directly brought more awareness of



programs are exactly designed to create more players and the need to visit NAMM Member music stores and drums shops.

PMC Marketing and Promotions Director Billy Cuthrell commented, "This visibility really opens the door for our activities and market development initiatives to become accessible and of benefit to a whole new group of retailers. And at the same time, we have additional synergy with other music industry trade groups seeking to collaborate on ideas and alliances that are a direct result of this exposure".

Visit NAMM's Friends of Making Music Pavillion in Anaheim

Need to schedule a meeting with a PMC Officer?

Want to pick-up some PMC Literature?

Do you have a Retail Music Merchant wanting to get involved in the PMC Programs?



Stop by the Friends Of Making Music Pavillion located outside Exhibit Hall D to experience the PMC's participation in this educational partnership with NAMM. The pavillion provides one-stop shopping for all NAMM participants to get the latest information and news about 22 different organizations in the music products industry. Learn more about the opportunities accessible to every NAMM member through these organizations.

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: E-mail: kbdustman@aol.com, Telephone: 440-582-7006, Fax: 440-230-1346

CALLING ALL PMC MEMBERS!

Annual January meeting



Plan now to attend the annual Percussion Marketing Council All-Member Meeting held during the January NAMM Convention. In an effort to make the meeting more convenient for more of our members to attend, we have moved the day and time — and we've added a Continental Breakfast! Please mark your calendar NOW to include the PMC membership meeting,

WHEN: Saturday, January 17, 2009
TIME: 7:30-9:30 am
WHERE: Anaheim Hilton Hotel Laguna
Rooms A & B

Please confirm your planned attendance for this important meeting to: kbdustman@aol.com immediately.

SPECIAL INVITATION! This is an excellent opportunity to invite a percussion industry colleague that is not currently a member of the PMC. The meeting will provide tremendous insight to the organization, its programs and plans for the year ahead. We will need the names and company affiliations of your invited guests, so please contact PMC with that information as soon as possible.

Thank you in advance for including this important industry-wide meeting in your convention plans.

PMC Sponsors Panel Presentation at January NAMM Idea Center

"Get Em' While They're Hot: Defining the
Ever-Changing Future Drum Markets"
Thursday, January 15
1:00PM



PMC has once again been invited to create and present a retailer educational market development session during the January convention. Every retailer seeking to know more about selling and increasing sales will want to attend this lively informative session at NAMM's Idea Center located in Hall B, booth 5505.

Retailers can tap into concepts and trends in selling products to NEW customers that have not considered before, or have ignored for not knowing how to get them into the store or percussion department. This is beyond "drumming up more business". They will find insights and answers from the PMC's panel discussion on what trends are around the corner and where the drum and percussion markets may be heading over next few years.

Confirmed panelists include the following (subject to change):

Don Lombardi – President & Founder, Drum Workshop
Remo Belli – Chairman and Founder, Remo Incorporated
John DeChristopher – Vice President, Worldwide Artist Relations, The Zildjian Company
Honore Stockley – Moderator, Vice President Marketing, Bentley Hall Incorporated

All PMC members are invited and encouraged to attend "our-sponsored" Idea Center presentation.

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.

International Drum Month Free Drum Gear contest hailed as huge success

The Free Drum Gear Giveaway Contest concluded at the end of November's International Drum Month with over 270 written entries and 10 video entries received.



With a vast assortment of percussion equipment and merchandise provided by every PMC member, the \$15,000.00 worth of percussion prizes drove over 3000 new visitors to the PMC website, www.playdrums.com over the course of the contest. Full page color advertisements and press releases were provided by both *Drum! Magazine* and *Modern Drummer Magazine*. The Executive Officers of the PMC will start reviewing all contest entries that sought to express and share their thoughts on "Why Drumming Is Important To Me."

Winners for the 22 different prize packages will be announced by the end of January 2009.

Roots of Rhythm Teachers' Workshops in Austin, Texas have Record Enrollment Attendance

The two-day Trainer workshops held in Austin, Texas November 7-8 marked the conclusion of the PMC's Roots Of Rhythm principal activities for 2008. Along with previous sessions held in Los Angeles, Cleveland and Washington, DC, the program successfully certified 24 new trainers during the course of the year. These trainers will provide PMC with the capacity to train as many as 450 new classroom teachers per year.



The Washington and Austin workshops were expanded with a third day that also featured a teacher workshop. This event brought in 30 additional participants from the local areas and gave the new Trainers additional supervision and hands-on experience.

Through the combination of these ROR workshops, seminars by ROR author Craig Woodson and continuing outreach programs through the International House Of Blues Foundation, over 700 classroom and music teachers were exposed to the ROR curriculum in 2008. This allowed the world drumming, arts and academics curriculum to reach nearly 15,000 new students this year. And, as the program completes its fourth year, available statistics indicate that upwards of 100,000 drummers have been created through a variety of Roots Of Rhythm activities.

Outgoing Roots Of Rhythm director, David Levine, wishes to thank PMC members Remo, LP, Toca, Regal Tip, Zildjian and Pro-Mark as well as Antoinette Follett and Honore Stockley of Bentley-Hall for their contributions to ROR efforts throughout the year. David also offers a special appreciation to Dr. Woodson, the PMC Board, general membership and, most of all, the NAMM Foundation for their generous support.

Want to reach ROR participants? A reminder that an up-to-date mailing list of all Teachers, Retail Dealers and Trainers is available to PMC members. This is a tremendous opportunity to make direct contact while providing information on appropriate products and promotions. Let us know if you'd like that database sent to you.



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Percussion In The Schools Fall Tour reaches over 3,300 students

PMC's performance based school program that inspires elementary and middle school students to play drums and percussion, kicked-off the fall season with some outstanding concerts. PMC certified facilitator, Hands On With Zig, performed eight in-school concert assemblies from October thru December. A combined total audience attendance of over 3,300 students have now experienced playing percussion music instruments as a result of this in-school, hands-on program.



NAMM's message is being carried to these select audiences of students, teachers, administrators and parents in a meaningful professional way provided by each Percussion In The Schools in-school concert performance. The PMC believes this grass roots approach in creating more percussion players through a joint sponsorship with schools that have vested financial interest, will bring a long term positive result to the music retailer and the education of America's young people.

Educational Session at April 2009 NASMD Convention

The PMC has been invited to address the School Music Retailers attending the Annual NASMD (National Association of School Music Dealers) convention, scheduled for this coming April in Tucson, AZ.

Industry Relations Chairman and Executive Committee Member Brad Smith commented, "We are delighted to be on the NASMD program this year. There are so many opportunities for the NASMD retailers to use and apply the PMC educational in-school programs in how they service and sell to schools all over the country. We are honored to be invited to make this presentation to their members."



"Opportunity Knocks. Opening Your Percussion Sales Potential With Programs From The Percussion Marketing Council."

Date and time: Saturday April 4th, 2009 1:15pm

Presentation Speakers:

- Karl Dustman, Co-Executive Director-PMC
- Dr. Craig Woodson, Author, "Roots of Rhythm"

PMC Session Program Description:

Discover how the Percussion Marketing Council's educational in-school percussion programs can help open new doors for percussion sales targeting students, teachers and parents.

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, Clevelander 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 Art 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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