



THE NAMM FOUNDATION PRESENTS

THE GRAND RALLY FOR MUSIC EDUCATION

★ MANDATORY FUN! FEATURING ★

"WEIRD AL"
YANKOVIC 
 CANADIAN BRASS

SATURDAY
JANUARY 2016
23 9:30
-11AM

THRILLING
PERFORMANCES

THOUGHT-
PROVOKING
PRESENTATIONS

INSPIRING
SPEAKERS

★ HILTON HOTEL, NAMM FOUNDATION LOUNGE ★



the **music** begins here
OPPORTUNITY • COMMUNITY • PROFITABILITY

NAMM Foundation, Public Affairs and Government Relations Event Guide



NAMM
Foundation®

The NAMM Foundation brings music students, faculty and educators together with the music products industry at The 2016 NAMM Show. In addition to the events listed in this guide, plan to attend the first annual Grand Rally for Music Education on Saturday morning—a salute to music educators everywhere! The event features multi Grammy-winning artist “Weird Al” Yankovic and the internationally acclaimed Canadian Brass as a live SupportMusic Coalition webcast.

For the most up-to-date schedule, download the NAMM app.

JANUARY 21–24, 2016 • ANAHEIM CONVENTION CENTER • ANAHEIM, CALIFORNIA • NAMM.ORG/THENAMMSHOW



2016 NAMM Foundation, Public Affairs and Government Relations Sessions

GENERATION NEXT

Join college music students and faculty in this program presented by The NAMM Foundation and College Music Society (CMS) to experience the global music products industry and its largest industry trade show. Generation Next participants attend professional development sessions and receive valuable networking opportunities to explore careers in the music industry.

MUSIC EDUCATION DAYS

Music educators from across the globe gather for Music Education Days (MED) at The NAMM Show. The program offers music teachers and administrators informative sessions, inspiring performances, and the opportunity to preview the latest instruments, products and tools relevant to today's music classrooms.

**Please note: all Generation Next and Music Education Days sessions are open to everyone who attends The NAMM Show.*

Tuesday, January 19, 2016

8 a.m.–11 a.m.

Day of Service

James Guinn Elementary School, 1051 S. Sunkist St., Anaheim, CA 92806

The Day of Service is one way that NAMM members come together to support music education. This year, members will advance the music education reinstatement efforts of the Anaheim Public School District with a day of music making at James Guinn Elementary School. If you cannot participate in the Day of Service, please consider a gift to The NAMM Foundation to support this and other programs by visiting nammfoundation.org.

Wednesday, January 20, 2016

1 p.m.–2:30 p.m.

SupportMusic “Coalition on Coalitions”

Hilton Anaheim, Level 4, Palisades

Join NAMM members and guests working on state-level music education advocacy efforts as part of the SupportMusic Coalition. Learn tactics to move and improve state-level policies for music education. Moderated by Mary Luehrsen, NAMM Director of Public Affairs and Government Relations, with special guest advocacy and policy expert Jeff M. Poulin, Arts Education Program Coordinator, Americans for the Arts.

Thursday, January 21, 2016

8 a.m.–9:30 a.m.

NAMM University Breakfast of Champions Simulcast

Hilton Anaheim, Level 2, NAMM Foundation Lounge

To celebrate its 10th anniversary, “Breakfast of Champions” will spotlight a rare and influential group: the industry game changers. These innovators, thought leaders and disruptors are making decisions that will impact the music products business now and into the far future. During this session, they'll sit down with NAMM President and CEO Joe Lamond for intimate, one-on-one conversations about the current state of the industry and where it's going.

9:30 a.m.–10:25 a.m.

College Music Society/Generation Next Opening Plenary Session

Hilton Anaheim, Level 2, NAMM Foundation Lounge

This session provides an overview of the music products industry career options, and will set the stage for the life-changing experience of The 2016 NAMM Show.

10 a.m.–11 a.m.

Intellectual Property Forum

Anaheim Convention Center, Lobby A, Member Center

Protecting and managing intellectual property (IP) is a critical part of any business strategy. Join fellow NAMM members Jon Miller (Greenblum & Bernstein, P.L.C.), Sheryl Laukat (Cannonball Musical Instruments), Connie Reeves (Taff Optical) as well as Susan Anthony and Harry Kim from the United States Patent and Trademark Office (USPTO). Attendees will learn best practices from peers and experts, participate in a Q&A session, and review topics for NAMM's 2016 IP Academy. Presented by NAMM Public Affairs.

10:30 a.m.–11:25 a.m.

College Music Society/Generation Next Session, “How the Music Products Industry Can Launch You into a Successful and Fulfilling Career”

Hilton Anaheim, Level 2, Capistrano A/B

Learn about career development in the music products industry, gain perspective on what it's like to work in a music sales position, and discover how your passion for a single music industry product can change the trajectory of your life. Presented by Jennifer Amaya, California State Polytechnic University, Pomona, and Matt LaPoint, MOTU.

10:30 a.m.–11:25 a.m.

College Music Society/Generation Next Session, “Multi-act Music Festival Audio Production in the Digital Age”

Hilton Anaheim, Level 4, Oceanside

This panel discusses the mechanics of multi-performance music festivals and several different ways that performing acts use sound and backline

music equipment. Presented by Mark Frink, Author and Live Sound Engineer, and Brad Zell, QSC Artist Relations.

10:30 a.m.–11:25 a.m.

College Music Society/Generation Next Session, “Musicpreneurship: Business and Marketing Tools for the 21st Century Musician”

Hilton Anaheim, Level 4, San Clemente

This session explores some of the business and marketing tools used by today's professional musicians that allow them to compete in an ever-changing marketplace. Session focus is on marketing, branding, self-promotion, social media and networking skills development as part of a non-traditional music education. Presented by Tonya Butler, Minnesota State University, Mankato.

11 a.m.–5 p.m.

TEC Tracks Sessions

Anaheim Convention Center, Level 2

TEC Tracks features 70+ sessions showcasing strategies on music technology, recording, live sound, lighting, DJ, apps and game audio, including some of the biggest names appearing as keynote speakers and a full-day program powered by A3E on the Future of Audio. For information on TEC Tracks Sessions, visit NAMM.org or download the NAMM App.

11:30 a.m.–12:30 p.m.

College Music Society/Generation Next Session, “Alternatives to Being a Rock Star: Music Industry Careers You Didn't Know Existed.” Sponsored by MakeMusic.

Hilton Anaheim, Level 4, Capistrano A/B

This panel focuses on the myriad career paths that are available to music majors and emphasizes how a music background can prepare students for current positions. Panelists include Fred Flowerday, Vice President of Product; Michael Johnson, Vice President of Engineering; Gregory Dell'Era, Director of Technology Implementation; and Heath Mathews, Product Manager. Moderated by Jeremy Duerksen, Chief Marketing Officer.

11:30 a.m.–12:30 p.m.

College Music Society/Generation Next Session, “Three Traits of Successful Concert Programs”

Hilton Anaheim, Level 4, San Clemente

This session introduces three qualitative criteria for musicians to create impactful concert programs and judge their marketability. The session also addresses allied topics such as identifying target audiences, pitching to presenters, gaining followers, raising funds and putting on self-produced concerts. Presented by Gerald Klickstein, Peabody Institute of Johns Hopkins University.

11:30 a.m.–12:30 p.m.

College Music Society/Generation Next Session, “In-Ear Monitor (IEM) Fundamentals and Hearing Conservation”

Hilton Anaheim, Level 4, Oceanside

Focused on music performance, this panel discusses the fundamentals of in-ear monitors and the implications for long-term hearing conservation for performers using them. Presented by Mark Frink, Author and Live Sound Engineer, and Michael Santucci, Au.D., Sensiphonics.

11:30 a.m.–12:30 p.m.

Intellectual Property

Roundtable: Trademarks

Anaheim Convention Center, Lobby A, Member Center

NAMM members are invited to sit down with USPTO expert Susan Anthony to learn about trademark protection updates and take advantage of small group and/or individual consultations. Presented by NAMM Public Affairs.

1 p.m.–2 p.m.

Import/Export Forum

Anaheim Convention Center, Lobby A, Member Center

Hear updates from agency officials about wood import regulations, electronic documentation requirements, the Lacey Act/ivory regulations. NAMM members affected by and/or interested in regulations impacting the shipment of plant or animal products are encouraged to attend. New this year: learn how the U.S. Commercial Service offers assistance to help you increase your sales in international markets. Panelists include representatives from the U.S. Fish and Wildlife Service, the U.S. Commercial Service and Jim Goldberg from Goldberg & Associates. Presented by NAMM Public Affairs.

2 p.m.–3 p.m.

Import/Export Roundtable

Anaheim Convention Center, Lobby A, Member Center

Stop by for one-on-one consultations with representatives from the U.S. Fish and Wildlife Service and the U.S. Commercial Service. Ask questions and get answers from the experts! Presented by NAMM Public Affairs.

Meet NAMM's Foundation Partners

Drop by the Member Center on Thursday **between 4:30 p.m. and 5:30 p.m.** for The NAMM Foundation Partner Reception, held annually at The NAMM Show. Learn more about the organizations that share the Foundation's mission to increase opportunities for people to learn and make music. Soft drinks and snacks will be served.

Friday, January 22, 2016

9:30 a.m.–3 p.m.

Music Administration Collaborative – by Invitation

Hilton Anaheim, Level 4, El Capitan

Learn and share professional development, policy, research, evaluation standards, and music advocacy news and updates. This session is open to music administrators only. Presented by Gary Markham, Retired Music Supervisor, Cobb County in Atlanta, GA; Jeremy Earnhart, Fine Arts Director, Arlington Independent School District; Larry Livingston, Conducting Department Chair, USC Thornton School of Music; and Bob Morrison, Founder and CEO, Quadrant Research. If you're interested in participating, please contact Kelly Bryan at kbryan@conn-selmer.com.

10:30 a.m.–11:25 a.m.

College Music Society/Generation Next Session, “The 21st-century Musician: Understanding and Performing Multimedia Works”

Hilton Anaheim, Level 4, Capistrano A/B

This session explores the new genre of multimedia musical works that combine video, audio, dance, visual art, poetry and other artistic disciplines. Learn how performers and concert producers approach this unusual genre of music. Presented by Brendan Jacklin, University of Cincinnati.

10:30 a.m.–11:25 a.m.

College Music Society/Generation Next Session, “Skill Sets of Today's Successful Music Content Creators”

Hilton Anaheim, Level 4, San Clemente

This panel explores expanding the craft of music composition to include mastery in music production, engineering and mixing to meet the modern demands of the commercial music industry. Presented by Evan J. Beigel, Composer/Producer/Engineer, and Carl Peel, Vice President of Production, Killer Tracks, a division of Universal Music Publishing.

10:30 a.m.–11:25 a.m.

College Music Society/Generation Next Session, “Composing Music for Games: The Art and Business of Video Game Music”

Hilton Anaheim, Level 4, Oceanside

Presenters offer updates about the current state of the game-music business, what jobs are available and how best to prepare for a career in

the game industry. Presented by Steve Horowitz, The Game Audio Institute, and Scott Looney, Co-Founder of The Game Audio Institute, Teacher at University of California, Santa Cruz, and the Academy of Art University.

11 a.m.–5 p.m.

TEC Tracks Sessions

Anaheim Convention Center, Level 2

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11:30 a.m.–12:30 p.m.

College Music Society/Generation Next Session, “Preparing for a Career in Visual Media: The State of Audio Education in America”

Hilton Anaheim, Level 4, Capistrano A/B

A panel comprised of Emmy, Oscar, Tony and Grammy-winning composers and music producers explores the larger issue of how music products and pro-audio industries are changing. Panelists include Steve Horowitz, The Game Audio Institute; Brian Walker, Audio Director at LeapFrog Enterprises and Owner, Articulate Audio; Jerome Rossen, Composer, Teacher, Pyramid SF; Joe Carroll, Composer and Founder, Manhattan Producer's Alliance; and Sandra Kilpatrick Jordan, Education Consultant and Board Member, Manhattan Producer's Alliance.

11:30 a.m.–12:30 p.m.

College Music Society/Generation Next Session, “Using Music Technology in Live Performance”

Hilton Anaheim, Level 4, San Clemente

This “all-in-one” session offers a diverse experience that combines a live concert, music technology clinic, songwriting seminar and a classroom discussion. Presented by Darren Kramer, DJ.

11:30 a.m.–12:30 p.m.

College Music Society/Generation Next Session, “Marketing Contemporary Music Recordings with Concert Performances: A Case Study”

Hilton Anaheim, Level 4, Oceanside

This session looks at the recording marketing plan of a concert tour, from concept to finish, and focuses on the marketing strategy used from “concept to concert,” for a second CD in the American Composers Series. Presented by Bruce P. Mahin, Radford University.

2 p.m.–3 p.m.

Intellectual Property Roundtable: Patents
Anaheim Convention Center, Lobby A, Member Center

Do not miss the chance to get updates about patent protection! NAMM members can take advantage of small group and individual consultations with Harry Kim from the USPTO. Presented by NAMM Public Affairs.

4 p.m.–5 p.m.

NAMM Advocacy Fly-In Meeting
Anaheim Convention Center, Lobby E, Lower Level, R&B Lounge

Join NAMM members for an informational session on the 2016 NAMM Advocacy Fly-In on May 23–26, 2016, in Washington, D.C., along with updates on recent ESEA reauthorization. The 2016 NAMM Advocacy Fly-In will feature a Day of Service community event, advocacy training, Congressional staff briefings and visits, a research briefing and more. Meeting is open to NAMM members only. Refreshments served.

4 p.m.–6 p.m.

NAMM Young Professionals (YP) Workshop and Reception
Anaheim Convention Center, Lobby A, Member Center

NAMM YP is hosting a workshop with the emerging leaders of the music products industry. Hear from industry trailblazers, participate in breakout sessions and network during the closing reception. Keynote by Robin Walenta, President and CEO of West Music and Vice-Chair of NAMM.

5:45 p.m.–7 p.m.

All-industry Drum Circle
Palm Terrace in between the Anaheim Convention Center and the Hilton Anaheim
Drum up enthusiasm for the music industry at NAMM’s annual All-industry Drum Circle, a can’t-miss NAMM Show rhythm celebration! Blow off some steam and get ideas for setting up fun, group-based Recreational Music Making experiences. Percussion instruments provided. Brought to you by NAMM in collaboration with Remo, Inc.

6 p.m.–8 p.m.

Imagine Party benefitting The NAMM Foundation
NAMM Nissan Grand Plaza Stage
Celebrate music education at the Imagine Party with special guests and performances benefitting The NAMM Foundation. Performers TBD. Presented by NAMM with the John Lennon Educational Tour Bus.

Saturday, January 23, 2016

9:30 a.m.–11 a.m.

The Grand Rally for Music Education
Hilton Anaheim, Level 2, NAMM Foundation Lounge

The first annual Grand Rally for Music Education at The 2016 NAMM Show is a salute to music educators everywhere. The Grand Rally features multi–Grammy–winning artist, *New York Times* bestselling author, TV and film actor-producer-director, “Weird Al” Yankovic, and the internationally acclaimed Canadian Brass. Hosted by executive director of The NAMM Foundation, Mary Luehrsen, the event is a live SupportMusic Coalition webcast. This event is open to all! We welcome NAMM members, music educators, college students and faculty to join together in support of music education.

11 a.m.–12 p.m.

Intellectual Property Roundtable: Protecting Product Design
Anaheim Convention Center, Lobby A, Member Center

Roll up your sleeves and gather for a fun and interactive how-to discussion on protecting music product designs. Hosted by Susan Anthony and Harry Kim from the USPTO, this session will feature a music product scenario designed specifically for 2016 NAMM Show attendees. Presented by NAMM Public Affairs.

11 a.m.–5 p.m.

TEC Tracks Sessions
Anaheim Convention Center, Level 2
TEC Tracks features 70+ sessions showcasing strategies on music technology, recording, live sound, lighting, DJ, apps and game audio, including some of the biggest names appearing as keynote speakers and a full-day program powered by A3E on the Future of Audio. For information on TEC Tracks Sessions, visit NAMM.org or download the NAMM App.



Music Education Networking Showcases
Hilton Anaheim, Level 4, Avila AB

The Music Education Networking Showcases feature eight 5-minute presentations by leaders in the music products industry, music educators and other organizations. The showcases conclude with a 15-minute networking segment.

11:35 a.m.

Music Education Showcase, “MIDI and Music Making”
Apple, Google and Microsoft are enabling 2.5 billion new mobile and desktop devices for making music. Find out how they are doing it and where to learn more. Presented by Tom White, MIDI Manufacturers Association.

11:40 a.m.

Music Education Showcase, “SmartMusic and Student Success”
SmartMusic is an interactive tool for helping students improve. Students practice with music on screen and a professional recording that provides

context and harmonic support. Students receive immediate feedback in the form of red and green notes, a recording of their playing and a score that represents the percentage of correct notes. Presented by Giovanna Cruz, MakeMusic, Inc.

11:45 a.m.

Music Education Showcase, “Modern Band: Leveraging the Cultural Capital of the Children We Serve”
Popular music programs are scaling rapidly in school districts as diverse as those of NYC, LA, Chicago and Dallas. Using real-world examples from this growing movement, you’ll learn how to bring popular music programming to your school and how to scale it in your district. Handouts and materials provided. Presented by David Wish, Little Kids Rock.

11:50 a.m.

Music Education Showcase, “Innovative Financial and Strategic Solutions for Your Music Program”
Educational Services strives to help music programs by providing creative and innovative solutions to assist with financial and strategic planning. Programs that have been impacted will be shared with attendees. Presented by Michael Kamphuis, Conn-Selmer, Inc.

11:55 a.m.

Music Education Showcase, “Music Making in Your Community”
Make Music Day engages all communities in an annual cross-cultural celebration of music through outdoor performances by amateurs, students and professionals. Enriching lives through the universal language of music, Make Music Day desires to expand the horizons of people of every age by unlocking their artistic imagination to enable lifelong learning and creative invention. Presented by Dorsay Dujon, Make Music Los Angeles.

12 p.m.

Music Education Showcase, “Game-based Music Education for the Upcoming Generation”
The Game Audio Institute (GAI) is committed to game-based learning for the next generation. Using interactive media that differs from linear media like film and TV, GAI focuses on music education. Our motto is, “What better way to learn about game music then inside a game?!” Presented by Steven Horowitz, The Game Audio Institute.

12:05 p.m.

Music Education Showcase, “Educational Opportunities through Drums and Drumming”
The Percussion Marketing Council (PMC) has created a number of educational programs, campaigns and events over the past 20 years that provide instant involvement and personal expression through the joy and fun of drumming. Regional activities, in-school programs and

complete curriculums are available to all music educators. Presented by Dr. Craig Woodson, PMC.

12:10 p.m.

Music Education Showcase, “Music Production and the Recording Arts: Standards for the Common Core”
Bringing music education into the 21st century has been the focus of Common Core, and has been addressed by Career Technical Education (CTE) for the last decade. Attend to learn how current standards can be applied to music production and the recording arts. Presented by Beth Hollenbeck, Music Educator, Scotts Valley High School.

12:15 p.m.–12:30 p.m.

Music Education Showcase: Networking
Refresh and network with presenters of Music Education Days Networking Showcases.

12:35 p.m.

Music Education Showcase, “Integrating Guitar and Ukulele into Your Classroom”
A model for training music educators to integrate guitar and ukulele in their K–6 classrooms will be presented. This model is aligned with new national standards. Presented by Jessica Baron, Guitars in the Classroom.

12:40 p.m.

Music Education Showcase, “Techniques and Tools for Early Music Literacy”
Discover techniques to stimulate children ages 3–8 and engage them to have an enjoyable learning experience through music literacy, rhythm and pitch perception. Presented by Nobu Yamamoto, SKY Edutainment Group Inc.

12:45 p.m.

Music Education Showcase, “Creating a High School Music Technology Program”
Create a music technology program for your music department by, bringing high school and college-level audio production classes to campus. Broaden the appeal of music classes to a larger segment of your student population. Best practices from Mahopac High School in New York. Presented by Stas Przymylski, Music Educator, Mahopac CSD.

12:50 p.m.

Music Education Showcase, “Guitar Building and National Curriculum Standards”
The STEM Guitar Project, funded by a grant from The National Science Foundation, brings hands-on learning back into the traditional classroom. You’ll find out how to integrate guitars and guitar building through developed curriculum linked to national standards. Presented by Thomas Singer, The STEM Guitar Project.

12:55 p.m.

Music Education Showcase, “An Online Community for Music Education”
Noteflight Learn is an online music-learning community designed specifically for music education. All digital scores are interactive, customizable and easily accessible for sharing and collaboration. Presented by John Mlynczak, Noteflight, a Hal Leonard Corporation.

1 p.m.

Music Education Showcase, “Nuvo Instruments and the Pre-Band Approach”
Nuvo Instruments have been implemented in schools throughout the world as a “pre-band” approach. Low-income communities have utilized these instruments to establish and build important musical experiences for children. Presented by Dr. Cassandra Eisenreich, Nuvo Instruments.

1:05 p.m.

Music Education Showcase, “Educator Resources, Clinicians and Performance Possibilities”
Yamaha has the most active and diverse artists in the world. They also have remained dedicated to you and your programs for decades. Learn how you can immediately access the inspiring tools, artists and performance possibilities designed for you by Yamaha. Presented by John Wittmann, Yamaha.

1:10 p.m.

Music Education Showcase, “Key Elements to Implement After-school Music Programs”
Sustain a successful after-school music program network. Find out how to leverage resources by partnering with youth development organizations like the Boys & Girls Clubs and the YMCA. Presented by David Bickel, Music and Youth Initiative.

1:15 p.m.–1:30 p.m.

Music Education Showcase: Networking
Refresh and network with presenters of Music Education Days Networking Showcases.

1:35 p.m.

Music Education Showcase, “Inside Look into Modern Vocal Techniques”
Discover best practices for modern vocal techniques. Instructors are encouraged to attend to get an inside look into the depth of teaching vocal lessons to music students. Presented by Mary Zimmer, Independent Music Educator.

1:40 p.m.

Music Education Showcase, “Making Music on Mobile Devices”
Learn how to educate students in beat making, as well as lyric writing and recording, using their own smartphone devices. Explore apps that allow

students to have immediate access to the musical world. Presented by J Ross Parrelli, Beats Lyrics Leaders.

1:45 p.m.

Music Education Showcase, “EduMusication: Exposing Music Students to Career Opportunities”
EduMusication brings pro touring bands into music classrooms at high schools/colleges around the country! EduMusication serves to expose students to different career opportunities, higher education in the arts, and finding a career they love. Presented by Gabe Kubanda, Epic Proportions Tour – EduMusication.

1:50 p.m.

Music Education Showcase, “Start a Guitar Program with Teaching Guitar Workshops”
Since 1995, Teaching Guitar Workshops has been working with NAFME, GAMA and NAMM to provide professional development for in-service K–12 teachers to successfully start or expand their guitar programs. Presented by Bill Purse, Chair Emeritus Teaching Guitar Workshops/Chair of Guitar and Music Technology, Duquesne University Pittsburgh.

1:55 p.m.

Music Education Showcase, “Integrating Guitar Building in the Classroom”
Learn how guitar building developed through STEM Guitar Project’s curriculum that is linked to national standards. Presented by Tom Morrissey, Professor of Art, Community College of Rhode Island.

2 p.m.

Music Education Showcase, “SABIAN Education Network (SEN) Develop, Manage and Grow Your Teaching Business”
SEN is a vibrant community of drum teachers sharing ideas and resources to grow their businesses and improve their teaching skills. Learn about the elements of this program, from online resources to webinars and live events, which are assisting our members in achieving success. Presented by Joe Bergamini, Education Consultant, SABIAN.

2:05 p.m.

Music Education Showcase, “Wireless Tablet Instruction”
Newzik allows students to read musical content from wirelessly connected tablets. When a teacher/ conductor turns pages, annotates or changes titles, students will see changes on their screens in real time. Presented by Aurelia Azoulay, Newzik.

2:10 p.m.
Music Education Showcase, “Tools to Recruit and Retain Instrumental Music Students”

Based on best practices from highly successful band directors, the Music Achievement Council (MAC) has compiled tools that cover every aspect of recruiting and retaining instrumental music students. Recently edited with new and innovative strategies, this information is great for new and experienced teachers alike. Presented by Marcia Neel, Music Achievement Council.

2:15 p.m.–2:30 p.m.
Music Education Showcase: Networking
Refresh and network with presenters at Music Education Days Networking Showcases.

2:30 p.m.–3:30 p.m.
Music Achievement Council (MAC) Session, “A Practical Guide for Recruitment and Retention”
Hilton Anaheim, Level 4, Avila AB

Based on best practices from highly successful band directors, the Music Achievement Council has compiled several tools that cover every aspect of recruiting and retaining instrumental music students. It not only provides sample forms and letters that are ready-to-use, but also shares retention ideas that can be implemented at any stage of the school year. Presented by Marcia Neel, Music Achievement Council.

4 p.m.–5 p.m.
The Crane Institute for Music Business Presents the Sandy Feldstein Industry Roundtable
Hilton Anaheim, Level 2, NAMM Foundation Lounge

Moderated by NAMM President and CEO Joe Lamond, this panel of industry leaders offers advice and inspiration for anyone seeking a career in the music industry. The roundtable discussion is dedicated to SUNY Potsdam alumnus and long-time music industry icon Sandy Feldstein. Come early at 3:30 p.m. for a performance by Tyler Stenson! Panelists include Leslie Ann Jones, Director of Music and ScoringRecording and Scoring, Skywalker Sound; Don Lombardi, Founder and President, Drum Workshop; Bob Morrison, Founder and CEO, Quadrant Research; Bernie Williams, former New York Yankee and Latin GRAMMY–nominated guitarist; and Khristian Dentley, Music Producer, Musician and Baritone, Take 6.

5 p.m.–6 p.m.
Generation Next Mixer
NAMM Nissan Grand Plaza Stage VIP Area
The NAMM Foundation, in collaboration with NAMM Young Professionals, invites all Generation Next participants to attend the Generation Next Mixer. This networking event is a great opportunity to chat with peers and young industry leaders about what it takes to make it in the music products industry. Snacks and drinks will be provided. Open to all Generation Next registrants.

Sunday, January 24, 2016

9 a.m.–10 a.m.
Recreational Music Making (RMM) Forum
Anaheim Convention Center, Lobby A, Member Center

Get charged up for music-making and community outreach activities in 2016. Join NAMM members who will share tips on how to make music retail businesses a hub for music making in your community. Get information to plan for Make Music Day on June 21, 2016! Panelists include Gay Powell Hanna, Executive Director, National Center for Creative Aging (NCCA); Rick Mowatt, CLC Coordinator and D.C. Veterans Affairs Medical Center Speaker; and Aaron Friedman, Executive Director, Make Music Alliance. Pastries served.

10 a.m.–11 a.m.
Wind Circle
Anaheim Convention Center, Lobby A, Member Center

Participate in the first annual wind circle in the NAMM Member Center. Appealing to all ages, these beginning wind instruments provide an accessible way to get people to “Just Play.” Brought to you by NAMM in collaboration with Nuvo’s “DooD” and “TooT” Instruments.

10 a.m.–11 a.m.
Technology Institute for Music Educators (TI:ME) Session, “Technology in the Music Classroom: The NAMM Show Demystified”
Hilton Anaheim, Level 4, Avila AB

Receive practical advice from TI:ME members, music technology educators and specialists about the best music tech products and applications for the music classroom, and how to find them in the vast NAMM exhibit halls. Presented by Dr. Floyd Richmond, TI:ME, Technology Institute for Music Educators.

11 a.m.–5 p.m.
TEC Tracks Sessions
Anaheim Convention Center, Level 2

TEC Tracks features 70+ sessions showcasing strategies on music technology, recording, live sound, lighting, DJ, apps and game audio, including some of the biggest names appearing as keynote speakers. For information on TEC Tracks Sessions, visit NAMM.org or download the NAMM App.

11:30 a.m.–12:30 p.m.
Harmonica Circle
Anaheim Convention Center, Lobby A, Member Center

The harmonica is the ideal beginner musician’s choice. Attend the harmonica circle in the NAMM Member Center and get the basics. Learn the joys of an instrument you can carry in your pocket! Brought to you by NAMM in collaboration with Hohner.

Music Education Networking Showcases
Hilton Anaheim, Level 4, Avila AB

The Music Education Networking Showcases feature 5-minute presentations by leaders in the music products industry, music educators and other organizations. Each one-hour collection of presentations ends with a 15-minute networking segment where attendees can mingle with presenters.

11:35 a.m.
Music Education Showcase, “Wearable, Silent and Smart: Metronome App for Music Educators”

Music educators are encouraged to learn how to measure student progress using a metronome app. A wearable, silent, smart metronome taps the tempo onto the musician’s skin, improving student-teacher interactions. Presented by Dan Krisher, Sound Brenner.

11:40 a.m.
Music Education Showcase, “SOS! Morse Code in the Music Classroom”

Morse Code Teaching supports students who learn to articulate (tongue) on reed, brass and other instruments. When students recite the Morse code prosign, SOS etc., the tongue enunciates the code, stringing sounds together in one breath while differentiating long and short notes. Learn about this teaching method that can effectively and efficiently teach a basic wind instrument technique. Presented by Ginny Atherton, Arts Education Branch Itinerant Orchestra Teacher, LAUSD.

11:45 a.m.
Music Education Showcase, “Easy, Fun and Fast Method to Play Piano in Your Classroom in 60 Seconds”

This beginner method gets kids and adults playing piano in as little as 60 seconds. By matching colored lyrics of Top 40 and popular songs to piano decals, students can play chords and background music quickly. This innovation can inspire many to create and play music. Presented by Jennifer Rodriguez, Ivoreez.

11:50 a.m.
Music Education Showcase, “DJ’s Move Crowds and Save Lives”

DJ’ing is a new and innovative way to interact with students around STEAMMED—Science, Technology, Engineering, Arts, Math, Media, Entrepreneurship and Design. Learn how to use DJ Controllers to integrate innovative DJ programming that expands minds into school curriculums and home schools. Presented by Michael Peterson, Hercules DJ.

11:55 a.m.
Music Education Showcase, “Start a Guitar Program with Teaching Guitar Workshops”

Since 1995 Teaching Guitar Workshops has been working with NAFME, GAMA and NAMM to provide professional development for in-service K–12 teachers to successfully start or expand their guitar programs. Presented by Bill Purse, Chair Emeritus Teaching Guitar Workshops/Chair of Guitar and Music Technology, Duquesne University Pittsburgh. (**Note: This is a repeat session from Sat., January 23.)

12 p.m.
Music Education Showcase, “Educator Resources, Clinicians and Performance Possibilities”

Yamaha has the most active and diverse artists in the world. They also have remained dedicated to you and your programs for decades. Learn how you can immediately access the inspiring tools, artists and performance possibilities designed for you by Yamaha. Presented by John Wittmann, Yamaha. (**Note: This is a repeat session from Sat., January 23.)

12:05 p.m.
Music Education Showcase, “Educational Opportunities through Drums and Drumming”

The Percussion Marketing Council (PMC) has created educational programs, campaigns and events over the past 20 years that provide instant involvement and personal expression through the joy and fun of drumming. Regional activities, in-school programs and complete curriculums are available to all music educators. Presented by Dr. Craig Woodson, PMC. (**Note: This is a repeat session from Sat., January 23.)

12:10 p.m.
Music Education Showcase, “Making Music on Mobile Devices”

Learn how to educate students in beat making, as well as lyric writing and recording, using their own smartphone devices. Explore apps that allow students to have immediate access to the musical world. Presented by J Ross Parrelli, Beats Lyrics Leaders. (**Note: This is a repeat session from Sat., January 23.)

12:15 p.m.–12:30 p.m.
Music Education Showcase: Networking
Refresh and network with presenters of Music Education Days Networking Showcases.

12:35 p.m.
Music Education Showcase, “Electrify Your Strings!”

Imagine a string education curriculum designed to empower and inspire the next generation. Get real-world solutions by plugging iPods, smartphones and computers directly into student learning for a transformative experience. Presented by Mark Wood, Electrify Your Strings, Inc.

12:40 p.m.
Music Education Showcase, “SABIAN Education Network (SEN) Develop, Manage and Grow Your Teaching Business”

SEN is a vibrant community of drum teachers sharing ideas and resources to grow their businesses and improve their teaching skills. Learn about the elements of this program, from online resources to webinars and live events, which are assisting our members in achieving success. Presented by Joe Bergamini, Education Consultant, SABIAN. (**Note: This is a repeat session from Sat., January 23.)

12:45 p.m.
Music Education Showcase, “Group Learning Labs: Supercharged Teaching Tools”

There are numerous benefits to group learning labs for teachers, students and administrators, including higher productivity, increased achievement, discrete teacher/student interaction, portability and room efficiency. New lab systems make this possible with lower costs and faster learning curves with the added benefit of mixed-use capabilities to support multiple ensembles and various instruments in a shared space. Presented by Corey Fournier, Roland U.S.

12:50 p.m.
Music Education Showcase, “JoyTunes: If I Knew Then What I Know Now”

Learn from a music tech startup based in Israel. Hear advice on working for a business/institution and tips for student involvement. Presented by Linda Christensen, JoyTunes.

12:45 p.m.–12:55 p.m.
Multi-instrument Parade
Anaheim Convention Center, Lobby A, Member Center
Grab a uke, horn, wind or percussion

instrument (provided) and join us at the Member Center for the first annual multi-instrument music-making parade to raise awareness about music making at The NAMM Show. All levels and abilities are welcome! We will have facilitators to help with just about any instrument. Parade begins and ends at the Member Center, and leads into the uke circle, which begins at 1 p.m.

1 p.m.–2 p.m.
Ukulele Circle (aka The Smile Circle)
Anaheim Convention Center, Lobby A, Member Center

Unleash your island spirit at our annual ukulele circle. You’ll learn the basics of the uke, otherwise known as the “jumping flea.” No experience required; smiles guaranteed. Brought to you by NAMM in collaboration with Kala Brand Music— instruments provided.

1:30 p.m.–2 p.m.
School Band & Orchestra’s (SBO) Best Tools for Schools Awards
Anaheim Convention Center, Lobby, NAMM Idea Center

Leaders in classroom music education reveal their favorite picks from The 2016 NAMM Show. This is a not-to-miss session for anyone in music education or the school music business. Hosted by Timeless Communications, publishers of *School Band & Orchestra*, MMR and more.

2 p.m.–3 p.m.
Trumpet Circle
Anaheim Convention Center, Lobby A, Member Center

The second annual trumpet circle focuses on fostering brass playing at an elementary level. Brought to you by NAMM in collaboration with Conn-Selmer, Inc. Instruments provided.

3 p.m.–4 p.m.
Trombone Circle
Anaheim Convention Center, Lobby A, Member Center

Attend the third annual trombone circle, and learn how to create a fun, musical experience for people of all ages. Jump into this unforgettable community “lower brass” celebration! Brought to you by NAMM in collaboration with Conn-Selmer, Inc. Instruments provided.

Get Connected!

The NAMM App is your one-stop source for all show info

Search your app store for “NAMM” and then download the app for the latest show updates and info.



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NAMM
Foundation*

Mission Statement

The Foundation’s mission is to advance active participation in music making across the lifespan by supporting scientific research, philanthropic giving and public service programs. The NAMM Foundation is funded by NAMM members through trade association activities and private donations.

For more information about The NAMM Foundation, please visit www.nammfoundation.org.