

The **NAMM** Foundation
Presents
GRAND RALLY
FOR MUSIC EDUCATION



NAMM Foundation
ANAHEIM-CALIFORNIA
GRAND RALLY
FOR MUSIC EDUCATION
NAMM Show
JANUARY 21, 2017

Join NAMM members, music educators, college music students and faculty with special musical performances and guests in this annual salute to music education. Together we keep music education strong.

BLACK VIOLIN

PERFORMS
FOLLOWED BY Q & A

SPECIAL GUEST INTERVIEWS

Keb' Mo' and Bernie Williams
Student Performance by **The Perfect Fourth Quartet**

Musical Guest: **BLACK VIOLIN**
presented in collaboration with Yamaha

When: Saturday, January 21, 2017

Time: 9:30–11 am

Where: NAMM Foundation Lounge in
the Anaheim Hilton, California Ballroom A/B



Get connected!
The NAMM app is your one-stop source for all
show information. Search your app store for "NAMM."

Join the conversation! #NAMMSHOW



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

The NAMM Foundation and NAMM Public Affairs and Government Relations Event Guide



NAMM
Foundation®

The NAMM Foundation brings music students, college faculty and educators together with the music products industry at The 2017 NAMM Show. In addition to the events listed in this guide, plan to attend the second annual Grand Rally for Music Education on Saturday morning—a salute to music education that is open to all! The event features performances by the classically trained hip-hop violin and viola duo Black Violin, presented in collaboration with Yamaha; and includes interviews with Turnaround Artists Keb' Mo' and Bernie Williams; with student performances by recipients of the 2016 National Arts and Humanities Youth Program Award, The Perfect Fourth Quartet, a program of the Sphinx Organization.

THE **NAMM** SHOW

JANUARY 19–22, 2017 • ANAHEIM CONVENTION CENTER • ANAHEIM, CALIFORNIA • NAMM.ORG/THEAMMSHOW

#NAMMSHOW



The NAMM Foundation and NAMM Public Affairs and Government Relations Sessions

GenNext

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

MUSIC EDUCATION DAYS (MED)

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 GenNext and Music Education Days sessions are open to everyone attending The NAMM Show.**

Tuesday, January 17

8–11 am

Day of Service

Patrick Henry Elementary School

The 2017 Day of Service at Patrick Henry Elementary School begins with a meet-and-greet over continental breakfast at the school, followed by an experience designed to inspire students, teachers and NAMM members alike. Volunteers unpack and tune instruments, interact and assist children during facilitator-led sessions in classroom settings, and pack up instruments when the sessions are over. The NAMM Foundation will match up to \$10,000 in donations to help the school sustain its music program; gifts are encouraged to support the reinstatement of music education in Anaheim Elementary School District. Presented by The NAMM Foundation.

11:30 am–4:30 pm

Coalition on Coalitions Advocacy Boot Camp

Anaheim Hilton, Level 4, Palisades

The NAMM Foundation partners with Americans for the Arts (AFTA) and the National Association for Music Education (NAfME) to inform and connect NAMM members with arts advocacy organizations in their states. The first-ever Coalition on Coalition Advocacy Boot Camp is an intensive state coalition workshop with hands-on advocacy training. Presented by The NAMM Foundation.

Thursday, January 19

8:30–9:30 am

GenNext Session: NAMM U: Breakfast of Champions Overflow Simulcast

Anaheim Hilton, Level 2, NAMM Foundation Lounge California Ballroom A/B

The 2017 NAMM Show kicks off with the ultimate innovation summit, “Breakfast of Champions.” In a series of one-on-one interviews, NAMM President and CEO Joe Lamond speaks with the biggest innovators in the music industry, and beyond, about how they're creating the future right now. Presented by The NAMM Foundation.

9:30–10:25 am

GenNext Session: The College Music Society Opening Plenary Featuring Ryan West

Anaheim Hilton, Level 2, NAMM Foundation Lounge California Ballroom A/B

The College Music Society Plenary Session kicks off GenNext with featured guest Ryan West of West Music. This session offers an inspiring glimpse into GenNext programming and is the start of your “ticket to a career in music” experience at The NAMM Show. Speaker: Ryan West, West Music. Presented by The College Music Society.

10:30 am–2 pm

GenNext Sessions

Anaheim Hilton, Level 4, Capistrano A/B, Oceanside & San Clemente

College music students and faculty are encouraged to attend these sessions to inform, support and advance careers in music. GenNext sessions inspire and strengthen opportunities for a life in music. Presented by The College Music Society.

10–11 am

Nonprofit Roundtable: Advance Your Mission by Upping Your Social Media Game

Anaheim C.C., NAMM Member Center

Polish your online presence through social media strategy. Learn to effectively promote your nonprofit mission and to be consistent with your brand. Facilitator: B.J. Morgan, marketing manager, NAMM MUSEUM of Making Music. Presented by The NAMM Foundation.

10:30–11:25 am

GenNext Session: Knocking Down Walls to Strengthen Your Music Education Foundation

Anaheim Hilton, Level 4, Capistrano A/B

An all-star panel will explore and discuss reasons we build mental walls and road blocks—and how to remove them to achieve success, develop professional relationships, and enhance performance and educational opportunities. Moderator: Sean Kennedy, Montgomery County Community College. Panelists: Gordon Goodwin; Clayton Cameron; and Mark Amentt. Presented by The College Music Society.

10:30–11:25 am

GenNext Session: Build Your Own Brand (BYOB!)

Anaheim Hilton, Level 4, San Clemente

Explore the power of creating your own brand, while learning how to use traditional marketing practices to stand out from the crowd. Speaker: Tonya Butler, Minnesota State University. Presented by The College Music Society.

10:30–11:25 am

GenNext Session: Funding the Arts in the Digital Age: What Voluntary Payments Tell Us About the Future of the Online Music Economy

Anaheim Hilton, Level 4, Oceanside

Examine the current realities of open access to music through digital platforms and review financial opportunities for musicians and recording artists. Speaker: Chris Golinski, University of California, San Diego. Presented by The College Music Society.

11 am–12 pm

Policy Roundtable: The Intellectual Property (IP) Protection Process in the U.S.

Anaheim C.C., NAMM Member Center

Filing for domestic and international property protection can be expensive. Learn how to take timely action to protect your intellectual property rights and develop an overall intellectual property protection strategy that is appropriate for your business. Facilitators: Susan Anthony, attorney, United States Patent and Trademark Office (USPTO); Richard Cole, representative, USPTO. Presented by NAMM Public Affairs and Government Relations.

11:30 am–12:30 pm

GenNext Session: Teaching Musical Instrument Design in the Digital Era

Anaheim Hilton, Level 4, Oceanside

Music faculty who direct musical instrument design programs share instructional philosophies, demonstrate student work—and present on how this career track has developed—and how it will evolve to keep up with the music industry. Speakers: Paul Lehrman, Tufts University; Sasha Leitman, Center for Computer Research in Music

and Acoustics; Joseph Rovin, Brown University; Tom Erbe, University of California, San Diego; Joey Bargsten, Florida Atlantic University. Presented by The College Music Society.

11:30 am–12:30 pm

GenNext Session: Careers in Media Technology

Anaheim Hilton, Level 4, Capistrano A/B

Music + Cutting-Edge Technologies = your career in media technology. This session offers practical tools and information to pursue a career in music. Speakers: Jay LeBoeuf and Priyanka Shekar, Real Industry. Presented by The College Music Society.

11:30 am–12:30 pm

GenNext Session: The Future Belongs to Us! Cross-cultural Perspectives on Art, Audience and Money-making

Anaheim Hilton, Level 4, San Clemente

Learn to effect positive change as a young music professional by branching out to new and diverse audiences. Build partnerships across genres, cultures and disciplines; and develop the skills to balance teaching, performing and activism. Speakers: Michael Jamanis, Franklin and Marshall College; Sandra Kilpatrick Jordan; Amanda Kemp; and Francis Wong. Presented by The College Music Society.

1–2 pm

Policy Roundtable: New Federal Overtime Rules

Anaheim C.C., NAMM Member Center

Get answers to concerns regarding rules governing exemptions from overtime pay requirements. Facilitator: Jim Goldberg, founder, Goldberg and Associates. Presented by NAMM Public Affairs and Government Relations.

2–3 pm

Policy Roundtable: “Lawsuit Guitars” Fact vs. Myth

Anaheim C.C., NAMM Member Center

Separate fact from fiction and learn legal issues associated with high-quality copies of guitars, known as “lawsuit guitars.” Facilitator: Ron Bienstock, intellectual property attorney and partner, Scarinci Hollenbeck, LLC. Presented by NAMM Public Affairs and Government Relations.

3–4 pm

Nonprofit Roundtable: Best Practices for Fundraising

Anaheim C.C., NAMM Member Center

Discover fundraising best practices for your nonprofit with practical knowledge to apply to your organization. Facilitators: David Dik, national executive director, Young Audiences; Dalouge Smith, president and CEO, San Diego Youth Symphony. Presented by The NAMM Foundation.

4–5 pm

Nonprofit Networking Reception

Anaheim C.C., NAMM Member Center

Connect with nonprofit organizations that share the mission to increase opportunities for people to learn and make music. Soft drinks and snacks will be served. This event is being held in conjunction with The Top 100 Dealer Reception. Presented by The NAMM Foundation.

8–10 pm

NAMM Young Professionals’ (NAMM YP) Social Event

Bowlmor Alley and Arcade

321 W. Katella Ave., Anaheim, CA 92802

GenNext attendees are invited to join NAMM YP’s social event with a night of bowling that will offer an opportunity for GenNext students to connect with music industry professionals. The cost is \$25 and includes one drink, shoe rental and two hours of bowling. Presented by NAMM YP.

Friday, January 20

7:45 am–5 pm

Music Administration Collaborative: By Invitation Only

Anaheim Hilton, Level 4, El Capitan A/B

In partnership with The NAMM Foundation, the Music Administration Collaborative hosts sessions on professional development, policy, research, evaluation standards and music education advocacy. Speakers: Gary Markham, (retired) music supervisor of Cobb County in Atlanta, GA; Johanna J. Siebert, Ph.D. (retired) Webster Central School District, NY; and Beth Sokolowski, The University of the Arts in Philadelphia. Presented by the Music Administrative Collaborative.

9–10 am

Policy Forum: Import/Export, CITES Regulations

Anaheim C.C., NAMM Member Center

Policy forum with special focus on recent CITES regulations of all species of rosewood implemented Jan. 2, 2017. Moderator: Mary Luehrsen, director, NAMM Public Affairs and Government Relations. Panelists: Jim Goldberg, founder, Goldberg and Associates; Heather Noonan, vice president for advocacy, League of American Orchestras. Presented by NAMM Public Affairs and Government Relations.

10–11 am

Policy Roundtable: Intellectual Property (IP) Scenarios

Anaheim C.C., NAMM Member Center

Small group discussion with NAMM members about the intellectual property protection process that walks through real-world IP scenarios. Facilitators: Susan Anthony, attorney, United States Patent and Trademark Office (USPTO); Richard Cole, representative, USPTO. Presented by NAMM Public Affairs and Government Relations.

10:30 am–2 pm

GenNext Sessions

Anaheim Hilton, Level 4, Capistrano A/B, Oceanside & San Clemente

College music students and faculty are encouraged to attend these sessions to inform, support and advance careers in music. GenNext sessions inspire and strengthen opportunities for a life in music. Presented by The College Music Society.

10:30–11:25 am

GenNext Session: What It Takes to Sustain a Career in the Music Business

Anaheim Hilton, Level 4, Capistrano A/B

Musicians and music professionals who are considering careers in the music business will gain a deeper understanding of what it takes to sustain a career in the music industry. Speaker: Menzie Pittman, president and owner, Contemporary Music Center. Presented by The College Music Society.

10:30–11:25 am

GenNext Session: Exploring Musical Community Engagement, Relevant and Meaningful Career Opportunities

Anaheim Hilton, Level 4, San Clemente

Speaker: Susan Helfter, University of Southern California. Presented by The College Music Society.

10:30–11:25 am

GenNext Session: Considerations for Getting a Degree in Audio Recording and Production (ARP)

Anaheim Hilton, Level 4, Oceanside

Aspiring audio engineers contemplating enrollment in a formal ARP program will evaluate career earning potential, regional cost-of-living factors, and skill development possibilities. Speaker: Doug Bielmeyer, Purdue School of Engineering Technology. Presented by The College Music Society.

11 am–12 pm

Policy Roundtable: Import/Export, CITES Compliance Q&A

Anaheim C.C., NAMM Member Center

CITES experts will explain significant changes to international trade in instruments containing all species of rosewood. Facilitators: Jim Goldberg, founder, Goldberg and Associates; Heather Noonan, vice president of advocacy, League of American Orchestras; Ethna Piazza, legal counsel, Taylor Guitars. Presented by NAMM Public Affairs and Government Relations.

11:30 am–12:30 pm

GenNext Session: Music Licensing and Supervision of the Film and Television Music Industry

Anaheim Hilton, Level 4, San Clemente

Learn to navigate the film and music industries using online tools and other DIY tactics. Ideal for independent recording artists hoping to license music and music students seeking to respond

to music supervisors’ requests. Speaker: Breena Loraine, University of California, Los Angeles. Presented by The College Music Society.

11:30 am–12:30 pm
GenNext Session: The Music Student’s Guide to Employment After Graduation
Anaheim Hilton, Level 4, Oceanside
 Review essential skills and confirm that your coursework choices put you on the fast track to landing a job after graduation. Understand methods for presenting music technology and software skills from both a creative and practical perspective. Speaker: Richard Sussman, Manhattan School of Music. Presented by The College Music Society.

1–2 pm
Policy Roundtable: Marketplace Fairness Update
Anaheim C.C., NAMM Member Center
 Small group discussion with NAMM members on the current “state of play” in federal legislation requiring internet sellers to collect and remit state sales taxes. Facilitator: Jim Goldberg, founder, Goldberg and Associates. Presented by NAMM Public Affairs and Government Relations.

1–2 pm
SupportMusic Coalition on Coalitions Forum
Anaheim Hilton, Level 4, San Simeon A/B
 Interactive, strategic workshop for growing music education opportunities in attendees’ states. Moderator: Mary Luehrsen, executive director, The NAMM Foundation. Facilitators: Jeff M. Poulin, arts education program manager, Americans for the Arts (AFTA); Lynn Tuttle, senior regulatory policy advisor, National Association for Music Education (NAfME). Presented by The NAMM Foundation.

2–3 pm
Nonprofit Roundtable: Board Selection and Management
Anaheim C.C., NAMM Member Center
 This roundtable discussion focuses on nonprofit board selection and provides important tips on how to encourage and motivate board members. Facilitator: David Dik, national executive director, Young Audiences. Presented by The NAMM Foundation.

3–4 pm
Nonprofit Roundtable: Best Practices for Fundraising
Anaheim C.C., NAMM Member Center
 Discover fundraising best practices for your nonprofit with practical knowledge to apply to your organization. Facilitators: David Dik, national executive director Young Audiences; Dalouge Smith, president and CEO, San Diego Youth Symphony. Presented by The NAMM Foundation.

4–5 pm
NAMM Advocacy D.C. Fly-In Meeting
Anaheim C.C., R&B Lounge
 NAMM members are invited to connect with alumni to take a “look ahead” to the 2017 D.C. Fly-In planned for May 22–25. Facilitators: Leo Coco, senior policy advisor, Nelson, Mullins, Riley & Scarborough; Mary Luehrsen, director, NAMM Public Affairs and Government Relations. Appetizers, beer and wine provided. Presented by NAMM Public Affairs and Government Relations.

4–6 pm
NAMM Young Professionals’ (NAMM YP) Event
Anaheim C.C., Member Center
 GenNext attendees are invited to join NAMM YP’s workshop and social hour. Hear from industry trailblazers, participate in breakout sessions and network during the reception. The workshop speaker this year is Bob Taylor, founder of Taylor Guitars. The event will wrap with a social hour. Presented by NAMM YP.

5:45–7 pm
All-Industry Drum Circle
Anaheim C.C., Palm Garden, Outside of the Anaheim Convention Center
 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. Facilitator: Arthur Hull, Remo, Inc. Presented by NAMM in collaboration with Remo, Inc.

6–8 pm
The NAMM Foundation Celebration for Music Education
NAMM Grand Plaza Nissan Stage
 The NAMM Foundation celebrates music education on The Grand Plaza with jazz guitarist Bernie Williams & His All Star Band with Turnaround Artist Keb’ Mo’ and other special guests. Gather to celebrate the many wonderful supporters and donors to The NAMM Foundation and kick off another year of outreach and support for music education as a NAMM community. Presented by The NAMM Foundation.

Saturday, January 21

9:30–11 am
The Grand Rally for Music Education
Anaheim Hilton, Level 2, NAMM Foundation Lounge California Ballroom A/B
 The second annual Grand Rally for Music Education is a salute to music education that is open to all! The 2017 Grand Rally features performances by the classically trained hip-hop violin and viola duo Black Violin, presented in collaboration with Yamaha; and includes interviews with Turnaround Artists Keb’ Mo’ and Bernie

Williams; with student performances by recipients of the 2016 National Arts and Humanities Youth Program Award, The Perfect Fourth Quartet, a program of the Sphinx Organization. NAMM members, music educators, college students and faculty are invited to join together in support of music education. Coffee and pastries provided. Moderator: Mary Luehrsen, executive director, The NAMM Foundation. Presented by The NAMM Foundation.

10–11 am
Policy Roundtable: Global Intellectual Property (IP) Protection
Anaheim C.C., NAMM Member Center
 Small group discussion about IP protection, including patents, trade secrets, trademarks, and copyrights outside of the U.S. NAMM members will learn to develop a global intellectual property protection strategy and discover cost-effective ways to file for protection of patents and trademarks. Facilitators: Susan Anthony, attorney, United States Patent and Trademark Office (USPTO); Richard Cole, representative, USPTO. Presented by NAMM Public Affairs and Government Relations.

11 am–12 pm
Policy Roundtable: Intellectual Property (IP), Music Publishing 101
Anaheim C.C., NAMM Member Center
 Facilitated discussion about basic copyright and income-stream issues for songwriters and musicians. Facilitator: Ron Bienstock, intellectual property attorney and partner, Scarinci Hollenbeck, LLC. Presented by NAMM Public Affairs and Government Relations.

12:05–1:45 pm
Music Educator Showcases
Anaheim C.C., NAMM Member Center
 Five-minute segments immediately followed by a 15-minute “meet the presenters” networking segment at the end of each hour. This popular lightning-speed format provides attendees an opportunity to learn about innovative music education tools, nonprofit music programs and best practices from the classroom in a condensed time frame. Presented by The NAMM Foundation.

12:05–12:10 pm
Music Educator Showcase: Berklee Opens its Doors, K–12 Music Resources for All
Anaheim C.C., NAMM Member Center
 The Berklee PULSE® Music Method is a unique and innovative online music education portal that enables students to study, jam and practice using interactive modules and an ever-expanding collection of popular music. Visitors to PULSE® can explore brand new content for teachers and students. No password needed! Speaker: Lee Whitmore, Berklee College of Music.

12:10–12:15 pm
Music Educator Showcase: Homemade Musical Instruments
Anaheim C.C., NAMM Member Center
 This session includes advice on how to design, create, present and showcase students’ musical instruments. Educators will learn how to teach students to create their own musical instrument. This mini-unit incorporates many musical standards and is great fun for all! Speaker: Mia Lorenzen, Starlight Park Elementary School.

12:15–12:20 pm
Music Educator Showcase: Practice Methodology
Anaheim C.C., NAMM Member Center
 Dr. Stachó’s Practice Methodology provides the performer with a uniquely powerful toolkit that actuates the ability of secure and comfortable cognitive navigation in the musical flow during a performance. It can be used with considerable success from the very beginning up to the most advanced levels of music education. Speaker: László Stachó, Liszt Academy of Music, Budapest.

12:20–12:25 pm
Music Educator Showcase: Plug in Your Ears, Extreme Orchestra Makeover
Anaheim C.C., NAMM Member Center
 Turn STEM into STEAM by connecting smartphones and computers directly into student learning for transformative experiences. Learn recording and playback techniques that give students ultimate control in their musical development; training their ears by allowing them to critique their own playing ability so they become self-motivated and stronger ensemble players. Speaker: Mark Wood, Wood Violins.

12:25–12:30 pm
Music Educator Showcase: Dorico, The New Standard in Scoring Software
Anaheim C.C., NAMM Member Center
 Come see how Dorico is redefining the gold standard in scoring software. Combining musical intelligence, intuitive workflows, impeccable output and world-class audio in one awesomely powerful, professional package. Dorico is where great things begin. Speaker: Greg Ondo, Yamaha Corp. of America.

12:30–12:35 pm
Music Educator Showcase: Smart Practice. Deliberate Practice. SmartMusic.
Anaheim C.C., NAMM Member Center
 “We all have heard “work smarter, not harder,” but what happens when we apply that philosophy to music practice? Learn how MakeMusic, Inc. builds tools incorporating the philosophy of deliberate practice to support music educators. Speaker: Ryan Sargent, MakeMusic, Inc.

12:35–12:40 pm
Music Educator Showcase: Noteflight Learn for Music Education
Anaheim C.C., NAMM Member Center
 Noteflight Learn is ideal for creating and learning music on any online device. This presentation will describe the benefits of creating music in a collaborative, online environment. Speaker: John Mlynczak, Hal Leonard Corporation.

12:40–12:45 pm
Music Educator Showcase: Educational Resources, Clinicians and Performance Possibilities
Anaheim C.C., NAMM Member Center
 Learn about the resources offered by Yamaha Corporation, specifically designed to inspire, equip and empower music educators. Speaker: John Wittmann, director of artist relations, Yamaha Corp. of America.

1–2 pm
Policy Roundtable: Intellectual Property (IP), Mediating IP Disputes and Demo of Mock Mediation
Anaheim C.C., NAMM Member Center
 This session is presented in the form of a mock mediation of a trademark dispute. Participants will leave this entertaining session with an understanding of how mediation may be used to resolve disputes, save time and money, and maintain good business relationships. Facilitators: Susan Anthony, attorney, United States Patent and Trademark Office (USPTO); Richard Cole, representative, USPTO; Tom Barton and James Cooper, professors at the California Western School of Law; Ron Bienstock, intellectual property attorney, Scarinci Hollenbeck, LLC; Gerald Ishibashi, CEO, Stonebridge Productions. Presented by NAMM Public Affairs and Government Relations.

1:05–1:10 pm
Music Educator Showcase: Include Guitar and Uke in General Music
Anaheim C.C., NAMM Member Center
 This presentation will acquaint music educators with materials and approaches for making ukulele and acoustic guitar an integral part of the general music curriculum. Speaker: Jessica Baron, Guitars in the Classroom.

1:10–1:15 pm
Music Educator Showcase: Be Part of the Music
Anaheim C.C., NAMM Member Center
 “Discover the Music” is a recruitment and retention solution that helps music programs maximize their reach to as many children as possible. Speaker: Neil Anderson, Be Part of the Music.

1:15–1:20 pm
Music Educator Showcase: Group Learning and Collaboration at Its Best
Anaheim C.C., NAMM Member Center
 Group learning in the classroom has many benefits: creative collaboration, teamwork, positive conflict resolution and more. Attend this showcase for quick tips and surefire ways to teach effectively in group learning situations. Speaker: Tiffany Stalker, Korg USA.

1:20–1:25 pm
Music Educator Showcase: Conn-Selmer Division of Education Resources
Anaheim C.C., NAMM Member Center
 This showcase is an overview of educational resources available from Conn-Selmer to support instrumental music programs across the country. Speaker: Michael Kamphuis, Conn-Selmer, Inc.

1:25–1:30 pm
Music Educator Showcase: The STEM Guitar Project
Anaheim C.C., NAMM Member Center
 The STEM Guitar Project is an experience for faculty that integrates applied learning of STEM topics through electric guitars. Students build a guitar as part of the class experience. Schools and colleges in 46 states and 2 Canadian provinces have adopted the project curriculum and build experience. Speaker: Tom Singer, Sinclair Community College.

1:30–1:35 pm
Music Educator Showcase: Ukulele At School
Anaheim C.C., NAMM Member Center
 This showcase presents a one-year elementary school program designed to instill a love of music in students and provide a solid musical foundation. Speaker: Daniel Ho, Romero Creations.

1:35–1:40 pm
Music Educator Showcase: The Joy of Song and Revolutionizing the Music Classroom
Anaheim C.C., NAMM Member Center
 In this session, Wurrly’s CEO and founder demonstrates the best features of the Wurrly LLC education app, WURRLYedu. Speaker: Nadine Levitt, Wurrly, LLC.

1:40–1:45 pm
Music Educator Showcase: Make Music Day!
Anaheim C.C., NAMM Member Center
 Each June 21 Make Music Day inspires massive free, public celebrations of music in over 50 U.S. cities. From San Antonio to Platteville, WI, music educators have led the charge. Learn how to start your own celebration and unite your community to make music on the first day of summer. Speaker: Aaron Friedman, Make Music Alliance.

2–3 pm

Policy Roundtable: Using Intellectual Property (IP) Tools to Brand a Music City

Anaheim C.C., NAMM Member Center

Explore ways the music industry can work to create a “City Brand.” Innovative examples from well-known music cities will highlight how to use intellectual property tools to brand your city as the next Nashville, Austin, or New York City! Facilitators: Dimiter Gantchev, acting director, Creative Industries Division of the World Intellectual Property Organization (WIPO); David Stopps, representative, WIPO. Presented by NAMM Public Affairs and Government Relations.

2–3 pm

Music Education Days Forum: Recruitment and Retention

Anaheim C.C., NAMM Member Center

Learn strategies that successful music educators use to ensure a seamless transition from the first day that the student picks up the instrument through high school graduation—and beyond. All attendees will receive a flash drive with materials to accelerate recruitment and retention efforts. Speaker: Marcia Neel, Yamaha Corp. of America. Presented by the Music Achievement Council.

3–4 pm

Policy Roundtable: Intellectual Property (IP), Making a Living Through Streaming

Anaheim C.C., NAMM Member Center

Learn ways artists can make money through streaming services, with a focus on how a copyright-based income can be advantageous. Topics include division of revenue, performer equitable remuneration, the value of digital deals, digital transparency, and copyright data. Facilitators: Dimiter Gantchev, acting director, Creative Industries Division of the World Intellectual Property Organization (WIPO); David Stopps, representative, WIPO. Presented by NAMM Public Affairs and Government Relations.

3–4 pm

Music Education Days Forum: Engaging Music Students in Changing Times

Anaheim C.C., NAMM Member Center

This forum addresses the question, “how do we engage all of our students in music?” and gives attendees an opportunity to discuss how students learn in a technology-based world. Speakers: Lee Higgins, Susan O’Neill and Dr. Shelia Woodward, International Society for Music Education (ISME). Presented by ISME.

3:30–3:50 pm

The Sandy Feldstein Roundtable Performance: The Accidentals

Anaheim Hilton, Level 2, NAMM Foundation Lounge California Ballroom A/B

Billboard Breakout Band at SXSW 2015, The Accidentals perform their unique blend of folk, jazz, bluegrass, classical and alternative music. Jonathan Frahm at Yahoo Voices describes them as “one

of the most groundbreaking musical experiences one might just have in a lifetime!” presented by The NAMM Foundation.

4–5 pm

The Sandy Feldstein Roundtable Featuring The Accidentals and Music Industry Professionals

Anaheim Hilton, Level 2, NAMM Foundation Lounge California Ballroom A/B

NAMM President and CEO Joe Lamond hosts a panel of industry professionals with a discussion that will feature stories, information and perspectives about what it takes to pursue and succeed in a career in music. This event is dedicated to SUNY Potsdam alumnus and long-time music industry icon Sandy Feldstein. Moderator: Joe Lamond, president and CEO, NAMM; Panelists: Jay Blumenthal, international secretary-treasurer, American Federation of Musicians (AFM); Joe Testa, director of artist relations, Vic Firth; Michael Doyle, senior vice president of guitar merchandising, Guitar Center, Inc.; Katie Larson and Savannah Buist of The Accidentals. Presented by The NAMM Foundation.

5:30–7 pm

The John Lennon Educational Tour Bus 20th Anniversary Imagine Party Concert

NAMM Nissan Grand Plaza Stage

Celebrate the 20th anniversary of the John Lennon Educational Tour Bus at the Imagine Party featuring Ronnie Spector and the Ronnettes. Presented by the John Lennon Educational Tour Bus.

5:30–7 pm

GenNext Faculty Mixer: By Invitation Only

Anaheim Hilton, Vista Lounge

College music faculty are invited to attend the GenNext Faculty Mixer appreciation event. Light appetizers, beer and wine will be available. Presented by The NAMM Foundation. Contact Clairek@namm.org to RSVP.

6:30–9 pm

SCSBOA Jazz Honor Band Concert

Anaheim Hilton, Level 2, NAMM Foundation Lounge California Ballroom A/B

Need a Big Band infusion? Experience some of the best young jazz talent in the region at Southern California School Band and Orchestra’s (SCSBOA’s) Annual Conference closing concert featuring their three top honor jazz ensembles. All are welcome.

Sunday, January 22

10–10:30 am

Best Tools for Schools Awards

Anaheim C.C., NAMM Idea Center

What are the most innovative and relevant products for education in 2017? Find out at this fast-moving session as leaders in classroom music education reveal their favorite picks from The 2017 NAMM Show. This is a not-to-miss session for anyone involved in music education or the

music business. Facilitator: Karen Childress-Evans, Timeless Communications.

10:05 am–1:15 pm

Music Educator Showcases

Anaheim C.C., NAMM Member Center

Five-minute segments immediately followed by a 15-minute “meet the presenters” networking segment at the end of each hour. This popular lightning-speed format provides attendees an opportunity to learn about innovative music education tools, nonprofit music programs and best practices from the classroom in a condensed time frame. Presented by The NAMM Foundation.

10:05–10:10 am

Music Educator Showcase: STEM Guitar Building

Anaheim C.C., NAMM Member Center

Learn about a new panorama to music education. STEM education provides another avenue for introducing music across a wider curriculum by designing and building instruments. Speaker: Tom Morrissey, Community College of Rhode Island.

10:10–10:15 am

Music Educator Showcase: “Drum Set in the Classroom” and More

Anaheim C.C., NAMM Member Center

Learn about “Drum Set in the Classroom,” a program that offers both music and general education teachers the flexibility to make use of the standard drum set in school instruction. Speaker: Craig Woodson, Percussion Marketing Council.

10:15–10:20 am

Music Educator Showcase: The Art of Microphone Placement

Anaheim C.C., NAMM Member Center

Learn how to use modern technology to promote student understanding of fundamental recording techniques. Speaker: Jon Russo, DynaMount, LLC.

10:20–10:25 am

Music Educator Showcase: Inspiring Musicians Through Sound

Anaheim C.C., NAMM Member Center

Turn your guitar into an amp! This discussion will include topics such as reverb, delay, echo, tremolo, overdrive, auto-wah and much more. Speaker: Helene Webman, ToneWoodAmp.

10:25–10:30 am

Music Educator Showcase: MIDI Resources for Educators

Anaheim C.C., NAMM Member Center

Help your students benefit from MIDI, a

technology that has enabled 2.5 billion mobile and desktop devices to make music. Speaker: Gene Joly, The MIDI Association.

10:30–10:35 am

Music Educator Showcase: Never Say No. Instigate, Collaborate and Conspire

Anaheim C.C., NAMM Member Center

How do you say “no” to a child born missing his left hand due to Amniotic Band Syndrome when all he wants to do is play the violin? The answer is: “You don’t!” Hear how a remarkable young violinist motivates his teacher to look beyond extreme personal challenges. Speaker: Cynthia Faisst, Suzuki violin instructor, Orange County Children’s Therapeutic Arts Center.

10:35–10:40 am

Music Educator Showcase: Connecting the Casio Music Educator Nation

Anaheim C.C., NAMM Member Center

Learn how Casio impacts student engagement and achievement through its partnerships with school districts and nonprofits aimed at removing barriers to quality musical instruments. Speaker: Sandra Kilpatrick Jordan, Casio America, Inc.

10:40–10:45 am

Music Educator Showcase: Introducing Tablets in Schools

Anaheim C.C., NAMM Member Center

Learn how the collaborative Newzik app can help you to engage your students. Speaker: Aurélie Azoulay, Newzik.

11 am–12 pm

Music Making and Leisure: Brunch & Learn Forum

Anaheim C.C., NAMM Member Center

This is the place to discover tips for hosting in-store music-making events and activities that will engage first-time and seasoned music makers. Moderator: Mary Luehrsen, executive director, The NAMM Foundation. Panelists: Lee Higgins, contributing author, *The Oxford Handbook of Music Making and Liesure*, and president of the International Society of Music Educators (ISME); Roger Mantie, associate professor, music education, School of Music at Arizona State University, and co-editor, *The Oxford Handbook of Music Making and Leisure*. Continental breakfast is

Talking Up Music Education Podcast Booth



We will be recording daily interviews that will be posted each night of The 2017 NAMM Show at nammfoundation.org/podcast.

Visit the podcast booth located on The Grand Plaza!

provided. Presented by The NAMM Foundation.

12:35–12:40 pm

Music Educator Showcase: Orff Arrangements That Worked (and Some That Didn’t)

Anaheim C.C., NAMM Member Center

Learn how to incorporate Orff arrangements for elementary students, with examples ranging from custom charts in Finale to lead sheet paste-ups and everything in between. Speaker: Chris Berry, San Bernardino Valley College.

12:40–12:45 pm

Music Educator Showcase: Nuvo WindStars: A Pre-band Approach

Anaheim C.C., NAMM Member Center

Nuvo Instrumental Music Education Specialist, Dr. Eisenreich, will briefly discuss how the Nuvo Instruments have been implemented in schools throughout the world as a “pre-band” approach. In addition, she will discuss how low-income communities can utilize these instruments to build and establish important musical experiences for young children. Speaker: Dr. Cassandra Eisenreich, Nuvo Instruments.

12:45–12:50 pm

Music Educator Showcase: Making Recording Studio Practice and Learning Accessible to Everyone

Anaheim C.C., NAMM Member Center

Use your recording studio as a practical training tool using virtual reality. Speaker: Sam Fisher, CEO, Audio Fusion, LLC.

12:50 pm–12:55 pm

Music Educator Showcase: Online Band and Orchestra Rentals Done Right

Anaheim C.C., NAMM Member Center

See why teachers across America utilize rentmyinstrument.com as their trusted partner for quality rent-to-own instruments backed by superb customer support services. Speaker: Brad Bone, RMI-BAC.

1–1:05 pm

Music Educator Showcase: Starting a Guitar Program

Anaheim C.C., NAMM Member Center

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. Speaker: Bill Purse, GAMA, Teaching Guitar Workshops.

1:05–1:10 pm

Music Educator Showcase: Using Music Education to Help Low-Income Families Beat the Odds

Anaheim C.C., NAMM Member Center

Discover how one performing arts academy uses music to equip low-income families with musical skills and education. Learn to inspire and cultivate talent, and improve students’ scholastic aptitude. Speaker: Tyra Hawthorne, Heartbeat Music and Performing Arts Academy.

1:10–1:15 pm

Music Educator Showcase: Current Music and Current Methodologies, Oh My!

Anaheim C.C., NAMM Member Center

PlayTheGroove is bringing current music to music education with engaging solutions. We’re in development and are looking for help and suggestions. Free charts for secondary groups of any size and instrumentation! Speaker: Richard Frank, PlayTheGroove.com.

2:30–3:30 pm

Ukulele Circle

Anaheim C.C., NAMM Member Center

Add the uke to your musical repertoire! Unleash your “Island Spirit” at our ukulele circle, where you’ll learn the basics of the instrument known as the “jumping flea.” No experience required, and we provide the ukes! Facilitated by Lenny San Jose. Presented by NAMM in collaboration with Kala Brand Music.

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.



Stay connected!
#NAMMShow



Mission Statement

The NAMM 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.