

## Wednesday, December 20, 2017

**9:30AM** – Presented by MusicFirst – Clinician: Dr. Jim Frankel

### **Practice, Performance, and Assessment with MusicFirst**

With state and national standards focusing on assessment, as well as parents and administrators asking for quantifiable results, music educators need efficient and effective methods of evaluating students. Teachers all over the country have found a solution to these challenges – The MusicFirst Online Classroom. Available on every device, the MusicFirst Online Classroom and integrated assessment tools allow you to provide easy opportunities for practice and regular assessments, Create weekly recordings and daily sight reading with easy-to-use assigning and scheduling tools. Provide students with automatic feedback at home and watch them grow in ensemble settings. The ease of submission and documentation is no longer an excuse not to practice. Because the MusicFirst Online Classroom and all the integrated software exist in the cloud, students can work at school, at home or on the go.

**10:30AM** – Presented by Alfred Music

Clinicians: Robert Sheldon, Peter Boonshaft, Chris Bernotas

### **Sound Innovations! A Complete Curriculum for Band**

The Complete set of exemplary materials for beginners through high school, Sound Innovations has produced highly effective student growth many districts! Thousands of teachers were asked what they wanted and didn't want in method book for beginning band and strings, and the result was Sound Innovations. Including remarkably innovative features like integrated master class DVDs and every line of music recorded on one disk, with assessment rubrics included, students have ample opportunity to create, perform and respond. The authors will discuss *Sound Innovations* Book 1 and 2 and *Ensemble Development for Young, Intermediate, and Advanced Concert Band*.

**11:30AM** – Presented by Snap-Raise – Clinician: Erin Johnson

### **Never Sell a Product Again**

Attendees will discover a digital donation platform that is revolutionizing Performing Arts fundraising by providing a safe, simple, and highly effective solution. Attendees will be guided through the Snap Raise platform using digital media to illustrate the incredible power of the world's most advanced platform. They will learn about relieving the burden of selling products to fund their programs beyond the basic needs. We will cover additional topics such as, Student Safety, Simplicity, and the value of time saved. Snap-Raise CEO, Cole Morgan, will discuss how kids and directors can now focus more time on the things they care about most.

**12:30PM** – Presented by Conn-Selmer, Inc.

Clinician: Michael Kamphuis

### **Financial Planning for the Music Educator**

Learn about the four pillars of financial planning in music education: Recruiting and Retention, Asset Management, Budget Management and Advocacy/Justification. This model shows how they all work together to help music programs of all sizes financially sustain themselves. Very interactive session where best practices will be shared. Free tools and resources will be offered.

**1:30PM** – Presented by Lung Trainers LLC

Clinicians: Dr. Susana Lalama, William Rose

### **Developing Quality Breathing Daily: Incorporating LungTrainers into Band Rehearsals**

Daily breathing exercises are vital for developing wind instrumentalists and singers to become successful musicians. LungTrainers has developed fun and challenging exercises and activities to help students breath better. Come and learn how to incorporate LungTrainers into your classroom.

**2:30PM** – Presented by Conn-Selmer, Inc.

Clinician: Michael Kamphuis

### **Rigor, Relevance and Relationships**

With over 120 years of combined experience between them in different facets of music education, Rick Ghinelli, Tom Bracy, Randy Greenwell and Walt Straiton will discuss ways to develop positive relationships and strategic partnerships in order to develop a comprehensive instrumental music program. The panel will also share successful experiences relative to advocating for your programs.

**3:30PM** – Presented by Miraphone eG

Clinician: Robert Murrow

### **A Teacher's Guide to a Happier TUBA Section**

"A look at ways to choose, retain, and develop stronger tuba students"! An in depth look at who's right to play the tuba and how to keep them in band. Then once they are in the program, how do we develop them and create the same musical expectations and demands as we do for every other instrument.

# NEW! Midwest Product Showcase Schedule

F1 Exhibit Hall – Product Showcase Room

## Thursday, December 21, 2017

**9:00AM** – Presented by Neil Kjos Music Co.

Clinician: Dr. Wendy Barden

### **It's Basic! Music Theory and History for Strings**

Help your middle level orchestra students develop understanding of the music they are performing with the practical study of music theory and history. Wendy Barden, one of the authors, will briefly highlight elements of the workbooks, and focus the rest of the session around the instructional strategies used throughout the books – strategies you can also apply to teaching other concepts in the orchestra classroom. All four processes of the National Core Arts Standards will be addressed: Creating, Performing, Responding and Connecting.

**10:00AM** – Presented by Wenger Corporation

Clinicians: Stacy Hanson, Paul Buttera

### **Flexible Storage Solutions for Music Programs**

As your music program changes, reconfigure your storage solutions! Wenger Corporation has developed NEW options for adjustability within our storage line. See how you can transform a fixed or mobile cabinet in just minutes to meet the needs of changing instrumentation, class sizes or new technology with NEW Adjustable Shelf Cabinets and Media Storage from Wenger.

**11:00AM** – Presented by Woodwind & Brasswind

Clinician: Heather Cousineau

### **Crowdsource Fundraising with DonorsChoose.org**

Discussion of Crowdsourcing's website called DonorsChoose.org, which is an online charity, that makes it easy for anyone to help students in need. Public school teachers can create a project for free and anyone can search through the projects and donate any amount to any project. Once the project is fully funded, DonorsChoose.org takes care of ordering the supplies and shipping them directly to the teacher and students. Presentation will include a walk-through of how to create a project, and include tips for success on how to get your project funded.

**12:00PM** – Presented by Breezin' Thru, Inc.

Clinicians: Sean Hamilton, Enrique Vilaseco, Thomas Kanwicher

### **Beyond the Repertoire: Round Out Your Performance Program with Fun, Time Saving Theory & Composition**

We all want a well rounded program that enhances student literacy & creativity, but worry about trading off rehearsal time. Worry no more – as you can do now, and your performances will benefit! Hear from a panel of middle & high school teachers as they offer up different strategies for integrating Breezin' Thru Theory and/or Composing into their programs and how it's enhanced student engagement, improved rehearsals and save a lot of time.

**1:00PM** – Presented by MakeMusic, Inc.

Clinician: Ashley Trupp

### **Notation Tools to Engage Your Students**

Whether you are looking to add your own content to SmartMusic via MusicXML files or to engage your students with Worksheets, we have the notation tools to help you do so. This clinic explores the extensive ready-made educator approved content found in Finale Worksheets and its use in the classroom. We will also explore the different ways in which to bring your content into the new SmartMusic.

**2:00PM** – Presented by Noteflight, a Hal Leonard Company

Clinician: John Mlynczak

### **Noteflight Learn for Composition, Recording, and Assessments**

Noteflight Learn provides the ability for all students to compose, record and access digital content on any device. With full integration for Google Classroom and other popular Learning Management Systems, thousands of included musical scores, and both composition and audio recording. Noteflight Learn is the ideal platform for teaching and learning music. This session will demonstrate lessons at all levels as well as provide free trials for all attendees.

**3:00PM** – Presented by JodyJazz, Inc.

Clinician: Jody Espina

### **How to Choose the Right Mouthpiece**

President & Founder of JodyJazz, Inc., Jody Espina, will present many techniques on how to choose the right mouthpiece for your playing situation. Included will be testing techniques and the importance of choosing the right reed for each mouthpiece. Mouthpiece mysteries will be explained, such as, Tip Openings, Chamber Shapes and Sizes and Facing Curves. The JodyJazz line of mouthpieces will be demonstrated, explained and compared.

**4:00PM** – Presented by Vandoren Reeds and Mouthpieces

(Presented by DANSR, Inc.)

Clinician: Michael Skinner

### **Getting Great Clarinet and Saxophone Sound from the First Day**

Mr. Skinner will discuss techniques and equipment that will help band directors get the very best sound from their beginning students

## Friday, December 22, 2017

**9:00AM** – Presented by C.L. Barnhouse Co.

Clinician: Ed Huckleby

### **Improving Music Literacy and Sightreading Skills via Assessment: WIN/WIN**

This showcase provides insights into making Music Literacy and Sightreading Development a structured part of the band curriculum. Dr. Huckleby will introduce the C.L. Barnhouse curriculum “SIGHTREADING 101: Core Competencies for the Successful Development of Sightreading Skills” including specific methodological approaches which (1) improve overall musicianship and (2) help students sightread more efficiently. The interactive presentation will include an overview of defined learning outcomes, a review of specific sequential and progressive teaching examples, and a description of specially designed assessments which can be utilized to assist teachers in meeting appropriate local, state and national educational standards.

**10:00AM** – Presented by Woodwind & Brasswind

Clinician: Kurt Witt

### **Durable and Affordable Plastic Instruments for Schools and More!**

Plastic instruments are no longer the “Instrument Shaped Object” of the past. This presentation will discuss the significant research and development involved in the production of these durable instruments along with a discussion of practical use in school band programs and beyond. Presentation will include short playing demos to show range of use and playability.

**11:00AM** – Presented by MakeMusic, Inc.

Clinician: Ashley Trupp

### **Turbocharge Student Practice and Results with SmartMusic**

In this clinic, Bob Phillips from Alfred Publishing will discuss motivation theory and practice techniques including Mindset, Willpower, Flow and Deliberate Practice as they apply to building a culture of practice with your students. Then Giovanna Cruz and Leigh Kallestad from MakeMusic will discuss and demonstrate how to put the concepts of practice to the test using SmartMusic as a deliberate practice tool.

**12:00PM** – Presented by Conn-Selmer, Inc.–

Clinician: Michael Kamphuis

### **Financial Planning for the Music Educator**

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**1:00PM** – Presented by Tempo Press

Clinician: Michael Alexander

### **Presenting the Expressive Orchestra Curriculum**

Intermediate to advanced string students require more than just a book III. *Expressive Techniques for Orchestra* along with *Expressive Sight-Reading for Orchestra Books I and II* were designed from the ground up with advance orchestras in mind. Listen to the authors explain how these books use innovative pedagogy to help you get more out of your high school orchestra.

**2:00PM** – Presented by Alfred Music

Clinicians: Bob Phillips, Kirk Moss

### **Sound Innovations! A Complete Curriculum for Orchestra**

The Complete set of exemplary materials for beginners through high school, Sound Innovations has produced highly effective student growth many districts! Thousands of teachers were asked what they wanted and didn't want in method book for beginning band and strings, and the result was Sound Innovations. Including remarkably innovative features like integrated master class DVDs and every line of music recorded on one disk, with assessment rubrics included, students have ample opportunity to create, perform and respond. The authors will discuss *Sound Innovations Book 1 and 2* and *Sound Development: Creative Warm Ups* as well as *Sound Development for Intermediate, and Advanced String Orchestra*.