

# IMPACT



Volume VII Fiscal Year 2014 Annual Report

**DONOR**  
Recognition  
Strategic Plan Success  
Music for All  
**SEASONS**





## GREETINGS!

On behalf of the Board of Directors, I would like to thank you for your support of Music for All. It is my pleasure to welcome you to the seventh edition of **IMPACT**, our Annual Report, for fiscal year ended February 28, 2014. **IMPACT** is your resource to learn more

about Music for All's educational programming, awareness and advocacy initiatives and the organization's future.

Music for All is focused on fulfilling our mission to create, provide and expand positively life-changing experiences through music for all. We *created* opportunities for our 100,000+ student and teacher participants to experience excellence through our premier educational programming. We *provided* the most comprehensive resource center supporting the cause of music and arts education through our advocacy efforts. Music for All *expanded* the role of music and the arts in education through our vision to become a catalyst to ensure that every child across America has access and opportunity to participate in active music making in his or her scholastic environment.

As you review the annual report, you will see that Fiscal Year 2014 was filled with many successful accomplishments including program successes such as introducing our Regional Concert Band Festivals program and growing our regional marching band offerings. Music for All is positioned for a positive future!

Our future is bright because of those we serve. The Board and staff are deeply committed to delivering the mission and vision of the organization because of our passion for the cause. We thank you for your unwavering commitment to music education programming, awareness and advocacy and Music for All!

Sincerely,

**Gayl W. Doster**  
Chairman, Music for All Board of Directors

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## GREETINGS!

Thank you for being part of another milestone year! Music for All continues to advance and be “on plan” for its delivery of programs, stabilization as an organization, and pursuit of its vision to “be a catalyst to ensure that every child across America has access and opportunity

to participate in active music making in his or her scholastic environment.”

I personally thank the Music for All Board of Directors, Educational Team and staff whose passion, leadership, diligence, and commitment to mission led the way to achievement of our strategic objectives. For the second straight year, we directly served more than 100,000 students and teacher participants with world-class programming and learning opportunities. Our year was highlighted by expansion of our programs to allow more accessibility, including:

- Expansion of our Fall Regional Championships to 17 locations, increasing our capacity to serve by 11% and making Bands of America events accessible (within a six hour bus ride) to 79% of the nation (adding the Pacific Northwest).
- Growth of the MFA National Festival experience to include a record 1,790 student participants in 37 ensembles.
- Launch of our Regional Concert Band Festival Program in collaboration with the Chicagoland Invitational Concert Band Festival.
- Redesign and launch of the new leadership focused Bands of America branded Drum Major Institute at the Summer Symposium.

Our programmatic, operational and fiscal advances allowed us to continue our access and advocacy initiatives including:

- Receipt of a \$20K National Endowment for the Arts (NEA) grant to support Summer Symposium.
- Provision of new Instrumental Merit Scholarships to the Summer Symposium.
- Planning for and commitment to significantly expand the National Concert Band Festival in Spring 2014.
- Award of 30 student and teacher need-based scholarships for Indianapolis and Marion County (IN) students to attend the Summer Symposium.

- Offering the 10th Indianapolis Marching Band Tournament (supporting challenged programs) as a part of the Bands of America Grand Nationals.
- Active engagement and collaboration with other organizations and projects advocating and supporting access to music education and the arts.

None of these achievements would have been possible without our ongoing commitment to achievement of our Strategic Plan and mission-driven efforts to achieve organizational sustainability. FY14 ended with a record breaking \$582K positive operating results, affording the organization a \$722K year end positive fund balance for the organization and affiliated supporting Foundation.

This year marked the third consecutive year of operations with positive fiscal results, allowing us to look forward and focus more on our vision. Looking forward, we will:

- Continue to offer and expand our scholarship programs to provide fiscally challenged students access to our programs.
- Target and direct more attention to urban, small and rural programs to provide access and grow participation.
- Advance our commitment to web-based “advocacy-in-action” resources and tools for students, parents and communities.
- Further expansion of our fall, spring and summer programmatic offerings.
- Continue to expand engagement and collaboration with like-minded organizations and initiatives that support and advance our vision.

We know you believe in our ideals, vision and programs. Your ongoing support is vital and essential. More importantly, your support provides leadership that inspires others – individuals, corporation and foundations alike – to join in and support our cause. Thank you for supporting Music for All’s efforts in 2013-2014. The future remains bright and full of positively life-changing possibilities!

Sincerely,

**Eric L. Martin**  
**President and CEO**



**MUSIC FOR ALL**

**SUPPORTS *BE PART OF THE BAND***

**“ The key to saving our band programs is to grow the base of participants. We need to make recruitment and retention a priority and give teachers the resources to do it well.**

**-Scott Lang**



**M**usic for All extended its commitment to music education into the elementary school realm by stepping up as National Presenting Sponsor of *Be Part of the Band*. Music for All's support allowed beginning band directors to easily access, customize and print from downloadable materials on the *Be Part of the Band* website or through disks at no charge to them or their music programs.

For years, Scott Lang watched too many public high school programs waste away. As a music advocate and leadership speaker, Lang knew he had to launch a full scale recruitment program and get it in the hands of as many band directors as possible.

*Be Part of the Band* launched in 2013 as a nationwide campaign to recruit 350,000 new students to beginning band programs across the country. *Be Part of the Band* offers HD videos with demonstrations and key information for every instrument, as well as downloadable customizable documents to enhance the recruitment process.



“The key to saving our band programs is to grow the base of participants. We need to make recruitment and retention a priority and give teachers the resources to do it well,” said Lang.

“It all starts, begins, and ends with enrollment. More kids involved means better bands. More kids means better funding. More kids means better music facilities,” said Lang. Lang saw a gap in the carryover rate between junior high and high school and created a product to help beginning band programs with recruitment and instrument selection to make students feel confident in their choice to be part of the band.

“We determined this had to be done so that we could get it in the hands of music directors nationwide. We wanted to make it 100% free with only the goal to get 350,000 new beginning students involved in band,” said Lang.

Abbe Somerhalder, Director of Beginning Bands for the Mequon-Thiensville School District in Wisconsin, used the online resources and customized them for her beginning band programs. Grateful the materials were free, she said, “With school budgets the way they are, I would have probably paid for them out of my own pocket.”

Somerhalder said, “Having the materials changed what I do for recruitment. My enrollment numbers are up as a direct result of the materials.” Somerhalder used the videos for her recruitment nights and said they were able

to make the important points in a way that appealed to more students.

The materials provide teachers and band directors with pre-written, pre-designed materials with “*Be Part of the Band*” logos. They can use the materials to post in hallways, send as letters to parents and administrators, and even post to Twitter and Facebook.

“The *Be Part of the Band* DVD has been very helpful to my recruiting process. Last year I really had a push to grow the group, and it was nice to have a wonderful starting point with the materials. Usually our class is around 20 new members, this year we grew by around 40,” said Dean DellaVecchia, Band Director at Lyman Hall High School in Wallingford, Connecticut.

Thousands of Somerhalder and DellaVecchia’s colleagues across the nation are seeing enrollment grow after using *Be Part of the Band*’s materials. Elementary band programs using these materials grew by an average of almost 20 percent and added an average of 11 additional students. High recruitment numbers allow educators to grow music programs in public schools.

The program continues to grow, but Lang said the program’s biggest challenge is making people aware of the materials and putting it in their hands, a task in which Music for All is highly vested.



# Orchestra America National Festival presented by YAMAHA



MUSIC FOR ALL SEASONS:

# NATIONAL FESTIVAL 2013





**C**oncert bands, orchestras, percussion ensembles, and jazz students found the 2013 Music for All National Festival, presented by Yamaha, a place and opportunity to celebrate music on a national stage and in the classroom. More than 2,000 students, parents, and music directors from across the country were invited to Indianapolis to participate in three days of concerts, intensive clinics, master classes, and special events.

The world-class atmosphere of the Festival provided a place for growth for 33 of the finest scholastic ensembles in the nation. Because the Festival is non-competitive, students and directors were encouraged to stretch their performances and audiences were rewarded with innovative performances.

The 2013 National Festival encompassed the National Concert Band Festival, the Orchestra America National Festival, the Sandy Feldstein National Percussion Festival and the Middle School National Music Festival. The Festival also included three honor ensembles. Students from across the nation were also selected by recorded audition to perform in the Honor Band of America, Honor Orchestra of America and Jazz Band of America.

The National Festival continues to be a premiere showcase and platform for demonstration of excellence in music education. It is an integral part of Music for All's ongoing work to advocate for and advance student excellence in music and arts education.

## 2013 ENDOWED CHAIRS & SCHOLARSHIP RECIPIENT

- 2013 Yamaha Endowed Chair, Principal Trumpet, Honor Band of America  
- Justin Schreier (Mt. Eden High School; Haywood, CA)
- 2013 Zildjian Family Endowed Chair, Principal Percussionist, Honor Band of America  
- Laura Branson (James Bowie High School; Austin, TX)
- 2013 Vic Firth Endowed Chair, Principal Percussionist, Honor Orchestra of America  
- Cynthia Burgess (Westminster High School, Westminster, MD)
- 2013 Revelli Scholarship Recipient - Mathew Tichy (Lancaster High School, Lancaster, NY)



# FOUNDATIONS

# SUPPORT

# MUSIC FOR ALL

Music for All depends in part on the generous support of foundations and government grants, which assist in providing access and opportunity to participate in music making. Thank you to the following funders for their support of the 2013 Summer Symposium.

- Lilly Endowment, Inc.
- George and Frances Ball Foundation
- Arts Council of Indianapolis
- Indiana Arts Commission
- The D'Addario Foundation
- Arthur Jordan Foundation
- Ball Brothers Foundation







## MUSIC FOR ALL'S SUMMER SYMPOSIUM LAUNCHED THE NEW BANDS OF AMERICA DRUM MAJOR INSTITUTE IN 2013.

**T**he Music for All Summer Symposium's Bands of America Drum Major Institute debuted on the campus of Ball State University in Muncie, Indiana, to enhance the summer experience for even more students and strengthen overall band development. More than 1,000 high school band and orchestra students, high school and middle school band directors, and college music education majors immersed themselves in classroom and performance experiences to boost their music programs.

With the launch of the new Bands of America Drum Major Institute, Music for All continues to lead in the area of student leadership development and training by infusing the right attitude, program philosophy, and curriculum to help prepare students to lead by example in their programs and communities. In addition to leadership development, the Music for All Summer Symposium, presented by Yamaha allows students in all areas of music performance to learn from some of the top talent in the field.

For 2013, Drum Major Institute Coordinator Bobby Lambert, currently Director of Bands at Wando High

School in Mt. Pleasant, SC and then Assistant Director at Marian Catholic High School, IL, assembled an all-star faculty of educators and met the needs of students and educators alike. The faculty is comprised of highly successful directors and musicians from around the country who spend time with participants to strengthen their individual music programs.

In the interactive classroom environment, music directors enjoyed meeting directly with the faculty to ask questions and receive feedback on new ideas. The diverse class offerings allowed directors to tailor the curriculum to specifically get what they needed from the week.

The Symposium addressed all aspects of teaching band – administration, curriculum planning, instruction, and program design. Often referred to as the “Best Directors’ Camp in the U.S.,” the seminars offered prepare educators with everything from basic ensemble technique to advanced technology issues.

For many seasons, student leaders and teachers have looked to Music for All for the latest in marching band performance and leadership training.



**100 BANDS**

**4 DAYS**

**ALL CHAMPIONS**

**MUSIC FOR ALL SEASONS:  
GRAND NATIONAL CHAMPIONSHIPS 2013**

**M**usic for All presented 18 Bands of America Championships across the nation, including the Grand National Championships, America's largest and most prestigious national marching band event to celebrate artistry and pageantry from 100 high school marching bands, representing 19 states.

Indianapolis' Lucas Oil Stadium was home to the four-day Music for All's Bands of America Grand National Championships, presented by Yamaha. Supplementing the Championships, Music for All presented the Indianapolis Marching Band Tournament to allow participants from



## SCHOLARSHIPS PRESENTED AT GRAND NATIONALS

The Music for All Foundation awards several endowed scholarships annually. On Saturday evening of the 2013 Bands of America Grand National Championships, presented by Yamaha, two college tuition scholarship awards were presented to outstanding graduating seniors who intend to pursue collegiate study as a music major. A \$1,000 Yamaha Scholarship was presented to Wyatt Heinz from Bellbrook High School in Bellbrook, Ohio; and a \$1,000 Fred J. Miller Family Scholarship was presented to Andrew Martin from Collinsville High School in Collinsville, Illinois.

**Learn more about Music for All Foundation Scholarships at [musicforall.org/scholarships](http://musicforall.org/scholarships).**

Indianapolis Public Schools the performance opportunity of a lifetime.

“Bands of America Championships are a program of Music for All, which has a mission to create, provide and expand positively life-changing experiences through music for all,” according to Eric L. Martin, President and CEO of Music for All. “Active participation in music and arts is a vital part of a meaningful educational experience. The thousands of students who will perform at this championship showcase the dedication, teamwork and mastery required and fostered through music and arts education.”

In addition to the competition, outstanding band students were celebrated with scholarship awards, thousands of students participated in student leadership opportunities and three college bands performed in exhibition: Marian



University, the Missouri State University Marching Band, and the Purdue University Marching Band. Other festivities included the presentation of the Patrick John Hughes Parent/Booster Award, a national award honoring an outstanding band parent and supporter and named in honor of Louisville resident Patrick John Hughes. Also, more than 60 exhibitors participated in the Grand Nationals Expo, whose support furthers Music for All’s advocacy initiatives at the Grand National Championships.



# DAD OF ALL TRADES

## RECEIVES THE PATRICK JOHN HUGHES PARENT/BOOSTER AWARD

By Erin Fortune

**M**r. Richard “Dick” Zentner first became involved with the Norwin, PA, Band Boosters in the early 1980’s supporting the participation of his children. He began his booster parent journey on the pit crew and when it became known that he had a commercial driver’s license, he was quickly recruited to drive one of the equipment trucks.

As Mr. Zentner’s other children continued their participation in the Norwin band program, so did he, serving on many booster committees and even serving as booster president for several terms. But Mr. Zentner was not just a supporter of the Norwin band program – he often met with other fledgling band parent organizations and shared with them the Norwin booster model and the wisdom of his experience.

Through the years Mr. Zentner played an increasingly important role in planning and coordinating the band’s transportation to and from all local competitions and

community events, to national competitions and band trips to Florida. Whenever the band had somewhere to go, Mr. Zentner made it happen flawlessly.

Through his involvement with the Norwin band program in the 1980’s, Mr. Zentner became a trusted confidant and friend of Norwin Director of Bands, the late L.J. Hancock. Though Mr. Zentner’s youngest son graduated from the Norwin band program in 1994, he continued to coordinate logistics, attended band parent meetings and served as an advisor to Mr. Hancock and the program. In 2000, Mr. Hancock passed away, and while Mr. Zentner was crushed to have lost such a close friend, he continued to stay engaged and worked toward helping to maintain the quality of the band program through the years.

Former Director of Bands, Ian Morrison, said “As a former student in the Norwin band program, I personally

remember “Mr. Z” unloading my Sousaphone from the truck and wishing me good luck. As a former director of bands at Norwin, I can say from personal experience that parents like Dick are invaluable to the success of an organization such as ours. In the uncertain times of transition, Dick was a calming and steadying influence on me and the band parents’ organization.”

There is no denying that Mr. Zentner has been a devoted and loyal advocate of the Norwin band program. After more than 25 years of involvement and working with five band directors, Mr. Zentner has truly become an icon of the Norwin band.

“Since I have become the director of bands at Norwin, Dick and I have talked about the history of the program, what it means to him and why he does what he does. Throughout the conversations the words loyalty and tradition come up often. In many ways, Dick is the keeper of this tradition as he has been around longer than any of our current staff and is truly part of what makes the Norwin Band program successful. The guidance that he has provided me during my brief time as the Norwin director makes him almost like a father figure in this regard. Like me, when I was a student, most students don’t know just how much Mr. Zentner does for all of them and how much he shapes their experience, especially on

the road. I will always be grateful for what Dick does for this organization.” –Director of Bands, Timothy Daniels

Beyond his work as booster, pit crew dad, equipment truck driver, logistics specialist, prop construction crew member, volunteer coordinator, Vice President of the Norwin Band Aides, President of the Band Aides, Norwin band historian and Director of Operations during his time with the Norwin band, Mr. Zentner has been a true advocate of music education and a champion of every student.

“Year after year, rehearsal after rehearsal, performance after performance, Dick is there doing what needs to be done because he knows the importance of supporting the efforts of the student. Dick Zentner is the epitome of a dedicated band booster.” – Linda Hancock, Norwin Band Staff 1985-2001

**“Year after year, rehearsal after rehearsal, performance after performance, Dick is there doing what needs to be done because he knows the importance of supporting the efforts of the student.”**

**- Linda Hancock**

The Patrick John Hughes Parent/Booster Award annually recognizes the extraordinary commitment, dedication, support and sacrifice of music parents and boosters around the world by shining a spotlight on an individual who exemplifies these qualities.

Read more about Patrick John Hughes and his family and the Parent/Booster Award at [www.musicforall.org](http://www.musicforall.org), where you can also find out how to nominate the exceptional parent or booster in your music program.

## PATRICK JOHN HUGHES PARENT/BOOSTER AWARD

The award is named in honor of Patrick John Hughes, the father of Patrick Henry Hughes. Patrick Henry is a remarkable young man who, despite physical challenges that would seem overwhelming to many, has excelled as a musician and student.

## PAST WINNERS

- 2014 - Tom Meyer, Blue Springs High School, Blue Springs, MO
- 2013 - Dick Zentner, Norwin High School, North Huntingdon, PA
- 2012 - PJ Littleton, Hillsboro Middle School, Franklin, TN
- 2011 - Tom Barnett, Ben Davis High School, Indianapolis, IN
- 2010 - Charlie Broach, Franklin High School, Franklin, TN
- 2009 - Jim and Ginny Klopfenstein, Morton High School, Morton, IL
- 2008 - Dan Adams, American Fork High School, American Fork, UT

# HALL ★ ★ OF ★ ★ FAME

The Bands of America Hall of Fame recognizes individuals who have greatly impacted the nation's band activity and music education. In addition to honoring the recipient, the award is intended to inspire and shine a spotlight on the role and importance of music education.

Hall of Fame members are permanently recognized in the Bands of America "Hall of Fame" in Music for All's Indianapolis headquarters.

## 2013 HALL OF FAME INDUCTEES



### **James Campbell**

James Campbell's history with Music for All spans more than three decades, as an adjudicator, clinician and

evaluator. He previously served as

the Bands of America Chief Judge and as percussion coordinator at the Music for All Summer Symposium, developing and naming the student National Percussion Symposium division and creating the Drum Instructor Academy (now the Percussion Specialist Academy), which provides training and professional development for percussion educators.

Currently Professor of Music and Director of Percussion Studies at the University of Kentucky in Lexington, Mr. Campbell also holds the positions of Principal Percussionist with the Lexington Philharmonic. A Yamaha Performing Artist, he has received worldwide recognition as a performer, teacher, composer, author and is a respected figure in the development of the contemporary percussion ensemble. He has toured extensively throughout North and Central America, Europe and Asia. Mr. Campbell also holds the positions of drummer with the Kentucky Jazz Repertory Orchestra and is Past-President of the Percussive Arts Society.

Well known for his long association with the internationally renowned Rosemont Cavaliers Drum and Bugle Corps, Mr. Campbell has served as their principal instructor, arranger and Program Coordinator. He was Percussion Director for the McDonald's All-American High School Band and has performed at the International Society of Music Education World Conference, Journal's de la Percussion, MENC National In-Service Conference, Midwest Band & Orchestra Clinic, MusicFest Canada, All-Japan Band Clinic, Texas Bandmasters Association, Bands of America Percussion Symposium and at several Percussive Arts Society International Conventions.



### **Bruce K. Dinkins**

Bruce K. Dinkins was a respected band director, whose ensembles were among the finest to participate in Music for All programs, including Bands of America Championships and the Music for All

National Festival. His ensembles, including Irmo H.S. in Columbia, SC, and James Bowie H.S. in Austin, TX, are perennial Bands of America Regional Finalists and Champions and Grand National finalists. He also served on Music for All advisory committees and as a band host at the Music for All National Festival.

Born in Buffalo, NY, and reared in Florida, Mr. Dinkins discovered the clarinet at a very early age, which became his passion. He earned degrees in Clarinet Performance at the University of Tampa and The New England Conservatory, additional post-graduate studies at Florida State University toward a doctorate and The Juilliard School (Clarinet Performance Certificate). He performed in famous concert halls and with orchestras throughout the United States and toured Europe with the New England Conservatory Orchestra with Gunther Schuller and Leonard Bernstein. He also conducted the Memphis Youth Symphony and was the Conductor-In-Residence of the Sewanee Summer Music Festival for more than 25 summers.

Mr. Dinkins began his teaching career at Florida Junior College and Jacksonville University, before moving on to Emory University in Atlanta. Later in his career, he taught high school and held positions at Avondale H.S. Center for Performing Arts in Atlanta and North Gwinnett H.S. in Suwanee, GA, before teaching at Irmo H.S. and then James Bowie H.S. He was a member of the American Bandmasters Association.

Mr. Dinkins passed away June 22, 2011 in Ashland, Oregon, at the age of 60. "The world of music education has lost one of its best teachers and a passionate advocate for arts education," said Eric L. Martin, President and CEO, Music for All. "Mr. Dinkins was a dear friend of Music for All and is still missed by those of us who had the privilege of working with him for more than two decades. His legacy and the impact he has had on his students, our art and our culture will be with us forever."

Mr. Firth, an example of his desire to support young musicians and Music for All's educational programs.

Mr. Firth's father was a successful trumpet and cornet player who started young Vic on the instrument when he was only four. He soon began to study arranging, with additional lessons on trombone, clarinet, piano and percussion. By the time he was in high school, he had gravitated full-time to percussion. By the age of 16, he was actively pursuing a career as the leader of his own 18-piece big band, playing vibes and drum sets throughout the New England area.

Upon graduating from high school, Mr. Firth attended the New England Conservatory of Music and made biweekly trips to The Juilliard School to study with Saul Goodman. When his teacher at the New England Conservatory retired from the Boston Symphony Orchestra and auditions were held for the position, Firth was selected for the job. At age 21, Firth was the youngest member of the Boston Symphony Orchestra and the Boston Pops Orchestra, the average age in 1952 being about 55. He retired from the Boston Symphony Orchestra in 2001 after a 50 year tenure as timpanist.

What began in 1960 as a basement operation out of his home making timpani mallets has now expanded, as Vic Firth, Inc., into a corporation with two plants, a main office and 150 employees to handle the manufacture and worldwide sales of more than 12 million sticks and mallets a year.

Mr. Firth has taught at the New England Conservatory and served as head of the percussion department since 1950. He has also taught at Tanglewood. Percussion students who have studied with Firth hold key positions throughout the world. He also has numerous compositions and etudes and is a member of the Percussive Arts Society's Hall of Fame.



### **Vic Firth**

Founder of Vic Firth, Inc., percussion stick and mallet manufacturer, Vic Firth has been a supporter of Music for All's programs as a sponsor through Vic Firth, Inc., a donor and a clinician. The Principal Timpani Chair of the Honor Orchestra of America is endowed by

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Daniel Haeck  
Chris Hartowicz

Music for All would like to thank all of our donors, students, parents, alumni, educators, and fans for their generous contributions that support our positively life-changing experiences. Each gift is significant and directly impacts Music for All's programming and advocacy efforts. If you would like to help provide opportunities for future outstanding musical experiences, please call the Development Department at 317-636-2263 or email us at [development@musicforall.org](mailto:development@musicforall.org). This listing reflects gifts and pledges processed between March 1, 2013 and February 28, 2014. Every effort has been made to ensure the accuracy of this listing. We apologize for any inadvertent errors or omissions.

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James Simone  
Ramelie Smith  
Douglas Spaniol  
Steve Spontak  
Chad Starns and Crystal Grave  
David and Julie Stroud  
David and Patti Sutherland  
Tammy Swisher  
The Tate Family  
Diana Thomas  
Linda Tutko  
Kristine Kusek Vellani  
Johnny and Ladonna Viertel  
Volunteer Match  
Heidi Wood

## Alfred Watkins Commission Fund

Bill and Jane Allan  
Pete and Rhiannon Almany  
Brittany Armstrong  
Doug and Laura Barnes  
Margaret Banton  
Karen Biehle and Family  
Patricia Bigazzi



Kevin Bily  
 Stephanie Bryant  
 Brendon and Catharine Bushman  
 Ron and Ilse Bushman  
 Lisa Calderon  
 Scott and Janice Casagrande  
 Cynthia Church  
 Zachary Cogdill  
 Bob and Bette Cowles  
 Connor Dugosh  
 ETA Lambda  
 Fayette County High School  
 Lois Ferrari  
 Florida A&M University  
 GMEA District XII  
 Middle School Bands  
 Robyn Gregory  
 Glenn and Kathy Good  
 Laura Jacoby Hale  
 Ralph Hardimon  
 Ray and Kristin Hawkins  
 Amy Hetrick  
 Hightower Trail Middle  
 School Band  
 Hillgrove High School  
 Hoover High School  
 John and Anne Jeffres  
 Joe Kakesh  
 Kell High School Band  
 Lassiter High School Band  
 Association  
 Lovinggood Middle School  
 Eric L. Martin  
 Robert and Susan Mayne  
 David and Shoie McCarthy  
 McCleskey Middle School

The Moores Family  
 Richard and Linda Moorman  
 Ann, Neil, Sarah, Alan,  
 and Rachel Nix  
 Fred Norton and Family  
 The Pace Family  
 Peachtree School of the Arts  
 Heather Peck  
 Phi Beta Mu - ETA Chapter  
 KC and Linda Roberts  
 Sue Samuels  
 Simpson Middle School  
 Michael Sneed  
 Sprayberry High School  
 Roland and Sally Stebbins  
 David and Jacquelyn Stone  
 Donna Swan  
 Henry and Juanita Tolbert  
 Topeka Community Foundation  
 Cheryl Tracz  
 Janice Traylor  
 Jay Ulrich  
 Vestavia Hills High School  
 Jeff and Karen Wright  
 Walton High School Band

#### Employer Matching Gifts

Apple Matching Gifts Program  
 CME Group Community  
 Foundation  
 Fidelity Charitable Gift Fund  
 IBM Corporation  
 Liberty Mutual Foundation Match

#### LJ Hancock Scholarship Fund

In honor of Erin Stevens by Fr.  
 Christopher J. Kulig  
 Eric L. Martin

#### Sandy Feldstein Legacy Fund

James and Vicki Csenar  
 Eric L. Martin

#### In-Kind Gifts

City of Indianapolis  
 Crown Awards  
 Greenwalt CPAs  
 Humane Society of Indianapolis  
 PepWear, LLC

#### In Honor

In honor of Eric Martin  
 by Jeff Bishop  
 In honor of Ken Brewer  
 by Ernest and Dianna Brewer  
 In honor of Charlotte Cassel by  
 the daughters of Buzz and  
 Kathy Cassidy  
 In honor of Garrett Scharton  
 by Emma Cullen  
 In honor of Carolyn Ealy  
 by Jacqueline Gilley  
 In honor of the The Woodlands  
 High School by Brian and Judi  
 Haltom  
 In honor of the Dobyns-Bennett  
 Marching Indians by Robert

Johnstone  
 In honor of Deb and Jim Rebeck's 40th Anniversary by Julia Lapinski  
 In honor of Garrett Scharton by Nicole Melton  
 In honor of Marc and Eliz Berezin by Adam Rauf  
 In honor of Chris & Eric McMillan by Ramelle Smith

#### In Memory

In memory of William H. Schaefer, Jr. by Anonymous (4)  
 In memory of Ralph F. Carlson by David Carlson  
 In memory of Mark Williams by Daniel Haeck  
 In memory of William H. Schaefer, Jr. by Mr. and Mrs. Tim Haggerty and family  
 In memory of William H. Shaefer, Jr. by John and Marilyn Hawthorne  
 In memory of William H. Schaefer, Jr. by Thomas and Catherine Hornstein  
 In memory of John L. Howell by John S. Howell  
 In memory of Mrs. Pauline Osias by Bill and Gloria Katz  
 In memory of William H. Schaefer, Jr. by Helen Taylor and Pat Matthews  
 In memory of L.J. Hancock by Michelle Ogg

## DONORS MAKE A DIFFERENCE – SCHOLARSHIPS ENHANCE MUSIC FOR ALL SUMMER SYMPOSIUM

**T**he family of Mark Williams (1955-2008), educator, composer and beloved friend, provided a generous gift to endow five scholarships each year for the Music for All Summer Symposium. The scholarship program was created to honor Mark's life and legacy and to provide a positively life-changing opportunity to educators who demonstrate financial need and wish to attend the Symposium to advance their professional development experiences. One scholarship is awarded to a collegiate each year, who plans to become a music educator and four scholarships are awarded to current music educators. The scholarships cover the tuition and fees and provide a stipend toward travel.

**M**uncie Music Center in Muncie, Indiana, provides more than music and emergency instrument needs at Music for All's Summer Symposium.

A local dealer and supporter of the school music scene, Muncie Music Center offers scholarships to students in their region aspiring to attend the Music for All Summer Symposium. Dave Helms, owner of Muncie Music Center says, "It just makes sense. We reach out to the schools we service and the recipients are determined based on their essay or financial need."

A fixture at the Symposium, Muncie Music Center also hosts a "directors' night out" event at the store each year during the Symposium's activities. The City of Muncie provides transportation and the store's house band entertains the band directors. "It's just a good gesture. We're glad we can do it," said Helms.

# FINANCIALS

## Good Stewardship Benefits Program Efforts

**A**s we came to the close of Fiscal Year 2014 (March 1, 2013 to February 28, 2014), Music for All achieved positive financial results for the third consecutive year. The organization recorded a \$582,000 increase in Net Assets for the fiscal year, a solid 137% increase from the gain of \$244,600 recorded in Fiscal Year 2013. Thanks to positive operating results in four out of the last five years, we have successfully eliminated the negative fund balance accumulated before Fiscal Year 2009, and have begun to accumulate a modest reserve to ensure future organizational stability.

Total revenue was nearly even with last year, with strong growth in Ticket Sales and Sponsorship Revenue. Ticket Sales increased to \$2,214,500, a 16% increase compared to the prior year. The growth came from increased attendance, not price hikes, as we added events to our fall season and held ticket prices steady for the fifth consecutive year in an effort to make attendance at our programs as affordable as possible. As a part of this effort, we continued our popular ticket discounts for students, senior citizens, and members of the military. Sponsorship Revenue increased to \$971,900, a 21% increase from the prior year, thanks to excellent retention of existing sponsors as well as the addition of several new sponsors. The only revenue line item that declined significantly was Program Revenue. Prior year results include revenue for the Bands of America Honor Band in the Rose Parade, a program that occurs only every four years. Excluding the Rose Parade event, all other Program Revenue increased by 23% year over year, with growth in all program areas.

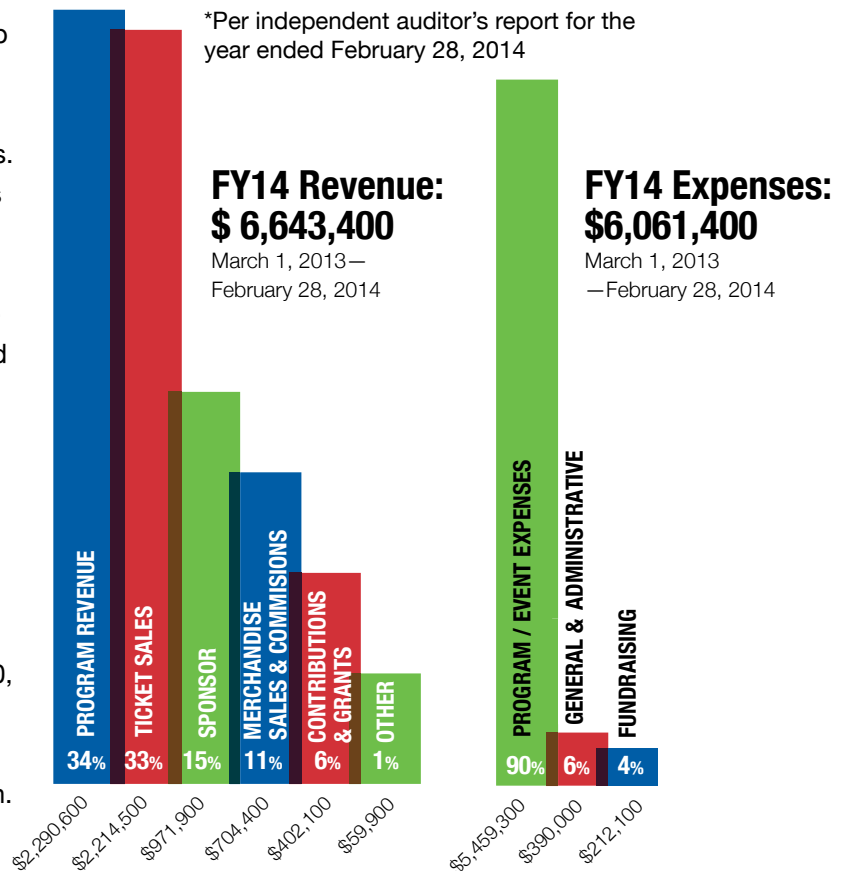
In the third year since restructuring our Development Department, we continued to make progress on implementation of our fundraising plan. Fiscal Year 2014 Contributed Revenue totaled \$402,100, a small decline from the prior year due to a decrease in In-Kind Contributions. Cash Contributions increased to \$200,000, a 62% increase from the prior year. We continued to receive strong support from our Board of Directors, with 100% of members making a donation to the organization. We were awarded a number grants during the year,

including major grants from the George and Frances Ball Foundation, Ball Brothers Foundation, Arts Council of Indianapolis and Indiana Arts Commission. Combined grant funding from foundations and government sources grew to \$111,500, a 38% increase from the prior year.

Music for All continued to maintain a lean cost structure during the year in an effort to practice good stewardship and optimize allocation of scarce resources in support of our program efforts. During Fiscal Year 2014, General and Administrative expenses made up just 6% of total expenses. Administrative expenses have declined significantly since Fiscal Year 2009 when we implemented austerity measures focused on cost control. A look back at Fiscal Year 2009 clearly illustrates the success of our expense control efforts over the last five years. In Fiscal Year 2009, before the impact of our cost reduction efforts took effect, administrative costs were \$562,300, compared to Fiscal Year 2014 administrative expenses at \$390,000, a 31% reduction since 2009.

### MUSIC FOR ALL, INC. & MUSIC FOR ALL FOUNDATION\*

\*Per independent auditor's report for the year ended February 28, 2014





*Indiana State Senator Timothy Lanane and MFA Advocacy Coordinator Seth Williams (Photo courtesy of Randy Orr, Indiana Coalition for the Arts)*

# ADVOCACY IN ACTION AT THE STATE HOUSE

By Seth  
Williams

**E**ach year, arts advocates from across Indiana gathered at the State Capitol in Indianapolis to participate in “Arts Day at the Statehouse,” presented by the Indiana Coalition for the Arts. Music for All is a proud member of the vibrant arts community in the state, and I was excited to represent Music for All and the arts in Indiana at Arts Day in January 2014. I joined close to 50 other artists, teachers and arts administrators in an advocacy training session, a community arts project and most importantly, meeting with legislators to demonstrate our support for the arts in Indiana.

Because Music for All’s pinnacle programs are located in Indiana, MFA has an incredible impact on Indiana’s young people as well as its economy and revenues generated from tourism during MFA events. MFA also receives general operating support from the Indiana Arts Commission, partly funded by the Indiana State Legislature. I had the great fortune of sharing with legislators the important work that Music for All and other arts organizations across the state are doing: improving the quality of life, providing economic impact, and providing impactful arts education that contribute to skills and creativity needed and necessary in the twenty-first century.

After a brief training session where we learned how simple it is to speak to your elected officials, we headed to the Statehouse to “storm the floor.” It was a very busy day at the Statehouse, as many important pieces of legislation were in discussion, but we were still able to meet with many elected officials. In addition to talking points from Music for All, the Indiana Coalition for the Arts also provided us with brief items to discuss with legislators, which included thanking legislators for increased funding for the Indiana Arts Commission and promoting a bill supporting ensemble music education in middle and secondary schools.

Right away, I met with Representative Eric Koch, who is an active supporter of the arts in his South Central Indiana district. While nervously ensuring that I covered all of my talking points, we had a great conversation about Rep. Koch’s passion for the arts. I also had the pleasure of meeting Senator Jean Breaux, who represents my home district in Indianapolis. “The arts have always been an important part of my life,” explained Sen. Breaux. She also represents many underserved families in Indianapolis, including some who participate in MFA’s Indianapolis Public Schools outreach programs. Sen. Breaux has been an important advocate for the arts in the State Senate, and it was inspiring to speak with a legislator with so much passion for the arts.

Later in the afternoon, I met with Senate Minority Leader Timothy Lanane, who represents East Central Indiana, including the home of the MFA Summer Symposium - Ball State University. I spoke with Sen. Lanane about the Summer Symposium and MFA’s commitment to engaging the East Central Indiana community.

The 2014 Arts Day at the Statehouse was a simple yet effective way to meet with legislators and display the impact of the arts, including music education, on Hoosiers. You too can contact your federal, state and local elected officials and spread the message of music education’s impact on students across the U.S. Whether writing an email or letter, calling your representative’s office or visiting them in person, advocating for the arts is integral to ensuring public support for the arts, including music education in our nation’s schools.

**M**usic for All's Board of Directors sets and oversees the organization's major strategies. It charges management with the development of detailed plans to achieve strategic goals and objectives. The Board reviews, augments, and approves the organization's strategic plan. The current five-year strategic plan (FY13-FY17) was launched in March 2012. In addition to management and expansion of its historic new programming, the plan places emphasis on increasing access to music education in the scholastic environment. Based upon the successes of the current plan, the Board initiated development of the organization's next strategic plan in September 2013 at a retreat where the Board, staff, and other Music for All constituents began discussing the organization's future and management was assigned the task of translating those discussions into an outline for a new five-year strategic plan (FY17-FY21), one year ahead of schedule.

# STRATEGIC PLAN UPDATE: MAKING PROGRESS... (MUCH) MORE TO DO!

## Strategic Plan Goals Include:

- Music for All will increase the number of youth participating in music education
- Remove barriers to participation (particularly the financial barriers)
- Truly become an organization that promotes music education in all genres

## SHEPHERD RECEIVES 2013 GEORGE N. PARKS LEADERSHIP IN EDUCATION AWARD

**D**r. Barry Shepherd, Superintendent of Cabarrus County Schools in North Carolina is the 2013 recipient of the George N. Parks Leadership in Music Education Award. Dr. Shepherd received the award for exemplary music education during the opening finals ceremonies at the 2013 Grand National Championships, presented by Yamaha.

Shepherd, a stalwart advocate for the arts, led the Cabarrus County school system through some of its most challenging and exciting times. During his tenure, the school system experienced unprecedented reductions in funding. Yet, Cabarrus County Schools continued to thrive thanks to Shepherd, who successfully advocated placing value on "people rather than things."

Despite the challenging economy, student enrollment for Cabarrus County Schools grew. Under Shepherd's direction, the school system benefited from the construction of five new school buildings and Cabarrus

County Schools' students are making strides on end-of-year assessments. The graduation rate increased and the school system received hundreds of thousands of dollars in grant funding.

Prior to joining Cabarrus County Schools, Dr. Shepherd served as superintendent of Elkin City Schools and as assistant superintendent in Mooresville Graded School District.

Dr. Shepherd is a native of Wilkes County, N.C., and held administrative positions in Iredell-Statesville Schools, Lexington City Schools and Thomasville City Schools.

Developed by NAFME, the National Association for Music Education, and Music for All, the award is named for George N. Parks (1953–2010), director of the University of Massachusetts Minuteman Marching Band at the University of Massachusetts Amherst from 1977 until his death, and honors an exemplary music educator who embodies the characteristics and leadership that Mr. Parks personified.

# STAFF

**Eric Martin Esq./CFEE**

*President and CEO*

**Nancy H. Carlson**

*Executive Vice President and CFO*

**Debbie Laferty Asbill**

*Vice President of Marketing & Communications*

**Laura Blake**

*Events Manager*

**Tonya Bullock**

*Accounting Manager*

**Sam Cantor**

*Events Assistant*

**Kyle Courtney**

*Development Coordinator*

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**David Foth**

*Event Coordinator*

**Marissa Hile**

*Event Coordinator*

**Jerome Horne**

*Participant Relations Assistant*

**Matt Mackowiak**

*Marketing Assistant*

**Dave McElvain**

*IT Manager*

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**Gregg Puls**

*Annual Fund Manager*

**Kathryn Reinhardt**

*Marketing Coordinator*

**Haley Sparks**

*Participant Relations Coordinator*

**James P. Stephens**

*Director of Advocacy and Educational Resources*

**Mark Sternberg**

*Event Coordinator*

**Ashlee Walls**

*Corporate Relations Manager*

## EDUCATIONAL

## TEAM

**Gary Markham**

*Senior Music for All Educational Consultant  
Bands of America Chief Judge*

**Tim Lautzenheiser**

*Music for All Senior Educational Advisor*

**Scott J. Casagrande**

*Music for All Educational Consultant  
National Concert Band Festival- Invited Bands &  
Regional Concert Festivals*

**William Galvin**

*Music for All Educational Consultant  
National Percussion Festival*

**Fran Kick**

*Music for All Educational Consultant  
Leadership Programs*

**Richard L. Saucedo**

*Music for All Educational Consultant  
Jazz Band of America & MFA Outreach*

**Stan Schoonover**

*Music for All Educational Consultant  
National Concert Band Festival- Featured Bands*

**Susan Smith**

*Music for All Educational Consultant  
MFA Chamber Programs*

**David Starnes**

*Music for All Educational Consultant  
Honor Band of America & Student Programs*

**Dean Westman**

*Music for All Educational Consultant  
Honor Orchestra of America & MFA String Programs*



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Strategic Advocacy Partner

## ASSOCIATE SPONSORS



## PROGRAM SPONSORS



## STRATEGIC PARTNERS



## ADDITIONAL FUNDING SUPPORT

Arthur Jordan Foundation



# CALENDAR OF EVENTS



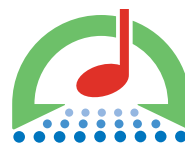
## Music for All National Festival

Presented by YAMAHA

Indianapolis, IN

2016: March 10-12

2017: March 9-11



# Music for All

## Music for All Summer Symposium

Presented by YAMAHA

Ball State University

Muncie, IN

2015: June 22-27

Leadership Weekend

Experience: June 20-22

## SIGN UP FOR SCORES & MORE!

Sign up at [www.musicforall.org](http://www.musicforall.org) for fall results, recaps, discussion forums, news and more.



## Bands of America Grand National Championships

Presented by YAMAHA

Lucas Oil Stadium

Indianapolis, IN

2015: November 11-14

2016: November 9-12

# REGIONAL EVENTS

## September 19, 2015

Clarksville, TN

- Austin Peay State University

Monroeville, PA

- Gateway H.S.

## September 26, 2015

Austin, TX

- Kelly Reeves Athletic Complex

Bowling Green, OH

- Bowling Green State University

McAllen, TX

- McAllen Veterans Memorial Stadium

## October 3, 2015

Conroe, TX

- Woodforest Bank Stadium

Dayton, OH

- Welcome Stadium

Powder Springs, GA

- McEachern H.S.

## October 10, 2015

Arlington, TX

- University of Texas-Arlington

Winston-Salem, NC

- Wake Forest University

Jacksonville, AL

- Jacksonville State University

## October 16-17, 2015

**SUPER REGIONAL**

St. Louis, MO

- Edward Jones Dome

## October 17, 2015

Newark, DE

- The University of Delaware

## October 23-24, 2015

**SUPER REGIONAL**

Indianapolis, IN

- Lucas Oil Stadium

## October 24, 2015

Long Beach, CA

- Veterans Memorial Stadium

## October 30-31, 2015

**SUPER REGIONAL**

Atlanta, GA

- Georgia Dome

**SUPER REGIONAL**

San Antonio, TX

- Alamodome

## October 31, 2015

St. George, UT

- Dixie State University

## November 7, 2015

Tacoma, WA

- Tacoma Dome

American Canyon, CA

- American Canyon H.S.



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I believe  
In music education  
In music in our schools  
In Music for All



**Music for All's mission is to create, provide and expand positively life-changing experiences through music for all.**

Be an *advocate* for music education in your community by spreading the word about the importance of music for youth in our nation.

Show that you *believe* with a charitable contribution to support Music for All's educational programming, teacher training, and advocacy efforts around the country. Visit **musicforall.org/donate** to make a difference today.



Programs of Music for All



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