



THE OFFICIAL NEWSLETTER OF THE
PERCUSSION MARKETING COUNCIL

SUMMER 2019

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Welcome to the Summer 2019 Newsletter. The Percussion Marketing Council continues its mission of creating new drummers, through new programs to inspire, educate and motivate players.

May's International Drum Month Continues to Grow Percussion Market

At press time, this year's annual **International Drum Month** (IDM) campaign looks like it will be another complete success, with close to 125 participating percussion retailers from all states getting involved in this annual **Roadie for a Day** contest and public awareness campaign.



This year's IDM campaign was announced and launched during the annual Percussion Marketing Council (PMC) All Member Meeting & Percussion Industry gathering held during the January NAMM convention. The open-to-the-percussion industry meeting provided the attending audience with a snapshot of what's in store for the organization's market development initiatives for 2019 and beyond. PMC Co-Executive Director David Jewell announced international drummer-

celebrity Cindy Blackman Santana as the PMC's spokesperson for the May International Drum Month campaign and host for the 2019 Roadie for a Day contest.

The month-long pro-drumming public awareness campaign has been extensively promoted on all social media platforms and the playdrums.com website. The life-size Cindy Blackman point-of-purchase display was provided to the first 125 percussion retailers that signed

up as official IDM merchants. "The PMC continues to connect with thousands of wanna-play and existing drummers with the PMC mission and nationwide retailer network through a contest that has grown consistently over the past six years," stated Jewell. "Having an internationally recognized drummer like Cindy Blackman provides a tremendous boost to contest entries and nationwide recognition for the PMC's market development initiatives."



Unveiling the 2019 Cindy Blackman Santana IDM in-store display: PMC Co-Executive Directors Karl Dustman, Jennifer Paisley, drummer Dave Weckl and David Jewell.

Drum Set in the Classroom Draws More Teachers and Students into Playing Drums

“Everyone wants to be a rock star and drum set player but doesn’t know how to begin or how much fun it really is”, comments program author and facilitator, Dr. Craig Woodson.

Since the program’s research and launch in 2015, the **Drum Set in the Classroom** (DSC) program has brought acoustic and electronic drums and drumming to over six thousand students ranging from elementary through college level and over two thousand classroom teachers, most of which were non-music teachers.



All DSC attendees and participants learn basic set playing coordination through elementary rhythms in rock, jazz, and Latin while playing along with demonstrations and play-along tracks within the electronic kits. Bringing basic drum set instruction into the school classroom curriculum connects with students beyond the traditional piano and guitar exercises and experience. By creating a positive educational and enjoyable first-drumming experience, drums, rhythmical expressions and making music with others becomes obtainable to everyone.

Drum Set in the Classroom is supported by demonstrator percussion equipment provided by multiple PMC Members which includes acoustic and electronic drum kits, cymbal set-ups, drum sticks and related accessories.

The PMC seeks to broaden the reach of the program and welcomes inquiries to bring our DSC presentations to schools, percussion retailers, arts-recreation-festival organizations and

Percussion in the Library Program Creates New Drummers During Summer Library Visits

PMC Program Facilitator Maria Flurry continues her annual summer library presentations throughout the Arizona libraries. **Percussion in the Library** is geared towards creating first-time percussion experiences during the summer months when libraries look for educational connections to attract and engage all-age audiences.



Maria Flurry with husband Henry on keyboard and guitar, providing first-percussion experiences and summer fun in libraries throughout Arizona.

Created from the Percussion in the Schools program template, the PMC wanted an all-age audience initiatives that could be carried through the summer months. Working with libraries provides a great connection — they are always looking for summer activities and events that are educational and fun.

Maria Flurry is a nationally recognized percussionist and teacher that has been associated with the PMC for over a decade through various events and educational connections.



other music industry partners. The program is clearly presented on the **PlayDrums** website at www.playdrums.com/drum-set-in-the-classroom. For complete details on scheduling a Drum Set in the Classroom program in a school, community or music retailer, contact Dr. Woodson at woodsonphd@gmail.com.



Drums Across America Event at Music Showcase Draws Attention to International Drum Month

Music Showcase in Brandon, Florida, celebrated International Drum Month on Saturday, May 18, 2019. The full-line retail store and education center hosted a **Drums Across America** first-free drum lesson tent. Using the PMC's "FREE DRUM LESSONS HERE" tent in front of the store's front entrance, the retailer's drum teachers offered free lessons and tips to drummers of all ages. Drum instructor and store associate Bill Mink explained to the drummers how to hold the sticks and some basic techniques.



Newsome High School Marching Percussion Drumline

An additional highlight of the day was the appearance and performance of the Newsome High School marching percussion drumline from nearby Lithia. The precision drumline showed off its cadences to an enthusiastic audience of all ages. 10-year-old Landon King of Tampa said he had a great time playing the different types of drums and hopes he can join a drum line when he enters high school.

In the retailer's own merchandising tent was a spinning wheel for guests to spin and win prizes provided by the PMC, includ-

ing drum sticks, lesson books, and other drum accessories. The store offered specials and discount pricing on drums and drum accessories inside its store. And, Kona Ice served up slushies.

Music Showcase Promotional Director Deborah Evans says, "This was the first time the store held an event like this. We hope to make it an annual event with the PMC's support and assistance. It was great time of year to host an event like this because it highlights drums and tied into the May International Drum Month theme. And it was just in time to promote summer lessons and music camps."



Landon King gets into drumming for the first time.





Swag Package Consumer Drawing Grows Monthly

January started the year-long **Swag Package** promotional give-away with random winners being selected every month. At press time, four winners have already been sent the huge PMC Members logoed merchandise assortments and complimentary product samples.



February Winner: Jose Rogers, Tamarac, FL



March Winner: Tommy Gunnola, Flower Mound, TX



April Winner: Joe Lardieri, Dayton, OH

January Winner (not pictured): Perry Peters/Harley Wehman, Rockport, TX

PMC Makes Presentation at NASMD Conference

PMC Executive Officer David Jewell, provided an informative and educational presentation about the PMC's programs and support offered to every NASMD member/retailer. "The PMC was pleased to be part of the NASMD conference and we are still hearing positive feedback from some of the attending NASMD members and attendees for the "Non-Profit Panel Presentation," commented PMC's Karl Dustman. "We're educating the the educational School Music Retailers."

This was a tremendous opportunity for the PMC to present and discuss all the various free-of-charge educational market development programs the PMC offers to schools. The NASMD retailers can use the PMC programs with their local school districts to increase the interest and demand for percussion instruments and participation.

Thank you NASMD for including this special program covering Percussion Marketing Council, Guitar Accessories & Manufacturers Association, and National Piano Foundation at your conference.



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Willamette Valley Music Hosts PMC Masterclass, Prepares for International Drum Month

PMC Percussion in the Schools Program Facilitator Mark Powers launched the Northwest region educational initiative on March 16, collaborating with Willamette Valley Music in Salem, Oregon. The store's Randy Kem help organize the event, directed to invite all area music educators to see and hear Mark Powers conduct a sample master class to be brought into the various school district instrumental music programs.



Powers commented, "The event was a blast! We had a good size group of drummers, band directors and new-comers who all seemed engaged and participatory. The attendee profile was quite varied as we had middle schoolers just getting started in the local school jazz programs, some music education majors from nearby Corbin University and an assortment of kids and their parents who were complete beginners wanting to get started in drums and drumming. The event was a complete success for Randy and Willamette Valley Music, as well as for the PMC and its members, in my opinion. I will be following up with each school in the area to bring the program into an all-school assembly presentation".

The PMC supplied a variety of promotional items and posters, along with consumer publications. Vic Firth had giveaway items as door prizes and Powers created a special two-page handout, guiding attendees through everything covered in the masterclass, as well as a link to a massive 12-page free handout downloadable from Powers' own educational website.



PMC Program Facilitator teams up with Dynamic Percussion for International Drum Month

Dynamic Percussion of East Hartford, CT brought **International Drum Month** into the store by hosting a guest educational interactive drumming event, featuring PMC Program Facilitator, Bob Bloom. Store owner Gus Guastamachio provided a wide assortment of Remo hand drums and various percussion instruments for an "all hands on" drumming experience conducted by Master Teaching Artist Bob Bloom.



The arrival of the PMC's in-store life-size Cindy Blackman PoP display brought area attention to the store and the May 11 educational event. Area drummers and customers signed up for the Roadie for a Day contest they saw on display in the store. With an audience and participants of all ages. Bob got everyone involved in playing along with the legendary music of The Beatles, James Brown, Grateful Dead and a variety of different rhythms and percussive styles.

The percussion retailer was one of the first dealers to sign-up on the PlayDrums.com website and be included in the select 125 dealers from across the country. Congratulations, Bob and Gus!

ATTENTION PROFESSIONAL PERCUSSION EDUCATION FACILITATORS!

The highly successful **Percussion in the Schools** Program is seeking more dedicated percussion teachers and instructors throughout the United States to bring and conduct percussion presentations in the local schools and districts where you already have relationships and contacts. The PMC co-ops your determined Facilitator Fee for conducting an all-school percussion-learning assembly, allowing hands-on educational experiences for students, classroom teachers and administration. Your experience in teaching percussion and your passion for sharing your love of drums and drumming can qualify you to become an authorized Percussion In The Schools Program Facilitator. Request details by e-mailing kbdustman@aol.com.



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PMC Launches New Program: "March To Your Own Drum"

The Percussion Marketing Council launched the new educational program, **March To Your Own Drum**, with the very first event on April 6th, scheduled in connection with the Children's Music Festival of Houston, held at the Campbell Education Center of Houston.

PMC Facilitator, Lamar Burkhalter, conducted a day-long educational introduction to Marching Percussion, bringing students of all ages into first-time playing experiences with all the various Marching Percussion instruments used on-the-field in Marching Band and Drum Corps throughout the United States. Burkhalter is a renown active percussion educator, clinician, arranger and performer, nationally recognized in all percussion circles as a leader in percussion education and performance. He is aligned with Yamaha Corporation of America, Zildjian Cymbals, Vic Firth Sticks and Mallets, Evans Drumheads and Latin Percussion.



drumline as well playing snare, tenors, bases and cymbals. Parents were besides themselves, taking pictures of their kids playing the marching percussion instruments. This was a huge event and success and plans are already developing for a larger event podium for next year's festival."

Any school or percussion retailer interested in hosting a **March To Your Own Drum** event, is encouraged to contact the Percussion Marketing Council for details.

The new PMC program is a direct result of the Percussion Marketing Council's outreach to local audiences and students of all ages, allowing them to participate and encourage them to get involved in various marching percussion activities starting at an early age. This new PMC initiative broadens the educational reach in bringing all the marching percussion instruments, disciplines, musical performance and rehearsal insights within reach and understanding to all wanna-play students.

Burkhalter's assessment of this pilot program commented, " Hundreds of kids got to listen to the two demonstrator drumlines, playing cadences, learning about marching percussion instruments and the activity as a whole. The younger little ones were in the



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Welcome New Member!



Istanbul-Agop cymbals have been at the very center of Turkish cymbal making since

the company was founded nearly 40 years ago. Through decades of collaborations, development and expansion the company emerged in the United States market in 2004, opening their first company-owned distribution center based in Los Angeles. Today this has become of hub of the company's activities in developing a widespread percussion retailer relationship and creating a tremendous roster of artists using the products, including International Drum Month Celebrity Artist, Cindy Blackman Santana. Distribution in North America makes the brand and all products more accessible to every market. The product line provides a diverse assortment of different cymbals, sounds and individual tastes that provides an expanding sound pallet for all drummers. Entry into the marching percussion and orchestral cymbal product categories has evolved the company into one of the most diverse cymbal product line-ups available.

istanbulcymbals.com

PMC Welcomes Paisley to Executive Board Member

PMC Officers are pleased to announce the addition of Jennifer Paisley to support the PMCs efforts. During the PMC's All Member Meeting, Dustman introduced Jennifer Paisley as the newest addition to the Executive Committee, serving the PMC in the Industry Relations position. Paisley is Trade Shows & Partnership Director with Alfred Music. Brad Smith (Hal Leonard) will move off the Board into the newly created Special Projects Director position for the organization.



"Bringing Jennifer Paisley into the Executive Committee was a natural progression, with her vast experience

and contacts throughout the entire industry and her prior association with NAMM," Dustman commented. "We look forward to working with her and the special contributions she brings to the PMC. At the same time, we will be able to target specific leadership projects where Brad Smith can achieve tremendous results drawing upon his years of experience with the PMC, serving as a Senior Officer. We now have the strongest leadership team assembled the PMC has ever had."

PMC in the News...

The November issue of *The Music Trades* magazine featured a "Q&A" with the four PMC Co-Executive Officers. The 2-page spread spotlighted the mission of the organization as well as the various programs created by the PMC to grow the market for the entire percussion industry. Each Officer provided insights and contributions through an interview style format about the present and future plans for the non-profit trade association. The timing of the piece was perfect, as the PMC starts plans for the 25th Anniversary Celebration scheduled for 2020.

PERCUSSION TRENDS

Q&A: GROWING THE DRUM MARKET BY CREATING MORE DRUMMERS

The Percussion Marketing Council brings together manufacturers, retailers, publishers, and educators to expand the market, but it all starts with getting more people to want to play.

Q: What are the objectives and goals of PMC?
A: Brad Smith, Vice President - M.I. Products, Hal Leonard Corporation
Founded in 1995, the PMC bases its mission on "helping percussion retailers help themselves" by growing interest in drumming, developing new players, and ultimately creating more customers for percussion products, increasing private lessons, and supporting percussion events in schools. We're the music industry's only percussion trade association dedicated exclusively to expanding the market for all percussion instruments, accessories, publications, periodicals, and related products.
The PMC supports percussion activities and players, but even more importantly in 2019, the organization will create more opportunities for percussion music retailers to get involved in programs that focus on market growth and seeking out new drummers. And we'll do this by talking about drumming and percussion in media—in website content and social media, of course, but also in the mainstream media. By doing this we create demand for all types of drums and percussion instruments along with related accessories, instructional method books, DVDs, and online educational lessons.

Q: So, your goals are to create industry links through various media, and to encourage drumming overall?
A: Brad Smith: Well, yes, but to be more precise, everything the PMC does is creating programs, campaigns, events, and educational opportunities to

For nearly 25 years, the Percussion Marketing Council (PMC) has pursued a mission of bringing drumming to the forefront while creating more drummers from all walks of life. Bringing together leaders in percussion manufacturing, distribution, and publishing, the organization has successfully launched numerous educational programs and marketing campaigns to connect retail music dealers with new potential customers. But at its core, PMC leaders affirm, the group exists quite simply to present drumming as a positive experience for all people, regardless of age, musical background, economic means, or education. For more on what the PMC stands for, and its objectives for the future, we turn to the organization's four co-executive directors: David Jewell, Stacy Montgomery-Clark, Brad Smith, and Karl Dustman.

David Jewell Stacy Montgomery-Clark Brad Smith Karl Dustman

84 | MUSIC TRADES | November 2018

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Our thank you!

The success and ongoing development of the Percussion Marketing Council is a direct result of the commitment and support of the current PMC Membership Roster. The PMC Executive Committee wishes to acknowledge and thank each member and representative for the continued support to our organization and the percussion industry:



WANT TO GET INVOLVED MORE IN THE PMC? BECOME A MEMBER!

Membership to the PMC is open to all percussion industry manufacturers, distributors, publishers, percussion organization, as well as educational festivals/events. As a non-profit, all-volunteer organization, we are always looking for industry support, individual creativity and guidance by expanding the membership and industry-wide participation.

By visiting the playdrums.com website and reviewing our existing programs, you will be able to envision how your company's brand, products, and services can benefit from participating in great programs such as **International Drum Month, Percussion in the Schools, Drum Set in the Classroom, Drums Across America, Hand Drumming for Life, March to Your Own Drum** and **Roadie for a Day**.

Membership firms become eligible to serve on the Advisory Board or Executive Committee where vacancies may occur. The application process is simple; annual dues are based upon your self-determined plateau placement, and your organization will be automatically included in ALL PMC promotions and logo placements throughout the year.

Contact the PMC office to request a New Member Application, email: kbdustman@aol.com or call: 440-582-7006.

PMC GOALS

- To promote drumming as a positive experience for all individuals regardless of age, gender, musical background, economic means, education or geographic location.
- To expand both the percussion market and demand for percussion instruments through the increased visibility of all forms of percussion.
- To unify the percussion products industry to create a stronger voice in the music industry and a forum for greater communication among all companies and members.

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