

# THE CLARION

Volume LXIX, No. 20 · October/November 2018

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## President's Corner: WSM TA on the National Stage



**Krista Seely**  
*WSMTA President*

A plethora of enthusiasm and ideas filled the air at MTNA's Summit for Leadership in Cincinnati in early September, where I had the pleasure of representing WSM TA. This year marked the 20th anniversary of the event, which has established itself as the most valuable event within MTNA to encourage and support the work of volunteer leaders in the association. We shared information and solutions for the benefit of our members, students, and the music teaching profession.

WSMTA was well-represented in Cincinnati. Joining me there were President-Elect **Karen Hollenback**, MTNA Vice President **Peter Mack**, MTNA Secretary-Treasurer **Debra Florian**, and Northwest Division Director-Elect **Jody Graves**. Only Texas might have had more representatives from their state! Did you know that WSM TA ranks 3rd (behind Texas and California) in total state membership in MTNA?



WSMTA's contributions to MTNA, both in numbers and leadership, have significant benefits for all of us. For example, the 2019 National Conference will be in Spokane in March! You can read about the many fabulous guest artists and programs in upcoming issues of your AMT. This conference will focus on musical diversity and how we can all be active participants in the global teaching community. The last time a national conference was in our state was in 2005. It doesn't get this convenient very often. By planning ahead, it can be very affordable, too. I hope to see you there!

This issue of the *Clarion* is the first of several bi-monthly issues you'll receive in 2018-19. Between issues, there are numerous ways you can keep up to date. **First and foremost is the WSM TA website ([wsmta.org](http://wsmta.org))**. It is your go-to place for all information 24/7, including this newsletter! Also, keep an eye out for important WSM TA news updates in your email, plus news and info on your local chapter's website or Facebook page. If you don't find what you're looking for, you're always welcome to contact any local or state leader in WSM TA. We are committed to helping YOU and your students accomplish your musical teaching and learning goals.

—Krista Seely, WSM TA President

## CLARION INFORMATION

The *Clarion* is the official bulletin of the Washington State Music Teachers Association and is published six times during the school year: Sept, Oct/Nov, Dec/Jan, Feb/Mar, Apr/May, and June/July. The *Clarion* includes membership news announcements as well as pertinent news of the Music Teachers National Association (MTNA).

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- Please send submissions to Samantha Yeung at [c.samantha.yeung@gmail.com](mailto:c.samantha.yeung@gmail.com) no later than the first day of the month preceding the publication date. You will receive a confirmation message.
- Please send your submission and all relevant attachments (photos, documents) in **one email message**.
- Submissions must be formatted in Microsoft Word (.doc or .docx) or Google Docs. Hard copy submissions are not accepted.
- When possible, please include a headshot of yourself with your submission. Your photo must be a head and shoulder shot.

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Stephanie White, NCTM (*see Music Artistry Program Chair*)  
Kirsten Carlson (*see Administrative Coordinator*)

## UPCOMING EVENTS

**October 5-6:** Biennial Visiting Artists Meeting at Hilton Garden Inn in Yakima, WA (Greg Presley, Chair)

**October 6-7:** Annual Leadership Seminar in Yakima, WA (Karen Hollenback, Chair)

**October 13:** District I & II Conference in Marysville, WA (Nicole Kim, Chair)

**October 20:** District IV Conference in Centralia, WA (Kira Theine, Chair)

**November 10-12:** MTNA Performance Competition (Kathy Mortensen, Chair) and Outstanding Artist Competition (Cherie Felts, Chair) at CWU in Ellensburg, WA

**March 16-20:** MTNA National Conference in Spokane, WA

**June 19-21:** WSMTA State Conference at UPS in Tacoma, WA

## DATES AND DEADLINES

**October 15:** Dues Deadline for Renewing Members for participation in the Music Artistry Program (MAP)

**November 1:** Deadline for submitting articles for the Dec/Jan *Clarion*

**November 1:** Music Artistry Program (MAP) Preliminary Report Due

**January 1:** Deadline for submitting articles for the Feb/Mar *Clarion*

## WELCOME NEW AND REINSTATING MEMBERS

**Bellingham:** Emily Gantt

**Edmonds:** Tamara Cutler

**Eastside:** Jia Lu, Tristan Greeno (*Collegiate*)

**Gig Harbor:** Brianna Spargo

**Lake Washington:** Camber Charlot

**Olympia:** Yi Ting Wang

**Seattle:** Nathan Chan

**South King County:** Lynnette Emme

**Tacoma:** Joshua Harris

## Félicitations



Many thanks to **Karen Hollenback** for organizing our WSMTA Leadership Seminar. Leaders from all corners of our state benefit from WSMTA's annual weekend of leadership education, information-sharing and inspiration. We appreciate Karen's commitment to planning for the future of WSMTA! Our thanks to **Kirsten Carlson**, WSMTA's Administrative Coordinator, for assistance with planning, from hotel arrangements to online registration management, as well as gathering and distributing important information for our weekend in Yakima.

Thank you to all **Chapter Presidents** and **WSMTA Program Chairs** for taking time to travel to Yakima for the Leadership Seminar. Your work on behalf of your fellow teachers and students is valued and appreciated!



Welcome to the world, Skye Michelle White! Skye arrived at 8:51 pm, September 3rd (Labor Day!), weighing in at 7 pounds 10.5 ounces and 21 inches. Our joyful felicitations to WSMTA's Music Artistry Program Chair **Stephanie White** and her husband Shawn White. Parents and baby are doing well!

*Krista Seely*

—Krista Seely, WSMTA President



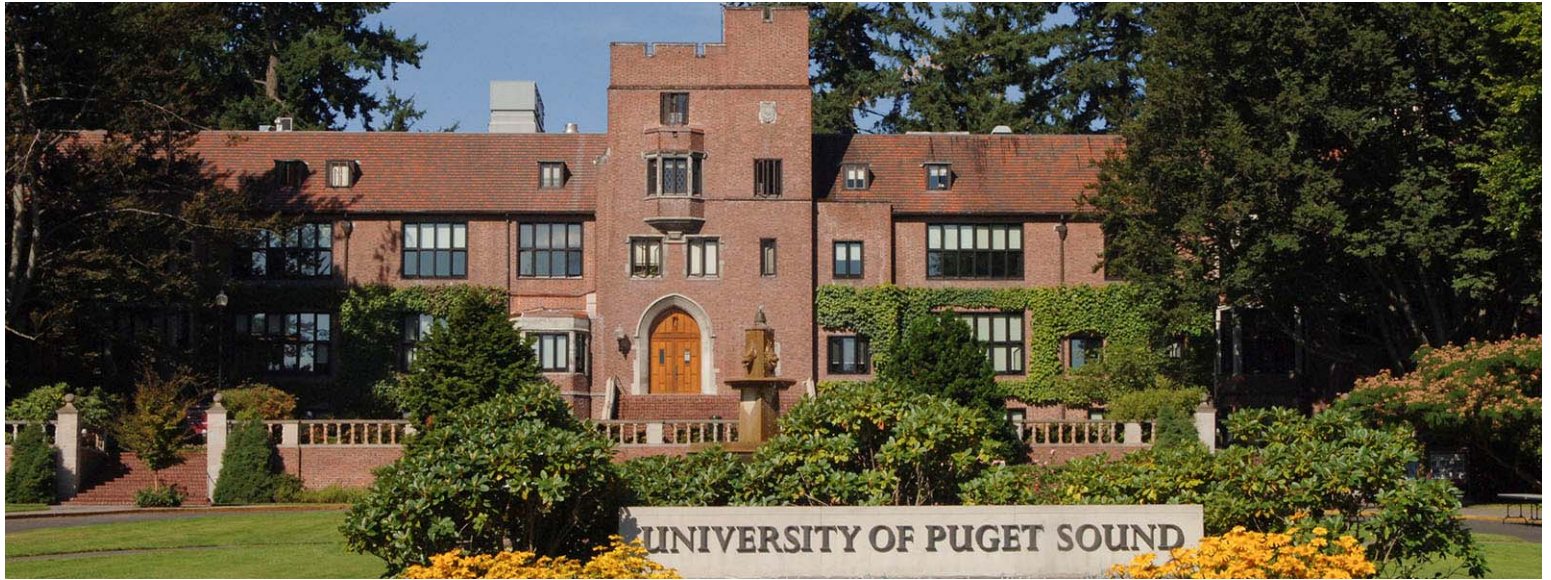
## MTNA NATIONAL CONFERENCE

**Save the date!** The 2019 MTNA National Conference coming to our state.

Renowned pianist Ingrid Fliter and the award-winning Transcontinental Saxophone Quartet will highlight the evening recitals. Alan Walker, preeminent Liszt and Chopin scholar, will provide the keynote address.

Pedagogy Saturday boasts five tracks: Entrepreneurship, Musician Wellness, Recreational Music Making, Teaching Artistry, and Teaching those with Special Needs.

**March 16-20, 2019**  
Spokane, Washington  
[www.mtna.org](http://www.mtna.org)



# 2019 WSM TA State Conference

Wednesday-Friday, June 19-21, 2019 · University of Puget Sound, Tacoma, WA

## Call for Proposals for 2019 WSM TA State Conference

The WSM TA Conference Planning Committee is now accepting proposals for presentations for the 2019 WSM TA Conference at the University of Puget Sound on June 19-21, 2019.

**At this conference, there will be presentations of varying lengths: 30 minutes; 45 minutes; 60 minutes; and 75 minutes. This will help maximize the number of topics covered at the conference and ensure there is something for everyone.**

When submitting your proposal, please indicate the length of time you would prefer to have for your presentation. The length of all accepted presentations will ultimately be determined by the Programming Committee and it will depend on a variety of factors, including the number of proposals received.

The deadline for submitting your proposal is **November 15, 2018**. Presenters will be notified by December 15, 2018 if their proposal has been accepted. Presenters receive 25% off their registration fees (they must register part-time or full-time for the conference).

Submit your proposal at <https://wsmta.org/2019-wsmta-conference-call-for-proposals>.



## Help Wanted!

Volunteers are needed for the 2019 WSM TA Conference! If you are willing to assist in any capacity, from procuring flowers for our student recitalists to stuffing registration packets, we want you!

Please contact WSM TA Conference Chair Kirsten Carlson at [wsmtaoffice@gmail.com](mailto:wsmtaoffice@gmail.com) if you are able to volunteer your time.

# 2018 MTNA Performance Competition and Outstanding Artist Competition

Saturday-Monday, November 10-12, 2018 · Central Washington University · Ellensburg, WA

## MTNA PERFORMANCE COMPETITION

The MTNA Performance Competitions are just over one month away. Final preparations are underway.

A reminder to teachers with students registered: If you haven't already done so, please pay your WSMTA additional fee by going to this link:

<https://wsmta.org/wsmta-additional-state-registration-fee-for-2018-19-mtna-performance-competition/>

We will be working hard to get all the specific scheduling information out to teachers, students and adjudicators as soon as possible. Check the WSMTA website for general event information. We will post information as it becomes finalized.

As always, many helpers are needed to be sure everything goes smoothly. Can YOU volunteer a few hours to help with one of the many tasks (time-keeping, monitoring performance venues, staffing the registration desk, hospitality for our judges...) that will need to be done competition weekend? Please contact Erin Oliver ([musicoliver@comcast.net](mailto:musicoliver@comcast.net)) if you can help for a few hours. Thank you to those of you who have already volunteered and those of you who are already working on all the many details of the competition.

These competitions are open to the public, so consider attending, and/or bringing or sending some students to listen to some really inspiring performances!

While this is a competition, please be aware that the primary goal of this event is to offer an educational opportunity to the students and their teachers. This competition is a celebration of music and the students' effort and energy. All participants, families, and teachers are encouraged to act appropriately, supportively, and professionally before, during, and after the competition.

See you there!

—Kathy Mortensen,  
MTNA Performance Competition Chair for WSMTA  
[kmortensenpiano@gmail.com](mailto:kmortensenpiano@gmail.com)

## OUTSTANDING ARTIST COMPETITION

I am writing this article and thinking ahead to studio teaching and the general fall season that is just a few days away. As folks are reading this most of us have gone back to full schedules after summer fun. I hope it's been a great start for all of you!

I am "watching" my computer closely as registrations will be coming through and I know that some great performances are in store for their audience and the Judges' ears. Composers I expect to see on paper will be Bach, Beethoven, Prokofiev, Liszt, Haydn, Chopin, and others of

course. It's always fun to see student and teacher names and to look forward to meeting somebody new and to say hello to familiar colleagues and their excellent students that are returning in performance mode.

Registration for OAC 2018 closed on September 12th. If you are interested in listening to great music and perhaps desiring to check out what this competition is all about, I invite you to come to CWU for part of a day or longer and enjoy watching stellar young performers. Please go to the WSMTA website to read and see the bios, faces and names of our esteemed 2018 OAC Judges! I am looking forward to working with them mid-month of November!



—Cherie Felts, OAC Chair  
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## DISTRICT AND CHAPTER NEWS

### DISTRICT I & II CONFERENCE

## *A Day of Inspiration, Reconnection, and Recharging*

Presentations & Discussions on the *Artistry of Teaching*

Mary Feagin · Ivona Kaminska  
RoseMarie Tamburri · Oksana Ezhokina

OCTOBER 13, 2018  
9:00 AM TO 4:00 PM

MARYSVILLE UNITED METHODIST  
CHURCH

## District I & II Conference and Master Class

**Saturday, October 13, 2018**

**9:00 am to 4:00 pm**

Marysville United Methodist Church

District I & II presents *A Day of Inspiration, Reconnection, and Recharging* through presentations and discussions on various aspects of the Artistry of Music and Teaching.

- **Mary Feagin:** Entwining Music Therapy Thoughts with Teaching
- **Ivona Kaminska:** The Performance Practice of Bach on the Modern Piano
- **RoseMarie Tamburri:** From Practice Room to the Marketplace: Tips and Resources for the Professional Music Teacher
- **Oksana Ezhokina:** Haydn's Sonatas for an Intermediate Student: Wit, Wisdom and Virtuosity & Piano Master Class

WSMTA Member \$45 · Non-Member \$50 · Student \$20 · After October 7, 2018 or Day-of-Event \$55

Registration Forms available at  
[www.wsmta.org/district-conferences](http://www.wsmta.org/district-conferences)

Contact: Nicole Kim, NCTM, District II Vice President, [nicolekim@aol.com](mailto:nicolekim@aol.com)



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or contact us at [office@shorelineuu.org](mailto:office@shorelineuu.org).



### Shoreline Unitarian Universalist Church

14724 1st Ave. NE, Shoreline, WA 98155

## DISTRICT AND CHAPTER NEWS

### District IV Conference with Mary Kogen

**Saturday, October 20, 2018**

**9:00 am to 3:00 pm**

Centralia Church of the Nazarene



District IV presents **Mary Kogen** on the topics of “Communication: Through the Use of Rhythm and the Question” and “Audiation and Learning.”

WSMTA Member \$40 · Non-Member \$45 ·  
Student \$15 · Lunch \$10

Registration Forms available at:

<https://sites.google.com/view/districtivconference/home>.

Contact: Kira Theine, NCTM, District IV  
Vice President, [kiratheine@hotmail.com](mailto:kiratheine@hotmail.com).



DISTRICT IV  
CONFERENCE

**Mary  
Kogen  
Workshop**

OCTOBER 20, 2018  
9 AM TO 3 PM  
CENTRALIA CHURCH OF  
THE NAZARENE

\$40 WSMTA Member  
\$15 Student  
\$10 Lunch

Questions? Contact District IV VP Kira  
Theine at [kiratheine@hotmail.com](mailto:kiratheine@hotmail.com).



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# MTNA

### MTNA Dues Reminder

If you are a renewing member, you must pay your dues by October 15, 2018 to avoid paying non-member fees to participate in the Music Artistry Program. As well, you must renew before submitting students for MTNA Competitions and other programs.

### Seattle Chapter Workshop and Master Class



## *The Palette of Touches*

### Joanne Haroutonian Workshop and Master Class

**Saturday, March 23, 2019 · 8:00 am to 3:00 pm**  
Music Center of the Northwest, 901 N 95th St, Seattle

#### About the Workshop

*The Palette of Touches* offers a way for developing pianists to gain an aural awareness of tonal colors available on the piano and the technical tools needed to produce them in performance. Teachers and students learn to define interpretive decisions in music being studied using a descriptive, clear-cut "touch vocabulary," assigning a level of weight into

the key (key depth) to define dynamics, and through exercises and repertoire that allow students to physically fine-tune the sound and feel of these touches. The results can be remarkable. Student performances suddenly gain life and vitality!

#### Presenter's Bio

Joanne Haroutonian enjoys a career across the fields of music, arts education, piano pedagogy, educational psychology, and gifted education as a teacher, performer, researcher, lecturer, writer, and consultant. She serves on the music faculty of George Mason University, overseeing its piano pedagogy program and offering doctoral seminars exploring musical talent. Dr. Haroutonian has presented numerous sessions at the World Congress of Gifted Education, the Music Teachers National Association, and the National Association for Gifted Children.

Dr. Haroutonian's specialized research in musical talent development led to the founding of the MusicLink program, which provides long-term private instruction to promising students in financial need. She is currently the Executive Director of the MusicLink Foundation, a non-profit organization that has reached over 6,800 students across the United States and parts of Canada over the past 20 years.

#### Save the Date!

- When: Saturday, March 23, 2019, 8:00 am to 3:00 pm
- Where: Music Center of the Northwest, 901 N 95th St, Seattle, WA 98103
- Contact: Linda Gutterman, NCTM, 206-258-2112 or [goandpractice@cs.com](mailto:goandpractice@cs.com)

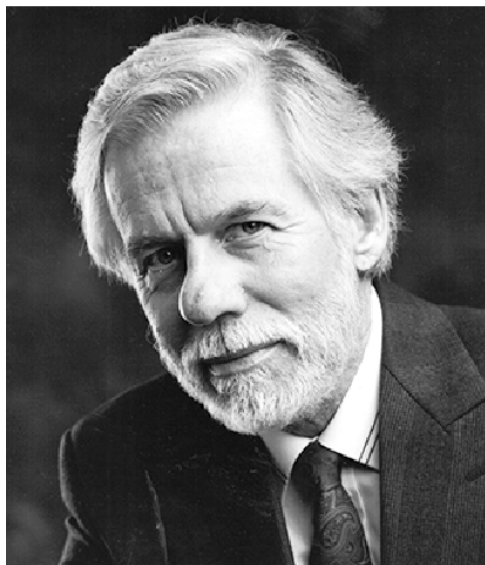
#### Registration

Registration and Master Class Applications will be available in the Dec/Jan *Clarion*.

## 2019 MTNA Foundation Fellow Nominees

# W

SMTA is happy to announce our 2019 MTNA Foundation Fellow Nominees, **David Rostkoski** and **Lois Jacobson**. Please support David's legacy and Lois by contributing in their names! It's a worthy cause. This month we will highlight David. Look for Lois' bio and photo in the next issue of the Clarion.



**Dr. David S. Rostkoski**, Professor Emeritus of Eastern Washington University passed away December 11, 2017. Dr. Rostkoski received three degrees in piano performance (Oberlin Conservatory, Northwestern University and the University of Washington) and was very active in the Spokane area as a performer and music educator. He was an active lecturer and performer for Music Teachers National Association and the Piano Technicians Guild. He served as Washington State Music Teachers Association President from 1973 to 1975.

Dr. Rostkoski was a longtime Professor of Piano at Eastern Washington University, (1970-2001) and was a Distinguished Faculty Exchange Scholar in Nishinomiya, Japan. He was also a Registered Piano Technician and in 2010 celebrated fifty years as a piano technician, maintaining a shop for restoring and rebuilding quality pianos.

David's life as a performer included solo and duo works throughout the northwest and beyond and he had a specialty in performing the works of Chopin. He was invited to perform at Chopin's birth place in Poland and played a solo program on Polish National Radio in 1980. Dr. Rostkoski served as a consultant and adjudicator throughout his

teaching career to students and other teachers alike. He also served as a church organist for 25 years at various churches in Ohio, Illinois and Washington states. David was a gourmet chef and loved cooking, photography, reading, and listening to his extensive record/CD collection.

David taught countless piano majors throughout his career and many of those former students are still active as performing artists and teachers today. David was named an Honorary Life Member of WSM TA in 2002, and his legacy of teaching, performing and mentoring will continue through the lives and experiences of his students, grand-students and colleagues. Some of his former students include:

- Laurie Eash (Spokane, WA)
- Joyce Hawkins (Spokane, WA)
- Dr. Karen Walker (Shenendoah, W. Virginia)
- Dr. Jody Graves (Spokane, WA)
- Keith Hamlin (Baltimore, MD)
- Lisa Scarpelli (Portland, OR)
- Jim Kelsey (Puyallup, WA)
- Carlene Adamson (Spokane, WA)
- Sara Cochran (Chewelah, WA)
- Verna Wagner (Spokane, WA)
- Irene McGrady (Spokane, WA)
- Joyce Kelly (Spokane, WA)
- Jim Kelsey (Tacoma, WA)

—Peter Mack, NCTM, WSM TA MTNA Foundation Chair,  
Bio by Jody Graves, NCTM

## Call for Nominations for Hall of Fame 2019

The Washington State Music Teachers Association Hall of Fame was established in 2002 to give recognition to music educators, community leaders and benefactors for exceptional support, inspiration, and upstanding contributions, both public and private, to the growth and development of music education in the state of Washington. Honorees will be selected by the Hall of Fame committee and will be inducted into the Hall of Fame in a very special ceremony during the banquet at the WSMTA State Conference in June 2019.

Please take some time to think about outstanding music educators, mentors from the music industry, or patrons of the arts who have inspired you and deserve this special recognition. To be selected by one's peers is one of the highest honors a person can receive.

Criteria for nomination into the Hall of Fame must include three or more of the following conditions:

1. Has served as an active member of WSMTA for a period of no less than ten (10) years.
2. Has demonstrated consistent excellence in teaching of music or in music education.
3. Has brought about substantive improvements in the educational process.
4. Has contributed significantly to the betterment of music and/or the music profession through exemplary acts or service.
5. Has demonstrated the highest ideals of professional integrity through their time of service (active members, retired, posthumously).

The committee needs specific, detailed, and complete supportive personal/biographical information about the

nominee submitted by three different people who could include a chapter president, a colleague, a former teacher, or a current or former student of the nominee, but not the nominee. Please fill out the nomination form that can be found on the WSMTA website and send with the three letters of recommendation by the **January 5, 2019** deadline to Mary Ellen Cavelti, 11122 State Route 162 E, Puyallup, WA 98374 or send to [molly60music@comcast.net](mailto:molly60music@comcast.net).



It is easy to start the process of gathering information and letters about your HOF honoree as a chapter or a former group of students of the honoree. It is more difficult, and takes much more time, to find contacts if you try to find information on your own. Chapter presidents, please announce at your October meetings and let me know if you have questions or if I can assist you in any way!

—Mary Ellen Cavelti, NCTM Hall of Fame Chair  
11122 State Route 162 E, Puyallup, WA 98374  
[molly60music@comcast.net](mailto:molly60music@comcast.net)

### From Your Membership Chair: Let's Grow Together!



Yelena Balabanova,  
NCTM  
Membership Chair

**A**s we dive full speed into the school year planning events and getting used to our new schedules, let's look around and check: are all our friends and colleagues returning to our chapters?

A recent membership report from MTNA shows that in the past 6 months, more than 60 teachers have joined or reinstated their membership in WSMTA. That is great news! However, there are nearly 150 more teachers who have not yet renewed their memberships for 2018-2019. Do you know one of

those teachers? Are they not returning to your chapter?

There are teachers who move away or retire. But there are also teachers who decided not to renew because WSMTA membership has not met their needs. Let's find those teachers and invite them back.

If you know a teacher who is not a member yet, invite them to the chapter meetings, and likewise, encourage chapter members to bring a friend! This is how the chapters grow.

This summer I had an opportunity to attend two large conferences on leadership: the Global Leadership Summit in Willow Creek, Illinois, and the Toastmasters International Convention in Chicago. Both events provided incredible opportunities to learn lessons from outside of our profession.

While I met many enthusiastic and passionate people, there was one lady (and maybe there are more of them) whose words were a wake-up call to me. At a networking event, she asked me what I do. When I replied that I am a music teacher, her words were: "Well, there is not much money in music teaching." When I gained back my speaking ability after initial shock, I thought:

I could have said: "*I own my own business.*" We all do, right?

I could have said: "*I am in communications.*" After all, we teach how to communicate through music.

I also could have said: "*I work to change the world through music.*" This is certainly what we do!

But instead, I decided: ***all of that is what music teachers do.*** I am proud of my profession!

We are all proud of our profession. That is why we need to grow our professional association. To change an image of a part-time teacher making a little money to a modern, technology-savvy, passionate professional who owns their own business, contributes to their community's well-being, and makes a lasting impact, we need a strong professional association. Let's grow together!

—Yelena Balabanova, NCTM, WSMTA Membership Chair

### Grants, Waivers, and Scholarships

WSMTA would like to assist you, your chapter, and your district! You can find more information and applications on the website on the grants and enrichments page, but here is the list of grants and other enrichments available to you, your students, and your chapter:

- Small Chapter Grant (for workshop assistance up to \$500 for chapters with 25 or fewer members)
- Collegiate Chapter Grant (up to \$300 for events the collegiate chapter would like to present)
- District Grant (up to \$500 for District conference assistance)
- Lois Whitner Study Grant (to be used to offset the cost of music lessons, theory or composition classes, or tuition for music camps)
- Collegiate to Active Member Dues Grant
- Caroline Allen Certification grant (pay for half the cost of obtaining certification)
- State Dues Waiver
- State Conference Fees Waiver



### From Your Woodwinds Chair: Welcoming Hobbyist Musicians into Your Musical Circle

I'm from a rural area. When I interact with instrumentalists, they are often adults who played in high school or a college band and loved it. I find these hobby musicians delightful. I believe we as professionals should cultivate our musical relationships to include these wonderful past instrumentalists.

What are ways we can do this? Here's my starter list.

1. Welcome these adults as students. My adult flute students pick up technique and tone studies very well and clearly see an improvement in their sound. It is a joy to help them improve their sound.
2. Utilize these adults whenever possible. I interact with hobby musicians when I volunteer for the high school band camp and the band teacher has brought them in. When I taught Kindermusik I hired a hobby clarinetist to come demonstrate her instrument.
3. If your chapter holds ensemble recitals, consider inviting hobby musician adults to join in your flute choir, or saxophone quartet. It rounds out the numbers and lets other students see beyond piano.
4. When our chapter holds ribbon festival, we often will have 'ensemble' as a category. I make sure to have a flute choir class, and piano students who happen to play flute in band may register for it.

Try thinking of a different way to include more hobby musicians in your music world. It will benefit both of you, expand your musical circle of influence and may even result in more students.

The **Seattle Flute Society** has reached out to us and invited us to attend **Flute Celebration Day** on October 21, 2018 at the Music Center of the Northwest. The theme for the day is pedagogy and teaching, and there will be a number of panels and discussions presented by a number of Seattle's top flutists. The event is free to the public. While SFS is not filled with 'hobby' musicians, it is another excellent way to connect with other woodwind players. For more information, visit [www.seattleflutesociety.org/flute-celebration-day](http://www.seattleflutesociety.org/flute-celebration-day).

—Rebecca Cook, NCTM, Woodwinds Chair

### Beginning Jazz Improvisation for Classically Trained Pianists

**Saturday, November 10, 2018 from 10 AM-4 PM**

The workshop will be held at the beautiful 225-acre Ananda Retreat Center at Laurelwood, located 40 minutes east of Portland: 38950 SW Laurelwood Road, Gaston, OR 97119.

If you'd like to play with more freedom, spontaneity, and creativity, this workshop is for you! Learning how to improvise will add life and vitality to any style of music.



Follow WSM TA on Instagram!  
**@WAS tateMTA**

[www.instagram.com/wastatemta](http://www.instagram.com/wastatemta)

### Pedal Points: “Five for the Audience, One for the Band”



**Joann Richardson, NCTM**  
*Organ Chair*

**A**t the end of the winners recital at the WSM TA conference, one of my organist colleagues and I were discussing the wonderful performances at the recital. At one point, my colleague said that she wasn't currently playing the kind of repertoire that we had just heard. I pondered aloud how many pieces of music those students learn and perform in public in a year. Then we started doing informal

math—figuring out how many pieces organists and church musicians perform in public regularly. Although the level of difficulty of the music we perform on a weekly basis may not be that which we heard in the winners' recital, the sheer volume of music a church musician must prepare can, at times, be overwhelming and prevent us from having the time to learn and perform great art music.

For the sake of argument, let's do some math. Every week I am required to play a minimum of 3 solo pieces of music for prelude, offertory, and postlude and have a 4th piece of solo music prepared to fill in extra time (usually during communion). So far, we are up to 4 pieces of music. Now let's add 4 hymns and 1 psalm. We're up to 9. Add 1 for the choir anthem or music for a soloist and we have reached 10. Multiply this by 50 weeks per year (2 weeks vacation). So far, we're up to 500. Do you play parts of the liturgy? Kyrie, Gloria, Sanctus, and the rest all need to be practiced. But wait—there's more! Don't forget Lent, Easter, Advent, Christmas, weddings, funerals, holy days, and midweek church services. Do you play for more than one church service? Unless the services are identical, keep on adding! How is the math going now? I think you get the picture. Church musicians prepare and perform a tremendous amount of music every year.

Now back to the winners recital. I am not only a church musician. I am also an artist. This means that my soul needs to be fed with great music—music like we heard at the winners' recital. I need to be playing Bach, Schubert, Franck, Debussy, Ravel, and the like. I would bet that you and your students feel this way, too. Of course, when you are required to prepare over 500 pieces of music to play in public in a year, maintain a



teaching studio, and take care of home and family, not much time is left for learning great art music. There are times that I am gritting my teeth when I'm required to learn some musical ditty for church purposes because I know that I'd much rather be playing some Bach. However, I realize that the musical ditty may be more meaningful to someone in the congregation than Bach would be—so practice I do! My students also seem to feel this way because they come to their lessons with the artistically-satisfying Buxtehude toccata prepared but not the easier hymn-tune prelude.

So, how do we balance our needs as artists with the diverse repertoire required to meet the needs of church congregations? An excellent gigging drummer I know says “five for the audience, one for the band.” In other words, the music that feeds our audiences (congregations) may not necessarily be the music that feeds us (the band). It takes patience and humility to learn music that may meet the needs of others but not ourselves. But don't neglect to feed your own soul or else you may find you are no longer able to feed others. And yes, when you have learned that “one for the band,” play it for your congregation. You may find that you are not the only one who is fed by great art music.

—Joann Richardson, NCTM, Organ Chair  
*organistjoann@gmail.com*

## Certification Corner



**Rose Freeman, NCTM**  
*Certification Chair*

“I have an opportunity for you...”

Reading Krista Seely's President's Corner article in the September Clarion about her experience with Margaret Saunders Ott brought a memory to my mind from my undergraduate studies with Dr. Judith Schoepflin, NCTM, at Whitworth University. As a senior at Whitworth University studying piano

pedagogy I had taught piano for 5 years. In the midst of theory tests, ear training sight singing, music history essays, and hours practicing, it was my joy to greet 15 students each week and practically apply what I was learning to teaching. One of my assignments Dr. Schoepflin gave me in my Piano Pedagogy class was to complete three of the MTNA Certification Projects. I loved how the projects helped me apply everything I was learning in my classes to my teaching.

Soon after graduation, she continued to encourage me to pursue the opportunity to officially apply for Certification and become a Nationally Certified Teacher of Music. The projects made me dig deep and question what I valued teaching most in my piano studio. As teachers, I know that we all have one person who has impacted us and encouraged us to pursue a vocation in music education. Who is that person in your life?

I'm excited to announce two new Nationally Certified Teachers of Music who submitted their five teacher profile projects. Congratulations to **Angela Michael, NCTM** of Edmonds and **Kaitlynn Igari, NCTM** of Tacoma!

Whether you're a collegiate member, a new member, or you've been a member of WSMTA for years, I have an opportunity for you! **There are two more Certification Grants available of \$100 each** to help cover half of the application cost of Certification. What are you waiting for?

—Rose Freeman, NCTM, WSMTA Certification Chair  
[rosefreemanmusic@gmail.com](mailto:rosefreemanmusic@gmail.com)  
[www.rosefreemanmusic.com](http://www.rosefreemanmusic.com)

**EWU announces the Kendall Feeney Memorial Talent Scholarship!**

Up to \$3,000 for new students entering the BM/Piano Performance degree fall 2019.

For piano students with secondary interests in composition, contemporary music or collaborative piano.

Submit interests and info at [ewu.edu/musicscholarship](http://ewu.edu/musicscholarship) and state specifically that this scholarship is desired.

Keyboard Faculty  
DR. JODY GRAVES, Piano Performance/Chamber Music;  
SCOTT REDNOUR, Collaborative Piano;  
TOMOKO KIMURA, Piano Class/Accompanying;  
RILEY GRAY, Jazz Piano;  
DR. DON GOODWIN, Jazz Piano;  
DR. JANET AHREND, Organ

Additional talent scholarships are available.  
Apply at [ewu.edu/musicscholarship](http://ewu.edu/musicscholarship)

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WASHINGTON UNIVERSITY  
start something big



### Has your Name or Address Changed Recently?

Be sure to let MTNA, WSMTA, and your local chapter know about any changes to your contact information. Contact each one separately in order to make sure all three know about any changes. Contact the WSMTA Office at [wsmtaoffice@gmail.com](mailto:wsmtaoffice@gmail.com) if you have any changes to your contact information.

## Independent Music Teachers Forum: Reinventing Your Studio



**Rosemarie Tamburri**  
*IMTF Chair*

In popular psychology, we hear a lot about reinventing ourselves; creating a new version of who we are and how we react to events in our lives.

With the start of a new school year and approaching fall and winter holidays, this is a perfect time to assess our strengths, limitations and potential as Independent Music Teachers.

Where to begin? Let's start with strengths. Take a few minutes and write down 5 strengths you possess as a teacher and as a business owner. My lists might look like this:

### Teaching Strengths

- Intuitive
- Good Interpersonal Skills
- Energetic
- Creative
- Experienced

### Business Owner Strengths

- Organized
- Good Interpersonal Skills
- Focused on Goal-Setting
- Creative
- Collaborative

There may be overlap—strengths you possess as a teacher are necessary to running a successful business and vice versa. Next, let's look at limitations in the same way. What are the skills that could be improved or what habits could be changed to make you a more successful and effective teacher and business owner?

### Teaching Limitations

- Technology Skills
- Personal Biases Re: Genre/Style
- Scheduling
- Discipling (my own practice time)
- Feeling the joy!

### Business Owner Limitations

- Technology Skills
- Resistance to Self-Promotion
- Cautious about Taking Risks
- Discipline (reviewing my business plan frequently)
- Feeling the joy!

The key is to take one of your limitations and make a plan for how you're going to turn it into a strength. My number one limitation is technology. While I consider myself moderately technology-literate, I have not yet learned to harness technological tools and social media to strengthen my teaching and business practices. If I take my own advice, here are a few ideas for self-improvement: explore online tools; do some research; ask a friend or colleague for advice—learn from that person how they use technology; try a new app; read the article in this issue of the *Clarion* by Studio Technology Chair Katie Levine on page 19! (OK, forgive my shameless plug for my friend, but she really knows a lot and her content is highly useful and practical!)

Some of these very topics will be covered in the IMTF session at the October 13 District I & II Conference in Marysville. Hope to see you there as we share ideas and resources for marketing our “re-invented” studios!

—RoseMarie Tamburri, IMTF Chair



### Having trouble logging in to [wsmta.org](http://wsmta.org)?

If you have any problems logging in, please contact Administrative Coordinator Kirsten Carlson at [wsmtaoffice@gmail.com](mailto:wsmtaoffice@gmail.com). Please keep in mind that if you have not paid your membership dues to MTNA, you won't be able to login to the WSM TA website.

## Studio Technology: How Facebook Can Help Grow Your Studio



**Katie Levine**  
*Studio Technology Chair*

# W

hen I moved to Seattle in the summer of 2016, I was excited to start teaching again. I was unsure about how to market myself and doubted my ability to make ends meet as a private music teacher. I googled many, many questions about teaching and advertising, and found myself in a sea of relevant (and not so relevant) articles. I spent weeks reading, deciphering, making ads, and signing up for every music teacher registry I could find. Finally, I found myself discovering that there are dozens of Facebook groups for music teachers, with topics ranging from pedagogy, to marketing, to groups focused on young children, and special needs students, piano teachers with cats, and piano teachers who like wine...

I immediately joined all the relevant groups. It was great to look upon all the questions being asked and answered by other teachers, and I was soon able to make a much more effective and focused list of advertising tools in a few hours than I was able to in weeks of sifting through articles. If you haven't already joined these groups, here are a few especially helpful ones (this is by no means an exhaustive list):

- The Studio Challenge
- Music Teacher Business Academy
- Piano Teacher Central
- The Art of Piano Pedagogy
- Piano Teachers as Business Owners

Having these groups to ask questions and discuss all aspects of teaching was extremely helpful in building my business. So helpful that within a year I had a full studio of about 50 students.

Facebook can be a wonderful advertising tool as well. I highly recommend reading Daniel Patterson's e-book about advertising on Facebook—it is free, extremely detailed and very helpful. Here is the link to access that: <https://growyourmusicstudio.com/fbguide/>

These are the points I found most helpful:

### Have a Facebook Business Page for Your Studio



- ⇒ Post a few times a week with pictures and videos of happy students during lessons—here are a few ideas:
  - Videos of students playing songs they know well
  - Pictures holding up their certificate after finishing a level in their book
  - Recital photos/videos
  - Anything that showcases how awesome your students and your studio is
- ⇒ Make sure you get parents' permission in writing before posting these
- ⇒ Invite everybody you can to like the page—let studio families know about it!



### Advertise in Local Community Groups

- ⇒ Local and neighborhood specific parenting groups, buy-sell-trade groups, neighborhood community groups all work for this
  - I would ask permission from the group admin before doing this (90% of the time they have said yes, providing that you don't spam the group with posts more than 1 or 2 times a month).
- ⇒ You can either make a graphic to advertise with, or just link your studio page with a short explanation of who you are, and why you are posting.
  - Canva is a great tool for making attractive graphics, recital programs, and poster. It is the most intuitive program I have used so far!



—Katie Levine, *Studio Technology Chair*