



**West
Suburban
MTA**

www.wsismta.org

**An Affiliate of the Illinois State
Music Teachers Association**

Monthly Newsletter

April 2016

*Bonnie Brewster, Newsletter Editor
and Mailing Coordinator*

Diane Lindsay, E-mail coordinator

UPCOMING EVENTS

- Sun., April 3, 2016.....***4:00 pm: AIM Honors Recital** at Gary United Methodist Church in Wheaton.
Open only to West Suburban chapter AIM students by judge's nomination.
Coordinator Janna Williamson.
- Thurs, April 7, 2016.....***9:30 am Monthly Meeting and Program: Karin Edwards "Haydn: Wit, Emotion, and Innovation"** at Trinity Episcopal Church in Wheaton.
- Sun., April 10, 2016.....***2:00 pm: Student Recital** at Gary United Methodist Church in Wheaton.
Coordinator: Joanne King. Information deadline March 20, 2016. Fee \$7 for WSISMTA members; \$15 for non-WS members.
- Sun., April 10, 2016.....***1:00-7:00 pm: Berkley-Pendell Piano Competition** at North Central College.
More information at www.berkley-pendell.org.
- Thurs., April 14, 2016.....***9:30 am: Teacher Performance Group** at the home of Marcia Lehe, 1606 E. Evergreen St, Wheaton. Please contact Marcia if you are planning to attend.
- Sat., April 16, 2016.....***7:00 pm: Berkley-Pendell Competition Winners' Celebratory Recital** at Gary United Methodist Church in Wheaton.
- Sun., May 1, 2016.....***2:00 pm: Student Recital** at Gary United Methodist Church in Wheaton.
Coordinator: Karol Sue Reddington. Information deadline April 17, 2016. Fee \$7 for WSISMTA members; \$15 for non-WS members.
- Thurs, May 5, 2016.....***9:30 am Monthly Meeting and Program: Beth Bauer "You Can Do It: the Inclusion of Students with Autism in the Piano Studio."** End of year luncheon at Trinity catered by Barone's will follow. You may pay Debi Inch \$10 at our April meeting to reserve your spot. See more information in this newsletter.

DEADLINES

*Sun., March 20, 2016.....***DEADLINE** to enter students in the April 10 student recital.

*Fri., April 15, 2016.....***DEADLINE** for May 2016 newsletter. Please send camera-ready articles and information to Bonnie Brewster via email: bonniebrewster1954@gmail.com

*Sun., April 17, 2016.....***DEADLINE** to enter students in the May 1 student recital.

MONTHLY PROGRAM

On Thursday, April 7, our speaker will be Dr. Karin Edwards presenting a program titled “Haydn: Wit, Innovation, and Emotion.”

Karin Redekopp Edwards, professor of piano at Wheaton College, performs frequently in Canada and the U.S. as soloist, collaborative artist, and, with her husband, as the duo piano team of Redekopp and Edwards. She has appeared as guest soloist with the symphonies of Milwaukee, Winnipeg (broadcast nationally on CBC Radio), Waukesha, Waukegan, Kenosha, and Kishwaukee, and with the Fox Valley Orchestra (2014), and others. In 2011 she was invited to teach and to perform concerts in China and Laos, including a concert for the American Ambassador to Laos and 80 foreign diplomats and Embassy staff. She performed the American premier of the Mennonite Piano Concerto by Victor Davies, more recently performing it with the Winnipeg Symphony Orchestra. The Redekopp and Edwards duo has performed concerts in the United States, Canada, England, Japan and South Korea. In 2013 Wheaton College honored Edwards with the prestigious Senior Scholar Achievement Award for her excellence in performing and teaching. As a collaborative performer Edwards has toured South Africa, Israel, England, Wales, Germany, the Netherlands, Belgium, Switzerland, Canada and the U.S. Edwards has served as the pianist for the Milwaukee Symphony and the Milwaukee Symphony Chorus, working with conductors Robert Shaw, Lukas Foss, Rafael Frubeck de Burgos, Zdenek Macal, Margaret Hillis, Kenneth Schermerhorn, and Margaret Hawkins.



WS-ISMTA Slate of Officers for 2016-2017

The Nominating Committee is proud to present the Slate of Officers for 2016-2017:
2nd Vice President for Publicity/Historian - Diane Lindsay
Secretary - Linda Krueger
Treasurer - Janel Greaves

The slate was voted in at the March 3rd monthly meeting. Congratulations!

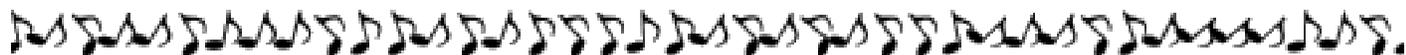
Diane Jankiewicz, Karen Lilly, Diane Lindsay



End of Year Luncheon

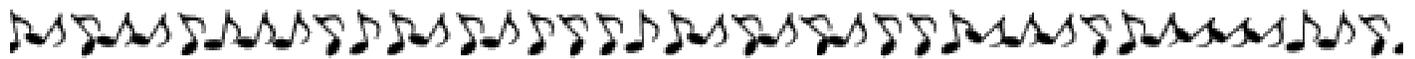
Following our last meeting of the school year on May 5, we will have a catered luncheon held at Trinity Episcopal Church to make it easy for many to attend. Food will be provided by Barone's of Glen Ellyn and include a buffet with two types of pasta (one vegetarian), salad, and 2 choices of desserts as well as some fresh fruit. Water will be provided.

The cost is \$10 per person. Register at the April meeting or submit your name along with \$10 (cash only please!) to Debi Inch, 308 Arbor Ave, West Chicago, IL 60185 before April 15. We hope that all will plan to attend this special time together. The luncheon will include a short program to include recognizing the Member of the Year. If anyone has food allergies or preferences and would prefer to bring their own food, they are most welcome to do so! We are looking forward to celebrating a wonderful year of musical milestones in all our studios and communities.



WS-ISMTA 2016 Member of the Year

The last three members of the year (Elinor Lee, Karol Sue Reddington, and Kathy Sbarboro) met to select this year's Member of the Year. They chose Debi Inch, who will be honored at next fall's Illinois State Conference. Congratulations to Debi!



PTA Reflections contest winners

James McGraw, CSA piano student of Carol Beilke, wrote an original piano composition for the annual PTA Reflections art program. Entitled "The Setting Sun," James' piece advanced through the school, district and regional levels and has moved on to the state competition. The Reflections program invites students to create works of art in various categories, including musical composition. James is in the 6th grade at Franklin Middle School in Wheaton.

Dominik Miller, a 1st grader at Emerson School in Wheaton, had his piano piece "Fall Wind plus all Seasons" advance to the state level in the Reflections contest. Dominik is a student of Bonnie Brewster. Congratulations to both students!



West Suburban Illinois State Music Teachers Association March 3, 2016 Meeting

The meeting was called to order at 9:30. There was no student performer due to the Master Class following the meeting. The Minutes from the last meeting were read with no additions or corrections. Adrienne Rose made a motion to accept the minutes as read, and Liz Mackenzie seconded.

Treasurer Stephanie Myers reported a balance of \$6691.18.

Membership – There were no new members or visitors in attendance.

Joint Workshop – Carol Ishman reported that the February workshop featuring Corky Siegel was a resounding success. Approximately \$750.00 was raised for the Berkley-Pendell Competition Fund. Karin Edwards sent a note to thank all those who helped make the Joint Chapter workshop a success. She also asked for ideas for future workshops.

Berkley-Pendell Competition – Karol Sue Reddington stated that contributions to the fund in memory of loved ones could be sent to Carol Ishman.

President Marcia Lehe announced the Slate of Officers for next year: 2nd Vice President for Publicity/Historian Diane Lindsay, Secretary Linda Krueger, and Treasurer Janel Greaves. There were no further nominations from the floor. A vote was taken, and the nominees were voted in. Congratulations to our new officers! Marcia thanked the members of the nominating committee for their efforts.

Recitals – Joanne King announced that there are eleven students performing in the recital this Sunday, and that there are already several students signed up for the April 10 recital, which will be held at 2:00 at Gary United Methodist Church.

Marcia read an announcement from Carol Beilke about her upcoming Monster Concert on March 12 at 4:30 and 7:00 at Wheaton College.

AiM Performance – Janna Williamson asked teachers to remind their students to wait by their appointed room so their judge does not have to go find them, and to remind level two students to go to Blanchard Hall to take the written exam. She also asked that every judge turn in the AiM Honors Recital form even if they are not nominating anyone for the recital. AiM Office coordinator - Carol Beilke needs help in the AiM Office on exam day. Please send Carol an email if you can help.

Hospitality – Debi Inch asked for help setting up morning refreshments for the AiM exams. Please contact Debi if you can help.

Debi announced that the May Luncheon will be held at Trinity following the May 5th meeting. The lunch will be catered by Barone's and will cost \$10.00 per person. Debi sent around an envelope to collect the fee. She encouraged everyone to attend and celebrate our successful year.

The Member of the Year nominating committee chose Debi Inch as this year's WSISMTA Member of the Year. Congratulations to Debi!

Program Coordinator – Liz Mackenzie stated that Karin Edwards will present a program on Haydn after the April 7th meeting. Please email Liz with any topics regarding Haydn that you would like addressed. Liz also sent around a sign-up sheet for suggestions for next year's programs.

Announcements:

Rita Brown said that work will begin soon on next year's AiM theory tests. She asked for volunteers to help.

ISMETA President Lynette Zelis reminded members about the Illinois dinner which will be held at the MTNA Conference. Please let Lynette know if you plan to attend. She also said that ISMETA needs to hire a new webmaster and asked for recommendations.

Chana Bernstein reminded members that Steinway of Hinsdale hosts free recitals for students.

Marcia stated that Carol Ishman is in her last year as the Joint Chapter Treasurer, and a new Treasurer will be needed. Per Joint Chapter by-laws, the Treasurer must be a member of the West Suburban chapter. Carol stated the Joint Chapter Treasurer is a relatively easy job with a small time commitment.

Kathy Sbarboro reported that she saw long-time, former member Ruth Daube at the store recently. She said that Ruth is doing well and that her health has been much better this year. Ruth told Kathy that she is fully retired now, and that she misses the chapter and sends everyone her best wishes. Marcelyn Petersen suggested that the chapter honor Ruth for her years of membership and service. Debi Inch said she will follow up.

The next monthly meeting will take place on April 7th and will feature a program by Karin Edwards: 'Haydn: Wit, Emotion, and Innovation.'

The meeting was adjourned at 9:50, following a motion by Carol Ishman, seconded by Chana Bernstein.

A Master Class with Dan Horn followed the meeting.

Respectfully submitted,
Kathy Sbarboro



Illinois State Music Teachers Association

AIM Thank You

Janna Williamson and Peggy Liu wish to thank everyone who participated in AIM on March 12, and helped out in so many ways. Everyone worked together, being flexible and offering extra assistance to make it a great day. A special thank-you from Carol Beilke and Elinor Lee to all who helped in the office for AIM. It made the day run smoothly and was greatly appreciated.

New Philharmonic 'Dueling Pianos' concerts

The upcoming New Philharmonic 'Dueling Pianos' concerts at the MAC at the College of DuPage will feature two pieces of special interest to those who teach or study piano. Guest artists, pianists Winston Choi and Marta Aznavoorian will be featured in the humorous 'Carnival of the Animals' by Saint-Saëns as well as in Poulenc's 'Concerto for Two Pianos'. WFMT radio host Steve Robinson will join the pianists and orchestra as the narrator for the Saint-Saëns piece. Music Director Kirk Muspratt says that the excitement of having two pianos "face to face" on stage is fascinating for audience members to see. In addition, the MAC's 'piano cam' will provide concert-goers with close-up views of the pianists in action. Mahler's Fourth Symphony, with soprano soloist Pamela Hinchman, will also be performed on the program. Each concert is preceded by a 'MAC Chat' where members of the audience can learn more about the music that will be performed at the concert; these free Chats start one hour before the performance time. Each concert is followed by 'Cookies with Kirk' where audience members can talk to the performers while enjoying cookies.

Ticket prices for those under age 18 are \$10. There are special discounts for groups of 10 or more (contact Melissa Mercado at 630-942-3026 or meisch-mercadom@cod.edu for further information on this). Senior discounts are also available.

Concert dates are Saturday, April 16, 2016 at 7:30 pm and Sunday, April 17, 2016 at 3:00 pm. Concerts take place at McAnich Arts Center at the College of DuPage in Glen Ellyn, IL. Parking is free. For further information, please call 630-942-4000 or go to <http://www.atthemac.org/events/new-philharmonic-dueling-pianos/>

Testimonials—What's Your Story?

Karen Thickstun, NCTM, MTNA Vice President

There is a well-known phrase in marketing—If you don't tell your story, someone else will. And with today's prevalence of social media, your story can reach millions before you realize it or have time to correct it. Many of us joined MTNA because someone invited us or told us how MTNA had met his/her needs with a valuable service, resource or event. Word-of-mouth is a trusted, long-time method of sharing information as well as building a studio. This dynamic is alive and well in the current millennial generation.

Millennials (ages 18–35) are the largest generation in history, numbering approximately 92 million (compared to 77 million baby boomers and 61 million Generation X). Fifty-three percent already have children. Millennials are now the parents who are seeking music lessons. They are the young teachers who are prospective MTNA members.

Market research companies have analyzed how millennials make purchases and decisions. Consider these characteristics:

- They are three times more likely than other generations to reference social media when making purchase decisions.
- 59 percent say that friends influence their purchasing decisions.
- 84 percent report that user-generated content on a company's website has at least some influence on what they buy (compared to just 34 percent of boomers).

I'm not surprised... How often do you see someone checking their smartphone in the store aisle—looking up product information or comparing prices? How often do you read the customer reviews before making an online purchase? Here's one more statistic about millennials, and it is a game-changer: 70 percent feel a responsibility to share feedback with companies after a good or bad experience. In today's world, consumers are sharing information on a large scale, with far-reaching viewership. If we don't tell our story, others will.

Customer reviews, or testimonials, are the digital equivalent of word-of-mouth referrals. Testimonials tell our story—who we are, what we do, why we are valuable and meet member needs... Facebook understands this. Mark Zuckerberg says, "People influence people. Nothing influences people more than a recommendation from a trusted friend." Using testimonials in our membership development efforts is a solid marketing strategy.

So let's ask our members to tell our story! Let's ask—How has MTNA (or local/state affiliate) met your teaching or professional needs? How has MTNA helped you to build your studio? Let's share the good reviews—through our webpage, newsletter, social media and conversations with prospective members.

How about putting some testimonials on our WSISMTA Facebook page? Let's share how important our group is to us!

Please note directory update: Email address change for Marilyn Andersen:
marilynpiano88@gmail.com



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