



Convention Program

(program subject to change)

Tuesday, April 25

6–10pm Pre-Convention Board Meeting

Wednesday, April 26

11am–5pm **CNN Studio & Georgia Aquarium Tour**

Inside CNN: Go behind the scenes at CNN and see how a news broadcast is put together and aired. The 50 minute, guided walking tours depart every 20 minutes. We do need reservations for the tour, so we will need an exact headcount one week in advance. The tour descends 8 flights of stairs. If you need elevator assistance, we will need to know that when booking the reservation.

Georgia Aquarium: Featuring beluga whales, bottlenose dolphins, whale sharks, and manta rays, The Georgia Aquarium is the largest aquarium in the Western Hemisphere. It is home to thousands of animals representing over 1,000 different species. Included with your admission is the dolphin show, which features up to 13 different bottlenose dolphins, and the new sea lion exhibition. Wander around and take in the oceanic beauty at your leisure. Only a 10 minute walk from CNN, and 15 minute walk back to the hotel. You are free to stay as long as you like at the aquarium, so long as you are back to the hotel in time for the opening night cocktail party at 5:30. The last group will leave the aquarium to walk back to the hotel at 4:30.

9am–6pm **Exhibitor Setup**

12pm–6pm **Registration**

5:30–6pm **Cocktail Party for First-Time Attendees**

Sponsored by Hal Leonard Corporation

6–7:30pm **Opening Night Cocktail Party**

Sponsored by Hal Leonard Corporation

Thursday, April 27

7:30–7:50am **Breakfast**

7:50–8:00am **Welcome & App Training**

Don Langlie, Poppler's Music & Mike Watson, Remenyi House of Music

8–8:50am **GENERAL SESSION: Meet the Sponsors**

David Jahnke, Hal Leonard Corporation

From breakfasts to beverage breaks, guest speakers to cocktail parties – our RPMDA Sponsors help make this convention the best it can be! Our sponsors give a little bit extra to make this convention stand out from the rest so we're giving them an opportunity to stand out as well. At this session, you'll hear directly from the companies that give this organization the extra goodies that help make this convention a great experience for everyone.

9–9:50am **GENERAL SESSION: RetailHeroic!**

Gear Fisher, President, CEO Peakware/Alfred Music

Improvement and change takes commitment. It's committing to the grind of a training program, breaking through plateaus and remaining motivated. It's a test of character and will, and staying engaged is one of the greatest challenges. Join Gear Fisher, Peakware/Alfred Music CEO as he shares his experiences in coaching and training world class athletes. In this motivational session you'll learn that it doesn't matter if you're training for an Iron Man race or running a retail music business. It's your commitment that leads to being RetailHeroic!

10–11am **EXHIBITS**

11:10am–12pm **BREAKOUTS**

Breakout sessions have been grouped into 3 different tracks. The sessions within each track target those who fall in the following categories:

Track 1 – For the Print Music Specialist with 3 years of experience or less

Track 2 – For Print Music Managers or Buyers

Track 3 – For Owners & General Managers

Track 1: Merchandising & Promotions for Your Print Music Department

Elliot Wessel, Schmitt Music

Do you want to increase your print music sales, turn, and GMROI, while at the same time reducing your inventory? Are you tired of returning workshop product that didn't sell to the publishers? Are your annual educator events experiencing a decline in attendance and sales? Join Schmitt Music's Elliott Wessel to learn how to use proven visual merchandising techniques to increase your event's success and sell more music!

Track 2: Getting Non-Print Staff Excited About Selling Print!

Amy Larkin, West Music

When print music isn't "your thing", it can be difficult to see how valuable it is to your customers and to your store's bottom line. Amy Larkin from West Music will share thoughts and ideas for helping your non-print focused team members to see the light in selling ink on paper which will make your store (and more importantly YOUR CUSTOMERS) happier and healthier!

Track 3: Award Winning Service

Bob Kohl, Long & McQuade

The Don Eubanks Award was established to honor a commercial member Sales Representative for outstanding service. "Service" means different things to different people so we're giving you the opportunity to hear first-hand what winning service means from three of RPMDA Don Eubanks award winners: Maribeth Barrons (Hal Leonard Corporation), Danny Smolenski (Alfred Music) and Robin Gallison (Music Gifts Company). While this surely will be viewed as a must attend session for all commercial member sales reps, we're confident that everyone will walk away with new ideas and perspectives on the important little word: "Service".

12–12:50pm **LUNCH/BUSINESS MEETING**

1–1:50pm

BREAKOUTS

Track 1: The History of Urtext Editions

Dr. Sigrun Jantzen, G. Henle Verlag

You know that *Urtext* is printed on many publisher classical editions but do you know what it truly means and what makes them different from other editions? In this session, Dr. Jantzen will present the history of *Urtext* and give us a fresh perspective on the publishers responsibility and commitment to the original composition which effects the not only the music, but the musician who plays it.

Track 2: Print Music in the Lesson Studio

Pete Gamber

Are you maximizing what print music can do for the music Lessons at your business? Are you benefiting from what music lessons can do for your Print Music Sales? Music lessons and print music are two powerful partners that can help your business succeed. Join Pete Gamber, the Music Industry's Music Lesson Guru, for an energetic session on how to increase your lesson revenue while increasing your Print Music sales!

Track 3: Purposeful Promotions: Planning AND Evaluating Your Promotions

Krista Hart, Alfred Music

Emails, ads, social sweeps, clinics, reading sessions, conventions...what are you getting out of it all? Once the ad is run or the workshop is over, how do you know if it was a "success"? This session will suggest strategies for identifying the purpose of your promotions, and ways to measure their effectiveness.

2–3pm

EXHIBITS

3:10–4pm

GENERAL SESSION: The Intricacies, Quirks and Practicalities of Copyrights

Ted Piechocinski, Esq. – Director, Music Business Program at Indiana State University

Listen up students: it's time for RPMDA to continue our education on Copyright! Professor Piechocinski is a music industry veteran who not only understands Copyright, but also can clearly teach the core basics of Copyright law that we all need to be familiar with. Consider this session your Copyright review/refresher course because you'll need the information provided for one of our Great Minds missions!

4–5pm

GENERAL SESSION: Great Minds of the RPMDA Membership

In our 2016 "Great Minds of RPMDA" session we asked these questions:
"What can RPMDA do to help educate our customers on Copyright?"
"Give us your ideas on what you would like at future RPMDA conventions"

Your suggestions were the inspiration for our 2017 Great Minds Session. During this hour, you'll have the option of attending one of two workshops so we can put your suggestions into action:
Copyrights – Outfitting Members for MEA Presentations
RPMDA – New Ideas for a Better Convention

5:30pm

Evening Event – JW Pepper, Atlanta Distribution Center Tour

Our friends at JW Pepper have graciously invited RPMDA to tour their Atlanta Distribution Center! This is an incredible opportunity to see one of our industries best. Advance sign-up required, \$25 transportation cost.

Friday, April 28

7:30–8am **BREAKFAST**

8–9am **GENERAL SESSION: Best Ideas**
David Jahnke, Hal Leonard Corporation

The perennial favorite session of RPMDA conventions, where members share their best ideas in only two minutes for fun and to compete for the title of Best Idea 2017. What you learn here could change the way you do business and pay for your investment in coming to the convention.

9:10–11:00am **EXHIBITS**

11:10am–12pm **GENERAL SESSION: Impact Your Print Music Business with Social Media**
Helen Todd, Sociality Squared

You have many tools in your marketing toolbox as a print music business. Social media marketing, if used effectively, can be a very powerful channel to reach and engage with your customers, and more importantly, drive sales! Learn how to make social media marketing work for your print music business with Helen Todd, CEO of Sociality Squared, a social media agency she co-founded in New York City in 2010. While it can seem overwhelming with all of the different and constantly changing platforms out there, this session will show you how to navigate the sea of Facebook and other key platforms like YouTube. You'll leave understanding how to amplify and build on your current assets: community, word-of-mouth, and in-store experiences. Join this keynote and learn the most impactful actions you can take to turn social media marketing from a daunting task to marketing music to your ears!

12–1pm **LUNCH**

1–1:50pm **GENERAL SESSION: The Educational Generation Gap**
John Mlynczak, Noteflight

2–4pm **EXHIBITS**

4:10–5pm **BREAKOUTS**

Track 1: Working with Educators: Classroom Music Teachers
Willi Zwozdesky, Long & McQuade

Elementary classroom material can be a most profitable line of your print music business, but it requires real outreach to classroom teachers and basic product knowledge. Willi has developed an expertise of understanding these educators and the diversity of classroom music product. Join Willi in this helpful session and decode the mystery of establishing this product line in your store for this valuable clientele!

Track 2: The Art and Culture of Selling Sacred Music
Joel Shoemake, Pine Lake Music

It's been said that there are more musicians playing in Church on Sunday morning than in nightclubs on Saturday nights. Are you reaching this market? The Church is unlike any other group, and selling sacred music is an unique and equally challenging task. This session will cover essential topics like denominational nomenclature, generational inclinations, choral sales, off-site events and more.

Track 3: Social Media Checklist for Your Business

Helen Todd, Sociality Squared

This workshop will walk through a checklist developed by Helen Todd at Sociality Squared that you can follow to make social media marketing work for your print music business. Attendees will receive a printout and a free digital version of the checklist. You'll leave ready to jump into social media marketing with the know-how of the key actions to take to generate the most impact for your print music business.

5pm **Dinner on Your Own**

Saturday, April 29

8–8:30am **BREAKFAST / Presentation of RPMDA Board of Directors for 2017-2018**

8:30–10am **GENERAL SESSION: RPMDA Talks about Print Music**

Alan Friedman, Friedman, Kannenberg & Co, Moderator

You're probably familiar with the popular "TED Talks" which feature short, powerful monologues on a variety of topics. Welcome to our first episode of RPMDA Talks! Featuring industry leaders who will be sharing their stories and visions.

10:15–12pm **EXHIBITS/PRIZE DRAWINGS**

12:15pm **Post-Convention Board Meeting**

6–7pm **Closing Cocktail Party**

Sponsored by Alfred Music

After a hectic convention, relax and unwind with your RPMDA friends at our Southern Hospitality Picnic party.

7–11pm **Closing Banquet and Awards**