

## The RPMDA Measure

The newsletter of the Retail Print Music Dealers Association

### Convention Issue



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## Welcome to Philadelphia!

On behalf of the RPMDA board, I want to welcome all of you to Philadelphia and the 28th annual Retail Print Music Dealers Association Convention. The RPMDA convention is a tradition and a time when we our membership comes together to learn about new information and to look in new directions. If you are new to our association or a first-time attendee, we want to extend a special welcome and we hope your experience with us will be the first of many.

This year's diverse program will challenge us to look at trends that other similar industries are experiencing and initiate discussion on how we as an industry might deal with those trends now and in the days ahead. We kick off the "Print Revolution" convention with a nostalgic and entertaining look back at "The History of RPMDA" with Danny Rocks of Alfred Publishing Co. and Bill Heese from Carl Fischer. Two series of breakout sessions presented by our own gifted and knowledgeable members include topics like "The Choral Director's Viewpoint," "Budgeting Basics," "The Color of Money," "Piano Teachers Gone Wild!" and "Stock Orders: How, When and Why?"

***We'll be quoting  
Philadelphia's  
favorite son, the  
wise Ben Franklin,  
all week:***

***"Drive thy  
business or it  
will drive thee. "  
- Poor Richard's  
Almanac***

Our outside speakers will challenge us to look in revolutionary directions. Karl Bruhn will address how recreational music-making can expand our market. CPA Alan Friedman will point out "It's Not What You Sell, It's What You Don't Sell" that makes the real difference, and Alan and Rob Beinstock will challenge us to look at the changes on the horizon in retailing and distribution in "Change is Good!" Bob Clements will inspire us to realize our dreams with his "Unleashing Your Potential" session.

We have scheduled over eight hours of exhibit time, so please take this opportunity to work with our associate members on your marketing plan for the coming year, and take advantage of the 2004 coupon book of special offers available only to 2004 RPMDA convention attendees.

There is never a shortage of entertainment when you attend the RPMDA convention. This year we have scheduled a sold-out optional tour of Theodore Presser and J. W. Pepper on Thursday night, capped off with a wonderful Italian banquet at Maggiano's. Our Saturday night banquet is always a special occasion as we recognize RPMDA members for their service to our association. Of course, what better way to end a great week than to dance the night away?

As you begin your 2004 RPMDA convention experience, we ask that you keep an open mind, ask questions, learn and enjoy the company of your colleagues. Change is inevitable and we must change in order to keep growing and learning. If you have any questions or need assistance in any way, please contact any member of the board. We are here to help you.

Richard Rejino

RPMDA President, 2003-20034

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## Thanks to these generous sponsors of the 2004 RPMDA convention in Philadelphia:

**Opening Cocktail Party - Warner Bros. Publications**  
**Breakfast sponsor - Neil A. Kjos Music Co.**  
**Breakfast sponsor - Maestro Music Business Software**  
**Breakfast sponsor - FJH Music Company**  
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**Closing Cocktail Party - Alfred Publishing Co.**  
**Luncheon sponsors - Theodore Presser Company, Carus-Verlag**  
**GMBH, Breitkopf & Hartel, Barenreiter, Carl Fischer, LLC**  
**And thanks to Mayfair Music for printing the 2004 coupon book!**

## Welcome, New Members!

**Beihoff Music Corp.**

**Brantford Music Centre**

**Brooklyn Gear**

**\*Calvin Taylor Publishing**

**Cambridge Music Center**

**Collavoce Music, Inc.**

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**\* Returning Members**

**FREDERICK HARRIS MUSIC CO.** publishes educational materials for the study of piano, guitar, voice, violin and musicianship, designed to meet the specific needs of studio teachers and their students.

**GIA PUBLICATIONS, INC.** publishes high quality music education material and sacred music.

**HAL LEONARD CORPORATION** is the world's largest publisher of print music, featuring Essential Elements for Band, Strings, Choir and Jazz, and the Hal Leonard Student Piano Library.

**G. HENLE USA INC.** publishes urtext editions of 18th to 20th century music for piano, strings, winds, chamber groups, voice and orchestra. Henle is synonymous with the highest standards of music publishing. Since it was founded in 1948, Henle Urtext Editions have become a standard of quality throughout the world.

**INTERNATIONAL OPUS** publishes practical and versatile music for players of all levels that bring exciting ethnic flavors to the concert hall and classroom. Solo and ensemble music for recital, multicultural and women's music programs, religious services, educational outreach and audience diversification.

**JEFFERS HANDBELL SUPPLY** is a complete resource for handbell and handchime directors and ringers.

**KENDOR MUSIC/DOUG BEACH MUSIC**, chartered in 1954, specializes in publishing for school instrumental groups. From solo and ensemble chamber music to works for jazz ensembles, string orchestra and concert band. Also offering a select assortment of books on composing/arranging and improvisation.

**KEYSTROKE PUBLISHING** has released three book-and-CD series, Comprehensive Ear Training, Vocal Ear Training, and Sight Singing Solution, based on the requirements of the Royal Conservatory of Music and the new Royal American Conservatory Examinations.

**LAST RESORT MUSIC** specializes in solos, duets and ensembles for woodwinds, strings and brass. Almost any combination for almost any instrument. Check out our new line of cool clothing for musicians with style!

**LATHAM MUSIC LTD** publishes sheet music for strings, solos to string orchestra, beginner to professional level. Demo CDs available.

**LILLENAS PUBLISHING CO.** is a sacred music publisher of choral, piano, organ and instrumental music and products.

**THE LORENZ CORPORATION** publishes sacred and educational music. Divisions include Exaltation Publications, Lorenz Publishing Co., The Sacred Music Press, Laurel Press, Monarch Music, Heritage Music Press and Roger Dean Publishing. Exclusive distributor for Chorister's Guild, Augsburg and AGEHR.

**LUDWIG MUSIC PUBLISHING CO.** produces sheet music for band, string and full orchestra, chorus, solo and ensemble. CDs and method books include the Wilcoxon, Stone, Ludwig and Brooks percussion series. Ludwig is the exclusive distributor for Great Works Publishing and Brologo Music of Australia.

**MAESTRO MUSIC BUSINESS SOFTWARE** offers complete business software solutions for single or multiple stores, including home office integration for point of sale, sales accounts receivable, rentals, repairs, extended warranty, inventory control, bar coding, management reporting and purchase order system interfacing to accounts payable and complete general ledger package.

**MARLO PLASTIC PRODUCTS, INC.** manufacture vinyl choral and concert folders in a variety of styles, sizes and colors with custom options. Other items such as zipper cases, marching band folders, pouches, pad holders, clipboard folders, luggage tags and business card holders.

**MAYFAIR MUSIC PUBLICATIONS INC.** specialize in music gift products, and publish manuscript paper and quality printed music, including the Leila Fletcher Piano Course.

**MEL BAY PUBLICATIONS, INC.** markets an extensive catalog of instructional and repertoire books, books/CD packages, videos, DVDs, CDs and accessories worldwide, including the original You Can Teach Yourself series, Modern Guitar Method series, Quickguide series, Value Line series, Fun With books, First Lessons series, Gig Savers series, Complete Book series and Essential Jazz Line series.

**MMO MUSIC GROUP** is the first and foremost audio learning company in music and the world's largest karaoke company. Products include Music Minus One play-along and sing-along CDs and Pocket Songs.

**MOLTO MUSIC** publishes the Musician's Practice Planner, the best-selling practice journal/assignment book for all instruments. Hot sellers for 2004 include the 3-volume Essential Sightreading Studies for Electric Bass and Philharmonic Phunnies, a cartoon gift book about the classical music world.

**MORNINGSTAR MUSIC** publishes fine music for churches and schools.

**MTNA (MUSIC TEACHERS NATIONAL ASSOCIATION)** is the undisputed leader in empowering the music teaching professional. Our mission is to advance the value of music study and music-making to society and to support the professionalism of independent and collegiate studio music teachers. Our ranks include 24,000 music teachers in all fifty states and the District of Columbia.

**THE MUSIC SALES GROUP** publishes songbooks, instruction methods, technical books and sheet music. Imprints include Amsco Publications, Wise Publications, Oak Publications, Yorktown Music Press, Pasantino Manuscript Papers, Omnibus Press, Schirmer Trade Book and Ashley Publications.

1:15 - 3:30 PM  
3:30 - 4:20 PM

4:30 - 4:45  
4:45 - 10 PM

## Friday May 7, 2004

7 - 8 AM

7:15 - 8 AM

8 - 10 AM  
10 - 10:30 AM  
10 - 10:50 AM

11 - 11:50 AM

12:15-1:15 PM

1:15-2:05 PM

2:15-3:20 PM

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**VISIT THE EXHIBITS – Overture, Symphony, and Aria**

**REPEAT BREAKOUT SESSIONS**

**BREAKOUT SESSION 1: THE CHORAL DIRECTORS VIEWPOINT... HOW TO BUILD AND MAINTAIN A MUTUALLY BENEFICIAL RELATIONSHIP - SID DAVIS, SCHOOL BAND AND ORCHESTRA MAGAZINE & JOE KEITH, MUSIC MART. Ormandy.**

**BREAKOUT SESSION 2: BUDGETING BASICS (aka Budgeting for Dummies) – LORI SUPINIE, SENSENEY MUSIC. Concerto**

**BREAKOUT SESSION 3: PIANO TEACHERS GONE WILD: DR. JEKYL AND MRS. HYDE! - RICHARD REJINO, BROOK MAYS PRINT MUSIC. Maestro.**

**LOAD BUSES - meet in hotel lobby**

**OPTIONAL EVENING EVENT: VISIT THEODORE PRESSER / JW PEPPER, dinner at Maggiano's Italian Restaurant afterward.**

**CONTINENTAL BREAKFAST SPONSORED BY MAESTRO MUSIC BUSINESS SOFTWARE –**

**Pre-Assembly**

**BONUS SESSION: TOUR OF THE NEW NAMM UNIVERSITY PRINT MUSIC COURSE – STEVEN ESTRELLA - Ormandy.**

Steven Estrella of Shearspire, Inc. will demonstrate the new NAMM University course "Profit from Print: All You Need to Know About Print Music." This course was developed with the enthusiastic assistance of a great group of RPMDA members and is available online at [www.nammuniversity.com](http://www.nammuniversity.com).

**VISIT THE EXHIBITS – Overture, Symphony, and Aria**

**ASSOCIATES MEETING - Overture**

**BREAKOUT SESSIONS**

**BREAKOUT SESSION 1: THE COLOR OF MONEY, TURN YOUR PALLETTE INTO PROFIT! – CAROL WILBUR, BROOK MAYS PRINT MUSIC. Orchestra.**

Do you know what colors catch your customers' eyes first? What colors make your employees more productive? What color of book sells the most? Join Carol Wilbur of Brook Mays Print Music and discover the psychology of subliminal messaging and how you can increase your sales without spending a fortune on merchandising!

**BREAKOUT SESSION 2: STOCK ORDERS, HOW, WHEN AND WHY ARE THEY NECESSARY? – DIANE MYERS, MENCHEY MUSIC SERVICE & CHRIS SCIALFA, CARL FISCHER LLC. Maestro.**

This dynamic session will explore the different facets of ordering music for stock throughout the year, including whether certain times and terms are more advantageous for dealers and/or publishers. Join Diane Myers of Menchey Music Service and Chris Scialfa of Carl Fischer to learn of different purchasing possibilities and the benefits to both parties when dealers and publishers are flexibly partnering to achieve the same goal – selling more music!

**BREAKOUT SESSION 3: PROFIT FROM THE INTERNET, NOW. GORDON O'HARA & BEE BANTUG, RETAIL UP! MUSIC. Concerto.**

Profit from the internet now, or how not to lose customers to online competition. Learn how to jumpstart your own online efforts ...and improve your bottom line! Whether you already have a website or want to launch one, or whether or not you want to sell on-line, this 50-minute session packs in the best practices on how to make the Web work for you!

**RECREATIONAL MUSIC-MAKING IS ALSO MARKET-MAKING - KARL BRUHN. Ormandy.**

Join Karl Bruhn, industry icon recognized worldwide as the "father of music making and wellness," as he explores the benefits of recreational music making and how this process can offer dealers the opportunity to serve vastly underserved evolving markets. The protocol he developed, the Clavinova Connection, in collaboration with Barry Bitman, MD, renowned researcher in the field of mind - body medicine, is designed to foster wellness through active music making in individuals who do not consider themselves musical. A market-making opportunity, indeed!

**BUFFET LUNCH SPONSORED BY THEODORE PRESSER COMPANY, CARUS VERLAGE GMBH, BREITKOPF & HARTEL, BARENREITER AND CARL FISCHER, LLC - Ormandy**

**REPEAT BREAKOUT SESSIONS**

**BREAKOUT SESSION 1: THE COLOR OF MONEY – TURN YOUR PALLETTE INTO PROFIT! – CAROL WILBUR, BROOK MAYS PRINT MUSIC. Orchestra**

**BREAKOUT SESSION 2: STOCK ORDERS - HOW, WHEN AND WHY ARE THEY NECESSARY ? – DIANE MYERS, MENCHEY MUSIC SERVICE & CHRIS SCIALFA, CARL FISCHER LLC. Maestro**

**BREAKOUT SESSION 3: PROFIT FROM THE INTERNET, NOW. GORDON O'HARA & BEE BANTUG, RETAIL UP! MUSIC - Concerto**

**IT'S NOT WHAT YOU SELL, BUT WHAT YOU DON'T SELL! – ALAN FRIEDMAN, FRIEDMAN, KANNENBERG, & CO. - Ormandy.**

**REFRESHMENT BREAK SPONSORED BY FREDERICK HARRIS MUSIC CO.**

**Convention 2004/RPMDA Measure**

In an era of shrinking margins, music retailers are taking comfort in the high gross profit produced by their print music departments. After all, a 48% margin in print is way better than a 28% margin in that over-inventoried popular guitar line...right? Well, how many gross profit "dollars" are you achieving at 48%? How many dollars are you tying up in inventory to get 48%? How do you even know you're really achieving a 48% margin in print? Just because that's what your computer tells you, doesn't mean it's so! Join our favorite rockin' CPA, Alan "try to behave yourself" Friedman, as he busts the myths, ruffles some feathers and reveals the "real" bottom line of print music profitability...with the usual fun and laughs along the way.

**CORRELATIONS BETWEEN THE RECORDED MUSIC BUSINESS AND THE PRINT BUSINESS – RON BIENSTOCK, BIENSTOCK & MICHAEL, PC – Ormandy.**

**3:30 - 4:30**

The recorded music industry has seen its very sales base affected by new areas of technology. While the file swapping conundrum has been difficult for the Recording Industry to adapt to, iTunes and other in-house download sales are changing the future of the Industry. The print music world lives a similar life, and needs to adapt - quickly. New York based Entertainment Attorney Ron Bienstock of Bienstock & Michael, P.C. ([www.musicesq.com](http://www.musicesq.com)) will discuss the copyright and business issues involving these parallel print and recording worlds.

**4:45 - 5:45 PM**

**BEST IDEAS - KEVIN CRANLEY, WILLIS MUSIC – Ormandy.**

Back by popular demand! Join Kevin Cranley and RPMDA members as they compete to present THE best ideas to run their businesses. Ideas include merchandising tips, staffing tricks, ways to dump old inventory, and more! A MUST see!

**6 PM**

**EVENING ON YOUR OWN**

## **Saturday, May 8, 2004**

**7 - 8 AM**

**CONTINENTAL BREAKFAST SPONSORED BY FJH MUSIC COMPANY AND MEL BAY PUBLICATIONS– Pre-Assembly**

**7:15 - 8 AM**

**BONUS SESSION: PHYSICALLY FIT – BOB KOHL, LONG & MCQUADE. Ormandy**

Did you ever notice that there's a direct correlation between happiness, increased productivity, mental capacity, and a regular exercise regime? It's true ! People who are physically fit are also typically more mentally fit, happier and more productive at work. Why is that? Join Bob Kohl, RPMDA's "Mr. Fitness" for an enlightening and energizing presentation that will surely send you home motivated to be all you can be, both at the gym and at the store. Bring your sneakers!

**8 - 10 AM**

**VISIT THE EXHIBITS – Overture, Symphony, and Aria**

**10 AM - 12 PM**

**EXHIBIT BREAKDOWN**

**10:10 - 11 AM**

**MASTER RETAILER - MICHAEL "MICK" FAULHABER, WARD-BRODT MUSIC. Ormandy.**

"How the heck did I get into this thing anyway?" Join Michael "Mick" Faulhaber, president of Ward Brodt Music Company, for an introspective presentation of what he does and doesn't know about this business. Learn about his business philosophies, including his personal search for variety and challenge. A MUST SEE!

**11 - 12 PM**

**CHANGE IS GOOD ! ALAN FRIEDMAN / RON BEINSTOCK, FRIEDMAN, KANNENBERG, & ASSOCIATES/ BIENSTOCK & MICHAEL, PC. Ormandy**

There's an old saying, "If you're not changing, you're getting left behind." Why? Because everything around you is changing. Our kids can multi-task, instant message, download, upload, burn, rip, FTP, network and web connect while we're still trying to figure out "you've got mail." Your retailing competitors are changing the way they do business, including changes in systems, sales methods and the skill sets of the people they employ. Suppliers are dramatically changing both "how" and "where" they manufacture, print, distribute and sell their product. And ultimately price points, unit sales and profits are changing, and not always for the better. So what does this all mean? Does it mean the end of the world for the print music dealer? ABSOLUTELY NOT! It just means you've got to wake up and smell the JavaScript by changing, too. Join best buddies Alan Friedman, CPA guitar player, and Ron Bienstock, Attorney bass player who represent the two sides (retailers and suppliers, respectively) of the music retailing industry, for an interactive session how to be an integral part of a changing landscape in our industry. Be prepared for some lively audience participation.

**12 - 1 PM**

**POST CONVENTION BUSINESS MEETING: NEW BUSINESS – Ormandy**

**1 - 2:30 PM**

**POST-CONVENTION BOARD MEETING - Chamber Board Room**

**6 - 7 PM**

**COCKTAIL PARTY SPONSORED BY ALFRED PUBLISHING – Orchestra**

**7 - 12 PM**

**BANQUET AND AWARDS CEREMONY - Ormandy**

## Our 2004 Exhibitors

**ABRSM PUBLISHING** offers books and repertoire for children, guides for performers, scholarly performing editions of keyboard music and textbooks on the theory, harmony and form. Featured at this year's convention is the Associated Board's highly acclaimed new jazz program of 38 publications and recordings for clarinet, saxophone, trumpet and trombone.

**ALFRED PUBLISHING CO. INC.** publishes educational music including piano, instrumental, percussion, guitar and theory methods, sacred and secular chorals, handbell music, classroom materials, reference books and software. Distributor for Dover Music Catalog, Studio 4 Music and Boosey and Hawkes.

**ARPEGES DIFFUSION (IMD)** publishes books, methods, studies, concertos and ensembles for brass, woodwind, strings, piano, harp, percussion and CDs. A complete catalog is always available by emailing [arpege@arpeges.com](mailto:arpege@arpeges.com)

**BARENREITER** is one of the largest publishers of classical music worldwide, offering complete editions, urtext performance editions, full and study scores, performance material, vocal scores, piano reductions, choir music, lieder, solo vocal and instrumental music.

**BOURNE CO./INTERNATIONAL MUSIC** publishes performance editions of works from the classical and modern repertoire for keyboards, strings, winds, brass and voice. Our editions are used by the world's most prominent artists and teachers.

**BREITKOPF & HAERTEL** publishes classical sheet music for solo instrumentals, chamber ensembles, vocal scores, study scores, choral music, orchestral materials, contemporary repertoire, complete editions and books on music.

**C.F. PETERS CORP.** publishes the finest in classical and contemporary music in all areas of musical performance. Besides the Peters Library Editions, its catalog includes many instrumental, choral and piano urtext editions, as well as teaching pieces and anthologies. C.F. Peters is the exclusive U.S. distributor for ABRSM Publishing.

**CALVIN TAYLOR PUBLISHING'S** catalog contains folios of fine keyboard music for piano and organ, choral works, and music for symphony orchestra. Featured publications include Spirituals for Piano, The Patriotic Piano, Sacred Classics, Five Spirituals for Organ, and Sunrise Symphony. Coming soon: Spiritual Suite for Organ and Grand Spirituals Collection.

**CARL FISCHER LLC** has a growing and diversified catalog including Pulitzer Prize winning composers and fresh and current award winning instructional products. The

company's products include videos, DVDs, and CDs, as well as traditional print featuring classic method books for all instruments.

**CLASSICAL VOCAL REPRINTS** was founded in 1987 to make out-of-print vocal music available, with a catalog of over 4,000 hard to find songs, arias and opera scores. Publisher of thirty contemporary American art song composers, including Christopher Berg, Tom Cipullo, Lee Hoiby, Lori Laitman, Gene Scheer, Simon Sargon and Richard Pearson Thomas.

**DAVID E. SMITH PUBLICATIONS, LLC** publishes and distributes sacred instrumental music, including graded solos and ensembles, band, orchestra, mix-n-match and keyboard. They represent eight different trade names.

**DE HASKE INTERNATIONAL AG'S** catalog includes music for nearly every genre and playing ability, from brass and concert band to educational and recreational instrumental/ensemble material. De Haske also represents Curnow Music Press, whose publications feature Stephen Bulla, James Curnow, Mike Hannickel, James L. Hosay, Timothy Johnson and many others.

**DOWANI BY EXCELLENCE IN MUSIC** presents the new Dowani 3-Tempi Play- Along CDs - over 300,000 sold in Europe! Experience quality accompaniment for string, woodwind and brass instruments, as well as the piano. Also introducing the new Piano Life DVDs, featuring teaching and coaching demonstrations and lectures enjoyed by thousands at the World Piano Pedagogy Conferences.

**ECS PUBLISHING CORPORATION** is the parent of E.C. Schirmer Music Company and Galaxy Music Corporation. Located in Boston, MA, ECS publishes classical choral, vocal, keyboard, instrumental, orchestral and operatic music. ECS is also the parent of ARSIS Audio, producer of ARSIS compact discs and other recorded audio products.

**EDITION HAS MUSIC** was created for the sole purpose of providing piano teachers and their students with motivating new material. Original compositions, arrangements and piano pedagogy is available as well as tapes, CDs and interesting accessories.

**FJH MUSIC COMPANY INC.** offers today's teacher the best in educational music, with exciting, pedagogically sound publications. Featuring Piano Adventures®, PreTime® to BigTime® Piano Supplementary Library, Developing Artist, Composers in Focus, the FJH Young Beginning Guitar Method, the FJH Concert Band, Jazz Ensemble, Chamber Music Series and FJH String Orchestra.

# 2004 RPMDA Convention Program

## Tuesday, May 4, 2004

6 PM - 11 PM PRE-CONVENTION BOARD MEETING – *Chamber Board Room*

## Wednesday, May 5, 2004

9 AM - 4 PM PRE-CONVENTION DAY TRIP  
 12 - 5 PM EXHIBITOR SET-UP – *Overture, Symphony, and Aria*  
 12 - 5 PM REGISTRATION – *Lobby by Overture*  
 3:30 - 4:30 PM NEW MEMBER ORIENTATION - *Minuet*  
 4:45 - 6 PM PRE CON BUSINESS MEETING – *Ormandy*  
 6:15 - 8 PM OPENING NIGHT COCKTAIL PARTY HOSTED WARNER BROTHERS – *Rooftop by Pool*



## Thursday, May 6, 2004

All Day Registration

7 - 8 AM CONTINENTAL BREAKFAST SPONSORED BY NEIL A. KJOS MUSIC CO. – *Pre-Assembly*  
 7:15 - 8 AM BONUS SESSION: THE HISTORY OF RPMDA – DANNY ROCKS, ALFRED PUBLISHING – *Ormandy*.  
 Take a fun trip down memory lane with the people who have made RPMDA such a success. Follow Danny Rocks and his panel as they take a peek behind the curtains to see the real story of how the RPMDA developed - the personalities and the progress. Delightful anecdotes and lots of laughs!  
 8 - 10 AM VISIT THE EXHIBITS – *Overture, Symphony, and Aria*  
 10 - 10:50 AM OPENING KEYNOTE: UNLEASHING YOUR POTENTIAL - BOB CLEMENTS, BOB CLEMENTS INTERNATIONAL – *Ormandy*.

Less than one tenth of one percent of people fulfill their impossible dreams. What does it take to become part of that small, select group? It doesn't take intelligence, education, money, experience, or luck. It does take knowledge of how to take a concept, vision, or dream and turn it into reality, and knowledge of the chains that hold you down and keep you from getting what you want. In this fun and motivating program, Bob Clements will lead you through the process of breaking the chains that hold your and your business back. You will learn how to take the bumps and challenges of life and turn it into creating a positive and profitable business by unleashing your potential. Session sponsored by NAMM

11 - 11:50 PM

### BREAKOUT SESSIONS

**BREAKOUT SESSION 1: THE CHORAL DIRECTOR'S VIEWPOINT... HOW TO BUILD AND MAINTAIN A MUTUALLY BENEFICIAL RELATIONSHIP - Ormandy. SID DAVIS, SCHOOL BAND AND ORCHESTRA MAGAZINE & JOE KEITH, MUSIC MART.**

Have you ever wondered what choral directors wants from their print music dealers? Join Sid and Joe and two regional choral directors as they answer the burning question, "what do they really want ?" Survey to include choral directors' views on service, new music, internet, clinics, copyright and new resources.

**BREAKOUT SESSION 2: BUDGETING BASICS (aka Budgeting for Dummies) - LORI SUPINIE, SENSENEY MUSIC. Concerto.**

Do you realize the potential benefits of budgeting but don't know where to start? Are you already preparing a budget, but don't feel it's relevant to what actually happens in your business? This session, for owners and managers alike, will present some easy-to-use ideas and approaches to the not-so-exact science of budgeting sales and expenses.

**BREAKOUT SESSION 3: PIANO TEACHERS GONE WILD : DR. JEKYL AND MRS. HYDE !- RICHARD REJINO, BROOK MAYS PRINT MUSIC, AND GARY INGLE, MTNA Maestro.**

There was a time when 10% was enough. No more! Beneath the pleasant exterior of a piano teacher lurks an ever more demanding and challenging customer. Teachers now have the luxury of having more purchasing choices, from the Internet to direct publisher mailings, and the local retailer stands alone in the midst of more outside competition than ever before. Join Richard Rejino and Gary Ingle as they explain how persistent communication and strengthened relations between dealers and teachers can turn the tide and tame the monster. Rrrrrraaaaarrrrr!

12:15 - 1:15 PM

**BUFFET LUNCH – Ormandy**



# Memories of Philadelphia

I visited Philadelphia during the bicentennial summer of 1976 for a Boy Scout Jamboree when I was 12 years old. What a place and time to be there for America's 200th birthday! I still have vivid memories of my journey, including my first host family. They lived in a funeral home. I was deathly afraid of vampires and werewolves, and begged another family to take me home with them instead (the tears worked!) Everything about the Boy Scout Jamboree was fantastic, but the highlight was visiting the Liberty

Bell. I can still see that huge bell with the big crack down the side. I really wanted to hear it ring, what a sight! It even made me feel patriotic right alongside my American cousins. Twenty-seven years later I haven't forgotten that summer of fun and wonderment.

Steve Loweth  
Mayfair Music

**MUSIC-SEARCH** offers music-in-print references in CD-ROM and book format.

**NAMM** business services offer you ten ways to get the most from your retail or commercial NAMM membership!

**THE NEIL A. KJOS MUSIC COMPANY**, established in 1936, continues to publish quality literature and methods for all areas of music education, including band, jazz band, strings, piano, chorus and guitar.

**NORTHEASTERN MUSIC PUBLICATIONS, INC.** publishes music for young band and the young soloist. Northeastern Music also distributes Roncorp, Inc. and He-bu Musikverlag in the U.S.

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