



# TOUCHPOINT

The Division of Education Newsletter

Conn-Selmer  
DIVISION of EDUCATION

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## A Note from Dr. Tim

Greetings. In this edition of *Touchpoint*, Michael Kamphuis, Managing Director for the Conn-Selmer Division of Education, shares several of his insights regarding the power of uniting the efforts of music industry and education.



Registration is now  
open for Conn-Selmer  
Institute 2015

June 7—10, 2015

Bethel College

Mishawaka, IN

VIP Discount code: 15csi11

[CSI 2015 Registration Page](#)

**Our Next Issue Featuring:**  
An article by a Conn-Selmer VIP.

**In Our Last Issue:**  
Californians Unite to Stand Up  
4 Music by Michale D. Stone  
[Click here for the full article](#)

## The Power of Collaboration and Coalition *By Michael Kamphuis*

When I consider the ways music industry can support and grow their relationship with music education, there are two words that are constantly top-of-mind: Collaboration and Coalition. The roots of the collaborative efforts between band instrument manufacturing and instrumental music education began with Colonel Charles Gerard Conn, who by 1905 was the owner of the largest band instrument production facility in the world. In 1915, Colonel Conn sold his business to a gentleman by the name of Carl Greenleaf who then founded the Conn National School of Music in 1928. The Conn School of Music marked the first industry-music education initiative and consequently helped create the first model for the school music programs we know today.

Fast forward to present day and the need for a strong relationship between music industry and education is as important as ever. With continuous changes in educational standards, testing and funding, it has become more difficult for band directors to preserve the time they have available to spend in front of students. So where can industry help? On a national level, NAMM (National Association of Music Merchants) has taken a leadership position in representing music industry through the formation of coalitions, a group of like-minded people focused on supporting a common cause. The SupportMusic Coalition is now in its eleventh year and represents the collective efforts of over 5,000 educational organizations. Its mission is to build a proactive and unified approach to federal, state and local level advocacy for music education as a core academic subject in schools. SupportMusic also holds monthly conference calls to discuss various issues relative to music education that is impacting states across the country. Both industry and education representatives are able to participate in these discussions and anyone interested in dialing in can find out more information at their website:

[www.supportmusic.com](http://www.supportmusic.com).

As a member of NAMM, Conn-Selmer's Division of Education recently supported another initiative called the NAMM Fly-In. Sixty delegates from over forty states went to Capitol Hill to lobby for the reinstatement of the Elementary and Secondary Education Act.

On a local level, the Conn-Selmer Division of Education has established the Conn-Selmer School program. This initiative allows institutions that purchase Conn-Selmer instruments to receive educational support services such as professional development, clinic opportunities, Conn-Selmer Institute scholarships and more. Based on the feedback we have received from educators across the country, we are also instituting back-office support in areas such as: inventory management, financial forecasting and budget planning. Taking into consideration the limited time available for directors, we have created tools and methods to assist educators when evaluating the current state of their programs. We then help them set short and long range goals to ensure the established budget matches the needs of recruitment and retention efforts as well as projected growth.

It's an exciting time once again for industry and education to join forces to pursue the mission of giving every child the opportunity to receive a quality music education. We appreciate what you do to support your students and want you to know, just as it began many years ago with Mr. Greenleaf's vision, industry is here to help in any way we can.