



THE OFFICIAL NEWSLETTER OF THE
PERCUSSION MARKETING COUNCIL

SPRING 2020

www.playdrums.com

Welcome to the Spring 2020 Newsletter. The Percussion Marketing Council continues its mission of creating new drummers, through new programs to inspire, educate and motivate players.

Annual Membership Meeting Launches New Market Development Programs for 2020

This year's annual PMC Membership Meeting & Percussion Industry Gathering launched the PMC's 25th Anniversary celebration and provided a roadmap of market expansion initiatives for 2020. Three new creative market development programs have been designed to create new players while motivating existing drummers and connecting them with PMC members, percussion retailers, and instructors:

- **"Get Your Sticks Together":**
Free In-store Drum Lessons
- International Drum Month's
"Lesson with a Master"
- **25th Anniversary Commemorative
Products Giveaway**

As a regular part of the members meeting, the executive officers touched on the various campaigns, events and programs that continue to grow the organization for the future. Executive Officer Karl Dustman explained the 2020 expansion of the following existing programs: "Hand Drumming For Life," created by Remo's John Fitzgerald, builds upon the growing interest of percussion in health and wellness based upon the successes in music therapy; "Percussion in the Library,"

geared towards creating first-time percussion experiences during the summer months when libraries look for educational connections to attract and engage all-age audiences; and "March to Your Own Drum" works with local marching percussion and drum corps facilitators to bring positive first-time marching percussion experiences at regional festivals and competitions where the public can play, learn, and

experience marching percussion instruments and performance requirement off-the-field, up close and personal.

The Members Meeting included special recognition for **Brad Smith** for his many years of service to the PMC and his decade-long membership on the Executive Committee. While he steps off the Executive Committee platform, he
(continued next page)



Percussion Marketing Council's Annual Membership Meeting kicked off the 25th Anniversary celebration and launched new market development programs for 2020. In attendance at the January meeting in Anaheim: (Left to Right) Karl Dustman, Stacey Montgomery Clark, Rick Latham, Gorden Campbell, Dave Stanoch, David Jewell, and Brad Smith. Photo Credit: The Music Trades

PMC Creates New Drum Students for Retailers with “Get Your Sticks Together” Free Drum Lesson Promotion

A year-long campaign called “Get Your Sticks Together” aims to create new drum studio students for retailers who offer active in-store private drum lessons. Beginning in February, the PMC will give 12 free drum lessons to one randomly selected winner each month during 2020.

“The PMC wants to help connect retailer’s drum-lesson studios with more students by including their lesson program on **PlayDrums.com**. The drum lesson enrollment will grow, the studio drum teachers will love it and the retailer receives national exposure for just participating,” says PMC Co-Executive Director Karl Dustman. “Retailers are encouraged to have all their current drum students enter the PMC’s “Get Your Sticks Together” giveaway for free drum lesson as it increases student participation and recognizes the retailer’s studio operation on a national level.”

Monthly lesson winners will receive 12 FREE Drum Lesson Coupons. They will present a weekly drum lesson coupon which is redeemable for a 30-minute lesson at the local music retailer indicated on the entry form and provides payment for their lesson. The retailer will then submit the coupon with an invoice for the lesson to the PMC for immediate reimbursement at the 30-minute lesson rate of \$30.00. The total free lesson value for the student-winner is \$360 for the 12 consecutive weekly free drum lessons. (The giveaway is open to all U.S. residents age 10 years old and older.)

The PMC will recognize the 12 special retailers at the January 2021 PMC Annual Members Meeting at the NAMM Show who provided the free-drum-lessons to the monthly student winners.



GET YOUR STICKS TOGETHER
AND GET FREE DRUM LESSONS

Whether you've been playing for a while, a beginning drummer, or just dreaming about being a drummer, you can win **12 FREE DRUM LESSONS** to build your playing chops.

Your local participating drum shop or music store that offers drum lessons will become your lesson headquarters.

A randomly selected winner will be awarded each month during the Percussion Marketing Council's 25th Anniversary celebration.

If you're already studying drums or want to get started, we'll get you on your way to playing even better.
It's simple, easy, and no strings attached ...

1995-2020
PMC
PERCUSSION MARKETING COUNCIL
25th ANNIVERSARY

The PMC welcomes all music retailers with active drum lesson studio programs to receive free year-long national exposure for their studio lesson-program offerings by signing up at:

www.PlayDrums.com/sticks-retailers

as a participating percussion retailer with an active studio lesson program.

The form is simple and upon completion, you'll receive two “Get Your Sticks Together” counter-card displays to help promote the year-long grow-your-lesson-program campaign.



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Drum Set in the Classroom Expands Workshop Schedule

Drum Set in the Classroom (DSC) continues bringing the joy and educational benefits of playing drum set to hundreds of teachers and thousands of students each year since 2016. Director Dr. Craig Woodson shows how to play basic ride cymbal rhythms, fills and solo patterns in rock, jazz, and Latin styles, while using acoustic and electronic drum kits, sticks, cymbals, and instructional books provided by PMC members.



Dr. Craig Woodson, far right, presents Drum Set in the Classroom event at Cedarville University.

With support from the NAMM Foundation, the program reaches students from ages 5 to college, as well as other populations such as Veterans and those with special needs. The program's educational mission brings drum set playing into the music classroom on a par with other standard instruments becoming an accessible, contemporary connection to music teachers and students of all ages.



Upcoming Workshop Dates

- April 20 Fair on Square, OH
- April 23 El Rancho Library, CA
- April 27 Camino Grove Elementary School, CA
- April 27 Rowland Heights Library, CA
- April 29 Castaic Library, CA
- May 5-7 STEAM Center, assemblies and workshops, Merced, CA
- May 18 Immaculate Conception Elementary School, OH
- May 20 Frontier Elementary School, OH
- May 27 Wiley Elementary School, CA
- May 28 Plum Canyon Elementary School, CA
- June 6 Sankofa Festival, OH
- June 13 Parade Public, OH
- June 23-26 Ethnomusic Studio, graduate course, Chagrin Falls, OH
- June 28 ComFest, drum circles, Columbus, OH

New Member Spotlight

In 2001, Jason Edwards founded Prologix Percussion intending to design the best feeling practice pad. Today, they are recognized as an industry leader with worldwide distribution and have won the NAMM "Best in Show: Add-On or Accessory" award in 2013 and 2016. Prologix Percussion has brought to market a full line of products for drummers of all styles and abilities to provide a positive practice experience.



New Member Spotlight

Paiste America, Inc. is the North American distribution and marketing subsidiary of Swiss based Paiste, a leading manufacturer of percussion instruments since more than a century. Paiste specializes in the creation of cymbals, gongs and other idiophones from various copper alloys. The company maintains production sites in Switzerland and Germany where highly skilled teams of artisans practice the art of hand crafting the instruments according to age-old traditions.



www.playdrums.com

25th Anniversary Commemorative Products Giveaway!

Drawing even further attention to the PMC's 25th anniversary and International Drum Month, a special selection of commemorative-edition snare drums, cymbals, hand-drums, electronic pad, and instruction book collections have been donated by 16 PMC members. Each product has a special 25th anniversary commemorative badge, indicating the significance of the one-of-kind product offering. Consumers will enter the contest through the www.PlayDrums.com website and monthly winners will be randomly chosen beginning in May, supporting International Drum Month, and continuing through all of the 25th anniversary celebration year.

Special thanks to PMC contributing members: *Alfred Music, Dixon Drums, Dream Cymbals & Gongs, Drum Workshop, Gretsch Drums, Gon Bops Percussion, Hal Leonard, Kat Electronic Percussion, Paiste Cymbals & Gongs, Remo, Sabian Cymbals, Sakae Drums, Superdrum, Tycoon Percussion, WFL III Drum Co., Yamaha.*

INTERNATIONAL DRUM MONTH

JOIN THE CELEBRATION
Percussion Marketing Council's 25th Anniversary Commemorative Product Giveaway

Enter to Win One of These Special Products:

Monthly winners will be randomly chosen beginning in May 2020, continuing through the 25th Anniversary celebration year.

25th Anniversary Commemorative Products
provided by Percussion Marketing Council members, including:

Alfred, DIXON, Dream, drum, DW, Gon Bops, GRETSCH, HAL•LEONARD, KAT, PAISTE, REMO, SABIAN, SAKAE, SUPERDRUM, TYCOON, WFL, YAMAHA

TO ENTER, VISIT PlayDrums.com

Full Product & Contest Details Available at PlayDrums.com/products

NAMM Foundation
Drum Percussion

2019 Swag Package Giveaways hailed huge success

Recognizing the power of online contests to attract new visitors to the website and social media channels, the PMC playdrums.com website and social media accounts completed 2019 with the final four monthly random drawing giveaway for a PMC Membership Swag package.

September: Tyler Phouthasack, Rochester, NY
October: Ralph Bakke, Pryor, OK
November: Jalen Todd, Memphis, TN
December: Brian McNulty, Freeland, PA



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March to Your Own Drum Program Continues Building Interest in Marching Percussion

“March to Your Own Drum” will again be a leading educational component of the Children’s Music Festival of Houston on April 4th. This PMC initiative broadens the educational reach in bringing all the marching percussion instruments, disciplines, musical performance and rehearsal insights within reach and understanding to all wanna-play students.

“March to Your Own Drum” introduces marching percussion to students of all ages with first-time playing

experiences with all the percussion instruments used on-the-field in Marching Band and Drum Corps. PMC Facilitator and Yamaha Artist Lamar Burkhalter is a renown active percussion educator, clinician, arranger and performer, nationally recognized in all percussion circles as a leader in percussion education and performance.

Any school or percussion retailer interested in hosting a “March to Your Own Drum” event, is encouraged to contact the Percussion Marketing Council for details.

Percussion in the Libraries

Saturday, January 25, Bob Bloom presented his “Drumming About You” program at the Whiton Branch of the Manchester Public Library, with sponsorship support from the Percussion Marketing Council. There were nearly 100 adults and children in attendance at the program. To allow everyone to participate, Bob provided a sequence of lovable, age-appropriate hand drums, shakers, and castanets. Everyone was engaged throughout and the all-ages were very excited to join Bob on different percussion instruments.

Percussion in the Libraries is a sub-program of the decade long successful “Percussion in the Schools” national outreach of the PMC. Libraries continue to seek educational music making first-time experiences for diverse audiences particularly during the summer months. The interest in these drumming experiences brings people to the local library for learning, fun and self-expression with percussion instruments.



“Resilient Rhythms” Program Spreads ‘Contagious’ Rhythms to Heal Body, Mind, and Spirit!

Rhythm is life. This isn't just new age jargon for stroke survivors; this is gait training, cardio-vascular strengthening, speech pathology, neuroplasticity, and just plain physical and cognitive exercise.



The “Resilient Rhythms” drumming program, presented by Christopher and Judy Wahl of Wahlbangers, returned to Chapman University’s (Orange, CA) Stroke Boot Camp, through the educational outreach of the PMC’s Hand Drumming for Life program. PMC Program Director John Fitzgerald of Remo, brought the collaboration to the PMC which provides an opportunity for patients, their families, university graduate students, and staff to experience the important role rhythm plays in everyday life and learn how drumming can be used in therapeutic processes. This educational experience provided the attending students another connection in their medical-toolbox, using drums, the rhythm of the heart and varied percussion instruments.

This “Hand Drumming for Life” program is made possible with funding from the PMC and a percussive arsenal of instruments from many PMC members. Wahlbangers Organization has more than 100 Remo hand drums, a myriad of Tycoon and Gon Bops percussion.

>> Recent Article:

The Percussion Marketing Council was featured in the February 2020 issue of *MMR Magazine*: “Drumming Up History: The PMC Celebrates 25 Years of Advocacy.” Thank you, *MMR*!



WANT TO GET INVOLVED MORE IN THE PMC? BECOME A MEMBER!

Membership to the PMC is open to all percussion industry manufacturers, distributors, publishers, percussion organization, as well as educational festivals/events. As a non-profit, all-volunteer organization, we are always looking for industry support, individual creativity and guidance by expanding the membership and industry-wide participation.

Membership firms become eligible to serve on the Advisory Board or Executive Committee where vacancies may occur. The application process is simple; annual dues are based upon your self-determined plateau placement, and your organization will be automatically included in ALL PMC promotions and logo placements throughout the year.

Contact the PMC office to request a New Member Application, email: kbdustman@aol.com or call: 440-582-7006.



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Our thank you!

The success and ongoing development of the Percussion Marketing Council is a direct result of the commitment and support of the current PMC Membership Roster. The PMC Executive Committee wishes to acknowledge and thank each member and representative for the continued support to our organization and the percussion industry:



Also, thank you to our continued Industry Alliances:

PMC GOALS

- To promote drumming as a positive experience for all individuals regardless of age, gender, musical background, economic means, education or geographic location.
- To expand both the percussion market and demand for percussion instruments through the increased visibility of all forms of percussion.
- To unify the percussion products industry to create a stronger voice in the music industry and a forum for greater communication among all companies and members.

Get featured on the PlayDrums.com website & Instagram

Share this with your social media manager!

The Percussion Marketing Council supports drummers of all ages, experience levels and styles, and we want to give you your time in the spotlight! When you post a drumming video on Instagram, tag your post with our hashtag #PlayDrums for a chance to be featured. Member news, videos and posts will be reposted on our Instagram and Facebook accounts, as well as featured on the www.playdrums.com home page.

By increasing the PMC's content related to consumers and local percussion retailer connections, the PMC continues to create more drummers, customers and interest in learning and playing drums for the percussion industry's trade association. The PMC social media accounts continue to grow monthly. Be sure to follow us!



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PMC Official Hashtag:
#PlayDrums

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