



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*, John Casagrande, Executive Director for the National Band Association, discusses the new initiatives designed by the organization to better SERVE and INSPIRE the band community.



The “Newly Energized” National Band Association

By John E. Casagrande

In thinking about writing this article for *Touchpoint*, I refrained from using the words “New and Improved” since something “new” can hardly be “improved”. So I chose the phrase “Newly Energized” to describe what is going on in the National Band Association.

Over the course of its history, the National Band Association (founded in 1960 by Traugott Rohner, Al G. Wright, John Paynter and Earl Dunn) has boasted leadership from some of the most iconic figures in the band world who saw the organization as something that was prepared to lead our bands in every conceivable manner. They instituted composition contests, leadership models, a great periodical, a close association with *The Instrumentalist*, mentoring projects for young composers and young conductors, research grants, numerous awards recognizing outstanding band directors, advocacy for school band programs and countless new compositions for bands and wind ensembles. In addition, the information provided through NBA publications has inspired and informed many generations of band directors over the past half-century.

The current officers held a retreat in the summer of 2011 to take stock of where the NBA was at that time and where it needs to be in the future if it was to remain a moving force of leadership for the band world. Among the ideas that came from that retreat was the establishment of the office that I now hold, Executive Administrator. Mirroring what other professional organizations have successfully done in hiring someone that would be a consistent thread from one group of officers to the next, the NBA officers created the position with the first tasks for the office being to create a new, state-of-the-art website as well as strong connections with the music industry.

Our new connections with the music industry, especially Conn-Selmer, have been met with great receptions and encouragement for the course the NBA is taking. We hope that the future holds many collaborative projects that will advance bands, band musicians and band conductors.

In creating a new website, we have strived to make the NBA website the “Go-To” place for band directors,

including the wonderful new resources that will provide our membership with more information to do their jobs more efficiently and artistically. We have also taken into account the newer crop of band directors who are more technologically oriented and look for their information online or in some sort of digital form. Indeed, the technology changes so rapidly that it is virtually impossible to keep up with it.

The new website will be much more attractive, more user-friendly and easy to use, containing the following new features:

- [Ability to host webinars](#)
- [Video Clinics](#)
- [“What’s New From Our Corporate Members”](#)
- [Forums](#)
- [“Let’s Talk Shop” - With Our Master Teachers](#)
- [Advocacy](#)
- [Band Boosters](#)
- [NBA YouTube Channel](#)
- [NBA App for Cell Phones](#)

The Executive Committee has also approved several new programs which are sure to be welcomed by the membership including:

- [National Programs of Excellence—Blue Ribbon National Awards of Excellence](#)
- [Research Article Publications](#)
- [E-Mail Newsletters](#)

Given the legacy of that the NBA has created over the past half-century, many programs will continue and hopefully be enriched through our newest initiatives, including but not limited to:

- [The William D. Revellie Memorial Composition Contest](#)
- [The Young Composer Jazz Competition](#)
- [NBA—CBDNA Regional Conference](#)
- [Hall of Fame of Distinguished Band Conductors](#)
- [Mentor Projects](#)
- [The NBA Journal](#)

[To access the complete article, click here.](#)

To get more information about the National Band Association, go to nationalbandassociation.org. To contact the author of this article, go to johncnba@gmail.com or in-



Welcome to our newest
V.I.P.s

Pete Hazzard

Liberty High School, TX

Greg Hayes

Frisco High School, TX

Dave Branson

Casper, WY

Our Next Issue Featuring:
An article by Jim Catalano, Conn-Selmer artist and Percussion Clinician.

In Our Last Issue:
Teaching “Improvisation” by Jim Snidero

[Click here for the full article](#)