

**AKTA Board Members
2008-2009**

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UPCOMING EVENTS

Deadlines:

Saturday, August 1st - Postmark deadline for AMTA Conference pre-registration

Special Events:

August 14-15 - AMTA Conference with Randy Faber

Board Meetings: July 31st, 9:00-11:00 AM at Chris Kastanopolous, 13810 Mainsail Drive. All members are welcome to attend.

AMTA Conference

The 2009 AMTA Conference will be held on Friday and Saturday, August 14-15, at the University of Alaska Anchorage. Look for the registration flyer in your mailbox.

Randy Faber, who co-authors the Piano Adventures series and other books with his wife, Nancy Faber, will give piano and teaching workshops on both days. Topics include the ABCs of Artistry and The Good, Bad, and Ugly of teaching. Gary Ingle, the executive director and CEO of MTNA, will speak on Saturday at the conference. See page 2 for more details.

Advertise in the Conference Program

Support AMTA by placing an ad in the conference program. Fees are \$25 for a business card size ad, \$50 for a half page, and \$50 for a full page. Ad information and payment is due by August 1st to Chris Kastanopolous,

ckastan@gci.net



Alaska Music Teachers Association

Affiliated with Music Teachers National Association, Inc.

AMTA Conference - Tentative Schedule

Workshop topics to be announced at the conference

Friday, August 14th:

9:00 Registration at the door - \$40 for Friday, \$80 for Friday and Saturday

9:00-11:30 Randy Faber will give a free demonstration of his products

11:30-1:00 lunch break - lunch not provided

1:00-2:30 Workshop with Randy Faber

2:45-4:30 Workshop with Randy Faber

4:30-5:00 Break

5:00-6:00 Presentation and discussion by Randy Faber for parents and students

Saturday, August 15th:

9:00-10:30 Workshop with Randy Faber

10:45-12:15 Workshop with Randy Faber

12:15-1:00 Lunch - \$10 per person

1:00-2:45 Presentation by Gary Ingle, executive director and CEO of MTNA;

Presentation by guest speaker, TBA

3:00-4:30 Piano masterclass by Randy Faber

6:00 Dinner at Thai restaurant, \$25 per person

August 1st is the postmark deadline for pre-registration. The fee for both days is \$65, plus \$10 for lunch on Saturday. Registration after August 1st or at the door is \$40 for Friday, \$60 for Saturday, or \$80 for both days, plus \$10 for lunch on Saturday.

Piano Masterclass by Randy Faber

Saturday, August 15th, 3:00-4:30 p.m.

Teachers interested in having their students play in the masterclass can sign up by August 1st. All levels are welcome. The number of students selected will depend on the length and level of repertoire. Each piece must be a memorized and finished work. Look for more information on the registration form.

**News from Lynda Lybeck Robinson,
Unalaska**

Bonjour! I am sitting in the office of Mary Fraser, noted piano instructor in Washington state, with whom I am performing a concert tomorrow evening! We will be performing the Samuel Barber Souvenirs for 4 hands and Francis Poulenc's Sonata for 4 hands. We leave on Friday, June 26 for France, where we are attending the Musique du Beaumont workshop

for 4 hand or two piano works, directed by Dr Jill Timmons. Our concert is July 3 at the Cour-sur-Loire (heart of the Loire). Very exciting.

I am looking forward to sharing my newly learned tricks with the students this fall, and will certainly be eager to continue working ensemble pieces into the students repertoire.

Warmest wishes to all, for a good summer and plenty of play.

The June issue of the Costco Connection magazine included an article on six ways businesses can retain customers. Chris Kastanopolous applied these points to the ways teachers, parents, and students can interact in a piano studio.

1. Provide a progress report - show your clients the work you have done and the results achieved. Provide something the clients can read and react to, questions are answered and suspicions are eased. Customers realize they need you to do additional work.
2. Meet face to face - meeting in person says you are interested in your client's business and gives you an opportunity to literally see things that you can help address.
3. Avoid jargon - use terms the customer can readily understand. They will feel more comfortable and sense you are working with them as a team.
4. Ask for feedback - show customers by word and deed that comments are taken seriously.
5. Tune up your offerings - Make certain you know what customers want.
6. Be open to change - For any number of reasons, customers need change. Customers know they are valued if you show a willingness to work with them.

How does this work in a piano studio?

1. Progress reports, like report cards give parents a clue to how well their child is progressing.
2. The progress report gives you a perfect opportunity to meet face to face. You get a better idea if the parents are involved, if they care, if they will help. It helps students and teachers set goals and a way to celebrate meeting a goal.
3. Music makes some people insecure. They always wanted to play, but did not have time or money so the gift is offered to their offspring. They feel it is out of their realm. Speaking to make them comfortable welcomes them to work with you.
4. Feedback can be pleasant and unpleasant. You need to hear the good, the bad and the wonderful.
5. Offer special workshops, or a game day - not as an extra lesson, but part of the lessons already scheduled. Mix students together so they realize others are working when they may not be. It is a reality check for them, the parents and you.
6. Communicate, bend and keep your compass on your goal. The trick is to make it look like you are accommodating others when you are really just trying to reach your goal.

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