
NAMM Music Education Advocacy D.C. Fly-In

May 20–23, 2019
This booklet provides the overall agenda for the NAMM Music Education Advocacy D.C. Fly-In, May 20–23, 2019, and information for your time in Washington, D.C. Please note the information herein is up-to-date as of printing. For the most current information, download the Fly-In App (see page 24).

Please contact any NAMM staffer listed if you have questions not covered in this program book.

Music Education: Supporting Students and Communities

Our job as advocates is to turn the legislative foothold outlined in the Every Student Succeeds Act (ESSA) into a classroom reality by ensuring that the policies and priorities for a well-rounded education that includes music and arts education are adequately funded through the congressional budget and appropriations process.
The National Association of Music Merchants (NAMM) is the not-for-profit organization with a mission to strengthen the $17 billion music products industry and promote the pleasures and benefits of making music. NAMM’s activities and programs are designed to promote music making to people of all ages. NAMM is comprised of approximately 10,400 members located in 104 countries and regions. For more information about NAMM or the proven benefits of making music, interested parties can visit namm.org.

**Vision:** We envision a world in which the joy of making music is a precious element of daily living for everyone; a world in which every child has a deep desire to learn music and a recognized right to be taught; and in which every adult is a passionate champion and defender of that right.

**Mission:** To strengthen the music products industry and promote the pleasures and benefits of playing music.

**Objectives:**

**Trade Shows**
- Produce successful trade shows that serve our members and the industry, thus ensuring the growth of NAMM’s Circle of Benefits model

**Membership**
- Recruit and retain members by making NAMM services an invaluable tool for success
- Convene stakeholders around industry issues to provide tools and strategies to help members address challenges and pursue opportunities

**Professional Development**
- Provide relevant and high-value educational programs for NAMM members

**Market Development**
- Promote music education as a right for all children
- Create, fund, and market programs, initiatives, and public relations campaigns designed to encourage people of all ages to make music
- Promote and represent the shared interests of NAMM members to elected officials and policy makers in the United States

**Global Impact**
- Expand NAMM’s Circle of Benefits model by pursuing new opportunities globally
- Increase global attendance at NAMM trade shows
- Convene a global coalition of stakeholders around industry issues

The NAMM Foundation is a nonprofit supported in part by the National Association of Music Merchants and its 10,400 members around the world. The NAMM Foundation works to advance active participation in music making across the life span by supporting scientific research, philanthropic giving and public service programs. For more information about The NAMM Foundation, please visit nammfoundation.org.

**Representation of National and State-level Advocacy Efforts by NAMM Delegates**

40 States Plus D.C. Represented for the 2019 NAMM Fly-In

- NAMM Delegates Representing 32 States Plus Washington, D.C.
- States with D.C. Fly-In Delegates and State Advocacy Activity: 16
- NAMM Member States Advocacy Activity: 18

- College Music Society
- Young Audiences
- VH1 Save The Music Foundation

*Current as of April 25, 2019*
Sunday, May 19

6 pm  Sunday supper for delegates participating in the Day of Service, Hyatt, Thornton Room, 11th floor
      Delegates and guests • Dress: Casual

Monday, May 20

6:30 am  Breakfast buffet, Hyatt, Thornton Room, 11th floor
         Delegates and guests • Dress: Business casual; remember to wear your NAMM volunteer shirt!

7:30 am  Shuttle service departs from front of Hyatt

8 am  Volunteer orientation

8:30–11:55 am  Volunteer engagement: Day of Service with D.C. Public Schools, Charles Hart Middle School
                 Delegates only

12:15–1 pm  Lunch buffet, Hyatt, Thornton Room, 11th floor
              Delegates and guests

2 pm  VIP tours:
      Smithsonian "Musical Crossroads" tour shuttle departs Hyatt
      The Kennedy Center "The REACH" tour shuttle departs Hyatt

3:30 pm  VIP tour shuttle return:
         Smithsonian "Musical Crossroads" tour shuttle departs museum for the Hyatt
         The Kennedy Center "The REACH" tour shuttle departs museum for the Hyatt

6–6:30 pm  Cocktail reception, Hyatt, Thornton Room, 11th floor

6:30–8 pm  Welcome dinner, "Let’s Get to Work for Music Education!"
           Hyatt, Thornton Room, 11th floor
           Host and moderator: Mary Luehrsen, NAMM Director of Public Affairs and Government Relations
           Panelists: Christie-Jo Adams, K–12 Fine Arts Instructional Specialist, Department of Curriculum & Instruction, Richmond, Virginia, Public Schools
           Chihoe Feindler, Senior Director of Programs and Policy, VH1 Save The Music Foundation
           James Mitaritonna, Manager of Music in the Office of Teaching and Learning, D.C. Public Schools
           Delegates and guests • Dress: Business attire

Tuesday, May 21

7 am  Breakfast buffet, Hyatt, Thornton Room, 11th floor
      Delegates and guests • Dress: Business attire

8 am  Delegates walk over to Nelson Mullins Rotunda, 101 Constitution Ave., 9th floor
      Delegates only

8:30 am  Welcome remarks
         Joe Lamond, NAMM President and CEO
         Robin Walenta, NAMM Chair and President and CEO of West Music

9 am  Fly-In theme and background
      Mary Luehrsen, NAMM Director of Public Affairs and Government Relations

9:10 am  "Declaration on Equity in Music for City Students" and the "Music in Schools Initiative"
         Michael Yaffe, Associate Dean, Yale School of Music

9:30 am  Overview: Advocacy Training Goals and Breakout Sessions
         Mary Luehrsen, NAMM Director of Public Affairs and Government Relations

9:45–10:25 am  Training rotation 1

10:30–11:10 am  Training rotation 2

11:15–11:55 am  Training rotation 3

12 pm  Working lunch

1 pm  "The 2019 ‘Ask’ and Hill Meetings 411,” protocols/procedures and leave-behind materials
      Leo Coco, Senior Government Policy Advisor, Nelson Mullins Riley & Scarborough, LLP
      Mary Luehrsen, NAMM Director of Public Affairs and Government Relations

1:45 pm  State team breakouts and dissemination of leave-behind materials

2:45 pm  Briefing day recap and Q&A

3 pm  "Prepare for Meetings with Your Governors’ Office," Mary Luehrsen and Leo Coco, Senior Government Policy Advisor, Nelson Mullins Riley & Scarborough, LLP
      Delegates will be notified if meeting is requested.

6 pm  Cocktail reception, Nelson Mullins Terrace, 9th floor
      Delegates and guests; RSVP required • Dress: Business attire

6:30–8 pm  Seated dinner for delegates and guests honoring SupportMusic Champion
          Congressman Robert C. Scott
          Nelson Mullins Rotunda, 9th floor
          Delegates and guests • Dress: Business attire
Congressman Robert C. "Bobby" Scott has represented Virginia’s 3rd Congressional District in the U.S. House of Representatives since 1993. Prior to his service in Congress, he served 15 years in the Virginia General Assembly. Congressman Scott currently serves as the Chairman of the Committee on Education and Labor. In 2015, he was one of the four primary authors of the Every Student Succeeds Act, which reauthorized the Elementary and Secondary Education Act for the first time in 13 years and replaced the No Child Left Behind Act. Congressman Scott resides in Newport News, Virginia. He is a graduate of Harvard College and Boston College Law School. He also served in the Massachusetts National Guard and the United States Army Reserve.

We as a school district believe that music and the arts are integral in developing well-rounded students. This money (Title IV, Part A funds) has allowed us to target populations of students who tend to be under-served due to the remote location of their residence/school including minority students and students of low economic status.”

Beth Cummings • Director of Fine Arts • Polk County Schools, Florida
Erich Bergen currently stars as Blake Moran on the hit CBS television drama “Madam Secretary.” Bergen is also known for his critically acclaimed performance as Bob Gaudio in the Clint Eastwood-directed musical film “Jersey Boys,” reprising his performance from the stage production in Los Angeles, Las Vegas and the first national tour. Other credits include “Gossip Girl,” “Desperate Housewives,” “Person of Interest” and the 2018 film “Humor Me.”

A singer and musician, Bergen can be seen performing in concert all over the world. His albums are available on iTunes, Amazon, Spotify and all other digital music/streaming outlets.

J. Dash is a piano prodigy who performed his first concert at age five. By the time he was eight years old, this classically trained pianist loved to play Mozart for his family and friends. Throughout his teens, however, he cut his teeth playing in school bands, as well as various blues and jazz bands. A rapper, songwriter, producer, engineer and multi-instrumentalist, this Renaissance man also holds a degree in computer science from the University of Florida.

J. Dash has amassed an impressive collection of material over the years, including his pulse-pounding dance sensation “WOP” that went double-platinum. In 2011, he founded SlapDash Productions, a boutique firm specializing in artist management and music production/licensing for TV and film. He also created JAX Beat Battle as a way to inspire others and pour his passion for music into his hometown community of Jacksonville, Florida. J. Dash now hopes to spark the next generation of musicians and artists of all kinds to push the arts culture forward. He believes by exposing kids to all areas of creative arts and associated businesses, we can increase the speed of intellectual development and create a new job market centered in the intersection of arts and technology.

The 2019 NAMM Music Education Advocacy D.C. Fly-In marks the tenth year that Bernie Williams has participated in this important event. With this milestone anniversary, we celebrate and thank Williams on Wednesday evening at a festive reception on the rooftop at Nelson Mullins, 101 Constitution Avenue.

Williams grew up in Puerto Rico where he discovered his love for baseball and music at roughly the same time. He was eight years old when he fell in love with the sounds of a flamenco guitar his merchant-marine father brought home from Spain. Williams felt that same exhilaration when he first picked up a baseball bat, and the young music student and athlete quickly excelled in both pursuits. He attended the special performing arts school Escuela Libre de Música and became one of the most noted young athletes on the island for both track and field and baseball. When the 17-year-old Williams signed a contract with the New York Yankees, he brought his love of music with him. During his 16-year career with the Yankees, the classically trained musician was known to have a guitar in his locker or equipment bag and released two Latin jazz albums. In 2006, Williams retired from baseball and became more deeply involved in his musical pursuits. Ten years later, he graduated from the prestigious Manhattan School of Music with a bachelor’s degree in jazz guitar and composition.

Over the years, Williams has been a constant and reliable advocate with a belief that all children have a right to receive music education in school. Williams currently serves on The NAMM Foundation Board of Directors, is an artist with the Kennedy Center’s Turnaround Arts program and is a frequent guest artist with musical notables around the globe.

NAMM and The NAMM Foundation salute BERNIE WILLIAMS as a true champion for music education.
Christie-Jo Adams serves as the K–12 Fine Arts Instructional Specialist for Richmond Public Schools in Richmond, Virginia. Prior to this position she was an orchestra teacher for 21 years in Richmond Public Schools and Henrico County Public Schools and served as adjunct faculty at Virginia Union University in Richmond. Adams was a driving force in the implementation of the new Arts Integration Middle School in Richmond Public Schools. As a violinist, she has been a member of the Petersburg Symphony and the Richmond Philharmonic. Her favorite quote is, “Talent is evenly distributed but opportunity isn’t.” Adams believes it is her mission to provide those opportunities to all students, regardless of their life narrative or zip code.

James Mitaritonna is the Manager of Music in the Office of Teaching and Learning with D.C. Public Schools. This office is charged with providing meaningful professional learning, curricular resources, and support to teachers across the district. Previously, Mitaritonna was a Lead Music Teacher with Achievement First Charter Schools, where he facilitated music teacher professional development, in conjunction with his duties as a band director.

As a band director at Crown Heights Middle School in Brooklyn, NY, Mitaritonna increased enrollment and interest in the music program and lead two network-wide music festivals. After receiving his Bachelor of Music Education degree at Fredonia University, Mitaritonna taught band and general music in Greenville, MS with Greenville Public Schools.

Mitaritonna is pursuing his Masters in Administration and Supervision from the University of Virginia.

Chiho Feindler is the Senior Director of Programs and Policy for the VH1 Save The Music Foundation, responsible for the implementation of the award-winning national initiative committed to restoring music education in America’s public schools and to raising public awareness about the benefits of music education. Feindler has presented at numerous state and national educator conferences and was a recipient of the 2017 Casio Leadership in Music Education Award.

Originally from Japan, Feindler was a former Director of Education and Community Engagement at the New Jersey Symphony Orchestra where she was responsible for the symphony’s education and outreach programs, reaching over 900,000 residents in the state.

Joe Lamond is the President and CEO of NAMM, the National Association of Music Merchants, a global not-for-profit 501(c)(6) trade association representing more than 10,400 manufacturers and retailers of musical instruments and professional sound products. The association’s mission is to strengthen the music products industry and promote the pleasures and benefits of making music.

Since 2001, Lamond has led the talented team at NAMM to achieve this mission through what the association calls its “Circle of Benefits” business model, reinvesting the proceeds of its successful trade shows into grants, scholarships, scientific research, industry promotions, and public and government relations programs. These efforts have contributed to increased support for music education in our schools and greater awareness around the world of the benefits of active music making for people of all ages.

Robin Walenta is NAMM Chair and President and CEO of West Music Company. West Music is based in Coralville, Iowa, with seven retail stores and several business units that serve musicians both nationally and internationally. Under Walenta's leadership, West Music has grown from a small Midwest business to the 13th largest music retailer in the United States with over 200 employees.

Walenta embodies West Music’s mission, “Play now. Play for Life.” through her numerous contributions to the music industry. In 2014, she was awarded a She Rocks Award, which honors women in the music industry who have blazed a path that inspires. Walenta’s participation in NAMM advocacy efforts has resulted in preserving and promoting arts education nationwide, ensuring that all students have access to a quality arts education.

Michael Yaffe is Associate Dean of the Yale School of Music (2006 to present). In addition to his administrative responsibilities, Yaffe oversees the Music in Schools Initiative, a community partnership between the School of Music and New Haven Public Schools.

Prior to serving at Yale, Yaffe was Executive Director of The Hartt School of the University of Hartford and Director of its Community Division (1986–2006). He began his career as Assistant Director for Operations at the National Association of Schools of Music, Dance, Theater, and the Visual Arts, the specialized accrediting agencies for their fields based in the D.C. area. While in D.C., Yaffe also served as Director of Arts Reporting Unit for the public radio station WAMU-FM.

NOTES
The Importance of Music Education

Supports self-esteem and social and cultural identities.
Emerging research demonstrates that students are better able to connect with their own cultural heritage through a wide array of culturally responsive music and improvisational opportunities.


Equips students to be creative.
Music education helps develop originality and flexibility, which are key components of creativity and innovation. Research shows that students participating in music and arts-based activities, such as music improvisation, employ creative thinking. These findings suggest music improvisation fosters leadership qualities, such as navigating and managing problems, confronting challenges and development interpersonal competencies.


Advances math achievement.
Students who study music outperform their non-music peers in assessments of math, and that increases over time. These finding hold true regardless of socio-economic status and race/ethnicity. Additionally, students involved in instrumental music perform better in algebra, a course found to be critical in later academic achievement.


Briefing Session: Shout It from the Rooftops: PR Strategies and Tools to Tell YOUR Story

Tim Spicer is co-owner and general manager of Spicer’s Music, a full-line music store in Auburn, Alabama. Spicer started Spicer’s Music with his family after graduating from Auburn University with a degree in Special Education. The store is an overflow of the family’s love of sharing their passion for music with others. Established in 2012, Spicer’s Music has quickly grown to become the leading center for music and the arts in the Central Eastern Alabama community. Spicer has been involved with NAMM since 2013 and has taken part in the NAMM Fly-In since 2015.

Chalise Zolezzi is the director of public relations and social media at the National Association of Music Merchants where she leads the organization’s public communication efforts. Alongside a talented team, she creates and implements public relations and social media campaigns to advance the organization’s objectives. Prior to her role at NAMM, Zolezzi served as the director of brand communications at Taylor Guitars where she implemented integrated communications initiatives to lead the acoustic and electric guitar manufacturer. Her crisis communications skills have become best practices for leading social media experts, specifically in the case of Dave Carroll’s “United Breaks Guitars,” where she managed both the company’s and Carroll’s response to the media boon, which was extensively covered by a long list of communications experts and notably featured in The New Rules of Marketing & PR by David Meerman Scott. During her time at Taylor, she was awarded a She Rocks Award for Excellence from the Women's International Music Network and an award from Communication Director magazine for Communications Campaign of the Year.

Objective: Gain information and expertise in sharing news of your efforts in Washington, D.C., as a champion for music education; review tips and resources available in the NAMM delegate PR toolkit.

Review:
- Resources to access local and regional media provided by NAMM PR
- Social media assets and suggested posts
- Official hashtag: #NAMMFlyIn
- Suggested social media tiles
- Ways to use PR to ramp up your music education advocacy at home

NOTES
John Mlynczak offers an extensive range of experiences in music education and the music industry and is a frequent national clinician. Mlynczak is Managing Director of Noteflight, a Hal Leonard company, and past President of the Technology Institute of Music Educators. He also teaches graduate courses at VanderCook College and Boston University Online, and is a Google Level-2 Certified Educator. A passionate advocate for music education and technology, he serves as Advocacy Chairman for the Massachusetts Music Educators Association. Mlynczak holds degrees in music education, music performance and educational leadership.

Barbara Wight is the CFO for Taylor Guitars in El Cajon, California. Wight started at Taylor in 2009 and is an active participant in NAMM advocacy work. She is on the Board of Directors for the Regional Economic Development Corporation for San Diego and is a member of the World Trade Center San Diego Global Competitiveness Council. She earned a bachelor’s degree in accounting and an MBA from San Diego State University (magna cum laude) and was the winner of “San Diego Women Who Mean Business” in 2014.

Objectives:
- Learn about state advocacy efforts from NAMM members “on the ground” in their home states and regions; learn about community efforts to use Title IV funds to advance well-rounded education via music and arts education.
- Review:
  - Sampling of NAMM member state-level advocacy activities, including music education advocacy drive-ins to state capitols
  - Report from survey of school districts on use of Title IV funds for music and arts education (Hill meeting leave-behind)
  - Tactics so more school districts use Title IV funds for music and arts education and NAMM member role(s) in amplifying these efforts—that is, “What can a NAMM member do?”
  - NAMM’s Coalition on Coalitions and resources to advance state and local advocacy for music education

Notes:
- “Being in Washington is important but so many decisions about what happens in school music programs are determined at the state and local level. We (The Pennsylvania Music Educators Association) spend a considerable amount of time working with our state representatives to talk about funding issues but we’ve also really dug in to find the right people at our state department of education so we’re included in policy discussions.”
  - Mark Despotakis • Director of Market Development • Progressive Music
The NAMM Foundation that recognizes and celebrates schools and districts for their support and commitment to celebrating BCME districts and schools in your communities and region. In 2019, 623 districts and 98 schools flags to Members of Congress (MoC)/staff and Governors’ offices; review resources and opportunities for (SMMA) as an individual school. This award program provides music educators, administrators, board members, parents, students and arts education advocates with visibility for support of their music education programs and efforts to ensure access to all students as part of a well-rounded education. In 2019, 623 districts and 98 schools received the designation based on answers to nine categories: participation in music, scheduling, qualified faculty, opportunity, support from administrators, standards-based learning and curriculum, community partnerships, technology and funding. A complete list of all districts and schools that received the award in 2019 is available at NAMMFoundation.org/BCME.

**Objective:** Prepare to deliver Best Communities for Music Education (BCME) news and commemorative flags to Members of Congress (MoC)/staff and Governors’ offices; review resources and opportunities for celebrating BCME districts and schools in your communities and region. Deverell is a member of the Music Teacher’s Association of California and participates in helping qualified students prepare for MTAC competitions. She has also participated in the NAMM Fly-In since 2016 and is involved in the S.W.I.M (Smart Women in Music) Fund, a movement to drive inclusion and empowerment within the music products industry. Most recently, Deverell was elected to serve on the NAMM Board of Directors from 2019 to 2022.

Jenna Day owns Day Violins LLC, a full-service string shop in Northern Virginia with her husband, Jason Day. She and her husband started Day Violins at their kitchen table while Jason was the orchestra teacher at Mount Vernon High School in Fairfax County, Virginia. Throughout the years, they have spent countless hours building relationships with professionals, perfecting their quality of instruments (a never-ending task!) and doing everything they can to bring music into the lives of others. The Days were recently honored with the prestigious C. Sidney Berg Service Award from the Virginia Band and Orchestra Directors Association in appreciation for their dedication and service to the advancement of instrumental music.

Jenna Day

Kimberly Deverell is a wife and mother of two children, and a graduate of San Diego State University where she received Magna Cum Laude with Distinction in her major of music education. She has been an instructor at San Diego Music Studio since 1997 and serves as the studio’s Director of Education and Professional Growth. Deverell is a member of the Music Teacher’s Association of California and participates in helping qualified students prepare for MTAC competitions. She has also participated in the NAMM Fly-In since 2016 and is involved in the S.W.I.M (Smart Women in Music) Fund, a movement to drive inclusion and empowerment within the music products industry. Most recently, Deverell was elected to serve on the NAMM Board of Directors from 2019 to 2022.

Kimberly Deverell

Joel Menchey is the president and owner of Menchey Music Service, a seven-location school service and keyboard music dealer headquartered in Hanover, Pennsylvania. He is a graduate of Temple University where he earned a BBA in finance and business management. In addition to his professional responsibilities, Menchey is a past president of RPMDA and NASMD, and has held board positions at NAMM, the York County Chapter of the United Way, and the Strand Capitol Performing Arts Center.

Joel Menchey

**Objective:**

- Share news of BCME, provide materials in BCME packet, encourage outreach from the congressional office to congratulate districts and schools with resources provided in leave-behind packet
- Introduce MoC and/or staff to NAMM as the 120-year-old music products trade association committed to music education for all children
- Provide info packet about NAMM and its request for support for Title IV, Part A as part of the current appropriations allowing local school districts to expand well-rounded learning opportunities

**BCME Drop-ins**

- Deliver the good news of BCME award(s)
- Deliver info packet with commemorative flag
- If time permits, discuss the information provided to help local communities celebrate the award
Meetings with Governors and/or Their Staff

Select NAMM delegates will meet with staff members from their Governor’s office if they have offices in Washington, D.C. If your Governor does not have an office in D.C. and you want to schedule a meeting when you return home, please contact Eric Ebel at EricE@NAMM.org.

You will share information about:

- The number of manufacturing and retail companies who are NAMM members in the state
- NAMM’s 13+ years as a leading music education advocacy organization
- NAMM’s support for ESSA as it outlines an expanded role of state and local districts in the implementation and decision-making regarding the new law and district implementation and impact of the use of Title IV, Part A funds for music and arts education as compiled in a recent national survey
- Research about the benefits of music education in a study by the Kennedy Center and expanded music education opportunities in Turnaround Arts schools
- The NAMM Foundation’s Best Communities for Music Education survey acknowledging schools and districts across the U.S. for their commitment to and support of music education; delegates will share specific information about districts and schools that have received this honor in each state.

And you will seek information about:

- The Governor’s position on the new federal approach to K-12 education; the status of the state’s ESSA accountability efforts and how music and arts education opportunities are being assessed.

NOTES
For Constituent Meetings with Members of Congress and/or Staff

Leo Coco is a senior policy advisor at Nelson Mullins Riley & Scarborough, LLP, where he has worked closely with NAMM for over a decade. He represents NAMM before Congress and the U.S. Department of Education. During his almost 25 years of government service, he served in various positions in the U.S. House of Representatives, including Special Assistant to the Democratic Caucus Chairman Gills Long, Staff Director of the House Subcommittee on the Legislative Process, Executive Floor Assistant in the Majority Whip Organization, and Chief of Staff to Congressmen Butler Derrick and Lloyd Doggett. At the U.S. Department of Education, Coco served as Deputy Assistant Secretary of Intergovernmental and Corporate Affairs, representing the Department as the primary liaison to elected officials, corporations and the general business community. He served as a senior advisor to the Secretary of Education, Richard Riley. Prior to his moving to Washington, D.C., Coco worked at the New Orleans Historic District and Landmarks Commission on the creation of the Central Business District Historic District and earlier served as a classroom teacher in Lafourche Parish, Louisiana.

Mary L. Luehrsen is NAMM’s Public Affairs and Government Relations Director and oversees the organization’s federal-level policy development and government-relations efforts related to issues affecting access to music education and global commerce in the music industry. Luehrsen is NAMM’s chief strategist for advocacy for music industry issues ranging from tone wood imports to education policy. She is also Executive Director of The NAMM Foundation, a supporting organization of NAMM that promotes music research, philanthropic endeavors and public service programs, and leads national advocacy efforts for music education. Luehrsen spearheaded the development of the SupportMusic Coalition, which unites thousands of national and international organizations, businesses and individuals working to boost community-based music education advocacy efforts. In addition, she is a 2015 recipient of the Don Johnson Music Industry Service Award and was named a Lowell Mason Fellow by the National Association for Music Education to honor her contributions to the field of music education.

Luehrsen was a professional flutist for 20 years, specializing in chamber and contemporary classical music. As a certified music educator, she taught elementary general and instrumental music for 16 years.

I’ve never been prouder to be a part of an industry and organization that cares so deeply, not just for its own bottom line, but for the betterment of every child’s education and upbringing by trying to ensure that access to music is a part of that education... Now, I just look forward to the day when we can say, ‘mission accomplished.”

Daniel Shatzkes • Founder, Gig Gear

Objective: Review background on current policy ask, gain information on federal education law (ESSA), and review 2019 policy and appropriations ask.

Background
- History of Elementary and Secondary Education Act (ESEA)
- No Child Left Behind (2001), Every Student Succeeds Act (2015)—supplemental education funding to states and school districts
- ESSA Title programs; Title IV, Part A—Student Support and Academic Enrichment (SSAE) program

2019 Ask
- As you may know, ESSA Title IV, Part A, Student Support and Academic Enrichment (SSAE) program, provides funding to states and local districts to expand access to well-rounded subjects, including music education. We wish to thank the Congressman/woman or Senator for increasing funding to $1.1 billion as part of the recently passed omnibus budget bill. WE URGE SUPPORT TO FULLY FUND TITLE IV at its authorized level of $1.65 billion IN FISCAL 2020 TO ENSURE THAT THE WELL-ROUNDED GOALS OF ESSA CAN BE REALIZED FOR EVERY CHILD
- It is very important that the intent of ESSA also be fulfilled with full authorized funding for Title 1 (supporting our nation’s most vulnerable children) and Title II (supporting the effectiveness of our teachers)
- And because you are no doubt aware, the National Endowment for the Arts (NEA) provides competitive grants to arts and culture organizations in every state and congressional district. Thank you for the continued funding of the NEA, and we urge ongoing support for our national arts and culture organizations
Objective: Review content and flow of conducting a meeting with a Member of Congress or staff member

Logistics:
- Arrive 5 to 10 minutes prior to scheduled meeting
- Check in with receptionist, confirm meeting
- Pick up staff business cards, which are generally available at receptionist desk
- Meetings (if in a group, divide topics among the group; if one person, prioritize the “ask” and overview other items)

Opening and introductions:
- NAMM member who has secured the meeting opens the meetings: introduce yourself (business and location, and share business cards) and state that you are with the group in Washington, D.C., as members of NAMM, the trade association that represents the music products industry
- Optional: Do a quick round-robin of others in group (share names, business locations and business cards)

Topic 1: About NAMM and its members: NAMM is the trade association serving the music products industry and is comprised of over 10,400 business members—about 80 percent in the U.S. and 20 percent international. NAMM member businesses create, manufacture, distribute, sell and service musical instruments, together with pro audio technologies, educational materials, print music and any equipment and materials needed to make music. NAMM is committed to ensuring that people of all ages and abilities have opportunities to make music throughout their lives.

Share the map of the state or congressional district outlining the number of NAMM members and employees in NAMM member companies along with the NAMM member fact sheet (or refer to them in the info packet).

Topic 2: Share the importance of music education as part of the school curriculum and that music and the arts are listed as part of a well-rounded education in the federal education law, Every Student Success Act (ESSA). NAMM shares the values and beliefs about the importance of music education for every child as outlined in the Yale School of Music publication “Declaration on Equity in Music for City Students,” as well as the benefits of music education described in a recent study by the Kennedy Center and its Turnaround Arts schools (i.e., increase and improvements in music education instruction positively contributed to school climate and student motivation, reducing school suspensions; refer to document in info packet).

Topic 3: (Divide as desired) As you know, the ESSA Title IV Student Support and Academic Enrichment Grant program produces funding to state and local districts to expand access to well-rounded subjects, including music education. Last year, the program was funded at $1.1 billion and this funding is showing an important impact in communities across the U.S. (provide doc. with summary of use of Title IV funding for music and arts education).

The members of NAMM, together with the communities that we surveyed these past weeks who are using these funds to expand music and art learning opportunities, thank Congress for this support.

WE URGE CONGRESS TO FULLY FUND TITLE IV IN FISCAL 2020 AT THE AUTHORIZED AMOUNT OF $1.65 BILLION TO ENSURE THAT THE WELL-ROUNDED GOALS OF ESSA CAN BE REALIZED FOR EVERY CHILD.

It is also important that the intent of ESSA be fulfilled for full authorized funding for Title 1 (supporting our nation’s most vulnerable children) and Title II (supporting the effectiveness of our nation’s teachers). And lastly, community arts organizations contribute to cultural and community connections and learning opportunities throughout the U.S. The National Endowment for the Arts (NEA) gratefully awards competitive grants to arts organizations in every congressional district, and we urge ongoing support for the NEA. Discussion, response from Member of Congress or staff.

Topic 4: Delivery of BCME award and information packet (as applicable); see BCME briefing session for delivery of BCME info packet and flag; take picture of group with flag delivery with MoC and/or staff.
In D.C.:
What an inspirational day today meeting with my/our Members of Congress in Washington, D.C! The [YOUR STATE] delegation met with [REPRESENTATIVE(S)], reinforcing the need for music education as a right for all students. #NAMMFlyIn

Today I’ll/we’ll be meeting with [REPRESENTATIVES] on Capitol Hill to advocate for music education at the 2019 #NAMMFlyIn.

When you return home:
Last week, I/we was/were in Washington, D.C., with @NAMM to advocate for music education in our community. We met with [REPRESENTATIVES] and reinforced our unwavering commitment to offering quality music education for all students. #NAMMFlyIn

Last week was an inspiring week of meetings with our elected officials [REPRESENTATIVES] to advocate for quality music education for all students. #NAMMFlyIn

Did you know that children who not only regularly attend music classes but also actively participate show larger improvements in reading scores and how the brain processes speech? Last week, I/we was/were in Washington, D.C., advocating for access to music education for all students at the #NAMMFlyIn.

Thank you, [REPRESENTATIVE(S)], for meeting with us!

Download the Fly-In App and Share
Your Advocacy Activity with Your Social Network

We encourage you to download the 2019 NAMM Music Education Advocacy D.C. Fly-In mobile app. You’ll be able to plan your day with a personalized schedule, have access to the most current information (including agenda and speakers), connect with other delegates and participate in the social sharing of your experience.

Android and iOS users:
1. Search for Guidebook (by Guidebook, Inc.) in your app store and install the free app.
2. Open Guidebook and continue or skip through the tutorial.
3. Tap “Enter passphrase” and enter 2019NAMMFlyin to download the mobile guide.

The passphrase is not case sensitive.

Have your smartphone ready and grab photos along the way. We urge everyone to consider using social media to share your experience virtually with your team and customers.

Connect with NAMM on Social Media

For additional assets provided by NAMM PR, email publicrelations@namm.org.

Facebook: Facebook.com/NAMMorg
Twitter: @NAMM | @MaryLNAMM
Instagram: Instagram.com/TheNAMMShow

Official hashtag: #NAMMFlyin

Suggested Posts for Social Media

In D.C.:
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PROHIBITED ITEMS

Capitol visitor policies are designed to keep visitors and staff safe and secure and to preserve the collections, facilities, and historic building and grounds for generations to come.

Before entering the Capitol Visitor Center, all visitors are screened by a magnetometer, and all items permitted inside the building are screened by an X-ray device. The following items are strictly prohibited in the Capitol, including the Capitol Visitor Center:

- Food or beverages of any kind, including fruit and unopened packaged food
- Aerosol containers
- Non-aerosol spray (prescriptions for medical needs are permitted)
- Any pointed object, e.g., knitting needles and letter openers (pens and pencils are permitted)
- Any bag larger than 18” wide x 14” high x 8.5” deep
- Electric stun guns, martial arts weapons or devices
- Guns, replica guns, ammunition and fireworks
- Knives of any size
- Mace and pepper spray
- Razors and box cutters

Please note that the U.S. Capitol Police are authorized to make exceptions if a prohibited item is determined to be necessary and required to serve childcare, medical or other special needs. If you have questions, please call the Office of Congressional Accessibility Services at 202.224.4048.

The following items are not allowed in the Senate and House Galleries:

- Battery-operated electronic devices (medical devices are permitted)
- Cameras
- Cans and bottles
- Creams, lotions or perfume
- Packages, briefcases, backpacks or suitcases
- Strollers
- Video recorders or any type of recording device

Each Gallery operates a check stand where visitors may store these items securely while they are visiting that Gallery.

Also note that smoking is not permitted anywhere in the Capitol, and food and drink are only allowed in the Capitol Cafe.

U.S. Capitol Visitor Emergency Evacuation Information

In the event of an emergency, please follow the guidance of U.S. Capitol Police Officers. If an evacuation is ordered, the strobe lights and fire alarms will activate.

When locating an exit, you may need to use stairways to go up to the nearest exit. Designated elevators located throughout the Capitol Visitor Center are used to evacuate individuals who are unable to climb the stairs to an exit. These evacuation elevators are marked with blue signs that read Emergency Staging Area. A U.S. Capitol Police Officer will take control of the emergency evacuation elevator and will stop at each floor and will look for individuals waiting at the Emergency Staging Areas.

When you hear the alarm sound:
- Go to the closest designated Emergency Staging Area.
- A U.S. Capitol Police Officer will assist you onto the Emergency Evacuation Elevator and take you to the exit level.
- If you need to request assistance, utilize a marked phone at the Emergency Staging Area.

To report an emergency or suspicious activity, please inform the nearest U.S. Capitol Police Officer.
Thank You to All NAMM Member Day of Service Volunteers and Donors

“Together we keep music education strong!”

Thank you for coming to my school. My favorite part of the morning was when you started to teach us how to play a ukulele.” —5th grade Day of Service participant

“We love doing the Day of Service. It brings something back to the school. These are the people we are counting on for the future of music. So we want to make sure the schools have what they need.” —Joe Pritchard, Owner, Pritchard Music

Provide a Day of Service in your community. Download resources at nammfoundation.org.
“Well-rounded Education”

“The term ‘well-rounded education’ means courses, activities and programming in subjects such as English, reading or language arts, writing, science, technology, engineering, mathematics, foreign languages, civics and government, economics, arts, history, geography, computer science, music, career and technical education, health, physical education, and any other subject, as determined by the State or local educational agency, with the purpose of providing all students access to an enriched curriculum and educational experience.”

S. 2277 (52)

Steps to Access Title IV, Part A Federal Funds for Music Education

The Every Student Succeeds Act (ESSA) includes an opportunity for school districts to apply for funds to meet the mandate of ESSA—that all public-school K–12 students have access to a well-rounded education. Music and arts are designated as “well-rounded subjects” within ESSA. The steps below should be taken in collaboration with either the school or school district to access federal funds available via Title IV, Part A to advance music education in the curriculum.

Step 1–Needs Assessment and Application Review

School districts are required to complete a needs assessment as part of the Title IV, Part A application. Meet with a music educator to determine the most effective path. Identify the district level staff person that manages federal funds and have a collective conversation about the need and use of these funds. Community stakeholder engagement is also a requirement of ESSA so involvement of community members is an asset to the application process. Areas to explore in your needs assessment:

- Additional Music Courses (adding a piano or guitar class)
- Content-Area-Specific Professional Development
- Curriculum Materials
- General Music Supplies/Textbooks
- Music Related Field Trips
- Music Technology (computers, tablets, software)
- Musical Instruments
- Performance Space Upgrades
- Sheet Music

Step 2–Apply for Funding

School districts are required to complete a consolidated application describing the need and proposed use of supplemental funds available via Title IV, Part A. Review state Department of Education website or discuss the timeline with those in your school district handling federal funding for available information and application guidelines.

Step 3–Stay in the Process

The process will continue each year as long as the terms outlined in ESSA remains the federal education law and Congress appropriates funds for Title IV, Part A. Even if you don’t receive funds for your program this year, stay involved in the process and apply for funds in subsequent years. What is learned along the way will contribute to local advocacy for music education.

Additional resources:

- NAMM’s SupportMusic Coalition on Coalitions State Advocacy Network
  namm.org/issues-and-advocacy/support-music-coc
- NAfME Everything ESSA
  nafme.org/advocacy/essa
Advocacy Fly-In
Washington, D.C.