

VOLKWEIN'S MUSIC



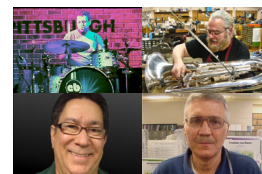
**PMEA,
VOLKWEIN'S MUSIC, & YOU!**



**HELPING PEOPLE
DISCOVER MUSIC SINCE 1888**
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**VOLKWEIN'S
AMBASSADORS**
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SPOTLIGHT SERIES:
EVAN BROWN, JOE DIPYATIC,
TED WOHR, & RAY KASPAREK



PMEA's Rite of Spring

Every March, Pennsylvania's music educators celebrate their very own rite of spring by joining with colleagues at PMEA's Annual In-service Conference. These few days are a much-anticipated, and much-needed, opportunity to get away from the daily routine of classes and rehearsals. Listening to wonderful performing ensembles, attending clinics presented by fellow educators and just sitting and talking with friends, allows everyone to re-charge and return to their classrooms with new ideas, new music to perform and a renewed energy to lead students in their discovery of music.

This year's conference coincides with the 30th Anniversary celebration of Music in our Schools Month, a nation-wide celebration of the importance of music in the lives of children. However, as we celebrate, we are keenly aware of the struggle many of our colleagues have in just maintaining music programs in their school districts. Most teachers, as they progress through their career, come to realize that in order to provide their students with the best possible musical experience, they need a large support team. This has never been more true than it is today. Parents, administrators, school boards and the community in general, must all be invested in the music education of their students.

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All of us at Volkwein's Music are proud of our long tradition of supporting music educators by providing their students with the instruments, repairs, sheet music, accessories and supplies, needed to succeed. Since the late 1940's, working with schools has been at the core of who we are. And today, as budgets get tighter, music departments smaller and the cost of everything grows, we look for new and innovative ways to make it possible to continue to provide a quality musical experience for every child.

Here are a few of the ways we help:

Education Representatives – Our staff of professional music educators and performers bring their musical experience directly to every school they service each and every week. Because of their training and experience, they can relate to the teachers and students they are there to help. See their story on pages 9 & 10.

Instrument Rental – Like you, we want students to succeed. To encourage them, we reward students and their parent/s, who stick with it through the entire term of the rental contract, by offering the best possible purchasing power and flexibility for the money they have invested in rental payments. When you rent from Volkwein's Music, there are NO additional fees or charges and all regular maintenance and repairs are covered including replacement due to loss or theft. Our rental program allows the customer to accrue 100% of 36 monthly payments toward the purchase of a new instrument. Every dollar spent is a dollar earned! Page 18 has more details.

Instrument Repair – Volkwein's is the tri-state's only authorized sales and service center for all of the leading instrument manufacturers. Our outstanding repair technicians are nationally recognized as some of the best in the industry. Check out the article on pages 6 & 7 that feature some of these great folks.

Repair Perks – This is a brand new program from Volkwein's Music that allows you to earn money for your school's music program. We want to encourage you to continue to receive the BEST repair service around by bringing your instrument repairs to us. For every \$100 you spend on instrument repair at Volkwein's Music, you will receive a \$10 credit toward future repairs.

Marquis Program – For hosts of PMEA events we offer help with: Festival Music Preparation -

Guest Conductor Selection – Clinics – On Site Repair Services – Large Percussion Rental

Consignment Department – Do you have instruments you no longer need or cost too much to repair? Bring them in to Volkwein's where we can evaluate the instrument, suggest a fair asking price, photograph the instrument and post it on our own Volkwein's eBay Store. As an established eBay seller, we have a 100% satisfaction rating and a proven track record of selling 50% of the instruments we list within the first month.

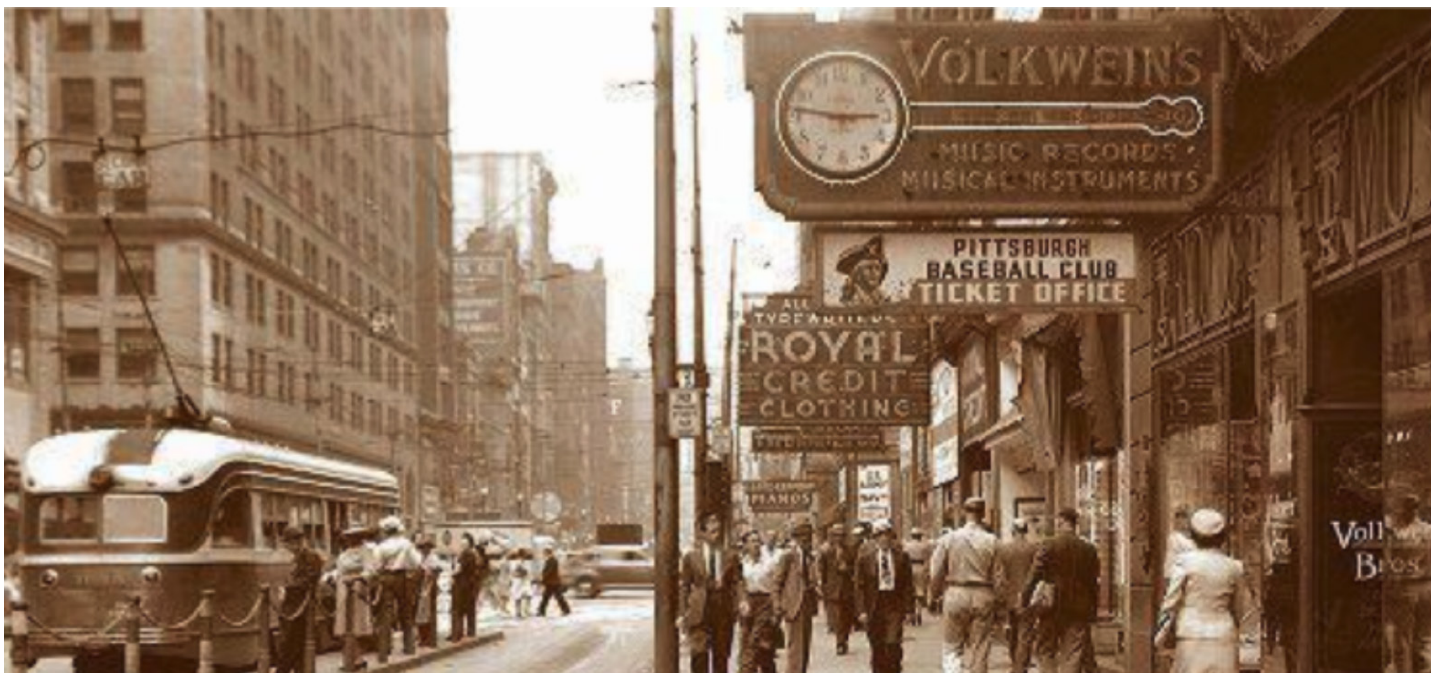
Keep the Music Alive! – Many children in our area, and across the nation, have dreams of creating music. Unfortunately, sometimes financial limitations can hinder, and even prevent, these dreams from ever being realized. This program allows groups or individuals to donate money or used instruments to schools in Western Pennsylvania. Read the article on pages 11 & 12 for more details.

Volkwein's Music is the only stop you have to make to serve all of your musical needs. In addition to our instrument sales and service, we have tens of thousands of sheet music titles that are easily browsed and in stock in our showroom. Our gift shop has unique gifts for the musical someone on your list. Of course, if you are unable to make it to the store, we have a broad selection of our products available online at volkweinsmusic.com. Volkwein's is proud to have been "helping people discover music since 1888." And since the late 1940's, our major focus has been helping music educators such as you bring music to the lives of countless children and adults. If we can help you in any way with your musical needs, please let us know.

Volkwein's Music welcomes you to the 2015 PMEA Annual In-service Conference. We hope you will enjoy this special "conference edition" of our quarterly newsletter.



Helping People Discover Music Since 1888



The years 1870 through 1895 were a period of rapid growth for Pittsburgh as the population grew threefold driven primarily by the start of the steel industry in 1875. During this 25-year stretch, several businesses and institutions that are now considered synonymous with Pittsburgh began operation:

- 1872 - H. J. Heinz Corporation
- 1886 - Westinghouse Electric Company
- 1888 - Pittsburgh Reduction Company
(name changed in 1907 to Alcoa)
- 1888 - Bechtel Music House
- 1890 - Carnegie Library
- 1890 - Trolley operations
- 1895 - Carnegie Institute

After reading through the list, you probably asked yourself: "Bechtel Music House? Never heard of that company and why is it included on a list of Pittsburgh's historic businesses and institutions?" Well, Bechtel Music House, then located on Smithfield St., was the birthplace of a business that is synonymous with Pittsburgh's music scene: Volkwein's Music. In 1888, Rudolph and Jacob Volkwein started working at Bechtel's. By 1895, Rudolph Volkwein was managing the store and in 1905, he and his brother purchased the business. Eventually, the store was moved to Liberty Ave. where it remained for 44 years.

Although Volkwein's Music grew continually during the first half of the 1900's, there were periods of financial difficulty during the Depression and the two World Wars. Rudolph's sons, Carl R. and Walter, eventually joined their father in the business. During the 1930's, Volkwein's stopped selling pianos in order to concentrate on other musical instruments. After World War II, the company's mail order business started to grow, as did the marching band and concert band programs in schools. Carl Volkwein's son, Carl W. Volkwein, joined the family business in 1960, and by 1979, he and Nunzio C. Dilanni had taken over management of the store. In 1965, Volkwein's Music moved to a building on Sandusky St. on the north side of Pittsburgh. This move gave the store a sales boost due to increased retail and warehousing space. The 1980's saw the Dilanni family (Nunzio's brothers, Aldo and Tony, Aldo's sons, Aldo Jr. and Jack, as well as Jack's wife Beverly), join the fold. Although Volkwein's remained at the north side location for 25 years, this location also had its limitations so, in 1990, the business moved to its current location in the RIDC Park West near Pittsburgh International Airport.

To learn more about Volkwein's Music and our role in "helping people discover music since 1888," please visit www.volkweinsmusic.com.

The Spotlight Is On: Ted Woehr



To say Ted comes from a musical family is rather an understatement. His mother, Georgia Sagen Woehr, joined the cello section of the Los Angeles Philharmonic at the age of nineteen, later performing with the Dallas Symphony before coming to Pittsburgh and the PSO in 1964. His father, Christian, played French horn and was librarian with the Pittsburgh Symphony. His brother, Christian, is Assistant Principal Viola with the St. Louis Symphony while sister, Mary, plays viola and, when needed, piano accompaniment for the Baltimore Symphony. With orchestral performance obviously being the “family business,” how did it come about that Ted would end up “performing” on a daily basis as a highly respected instrument repair technician? Well, I guess you could say: It just sort of worked out that way.

Ted did start off in the direction of performance early as third grade studying violin with legendary Pittsburgh violinist, Albert Hirtz. While his private lessons provided an excellent base for his future musical endeavors, one of Ted’s favorite memories of his time with Mr. Hirtz involved a lesson he never had. “I was attending junior high school in Wilkinsburg,” he said. “The last period of the day was a study hall and I was allowed to go home early to attend my lesson. When I arrived at my house, Mr. Hirtz wasn’t there. Instead, he was attending the 7th game of the World Series.” For you Pittsburgher’s out there, this was THE 7th game of THE World Series. The date was October 13th, 1960, and Bill Mazeroski was just minutes away from hitting THE home run that propelled the Pittsburgh Pirates to the World Series win over the New York Yankees. Ted continued: “Since I didn’t have my lesson, and I was already at home, I was the only kid in my school who was able to watch the game and see Mazeroski hit that home run.” Ted had just learned an important life lesson: Sometimes, things “just work out.” And things would continue to “work out” as he began preparing for his career in music.

After performing with the Chautauqua Youth Symphony from 1959 – 1966, he was accepted into the rigorous violin performance program at the Eastman School of Music. However, after one year, Ted realized



that performing was not his calling. Still wanting to work in the musical world, he enrolled in the Eastern School of Musical Repair located in Newark, NJ. Living in downtown Manhattan, Ted could walk to Carnegie Hall where he was able to experience the music of some of the world’s greatest orchestras and soloists. Then, though Ted probably didn’t realize it at the time, something again “just worked out:” He received his draft notice. Assigned to the Navy School of Music, Ted learned to play the French horn and spent his military career performing with a U.S. Army Band based in Kentucky. The final portion of his service time was spent in West Germany, very near the border with East Germany. Ted recounted: “One Christmas I played with a brass ensemble in what was called the ‘armed zone.’ While musicians are considered armed with instruments, Santa Claus had to wear a sidearm.” After hearing Ted say that, I thought: That sure makes the folks in Philadelphia not look quite as “bad” for booing Santa a few years ago at a sporting event!

After his military commitment was complete, Ted enrolled in Western Iowa Tech’s Instrument Repair Program. There he spent one year studying band instrument repair and one year studying piano tuning. In 1974, Ted joined the instrument repair department at the old Volkwein’s Store located on Pittsburgh’s Northside. In 1976, Ted, along with two other repair technicians, opened the Brass & Woodwind Shop in Carnegie. After many years, Ted’s career came full circle as Volkwein’s bought Brass & Woodwind and he returned to the Volkwein family to stay. I guess you could say it just kind of worked out that way.



What I really wanted to understand before we finished up was: What is it that makes the PSO, LA Philharmonic and Israel Philharmonic horn sections, along with professional horn players from around the US and abroad, trust Ted with their instruments? Then Ted explained his approach to instrument repair and I understood. "Almost any problem with an instrument can be corrected," he said. "Being a French horn player, I am able play the horn, hear what is wrong, make an adjustment, play it again and repeat the process until I am satisfied I have done all I can. With many years of experience, you develop a repertoire of "fixes." It's all about the manufacturing process, how the horn is assembled, that determines how it will sound. Hand made parts that are not assembled well will not create a good sound. Unfortunately, many horn players are taught that some problems can't be fixed and must just 'be lived with.' My biggest frustration is listening to someone play and know I could fix the problem."

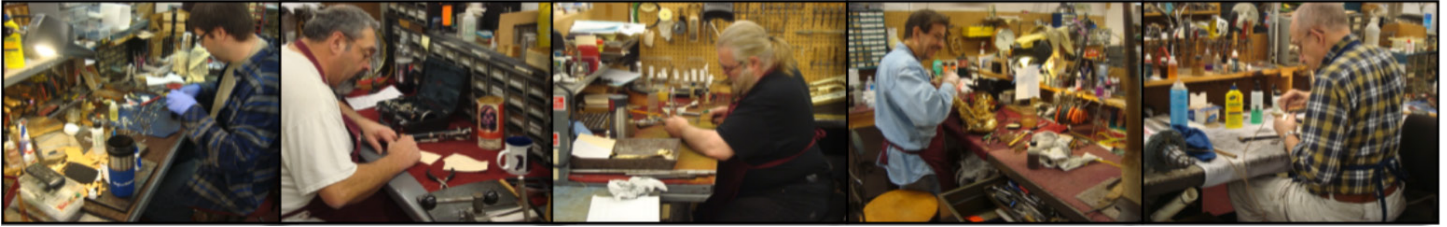
As Ted continued to speak, it became clear that instrument repair is a passion for him. And his passion with making French horns sound excellent doesn't end with professional instruments. Ted continues: "It is very important that the basic work is done on the instruments that beginners will use. The overwhelming majority of rental instruments that are returned to some music stores have a problem that keeps them from playing correctly. The student becomes frustrated and wants to change instruments or quit completely. Here, we play and adjust every rental instrument before it is given to the student to make certain the instrument will play correctly."

As to what makes him so good at repairing horns, Ted explains: "Because I can play the horn and listen to the sound it makes. Then I use the techniques I learned in my one year of piano tuning instruction to balance the pitch." But then Ted says something that is probably more critical to his success in instrument repair, as it is in all facets (layers) of his life than anything else he told me. "Training tells you how to do it. Fine tuning requires patience and the desire to always strive for perfection."

There it is. After almost two hours of talking I now fully understand what makes Ted Woehr such a successful instrument repair technician and person. He doesn't do anything half way. He does not sit at the edge of the pool and just put his toes in the water. He dives into the pool. Certainly, there were many events in Ted's life that "just worked out" and led him to his career as an instrument repair technician, no, make that instrument repair "craftsman." But without Ted's internal desire to always seek perfection and his passionate approach to life, those "just worked out" moments would not have been enough. It's the combination that makes Ted so successful and so special. All I know is there are a great number of professional, student and amateur instrumentalists out there who are very glad that Ted was blessed with the perfect combination.

Ted is a special person and all of us at Volkwein's Music are proud that he has been "helping people discover music since (in his case) 1974." He is one of our "special resources." Thank you, Ted!

Our Very Own Santa's Workshop



The sound from the workshop is unmistakable: hammering, grinding, sawing and sanding, punctuated by bursts of laughter and conversation. One voice sticks out as tasks are assigned, directions given and greetings are offered to visitors to this magical place. Could it be? Is it possible? Might this be the secret location of Santa's workshop? Well, no. Not unless Santa is a woman and the elves are a whole lot taller than we imagine. This busy workshop is the repair department at Volkwein's Music. Here, Santa is played by Colleen Kresic, manager, and the elves are played by, well, by the elves: Brandon, Dean, Ed, Eric, Jeremy, Kyle, Leroy, Mike, Rick, Ted and Tom. Though it's not Santa's workshop, make no mistake, it is a magical place!

With over 250 years of experience between them, the folks that work in this shop are truly artisans. When asked how they became interested in instrument repair, the stories are almost all the same. "I have always loved taking stuff apart," said 38-year veteran Rick Kresic. Others commented on the necessity of repairing their own personal instrument that provided their first experience with repair work. And then there is Jeremy Shirey who offered his story. "I came to Volkwein's looking for a position as a road rep. During the interview I was asked: 'Do you change your own brakes?' Not being quite certain how this applied to being a road rep, I answered, yes. I was told: 'We might have just the job for you,' and was taken to meet Colleen and tour the repair shop." That was in November of 2000. The tour must have gone well!

Often, many of the instruments that are brought in for repair are those used in Volkwein's school rental program. Though every instrument is given a detailed inspection before being sent to a

beginning student, "stuff happens." Violins crack, bridges warp, slides and valves become stuck and woodwind pads fall out. And that's the good stuff. Major dents to brass instruments and broken keys to woodwinds from being dropped, warped bows from not being loosened and broken braces on horns from falling off a chair, are just some of the more serious problems that show up at the repair counter on a fairly regular basis.

However, what our repair technicians see way too often are instruments that come back with preventable problems that are mostly caused by lack of attention. Mike Hollis, who comes from a family of instrument repair artisans, stated it very concisely when he said: "The students don't own the instruments so they don't do as good of a job taking care of them as they should." Several of the technicians suggested if instrumental music teachers could take just a few minutes to teach proper cleaning methods and then follow up by providing a short time at the end of each class for the students to do the most basic of cleaning, both the instrument and the student would perform better. And it's not just performing better that is a consideration. Research has shown that both brass and woodwind instruments, that are not regularly cleaned, develop a buildup of mold that can cause serious respiratory illnesses. That alone should be a great motivator for keeping an instrument clean.



What do Volkwein's repair experts enjoy the most about their job? "Making an instrument play well," says veteran technician, Ted Woehr. And Ted should know, as he is in demand across the nation for his repair work on French horns. He adds, "I really enjoy working on older instruments, especially Civil War era horns. They were built surprisingly well." Leroy Abbott enjoys that his job always keeps him busy, especially at the beginning of a new school year.



And every now and then, these artisans get to perform a little magic. One such example occurred just a few weeks ago when a mother and her daughter showed up at the repair counter. The young woman had a birth defect that caused the fingers on her one hand to not fully develop. She had been playing saxophone in an area music program for several years; however, she had reached the point where she was having difficulty improving. Jeremy Shirey, who specializes in the repair of saxophones, was assigned the task of coming up with a solution. As often happens with "unique" repairs, this became a collaborative project with several of the technicians sharing suggestions. Jeremy took measurements, tried different approaches, came up with a

prototype for the girl to try and then created the final product. The look on the young girl's face as she played her newly configured instrument for the first time (see picture) was the look of a child on Christmas morning after having unwrapped that "very special" gift.

Many of the technicians described projects they had been involved with where an instrument was saved from ruin, a modification was made to accommodate an owner, or a brand new instrument was given its final "once-over" before being given to a beginning student. In each case, the instrument repair artisan not only handed the customer an instrument that would play well but, more importantly, an instrument that would allow the individual to experience the joy of making music. And that, my friends, is definitely a little bit of magic from Santa's workshop.

The Spotlight Is On: Ray Kasperek



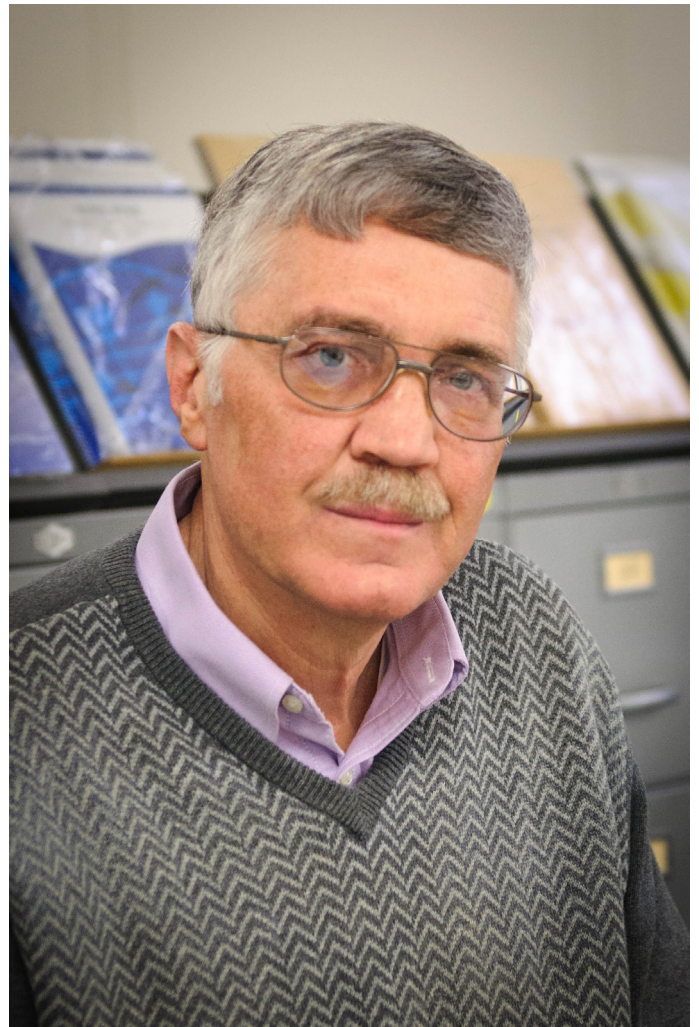
As any successful business owner will tell you, the greatest resource they have are their employees. To say that Volkwein's Music has an abundance of such resources is an understatement. From educators to performers, newly minted music majors to folks that have seen it all, Volkwein's employees are what make our "full-service" music store so special. In this and subsequent newsletters, we will "spotlight" one of our "special resources." In this issue, we are proud to feature Mr. Ray Kasperek. Ray's musical journey began within the instrumental music program at McKeesport High School. There, he performed with the concert, marching and jazz bands, as well as the school orchestra.

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As with any great musician, Ray was influenced by several teachers and mentors beginning with his mother who was a church pianist. His private instructors included Joseph Zych (4th grade through high school) and Louis Paul, former principal clarinetist with the PSO, (while attending Carnegie Mellon University)

Upon graduating from CMU with a Bachelor's Degree in Music Education, Ray was hired as a junior and senior high school band director by the Swissvale School District, now a part of the Woodland Hills District. While teaching, he completed his Master's Degree in Music Education. After two years in the classroom, Ray found himself missing performing and made a decision that changed the direction of his life: he auditioned for the United States Air Force Band. Selected to play clarinet and the entire saxophone family, he began a musical and life journey that would take him to 49 of the 50 states (he just missed getting Hawaii in as well), Canada, Europe and the Far East while performing under the baton of the legendary Colonel Arnauld D. Gabriel. During his time with the USAF Band, Ray performed for Presidents Nixon, Ford, Carter, Reagan and Bush '41 as well as many heads of state and Queen Elizabeth II in venues such as The White House, Boston Symphony Hall, Carnegie Hall and the Great Hall of the People in Beijing.

In 1993, Ray retired from the band and joined the staff of Volkwein's Music. Initially working in the instrumental music department, he was later assigned to the band department where he remains today. Using his expertise as a professional woodwind artist and music educator, as well as his experience touring with the USAF Band and private clarinet instruction, Ray is able to guide band directors and private students through the vast repertoire of concert band, marching band and solo literature. August 14th, 2013, marked his 20th anniversary with Volkwein's. When asked what he considers to be the biggest change in the 20 years he has been in the music retail business, Ray states: "The internet. It has completely changed the business. Directors, while they still call on the phone, no longer come into the store as often, thereby missing the interaction with other directors as well as our knowledgeable staff."



So, next time you visit us at Volkwein's Music, please make a point to find Ray Kasperek. Thank him for his 20 years of service to our nation as a member of the United States Air Force Band. Pick his brain for that one concert tune or solo that will make your next performance special and congratulate him on his 20 years of service to Volkwein's Music and to band and orchestra directors, as well as performers, from across the country. Ray truly has been "helping people discover music since (in his case) 1993."

Volkwein's Ambassadors Our Education Representatives

Volkwein's prides itself on "helping people discover music..." And who better for all of us to help discover music than children, the next generation of music makers and music consumers. Yes, a few may go on to perform or teach, while others may continue to sing or play a musical instrument just for fun. However, no matter their active involvement in music making or teaching, all of them will become part of the music audience of the future. As have generations before, they will influence the direction of music by the "live" performances they choose to attend, the recordings they listen to (in whatever formats might evolve) and the manner in which they guide their own children's discovery of music. The money they spend will determine the performers and performance ensembles that will succeed and those that will fail. Given their importance to the future of music, helping children discover music in a positive manner should be a priority for every current musician, no matter their role in the music culture.

Volkwein's Music is committed to helping children discover music by working with local school districts to develop their instrumental music programs. A rental program providing quality "beginner level" instruments, supported by an outstanding instrument repair department, are just two of the services we provide area schools and their directors. Our store is filled with instruments and accessories for purchase as well as file cabinets full of concert, marching band, orchestral and choral music. Our employees possess a wealth of musical knowledge that often comes in handy for new and veteran teachers alike as well as parents and students. However, one of the greatest resources for area music educators are our education representatives.

These employees are not just sales persons, though they can certainly help directors and students with



From left to right: Brandon Hoy, Chris Gunnell, Tim Nwanski, Jeremy Shirey.
Not pictured: Joe Dipyatic, Dick Gardenhour, Jon Pincek

purchases of accessories and/or printed music. They are professional music educators and performers who bring their musical expertise directly to every school they service each and every week. Because of their training and experience, they can relate to the teachers and students they are there to help. They understand the reality of teacher's schedules and try their best to make the teacher's lives a little easier. They pick up and drop off rental instruments, help with small repairs that can be done on-site, transport instruments requiring more detailed repairs back to the store and deliver items ordered from our store by phone or through our website. When emergency time-sensitive repairs are needed, our education representatives have been known to make special visits to pick up the instrument, take it to the store, expedite the repair and return the instrument in time for a performance. Occasionally, an instrument or music is dropped off in the evening at a rehearsal or right before a concert.

Because of the weekly contact, the relationships between our education representatives and the teachers they work with often develop into friendships. The rep begins to feel a part of the teacher's program and, therefore, goes above and beyond the call of duty when needed. The teachers get to know their rep and become interested in their musical endeavors. Before you know it, a sense of trust develops that is often missing in traditional sales representative / teacher

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relationships. Mark Yochum, a former education representative who now staffs our instrument sales counter, stated it this way: "I believe our main goal is to assist the music teachers in every way possible. We are not there to necessarily sell a product or peddle goods, but to provide a service for the teachers. In addition, we are there to make sure the students are set up for success. By servicing the rental instruments on a weekly basis, we make sure the students have a fully functional instrument for every band/orchestra class. We are also available to bring any accessory or printed music for the students as well as the teachers. Volkwein's education representatives are paid hourly and do not make a commission on rentals or instruments sales. Teachers, students and parents benefit from this because they are not being sold an item that is going to make the representative the most money: they are going to get only what they need. Education representatives are easily contacted and available for assistance. We are simply a phone call, email, or text away and will respond quickly. In short, we will bring music teachers and students everything they need to learn and create music."

Since the late 1940's, Volkwein's Music has teamed with local educators to develop public school music programs that have brought the joy of music into the lives of countless children. In today's economy, with budget and staffing cuts effecting many local programs and some districts completely eliminating various aspects of their instrumental and choral departments, it has become more important than ever that music retailers and music educators work together to make the best use of the ever-shrinking resources of time and money. Every minute and every dollar does count and Volkwein's Music will continue to search for innovative ways to support our local directors such as our website-based shopping to make purchasing supplies more convenient, our eBay® Store to assist school districts in selling used instruments and a repair department that fixes an instrument correctly the first time saving time and money. But most importantly, we are always searching for ways to improve our tradition of personal service. We at Volkwein's Music believe our education representatives are unique in the services they provide our local music educators and are proud of our talented team as they carry on this tradition. We encourage our area band/orchestra/choral directors to take full advantage of all they have to offer.

"Neither snow nor rain nor heat nor gloom of night stays these couriers from the swift completion of their appointed rounds." The United States Postal creed could also be applied to one of Volkwein Music's "road reps," Joe Dipyatic, who would probably add "...nor deer nor winding mountainous roads nor busy band director's schedules..." to the list. Driving an average of 23,000 miles per school year, Joe has brought Volkwein's to the instrumental music teachers of Bedford, Blair, Cambria, Indiana, Somerset and Westmoreland Counties since 1992.

As with most of the musicians that work in our store, Joe's musical journey has had many twists and turns. A 1970 graduate of Bentworth High School, he was fortunate to have Clyde Caliguri as his band director/mentor. In addition to providing Joe with an excellent school band experience, Clyde introduced him to the Bentleyville Fireman's band where he started playing trumpet while still in 10th grade. As Clyde probably

knew would happen, performing with adult musicians gave Joe an excellent reason to increase his practice time: fear of embarrassment. And practice he did, allowing him to be accepted into the Morehead State University's School of Music as a music education major. While at Morehead, Joe performed with

various musical ensembles including the marching band. Memorable appearances with the band include marching down Constitution and Pennsylvania

The Spotlight Is On: Joe Dipyatic



Avenues in Washington, D.C. for President Richard Nixon's second Inaugural Parade in 1973 and performing halftime at Riverfront Stadium for a Cincinnati Bengals football game.

After substitute teaching for four years, Joe decided to follow in his father's footsteps and made a major career move into the coal mining profession. While working for the next seven years at Bethlehem Mine's Ellsworth Mine, first as a member of the "track crew" and then as a shuttle car driver, he never gave up his dream of performing and teaching music. In 1985, he traded the mine shaft for the instrumental music classrooms of the Catholic schools in Cambria County. One thing Joe remembers fondly from teaching in the Catholic schools: "Friday music days. On those days, everything else stopped and the students were able to go to instrumental music lessons as well as band and chorus rehearsals." Compare that with today's challenge of finding time for music in our schools amidst the focus on academics and the never ending standardized tests.

And then, there were the polka bands. Three in particular: "The Dominos" from Uniontown, and "Polka Dynamics" and "The Sounds," both from Pittsburgh. While with "The Sounds", Joe recorded eight albums and helped the band receive two Grammy nominations. The bands provided Joe an escape from the daily rigors of teaching and allowed him to continue to play his trumpet professionally. Even more importantly, they provided him the opportunity to meet a young woman, Janice, who would soon become his wife.

As an educational representative since 1992, Joe has been Volkwein's point person for the rural and mountainous counties east of Pittsburgh. When asked what his favorite part of being a "road rep" was, he immediately answered: "The people: the band directors and the kids, especially the beginning students. I became friends with the teachers. They would call me on Thursday asking me to bring something they needed for a Friday night halftime performance. My excellent relationship with the various directors even allowed me to borrow an instrument from one school and let another school use it until I could get back to Pittsburgh to pick up a replacement." Joe continued: "I loved that I was able to tailor my program to meet the needs of my directors." And meet their needs he did!

While understandably proud of his career, Joe's greatest pride is his family. He and his wife, Janice, a first grade teacher at Portage Elementary School for 34-years and now retired, raised three children: Michael, Matt and Maria. One would imagine if you asked his family if Joe ever had to miss family dinners or his kids school and sports events because of his job, they would answer: "yes." However, that would quickly be followed by: "We are proud of him. We knew he was helping bring music to kids."

And Volkwein's Music is proud of Joe for "helping people discover music since (in his case) 1992." He is one of our "special resources." Thank you, Joe!

KEEP THE MUSIC ALIVE

Many children in our area, and across the nation, have dreams of creating music. Unfortunately, sometimes financial limitations can hinder, and even prevent these dreams from ever being realized. With educational budget cuts crippling arts programs everywhere, many schools are not afforded the opportunity to provide the instruments, books, and tools our children need to learn and grow as young artists.

We know, however, that there are many people whose lives have been dramatically shaped by their love of music. Consequently, these people feel compelled to see that the next generation of children have the same musical opportunities that they did. If you are one of those people, we are here to let you know that you can help "Keep the Music Alive" by donating money or used instruments to schools in Western Pennsylvania.

Two Easy Ways To Help:

1. Cash Donation to the School of your choice.

When you choose this option, you are purchasing a Volkwein's Music gift card which we then send to the school you have chosen. The teacher can then redeem their gift card to help support their program. This option provides the teacher flexibility to purchase the items and services that their programs need most.

2. Donate Instruments

If you have a used instrument that is in playable condition, or only needs a small amount of attention, bring it in to our store. We have compiled a list of schools which are accepting instrument donations. You may choose a music program based upon existing needs, or allow Volkwein's Music to determine an appropriate recipient.



If you are a teacher, we encourage you to register your music programs for the "Keep the Music Alive" efforts through Volkwein's Music. Simply go to volkweinsmusic.com/kma and click on the teacher registration link at the bottom of the page.

Steelers Football, Drums and Volkwein's Music



Pittsburgh Steelers Football. For most of us, it's not just a game: it's a passion. Fall Sundays in Pittsburgh mean gathering with friends at home or at a favorite bar to watch our "Stillers." For those lucky enough to have tickets, it means tailgating in the parking lots surrounding Heinz Field followed by the pilgrimage into the stadium to cheer on the black and gold in person. The atmosphere inside is electric with screaming fans, blaring music and a constant stream of videos on the jumbotron, all designed to keep fans entertained and involved. Lest

the fans should become bored, the folks at Steelers' marketing and game day entertainment are constantly on the lookout for something new, something entertaining, something visual and if at all possible, something loud. Well, if you've been to a home game in the past two years, you may have noticed our black and gold Pittsburgh Steelers have really struck gold with their newest in-game entertainment: the Pittsburgh Steeline.



Made up of twenty-five area percussionists split into 8-snare, 4-tenors, 5-basses, 5-cymbals and 3, single-headed flat bass drums (affectionately called the "Boom Squad"), this Pittsburgh-based drum line has become an instant hit with fans both inside and outside Heinz Field. On game day starting at 10 a.m. and continuing till noon, the Steeline roams the parking lots of Pittsburgh's North Shore looking for tailgating fans to entertain. And entertain they do! This IS NOT your DCI drum line; regimented, scripted and serious. No, this is your lay it out there, unscripted, dance and groove, interact with the crowd and have an absolute ball while you are doing it, drum line. These guys and gals get right up in the face of their audience and get everyone pumped for the upcoming game. After whipping the tailgaters into a frenzy, the Steeline moves inside the stadium to perform their on-field pregame show. During the game the line performs four, 30-40 second sets, between plays from field level seats in the end zone. And when the Steelers win, the Steeline heads outside to entertain the departing fans and celebrate the Steelers' victory.

The Pittsburgh Steeline is the brainchild of Vince Wallace and Dustin Lowes, two local professional percussionists (and obvious Steelers fans). "A friend was instructing a drum line for the Philadelphia Eagles and it seemed my friends and I should be the ones to start this in Pittsburgh," said Wallace. They began calling their drumming friends and soon had themselves a drum line. Then the work to become the Steelers "Official Drum Line" really began. Wallace continued: "We made a DVD showing what we could do and sent it to one of the Steelers' Directors of Marketing. And just to be sure, we also sent a DVD player so he wouldn't have the excuse of not being able to watch it." Following a series of back and forth emails, the Steelers agreed to have the Steeline perform for the final pre-season home game in 2012.

After their performance, Vince and Dustin hoped a call would come from the Steelers to start a permanent relationship. A few months later, a stroke of luck came along that put members of the Steeline on a tour bus with one of the team officials they had worked with leading up to their first Steelers' game performance. This led to a halftime performance during a 2012 regular season game. Finally, in the spring of 2013, their hard work and perseverance paid off when the Steelers announced they had come to an agreement with the Steeline making them a regular part of the home game entertainment package.



Now I know what you are thinking: This is an interesting story and all, but why is it featured on the cover of a Volkwein's Music newsletter. Well my friends, a drum line has to have drums to play and while the Steeline had been able to borrow drums from a local high school to get started, their now very busy performance schedule required them to have their own drums. With the help of Volkwein's Percussion Department Manager, Evan Brown, an agreement was reached and Volkwein's became the "Official Drum Supplier" for the Pittsburgh Steeline.

Mr. Wallace credits Brown and Volkwein's as critical to making his vision of a drum line performing at Steelers' games a reality. "One of the coolest things about the Steeline is our ability to get kids excited about music," says Wallace. He continues: "Hopefully, by seeing us play, they will commit themselves to learning a musical instrument and will develop a lifelong love of music. And for the adults in the crowd, we hope our playing will promote the importance of music education in our schools."

And as for Volkwein Music's involvement with the Pittsburgh Steeline, we think it's a pretty cool way to continue our tradition of "helping people discover music since 1888."

The Spotlight Is On: Evan Brown

Evan Brown, Volkwein Music's Manager of Percussion Sales, is a master of multi-tasking, juggling schedules and time management. To say Evan "wears many hats," would be an understatement. If I were to make him a business card it would read:

Evan Brown
Manager, Salesman,
Repairman, Professional
Percussionist,
Music Educator, Sound
Engineer, Sound Designer,
DCI Staff, WGI Staff



And no, those aren't jobs he has done through the years. Those are all jobs he IS DOING right now.

It all started in high school with Evan playing in the band program at Mars Area High School while studying privately with local percussionist and music educator, Dr. David Glover. Though he already loved playing percussion, the jazz program at Slippery Rock University (where Dr. Glover was teaching), captured his attention and was an important factor in his decision to attend Slippery Rock. Starting off as a music education major, Evan played in the Slippery Rock University "Marching Pride." His combined experiences with the Mars and Slippery Rock marching bands would lay a firm foundation for his future work in the area of competitive high school marching band, drum line, and the world of DCI and WGI. In his third year of college, Evan came to the realization he did not want to teach school or play professionally and changed his major to a Bachelor of Arts in Music. As graduation approached, the question became: What exactly would he do to make a living? Once again, his mentor, Dr. Glover, would play an important role by suggesting Evan meet with Mr. Jack Dilanni, president of Volkwein's Music. And the rest, as they say, is history.

Here at Volkwein's, Evan can be found in his office

talking on the phone with a representative from a drum manufacturer, writing a quote for a school district seeking new drums, ordering inventory for the store, or checking the latest 'price-point' on percussion gear to insure Volkwein's is competitive in their pricing. If he's not in his office, you can find him on the sales floor answering the questions of a father who is looking to purchase his son's first drum set, a high school senior looking to buy mallets and sticks for his music school audition, or a local music educator who wants his advice on what timpani mallets will last the longest in a school setting. And if he's not in his office, or on the sales floor, check in the percussion repair shop where you will find him working with Jack Dilanni and Robby Myers on their latest project of re-covering old marching drums, re-stringing a school marimba, or totally rebuilding a 1954, 60 inch-bass drum, for an area school district. And at the end of his eight-hour day at Volkwein's, it's a safe guess he won't be headed home.

Many of Evan's evenings are spent teaching high school percussion students to perform in various marching activities. His instructional career began in his sophomore year of college when he was hired by Mars Area H.S. to work with both their marching band and indoor percussion sections. In his first year,

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he took the indoor percussion to their first regional competition where they made finals. After taking a year off, Evan joined the staff at North Allegheny H.S., initially working with just their electronics, then assuming the role of front ensemble instructor and now he oversees their total percussion program. In the fall of 2009, he returned to Slippery Rock University as their battery and front ensemble instructor, a position he continues to hold. Evan also teaches the front ensemble at Kiski Area High School, where he works with both the marching band and indoor percussion.



Back in the fall of 2009, Evan was feeling a little bored and decided to add one more aspect to his skill set: electronics and sound design. When asked how he was drawn into this he commented: "I was intrigued by sound amplification in the rock band I played with and one of my friends was a sound engineer." He continued: "I especially like doing sound design and electronics for indoor percussion. It's very hands on and allows for a great deal of creativity. The indoor setting is a much more intimate experience than working with a marching band."

Little did Evan realize he was beginning something that would eventually lead him past the high school level and into the world of WGI and DCI. In 2010, he began some limited work with Matrix which led to a bigger role the next season with Glassmen. He added Three Rivers Indoor Percussion (TRIP) to his client list in 2011. However, Evan's big break came in 2013 with Matrix's show: *Covered*. Based highly on electronics, this show attracted a great deal of 'outside' attention as it earned a 4th Place finish in WGI's Independent - World division. The next season, nationally known Dartmouth High School (Dartmouth, Mass.), hired Evan to create their sound design and finished with the gold medal in WGI's 'Scholastic Marching - World' division. The same season, his Kiski students won the bronze medal in 'Scholastic Concert - Open'. All of these successes have taken Evan to his biggest assignment yet: Sound design for the 2015 Phantom Regiment. Can you say: "Welcome to the big show!"?

So the hats Evan wears keep adding up and he is going to need a much larger business card. Despite his very busy schedule, with approximately 20 current clients (teaching & sound design/electronics), Evan remains committed to the pursuit of excellence in every role he fills. The Percussion Department at Volkwein's is THE PLACE to go in Pittsburgh for everything percussion. His local high school groups and WGI scholastic and independent ensembles continue to achieve at the highest levels. Now he is preparing to take his sound design talent to the DCI national stage.

All of us at Volkwein's Music applaud Evan's success and are proud to call him one of our own. His accomplishments are representative of the background, knowledge and talent, of the many professional musicians who work in our store. Collectively, they are the reason why Volkwein's has been so successful in "helping people discover music since 1888."



One Thing That Makes Us Unique

Robby Myers Custom-Built Drums



There are very few music stores that can say they have a master drum-maker on staff. However, here at Volkwein's, we have Robby Myers! While his daily job is percussion repair, every now and then he gets to have fun and create an instrument from scratch. Just such an opportunity presented itself last month.

Derek Stoltenberg, a local jazz drum set player and Slippery Rock University graduate, came in to purchase a new snare drum. He had been hired to tour with a musical and did not like the snare that was provided by the touring company. Derek knew exactly what he was looking for as far as the size and sound of the drum was concerned (a mellow sound with good snare response), but did not have any particular design or finish in mind. Derek's only thought was: "Come up with something classy, but new. Let's call it, Modern Vintage!"

Robby immediately went into his 'drum-maker' mode

and began to think of what he could do to make this particular drum unique. He came up with a great idea: A snare drum with a maple shell highlighted by a mahogany inlay. Robby had never done an inlay for a snare drum before which made it all the more interesting.

Due to the relatively small size of a snare drum, precision wood work was going to be critical. A few of the details Robby had to consider were:

- How to cut the groove for the inlay
- How to make certain the depth of the groove was correct
- How to glue the inlay in place
- How to stain the drum without the glue showing through the edges of the inlay

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Over the course of a couple weeks, Robby employed a series of trial and error methods to produce the quality he wanted.

Needless to say, Derek was a very happy drummer when his Robby Myers Custom-Built Drum arrived in the mail. Now, as he tours the country, lots of percussionists will have the opportunity to see and hear this great drum and wish they could get their hands on one. I would bet that Robby is going to have some more 'fun' in his future!



JEAN ANNE
SHAFFERMAN

VOLKWEIN'S MUSIC

68TH SACRED CHORAL READING SESSION

FRIDAY, AUGUST 7TH, 2015

9:00 AM - 4:00 PM

AT THE

PITTSBURGH AIRPORT MARRIOTT

VISIT VOLKWEINSMUSIC.COM FOR MORE INFO

WHY VOLKWEIN'S MUSIC ?

It's time to ask.

Volkwein's Music has been in business for over 125 years. Our dedication to improving the quality of music in Western Pennsylvania is unmatched. However, when it comes to renting an instrument, we know that you have a choice to make. If it's time to ask, we are ready to answer.

Do the math.

It's no shock to us that decisions concerning instrument rental often come down to your bottom line. Let us show you why you get more for your dollar with Volkwein's Music than any other store.

Peace of Mind

When you rent from Volkwein's Music, there are NO additional fees or charges, and all regular maintenance and repairs are covered including replacement due to loss or theft.*

Don't throw your money away.

Volkwein's Music rental program allows the rental customer to accrue 100% of monthly payments toward the purchase of a new instrument. Every dollar spent is a dollar earned.*

**Rental Agreement Terms & Conditions Apply*

Here is an example:

Volkwein's Music Rental Rates:

Total monthly payment for Trumpet rental: **\$20.00**

- regular maintenance, repairs and replacement due to loss or theft are included.
- \$20.00 monthly accrual toward the purchase of a new instrument.

Store B Rates:

Total monthly payment for Trumpet rental: **\$21.00**

- Rental fee: \$18.00
- Optional Maintenance fee (Does NOT include replacement): \$3.00
- \$18.00 monthly accrual toward the purchase of a new instrument.

Store C Rates:

Total monthly payment for Trumpet rental: **\$21.00**

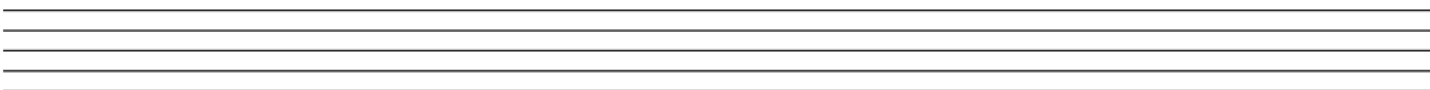
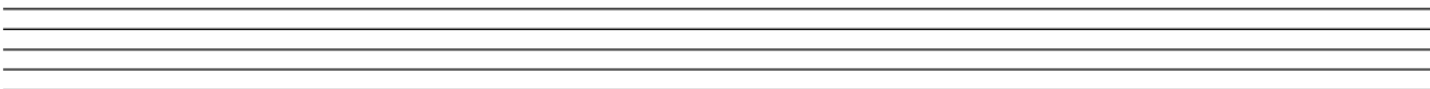
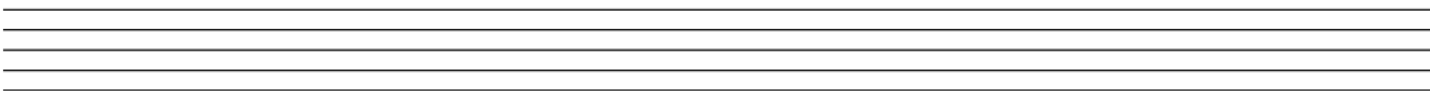
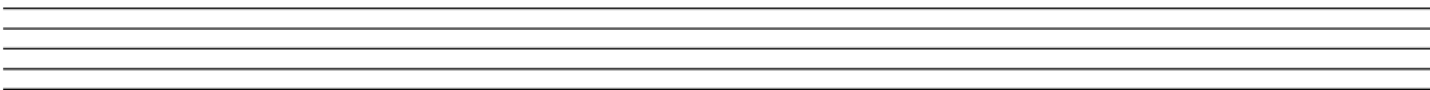
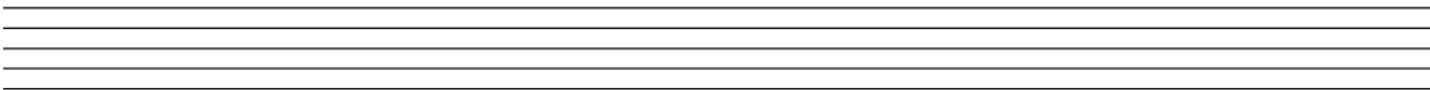
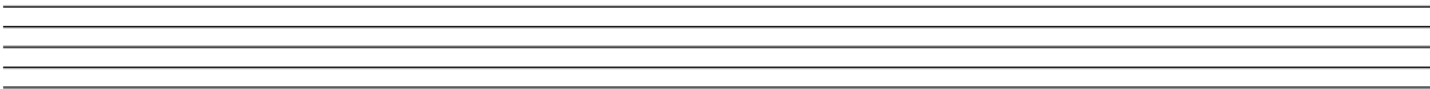
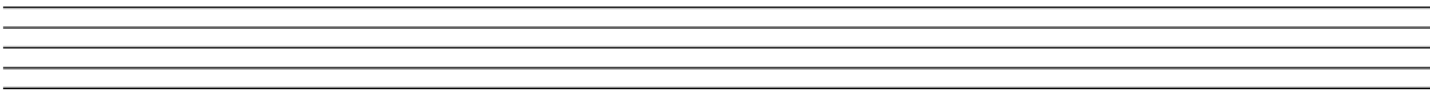
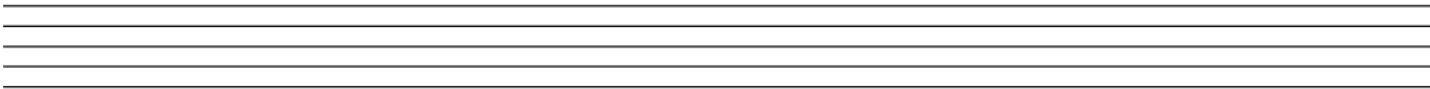
- Rental fee: \$18.00
- Optional Maintenance fee: \$3.00
- \$18.00 monthly accrual toward the purchase of a new instrument.

Total Amount Towards Purchase of a New Trumpet for 36 Month Term:

Volkwein's Music:	Amount Paid: \$741.99	Amount Accrued: \$741.99
Store B:	Amount Paid: \$781.00	Amount Accrued: \$669.00
Store C (enforces limit before 36 mo):	Amount Paid: \$777.00	Amount Accrued: \$595.00

As you can see, in the same 36 month term you spend less, but accrue \$72 / \$146 more with Volkwein's Music than stores B / C respectively. Additionally, with Volkwein's you get better maintenance and repair services as well as replacement coverage. Of course you can choose to decline the optional maintenance fees with stores B & C, but repairs can be expensive and you will almost certainly end up spending far more than you save.

Why pay more, for less? It's time to ask.



VOLKWEIN'S MUSIC

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