

From the Board

Band Director - Unleash The Power Within

Don Haynes, 2007-08 Treasurer

As the leader of your program, you are the CEO. Know that you are the one with the power to do many positive things that will impact your band program. I'd like to share a few off the podium secrets for greater success. I have listed a few ideas you may want to add to your "to-do-often list". Because of the tremendous trust given you as the company CEO, let's unveil your power to work magic for everyone in your program. In addition to the usual director responsibilities, such as teaching music skills, to many, you are perceived as the powerful "Oz" from the movie. That bigger than life Wizard, whom Dorothy and her three desperate friends sought for answers in the "Wizard of Oz". Believe it or not, like it or not, you are expected to have all the answers. Right? The pressure can be huge. Many of you have mentors in place to help you with major decisions. Great! However, if you do not have a trusted colleague you can call on, I recommend that you find someone very soon.

My favorite "success-secret" is one that I learned from a tennis friend and a great humanitarian. I had a printing company create very nice 4" by 6" post cards and

envelopes with my name printed across the top. I use these often to express personal messages of appreciation. Sure, emails work fine, however nothing substitutes for a personal, handwritten note. I also have a formal set of cards and envelopes with my band logo embossed on the front. I use these to send out thanks for special favors and gifts to the band.

As the CEO, don't hesitate to share your vision for your band. Think outside the box (a lot). Here's one extravagant example; consider a "trip of a lifetime". Last spring break (2007); I took 153 LBJ Band travelers to experience Beijing, China. The main message here is that you organize your vision and enthusiastically express your goals with your parents, students and campus administrators.

Band "Newsletters"—articles "from the director" are great, and yet they need not be lengthy. Many directors communicate well with their band via web site. The key is to communicate often. Outline your yearlong goals for the band in July, and do a good job of communicating with your people.

Above all, structure activities with the intent that each participant will embrace excitement, and musical growth through hard work.

The "power of gratitude". Come strong with an overwhelming

spirit of gratitude to all those individuals who work hard to provide a service for your band. I'm thinking about your assistants, private teachers, the new band uniform rep,

the fundraiser folks, the trip-travel agent, the band T-shirt folks, your overworked campus bookkeeper, and for sure your band hall custodian.

You already wear the "grubby slippers" my friends. Use your magical "powers" to enhance your program. As you teach music in daily rehearsals, don't forget to teach goodness, and invite much laughter in your band hall. Do these things, and I know you and your band students will enjoy the daily journey.

I thank you directors for all that you do for Texas children. My best wishes for a marvelous holiday season and a great new year.

