

TBA News

Michael Brashear, TBA Executive Director

Greetings from the TBA office! I am pleased to report that we had another very successful TBA convention with over 6500 in attendance including band directors, family members, students, performing groups, and exhibitors. I am very impressed with the high commitment of band directors to professional development—over 12,500 hours were spent in attendance at clinics at TBA this summer!! “The President’s Own” Marine Band concert had standing room only and all of the concerts and reading sessions were well attended. One of our traditions is an emphasis on family activities at the convention. The Lonesome Dove proved to be a great new venue for the Spouses’ Luncheon and our overall spouse and family attendance was up by 30 percent over last year. Congratulations to the TBA Board of Directors and Spouses Board, and especially Tom and Shelley Harrington-2012 presidents, for their work in presenting this outstanding convention.



TBA Resources:

Please note the Professional Development clinics that are listed on the inside front cover. I encourage you to take advantage of these great opportunities for further growth through the school year. Another valuable resource that TBA provides is a wealth of information on our website. Handouts from conventions and articles from past *Bandmasters Review* magazines are available. Go to www.texasbandmasters.org and look under the RESOURCES tab.

2013 Convention Date Announced:

The TBA Convention/Clinic date for 2013 is **Sunday-Wednesday, July 21-24**. This is one week earlier than previously announced and should work better for many attendees. An added bonus is the San Antonio DCI show on Saturday, July 20. Plan to attend the DCI show and stay for the convention.

TBA’s Future:

One constant that I have observed in my life and career is that change is inevitable. I am old (or experienced!) enough to remember when “No Pass-No Play” began. I thought that would be the end of successful band programs as we knew them. I also thought that the law was so unfair and ridiculous that parents and other advocates would put enough pressure on the powers that be so the law would quickly be changed. I was wrong on both accounts! The law remains and the quality of band programs in this state continues to go up and up. This is only one example in my career of how band directors adapt to change and find new and more efficient ways to teach—resulting in better bands. I have also observed that directors who are the most adept with changes are the ones who stay in the profession and continue to be successful. Those who resist change or bury their head in the sand generally fail.

TBA has a long history of success. We are the largest state band director association and have enjoyed 65 successful conventions. In many respects, TBA and Texas bands are the envy of the national band world. TBA has been blessed with outstanding leadership and vision from past Presidents and Executive Directors. Each generation of leaders has met the challenges presented and continued the TBA story!

A large part of the success of our annual convention is our exhibit hall. Our attendees benefit from being able to view the most current products available from our exhibitors and from the personal contacts that are made with the Business Members. Even in the internet age, there is no substitute for personal, one-on-one interaction available in our exhibit hall. Our Business Members also contribute approximately half of the TBA annual budget, a substantial part of our income.

TBA News

For many years, TBA has experienced a steady decline in number of booths and I continue to hear from exhibitors that the only way for the band, choir, and orchestra summer shows to remain strong is to combine the exhibit halls to reduce exhibitor expenses and maximize the exhibit hall traffic. Prompted by this information, the TBA Board carefully evaluated ways in which we can ensure a strong and healthy future. After thorough financial and logistical research and analysis, a partnership has resulted between TBA, TCDA (Texas Choral Directors) and TODA (Texas Orchestra Directors). Representatives from all three boards met numerous times and have thoughtfully designed a plan whereby all three associations can minimize costs and maximize the success of our conventions.

Beginning in 2013, TBA, TCDA, and TODA will share convention dates and a combined exhibit hall.

All three associations will continue to have separate conventions with clinics, performances, and social activities unique to each association. Our individual identities and ways of operating will remain our own!

The future of TBA is strong, and this new venture will ensure that our exhibitors will continue to participate and support us. By decreasing their stay in San Antonio from six nights to three and more than doubling the traffic in the exhibit hall, our returning exhibitors will be much happier. Many have indicated that they will need more booths because of the combined venue so we are creating greater potential for attracting new exhibitors. The bottom line is a much larger exhibit hall! The increased revenue generated will help to ensure the future of all three associations—a win-win for TBA, TCDA, and TODA members as well as our exhibitors!

This is an exciting time for TBA and I am committed to ensuring our continued success. I applaud the TBA, TCDA, and TODA Boards for making this decision which will allow our respective associations to

provide outstanding summer conventions for Texas music educators.

Mark your calendar now and be a part of our future: July 21-24, 2013! Have a great semester.

**Representatives from
TBA, TCDA (Texas
Choral Directors) and
TODA (Texas Orchestra
Directors)....met
numerous times and have
thoughtfully designed a
plan whereby all three
associations can minimize
costs and maximize
the success of our
conventions.
Beginning in 2013, TBA,
TCDA, and TODA will share
convention dates and a
combined exhibit hall.**