

The Music of Success and The Success of Music

Dr. Tim Lautzenheiser

Music advocacy can mean many different things to many different people. No doubt everyone has been saturated with a plethora of facts-'n-figures supporting MUSIC IN OUR SCHOOLS. However after a given amount of time, it's easy to build up an immunity to "the latest-greatest research." As a result, the importance of "sharing the good news" takes a backseat to the immediate challenges of the day.

Having spent over thirty years shouting-and-touting the value of music learning and music making, I'm always looking for something SO COMPELLING it commands the attention of every listener. After seeing this short video, it would be difficult for any parent, administrator, or counselor not to recognize the immeasurable value music brings to positive growth and development of every child.

As a musician and as a music educator, I am the first to say:

MUSIC FOR THE SAKE OF MUSIC. However, I must have the children *in the music classroom* before I can teach them the language of MUSIC. If that means "speaking in a different language," it is worth it to gain the presence of the child.

Be invited to view this short, user-friendly, to-the-point video based on proven neurological research: <http://trendinghot.net/what-playing-a-musical-instrument-does-to-your-brain/>

The clip comes from TED-ed (an educational extension of the popular TED-talks) designed to connect research with education.

EVERY parent should see this clip, particularly those who are thinking about having their child join the band.

Thank you for your commitment and dedication. YOU *ARE* MAKING A DIFFERENCE! You bring something to the learning journey of every child that will lift them to a new level of

understanding. You offer more than knowledge; you offer WISDOM!

**Knowledge alone cannot give rise to value. It is only when knowledge is guided by wisdom that value is created. The font of wisdom is found in the following elements:
an overarching sense of purpose, a powerful sense of responsibility and, finally, the compassionate desire to contribute to the welfare of humankind.**

The essence of education is this process whereby one person's character inspires another. Once children feel that their teachers are genuinely concerned for their individual welfare, they will begin to trust them and open up to them.

—Daisaku Ikeda

Tim Lautzenheiser is a trusted friend to anyone interested in working with young people in developing a desire for excellence and a passion for high level achievement. His career involves ten years of successful college band directing at Northern Michigan University, the University of Missouri, and New Mexico State University. Following his tenure at the university level, he spent three years with McCormick's Enterprises working as Executive Director of Bands of America. In 1981, Tim created Attitude Concepts for Today, Inc., an organization designed to manage the many requests for workshops, seminars, and convention speaking engagements focusing on the area of positive attitude and effective leadership training. Over two million students have experienced his acclaimed student leadership workshops over the last three decades. He presently serves as Vice President of Education for Conn-Selmer, Inc. In addition, he continues his rigorous travel schedule touting the importance of arts education for every child.

His books, produced by G.I.A. Publications, Inc., continue to be bestsellers in the educational world. He is also co-author of popular band method Essential Elements and is the Senior Educational Consultant for Hal Leonard, Inc. Tim is the Senior Educational Advisor for Music for All and NAMM (The International Music Products Association).

Tim holds degrees from Ball State University and the University of Alabama. In 1995 he was awarded an Honorary Doctorate from the VanderCook College of Music. He is presently an adjunct faculty member at Ball State University (Earl Dunn Distinguished Lecturer), Indiana-Purdue/Ft. Wayne University, and Butler University. In addition, he serves on The Midwest Clinic Board of Directors and the Western International Band Clinic/American Band College Board of Directors.