



Quality music education
for all children

ETM Rocks at Children's Benefit Gala

On May 1, ETM and over 200 guests honored Dr. Louis E. Bisogni at the 2012 Children's Benefit at the Grand Hyatt in midtown Manhattan. This year's gala featured performances by ETM partner school students, the cast from Broadway's hit musical *Million Dollar Quartet*, and former New York Yankee Bernie Williams.

A longtime supporter of ETM, Dr. Bisogni is an accomplished chiropractor, and he also studied percussion starting at the age of 12 and continues to play today. ETM Executive Director Katherine Damkohler noted, "Louis's life is a testament to how music can shape the course of one's career, and we are thrilled to celebrate his diverse accomplishments tonight. His passions for

music and natural healing make him an ideal role model for our aspiring students." Those students were well-represented throughout the evening, as over 80 students performed from four ETM partner schools: M.S. 180- Dr. Daniel Hale Williams Middle School, M.S. 529-One World Middle School, St. Anselm School, and St. Athanasius School.

Guests were welcomed by a middle school string orchestra in the entrance hall, and duos and trios of jazz band students played during the cocktail hour and silent auction. On the main stage, before dinner, the cast of *Million Dollar Quartet* transported the crowd back to 1956 when Johnny Cash, Jerry Lee Lewis, Carl Perkins and Elvis Presley came together in Memphis, and their energetic medley got the guests up and dancing between the tables. Guitar ensemble students from St. Anselm School performed alongside the professionals, as parents and other students cheered and danced from



Gina Bisogni and honoree Dr. Louis Bisogni.

the back of the room.

ETM Board Member and Event Co-Chair Rick Dobbis thanked the show's cast and crew, pointing out, "These actors took the time to personally rehearse with our students after a show; they went above and beyond, and they gave these kids an incredible experience that they will long remember."

A multi-school chorus captivated the audience with a 1950s medley featuring the night's honoree,



Two guitarists from St. Anselm School perform with the *Million Dollar Quartet* cast.

ETM has a new look!

Our new logo was officially unveiled at the 2012 Children's Benefit on May 1st. ETM thanks Gabardine for their creativity and collaboration in designing our new identity. Keep your eye out for our updated website, which will debut this summer!

(Continued on page 3, additional photos on pages 4-5)

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ETM Board Welcomes Lori A. Murphy

In March, Lori A. Murphy joined the ETM Board of Directors. Ms. Murphy has spent nine years at American Express and is currently a Director in Account Development. Prior to that, Lori spent fifteen years as a professional studio singer and graduated from the University of Miami School of Music in Coral Gables, Florida with a degree in Studio Music/Jazz Vocal.

Ms. Murphy shares, "When I was introduced to ETM, I knew immediately that I wanted to be a part of

this incredible organization. What impressed me the most was that ETM is an organization that impacts children's lives through music every single day. In addition, their unique teaching model is designed to not only expose students to music but to take those skills learned and translate them to other areas of learning. I know that my involvement with ETM will have a significant and ongoing impact, and I am proud to be a part of this organization."

Student Reflection

Have you ever imagined standing on a stage with your friends, music playing, the band playing, your favorite music teacher and a huge audience? Well, I experienced it! Last year in my school we had a concert. The stage was decorated, students were wearing sunglasses and it felt good to be up there in front of my family and with my friends. There were all types of instruments being played during the concert. I learned a lot about music and instruments.

While I was on the stage, I felt nervous, but it was great standing next to my friends. We all had to wear the same color. We looked good! We wore yellow and red shirts. I sat in the front of the stage because I had a solo. My music teacher taught me a special song. I held the microphone, took a deep breath, and knew that she and my family were proud of me. As I sang the song, I remembered all of the hard work it took for us to perform at the show. I remember staying after school and rehearsing. It made me feel proud of myself, my friends, and my school.

During the concert the students were singing, the band was playing, parents were cheering, and some of the kids were playing the piano and drums. I was smiling and felt happy to be on stage because I enjoy music and acting. My music teacher selected me to be a part of the 4th grade chorus and I have a speaking role as a king named "Gilgamesh." This is a role for my school's musical called, "Dig it!"

I am learning so much from the music program at my school and concerts. I learned lyrics, dance moves, songs, breathing techniques and notes. All of our songs for the concert were about spring time. I also learned that being on the stage is fun. I would like to learn more about music and I also want to join my school's 5th grade band next year.

-Bronx partner school student, age 9

Student Performers Shine at 2012 Gala

(Continued from page 1)

Dr. Bisogni, on drumset. The students' energy and enthusiasm, and the quality of their performances, inspired both the audience members and the performers themselves. Patricia Wynne, principal of M.S. 529, a school in its first year of partnership with ETM, shared that one of her students, "who has regularly [cut school] and was thinking of joining a gang a few months back sang his heart out on that stage while his mother cried next to me. As he left Tuesday evening with her he asked me, "When are we doing that again, Ms. Wynne?" ... I could go on and on about the fire that was sparked in every student on Tuesday. I cannot thank you enough."

Sara Friedlander of Christie's led a live auction, with guests bidding on items including visits to a Hollywood set, the 2012 World Series, and the 2012 Masters Golf Tournament. ETM Board Chairman Michael Schaefer thanked the crowd: "Your presence here tonight will make a real difference in the lives of our students. Your contributions will translate into sheet music for our teachers, instruments for our ensembles, and priceless musical experiences for each student involved in ETM's program."

The night also included the unveiling of ETM's new logo by ETM Board Member and Event Co-Chair Heather Hanssen, who thanked the branding specialists at the creative agency Gabardine. (As noted on page 1, ETM will be launching a re-branded website this summer.)

After dinner, former New York Yankee Bernie Williams and the Gil Parris Quartet took the stage to round out the evening with some jazz. Between songs, the four-time World Series winner and five-time All-Star centerfielder took a moment to speak to the audience about the significance of music in his life.

Honoree Dr. Bisogni urged the crowd to take action: "If I can be a

small advocate, and each of you can be small advocates, we can make a change in our nation's scholastic culture and we can do truly great things for children in need."

Guests left the evening sated by delicious food, great company, and the knowledge that their contributions made a difference in the lives of inner-city children.

ETM thanks all of the sponsors, donors, guests, partner school principals, music teachers, students, staff members and volunteers for

their time, effort and support in making the event a success, and we extend special thanks to Dr. Louis Bisogni, Rick Dobbis, Heather Hanssen, John McCoy, Robin Steintal, and Bernie Williams.



Students from M.S. 529 and St. Athanasius School performed a crowd-pleasing 1950s medley.

Five Partner School Bands March in Bronx Week Parade

On Sunday, May 20, over 250 band students from five ETM partner schools marched in the Bronx Borough President's Parade. Donning matching shirts with ETM's new logo, the students created a flood of purple as they marched down Mosholu Parkway playing their instruments and proudly representing ETM partner schools P.S. 43, P.S. 48, P.S. 72, P.S. 76, and P.S. 121.

The Parade, which was the culmination of the 10-day Bronx Week celebration, has become an annual performance opportunity for bands from ETM's Bronx partner schools. The event celebrates the vibrant culture and history of the Bronx, and the students' performances certainly pumped up the crowd, with parents, teachers, school

staff, and community members clapping and cheering from the sidelines. The musical talents of these performers filled the air, and their confidence was clear from the smiles on their faces. For more photos from the parade, please visit www.ETMonline.org.



P.S. 76 students take a break in the shade during the Bronx Week Parade.

ETM 2012 Children's Benefit



ETM students in the back of the ballroom dance along to the music of the *Million Dollar Quartet* as they wait their turn to perform.



A chorus member.



ETM Board member and Event Co-Chair Heather Hanssen with Noreen Sankbeil, Kristen Miller and Marina Bernstein.



Above: ETM Co-founders Edmund Schroeder and Eldon Mayer.



Right: World Series Champion Bernie Williams addresses the crowd, speaking about the importance of music in his life.



ETM Director of Development & Program Evaluation Katherine Canning and Honoree Dr. Louis Bisogni with legendary baseball star and guitarist Bernie Williams.



The audience leapt to its feet to applaud the student performances.



Above: A guitarist from St. Anselm School rocks out alongside a *Million Dollar Quartet* musician.



ETM students in the multi-school chorus give it their all.



ETM Board members Afsar Farman-Farmaian and Edmund Schroeder with Dr. Newsha Ghodsi and Bijan Ayromloo.



The M.S. 180 Chamber Orchestra, led by ETM Music Teacher Leah Potteiger.



Below: Balloons filled the ballroom after the paddle raiser.

Gala photographs courtesy of Cindy Romano and Erik Garcia.

Music Technology 101: Parent and Classroom Teacher Workshops

On March 6, ETM Director of Programs Peter Pauliks led two workshops in the M.S. 424 music technology lab for parents and classroom teachers from the school community. The sessions aimed to introduce parents and school staff to the kind of technology, software, and assignments that the students of Hunts Point Middle School encounter in their music classes.

In the session for parents, children joined their parents and assisted in producing an original composition using GarageBand software. "Watching students and parents work alongside one another during the parent workshops was wildly impressive," commented Mr. Pauliks. He also noted that the middle school students pride themselves in their newly learned skills and have taken ownership of the lab as a space for learning. Parents and classroom teachers alike commented that they would love to come back for another

lesson to build on their skills. One classroom teacher noted that she expects M.S. 424 students will display new talents in the projects and portfolios they create in their music technology classes.

The M.S. 424 music technology lab is supported by grants to the school from New York City Council Member Maria del Carmen Arroyo and the Bronx Borough President's office, and ETM's ongoing partnership with M.S. 424 is supported in part by the Emily Davie and Joseph S. Kornfeld Foundation, Council Member Arroyo, and the New York Community Trust.

Through such workshops, ETM



Parents and teachers get creative as they work on original compositions during a workshop held in the new M.S. 424 music technology lab.

hopes that this lab becomes a hub of activity for both students and parents. By building a shared understanding and appreciation for such music technology, ETM is working to weave music into school culture and cultivate a school community that supports music education.

The Power of Music: Teacher Testimonial

ETM Music Therapist Stefan Benkowski shares an example of the power of music for one 4th grader:

A student was referred for music therapy because of a severe deficit in functional mathematics, specifically with coins. The Occupational Therapist had worked with her for nearly a year and a half with limited success on simply identifying and attributing values... I found that this student was incredibly musical and extremely bright in verbal and communication skills... however, her identification of coins was less than 50%. She was assigned to music therapy for 45 minutes a week.

Music Therapy is the direct use of music to reach non-musical goals, including communication, socialization, motor functioning, emotional awareness, cognitive skills and functional academics. As young children develop, many basic functional academics are taught through song. For example the "ABC's" song helps a preschooler memorize the order of 26 separate bits of information.

This student's favorite song was "Baby" by Justin Bieber. Because the most ideal therapeutic outcome typically comes through preferred music, she learned a new version of "Baby" with the words of the refrain rewritten to be a mnemonic device. She used GarageBand to choose drumbeats and synthesizer parts and record her own voice. We made a CD for her to listen to several times a day. After several weeks, she identified all coins and attributed values with a 100% success rate.

As her music therapy continued, she began writing her own verses to rehearse a variety of strategies for counting coins. Another couple of months and several recordings later, she not only identified and attributed values to the coins with 100% success rate, but was counting complex combinations of coins up to a dollar with nearly 100% success.

This absolutely vital life skill, which had escaped this child for nearly 10 years, was taught through music. Did her consistent classroom support, occupational therapy and years of support assist in this acquisition of knowledge? Undoubtedly. However, the motivating and mnemonic power of music was the catalyst that allowed this student to begin to thrive in a public environment.

Gilt City Highlights ETM's Work

On Sunday, May 20, Gilt City featured ETM as part of its Coffeehouse Brunch Series sponsored by Barista Prima. Held at Ristorante Asellina in the Gansevoort Park Hotel, the event featured music by Joe Brent,

Bryan Dunn, and Jeff Litman, a bluegrass trio. Proceeds of the event will be donated to ETM. We thank Gilt City and these talented musicians for sharing ETM's mission with more New Yorkers.

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ETM Joins Music Education Policy Roundtable

The National Association for Music Education (NAfME, formerly MENC) invited ETM to join The Music Education Policy Roundtable, a national alliance of music advocacy organizations. We look forward to taking part in the national dialogue on music advocacy and education.

Miles for Music Education

For the third year in a row, ETM has secured spots in the ING New York City Marathon through the Community Charity Program. To become a member of Team ETM, runners commit to raising a minimum of \$2,500 for ETM and receive guaranteed entry to the November 4, 2012, marathon. This is an amazing opportunity to raise money for education while sharing a life-changing, powerful experience with thousands of other runners from across the globe. For more information, visit www.ETMonline.org/marathon or contact Angie Spann at aspenn@ETMonline.org or 212-972-4788.



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