

**MUSIC TEACHERS NATIONAL ASSOCIATION
BOARD OF DIRECTORS MEETING**

**Cincinnati, OH
December 2 - 3, 2011**

MINUTES

ATTENDEES

Present

President Benjamin Caton, President-elect Kenneth Christensen, Immediate Past President Ann Gipson, Vice President Rebecca Johnson, Secretary-Treasurer Celinda Hallbauer, Executive Director and CEO Gary Ingle (ex officio without vote), Diane Birr (Eastern Division) Marianne Bryan (West Central Division), Amy Rose Immerman (East Central Division), Ethel Iwasaki (Southwest Division), Charles Jones (South Central Division), Peter Mack (Northwest Division) and Richard Scott (Southern Division).

Staff Present

Senior Deputy Executive Director Marge Bengel and Deputy Executive Director and COO Brian Shepard

CALL TO ORDER

President Benjamin Caton called the meeting to order at 9:00 a.m. on Friday, December 2, 2011. He welcomed the Board, gave a personal reflection on the holidays, and recognized Executive Director Gary Ingle for his 15 years of service to MTNA.

MINUTES

The minutes of the July 2011 Board meeting were reviewed.

Motion (Iwasaki) and Second (Birr) to accept the minutes as corrected and revised.

Passed (10 Yes, 1 Abstention)

Motion (Birr) and second (Iwasaki) to reflect in the minutes of the Board of Directors the names of the makers and the seconders of motions.

Passed (6 Yes, 4 No, 1 Abstention)

AUDIT PRESENTATION

Kerry Roe of Clark, Schaefer, Hackett was introduced. Roe is the partner in charge of the MTNA audit. He reviewed with the Board pertinent elements of the FY 2011 audit conducted by his firm. His presentation included a financial statement analysis of the audit of MTNA.

The opinion letter issued by the audit firm stated that, “in our opinion, the consolidated financial statements present fairly, in all material respects, the financial position of Music Teachers National Association, Inc. as of June 30, 2011.”

Motion from the Finance Committee to approve the June 30, 2011 audited Financial Statements.

PASSED (Unanimous)

INVESTMENT PRESENTATION

Howard Kaplan of Kaplan, Litwin, Kaplan presented a financial overview of the MTNA investments: the long-term reserves, Foundation Fund Endowment, McHose Trust, and Certification investment accounts. Much of the presentation was devoted to issues related to the current economy and the recovery from the financial crisis.

REPORTS

National Officers

Written reports from the Elected Officers were reviewed: President Ben Caton, President-elect Kenneth Christensen, Immediate Past President Ann Gipson, Vice President Rebecca Johnson and Secretary-Treasurer Celinda Hallbauer.

Secretary-Treasurer Hallbauer recognized Executive Director Gary Ingle to lead a review of the financial reports. The October 31, 2011 financial reports were the most recent reports available. Assets of MTNA are \$3,278,925.00 with liabilities of \$63,706.20. The bulk of the liabilities is for accrued staff vacations. Income is \$1,456,541.32 with expenses of \$543,295.20. MTNA unrestricted long-term investments are \$707,810.18. The Foundation Fund Endowment Account has assets of \$752,637.78 and the McHose Trust has assets of \$558,148.85.

Division Directors

Written reports from all seven Division Directors were reviewed: East Central (Amy Immerman), Eastern (Diane Birr), Northwest (Peter Mack), South Central (Charles Jones), Southern (Richard Scott), Southwest (Ethel Iwasaki) and West Central (Marianne Bryan).

National Program Chairs

A written report from the Composer Commissioning chair (Ann Witherspoon) was reviewed. There was no report submitted from the National Group Piano/Piano Pedagogy Forum (Courtney Crappell).

Standing Committees

Written reports from the following standing committees were reviewed: *AMT* Editorial Committee (Jim Litzelman), e-Journal Editorial Committee (Lesley McAllister), Finance

Committee (Celinda Hallbauer), Foundation Fund Development Committee (Joan Reist and Thomas Ediger), Membership Committee (Sigrid Luther), Nominating Committee (Ann Gipson), and Partnership Review Committee (Kenneth Christensen). There was no report from the Exhibitor Committee (Heidi Steeno).

Special Committees

Written reports for the following special committees were reviewed: 2012 Conference Planning Committee (Rebecca Johnson), 2012 Pedagogy Saturday Committee (Peter Mack), and Ad Hoc Committee to Review for Process of the Executive Director Evaluation (Ann Gipson). Chair Ann Gipson asked for an extension which was granted. The committee will forward its proposal to the Board at its March 2012 meeting in NYC.

Report of the Executive Director & CEO

Executive Director Ingle reported that the majority of his time over the past five months was spent responding to the membership's reaction to the Board's decision in July to discontinue the voice, strings, woodwind, and brass competitions. As expected, the reaction was immediate and energetic. The MTNA staff responded professionally, considerately, and objectively to the many questions and requests from our leaders and members. The situation afforded him the opportunity to flesh out an idea for MTNA that has been germinating for several years: "One for All—**One** Association for **All** Music Teachers."

He reported that MTNA continues to partner with other organizations to leverage its influence. Over the past several months, MTNA has worked with NafME, formerly MENC, and NAMM: The International Music Products Association to co-sponsor a music education campaign. This partnership culminated with an extensive insert published in the August 10, 2011 edition of the Washington Post, which reaches over 8 million readers in print and online formats.

For many years, MTNA has provided to its members an "affinity" program from Bank of America. The program produced income to MTNA based on member purchases using the BoA charge cards. BoA recently informed MTNA that it will no longer provide this service, effective December 31, 2011. At that time, MTNA will no longer be associated with BoA and will search for another provider.

He continued to represent the association at MTNA events as well as to the broader music community. In November, he spoke at the Delaware State MTA annual conference in Newark, Delaware. It was the 49th of our 50 state affiliates' conferences that he has attended (only Rhode Island remains). In October, he was elected Executive Vice President of the International Music Council, its second highest volunteer position. The IMC was established by UNESCO in 1949 and maintains a formal associate relationship with it. The IMC works throughout the world for music rights of all people to compose, perform, and enjoy music freely in all of its forms.

Travel and Meetings

July

July 27-31, 2011 NCKP Conference Chicago, IL

August

August 3-10, 2011 Music Council of the Three Americas Buenos Aires, Argentina

September

September 23-
October 2, 2011 International Music Council World Forum on Music and General Assembly Tallinn, Estonia

October

October 5-8, 2011 Piano Manufacturers Association International Board Meeting
Dallas, TX

October 13-14, 2011 Meeting with Stecher and Horwitz and National Music Council
Board Meeting NYC

October 27-30, 2011 Meeting with Tom Ediger and Joan Reist Lincoln, NE

November

November 1-6, 2011 International Music Council Directorate Meeting Paris, France

November 11-13, 2011 Delaware State MTA Conference Newark, DE

Senior Deputy Executive Director

Marge Bengel

- Attended Summer Board of Directors Meeting in San Diego, CA July 2011 and prepared minutes for Finance Committee, Certification and MTNA.
- Prepared Financial information for insertion in the AMT- Dec/Jan Issue
- Coordinated Annual Audit for MTNA and MTNA Certification, August 22-25
 - Prepared analysis of all Asset & Liability accounts
 - Prepared analysis of selected Income and Expense accounts
 - Prepared Depreciation Schedules
 - Proofed and checked Draft Copy of Financial Reports for accuracy
- Prepared payroll allocation schedules for Internal Revenue Service Tax Forms 990 and 990T for MTNA and MTNA Certification for the Tax Accountants.
- Prepared information for IRS Form 5500 for the MTNA Employee Savings and Retirement Account and filed return in July.
- Prepared rebate reports for National Competition Entry Fees.
- Prepared various reports for competition issues to be discussed at the December Board meeting. Prepared spread sheets of emails received and other information that may be of help during the meeting and replied to all emails and letters

addressing the competition issue. I had the pleasure of working with Ken Lee on this issue. I was very appreciative of his willingness to check out the facts from the National Headquarters rather than believing the half truths that have been circulating around in reference to transparency, etc.

- Worked with the following associations to achieve their tax exempt status under the MTNA Group- Exemption for 501 (c)(3):

(PA) Millenium MTA	08/16/11
(PA) Northeast Pennsylvania MTA	09/13/11
(TX) Bluebonnet MTA	10/05/11
(MD) Eastern Shore MTA	10/20/11
(TX) Waco MTA	10-07-11
(WI) Stevens Point MTA	11/08/11

This brings the participating number of affiliates to 210, a savings of \$105,000 for MTNA state and local associations.

- Began work on the 2011 renewal for employee insurance.
- Worked on several legal issues with members.
- Worked on several ethics complaints.
- Co-ordination of the Board Agenda Book for the December 2011 meeting.

Chief Operations Officer

Brian Shepard

2012 MTNA National Conference

- To be held at the Hilton New York, March 24-28.
- Melvin Stecher and Norman Horowitz will present the Opening Session, reflecting on their work with students through their competition.
- Benjamin Zander will provide the keynote speech and then host a follow up late night conversation after the Gala.
- Menahem Pressler is the confirmed master class presenter for Tuesday, March 27.
- Pedagogy Saturday will focus on the artist teacher approach to teaching.
- Professional Studio Saturday will return with a focus on building a strong studio during uncertain economic times.
- Evenings will be left open for attendees to explore the city with the exception of Monday night, which will be the night of the conference Gala.
- As of October, 83 booths and 24 (all available) showcases sold.
- Working on sponsorships and coordinating Steinway factory tours as well as some potential events at Carnegie Hall.

MTNA-CFMTA Wellness Symposium

- To be held June 27-29, 2012, at the Yamaha Artist Services facility in New York City.

- Sessions will be from 9:00 a.m.-12:30 p.m. each day.
- Clinicians will be Vanessa Cornett-Murtada, Julie Nagel and Kathleen Riley.

2012 GP3

- To be held in Austin, Texas, August 3-4, 2012, at the University of Texas Austin.
- Call for proposals sent out mid-October.

Advertising

- Consistently made sixty or more advertising contacts weekly.
- Arranged advertising swaps in *Clavier Companion* and the *Piano Technicians Journal* and the CMS Newsletter.
- Purchased advertising in National Federation of Music Clubs publications.
- Sold the following dollar amounts of advertising for the 2011–2012 *AMT* year.

Issue	FY 2012
A/S	\$33,362.50
O/N	\$45,054.00
D/J	\$41,467.50
Totals	\$119,884.00

Membership Development

- See Membership Committee Report

Information Technology

- New website completed and launched in October.
- Began work on Foundation and Certification sites.
- Began process to convert blast e-mail service to Informz to accommodate opting in and out for sponsored e-mails and MTNA communications to members.
- Beginning plan for online competition applications and reports.
- Exploring offsite e-mail hosting options

Partnerships/Special Projects

- Exhibited at the College Music Society Conference October 20-23, in Richmond, Virginia.
- Began exploring credit card affinity programs after Bank of America discontinued its association affinity programs.

Certification

- Developed communications strategy to better promote the program, including correspondence with members, new promotional brochure and regular articles in National Association News.
- Working with programmer to develop online application in conjunction with the new website.

Foundation

- Worked with non ex officio committee members to help better define their individual responsibilities: Joan Reist – Fellows and State Giving; Tom Ediger – Planned Giving and Endowments; Brian Chung – Corporate Giving; Sharon Townsend-Roth – Annual Campaign and Long-Term Strategy.
- Worked with chair on monthly e-mails to state presidents and chairs
- Created a regular presence in National Association News in *AMT*.
- Attended a planned giving conference in San Antonio, October 4-6.
- Redeveloped the State Chair Handbook.

Monthly Communications

- Continued the monthly e-mail communication to state, national and local leaders on topics of interest to their membership and associations.

Competitions

Linda Stump, Director

At the time of this report, the competition coordinators are monitoring all the state competitions. We received **1,974** applications for all the competitions (see numbers below). I will be continuing to work with the national office to make changes and improvements for next year.

New This Year:

- all state/division winners, alternates, representatives receive an automatic e-mail following their respective competitions with links to accompanist forms and information for the next level of the competitions. This eliminates the need for state/division coordinators to print and distribute these letters.
- Composition winners/representatives also receive an automatic e-mail after they have been named the state/division winners.

Entry Numbers

		2010-2011	2011-2012	State Rep.	Div. Rep.
Junior	Piano	257	293	1	
	String	194	100	16	
	Woodwind	39	37	10	
Total		390	430	27	
Senior	Brass	15	13	6	
	Piano	322	369	3	
	Piano Duet	28	19	8	SCD 1
	String	142	114	12	
	Voice	54	57	11	
	Woodwind	72	75	13	
Total		639	647	53	1
Young Artist	Brass	65	76	6	SW 1
	Piano	226	226	6	
	String	63	66	11	
	Voice	39	39	10	NW, SW 2
	Woodwind	192	153	9	
Total		584	560	42	3
Chamber Music	String	93	20	7	SCD, SW 2
	Wind		71	11	

Total			91	18	2
Composition	Elementary	44	61	15	
	Junior	63	71	10	
	Senior	80	76	14	
	Young Artist	25	38	10	
Total		212	246	49	
Total Entries		1914	1974	191	6
Teachers		(members) 1033 (nonmembers) 52 Total: 1085	(members) 1102 (nonmembers) 35 Total: 1137		

State Information:

- Maine is the only state with no entries in any competition.
- Composition: had entries from 43 states and a record number of YA entries resulting in finalists in all 7 divisions at the YA level.
- Senior Piano Duet: there were state competitions in only 5 states (OH, WA, GA, NV, KS). Out of those five, three winners of the state competition will go directly to national since there were no other entries in their divisions (OH, WA, KS). The only division competitions will be in Southern and Southwest Divisions.

Since the entry deadline, I have:

- mailed packets of blank certificates to all State Chairs and State Composition Coordinators
- mailed letters, certificates, and division information to the students who were the only entrants in their category in their states (State Representatives)
- mailed letters, certificates to the students who will advance directly to the national finals (State/Division Representatives)
- following the state competitions, I will mail information to those students who competed at state but will bypass the division competition and compete in the national finals (Division Representatives)
- started typing the repertoire for all division competitions, which will be sent to the division competition officials
- started contacting judges for New York City

I am currently working with Brian Shepard in the MTNA office to finalize plans and schedules for the national finals in New York City.

Publishing

Marcie Lindsey, Director

Publications/Printing

- Revised BOD Handbook
- Revised State/Division Handbook
- Updated/printed business cards

AMT

- Produced October/November and December/January issues working on February/March
- Updated *AMT* database
- Edited accepted feature articles
- Post manuscripts on webpage for editorial committee review
- Corresponded with authors/committee

MTNA e-Journal

- Produced September and November e-Journals
- Corresponded with authors/committee
- Edited articles
- Post manuscripts on webpage for editorial committee review
- Received approval for indexing through ProQuest
- Developed/printed rack card promoting the e-Journal as a publishing opportunity
- E-mailed NASM schools to promote the e-Journal as a publishing opportunity
- Surveyed NASM schools regarding the e-Journal and how schools view electronic publishing
- Webinar regarding e-mail notification system used by provider

Membership

- Updated materials for Collegiate Chapters packet
- Edited NASM letter
- Developed and printed Institutional Membership brochure
- Updating/editing membership information packets

Conference

- Developed Exhibitor Kit
- Updated conference book advertising flier
- Designed and printed conference postcard
- Designed and printed conference promo flier
- Designed and printed name badges
- Beginning work on conference program book and other printed materials

FOUNDATION FUND

- Revised grant application materials and posted on website

Certification

- Designed and printed renewal notification postcards

Competitions

- Designed webpage for state and division winners/alternates/representatives information
- Updated competition handbook and posted online
- Working with programmer to make over online competition applications/reports

Miscellaneous

- Updated all awards applications and posted on website

Website

- Designed/updating conference pages on website
- Posted budget information online for finance committee
- Posted BOD and Certification minutes on website
- Posted BOD agendas on website
- Prepared blast e-mail for Summer Directory
- Updated online donation form on Foundation site
- Posted slate of officers on website
- Posted Bonus Bytes on website
- Worked with website company on website redesign.
- Updated GP3 website

Membership Processing

Elaine Donaldson, Director

PAID MEMBERSHIP COUNT AS OF OCTOBER 31, 2011

<u>MEMBER TYPE</u>	<u>CURRENT MONTH</u>	<u>PREVIOUS YEAR MONTH</u>	<u>% CHANGE +/-</u>	<u>PREVIOUS YEAR END</u>	<u>% CHANGE +/-</u>
ACTIVE	15,753	16,062	-1.9%	16,630	-5.3%
SENIOR	3,419	3,376	1.3%	3,429	-0.3%
STUDENT	1,249	1,215	2.8%	1,530	-18.4%
SIX MONTH	0	0		423	-100.0%
ST	20,421	20,653	-1.12%	22,012	-7.2%
CORPORATE	33	29	13.8%	47	-29.8%
INSTITUTIONAL	26	17	52.9%	32	-18.8%
ST	59	46	28.3%	79	-25.3%
Total	20,480	20,699	-1.1%	22,091	-7.3%
HONORARY	12	12	0.0%	12	0.0%
PATRON	27	27	0.0%	29	-6.9%

Total Membership	20,519	20,738	-1.1%	22,132	-7.3%
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November 30, 2011 Elaine Donaldson, Director of Membership Processing, celebrated her 22nd year with MTNA. The Board recognized Elaine for her many years of tremendous service with MTNA.

BUSINESS

Review of Competitions Discontinuation Decision

The Board discussed at length issues and membership input related to its decision in July 2011 to discontinue the brass, woodwinds, strings, and voice competitions. The agenda item by Ken Lee was included in this item.

Motion (Birr) and second (Mack) that the Board of Directors rescind its decision made in the July 2011 meetings in San Diego regarding the elimination of the MTNA String, Voice, Brass and Woodwind competitions. Any proposed changes to competitions should be considered, but not until a more detailed look at the impact these competitions have on MTNA, its membership and finances, as well as alternative means of delivering the competitions be formulated by all pertinent parties, including the MTNA Competitions Committee, for consideration by the MTNA Board in a future meeting.

**Passed (Unanimous)
At conclusion of the discussion.**

One for All Proposal

A proposal was presented by Executive Director Ingle for a new initiative “One for All: One Association for All Music Teachers” designed to emphasize the association’s commitment to all music teachers and to expand programs and services to non-piano members.

Motion (Hallbauer) and second (Iwasaki) to accept proposal and begin work on the initiative.

Passed (Unanimous)

ProFormaVision Proposal

The Board reviewed a revised submission of a proposal from Kathleen Riley previously submitted July 2011. The Board of Directors reaffirmed its July decision not to endorse the ProFormaVision program.

RMM and Group Teaching Certificate Proposals

The Board discussed two proposals, one submitted by Brenda Dillon to establish an MTNA “Certificate in Recreational Music Teaching” and another from Ann Gipson to establish an MTNA “Certificate in Group Teaching.” Concerns were expressed regarding the use of the

name “certificate,” fearing that the name may create in the minds of our members an unintended correlation and relationship with the existing professional certification designations. The potential conflict could impact both programs negatively.

The Board delayed taking any action, pending reconsideration of the name by the RMM Certificate Working groups and resubmission at a future Board meeting.

CEO Evaluation Process

See Special Committees. An agenda item was submitted by Diane Birr to update the Board on the work of the ad hoc committee, comprised of Chair Ann Gipson, Kenneth Christensen, and Diane Birr, to update the evaluation process of the MTNA CEO. No formal action was taken.

Website Design

An agenda item was submitted by Diane Birr to allow time for feedback from the board and members of the divisions regarding the new MTNA website, especially the state portals. Several ideas and suggestions were presented, but no formal action was taken.

Conference Committee Makeup

An agenda item was submitted by Diane Birr requesting a discussion of the make-up of the Conference Committee and the selection process of the conference sessions. No formal action was taken.

2012 Frances Clark Pedagogy Award

The Board of Directors of the Frances Clark Center for Keyboard Pedagogy recommended that the MTNA Board of Directors ratify the book “The Perfect Wrong Note: Learning to Trust Your Musical Self” by William Westney as the recipient of the 2012 Frances Clark Keyboard Pedagogy Award.

Motion (Mack) and second (Jones) to ratify the book “The Perfect Wrong Note: Learning to Trust Your Musical Self” by William Westney.

Passed (Unanimous)

F/Y 2012 Dues Adjustment

Executive Director Ingle informed the Finance Committee of the pending dues adjustment of an additional \$2.00 for the 2012-2013 membership year, commencing July 1, 2012. Pursuant to Board policy, the dues adjustment is automatic and is determined by multiplying the current active dues amount (\$66.00) by the average Consumer Price Index (CPI) rate of inflation for 2011 and rounding to the nearest dollar. The current average CPI through September is 3.11%. Once the average CPI for 2011 is released in January 2012, the amount of the dues increase will be finalized and announced to the membership.

2013 Conference Planning Committee Chair

President Caton submitted the name of Vice President Rebecca Johnson as chair of the 2013 Conference Planning Committee.

Motion (Jones) and second (Immerman) to ratify Rebecca Johnson as chair of the 2013 Conference Planning Committee.

Passed (10 Yes, 1 Abstention)

OTHER BUSINESS

Public Service Announcements

The Board discussed several ideas related to expanding MTNA's public relations' efforts.

Motion (Birr) and second (Immerman) that MTNA explore the possibilities and related costs and requirements of developing Public Service Announcements, and electronic communications for competitions.

Passed (Unanimous)

Bylaws Update

The Board discussed the desirability of an update and revision to the MTNA Article's of Incorporation and Bylaws, especially regarding the updating of terminology contained within the documents to conform to current practice.

Motion (Birr) and second (Scott) that the MTNA Board establish a committee to begin the process of updating and revising the organization's Articles of Incorporation and Bylaws.

Passed (Unanimous)

Executive Session

By unanimous consent, the Board went into Executive Session without the Executive Director or staff present.

President Caton declared the Board out of Executive Session.

ADJOURNMENT

There being no further business to come before the Board, the meeting was adjourned at 12:12 on December 3, 2011.

Respectfully submitted,

Celinda Hallbauer
Secretary-Treasurer