

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

**Milwaukee, Wisconsin  
March 25 and March 30, 2011**

**MINUTES**

**ATTENDEES**

**Present**

President Ann Gipson, President-elect Benjamin Caton, Vice President Sigrid Luther, Secretary-Treasurer Cheryl Pachak-Brooks, Immediate Past President Gail Berenson, 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  
Deputy Executive Director and COO Brian Shepard

**CALL TO ORDER**

President Ann Gipson called the meeting to order at 9:00 a.m. on March 25, 2011.

**MINUTES**

The minutes of the December 2010 meeting were approved by email vote in January 2011.

**REPORTS**

**National Officer Reports**

Written reports were received from the following National Officers: President Ann Gipson, President-elect Benjamin Caton, Immediate Past President Gail Berenson, Vice President Sigrid Luther, and Secretary-Treasurer Cheryl Pachak-Brooks.

Executive Director Gary Ingle led a review of the financial reports. The February 28, 2011 financial reports were the most recent reports available. Assets of MTNA are \$3,094,676.92 with liabilities of \$52,287.67, and income of \$2,293,754.38 with expenses of \$1,196,449.31. Unrestricted long-term investments are \$736,513.92. The Foundation Fund Endowment Account has assets of \$769,750.86 and the McHose Trust has assets of

\$580,971.10. Assets of the MTNA Certification Program, as of February 28, 2011 are \$120,622.72 with no liabilities, and income of \$25,407.66 with expenses of \$11,351.97.

As of January 31, 2011, Certification assets increased \$16,476 since January 31, 2010, a change of +16.4 percent. During the same period, MTNA assets increased \$570,181, a change of +23.9 percent. Of this total, long-term and endowment funds increased \$254,624, a change of +14.3 percent. The MTNA cash position increased by \$313,318, a change of +58.6 percent. The increase in investment value resulted from financial market improvement. The increase in cash position is the result of ongoing austerity in spending and better than expected advertising sales revenues.

### **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**

Written reports were received from the Composer Commissioning Chair (Ann Witherspoon) and National Group Piano/Piano Pedagogy Forum (Susana Garcia).

### **Standing and Special Committees**

Written reports from the following standing and special committees were reviewed: *AMT* Editorial Committee (William Westney), 2011 Conference Planning Committee (Benjamin Caton), E-Journal Editorial Committee (Lesley Sisterhen McAllister), Finance Committee (Cheryl Pachak-Brooks), Membership Committee (Sigrid Luther), Nominating Committee (Gail Berenson), Partnership Review Committee (Benjamin Caton), Pedagogy Saturday/Year of Collaborative Music (Janice Wenger).

There were no reports submitted from Development Committee (Brian Chung), State President's Advisory Council.

The meeting was recessed at 11:30 a.m.

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The meeting was reconvened at 1:45 p.m.

### **Executive Director Report**

A written report was received from Executive Director & CEO Gary Ingle. He reported that, despite the excellent financial and cash position, the positive mood is tempered by the disappointing conference registrations. The best estimate is that Milwaukee paid registrations will be approximately -10 percent from last year's registration in Albuquerque, which was down -27 percent from the 2009 conference in Atlanta. The

decrease from Denver in 2008 to Atlanta was -8 percent. In four years, conference paid registrations will have diminished by some 45 percent.

He identified three possible culprits: (1) the economy, (2) the lack of wide-spread appeal for Albuquerque and Milwaukee, and (3) the cannibalization of registrants by New York City in 2012. It is the latter that seems to be most prevalent.

In addition he questioned if the decline is a part of a larger issue: Are conferences, especially national conferences, still meeting the needs of today's professional? Given the state of the economy and the high price tag to attend an MTNA conference (both the cost to the member and the loss of income in some cases), does our conference provide enough educational, networking and cultural value that our members will make the sacrifice to attend? Are we caught between a business model that no longer works and one that has not been created yet? Can MTNA afford to go to locations that are more affordable for our members? The questions go on and on.

Ingle recommended that the timing is right for the Board to begin serious deliberations about conferences in general and the MTNA conferences in particular. The time is not right for any decisions yet. The New York City conference in 2012 will be a crucial test for MTNA. If the registration numbers fulfill or exceed our expectations (many members have already promised to be there), can we assume that the past four years are an aberration and that the downward momentum has changed? Or is the New York City conference a momentary uptick on an otherwise diminishing means of continuing education? If attendance is down in NYC...well, our questions will probably be answered.

On a more positive note, he reported that our membership numbers, though less than desired, are better than expected. Our total membership is down only -1.1 percent from last year. The active and senior membership is down only -1.5 percent. This is very good given the economy. He recognized the dedicated work of Sigrid Luther, Brian Shepard, and the current Directors-elect.

Ingle reported that the FOUNDATION FUND continues to do well. The financial agreement with the Chopin Foundation of the United States was negotiated and signed in February. The Chopin Foundation will provide awards for the best performance of a Chopin work in all three performance levels. The Young Artist Chopin winner will receive a performance recital in South Florida with an honorarium of \$1,500. The Senior winner will receive a \$1,000 scholarship with the possibility of renewal for up to four years. The Junior winner will receive \$500 cash.

Dallas Weekley and Nancy Arganbright have now funded their Piano Duet competitions through 2015.

Ingle updated the Board on the need for additional staff support for membership recruitment and retention and the FOUNDATION FUND. Given our austerity, a full-time position is not possible. However, he created a new position of "Director of Resource

Development.” This position would be the key staff resource for the Development Committee and Membership Committee. In partnership with the CEO, the position is responsible for developing, implementing, and evaluating MTNA’s annual membership recruitment and retention activities and fundraising processes. Brian Shepard was appointed to the position after stepping forward indicating his interest in adding this position to his responsibilities. He would find the time by resigning his part-time church music position. Brian’s position is now Chief Operating Officer and Deputy Executive Director for Resource Development.

Ingle reported that the revision/remodel of the MTNA website is moving forward rapidly. He has contracted with “Bent,” an outside company that specializes in website development. He was impressed with the company’s strategic approach, comprehensive plan, and compatible designers and programmers. The “discovery” process that includes persona development, a content audit, architecture, content map, and specific recommendations has begun. The time frame is to have it online by June 30.

Finally, he recognized and thanked the retiring MTNA officers, Sigrid Luther, Gail Berenson and Cheryl Pachak-Brooks, for their outstanding work and dedicated service to MTNA and for their personal and professional support for him. He recognized MTNA President Ann Gipson who has worked tirelessly and has represented MTNA, internally and externally, with grace, dignity, and devotion.

**STRATEGIC DISCUSSION**

President Gipson and Executive Director Ingle led the Board in a discussion of several strategic issues impacting the association. The discussion was based on the 2010-2011 Strategic Priorities adopted by the Board in July 2010 as well as the issues identified in the report of the Executive Director.

**BUSINESS**

**Presidential Appointments**

**Motion and second that the Board of Directors ratify the following appointments:**

**Group Piano Piano Pedagogy Forum**

Andrew Hisey	St Olaf	Minneapolis, MN
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**Membership Committee Chair – 2012**

Sigrid Luther	Bryan College	Dayton, TN
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**Conference Planning Committee – 2012**

Rebecca Johnson, chair	Independent	Columbus, OH
Peter Mack (ex-officio)	Cornish College	Seattle, WA
Ruth Pitts	McLennan CC	Waco, TX

Terry McRoberts	Union University	Jackson, TN
Karen Caldwell	Independent	Knoxville, TN

**Pedagogy Saturday Committee – 2012**

Peter Mack, chair	Cornish College	Seattle, WA
Peter Takacs	Oberlin	Oberlin, OH
Nelita True	Rochester Univ.	Rochester, NY
Veda Kaplinsky	Juilliard School	New York, NY
Marjorie Lee	Independent	Vienna, VA

**Benjamin Whitten Collegiate Chapter of the Year - 2011 – 2013**

Martha Thomas, chair	University of GA	Athens, GA
Phyllis Pieffer	Independent	Aberdeen, WA
Gary Amano	Univ. So. Utah	Logan, UT

**Local Association of the Year 2011 – 2013**

Adrienne Wiley	Central MI Univ.	Midland, MI
Vivian Tsang	Independent	Norwood, MA
Donna Toney	Independent	Baton Rouge, LA

**State Affiliate of the Year 2011-2013**

Lynda Broadbent, chair	Independent	Santaquin, UT
Sylvia Coats	Wichita State	Derby, KS
Mary Kaye Owen	Independent	Renton, WA

**Teacher Enrichment Grants 2011-2013**

Cheryl Pachak-Brooks, chair	Eastern NM Univ	Portles, NM
Ken Williams	Ohio State Univ	Columbus, OH

**Affiliate Grants 2011-2013**

Karen Thickstun, chair	Butler University	Nashville, IN
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**Teacher of the Year 2011-2013**

Sue Steck-Turner, chair	Independent	Lafayette, LA
Fay Adams	University of Tenn	Knoxville, TN
Robin Chadwick	Independent	Chehalis, WA

**Development Committee 2011 – 2013**

Thomas Ediger, co-chair	Peru State College	Nebraska City, NE
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**PASSED**

**Election of Nominating Committee Members**

The Nominating Committee is elected at the annual session in odd-numbered years to nominate Division officers, and national officers to the Board of Directors.

The Board of Directors is required to elect for the 2011-2013 biennium two of its members to serve on the Nominating Committee.

In March 2002, the Board established a Standing Rule to clarify the implications of the two year term:

*Members of the Nominating Committee elected by the Board of Directors shall serve a two-year term, even if the term of office for a member on the Board of Directors expires.*

Two Board members were nominated: Diane Birr and Marianne Bryan.

**Motion to cease nominations.**

**PASSED**

**Motion and Second to confirm the selection of Diane Birr and Marianne Bryan represent the Board on the 2011-2013 Nominating Committee.**

**PASSED**

The meeting was recessed at 5:00 p.m. on March 25.

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The meeting reconvened at 10:15 a.m. on March 30.

President Gipson called the meeting to order and welcomed the new Officers for the 2011 – 2013 biennium.

<b>President-elect</b>	Kenneth Christensen	Bozeman, Montana
<b>Vice President</b>	Rebecca Johnson	Columbus, Ohio
<b>Secretary-Treasurer</b>	Celinda Hallbauer	Belton, Texas

**Recognition of Outgoing Officers**

**Motion and second that the Board express its profound gratitude and appreciation to the following Board Directors for their service to the association as Board members for 2009-2011:**

<b>Ann Gipson</b>	<b>President</b>
<b>Gail Berenson</b>	<b>Immediate Past President</b>
<b>Benjamin Caton</b>	<b>President-elect</b>
<b>Sigrid Luther</b>	<b>Vice President</b>
<b>Cheryl Pachak-Brooks</b>	<b>Secretary/Treasurer</b>

**PASSED**

### **Additional Recognitions**

On behalf of the Board, President Gipson recognized Tricia Kullman-Ruiz for all the work she does on behalf of MTNA, securing conference sites and help onsite.

The Board commended Gary Ingle, Brian Shepard and Marge Bengel for all the work they do on behalf of MTNA.

### **Lifetime Membership for President Gipson**

**Motion and Second that the Board confer MTNA Lifetime Membership status on Ann Gipson in honor of her outstanding leadership and dedicated service to the association as MTNA President 2009-2011.**

**PASSED (unanimous)**

Immediate Past President Berenson presented President Gipson with a pair of intertwining candlesticks as an expression of the Board's gratitude and appreciation.

### **ADJOURNMENT**

There being no further business to come before the Board, the meeting was adjourned at 10:00 a.m. on March 30, 2011.

Respectfully submitted,

Cheryl Pachak-Brooks, NCTM  
Secretary-Treasurer