

**MUSIC TEACHERS NATIONAL ASSOCIATION  
BOARD OF DIRECTORS MEETING  
Cincinnati, Ohio  
December 4-5, 2015**

**MINUTES**

**ATTENDEES**

**Present**

President Rebecca Johnson, Vice President Karen Thickstun, President-elect Scott McBride Smith, Secretary-Treasurer Sylvia Coats, Immediate Past President Kenneth Christensen, Grace McFarlane (Eastern Division), Gail Heywood (East Central Division), Jani Peterson (Northwest Division), Sharon Ard (South Central Division), Marc Hebda (Southern Division), Helen Chao-Casano (Southwest Division), and Suzanne Torkelson via Skype (West Central Division), and Executive Director & CEO Gary Ingle (ex officio without vote)

**Staff Present**

COO Brian Shepard and Executive Coordinator to the CEO Diana Viltrakis

**CALL TO ORDER**

President Rebecca Johnson called the meeting to order at 9:00 a.m. on December 4, 2015.

**APPROVAL OF MINUTES**

The minutes from the July 2015 meeting were entered into the record, the document having been approved unanimously as submitted via email vote on August 11, 2015.

**National Officer Reports**

Written reports were received from the following National Officers: President Rebecca Johnson, President-elect Scott McBride Smith, Vice President Karen Thickstun, Secretary-Treasurer Sylvia Coats, and Immediate Past President Kenneth Christensen.

Executive Director Gary Ingle presented an overview of the October 31, 2015 financial reports. Assets of MTNA are \$4,083,523.25 with liabilities of \$130,404.22. Income is \$1,581,863.76 with expenses of \$661,020.96. The balance of the MTNA Trust account is \$880,478.77. The Foundation Fund Endowment account has assets of \$1,085,270.20 and the McHose Trust has assets of \$603,808.47.

## **Division Director Reports**

Written reports from all seven Division Directors were reviewed: Gail Heywood (East Central Division), Grace McFarlane (Eastern Division), Jani Peterson (Northwest Division), Sharon Ard (South Central Division), Marc Hebda (Southern Division), Helen Chao-Casano (Southwest Division), and Suzanne Torkelson (West Central Division).

## **Executive Director & CEO Report**

Executive Director & CEO Gary Ingle reviewed his written report as follows:

### **Federal Trade Commission**

MTNA's compliance with the Federal Trade Commission Consent Decree continues into its second year. All required compliance activities and requirements have been accomplished. It is interesting to note that the FTC's pursuit of music teacher organizations continues. In early November, Ingle received a telephone call from James Thomashower, Executive Director of the American Guild of Organists (AGO), informing him that the AGO had just been informed by the FTC that it was under investigation. He asked for insights based on MTNA's experience with the FTC as well as requested recommendations for an attorney to assist the guild through the process. MTNA attorney Scott Gilligan was recommended as an excellent resource.

### **Conferences and Meetings**

The work on the 2016 MTNA National Conference in San Antonio is in high gear. The registration process is well underway; early registrations in progress. The sessions, master classes, concerts, exhibit hall, and related meetings are scheduled. Under the leadership of Brian Shepard, the implementation of the countless conference logistics has become a well-oiled machine.

Due to a scheduling conflict with another major meeting in Boulder, Colorado, the location of the 2016 National Group Piano and Piano Pedagogy Forum, scheduled for August 5-6, 2016, has been changed to Oberlin College in Oberlin, Ohio. Gratitude is expressed to Andrea McAlister for her assistance in providing this excellent location in a very short time.

The Fourth MTNA Collegiate Chapters Piano Pedagogy Symposium will take place January 15-17, 2016 at the University of South Carolina. Fortunately, the flooding in Columbia and surrounding locations in South Carolina did not affect the university. The symposium is on track with an excellent program planned.

The Summit for MTNA Leadership on September 11-13 was well received. The revision in the program to divide the attendees into two groups, one for first time attendees and the other for returning attendees, added a new dimension to the event. Both groups expressed positive feelings about the division and encouraged its continuation. In addition, the "Fireside Chat" as the concluding event was very effective, and it too will be continued. Positive feelings about the fact that the Summit was not on the same weekend as the Cincinnati OktoberFest led us to change the date of next year's Summit from September 16-17 to September 9-11 in order to avoid the festival.

## **Foundation Fund**

The Texas Music Teachers Association has contributed \$2,000 to initiate the establishment of a Texas state endowment in the MTNA Foundation Fund. The grants from this fund would be directed to members from the South Central Division to attend the MTNA national conferences. This is the first time a state MTA has commenced funding an endowment. It is hoped it will be the first of many, in the same way that state sponsorships of the Foundation Fellow program have taken off.

Five state affiliates, Alabama MTA, Florida State MTA, Mississippi MTA, North Carolina MTA, and Tennessee MTA made recent donations to the MTNA Benevolence Fund. The total amount of contributions was \$3,660.00. We are grateful to these members for their commitment to supporting their colleagues during times of disaster.

The newest members of the MTNA Legacy Society are Sharon Callahan of Texas and Lynd Corley of Illinois.

## **Legal and Ethics**

On October 23, Ingle attended a seminar in Washington D.C. on the state of affairs in China for not-for-profit organization. China has become the focus of attention for many associations like MTNA who are considering expanding in some fashion into that country. In addition to many excellent ideas and issues to consider when in the decision-making process, the leaders of the seminar stressed the importance of getting the organization trademarked immediately. Ingle has asked Scott Gilligan to proceed with the trademark process for MTNA.

## **State and Local Affiliates**

On October 2-3, Ingle attended and delivered the keynote address at the Quad States Conference in Burlington, Vermont. Four northeastern states, Maine, Massachusetts, New Hampshire, and Vermont, combine their state conferences and rotate the locations among themselves. This year it was in Vermont in order to celebrate the 50<sup>th</sup> Anniversary of the Vermont Music Teachers Association. Also in attendance were Eastern Division Director Grace McFarlane and Director-elect Ginger Hwalek. Their presence was graciously received by the attendees. This was Ingle's 83<sup>rd</sup> state conference to attend and speak at on behalf of the national association.

The Minnesota Music Teachers Association has provided new artwork for the national headquarters. It is a beautiful piece of art that goes quite well with the other state pieces. We are indebted to Suzanne Torkleson for her assistance in the process.

## **International**

Ingle's work on the International Society for Music Education (ISME) Constitution, Bylaws and Policy Working Committee continues. The purpose of the committee is to review the current ISME constitution, bylaws and operational policies and recommend updates and revisions to the Board of Directors. His involvement ensures MTNA's significant role in the future of this organization, which is devoted to serving music educators across the world. Ingle also continues to serve as the chair of the ISME Instrumental and Vocal Teaching Forum, and attended the ISME Board meeting July 20-22 in Glasgow, Scotland.

In September, Ingle was invited to represent the Americas at the Board meeting of the International Music Council in Paris. He presented a report on the continuing developments in organizing North, Central, and South Americas into a functioning regional section of the IMC. While there, he accepted appointment as chair of the 2015 IMC Five Musical Rights Award Selection Committee. This award is given to an organization that has advanced the five musical rights of IMC, including freedom of expression and freedom from government interference, in significant fashion. The committee, composed of representatives from around the world, considered many outstanding organizations. The committee chose the Fayha Choir from Tripoli, Lebanon. This excellent choir is the premier a cappella choir in the Arab world. Its membership is taken from the variety of sects within the Arab world--Shiites, Sunni, Christian--and demonstrates the power of music in forging peace and cooperation within and among peoples that live in conflict. The award was presented on November 11 in Rabat, Morocco during the General Assembly of the IMC and the "Visa for Music" festival of which he was able to attend and participate.

In October, Ingle took a few days of vacation and spent them in Warsaw at the International Chopin Competition. Although his trip was purely pleasure, he had the opportunity to network with several individuals and organizations important to MTNA and its mission. As a member of the US Chopin Foundation Advisory Board, Ingle was delighted that two Americans who represented the U.S. made it to the final 10 competitors. One finished third and the other finished fourth. He was commended of the Canadian showing also. No Canadian had ever placed in the top six award winners. This year Canada had two winners. One finished second and the other finished fifth. The competitor who finished fifth, 16-year old Tony Yang, was also the youngest competitor ever to make the finals. It was quite an accomplishment for North America to have four competitors in the final six. It is a reflection of the excellent teaching found in the U.S. and Canada.

### **Strategic Partnerships and Advocacy**

MTNA provided the opening recital at the National Conference for Keyboard Pedagogy in Lombard, Illinois on Thursday, July 30. For the first time in the long-tradition of this recital, only one of our competition winners was invited to perform rather than all three piano winners. By doing so, it allowed the performer to present a complete recital. The performer was Jason Zhu, winner of the 2015 MTNA Junior Piano Competition.

On November 20, Ingle participated in a panel discussion at the Performing Arts Medicine Association Regional Conference in Cleveland, Ohio. The topic of the panel was "Creating a Culture of Wellness in Performing Arts Institutions." In addition to Ingle, the panel consisted of Joel Smirnoff, president of the Cleveland Institute; Brett Mitchell, associate conductor of the Cleveland Orchestra; Pierre VanDerHuizen, president of the Cleveland International Piano Competition; and Margaret Carlson, artistic director of Verb Ballet. Our partnership with PAMA continues to grow and provides the opportunity to influence the direction of musician health and wellness.

### **Programs**

Ingle was pleased to report two events that have been a long time in the making. The *American Music Teacher* magazine is now online. The first online issue was the October/November 2015

AMT. Members will continue to receive a “hard copy” of the magazine in the mail, and those who desire a digital experience may find it on the MTNA website. It is a “members’ only” benefit. Over the next months, the digital experience with our publications will continue to be perfected and expanded.

On Friday, November 20, 2015, at 12:00 noon Eastern Time, the first MTNA webinar was broadcast. The webinar was entitled “Making Sense Out of Digital Scores” and led by George Litterst. Over 300 MTNA members signed up for the event, surpassing all of our expectations.

The 2015-16 edition of the MTNA National Student Competitions deserves recognition. This year’s registration numbers were an all-time record of 2,213 entrants, a 19 % increase over last year’s registration of 1,863 entrants. The leadership and work of Linda Stump and the Competitions Coordinators to maintain the MTNA competitions as the preeminent student competitions in the country is deeply appreciated.

### **Staff and Headquarters**

The transition from Marge Bengel to Coworth continues to progress, albeit at a slower pace than we would like. The learning curve is quite steep, requiring much more direction and attention from Brian Shepard than was anticipated. Ingle is confident that in a few months Coworth will be able to function much more efficiently and effectively and with less supervision than is the case presently.

The membership duties that were once Rachel Kramer’s responsibility have been reallocated to various staff members. Diana Viltrakis has absorbed most of the day-to-day “Help Line” duties, answering the myriad questions personally or routing the question to the appropriate staff member or volunteer. Diana brings exceptional “person skills” to the situations, providing always the “wow” experience for our members who contact us. Her work is truly impressive at all levels.

In order to better assimilate and equalize administrative responsibilities within the national headquarters, especially in the financial and personnel areas, Ingle is in the process of revising and refocusing various roles within and among the senior staff. These decisions will be made and communicated soon.

### **Travel and Meetings**

#### **July**

Jul 18-23, 2015	International Society for Music Education Board Meeting	Glasgow, Scotland
Jul 29-Aug 1, 2015	National Conference for Keyboard Pedagogy	Lombard, IL

#### **August**

Aug 08-12, 2015	American Society of Association Executives Annual Conference	Detroit, MI
Aug 29-31, 2015	Jeanne Grealish 80 <sup>th</sup> Birthday	Albuquerque, NM

## **September**

Sep 11-13, 2015	Summit for MTNA Leadership	Cincinnati, OH
Sep 23-28, 2015	International Music Council Board Meeting	Paris, France
Sep 30, 2015	National Music Council Board Meeting	New York City

## **October**

Oct 01, 2015	Meeting with Steinway	New York City
Oct 02-03, 2015	Quad States Conference	Burlington, VT
Oct 04-05, 2015	Joan Reist 80 <sup>th</sup> Birthday	Lincoln, NE
Oct 15-22, 2015	International Chopin Competition	Warsaw, Poland
Oct 23, 2015	ASAE Greater China Update Seminar	Washington D.C.

## **November**

Nov 09-15, 2015	International Music Council General Assembly	Rabat, Morocco
Nov 20-21, 2015	Performing Arts Medical Association Regional Conference	Cleveland, OH
Nov 22-24, 2015	National Association of Schools Of Music Annual Meeting	St. Louis, MO
Nov 29-30, 2015	Conference Site Visit	Spokane, WA

## **December**

Dec 03-05, 2015	MTNA Board of Directors Meeting	Cincinnati, OH
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## **Committee Reports**

Written reports were received from the 2016 Conference Planning Committee (Jane Magrath), 2016 Collegiate Chapters Piano Pedagogy Symposium (Philip Castro), 2016 National Group Piano/Piano Pedagogy Forum (Lisa Zdechlik), *AMT* Editorial Committee (James Litzelman), Composer Commissioning Program (Ann Witherspoon), e-Festival Committee (Scott McBride Smith), e-Journal Editorial Committee (Andrew Hisey), Finance Committee (Sylvia Coats), Membership Committee (Karen Thickstun), Nominating Committee (Kenneth Christensen), and the State Presidents Advisory Council (Cindy Peterson-Peart). There was no report from the Foundation Fund Development Committee (Brian Chung).

## **BUSINESS**

### **Investment Advisor Presentation**

The Board of Directors welcomed Scott Litwin, Sr. Vice President/Investments at Kaplan, Litwin, Kaplan & Associates, for a presentation on the MTNA Investment portfolio. The Board expressed its satisfaction with the status of the investments as well as the current MTNA investment policy.

## **Presidential Appointments**

President Rebecca Johnson submitted the following resolution:

**Motion and second to ratify the appointment of Debra Florian of Washington State MTA as chair of the 2017 Conference Planning Committee.**

**PASSED**

## **FY 2105 Audit Approval**

The results of the FY 2015 Audit as performed by Clark, Schafer, Hackett & Co. were reported to the Board and state presidents by head auditor Kerry Roe at the 2015 Summit for MTNA Leadership on September 12, 2015.

**Motion from the Finance Committee to approve the FY 2015 audit as presented by Clark, Schaefer, Hackett & Co. at the Summit for MTNA Leadership on September 12, 2015.**

**PASSED**

## **2019 Conference Site Approval**

Executive Director Gary Ingle presented a proposal from Spokane, Washington to host the 2019 MTNA National Conference. The offer identified the Davenport Grand Hotel as the conference hotel and the Doubletree Hotel as overflow. All meeting space would be in the Spokane Convention Center, which is conveniently connected to both the Davenport Grand Hotel and the Doubletree Hotel.

**Motion from the Finance Committee to approve the offer from Spokane, Washington to host the 2019 MTNA National Conference from March 16-20, 2019 and to authorize the Executive Director to enter into contracts with appropriate hotels and other vendors as required and necessary.**

**PASSED**

## **Steinway Presentation**

MTNA and Steinway & Sons have had a very close partnership for multiple years. Both organizations are legacy corporations whose brands have become synonymous with excellence in their respective fields. The vital and mutually beneficial relationship between the two organizations continues to grow and mature as each attempts to reconcile their highly respected traditions with today's new realities and multiple possibilities for the future. Steinway & Sons is aggressively reinventing its branding and outreach to the piano world. Mr. Darren Marshall, Executive Vice President & Chief Marketing Officer, and Ms. Sally Coveleskie, National Director of Institutional Sales, made a presentation to the MTNA Board on this new vision and the benefits for the ongoing partnership with MTNA.

The Board recessed at 5:03 p.m. December 4, 2015

The Board reconvened 9:00 a.m. December 5, 2015

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### **American Classical Music Hall of Fame Presentation**

For several months, MTNA has been in discussions with the American Classical Music Hall of Fame, which is headquartered in Cincinnati, regarding its future in tandem with MTNA. Executive Director & CEO Gary Ingle and COO Brian Shepard informed and updated the Board on the status and directions of these discussions. The Board will be continually apprised of on-going developments.

### **Frances Clark Award**

The Board of Directors of the Frances Clark Center for Keyboard Pedagogy recommended that the MTNA Board of Directors ratify the book "*Professional Piano Teaching*" written by Jeanine Jacobsen as the recipient of the 2015 Frances Clark Keyboard Pedagogy Award.

**Motion and second that the MTNA Board of Directors ratify the book "*Professional Piano Teaching*" written by Jeanine Jacobsen as the recipient of the 2015 Frances Clark Keyboard Pedagogy Award.**

**PASSED**

### **e-Festival Task Force**

The eFestival Task Force, established by the Board at its July 2015 meeting, has been meeting regularly to prepare a proposal for an MTNA eFestival. The chair of the task force, President-elect Scott McBride Smith, updated the Board on the progress of the group. His report provided the task force's ideas related to program title, fees, program structure, program procedures, and social component. The Board discussed the report at length and asked it to continue its work in developing a recommendation for this program and to report back at the Board's March 2016 meeting.

### **Membership Committee**

Vice President Karen Thickstun updated the Board on the work of the Membership Committee. She reviewed the progress on implementing the Membership Marketing Objectives. She expressed her gratitude for the Division directors-elect, who have been working with the states to reach out on various membership topics.

### **Mid-Year Review of Strategic Plan**

MTNA President Rebecca Johnson and Executive Director & CEO Gary Ingle led the Board in a review of activities related to the MTNA Strategic Plan. The Board discussed multiple aspects of the plan to engage the public, sustain the profession, and inspire the members. There was substantial discussion on how to better engage the state leadership in the national strategic plan



as well as how to encourage the states to use the MTNA Strategic Plan as a model for their state plans.

### **FY 2017 Dues Adjustment**

The MTNA Board of Directors sets the annual MTNA dues. In 2001, the Board established a policy for an automatic annual adjustment based on the Consumer Price Index (CPI). The actual amount is determined according to the formula in the following Board resolution: Motion and Second to raise active member dues annually based on the Consumer Price Index (CPI) rounded to the nearest dollar. PASSED. The Board is not limited to the annual automatic adjustment. It may adjust the dues by whatever amount is deemed appropriate and necessary.

As did the Finance Committee, the Board analyzed substantial data from a variety of sources in its deliberations: data related to the current average CPI, the trends of consumer prices based on additional consumer indexes, the geographical impact on CPI, the long-term impact of inflation on MTNA's revenues, as well as the dues amounts charged by other music teacher organizations similar to MTNA.

**Motion and second from the Finance Committee to set the Active Member dues for FY 2017 at \$75.00 and to modify the existing policy to raise active member dues annually based on the Consumer Price Index rounded up to the nearest dollar. Collegiate Member dues for FY 2017 are to be set at \$19.00 .**

**PASSED**

### **NEW BUSINESS**

#### **Steinway Proposal**

The Steinway presentation included ideas for enhancing the Steinway partnership with MTNA. Two concrete possibilities were formally offered: 1) Steinway would recommend MTNA Certified teachers at its stores and online, and 2) that MTNA members would receive free recital space and instruments at all Steinway stores. The Board asked Executive Director Ingle to pursue these ideas with Steinway in accordance with the MTNA Guidelines for Relationships with Outside Organizations policy.

### **ANNOUNCEMENTS**

The next meeting of the Board of Directors will be April 1, 2016 in San Antonio, Texas.

### **ADJOURNMENT**

President Johnson adjourned the meeting at 2:51 p.m. on December 5, 2015.

Respectfully submitted,

Sylvia Coats  
Secretary-Treasurer