



THE OFFICIAL NEWSLETTER OF THE
PERCUSSION MARKETING COUNCIL

www.PlayDrums.com

FALL 2023

The Percussion Marketing Council continues its mission of creating new drummers, through new programs to inspire, educate and motivate players.

PMC Announces NAMM Foundation Support for 2023-2024 Programming

The Percussion Marketing Council is gearing up to encourage even more people to play and learn drums with support from the NAMM Foundation

This year's NAMM Foundation Grant helps Percussion Marketing Council/PlayDrums.com maintain established programs such as Experience Drumming community grants, expand the Experience Bucket Drumming program, support PlayDrums.com's capabilities as an online hub for the percussion community, and further unify percussion manufacturers and retailers through International Drum Month activities.

In 2023, with support from the NAMM Foundation, the PMC reached more than 7,000 people with 51 hands-on drumming/learning experiences in 11 states and 20 cities.

PMC expanded the reach of the percussion education events it supports, presenting admission-free local events that put drumsticks in the hands of more people of all ages. The community grant

will enable our most engaged percussion arts facilitators to maintain and grow programs at schools and after-school programs as well as at libraries, veteran centers, and senior centers.

NAMM
Foundation®
Grant Recipient

"The PMC is thankful for the 2023-2024 NAMM Foundation grant funding and support, which will help us grow the Experience Drumming program," says PMC Executive Director Antoinette Follett. "The annual NAMM Foundation grant is a reflection of generous ongoing support from NAMM members and participants of the NAMM Show."

Expanding Access

An Experience Bucket Drumming pilot program was tested in the spring of 2023 in an effort to create more student impact. Initial program assessment yielded encouraging results. The Experience Bucket Drumming program will help PMC achieve our goal of providing low-cost, meaningful, and enriching experiences for students through the power of drumming and we fully expect to expand beyond the states we are already active in through our well-established Experience Drumming grant funded program. ... *continued on page 3*

Going to NAMM? Swing on By!

Don't miss the annual PMC Open House on Friday, January 26 from 5-6 p.m. in the Palisades Room (Level 4) at the Anaheim Hilton. We'll be recognizing notable members of the percussion industry and announcing exciting news. We're also hosting an Experience Bucket Drumming workshop for music educators that day at 1:30 PM. See you there!

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About the PMC

The Percussion Marketing Council is a 501(c)(6) nonprofit organization comprised of industry-leading members representing every facet of the percussion industry manufacturing, distribution and publishing, and educational festivals and alliances. The PMC sponsors educational programs, campaigns, and activities to increase the entire population's interest in drums and drumming.

EXECUTIVE DIRECTOR: Antoinette Follett

EXECUTIVE BOARD:

David Jewell, Yamaha (retired), Interim Chair
Antonio Ferranti, Proel North America/
Tamburo Drums

Dendy Jarrett, Gibson Gives Foundation

Stacey Montgomery-Clark, SABIAN

Jennifer Paisley, Alfred Music

Matt Rudin, Yamaha Corporation of America

David Stanoch, drum set artist and educator
(Artist Representative)

Shane Kinney, Drum Center of Portsmouth
(Retailer Representative)

As the official trade association of the percussion industry, these dedicated long-term members continue to invest in all current and future players, seeking greater knowledge and enjoyment of all percussion instruments through the world of percussion.

Retailers interested in partnering with the Percussion Marketing Council, contact Antoinette Follett at info@PlayDrums.com.

Drumming Connects Us Influencer and Outreach Events

Drumming Connects Us, a collaboration of PlayDrums.com and Hit Like A Girl, launched in 2022. The community connects thousands of young drummers globally via social media. The **Drumming Connects Us Influencer** program encourages adolescents (18 years and under) to play drums and support each other through social media engagement. Young drummers can receive tips on how to get started on drums, how to connect with other drummers around the world, and how to be safe online.

A diverse community of young drummer-influencers from around the world connects through social media to provides inspiration to peers and support to new drummers. Follow @PlayDrumsdotcom and @hitlikeagirlcontest and tag #drummingconnectsus to learn more, or visit: www.PlayDrums.com/dcu-community.



Drumming Connects Us Outreach

program offers a retailer and drumming ambassadors resources for sharing the fun and benefits of drumming in public spaces. Inspired by drummer and international drum ambassador, Mya Cymbaluk, Drumming Connects Us Outreach has been developed to expand the drumming community by facilitating the planning, promotion, and implementation of live, in-person, outreach events at public venues such as parks, malls, schools, community centers, churches, music retailers, after school programs, etc. Access the Drumming Connects Us Outreach resource guide to learn more about the program and get involved! Visit www.PlayDrums.com/drumming-connects-us-events to download the Outreach guidebook.

Continued from page 1 The Experience Bucket Drumming workshop at the January 2024 NAMM Show will provide an opportunity to reach teachers and drum program facilitators beyond our current markets and help expanding access for more educators to create low- or no-cost group drumming opportunities, instruct music educators and program facilitators on how to start bucket drumming program.

Experience Bucket Drumming Workshop

January 26, 2024 2:30-3:30 pm

Presented by percussionist and educator David Birrow, author of "The Bucket Book: A Junkyard Percussion Manual," Alfred Music.

This free session will present everything needed to get started teaching bucket drumming, including the most frequently asked questions about teaching bucket drumming, equipment needed, logistics, classroom management, and volume control. Participants will also learn ways to create lesson plans that emphasize musicality, skill-building, and creativity.

Presented by The NAMM Foundation in collaboration with PlayDrums.com and members sponsors, including Alfred Publishing, Vater Percussion, and Remo.



May Is International Drum Month

During International Drum Month, PMC worked with industry members and retailers to engage drummers from all walks of life through the PlayDrums.com "Drum Lesson with a Pro" giveaway to create excitement and attract more customers.

The PlayDrums.com "Drum Lesson with a Pro" giveaway attracted hundreds of entries from players of all levels and ages, who entered to win a one-hour, online live lesson. With the assistance of our members, we were able to offer Zoom lessons with: Walfredo Reyes, Jr., Glen Sobel, Paul Leim, and Ashlyn Shanafelt—representing Aquarian Drumheads, Paiste, Remo, SABIAN, Vater, and Yamaha.

All entrants in the "Drum Lesson with a Pro" giveaway identify a local brick and mortar music store as a part of their entry, and winners each receive a \$200 gift card to spend in their store on new drums, supplies, or lessons. The participating professional drummers were also compensated for their time providing the lesson.

This year's winners included:

Madison Gagnon with Ashlyn Shanafelt;
Retailer: Long and McQuade (Calgary AB)

Ashley Gudmundson with Paul Leim;
Retailer: Fork's Drum Closet (Nashville, TN)

Bryan Connolly with Walfredo Reyes, Jr.;
Retailer: George's Music (Berwyn, PA)

Josh Sturm with Glen Sobel; Retailer:
Guitar Center (Sherman Oaks, CA)



Pictured here: Long & McQuade store manager Tyler Pickering with winner Madison Gagnon.

New Members Spotlight:

GROVER PRO PERCUSSION



was founded in 1980 by Boston-based percussionist Neil Grover. The company's mission has remained the same ever since: To supply the world's finest percussion products for professionals, students, and performing ensembles.

TOCA products are designed and developed to have a different look and provide the "Afro-Cuban" voice. These instruments make Toca unique and give players and percussionists a distinctive choice in style, design, and sound.

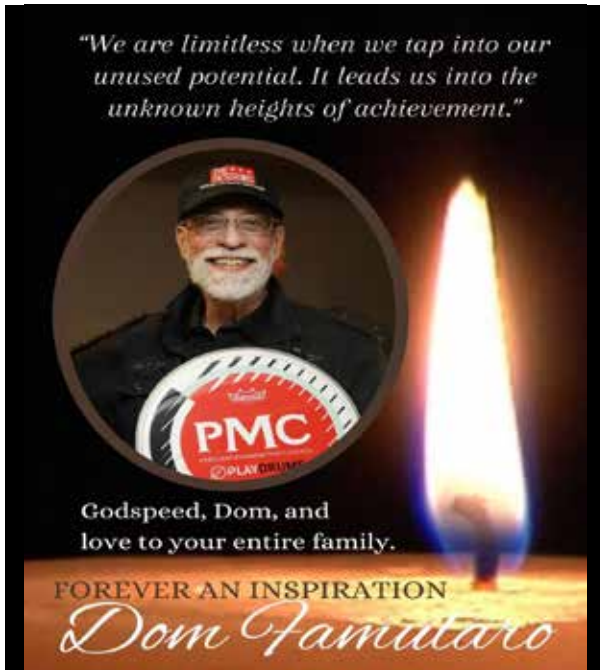


Visit PlayDrums.com for ideas on how to celebrate IDM in 2024

2023 PMC Honorees

PMC's Annual Open House in April 2023 honored Joe Lamond, outgoing NAMM Executive Director and CEO, who led the music products industry's global membership organization for more than 20 years. The PMC also celebrated seasoned performer, instructor, and clinician Dom Famularo, who talked about his battle with cancer.

Sadly, we received news of Dom's passing on September 27, 2023. We extend our deepest sympathy to the Famularo family.



PMC Members Let Their Voices Be Heard

For nearly 30 years, the corporate members of the PMC have dedicated time and resources to boost public engagement with percussion instruments. The PMC recently engaged in a strategic planning initiative to envision even greater reach and impact in the years to come. Our expanded board of directors and streamlined, turnkey program packages are set to strengthen and sustain market development through hands-on education programs in 2024.

Through a survey conducted in 2023 we solicited feedback from member companies and industry partners. A few highlights from the many suggestions we received:

- Update the website
- Incorporate percussion brands further into PMC activities
- Raise the visibility of PMC with individuals who work in the percussion industry 'below the C-Suite'
- Find ways to quantify the impact of PMC membership on the industry
- Keep creating programming to expose more students to drumming

As our community of drum facilitators, teachers, and drumming ambassadors continues to expand, we are collaborating with our members and the NAMM Foundation to offer valuable resources that promote and champion music education. We will use the PlayDrums.com website, mailing lists, social media, and public-facing materials to advocate and raise awareness among drummers, parents, and educators about the significance of music education for school children, and to share relevant information on this topic.

The success and ongoing development of the Percussion Marketing Council is a direct result of the commitment and support of the current PMC Membership Roster. The PMC Executive Committee wishes to acknowledge and thank each member and representative for the continued support to our organization and the percussion industry:



If you are not already a member of PMC and want to participate in our mission to create more opportunities for people to learn and play drums, contact us today!

PMC NEWS is the official newsletter of the Percussion Marketing Council
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