



Key Issue

Volume XLVI Edition 3

December 2011/January 2012

From the President

Let's Connect - via Social Media.

Hope this reaches you well. In this field of music education and piano teaching, the topic often arises about piano teaching in the 21st century. Topics often are about how piano lessons are still valid today, how we can best meet the practical needs of our clients and students and also maintain standards of excellence to the centuries of piano repertoire and teaching.

I believe one of the greatest impacts of piano teaching in the 21st century is the use of technology. It not only is important that we understand the value, but how we use technology to benefit our students, ourselves, and our businesses.

Students in this generation are growing up with the internet always being available. They are very comfortable with using a computer and internet, and many students own mobile phones, text more than talk, and even have their own blogs, YouTube channels and use social media.

However, it is not only the students who use social media. Studies show that by far the greatest demographic of people using social media are in their 30s, 40s and 50s. These are the parents of our students, with whom we need to connect.

How do you find someone to provide a service or product? It is no longer books of yellow and white pages. We do our research online and place value on recommendations, especially from people we know. As business owners and teachers, word-of-mouth is by far the best way to gain clients. This use of word-of-mouth communication and recommendations is now essentially synonymous with social media. Study after study overwhelmingly show that people use social media for word-of-mouth recommendations.

What is social media? "The term 'Social Media' refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue." ~Wikipedia.

Here are the top social media with which you need to be familiar, participate in and here's why:

Facebook. www.facebook.com About 800 million people use Facebook. That is three times the amount of people who live in the US. There are privacy settings so you can decide how much information is shared. You can connect with people who have similar interests, and invite people to learn about you and the services you offer. The people who are "friends" with your "fans" will also learn about your business. It's a fun way to interact, and it's free.

Twitter. www.Twitter.com. About 200 million people use Twitter. Whereas Facebook has more privacy settings, Twitter is an online platform that is completely searchable by users and Google. This is great news for small businesses. Users can send and read text-based posts of up to 140 characters, informally known as "tweets". Users may subscribe to other users' tweets – this is known as *following* and subscribers are known as *followers*. If you are going to use twitter, become familiar with how to use hashtags (a # symbol before a topic) and how to reference a user in a tweet (use of @ before their username).

LinkedIn. www.Linkedin.com LinkedIn is a business-related social media site, and is mainly used for professional networking. You can post the highlights of your resume, and have "connections" (people who know you).

Craigslist. www.Craigslist.com Craigslist is a network of local communities featuring free classified advertisements. Not only can you buy anything from children's stuff to furniture and automobiles, but it's a great place to offer your services with searchable key words about your business.

Google+. (Google Plus) is the newest social media tool, launched this summer, 2011 and has grown to over 10 million users in three months. Similar to facebook and twitter, Google+ has "circles," which include your connections. An added perk: when you search for something on Google, there will be a +1 button next to search result pages. When you click +1 you're publicly recommending pages across the web.

All of these social media are free.

p.s. We'd love to hear how you use social media. Tell us on facebook! www.facebook.com/sppta

Sincerely, Emily Ireland, SPPTA President 2010-2012

Calendar of Events

Dec. 3	Student Recital Deadline
Dec. 13	Holiday Tea-Home of Barbara Rossow
Dec. 17	Student Recital
Jan. 5	Newsletter Deadline
Jan. 10	General Meeting
Jan. 10	Board Meeting
Dec. 31	Student Recital Deadline
Jan. 14	Student Recital
Jan. 17	Book Club meets
Feb. 14	General Meeting
Feb. 12	Student Recital Deadline
Feb. 21	Book Club Meets
Feb. 26	Student Recital

Time for the Holiday Tea

Please join us for the annual SPPTA Holiday Tea on December 13th to be held in the home of SPPTA member Barbara Rossow. Enjoy a performance by the acclaimed Hamann Sisters Duo as you sample delicious holiday goodies. Social time begins at 9:30 a.m. with a performance to follow at 10:30 a.m. Please bring a treat to share! Address of the home of Barbara Rossow:

2950 Bartelmy Lane, Maplewood MN, 55109

A note about the Hamann Sisters:

Amy and Sara Hamann have won international recognition, captivating audiences and critics alike wherever they appear. Most recently, the sisters were honored in New York City by the Yamaha Corporation of America, which bestowed on them the title "Yamaha Artists." As winners of the Greater Twin Cities Youth Symphonies' Concerto Competition, Amy and Sara made their professional debut. The Hamanns joined Osmo Vanska and the Minnesota Orchestra for the American premiere of Haydn's Concerto for Two Pianos. Frequently, Amy and Sara's performances have been broadcast on national and international television and radio, including NPR's Performance Today and Studio 360. They have also won numerous awards at competitions around the world.

Paul Wirth Returns in January with New Ideas

Looking for strategies to help your students succeed as they enter into contests and performances? Then come to the January meeting on Tuesday, January 10th as Paul Wirth shares experiences from a lifetime of successful teaching practices.

Dr. Wirth is a prominent figure in our national piano teacher community. His unique combination of masterful performing and teacher, along with a sense of humor and unassuming personality have made him a much sought-after featured artist in concerts, master classes, fund raisers, conventions, special events and lecture series.

With his Bachelor of Music in Piano Performance from Temple University, and his Master and Doctorate degrees in Piano Performance from Indiana University, he co-founded and is now the Artistic Director of the Wirth Center for the Performing Arts (formerly Central Minnesota Music School) in St. Cloud, MN, a bustling music learning center with over 300 students taught by a faculty of twenty-two.

Chosen as the 2004-05 Teacher of the Year by Thursday Musical, he has taught numerous first-prize winning students of regional, national, and international competitions. Dr. Wirth's GRAVI-DVD-a cutting edge DVD on teacher piano technique to children- is now being distributed nationally.

Dr. Wirth maintains four studios: at the Wirth Center for Performing Arts, at the Schmitt Music Center in Roseville, at the Allen Organ Co, in New Hope, and at his home in St. Joseph, MN where he lives with his wife and greatest support, Kathy Wirth.

Lacey Kruse, Program Chair

SPPTA Holiday Tea and Community Service Project Food Drive for Valley Outreach Food Shelf

As a community service project, St. Paul Piano Teachers Association will be collecting food donations for the Valley Outreach Food Shelf located in Stillwater, Minnesota at the Tuesday December 13th Holiday Tea. This will be an opportunity for community outreach and assisting others in their time of need. Following is a list of possible donations needed at the food shelf:

Cream Soups	Tuna
Meal Soups	Pudding
Pasta Meals	Rice
Chicken Soup	Bars of Soap
Saltine Crackers	Boxed or canned Potatoes
Stew or Hash	Vegetable Soup
Broth	Toothpaste
Chili Beans	Tomato Soup
Kidney Beans	Baked Beans
Noodles and Sauces	Shampoo
Canned Vegetables	Pork and Beans
Paper Towels	Hamburger Helper
Canned Fruit	Diapers
Facial Tissue	Spaghetti Sauce
Jello	Dish Soap
Canned Chili	Baby Food
Canned Sloppy Joe Mix	Toilet Paper
Pasta	Laundry Soap
Tomato Products	Coffee/Tea/Cocoa
Macaroni and Cheese	Juices

***The Food Shelf can always use brown grocery bags. ***

Thank you for your assistance in stocking the Valley Outreach Food Shelf. If you have any questions regarding this community service project, please contact Cathy Arnfelt.

Blessings,

Cathy A. Arnfelt

Membership Chair

Note to self....

Remember to bring Food Shelf item to the Holiday Tea on Tuesday, December 13th!

SPPTA General and Board Meeting Highlights from September-October 2011

SPPTA Board Meeting Highlights-Sept. 13, 2011
Schmitt Music Roseville

- Please contact LaRae Mills for information about SPPTA or MMTA membership
- The MMTA Foundation gave SPPTA a \$200 grant for the Spring 2012 luncheon.
- The Board is looking at ways to improve how to hand out directories for Fall 2012.
- The judge's payment will be raised \$10 per SPPTA recital.

SPPTA Board Meeting Highlights-Oct. 11, 2011

- The Board is discussing what to do for the Senior B Contest Workshop for Fall 2012.
- There are a few openings for the SPPTA Board for 2012-2014: Recital Chair, Membership Chair, President Elect, and Secretary. There may be more openings, too, as the Vice Presidents check to see which Board members are not returning.

SPPTA General Meeting Highlights-Sept. 13, 2011

- Please consider donating to the MTNA Foundation on behalf of Sue Freeman Dopp Haugen, who was nominated by SPPTA for the 2012 MTNA Fellow Award.
- There is a student availability chart for the recitals on the SPPTA website.
- SPPTA welcomed MMTA guest representatives: Jill Kilzer and Kirsten Levorson.

SPPTA General Meeting Highlights-Oct. 11, 2011

- SPPTA will be holding a food drive at the November and December meetings

Respectfully submitted, Monica Allen, NCTM.

MusicLink Playathon: Not Just for Students

The upcoming MusicLink Playathon will take place at the Mall of America on the weekend of February 11th and 12th 2012. Information and registration forms are now available on the SPPTA website on the [Programs for Teachers](#) page. Look under MusicLink.

Sometimes teachers think that this Playathon is for MusicLink students only. This is a benefit for the MusicLink Foundation, but any musician can participate in this event. This includes children and adults (including teachers), solos, duets, small ensembles, any instrument and voice.

This is first and foremost a fundraiser, so all participants are encouraged to get pledges for their performances, but no one will be turned away if they don't bring in donations. Students will be assigned a specific performance time and can choose which day they prefer. Each teacher's students are scheduled together, so you can come to hear them perform and cheer them on.

Registration deadline is January 30th. Please invite your students to participate in this fun event. For more information, contact:

Sue Wege (651) 458-0143

swege71@comcast.net

Sue Wege, MusicLink Chair



Things to Know About Honors and Awards

Auditions

Every spring SPPTA holds a one-day event called Honors and Awards Auditions. The purpose of this event is to motivate outstanding students by offering an award and giving them a performance opportunity where they will share the stage and enjoy hearing each other play.

Students who enter play one piece for a judge. Students are grouped into the following age categories: Fourth grade and under, 5th and 6th grades, 7th and 8th grades, 9th and 10th grades, and 11th and 12th grades. The best performer in each age group wins a cash award. Awards range from \$50 to \$100. The judge chooses up to three outstanding students in each category to play at the Honors and Awards Recitals, which is held the evening of the auditions.

The literature is chosen from the standard teacher literature. Some examples of pieces chosen by age categories in recent years are:

4th Grade and under: J.S. Bach-Short Prelude No. 3 in C minor and Short Fugue in 2 voices; Prokofiev-Fugitive Visions, Op. 22, Nos. 1, 3, 5 and 10.; Gurlitt-Scherzo in D minor; Pieczonka-Tarantella.

Grades 5-6: Rachmaninoff-Polichinelle Op. 3, No. 4; Schubert-Impromptu, Op. 90, No. 2; Debussy Arabesque No. 2 in G Major; Mozart-Sonata K. 332.

Grades 7-8: Bartok-Ten Easy Pieces, No. 1, 5, 6, and 10; Glinka-Variations on a Russian Song; Khatchaturian-Toccata.

Grades 9-10: Chopin-Nocturne, Op. 15, No. 3; Haydn- Sonata No. 50, Mvt. 1; Chopin-Valse, Op. 64 No. 2; Franz Liszt- Concert Etude in Db Major No. 3.

Grades 11-12: Rachmaninoff-Prelude in C# minor Op. 3 No. 2; Chopin-Scherzo in B minor; Ravel-Sonatine.

The date for this year's auditions is Saturday, April 28th, 2012 and will take place at Schmitt Music Auditorium-Roseville location. The auditions take place from 10:00 a.m. – 2:00 p.m. Winning students return at 5:00 p.m. that same day for the recital.

The application form is available on the website and in this newsletter. The postmark deadline is April 7, 2012. Send your application with the \$25.00 fee to:

Mary Duncan

19707 St. Croix Trail North

Marine, MN 55047

Mary Duncan, Honors and Awards Chair

Last Spring's Honors and Awards Results

The 2011 Honors and Awards auditions were held on Saturday, April 30, from 10:00 a.m. to 2:30 p.m. at the Auditorium of the Schmitt Music Center-Roseville. Dr. Marianne Bryan was our judge. Eighteen students performed. By category the numbers were:

Grades 4 and under: 4

Grades 5 and 6: 6

Grades 7 and 8: 3

Grades 9 and 10: 5

Grades 11 and 12: 1

Seven teachers were represented: Jessica Hong, Ora Itkin, Elena Piastro, Ling-Ya Wang, Bea Langford, Kim Craig and Linda Chacholiades.

Article continues on page 6...

.....Last Spring's Honors and Awards Results (Continued)

The winners and honorable mentions are:

Grade 4 and under:

Winner: (\$50) Gideon Scheeler (Student of Elena Piastro)

Honorable Mention: Serena Roscoe (Student of Olga Itkin)

Grace Sue (Student of Ling-Ya Wang)

Grades 5 and 6:

Winner: (\$50) Linda Li (Student of Jessica Hong)

Honorable Mention: Jessica Lu (Student of Jessica Hong)

Jason Dat Tran (Student of Ora Itkin)

Grades 7 and 8:

Winner: (\$60) Andrew Wong (Student of Jessica Hong)

Honorable Mention: Tyler Deng (Student of Jessica Hong)

Megan Rose Conley (Student of Elena Piastro)

Grades 9 and 10:

Winner : (\$75) Megan Ruan (Student of Kim Craig)

Honorable Mention: Micah Cheng (Student of Elena Piastro)

Sam Meyer (Student of Bea Langford)

Grades 11 and 12:

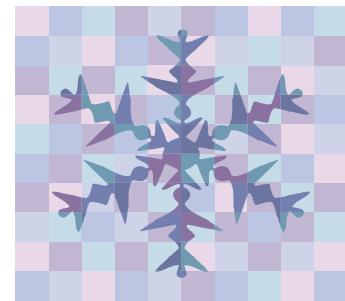
No winner. The chosen student couldn't come back on Sunday to play at the recital, so she forfeited her award.

Mary Duncan, Honors and Awards Chair

Successful Fall Recital Season

Thanks to all who made October and November recitals so successful. I am thrilled that we had a full recital in October and three recitals in November. More students are earning fabulous prizes, as well, so I encourage everyone to continue to participate in these wonderful events. If you haven't yet participated, I hope you are able to experience them soon either as a participant, listener, or both. December's optional theme is "Seasonal Music," and the registration deadline is December 3rd. Please send registrations to Sue Wege. January's optional theme is "Winter Waltzes," and those registrations need to be mailed to Elizabeth Richter by December 31st. See the website for more details.

Jennifer Curtis, Recital Chair



Corrections:

Following are changes and additions to the 2011-2012 SPPTA Directory. Please add to your directory for future reference.

1.) Addition:

Svetlana Boorman
6217 Birchwood Rd.
Woodbury, MN 55125
612-840-3282
artistepiano@comcast.net

2.) Address Change:

Joyce C. Colotti
625 Central Avenue, Apt. 305
Osseo, MN 55369-1156

3.) Email Updates:

Merridee Cicele Benham
merrideebenham@gmail.com

Beatrice Langford
bhl2138@comcast.net

Dr. Jessica Hong
jessicahongpianostudio@yahoo.com

4.) Name and Email change:

Rebecca Thoennes' married name is now
Rebecca Heyn
rebecca.heyne@yahoo.com

If you move and or change any contact information, please let me know so I can update my contact list.

Cathy A. Arnfelt, Membership Chair

SPPTA ADVERTISING POLICY

Advertising will be accepted for the SPPTA KEY ISSUE at the discretion of the editor and the executive board. Advertising may be submitted by any member of MMTA or professionally-related personal or organization. Copy must be accompanied by payment and submitted on or before the newsletter deadline date. Checks are to be made payable to SPPTA. Materials and Inquiries are to be addressed to the newsletter editor. Advertising would include items for sale or services for sale. Philanthropic and nonprofit information should be submitted in the form of a news story. Advertising rates are:

Full page ad: \$40.00

Half page ad: \$20.00

Fourth page ad: \$10.00

Column Inch (six typewritten lines): \$6.00

Third Vice President: Kathryn Martinez

Newsletter Editor: Rebecca Heyn

Circulation Editor: Rebecca Heyn




*Happy
Holidays!*