

AL Advisory Leadership Letter

Fall 2006

Newsletter
of the
American
Orff-Schulwerk
Association
Advisory Board

AOSA
American
Orff-Schulwerk
Association

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Conference shuttle information

by Donna Staton

Free shuttle service is provided for conference attendees staying at or attending sessions at the DoubleTree Hotel. Shuttles run between the Qwest Center Omaha and the DoubleTree Hotel with a stop at the Old Market between 5 p.m. and 8 p.m. daily.

Wednesday shuttle service starts at 4:00 p.m.

Thursday shuttle service begins at 6:45 a.m. and continues Friday and Saturday starting at 7:15 a.m. Shuttle service is available until 11:30 p.m. each night of the conference.

Advisory Board Conference update

by Donna Staton

Visit the AOSA Web site for *Seeds of Discovery ~ A Great Plains Harvest* conference information. Local conference chairs Karen Benson and Shelly Smith personally invite you to Make Tracks for Omaha in a *Welcome to Omaha* conference video. Order your Omaha Symphony ticket on-line for the Friday night *Carmina Burana* performance at the Holland Performing Arts Center. You will also find the shuttle bus schedule, banquet menu, conference t-shirt forms and many Omaha attractions at: www.aosa.org.

Specific information for hanging the chapter banners will be announced at the Advisory Board Breakfast Thursday morning. Prepare to carry chapter banners to tables set up at the Qwest Center (short horizontal banners) and Hilton (long vertical banners) following the Opening Session.

Conference reminders

by Jennifer Hartman

There are several opportunities for chapter presidents to network at the 2006 AOSA National Conference in Omaha. Please be sure to take advantage of the following opportunities to share ideas and brainstorm with the leaders from other chapters.

- **Advisory Board Session I-Qwest Center, Rooms 201-203, 7:00 a.m. Thursday**

This breakfast is provided for two members of each chapter (president and another delegate). There are breakout sessions by region and topics for which chapters request support. Please bring your banners to this breakfast as we will go directly to the opening session from the breakfast.

- **Advisory Board Session II - Qwest Center, Grand Ballroom Section B, 8:30 a.m. Saturday**

"Growing Yourself As A Leader" will be facilitated by Liz Gilpatrick. This session is for chapter presidents and regional representatives only.

- **Banner Roll Call - Opening Session, 9:45 a.m. Thursday - Qwest Center Grand Ballroom**

Chapter presidents (or their designee) will carry your banner across the stage.

- **Leadership Lounge (open Thursday-Saturday all day each day) Hilton Castle Room, 2nd Floor**

This is a special room for you to relax and network with your colleagues from chapters across the country and regional representative. It's also a quiet place to unwind for a few minutes. Snacks and water provided.

- **Newcomer's Booth (Registration area) Wednesday evening only**

Please send any first-time conference attendees from your area to this booth so AOSA can officially welcome them to their first conference!

- **President's Panel - 2:30 p.m. Thursday**

"New Beginnings" Regional Representative Roger Sams will facilitate this discussion about the upcoming change in AOSA with Executive Director Cindi Wobig's retirement at the end of 2006. We will consider new options, take stock in our accomplishments, and begin to develop an exciting future at this session.

- **Meeting of the Minds - 10:15 a.m. Saturday - Doubletree Midlands Room**

This panel discussion will explore the feasibility of expanding the Orff Schulwerk teacher training curriculum to a possible fourth level of instruction and other options.

On Servant Leadership

by Sue Mueller

The concept of Servant Leadership was coined by Robert K. Greenleaf (1904-1990) in his essay *The Servant as Leader* which he published at the age of 66. The word “servant” evokes different images for different people until they have a clear understanding of Robert’s Greenleaf’s vision. My image is the chapter leader.

Joe Batten, author of *Tough-Minded Management*, wrote that “*real servant-leaders are committed to the growth and renewal of all with whom they come into contact.*” Servant Leaders are “service-oriented,” “people-oriented,” or leaders who “lead from the heart.” I can’t think of anything more descriptive of an AOSA chapter leader than the above statements. As teachers, you are committed to serving the students with whom you make music. You are people-oriented, evidenced by the many programs, newsletters, meetings you attend, all you do to make your schools, churches, communities and chapters part of your life.

The best thing about Servant Leadership is that you don’t have to be a CEO or a high-level executive to be a Servant Leader. You don’t even have to have others reporting to you. Everyone can be a Servant Leader. No matter what you do or where you work, you can practice the ten characteristics of servant leadership in your relationship with others: *Listening, Empathy, Healing Ability, Awareness, Persuasion, Conceptualization, Foresight and Intuition, Stewardship, Commitment to Growth of People and Building Community.* When you apply these characteristics with impeccable Integrity you describe yourself.

Thank you for leading from the heart in the work of the Schulwerk.

The biggest enemy of buzz is routine. Are you adding enhancements that will be worth talking about? Are you letting people know what's new and improved?

— Emanuel Rosen

*The Anatomy of Buzz:
How to Create
Word-of-Mouth Marketing*

Searching for the next AOSA Executive Director

by Jo Ella Hug and Jill Peck

As chapters complete the fall round of workshops, members of the ad hoc Executive Director Search Committee are moving into their busiest time. (Just as a point of reference, an ad hoc committee is formed for a specific purpose and when that purpose is completed, the committee is dissolved.) Search Committee Members Laura Bergin, Brian Burnett, Margaret Campbelle-Holman, David Frego, LuAnn Hayes, Jo Ella Hug, Caprice Lawless, Carolee Stewart, Leslie Timmons and Chairperson Judith Cole hope to represent the needs of the diverse membership in choosing the best candidate.

During the summer months, a *Position Announcement* was developed and posted on the AOSA Web site. In addition, the committee developed a list of universities offering graduate programs in Nonprofit and/or Arts management and sent the announcement to those universities. A short advertisement was also posted on the Career Services page of American Society for Association Executives Web site.

The Search Committee is currently reviewing applications and narrowing the search to the most qualified candidates. Each candidate will offer a unique set of background experiences and qualifications to be considered. The process will help the committee choose the best candidate, taking every aspect of this important decision into careful consideration. The new Executive Director will begin on January 1, 2007. Retiring Executive Director Cindi Wobig will continue as an AOSA employee in the role of consultant through June, 2007 ensuring a smooth transition for the organization.

Leadership tip list growing

by Lisa Bettke

The Leadership Development and Nominations Committee is in the process of compiling a list of leadership tips and helpful hints from area chapters throughout the country. Here are some of the ideas that have been submitted:

Send members of the board out to give free workshops to area college students generating interest and forging links to future members.

Have members be an active presence at Levels courses in the area — bring treats, have a wine-and-cheese reception one afternoon, make personal connections.

Ask newer members to help with tasks such as setting up instruments, helping with food/hospitality.

Invite college students and first-year teachers to chapter workshops for free.

Candidates for the 2007 Election

by Lisa Bettke

Region III: Cora Bigwood, Sally Trenfield

Region IV: Sharon August, Jane Paulsen

Region V: Maureen Murphy-Fernandez, Michelle Przybylowski

Region VI: BethAnn Hepburn, Kathy Hummel

Treasurer: TBD

Vice-President: Julie Scott

Comprehensive list of chapter newsletter editors needed

Ruth Ann Chiaraluce, co-editor of Rocky Mountain Chapter's newsletter, *The Improvisor*, is compiling a list of local AOSA chapter newsletter editors. Her purpose is twofold. She believes that if other editors receive RMC's newsletter and she receives theirs, they could contact each other about sharing copy. Also, by sending *The Improvisor* to other editors, it would add recipients to the mailing list who would be genuinely interested in receiving it.

Chiaraluce will compile the list if you, chapter presidents, will get the information to her, or ask your newsletter editor to get it to her. She would like to have your chapter name and location, the editor's name, address, phone, and Email address.

Write Chiaraluce at:
ruthannc@comcast.net

Financial Assistance funds available

by Michael Roberts

Chapter Presidents, you just informed one of your local chapter members that they received a scholarship to attend a levels class, or purchase some much needed instruments, or start a special project. Wouldn't you like to make one of those phone calls this spring to one of your members?! Don't forget to encourage your members to explore the grants and scholarships available to them through their membership in AOSA.

Last year AOSA awarded more than \$16,000 in scholarship grants from the AOSA Gunild Keetman, Tap and Shields-Gillespie Funds. You may find applications for these scholarship funds in the AOSA Boutique of the exhibit area at conference as well as on the AOSA Web site. (Go to www.aosa.org > Select "About Us" > Scholarship information.)

It is through the enduring service and the generosity of our members participating in the AOSA Giving Campaign and the volunteers of the AOSA Boutique that produces these scholarships. Have a special local member you would like to recognize? Perhaps your chapter might want to consider a donation on their behalf to the endowment funds that make these scholarships possible. This is the perfect gift of remembrance for members you wish to memorialize. Please take the opportunity to visit the boutique while at conference in Omaha, and thank our boutique volunteers while shopping for the perfect conference keepsake. Remember that keepsake you purchase at the boutique will contribute to the scholarship and continue the legacy of Carl Orff and Gunild Keetman.

Grants, scholarships, research funds available to AOSA members

by Pam Grotegut

Chances are your good idea may qualify for at least practical funding from AOSA. Want to learn more? Go to:

www.aosa.org > Home > About us > Scholarship information.

Apply today. All applications for 2007 are due no later than January, 15 2007.

Awards are made in March.

Basic requirements:

Current member of AOSA in good standing for at least one year prior to the application
Citizen of America or a United States resident for five years.

These three characteristics - one, contagiousness; two, the fact that little causes can have big effects; and three, that change happens not gradually but at one dramatic moment ... is the Tipping Point.

— Malcolm Caldwell

*The Tipping Point:
How Little Things Can
Make a Big Difference*

*Be honest
about the estimated time
commitment being requested
and let the members make
up their own minds based
on their priorities.*

— Mark Levin

*Retention Wars: The New
Rules of Engagement*

Briefly, here are some of the funds available to members:

- **AOSA TAP Fund**

Who qualifies: Elementary through Junior High teachers from low-income populations
What is funded: Training, instruments and projects

- **Gunild Keetman Assistance Fund**

Who: Persons in need of financial aid who are interested in furthering the growth of Orff Schulwerk
What: Funds for training related to Orff Schulwerk, for developing a valid, creative project

- **Shields-Gillespie Scholarship**

Who qualifies: Pre-K and kindergarten teachers of low income populations who can show personal financial need
What is funded: Training, instruments and projects

- **Research Grant**

Who qualifies: AOSA member who shows documented evidence of expertise in Orff Schulwerk through both training and work experience
What is funded: Research projects of interest to Orff Schulwerk processes and philosophy

- **Research Partnership Grant**

Who qualifies: A research team consisting of at least one P – 12 current teacher with AOSA membership and one college/university faculty member with substantial research experience
What is funded: Research projects of interest to Orff Schulwerk processes and philosophy

- **The Orff Corps**

Who qualifies: Selected AOSA teacher-trainers who wish to teach other teachers for two- to three-weeks in a host country
What is funded: Travel expenses only (hosts must pay other expenses)

For complete information and application materials go to:

www.aosa.org > Home > About us > Scholarship information

How to choose workshop presenters

by Patty Reed

According to the Chapter Annual Reports, great workshops are the primary factor in boosting membership of local AOSA chapters. So how do chapters locate inspiring clinicians to present those workshops? Below are a variety of ways to find those presenters.

- **Attend** Conference and select sessions to get first-hand experience. In some chapters, attending members get together before sending registrations and select sessions to get a broad perspective on possible workshop presenters.
- **Consider** teachers from various Levels courses in which chapter members have been enrolled.
- **Network** with other chapter presidents. Look in the MDRG for chapter workshop schedules; find a chapter that scheduled a presenter that you would like to have as your workshop clinician: then call or Email the chapter president for feedback.

Once the chapter has several presenters in mind, check the information on the Chapter Leadership disk for specific details that should be included (scheduling, fee negotiations and a formal contract). If the clinician's fees are unaffordable or the timeframe can't be worked out, ask for recommendations for another workshop presenter who has the same "specialty." Many well-known AOSA personalities got started giving workshops because the teachers with whom they apprenticed recommended them. Newer presenters typically charge lower fees.

There are also chapter mini-grants and workshop grants available to assist qualifying chapters.

Web site continues to grow

by Caprice Lawless

In the past year, the AOSA site has added another 500 pages of information for visitors, forms for administrators, intra-organizational communication, photographs and video. The site is clocking more than a quarter-million hits per month. Innovations added this past year include:

- Transferred, secure membership database
- Automatic forgotten password retrieval system
- A helpful “Frequently Asked Questions” area within “About Us”
- Streamlined conference registration process
- First-ever AOSA National Conference Video
- Chapter Leadership Manual (Chapter President’s Room)
- Model Constitution (Chapter President’s Room)
- Chapter President’s Email List (Chapter President’s Room)
- AOSA Press Room (About Us - Fact Sheets, photos to download)
- Advertising rate sheets (*Conference Book*, *Directory*, *Echo*)
- *The Orff Echo* Index of articles (Publications & Resources)

Here are just a few additions under study to help AOSA internally & externally:

- Professional Development: communication tools, articulation of programs, online instructor database to assist course directors;
- Membership & Local chapters: Ability for chapters to post Web sites to AOSA site (for a fee to AOSA), Chapter Web site templates (for a nominal fee); syndicated articles for use in chapter newsletters; syndicated articles available on association management, membership-building and membership retention;
- Publications & Resources: downloadable DVD library (viewable only) to disseminate sessions on-demand; expansion of Press Room artifacts (syndicated stories for chapters, photos, Winning Way video); podcasts, video postcards, downloadable xylophone improvisations for cell phone ring tones; and
- Conferences & Events: webcast clips of activities from conference.