

# KEY *Issue*



November/December 2017

## Letter from the President

### Promoting your Studio

Do you have a marketing budget? What do you do to market your studio? If you do none of the above, then you are like most piano teachers that rely on word of mouth alone. There are some marketing ideas that don't cost a lot of money. Here are a few ideas you could try in your studio.

### Get a Website

If you don't have a website for your studio, there are lots of easy to use and cheap options out there like Weebly.com, Squarespace.com, or webnode.com. Websites are important because this is how most people find services today. When their friends tell them about your studio, you want them to be able to find you online, so they can contact you and sign-up for lessons. Most websites are free to try and then require a small monthly subscription fee. Having your own domain name is important too, and some of the site above offer a free domain name for the first year with a subscription.

### Facebook

You can also create a Facebook page for your studio. It is easy to start too, you just need some photos of yourself and your studio. Then just invite all your friends to like your page and keep posting new content. If you want to get into advertising, Facebook is a great place to start. You can reach new people on Facebook for as little as \$2 a day. You set the overall budget too, so you can spend as much or as little as you would like.

### Recitals

Have you ever thought of using your own recitals to market your studio? Try some new ideas for your recitals that are fun for both the performers and the audience, that keep bringing your students back and will help spread word of mouth even more when your current students brag about how fun their recitals are.

A Cheering Recital, who can have the loudest cheering crowd in the audience? Have your students bring many friends and family and see who can cheer the loudest at the end of their performance. Your students will feel like rock stars and the audience will have fun cheering as well! You could also try some new audience participating pieces with your students, Wendy Stevens has some pieces that involve the audience. An Artwork Recital, have your students create or find art that captures their performance piece. Then project that art while they are performing their piece. Lots of students are artistic in other ways and they would love to show them off!

*Sarah Mensen*

**President, SPPTA**



# Calendar of Events NOV/DEC 2017

## Monthly Programs

**10:00 Social Time**

**10:20 General Meeting & Guest Speaker**

**10:30 Presentation**

**11:50 Board Meeting**

November 14, 2017

Location: Cadenza Music, St. Paul

149 Snelling Ave N,

St Paul, MN 55104

(Parking on street, behind the store or across the street at O'Gara's)

“Positively Habit Forming: A Participatory Presentation”

Presented by Arona Fay Rochal, Creative Life and Career Coach

December 12, 2017

10:00 Holiday Tea

Home of Barb Rossow

Guest Artists: Trio

Sue Wege will introduce MusicLink

## Book Club - 10:00 am

Cafe Latte, Saint Paul

3rd Tuesday of the Month

Nov. 21

Dec. No Book Club

Jan 16



## Upcoming Recitals

November

Location: Landmark Center

Date: Sunday, November 12

Deadline: Saturday, October 28

Time: 1:00-5:00pm

Programmer: Monica Allen

December

Location: Prospect Park Methodist

Date: Saturday, December 9

Deadline: Saturday, November 18

Time: 2:00-4:30pm

Programmer: Rebekah Richards



Elsa Hosch, NCTM  
SPPTA Recital Chair

## SPPTA Members Forum

Join our SPPTA Members Forum! This is a private group for SPPTA members, a closed group, so your posts are visible only to its members. Make a request on Facebook to join the members only group.

<https://www.facebook.com/groups/535763026524608/>

## Membership Directory Updates

**WELCOME to these new or reinstating members of SPPTA!**

Jessica Allured  
3017 Harriet Ave.  
Minneapolis, MN 55408  
630-390-4019  
jess.allured@me.com

Alyssa Bernardo  
1938 Bowsens Lane  
Woodbury, MN 55125  
651-285-6734  
abernardo@wisc.edu

Suzanne Greer, NCTM  
5038 Woodridge Rd.  
Minnetonka, MN 55345  
612-240-6066  
sgstudiomn@outlook.com

Constance Hamilton  
14098 Fondant Ave. N.  
Hugo, MN 55038  
651-426-3704  
chami59@comcast.net

Tarese Quelle  
4612 21 ½ Ave NW  
Rochester, MN 55901  
tdq300@gmail.com

Catherine Ramirez  
PO Box 24  
Northfield, MN 55057  
507-786-3895  
ramirez@stolaf.edu

Jose Uriarte  
614 N. 1st St. #406  
Minneapolis, MN 55401  
612-333-1512  
arteuria0001@yahoo.com

**Please update your directory with this contact information, as needed.**

Rachel Crooks  
641 4th St. NE  
Minneapolis, MN 55406

Timothy Kraack  
1807 Beechwood Ave.  
St. Paul, MN 55116



**Monica Allen**  
**Directory Chair**



# October Recital

## Johanna Shores



## Concerto Competition

I am pleased to announce that Dr. Richard Lange from the University of Northwestern St Paul, and Dr. Nathan Kennedy from Concordia University, St Paul will be our full-day judges for this year's SPPTA Concerto Competition. They will each be providing critiques to those individuals playing in the preliminary rounds, selecting the six finalists, staying through to judge the evening finals round, and determine the 1st, 2nd, and 3rd place winners. Grateful for Dr. Lange and Dr. Kennedy's expertise, I look forward to sharing more information about each of them in the next newsletter. I appreciate their willingness to share their time and knowledge, and invest in the lives of the SPPTA students participating in this event.

Please mark your calendars to be in the audience on December 2nd, 2017. Both preliminaries and finals are open to those who would like to sit and listen. This is a great opportunity to bring a student you feel may be interested in participating in the future, or simply to share a "wow!" spark with a student who needs a boost. The evening finals round will begin at 7:30pm at the Brooklyn Center Schmitt Music Auditorium. Thank you, Schmitt, for graciously hosting this event at its new location. Join me there to hear the performances and see the winners announced!



Beverly Olson,  
Concerto Chair

## Make a Difference with MusicLink



Every day children who have musical talent are kept from nurturing that talent because of financial need in the family. Music lessons are often the last thing parents can afford as they try to keep food on the table and a roof over the heads of their families. This is where MusicLink AND you can help.

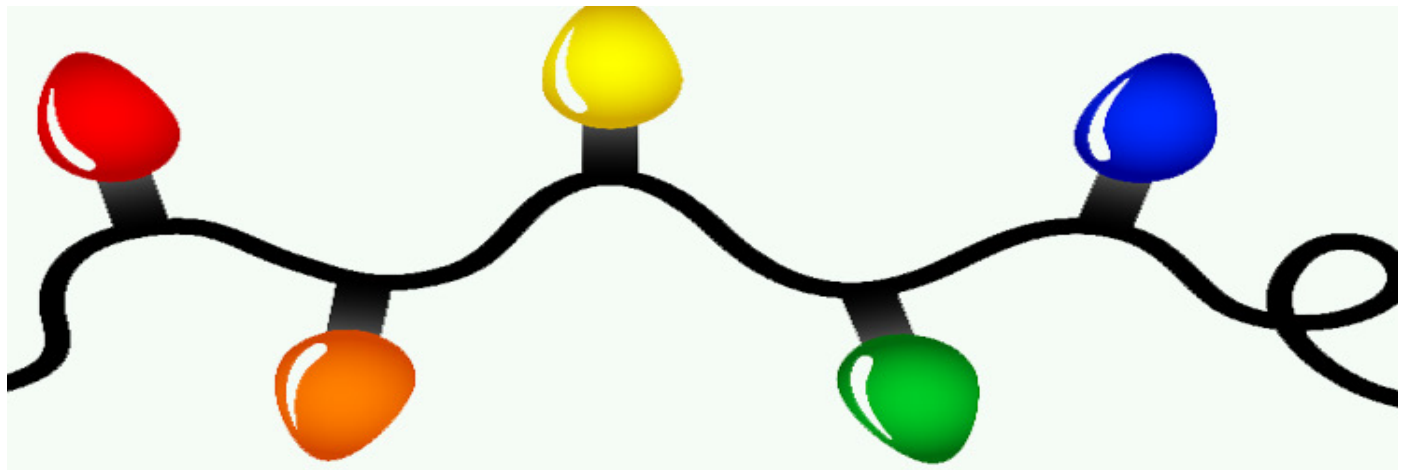
MusicLink teachers agree to lower their normal lesson fee by half so that students in need can get the opportunity for lessons. The MusicLink Foundation offers its support in terms of assistance with practice instruments, business partner offers of free and discounted music for the students and teaching aids for the teachers and Summer Music Camp scholarships for motivated students.

Would you like to learn more? Plan to attend the SPPTA Holiday Tea on Tuesday, December 12th where I will be sharing information about the MusicLink program and how you can become involved. Can't make it? Call or email me and I will be happy to answer any questions you may have. 651-458-0143 [swege71@comcast.net](mailto:swege71@comcast.net)

Mark your calendars for the upcoming MusicLink Playathon on the weekend of February 17-18, 2018 in the Macys Court at the Mall of America. It's our 10th MusicLink Playathon this year, so plan to have your students participate and help make it the best one ever!

Sue Wege, NCTM  
State MusicLink Chair





# Holiday Tea Party

December 12, 2017

10:00 am

Music by Sue Ruby's Trio

Home of Barb Rossow:

2950 Bartelmy Lane

Maplewood MN 55109

Bring treats to share!



Time keeper needed for Concerto Competition Sat., Dec. 2<sup>nd</sup> from 11am-4pm, with lunch provided. While “easy” this is a critical role for the event’s success. Please consider helping.

Contact Beverly Olson at (651) 341-0353 or [Bev@BenchandBow.com](mailto:Bev@BenchandBow.com)

ASSOCIATION  
TEACHERS  
PIANO  
*Saint Paul*



SPPTA Publicity Chair  
1431 Avon Street N  
Saint Paul, MN 55117

