



Nuances

The Newsletter of MAPTA

April 2010 - Vol 40 Issue 7

PSP Recital
May Breakfast Program
Renew Your Membership
Free Piano Clinic 4/24
Revisit the Mozart Effect
What's In A Name?
Chopin Class
Piano Play Together
Final Note

Calendar

MAPTA Sponsored Events are featured in this color.

Sunday, Apr 11

Young Artist

Recital Deadline

For Apr 25 Recital
Contact Brian Hagen for more information

Tuesday, Apr 13

General Meeting & Program

9:00- 11:00 am
"Preview of the Fall 2010 Piano Play Together"
Diane Madsen and Jeanne Felix
Christ Presbyterian Church
944 E Gorham St,
Madison

Saturday, Apr 17

PianoWorks! For Kids!!

11:00 am
Steinway Piano Gallery
Free - Ages 7-16

Wednesday, Apr 21

Member Survey Meeting

9:00 am
Steinway Piano Gallery

PianoWorks! For Grown-ups

6:30 pm
For parents and teachers
Steinway Piano Gallery
Free

Saturday, Apr 24

David Osborne Piano Clinic

2:00 pm
VAHS
Free - RSVP's required
(608) 845-6369

Sunday, Apr 25

Young Artists Recital

1:00 pm - Warmups
1:30 pm - Performance
Oak Park Place East
Granview Hall
718 Jupiter Drive
Madison

Sunday, May 2

Raffi Besalyan Concert

4:00 pm
Farley's Pianos
Tickets \$60

Tuesday, May 11

May Breakfast Program

8:30 Check-in
Oakwood Village West
6209 Mineral Point Road
Madison

Quick Links

President's Message

Debbie Yee

Dear ,

Welcome to this very special edition of *Nuances*.

As always, this issue is being sent to all of our current members. But I have also dug through the archives so we can send it to our past members as well. If it's been awhile since you've seen what MAPTA is up to, I hope you will enjoy this edition of *Nuances*.



This has been such an exciting year, we wanted to share our abundance of good news with everyone we could find who has ever been involved with MAPTA.

The response to our Annual Membership Survey was amazing! Our members have provided us with great ideas and outstanding direction for the coming year and beyond. There's plenty to do in April and our May Breakfast Program is shaping up to be one of our best ever.

I hope to see you at one of April's many events!

Looking forward

Debbie Yee
MAPTA President

Past Members: Please know that we respect your privacy. This issue has been sent as a courtesy, however, we will not continue to send you email unless we hear from you.

P.S. Please let me know if you are interested in being a chair for Honors Festival or Hospitality.

Spring Adult Music Social - April 18th

Cheri Lewis

The Spring Adult Music Social will be held on **Sunday, April 18th at 7 PM** at the home of Judy Ferreri, 3118 Timber Lane, Verona, WI 53593

Please encourage all of your adult students to participate in this fairly informal event structured to help pianists at all levels to become more comfortable sharing their music with others. Pieces can be memorized or played with music. Adult students who would like to first learn more about the social are also welcome to attend without playing that evening. Those attending are requested to bring a small plate of cookies or other food to share.

Call Cheri Lewis at (608) 222-5125 if you have any questions or Judy Ferreri at (608) 469-2235 if you need directions.

Performers Supporting Performers - April 23rd

Ruth Heinecke

Thank you to all the MAPTA members who attended our recital at Capitol Lakes Grand Hall on February 28. We appreciate your support!

Our next meeting will be on **Friday, April 23, 1:00 p.m.** at Patty Ladpli's home in Middleton. Any MAPTA members who are interested in playing or listening are invited to attend the next meeting.

May Breakfast Program Registration Open

[MAPTA Membership](#)

 [MAPTA Membership Form](#)

[Contact MAPTA Officers and Directors](#)

[MAPTA Members Only Site](#)

[Last Month's Issue of Nuances](#)

 [May Breakfast/Program Registration](#)

[Advertising in Nuances](#)

Submissions

Complete submissions of articles, events or other piano themed features are welcome. **All submissions are due by the 21st of each month to be considered for publication.**

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c/o Steinway Piano Gallery
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Studio Exchange Teachers

Contact [Gloria Chuang](#), [Denise Taylor](#), [Shad Wenzlaff](#), [Debbie Yee](#) or [Joanna Grace](#) if you are interested in being a part of the Studio Exchange Program.



The May Breakfast Program will take place on Tuesday, May 11th at the Village Inn at Oakwood Village West, 6209 Mineral Point Road.

This year's guest speaker will be Trevor Stephens who will discuss and demonstrate various aspects of playing Chopin's piano music and his method of teaching.

More information is available [online](#). You can register by [mail by downloading the registration form](#) or [online by clicking here](#).

Updated Membership Form Available - Renew Today!

The 2010/11 Membership Form is now available. Remember, renew your membership before May 31 to take advantage of discounted dues!

[Click here to download the new membership form](#)

Do you know someone who could benefit from joining MAPTA? Send them this issue of Nuances by clicking the link below.



Special Feature Speak Up! The 2010 Member Survey

Grant Billings

This past February, all MAPTA members were invited to take part in our annual member survey. The response was nothing short of fantastic.

58% of our members responded to the survey which was made available to members via mail and, for the first time, online. This was a far higher response rate than any previous MAPTA survey, proving that MAPTA members are more involved than ever before. The tone indicated that members appreciated being heard, highly value MAPTA programs and have lots of suggestions for the future.



For the first time, MAPTA members had the option of taking an online member survey

Here are a few of the most notable points:

- **More than 87%** of respondents are **Satisfied, Quite Satisfied or Very Satisfied** with MAPTA membership
- Nearly every **MAPTA program was rated as Valuable or Very Valuable** by more than half of respondents
- **More than 64%** of respondents felt MAPTA should offer **programs about business** aspects of running a studio

This survey has already provided the organization with a tremendous amount of insight and the board is committed to following through with an annual survey. "By continuing to ask our members for input, we will insure that MAPTA is moving in the direction that our members want," said Debbie Yee, MAPTA president. "By continuing the survey annually, we will also be able to regularly gauge our members' satisfaction."

On **Wednesday, April 21**, the Communications Committee will meet to analyze the responses and prepare recommendations for the Board of Directors to guide the planning efforts for 2010-11. All members are welcome to attend. *See the calendar for details.*

Although the survey is now closed, member input is always appreciated. If you have any questions, suggestions or concerns, feel free to contact any board member.

On behalf of the entire board, thank you for taking the few minutes to make your opinion's heard.

Honors Recital Update

Patty Ladpli and Shu-Ching Chuang

The auditions were on Saturday, February 21, at Madison Christian Community Church. We had 57

registered students, including 30 in the senior division and 27 in the junior division.

Judges Karen Hill and Roman Kontorovsky chose 12 juniors and 16 seniors to play on the recitals.

Steinway Piano Gallery very kindly provided a digital piano as a warm up piano and June Zeeh helped with her beautiful calligraphy of the names on the certificates.

The recitals were held on Saturday, March 14 at Morphy Hall at the UW School of Music.

Anyone interested in learning more or lending a hand next year is invited to meet at Debbie Yee's house, 5718 Piping Rock Road, on Tuesday, April 27 at 9:30 a.m.

Free Piano Clinic April 24th



Steinway Artist David Osborne presents a free improvisation clinic on April 24th

David Osborne, known as the "Pianists to the Presidents," will present a clinic titled **"Improvisation on Piano and How It Relates to Piano Theory"** for area piano students on Saturday, April 24th at 2:00 p.m. at the Verona Area High School.

The clinic will be at free, however, we would like to have reservations so we know how many to expect.

If you are interested in attending this workshop, please call Carolyn White at 845-6369.

Steinway Artist David Osborne has played at the White House for many Presidents, including the Reagan, Bush, Clinton, and Carter administrations. Osborne currently performs at his new home, the Bellagio Hotel in Las Vegas. His music includes romantic, classical, jazz, pop, inspirational, patriotic and Broadway show tunes. He has recorded 22 CDs and his record sales have reached nearly 5 million. Osborne and his trio will present his beautiful "Keys to the Heart" concert on the same day.

Playing Along with the Mozart Effect

If you want music to sharpen your senses, boost your ability to focus and perhaps even improve your memory, you need to be a participant, not just a listener.

Shad Wenzlaff shared the LA Times article that Patty Ladpli shared with him with us.

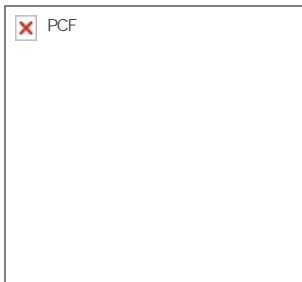
[Click here to read the entire article](#)



Photo credit: Ricardo DeAratanha/LA Times

Piano Composition Festival (formerly known as Young Composers Festival)

Shad Wenzlaff



Although its name has changed, plans are underway for the **2010 MAPTA Piano Composition Festival** with Dr. David Dies, Assistant Professor of Composition, Lawrence University (and UW-Madison School of Music graduate), as adjudicator. The deadline for composition submissions is **Friday, July 30, 2010**. This statewide competition is open to MAPTA and non-MAPTA teachers and their students (an additional fee is imposed for non-MAPTA teachers/students).

Piano compositions will be judged by level. Students deemed "First Place" and "Runner Up" in each category, by our guest judge, will be invited to perform their compositions at a special

Sunday recital this September. Watch for the details in the upcoming 2010-11 MAPTA directory. Prizes will be awarded.

Other noteworthy items;

- All materials must be received by the event chairman no later than Friday, July 30, 2010.
- For the sake of leveling competitions, students with duet/ensemble compositions will be asked to contact Shad at least 2 weeks prior to submission this year.

We are excited that Broadjam.com, a Madison-based online community dedicated to independent musicians and music, has agreed to co-sponsor this year's festival. While they normally charge a significant fee for hosting online submissions, they have graciously waved their fee for MAPTA. Their sponsorship will make it easier for participants to submit their recordings and for the judge to access them. Thank you, [Broadjam!](#)

broadjam.com[®]

PCF entry forms are available by [clicking here](#) or you can email [Shad Wenzlaff, Festival Chairperson](#) to have one mailed to you.



RAFFI BESALYAN

Hear **RAFFI BESALYAN**, pianist and winner of the Artist's International Competition, play a benefit concert for the **Madison Symphony Orchestra** on **Sunday, May 2 at 4 PM**

at **Farley's House of Pianos – 6522 Seybold Road, Madison**

Tickets: \$60.00 (\$30.00 tax deductible) available through MSOL at 608-836-0619 or at Farley's at 608-271-2626. Proceeds go to the education and outreach programs of MSO. Mr. Besalyan's program includes Gershwin's *Rhapsody in Blue*, Rachmaninoff and more. (Complete program on "Events" page of www.farleyspianos.com. Also, visit raffibesalyan.com)

Play-a-thon Finale

Renee Farley



Madison Area Friends of Piano is pleased to announce winners from the 2010 Key-Up-for-Kids Piano Playathon. Twenty-five students collected \$100 or more in honored pledges. A random drawing selected Gina Garthwaite (pictured right with her family) as the winner of a one-night stay for a family of four at the Wisconsin Dells Great Wolf Lodge. Lavonne Berkvam's studio brought in the most donations, earning her a \$100 for Hilldale Mall gift certificate.

Really, everyone who participated in the Playathon was a winner because a significant "prize" is the goodwill generated by the event for both those who participate and for those who receive the benefits from the monies raised, \$10,266 at last count. Bravo everyone!

Piano Play Together

Diane Madsen



Diane Madsen and Jeanne Felix offered a sample of Robert Vandall's commissioned piece at the January board meeting

Over the last several months the 2010 Piano PlayTogether music selecting team has been scouring the multitudes of piano ensemble music to find the perfect pieces for this exciting event which will be held on Sunday, November 21, 2010. This year's theme is *"Harmony for Humanity: Making a Better World through Music."*

The event will open with a performance of the MAPTA commissioned original composition by Robert Vandall.

Be sure to attend the General Meeting in April when the music selection committee presents the pieces that will be used in this popular MAPTA concert event.

Approved Board Meeting Minutes

Joanna Grace, Secretary

MAPTA BOARD MEETING Tuesday January 12, 2010 at Farley's House of Pianos

Those in attendance were: Debbie, Anita, Renee, Joanna, June, Gloria, Grant, Denise, Patty, Diane

The meeting commenced at 8:36 am.

Joanna read the minutes of the Nov. 17 board meeting. They were approved as read.

June Zeeh presented the treasurer's report for the month of December 2009. June did cancel the yellow pages ad for 2010. The savings for MAPTA will be \$152 for the remainder of the fiscal year. June suggested Summit Credit Union as a place to transfer the Money Market account to. Denise had a previously positive experience with Summit Credit Union. Grant suggested combining the Money Market and checking account into one account. Since we don't need to write a lot of checks every month this could be a good option for earning more account interest. It was proposed that June could investigate the interest rates and options with Summit Credit Union. Debbie suggested that June investigate the history of the Janus account. The cd is maturing in February and could also be moved to another account. June will find out who has authority to transfer funds.

Fall Workshop: Gloria Chuang: There was a low attendance and concern about that. We had a wonderful workshop with students and teachers performing in the masterclass. There were schedule conflicts with the UW students and Barbara Lister-Sink presenting at the UW that week. Diane commented on how terrific Dr. Hisey's workshop was. Denise suggested having teacher compliments of the workshops in the brochure. Debbie explained that a big name that everyone knows brings in more of an audience. The topics of next year's workshop should be applicable to teachers of beginners and intermediate students.

PSP this Friday Jan. 15 (non-performance) at Cheri Lewis's home. She sent out the recital program. There is still room for teachers to perform in the recital.

Nuances: Grant: The Nuances came out later than expected because of belated submissions. There has been a good amount of interest in the advertising. Grant will not chase people down for submissions, nor write articles for teachers or create advertisements. Denise suggested that Grant include in Nuances that the deadline is clearly indicated for submission to the next Nuances. If someone expresses an interest in submitting an ad to Nuances, teachers can forward the link to them directly. Helga Swatzak inquired about a 6 month discount for repeated advertisements. Discussion ensued about having a package deal for advertisements: four paid advertisements of the same size will

result in one advertisement for free of the same size. After May 31 the free advertisement must be used in the same fiscal year as the paid advertisements.

The last Nuances issue was delivered on Saturday- 59% percent of recipients are opening the Nuances beyond the preview. 18% of readers are clicking on links within the Nuances. Grant encouraged teachers to submit photos of events to put on the website. Debbie would like to send out an annual survey to members to give the board some kind of guidance of what members have benefited from during the year and what they would like to see for the next year. By putting out the survey every February the opportunity exists for member input year after year. Grant will send draft of MAPTA survey to board members for input, then revise the survey and send it out to all members. Denise suggested putting the expected time it takes to complete the survey -and- the deadline for submission.

Website: report by Grant- we would only have the \$1672-\$2800 fee for building the site and suggestion for \$20 hosting fee a month and self-maintained by MAPTA. Grant explained that the current site has to be maintained by the webdesigner. Now the technology exists to self-maintain the site. Denise questioned how often the website should be redesigned to keep current. Do we feel the website needs to be redesigned? Should it be redesigned in a self-maintaining capacity? Grant suggested it would be great to have a website that teachers -want- to have as their home page. Would MAPTA need to redesign the site every three years?

Publicity: nothing

Referral: Linda Johnson two calls on the referral line since August. No one has called that line looking for a teacher. The referral page is a great format- email addresses can be clicked on and the maps are included. Members are encouraged to check this out by going to MAPTA site and requesting referral list.

Honors: Patty no real report except that registration is coming up soon- the registration is Feb. 13 (same day as the MAFOP Play-a-thon) and it is paper registration only. There will be at least one warm up piano available.

Young Artist Recitals: Renee reported that on Dec. 13 18 performers were scheduled and 15 performers actually played representing 6 teachers' studios. Income is on average \$50 a recital. Renee doesn't see a significant expense occurring for YAR. The YAR is only open to MAPTA teachers.

Denise: offered teachers the opportunity to suggest an Alfred duet that fits the theme "Harmony for Humanity". Pro Goals meeting Feb. 19 at 9am followed by PPT meeting at 10 am. Pro Goals and PPT will combine meeting dates for best efficiency and input. Alfred is sending a representative to videorecord the PPT.

Pro Goals recording/ audio visual recording policy was presented and discussion ensued over comments submitted by members not presented at this meeting. This statement will be provided on the bottom of programs and referred to at all MAPTA functions.

Renee asked for direction on how to respond to parents that wish their kids -not- be photographed or videotaped.

This was motioned and passed:

MAPTA may take photos, videos, and audio recordings at its sponsored competitions, recitals, and events. MAPTA reserves the right to use these audio-visual materials at its discretion. By performing or attending a MAPTA-sponsored event, performers and guests waive all rights to compensation or to inspect or approve finished products, regardless of format. MAPTA assumes no responsibility for unauthorized photos, videos and audio recordings made at its sponsored events. Out of respect for the performers, we request that no flash photography be taken during performances. Photo opportunities will be given at the end of the event. Please turn off cell phones and other electronic devices.

By this policy we are giving MAPTA the authority to take photos and videos.

Denise: no change to membership status

There was a request from MAFOP for a MAPTA donation of \$250 this year. This should have been brought up in October and was not included in the budget or the agenda. Debbie presented the current MAPTA monies and the projection of a deficit for this year.

Anita motioned that we donate \$250 to MAFOP. This was seconded and passed.

It is the treasurer's responsibility to ensure this proposed amount of \$250 to MAFOP gets put into next year's budget. Title of expense should be listed as MAFOP donation in the MAPTA budget.

Renee announced that there are still opportunities for teachers to sign up for scheduling spots. Contact Connie Jones for scheduling spots at the Atrium or Metcalfe's site.

The meeting adjourned at 10:53 am. Respectfully submitted by Joanna Grace.

The Final Note



"Without music"



life would be a mistake."

-Friedrich Wilhelm Nietzsche
(1844-1900)

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