

2023 CBDNA ATHLETIC BANDS SYMPOSIUM SCHEDULE

TUESDAY, MAY 30

5:30 PM – 8:00 PM	Registration Open	The Graduate Lobby
6:00 PM – 8:00 PM	Drill Writing Intensive <i>Sponsored by Pyware and Ultimate Drill Book</i> JOSH GALL ULTIMATE DRILL BOOK A drill writing focus throughout the symposium will be on the input and digitization of HBCU-style bands and their incorporation of traditional maneuvers, squads, line drills, and more. Taught by industry leaders from UDB and directors from the SWAC, PAC 12, SEC, and more, these sessions will prove helpful immediately for those who are ready to advance their drill design and begin using industry-leading approaches to learning and cleaning drill. There is no additional cost to attend these sessions, and all attendees will get a free one-month trial of Pyware Professional and additional courses after the symposium.	The Beast & Leonard Baehr Rooms
8:00 PM – 11:00 PM	Networking and Free Time Take this time to visit with colleagues and have a drink and/or meal in The Graduate's tribute to Cincinnati's most beloved resident, our hippo Fiona. Fiona's serves up drinks, casual bites, and pizzas inspired by iconic local dishes. Cincinnati Chili Pizza, anyone?	Fiona's

2023 CBDNA ATHLETIC BANDS SYMPOSIUM SCHEDULE

WEDNESDAY, MAY 31

8:00 AM – 6:00 PM	Registration Open	The Graduate Lobby
9:00 AM – 9:15 AM	Bus Departs for 18-Hole Golf Tournament <i>Coordinated by Terry Frenz</i>	Front of The Graduate
9:00 AM – 12:00 PM	Drill Writing Intensive <i>Sponsored by Pyware and Ultimate Drill Book</i> JOSH GALL ULTIMATE DRILL BOOK <i>See the description from Tuesday.</i>	The Beast & Leonard Baehr Rooms
10:00 AM – 4:30 PM	18-Hole Golf Tournament Shotgun Start <i>Sponsored by Buddy Rogers Music and Stanbury</i>	Clovernook County Club
11:00 AM – 11:15 AM	Bus Departs for Mini-Golf Tournament <i>Coordinated by Chris Nichter</i>	Front of The Graduate
12:00 PM – 4:30 PM	Mini-Golf Tournament <i>Sponsored by Tonal Innovation</i>	Eagle Tee Golf Center
1:30 PM – 4:30 PM	Drill Writing Intensive <i>Sponsored by Pyware and Ultimate Drill Book</i> JOSH GALL ULTIMATE DRILL BOOK <i>See the description from Tuesday.</i>	The Beast & Leonard Baehr Rooms
1:30 PM – 4:30 PM	Music Ed Solutions Department <i>Sponsored by Leaders Creating Leaders</i> TYSON WOOTERS LEADERS CREATING LEADERS GARY RUPERT LEADERS CREATING CLEARS Meet the Team Pose a Question/Problem to Solve – Offer a Solution We can Share	Joseph Strauss Room
5:30 PM – 7:30 PM	Welcome Reception <i>Sponsored by Yamaha and DCI</i> Welcome to Cincinnati! Enjoy a variety of appetizers and a cash bar.	Fountain Square Room

2023 CBDNA ATHLETIC BANDS SYMPOSIUM SCHEDULE

THURSDAY, JUNE 1

7:45 AM – 4:45 PM

Registration Open

Today's Snacks and Break Beverages are Thanks to the Sponsorship of Fruhauf

The Graduate Lobby

8:30 AM – 8:50 AM

Breakfast

Sponsored by Conn-Selmer

Cincinnatus Ballroom

9:00 AM – 9:50 AM

Opening Session

Sponsored by CBDNA, UC Student Affairs, Be The Match, and NAOAB

Cincinnatus Ballroom

10:00 AM – 10:50 AM

CBDNA ABS Juried Presentation: Why is There Never a Line for the Women's Restroom at this Conference?

Sponsored by Leaders Creating Leaders

Cincinnatus Ballroom

MICHQUELENA POTLUNAS FERGUSON | PENN STATE

Why is There Never a Line for the Women's Restroom at this Conference? A Historical Perspective of Women in Collegiate Marching Band, Title IX as a Turning Point, and Where We Go from Here Green and Troup state, "Both past and present are always intertwined in historical practice. Historians seek to understand people whose lives and sensibilities that were very different from their own. We also try to make sense of the present by investigating the processes of change over time that contributed to shaping the world in which we live." This presentation will include a historical look at women in instrumental music, gender stereotyping of instruments, and how these historical factors, combined with the social equity movement of the 1960s and 1970s and the passage of Title IX, led to women participating, or not participating, in college marching bands.

11:00 AM – 11:50 AM

I'm in my first five years as a college band director. HELP!

Joseph Strauss Room

Room Sponsored by Bob Rogers Travel

CHAD HUGES | MOREHOUSE COLLEGE

ISHBAH COX | CAPITAL UNIVERSITY

JONATHAN THOMPSON | FORT VALLEY STATE UNIV.

Ah! It's done. You have finally landed that college job! Or maybe you're still new at college teaching and seem stuck! Now what? How will your first day in the band room look? How will you interact with your students, colleagues, administration, and alumni? How do you handle your budgetary needs and concerns? What do you need to do before the first day of band camp? Who do you need to know in order to get practical things done? This session will help with the first day/year fears and beyond. Let's set you up for success!

2023 CBDNA ATHLETIC BANDS SYMPOSIUM SCHEDULE

THURSDAY, JUNE 1

11:00 AM – 11:50 AM **Best Practices for Alumni Relationships:
Q&A with Band Directors** **WKRP Room**

**CHRIS NICHTER | UNIVERSITY OF CINCINNATI
JOHN PASQUALE | UNIVERSITY OF MICHIGAN
BARRY HOUSER | UNIVERSITY OF ILLINOIS**

Best Practices for Alumni Relationships: Q&A with Band Directors.

12:00 PM – 12:50 PM **Lunch** **Cincinnatus
Ballroom**
Sponsored by Bandwindow

1:00 PM – 2:15 PM **Time to Visit Exhibitors and Breakout
Sessions or Walk the UC Campus** **Exhibit Area**

1:00 PM – 2:15 PM **Music Ed Solutions Department** **Joseph Strauss
Room**
Sponsored by Leaders Creating Leaders

**TYSON WOOTERS | LEADERS CREATING LEADERS
GARY RUPERT | LEADERS CREATING CLEARS**

FEATURING GUESTS:

**Terry Frenz (Retired UC Director 1994-2017)
Gary Smith (Retired Illinois Director 1976-1998 & 2004)**

Ask our experts! Special guests Terry Frenz and Gary Smith and the LCL team answer your questions & offer solutions.
"Our Advice May Not Be Helpful, But It Is Free!"

1:00 PM – 2:15 PM **Pyware Lab** **Leonard Baehr
Room**
Sponsored by Pyware and Ultimate Drill Book

**JOSH GALL | ULTIMATE DRILL BOOK
TIM ZACHERY | PRAIRIE VIEW A&M**

2023 CBDNA ATHLETIC BANDS SYMPOSIUM SCHEDULE

THURSDAY, JUNE 1

1:00 PM – 2:15 PM

Meet the Kappa Kappa Psi Sponsor/Director Task Force

WKRP Room

Sponsored by Kappa Kappa Psi and Tau Beta Sigma

TONY FALCONE | UNIVERSITY OF NEBRASKA-LINCOLN

Did you know that a group of Chapter Sponsors and Band Directors has been assembled with the expressed intent of assisting you in all things Kappa Kappa Psi? We'll introduce you to the team, walk you through the resources they've already created, and discuss what lies ahead for the Task Force and the Fraternity. There will also be ample opportunity for Q & A on relations with active members, Chapter operations, and anything else you may have on your mind.

2:30 PM – 3:20 PM

You're Asked to Teach Music Education Methods, Now What?

Joseph Strauss Room

Sponsored by Leaders Creating Leaders

BEN HELTON | CASE WESTERN RESERVE UNIVERSITY

ANDREW RHODES | UNIVERSITY OF TOLEDO

KENNETH WILL | UNIVERSITY OF DAYTON

Many collegiate band directors are jumping from 5-12 or doctoral programs to various collegiate positions expecting responsibilities to include conducting, show design, pep band supervision, and a share of the band program's administration. However, we can sometimes be caught off-guard by the "other areas of teaching determined by the school's needs," such as music education and pedagogy. This panel presentation seeks to provide approaches and resources for directors who find themselves suddenly saddled with courses in music education methods or student-teacher supervision.

Drawing on their experiences at three very different institutions, the presenters will discuss sources and strategies related to instructing Introduction to Music Education, Instrumental Methods, and supervising student teachers. Participants will learn strategies for building curricula and customizing content to fit the needs of their context. Finally, participants will have opportunities to ask questions, share personal experiences, and brainstorm ways they handled such responsibilities in their own programs.

2:30 PM – 3:20 PM

Write It Like the Record

WKRP Room

Sponsored by Pearl/Adams

JOHN LEONARD | UNIVERSITY OF MINNESOTA

NICK ANGELIS | UNIVERSITY OF CINCINNATI

In talking with Nick Angelis at UC, we discussed how I write for the Bearcat Bands and that they want the real rhythms, not watered down, and want it to sound like the original. My writing with UMass since 2007 looks to achieve the same goal but through very different techniques using small group soloists, vocalists, front ensemble percussion, etc. I will compare those two approaches and highlight educational goals for more challenging writing and teaching strategies.

2023 CBDNA ATHLETIC BANDS SYMPOSIUM

SCHEDULE

THURSDAY, JUNE 1

3:30 PM – 4:00 PM **Beyond the Music: Keeping Students Engaged in Your Program and Community Outside of Performance** **Joseph Strauss Room**

Sponsored by Leaders Creating Leaders and Yamaha

AMY KNOPPS | UNIVERSITY OF MISSOURI
CRAIG AARHUS | MISSISSIPPI STATE UNIVERSITY
BARRY HOUSER | UNIVERSITY OF ILLINOIS
RICKY SUK | OHIO UNIVERSITY

In our programs the primary activities college marching band members participate in are rehearsals and performances.

Beyond those essential functions, there are many unique activities and events to ensure students have a positive experience that strengthen their bond with each other, alumni, and our community.

We will discuss activities and strategies within our programs that increase student engagement and retention due to the investment made in them.

3:30 PM – 4:00 PM **A Field Guide to Starting and/or Revitalizing a College Marching Band Program** **WGRP Room**

Sponsored by Ultimate Drill Book

WES KING | UNIVERSITY OF FINDLAY

Based on my personal experience of having started an entire university band program from scratch along with revitalizing the University of Findlay program, I would like to put forward a session that dives into the obstacles and hidden challenges of both starting a college marching band program, particularly at smaller institutions, as well as strategies for coming into a flagging marching program and turning it around. It is not uncommon to see positions posted in each hiring cycle for institutions looking for exactly these purposes. While discussing both starting and revitalizing might seem very broad, there is significant overlap in both pursuits.

Points of discussion would include recruitment and retention strategies, building an inclusive culture, creating a detailed plan to pitch to administration, branding, and innovative ways to recruit taken from the business world. Other band directors from programs who have either recently started or with experience revitalizing programs would be polled and consulted for more input.

2023 CBDNA ATHLETIC BANDS SYMPOSIUM SCHEDULE

THURSDAY, JUNE 1

4:30 PM – 4:45 PM

Bus Departs for Rhinegeist Brewing

Front of The Graduate

4:40 PM – 8:30 PM

Dinner and Evening Activities

Rhinegeist Brewing

Sponsored by Smith Walbridge Clinics and Band Products

Spend the evening at one of Cincinnati's most recognized craft breweries and taste Cincinnati's famous Skyline Chili.

Additional Opportunity:

Explore the historic Over-The-Rhine (OTR) neighborhood on your own, lots of bars and restaurants in walking distance of Rhinegeist or ride the streetcar (there's a stop right outside of the brewery) to another part of the city.

8:30 PM – 9:00 PM

Bus Departs Rhinegeist for The Graduate

Rhinegeist Brewing

Bus Departs Rhinegeist for The Graduate for those that want to return to the hotel.

Additional Option:

Stay in OTR/Downtown on your own and Uber/Lyft back at your convenience

2023 CBDNA ATHLETIC BANDS SYMPOSIUM SCHEDULE

FRIDAY, JUNE 2

7:45 AM – 12:00 PM

Registration Open

Today's Snacks and Break Beverages are Thanks to the Sponsorship of Pearl/Adams

Cincinnatus Ballroom

8:00 AM – 8:50 AM

Breakfast

Sponsored by DeMoulin

Cincinnatus Ballroom

9:00 AM – 9:50 AM

CBDNA ABS Juried Presentation: A Phenomenological Investigation of Student Leadership in College Marching Bands

Sponsored by Director's Showcase International

Cincinnatus Ballroom

JASON CUMBERLEDGE | UNIVERSITY OF LOUISVILLE

BRIAN SILVEY | UNIVERSITY OF MISSOURI

CHRISTIAN NOON | UNIVERSITY OF MISSOURI

FAITH HALL | UNIVERSITY OF MISSOURI

This session will discuss new research centered on the experiences of student leaders in college marching bands. Ten student leaders from two universities in the United States completed written responses to an open set of questions that were then discussed during two corresponding in-depth interviews. The following research questions were addressed: (1) How do student leaders describe their experiences in college marching band? (2) How do student leaders perceive their growth through these experiences? (3) How do students perceive these experiences in relation to their future careers? Our findings indicated that student leaders may gain invaluable experience by adapting and reacting to challenges and reflecting on those experiences in ways that inform future behaviors. These experiences, from students' communications with directors to opportunities for mentorship between peers, affected their growth in leadership roles. Participants — particularly those who were music education majors — actively used their experiences to build a vision for themselves and their future careers. Participants also mentioned experiences regarding post-pandemic procedures in bands. Topics for continued research will be discussed.

2023 CBDNA ATHLETIC BANDS SYMPOSIUM SCHEDULE

FRIDAY, JUNE 2

10:00 AM – 10:50 AM **Basic Knowledge of Audio Physics, Wireless Mics, and Sound Systems** **Joseph Strauss Room**
Sponsored by Smith Walbridge Clinics and Band Products

BRIAN STITH | SOUND PROJECTIONS

Ever wonder why you have issues with your field or battery-powered PA system? This session will answer that question and many more by teaching you the basic physics of sound. You will also learn how to minimize wireless issues and how to choose the best equipment for your needs. This informative session can help you best use the equipment you already own. This seminar is for any music educator who uses wireless and/or battery-powered PA systems, especially those who use this equipment for outdoor ensembles/marching bands.

10:00 AM – 10:50 AM **What Animal Are You? Understanding Yourself and How You Communicate and Relate to Others** **WKRP Room**
Sponsored by Leaders Creating Leaders

JOHN FRANKLIN | MCMURRAY UNIVERSITY

This session will utilize personality and communication style concepts presented by psychologists, relationship specialists, and authors John Trent & Gary Smalley to help athletic band directors better understand their personal communication styles and that of the students and staff members with whom they work. The presentation will include a brief self-analysis of each participant followed by applications to how to communicate with students, staff, colleagues, administrators, etc., more effectively and positively. The session will also include suggestions for a similar analysis and presentation with attendees' respective staff and student leadership programs. The intended outcomes are for attendees to better understand how they both provide and receive communication-based on their personality/communication style, how to modify their communication style to better fit the style of those with whom they work, and how to use this information to mentor and teach these skills and concepts to their own respective program participants.

2023 CBDNA ATHLETIC BANDS SYMPOSIUM

SCHEDULE

FRIDAY, JUNE 2

11:00 AM – 11:50 AM

“Why Are You Here?” Understanding Motivation as a Means Towards Culture Building

Joseph Strauss Room

KATY STRICKLAND | NORTHWEST MISSOURI STATE

I will discuss what I have learned about student motivation via the Bearcat Marching Band here at Northwest Missouri State University, a Division II, rural institution with a population of approximately 7,000 students. That learning process has included video interviews and survey data collection from students across the last 8 years, and a major ensemble culture shift that increased enrollment from 130 members to 190 in 4 years. I will share instructional goals and strategies, student leadership structures (our leadership is un-paid), and culture-building approaches.

11:00 AM – 11:50 AM

Using Breakthrough Technology to Empower Your Student Leadership Group and Save Time

WKRP Room

Sponsored by MusicFirst

**SCOTT CASAGRANDE | MUSICFIRST
FRED MCINNIS | BRIGHAM YOUNG UNIVERSITY**

The Brigham Young University Marching Band empowered their student leadership group to create digital files of traditional and halftime music and then created assessment files to have students check their music off prior to rehearsals. Dr. Fred McInnis and BYU student leaders will present how they made this time-saving process work for their program using MusicFirst technology.

12:00 PM – 12:50 PM

Lunch

Cincinnatus Ballroom

Sponsored by FJM

2023 CBDNA ATHLETIC BANDS SYMPOSIUM

SCHEDULE

FRIDAY, JUNE 2

1:00 PM – 1:50 PM

CBDNA ABS Juried Presentation: Workload of Collegiate Marching Artists during Rehearsal and Game Day

Sponsored by Ultimate Drill Book

Cincinnatus Ballroom

CHRIS HOCH | THE OHIO STATE UNIVERSITY

MATTHEW BRANCALEONE | THE OHIO STATE UNIVERSITY

Workload monitoring can provide marching band medical and directing staff with objective measures of performance to reduce fatigue or injury risks. Marching artists rehearse and perform drill at a high physical activity volume while marching with their instrument. Despite the commonly accepted high physical activity volume, minimal evidence is available regarding the physical demands experienced by marching artists throughout rehearsals and game day.

2:00 PM – 3:15 PM

Time to Visit Exhibitors and Breakout Sessions or Walk the UC Campus

Exhibit Area

2:00 PM – 3:15 PM

Music Ed Solutions Department

Sponsored by Leaders Creating Leaders

Joseph Strauss Room

TYSON WOOTERS | LEADERS CREATING LEADERS

GARY RUPERT | LEADERS CREATING CLEARS

Solutions Designed for You. What Do You Need? What Does Your Band Need? What Does Music Education Need? If we don't already have a solution, we'll start working on one!

2:00 PM – 3:15 PM

Pyware Lab

Sponsored by Pyware and Ultimate Drill Book

Leonard Baehr Room

JOSH GALL | ULTIMATE DRILL BOOK

TIM ZACHERY | PRAIRIE VIEW A&M

2:00 PM – 3:15 PM

Private Label Broadcasting: The Financial Benefits, Outreach Opportunities, and Technical Ease of Operation

Sponsored by Tresona Multimedia

WKRP Room

MARK GREENBURG | TRESONA MULTIMEDIA

We will make a presentation showing what these networks look like, the benefits of increased outreach to students, parents, alumni, and fans and the ease with which this can be set up. We will be joined by 9-time Emmy Award winning producer Michael Symonds of The Symonds Group who will discuss the simplicity of the technology required.

2023 CBDNA ATHLETIC BANDS SYMPOSIUM SCHEDULE

FRIDAY, JUNE 2

3:30 PM – 4:00 PM

Growing Grit: How Educators Can Develop Student Grit

Joseph Strauss Room

MICHELLE BELL | UNIVERSITY OF ILLINOIS

Preliminary surveys have determined that post-COVID, approximately one in three students experiences increased stress and anxiety and has difficulty persevering through difficult tasks. As music educators, our mission is to develop exemplary musicians, provide a space for all students to participate in music-making, and prepare students to be leaders in their chosen field. The cultivation of grit, described as the ability to persist in the face of obstacles, mitigates stress and anxiety and improves performance in the pursuit of goals. We can use the intentional development of grit to empower students in each facet of our music education mission.

Drawing inspiration from the presenter's decade-long military career and recent deployment, and incorporating recommendations from the research of Angela Duckworth, Carol Dweck, and others, this presentation identifies the main characteristics of grit and presents actionable techniques for music educators in athletic band programs to cultivate students' grit for their and the program's benefit.

3:30 PM – 4:00 PM

A Collaborative Approach to Small School Recruiting

WKRP Room

Sponsored by Ultimate Drill Book

JOE CARVER | UNIVERSITY OF WYOMING

In the nation's least populated state of Wyoming, I have found recruiting success using a collaborative approach which involves university admissions, athletics, and marketing. By using the strengths and resources of these departments, we have developed a plan to actively engage our band members and I in the at-large University recruiting process. This plan has allowed for more visibility for our band and has led to an increase in new marching band members. For the 2022 season, 80 of the band's 175 members were new members!

2023 CBDNA ATHLETIC BANDS SYMPOSIUM SCHEDULE

FRIDAY, JUNE 2

4:30 PM – 5:30 PM

Cocktail Hour

Sponsored by FlipFolder App/JW Pepper

**Fountain Square
Room**

5:30 PM – 7:30 PM

Dinner, Keynote Address, and Awards

Music provided by The Russell Gunn Ensemble

Cincinnatus Ballroom

ADDRESS:

JOSH GALL | ULTIMATE DRILL BOOK

KEYNOTE ADDRESS:

TYSON WOOTERS | LEADING CREATING LEADERS

“Our Vision: Helping You Live Yours”

ACKNOWLEDGEMENTS AND AWARDS:

CHRIS NICHTER | UNIVERSITY OF CINCINNATI

4:30 PM – 5:30 PM

Cocktail Hour

Sponsored by FlipFolder App/JW Pepper

**Fountain Square
Room**

5:30 PM – 7:30 PM

Dinner, Keynote Address, and Awards

Music provided by The Russell Gunn Ensemble

Cincinnatus Ballroom

ADDRESS:

JOSH GALL | ULTIMATE DRILL BOOK

KEYNOTE ADDRESS:

TYSON WOOTERS | LEADING CREATING LEADERS

“Our Vision: Helping You Live Yours”

ACKNOWLEDGEMENTS AND AWARDS:

CHRIS NICHTER | UNIVERSITY OF CINCINNATI

2023 CBDNA ATHLETIC BANDS SYMPOSIUM SCHEDULE

SATURDAY, JUNE 3

8:00 AM – 8:50 AM

Breakfast

Sponsored by Director's Showcase International

Cincinnatus Ballroom

9:00 AM – 9:50 AM

Successful Band Relationships with Spirit Squads: Cheerleaders and Dance Team

Sponsored by Ultimate Drill Book

Joseph Strauss Room

SHAYNA STAHL | UNIVERSITY OF KENTUCKY

Many band directors do not have a dance or cheer background or truly understand how to incorporate their spirit squads. Learn ways to communicate effectively and work with your spirit coordinators. Hear from current coaches what their needs are to be successfully integrated into your program and performances.

9:00 AM – 9:50 AM

Digital Artistry: Promoting Your Program in the 21st Century

Sponsored by Conn-Selmer and DeMoulin

WKRP Room

JACK EDDY | WESTERN CAROLINA UNIVERSITY

CHANDLER WILSON | FLORIDA STATE UNIVERSITY

DAVE SCHREIER | UNIVERSITY OF CENTRAL FLORIDA

We will share insights into building a successful social media presence that will improve engagement with fans, students, parents, donors, and the greater community at large. Topics will include information on building a media team of students, parents, and/or alumni, various types of engagement, and tools and equipment recommendations to help you market and promote your students and your program.

2023 CBDNA ATHLETIC BANDS SYMPOSIUM

SCHEDULE

SATURDAY, JUNE 3

10:00 AM – 10:50 AM **Mental Health is Marching Health: Understanding the Struggles and How We Can Help** **Joseph Strauss Room**

MATT BRUNNER | TEMPLE UNIVERSITY
JON BRUNNER | SR. DIRECTOR OF COUNSELING AND WELLNESS SERVICES AT FLORIDA GULF COAST

One of the causes contributing to mental health struggles is isolation. A 2018-2019 data report from The Healthy Minds Study shows students often feel more comfortable talking to a current faculty member than student services staff. Athletic Bands' staff and students are in a unique position to help. As we often spend more time with these students than the average course, students often rely on the camaraderie in the band to help, or even look to their director for support. Band students and directors are also in a position to be proactive in identifying students in need. The goal of this session is to help college directors with ways to Recognize, Respond, and Refer when mental health intervention is needed.

10:00 AM – 10:50 AM **Teaching Marching Fundamentals with Efficiency and Efficacy: The Visual Technique Circuit Six Years Later** **WKRP Room**

JAMES BATCHELLER | CENTRAL MICHIGAN
ERIC WILTSHIRE | UNIVERSITY OF OREGON

The Visual Technique Circuit, a method for teaching marching fundamentals, was first introduced in 2017. It is now the only way we teach marching fundamentals in the Chippewa and Oregon Bands. This session will re-introduce the VTC, discuss changes and improvements, and offer insights from other directors using this teaching method.

11:00 AM – 12:00 PM **Closing Session** **Cincinnatus Ballroom**
Sponsored by CBDNA