

Shaping our future

Hello ACB Members,

This is Track and Field season in the East. I can't help but think that, as your incoming President, I have been preparing for this position as I would prepare for a relay race.

My enthusiasm for ACB has grown since I became the RMC for Pennsylvania in 1994. My six-year term on the Board of Directors was the "warm-up" time. As President-Elect, (I am writing this message in April), I have been running along side of President Jim Caneen, reaching for his "hand off" of the baton that leads to my leg in this relay, the Presidency.

About the time I joined ACB, my mother gave me a book, The Prayer of Jabez, and I keep this prayer on a refrigerator magnet. From I Chronicles 4:10, Jabez prays for God to, "Bless him, keep him from harm and increase his territory." It worked for Jabez and it surely has worked for me. I am blessed with a wonderful family and ACB friends. Look how my territory has increased! I want the same goals for ACB, and to accomplish that we need a vision.

Vision enables us to set goals to guide our actions and shape not only our future but also the future of generations to come. Vision is an essential action for the Association of Concert Bands as the "International Voice of Community Bands".

John Sculley, former CEO of PepsiCo and Apple Computers said, "The future belongs to those who see possibilities of tomorrow before they become obvious."

To be successful, we must capitalize on the best of today, see the possibilities of tomorrow, and work to create a new reality where Community Bands remain a vital part of our society. It is with a sense of realistic expectation that the ACB must strive to see what is possible... and move forward.

The ACB Executive Committee, Board of Directors, Appointed Officers, Incoming Board Members and Advisory Council have contributed to goal setting. This included establishing specific, measurable, attainable, realistic and time-targeted objectives.

MORE is the KEY component in promoting the Association of Concerts Bands' agenda:

- to encourage and foster adult concert, community, municipal, and civic bands
- to ensure that each musician who wishes to perform has that opportunity
- to give every community the opportunity to take civic pride in its band
- to allow citizens of the world community the pleasure of live performances of band music

More **M**embers and **M**arketing

More **O**utreach through our publications and website

More **R**ecognition of our individual, family, organization members and corporate sponsors and

More **E**ducation and **E**nrichment

From *The Journal of the Association of Concert Bands* Vol. 30 No. 2 June 2011

Association of Concert Bands Website: <http://www.acbands.org>

Let's tackle the "M". Increased Membership means substantial financial, cultural and political bargaining power. It is possible to bring the membership number to 2000 this year. The financial state of ACB is very healthy, and an increased operational base would serve to significantly boost this potential, thus avoiding a dues increase. We have a marketing team in place ready to investigate ways of making the "2000" member goal a reality, but they need your help. July through September is a perfect time to introduce potential new members to ACB with the one-half price dues. This is also a great time for "gifting" memberships. Has a friend helped you recently? Is there someone in your band you would like to recognize with an "appreciation" gift?

As I step into the Presidency, I want to thank the many friends and past presidents that have encouraged me. Thank you to Nancy Michalek for her help in Long Range Planning and producing this fantastic *Journal*. Thank you to Jim Caneen, for his guidance and friendship. I am looking forward to the challenges and rewards of my presidency. Thank you, members, for your continued dedication and support of the Association of Concert Bands.

Judy



From *The Journal of the Association of Concert Bands* Vol. 30 No. 2 June 2011

Association of Concert Bands Website: <http://www.acbands.org>