

Our Search for Recognition

Hello Members,

I hope you've had a restful summer with many opportunities to perform as well as attend some great concerts.

The officers and board of directors of ACB are grateful and appreciative of all the hosts for our National Conventions. Last May, The West Michigan Concert Winds, their director, Gail Brechting, and Chairman, Howard Meade, organized an outstanding convention at Muskegon. So many musicians attended that it was necessary to split into *two* convention bands. Composer/Conductor James Curnow, tuba soloist Marty Erickson, and 2011 "ACB Outstanding Conductor Award" winner Pam Potter led the "Lakes" and "Dunes" convention bands through a wonderful musical experience. The selected performing bands presented aural feasts to suit every palate; the clinics were very informative and entertaining; and the "Many Colors of Community Bands" delighted us with alpenhorns, a jazz band, brass groups, a circus band, clarinets, and so much more.

In my first message to you I outlined my long-range planning strategy promoting the Association of Concerts Bands organization. The KEY component is **MORE**.

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

In this message I want to cover the "**R**", that is, "**R**ecognition".

Life is a search for recognition. When we're young, we long for the praise of our parents. When we're teenagers, we want to impress our friends. As adults, we want others to appreciate our efforts.

The most successful companies and organizations today have employees and members that are aligned behind strategic objectives and core values. The value of being *recognized* and appreciated is a fundamental human need.

David McClelland's "Theory of Needs" is one of the primary reasons people join community bands. McClelland proposes a framework for understanding human needs. This framework is divided into three categories: The Need for Achievement, the Need for Affiliation, and the Need for Power. The Need for Achievement refers to the concept of succeeding and being appreciated. The Need for Affiliation is the desire to be associated with people and includes the desire for being a member of a group. The Need for Power is the desire to lead.

No matter our age, being recognized for our efforts is important to us as individuals and as members of organizations. Recognition gives us respect for contributing to society.

In 2006, ACB President, Cmdr. Allen Beck wrote, "Don't know who we are... That is about to change." He was right. The growth in our membership from 758 in 2006 to 1046 today reflects this change. Through our varied projects such as the ACB Blanket Performance License with BMI and ASCAP, Project Posy, our commissioned works, the many perks from the music industry, and the Band Builder's Guide, more and more people and organizations have begun recognizing and respecting the position and agenda of

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Recognizing members and our organization is more than common courtesy. Rather, it is a strategic effort to motivate all members to do their best. Our officers and members understand these dynamics and seek to use results-based recognition strategies.

People turn to trusted friends or colleagues for recommendations. Even in an age of high tech communication the most powerful and effective means of recognizing and promoting an organization is word-of-mouth. Every member can make a difference.

The Association of Concert Bands continues to be an organization that values the contributions of its members. We recognize each new member brought in through referrals. We print articles of interest and usefulness to members. Our host bands work diligently to offer their regional uniqueness, making EVERY National Convention special.

Shortly after this *ACB Journal* arrives, you will receive your ballot for electing new officers who will take office at the 2012 Convention in Poughkeepsie, New York next April. In this mailing you will also find your dues renewal papers. Nada Vencl Montgomery, our Executive Secretary, does a spectacular job in preparing over 1000 letters for our membership. It's costly in time, paper and postage to send second reminders after the first of the year. Here's a virtual "pat on the back" for all of you who, as proud members of the Association of Concert Bands, recognize the importance of encouraging our leadership by voting and renewing your memberships.

Judy



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