



## The Next Generation

By Amy Allibon

I have officially reached an age where I am reflecting more on the past, both professionally and personally. This could make me more endearing to my age-group of colleagues, but potentially annoying to the 20-somethings. I apologize, young, hip crowd that can still wear high heels and shorts (but please, not together). For the record, I hereby vow not to publicly reminisce about when we used the piano for the first reading at sightreading contest, when the All State choir was determined by auditioning in quartets (or was it octets?), or what it was like to bubble six week grades on scan sheets. I will never, however, cease to discuss my experience in the 1984 Texas All State Choir with Charlene Archibeque as the conductor. You'll just have to live through that story over and over. It is fun to talk about the good 'ol days, and it is highly unlikely these types of conversations will ever cease when choral directors gather. TCDA does an excellent job of honoring our past and legacies through the *Lest We Forget* exhibit and our Texas Choral Excellence and Choirmaster awards. The current TCDA Board is committed to not only honoring our history, but is energetically focused on the future, and how to keep TCDA growing and thriving.

Moving our Association forward with current technology while balancing the reality of costs has been a focus of the Board and new Executive Director, Sharon Lutz. We are making strong headway in this area and know our membership, both young and more experienced, will benefit from the improvements. Another focus of the Board is to find ways to reach choral directors who are not TCDA members. With the help of our bid vendor, JW Pepper, we have marketed to choral directors across the state and southwest United States for numerous years, targeting specific divisions that have the biggest potential for growth. While there is no scientific data to support how much this marketing has yielded membership growth, I believe our greatest marketing resource is through word of mouth from our current members.

Why did YOU join TCDA? Chances are it is because someone recommended it to you – a trusted mentor, colleague, college director, or fine arts director. My college music education professor, Ruth Whitlock, was such an advocate of TCDA that part of our choral methods final exam was naming all of the TCDA vice-presidents pictured on the fall issue of the magazine. YOU are the marketing TCDA needs. Please help us reach choral directors and elementary music specialists who do not know about TCDA. Can you or your fine arts director email the choral directors and elementary specialists in your district? Can you talk about TCDA at an in-service gathering or meeting? If each member committed to bringing one new choral director to TCDA, our strength of numbers would give us more power with exhibitors, vendors, and generate the necessary revenue to provide 21<sup>st</sup> century conveniences at reasonable membership and convention registration prices. It is up to all of us to help TCDA grow.

I want to make early mention of **High School Student Day**. Mark your calendars and those of your student leaders for **Wednesday, July 25<sup>th</sup>, 2012, 9:30 am - 3:15 pm**. The morning session will include student leadership training by **Solutions and Specialized Innovations (SASI)**, while the afternoon sessions will include “Games to Get Kids Connected – Starting the Year with Success” and a one hour session with Z Randall Stroope titled “The DNA of Leadership: Leading from the Inside Out.” Dr Stroope will bring two octavos to read with the students, guiding them not only through a wonderful musical experience, but teaching them how to be great leaders during the rehearsal process. Students will also have access to the exhibits during their lunch or after the last session ends. What a deal for only \$20! Brochures will be available at the Vocal Division meeting at TMEA, as well as on our website [www.tcda.net](http://www.tcda.net) by March 1.