



EASYUPGRADE PROGRAM BENEFITS

Q: Why try to get the students playing better instruments?

A: The rationale for converting band and orchestral players from beginner to superior instruments that they will be able to play through college is simple:

- a) The player and band sound better FOREVER.
- b) The parent, in making the greater commitment, guarantees ongoing parental support for the band and orchestral program through high school.
- c) The child feels more supported and more committed immediately.
- d) The child moves to a level where instrumental playing can genuinely enhance their chances of entering college.

Q: Why an upgrade program?

A: The rationale for an organized program is also simple:

- a) The band members and their parents – often not familiar with instrument brands and quality – must have the advantages of superior instruments conveyed logically and clearly.
- b) An organized group program encourages some student excitement and parent action now, before spring events and avoids procrastination.
- c) An attractive plan that makes the instruments affordable encourages the decision to step-up.
- d) A program helps build some consistency to the middle and high school band sound.

Q: What is the band director's role?

A: The band director's support is critical for this initiative (a planning sheet follows). To obtain this, several points must be strictly observed:

- a) The band director works with the NEMC Ed Rep to determine brand options.
- b) The band director must be aware that the parents are getting a competitive deal.
- c) The band director must agree as part of the program:
 - to allow the NEMC representative to spend a few minutes introducing the instruments and the overall program to the students.
 - to inform the parents of the program by sending communication home in the most effective manner.
 - to coordinate the trial of the sample instruments among the students.
 - to set up an appointment schedule with those parents interested in purchasing the upgrade instrument for their child.



AN OVERVIEW OF THE EASY UPGRADE PROGRAM

- 1) You agree to the type of instruments you want in your band as the standard.
- 2) NEMC provides information on those instruments, and their representative will describe the instruments and explain their advantages to the students.
- 3) Sample instruments can be provided so that the students can experience first-hand the benefits of better quality instruments. You can schedule the students to try them during class and at home. The parent and student can give feedback on their experience with the instrument at home through a sample survey.
- 4) A week before the upgrade meeting, a copy of the upgrade letter is sent to the parents of each student who is a candidate for a better instrument (see "Letter from the band director").
- 5) Four days before the meeting, collect the parent responses, and arrange the appointments on the schedule sheet. Appointments should be approximately 15-20 minutes in length.
- 6) Contact your NEMC representative to inform him/her what instruments need to be provided and the appointment times.
- 7) Contact each parent to tell them their exact appointment time.
- 8) Your NEMC representative will meet with the parents at each appointment time and arrange to get the models of instruments you have recommended.



PLANNING SHEET

School _____

Director _____

INSTRUMENTS

Flute

Clarinet

Alto Sax

Trumpet

Trombone

CHECK LIST

- | | |
|---------------------------------|-----------------------------|
| • Begin showing instrument | 14 days before meeting date |
| • Send out meeting emails | 7 days before meeting date |
| • Collect email responses | 4 days before meeting date |
| • Contact NEMC rep with details | 4 days before meeting date |

Meeting date _____

Meeting location _____

Time _____



CHOICE OF INSTRUMENTS

Students should be offered 2 brand alternatives, both at similar prices, unless the band director prefers only one choice.

Three elements drive the choice of which instruments are offered:

- 1) Teacher consensus, including the high school director
- 2) Consistency across the school so the company can achieve and pass on better discounts to parents.
- 3) Assurance of competitive pricing, so that the teacher does not have to fear the instrument could be purchased inexpensively elsewhere.

With that in mind, the following have been selected as the instruments of choice, with optional fact sheets available. Other brands may be submitted depending on availability.

INSTRUMENT	MANUFACTURER	MODEL	LIST PRICE	EVENT PRICE
FLUTE				
CLARINET				
ALTO SAX				
TRUMPET				
TROMBONE				
OTHER				

**Prices do not include sales tax



THE SAMPLER PROGRAM

One of each of the instruments must be left with the band director in order to schedule a trial for eligible band members to bring home an instrument for overnight trial (see trial schedule attached).

Before handing out the instrument, the band director, or NEMC representative, performs a brief introduction of the features and benefits of each instrument.

The students take home an optional trial survey (or provided via link) to be filled out by them and their parents.



Instrument Sampler Schedule

Date Given	Student's Name	Phone	Instrument	Serial #



Survey

Dear Parent,

This past week has been very interesting for your child and the band program. NEMC, in cooperation with several major musical instrument manufacturers, has supplied new upgrade instruments for the students to use as the standards for the band program. We are very interested in feedback on your child's experience regarding the sound, intonation and playability of the instruments selected.

Would you please help us by completing the following survey and returning it to the band director within one week. Your participation will enable this program to be available every year. Thank you for your help.

Student's Name _____ Phone # _____
Address _____
Current Instrument (brand and serial #) _____

STUDENT SURVEY

1. How long have you been playing? _____
2. Have you ever had private lessons? _____
3. Did you find the band room introduction to the instruments (circle one):
Very Helpful / Somewhat Helpful / Not Helpful
4. List three things that are different about this step-up instrument to the one you are playing:
 - a) _____
 - b) _____
 - c) _____
5. Do those features help make the sound (circle one):
Better / No Effect / Worse
6. Do those features help make the playability (circle one):
Better / No Effect / Worse
7. Did you notice a different sound in the section from those students playing a better instrument? (circle one)
Very Much / Somewhat / Not At All



Sample Survey (cont.)

Parent Survey

1. Do you play a musical instrument? Yes / No If yes, which _____
2. If not, did you or any other family member play a musical instrument? If so, what was the highest level reached?
Elementary School / Middle School / High School / College
3. How would you describe your attitude to your child's interest in band (circle all that apply)
Surprised / Hands Off / Strongly Supportive
4. How did your child sound on the new instrument?
Better / Same / Worse
5. How well was your child able to convey what they learned about the advantage of better instruments?
Very Well / Good / Somewhat / Not At All
6. If the better instrument of your child's choice was made available on an easy payment plan, what is the highest monthly payment you would be comfortable with?
\$25 \$30 \$35 \$40 \$45 \$50 \$60 \$75 \$100
7. Do you or have you ever rented a student instrument from NEMC or one of our affiliates?
Yes / No
If yes, do you know your account number? _____
8. Do you own the student instrument your child is playing? Yes / No
If yes, would you want it to be available as trade in? Yes / No

Many thanks for your help!



DIRECTOR'S INSTRUMENT AID: CLARINET

Yamaha YCL-450

Jupiter JCL1100S

Similarities

- ✓ Made of Grenadilla wood, not plastic – for better resonance.
- ✓ Silver plated keys, not nickel – for easier handling (less slippery).
- ✓ Wood allows better “undercutting” of tone holes – to play more in tune.
- ✓ Blue steeled springs which will stand up to years of use.
- ✓ Professional padded case, not plastic.

Differences

<ul style="list-style-type: none"> • Yamaha, manufacturer of the best engineered and designed instruments 	<ul style="list-style-type: none"> • Jupiter, manufactured in USA
<ul style="list-style-type: none"> • Yamaha is designed expressly for the intermediate player 	<ul style="list-style-type: none"> • French style case with zippered case cover

DIRECTOR'S INSTRUMENT AID: FLUTE

Yamaha YFL-462

Azumi AZ3SRBEO

Similarities

- ✓ Solid silver head joint, not silver plated – for better resonance and tone.
- ✓ Much better quality felt pads – for better responsiveness and feel.
- ✓ Designed for even more scale – to play more in tune.
- ✓ Offset G design

Differences

<ul style="list-style-type: none"> • Yamaha, manufacturer of the best engineered and designed instruments 	<ul style="list-style-type: none"> • Split-E mechanism
<ul style="list-style-type: none"> • Yamaha, made in Japan 	<ul style="list-style-type: none"> • Stainless steel springs
<ul style="list-style-type: none"> • Nickel-silver keys 	<ul style="list-style-type: none"> • Silver plated keys



DIRECTOR'S INSTRUMENT AID: TRUMPET

Yamaha YTR-4335GSII

Bach TR200S

Similarities

- ✓ Silver plated, not brass – for better resonance
- ✓ Hand lapped solid Monel valves, not nickel plated – better wear and feel.
- ✓ Extra features: adjustable 3rd valve slide ring, main tuning slide brace.
- ✓ Bore specifications: .459 bore

Differences

<ul style="list-style-type: none"> • Yamaha, made in Japan 	<ul style="list-style-type: none"> • Strad style valve casing
<ul style="list-style-type: none"> • Gold brass Pluzuma welded bell 	<ul style="list-style-type: none"> • 2-piece Yellow brass bell
<ul style="list-style-type: none"> • Yamaha, manufacturer of the best band instruments. 	<ul style="list-style-type: none"> • 3rd Valve Slide Adjustment: Adjustable Finger Ring with Adjustable Slide Stop

DIRECTOR'S INSTRUMENT AID: TROMBONE

Yamaha YSL-446G

Jupiter JTB1100F

Similarities

- ✓ Larger bore (.525") for fuller sound and feel
- ✓ F attachment (additional tubing section) – to facilitate playability across full range of instrument
- ✓ Professional case, not plastic

Differences

<ul style="list-style-type: none"> • Yamaha, made in Japan 	<ul style="list-style-type: none"> • Nickel silver outer slide
<ul style="list-style-type: none"> • Includes Yamaha 48 upgraded mouthpiece 	<ul style="list-style-type: none"> • Includes JBL-65AL upgraded mouthpiece
<ul style="list-style-type: none"> • Gold brass 2-piece bell 	<ul style="list-style-type: none"> • Mechanical-link tapered rotary valve



DIRECTOR'S INSTRUMENT AID: ALTO SAX

Yamaha YAS-480

Jupiter JAS1100

Similarities

- ✓ More solid construction and design for even tone
- ✓ Certain additional key mechanisms that help student play better – Rocker style low Bb mechanism, High F# key, Low C# adjustment
- ✓ Professional padded case

Differences

<ul style="list-style-type: none">• Yamaha, made in Japan	<ul style="list-style-type: none">• Blued steel springs and metal tone boosters
<ul style="list-style-type: none">• Includes Yamaha 4C mouthpiece	<ul style="list-style-type: none">• Sona-Pure brass neck
<ul style="list-style-type: none">• Tapered pivot screws provide smoother key action	



APPOINTMENTS

The band director sends the parent letter via email as attached, and follows up with the parents to find out the best time for them to meet with the representative.

The band director schedules the meetings which will be approximately 15-20 minutes long – meeting schedule attached. The band director does not need to be present, but his/her presence is important for greeting parents and answering certain questions. The student should be present.

The interview is a sales interview, not a rental interview. The sale can be completed, the down payment received and arrangements made for instrument delivery.



LETTER FROM THE BAND DIRECTOR

Dear Parent,

Over the past year, several students have approached me requesting advice regarding the purchase of a new upgrade instrument. Student model instruments rented or sold to parents of elementary grade students are designed to facilitate the production of sound. It makes sense, if you think about it; would any child stick with an instrument after two months if they could not produce even the most rudimentary of sounds? Unfortunately, design characteristics that make instruments desirable for the beginning student often cause problems for the intermediate and advancing student. The ability to play in tune and/or produce a clear, desirable tone is often hindered by these characteristics.

National Educational Music Company (NEMC) is currently offering a program through which you can get a recommended intermediate level instrument on easy terms and, if you like, trade the instrument you have now toward the cost of a new recommended instrument. NEMC has also provided students the opportunity to try out these instruments in school.

A representative of NEMC will be in the **{SCHOOL NAME}** band room on **{MEETING DATE}** from **{MEETING TIME START AND END}** to assist students and parents interested in this program.

Please fill out the bottom portion of this letter and return it to me no later than **{RETURN SLIP DEADLINE}** so that I can begin scheduling individual appointments. If you have any questions, please feel free to contact me at **{PREFERRED CONTACT INFO}**.

Please note that neither the school nor I have any financial interest in any transaction you make with NEMC. This program is being offered as a convenience to you.

Sincerely,

John Doe, Band Director

Please detach and return no later than {RETURN SLIP DEADLINE}

___ I would like to discuss the plan with the NEMC representative. I prefer to have an appointment at approximately ___ PM

___ I would like to discuss the plan with the NEMC representative but cannot attend the meeting. Please have them contact me at _____.

___ I am not interested in discussing the plan at this time, but will save this information for future reference.

