



Association For  
Popular Music  
Education (APME)  
**Annual Conference**

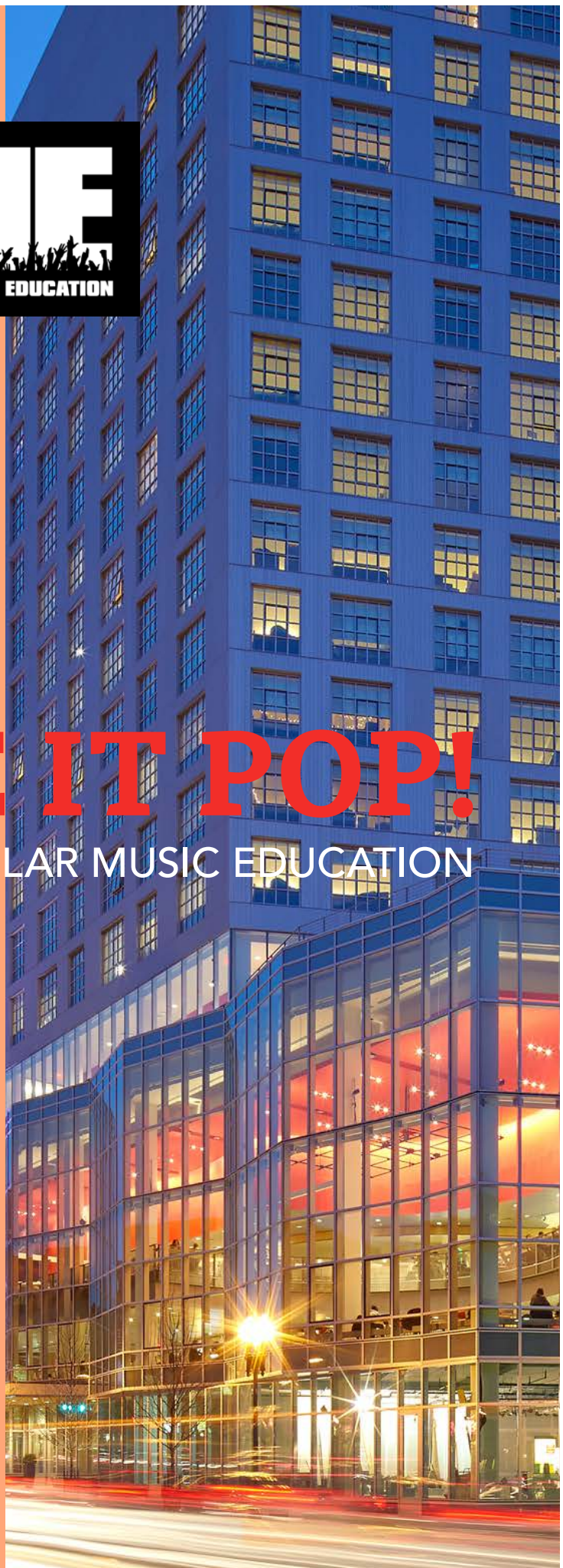
**MAKE IT POP!**

ADVANCING POPULAR MUSIC EDUCATION

Hosted by  
Berklee College of Music  
**June 1-4, 2016**  
Boston, Massachusetts



**Berklee**



# MAKE IT POP!

## GREETINGS FROM THE APME PRESIDENT



It's with great pleasure that I welcome you to the Association for Popular Music Education (APME) annual conference at Berklee College of Music. We have a wonderful program prepared—one that highlights best practices in teaching, innovations in research, and creative performances of the music of today...and tomorrow.

APME began a few years ago with approximately 12 of us gathering in Washington, D.C. to share ideas, dream our best dream for a new organization, and identify ways to advance popular music education. I'd like to acknowledge David Fish for his vision to begin that conversation and thank all who have contributed to make APME pop! It's impressive what can happen when musicians, arts leaders, and music industry representatives come together. I look forward to what happens next.

I extend sincere appreciation to all who assisted to make this conference possible, including my colleagues at Berklee, our industry sponsors, the impressive roster of presenters... and you, our attendees.

Enjoy the conference!

Best,

**Darla S. Hanley**

President, APME

Dean of the Professional Education Division

Berklee College of Music

GREETINGS FROM THE APME VICE PRESIDENT



Colleagues,

It is truly exciting for me, on behalf of the board, to welcome everyone to this APME conference in Boston. It's especially wonderful to be at Berklee College of Music, one of the very first schools to nurture musicians in contemporary, popular styles of music. My sincere thanks to Berklee for hosting us with such generosity of spirit.

The Association for Popular Music Education has grown in size, strength, and influence over the past few years to become an important organization participating in local, national, and international efforts to recognize, promote, and improve popular music education at all levels.

I invite you all to introduce yourselves to one another, and share in the sessions, performances, and social times. We are only as strong or as useful as our network is connected, vibrant, and energetic. Welcome to the APME 2016 conference: let's make it pop!

**Gareth Dylan Smith**

Vice President, APME

Senior Lecturer in Popular Music

Institute of Contemporary Music Performance

# MAKE IT POP!

## ASSOCIATION FOR POPULAR MUSIC EDUCATION LEADERSHIP

### Board of Directors



**Darla S. Hanley,**  
Dean of Professional Education Division  
Berklee College of Music



**Gareth Dylan Smith,**  
Vice President  
Institute of Contemporary  
Music Performance



**David Fish,**  
Catawba College



**Jamie Knight,**  
Huntington Beach High School



**Irwin Kornfeld,**  
In Tune Partners



**Andy Krikun,**  
Bergen Community College



**Warren Pettit,**  
Contemporary Music Center



**Joseph Pignato,**  
State University of New York at Oneonta



**Kat Reinhert,**  
University of Miami Frost School of Music



**Rey Sanchez,**  
University of Miami Frost School of Music



**Cliff Wittstruck,**  
Western Wyoming Community College



**Dan Zanutto,**  
Bob Cole Conservatory of Music California  
State University—Long Beach



**Bryan Powell,**  
Little Kids Rock  
Insert Campus Map

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## PROGRAM

### Wednesday, June 1

5:00 p.m. to 6:45 p.m.

#### APME Board of Directors Meeting and Dinner

Café 939  
939 Boylston Street

6:30 p.m. to 8:30 p.m.

#### Conference Registration/Check-In

Café 939  
939 Boylston Street

7:00 p.m. to 9:00 p.m.

#### Opening Reception

David Friend Recital Hall  
921 Boylston Street  
Uchida Building

### Thursday, June 2

8:30 a.m. to 9:30 a.m.

#### Conference Registration Opens

(Closes at 4:30 p.m.)  
APME Coffee Hour  
Café 939  
939 Boylston Street

9:00 a.m. to 9:30 a.m.

#### Featured Performance— Max Brandenburg

Berklee Student, Singer-Songwriter  
David Friend Recital Hall  
921 Boylston Street Uchida Building

9:30 a.m. to 10:00 a.m.

**Welcome**

**Lawrence J. Simpson**, *Senior Vice President for Academic Affairs/Provost*,  
Berklee College of Music  
David Friend Recital Hall  
921 Boylston Street Uchida Building

**Opening Session**

**Darla S. Hanley**,  
*APME President*  
**Gareth Dylan Smith**,  
*APME Vice President*  
**Bryan Powell**, **APME**  
*Executive Director*  
David Friend Recital Hall  
921 Boylston Street Uchida Building



10:00 a.m. to 10:45 a.m.

**General Session**

Education, Management, and  
Production: Positioning and  
Supporting Artists  
**Ralph Jaccodine**, *Management*  
**Bill Kenney**, *Bill Kenney Productions*  
**Darla S. Hanley**, *Moderator*  
**Gareth Dylan Smith**, *Vice President*,  
David Friend Recital Hall  
921 Boylston Street Uchida Building

10:45 a.m. to 11:00 a.m.

**Break**



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11:00 a.m. to 11:30 a.m.

## Concurrent Sessions—Block 1

Portfolios for the Modern World:  
21st Century Musicianship Profiles

**John Bernstein**

921 Boylston Street

Uchida Building, Room 311

Which Music Courses Do Students  
and Teachers Desire Most?:  
A Survey of Students' and Teachers'  
Music Class Preferences and  
Learning Preferences

**Seth Pendergast**

Uchida Building, Room 411

Literally at My Touch:  
Engaging non Traditional Music  
Students With Hands-On  
Technologies

**Vittorio Marone**

Uchida Building, Room 511

Hashtag Music: Using Instagram as  
a Platform for Teaching  
Popular Piano Technique

**Addison Horner**

David Friend Recital Hall

11:00 a.m. to 12:00 p.m.

## Spotlight Performance—Trousdale

University of Southern California

Café 939

939 Boylston Street

11:30 a.m. to 11:45 a.m.

Break



1:45 a.m. to 12:15 p.m.

## Concurrent Sessions—Block 2

### Mentoring to Share Knowledge

**Andrew M. Goodrich**

Uchida Building, Room 311

### How Undergraduate Popular Music Majors Learn: Social Networking/Social Media, User-Generated Content, and “Bridging the Gap” in a Tertiary Institution

**Janice Waldron**

Uchida Building, Room 411

### Why Inbreed When We Don't Have to? Rethinking College Music Enrollment

Radio Cremata and Chad West

Uchida Building, Room 511

### Integrating Popular Music and Informal Music Learning Practices: A Multiple Case Study of Secondary School Music Teachers Enacting Change in Music Education

**Martina Vasil**

David Friend Recital Hall

921 Boylston Street Uchida Building

12:15 p.m. to 1:30.p.m.

## Lunch

(Provided to Registered Participants)

Berklee Cafeteria

160 Massachusetts Avenue

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1:30 p.m. to 2:20 p.m.

## General Session

Teaching Popular Music Writing,  
Arranging, Producing, and  
Performing... ONLINE

Debbie Cavalier, *Berklee Online*

Cliff Wittstruck, *President*

David Friend Recital Hall

921 Boylston Street Uchida Building

2:20 p.m. to 2:30 p.m.

Break

2:30 p.m. to 3:20 p.m.

## Concurrent Sessions—Block 3

Techniques for the Contemporary  
Voice Studio

Kat Reinhert

921 Boylston Street

Uchida Building, Room 311

Innovations in Secondary Music  
Education

Krystal P. Banfield

Uchida Building, Room 411

Restoring Film, Folk Music, and  
Popular Song Manuscripts for  
Live Performance in Educational and

**Community Ensembles**

**Jonathan Allentoff**

**William Hullfish**

Uchida Building, Room 511

**Hip-Hop Study Group**

**Jarritt Sheel**

David Friend Recital Hall

2:30 p.m. to 3:20 p.m.

**Spotlight Performance**

**DoSo Dance Band**

David Mills Music

Café 939

939 Boylston Street

3:20 p.m. to 3:30 p.m.

**Break**

3:30 p.m. to 4:20 p.m.

**Concurrent Sessions—Block 4**

**Teaching Rock Singers Without  
Destroying Their Voices**

**Matthew Edwards**

921 Boylston Street

Uchida Building, Room 311

**Highlighting Melody: Creative  
Techniques to Help Improve  
Students' Melodies in Songwriting**

**Chris Sampson**

**Corey Fournier**

Uchida, Room 411

**Ukulele in the General Music/  
Modern Band Classroom**

**Martin Urbach**

Uchida Building, Room 511

# MAKE IT POP!

## Fresh Education: It's Bigger Than Hip-Hop

Jamie Ehrenfeld  
David Friend Recital Hall  
921 Boylston Street  
Uchida Building

3:30 p.m. to 4:20 p.m.

## Spotlight Performance

**Kat Reinhert**  
*University of Miami*  
Café 939  
939 Boylston Street

4:20 p.m. to 4:30 p.m.

## Break

4:30 p.m.

## Conference Registration Closes

Café 939  
939 Boylston Street



4:30 p.m. to 5:30 p.m.

**Panel Discussion—  
Popular Music Education in  
Higher Education**

**Krystal P. Banfield**, *Berklee City Music*

**Raul Murciano Jr.**, *University of Miami  
Frost School of Music*

**Gareth Dylan Smith**,  
*Institute of Contemporary  
Music Performance*

**Darla S. Hanley**,  
*Berklee College of Music, Moderator*

**David Finish**, *President*

David Friend Recital Hall

921 Boylston Street Uchida Building

5:30 p.m. to 7:00 p.m.

**Dinner Break (On Own)**

7:00 p.m. to 9:00 p.m.

**Berklee Showcase Performance  
Featuring Sleeping Lions**

Kyle Thornton and Company

**Darla S. Hanley and Gareth Dylan  
Smith**, *Presiders*

David Friend Recital Hall

921 Boylston Street Uchida Building

# MAKE IT POP!

## Friday, June 3

8:30 a.m. to 9:30 a.m.

### Conference Registration Opens

(Closes at 5:30 p.m.)

APME Coffee Hour

Café 939

939 Boylston Street

9:00 a.m. to 9:30 a.m.

### Featured Performance—Trousdale

**Joe Pignato,**

*President, University of Southern California*

David Friend Recital Hall

921 Boylston Street Uchida Building

9:30 a.m. to 9:40 a.m.

### Break



9:40 a.m. to 10:30 a.m.

### General Session

Transforming Music Education

through Informal Learning

Pedagogy, Practice, and a Global

Community of Educators

**Abigail D'Amore, Musical Futures**

**Rey Sanchez, *Presider***

David Friend Recital Hall 921

Boylston Street, Uchida Building

10:40 a.m. to 11:30 a.m.

**Concurrent Sessions—Block 5**

**Simulating the Song Machine**

Adam Patrick Bell  
921 Boylston Street  
(Uchida Building), Room 311

**The Next Generation of  
Middle-Level Music Education**

Eric Lee Songer  
Uchida Building, Room 411

**Building Social Emotional  
Bridges through Afro-Cuban  
Percussion Ensemble**

Martin Urbach  
Uchida Building, Room 511

**Access and Equity: Sheet Music in  
the Digital Age**

John Mlynczak  
David Friend Recital Hall

10:40 a.m. to 12:00 p.m.

**Spotlight Performance**

**The Limes**  
Cabot School  
Café 939  
939 Boylston Street

11:30 a.m. to 11:40 a.m.

**Break**



# MAKE IT POP!

11:30 a.m. to 12:30 p.m.

## Tour of Berklee Studios and Campus

Meet in Café 939  
939 Boylston Street

11:40 a.m. to 12:30 p.m.

## Concurrent Sessions—Block 6

### General Music to Rock Guitar: Accessible and Relevant Performance Opportunities

**Jen Rafferty**

921 Boylston Street  
Uchida Building, Room 311

### Sufjan, Spektor, and Solfege: Popular Music as Aural Skills Exercises

**Toby W. Rush**

Uchida Building, Room 411

### Little Kids Rock Curriculum: Reshaping the General Music Model

**Steve Danielsson**

Uchida Building, Room 511

### Designing the Writing Process to Inspire Performance and Create New Directions

**Scott Tibbs**

David Friend Recital Hall  
921 Boylston Street

12:30 p.m. to 1:30 p.m.

## Lunch

(Provided to Registered Participants)  
Berklee Cafeteria  
160 Massachusetts Avenue



1:30 p.m. to 2:30 p.m.

**General Session**  
**Spotlight on Modern Band**  
David Wish, *Little Kids Rock*  
Bryan Powell, *President*  
David Friend Recital Hall  
921 Boylston Street (Uchida Building)

1:30 p.m. to 2:30 p.m.

**Tour of Berklee Studios and Campus**  
Meet in Café 939  
939 Boylston Street

2:30 p.m. to 2:40 p.m.

**Break**

2:40 p.m. to 3:40 p.m.

**APME Pop 15**  
(TED-Talk Style Presentations  
sponsored by Noteflight)

# MAKE IT POP!

**FOCUS:** Wishing on Stars—Success  
Redefined

Uchida Building, Room 311

Music in the Modern World

Rod Shepard

Mixing It Up and Keeping  
Your Audience: Change  
Management for Artists

Tim Weir

The Power of Approximation

Steve Danilsson

**FOCUS:** We Are All Enough—  
Including Marginalized Populations  
Uchida Building, Room 411

Breaking the Barrier to Entry:  
Creating Musical Experiences for  
Any Child at Any Level

John Mlynczak

Do You See What I See? An  
Underrepresentation of Students  
of Color

Erin Perez

No Longer at The Kids' Table:  
Inclusion of Popular and  
World Musics in College  
Music Appreciation Class

Carol Shansky

**FOCUS:** Motivated Learning  
Strategies—Engaging Students  
Where They Are  
Uchida Building, Room 511

**“So... We Can Play Lady Gaga?”  
The Value of Informal Learning  
Practices and Student Choice in  
the Education of Pre-service  
Music Teachers**  
Jennifer Blackwell

**Keyboard: The Gateway to Music**  
Patricia M. Bissell

**Songschemes: The Art of Song Form  
is Key to Redefining the Pop Dots**  
Steve Cooper

2:40 p.m. to 3:40 p.m.

**Death Metal and Horrorcore in  
Classroom: Learning through (un)  
Popular Music Genres and Cultures**  
Vittorio Marone  
David Friend Recital Hall

2:40 p.m. to 3:40 p.m.

**Spotlight Performance**  
Sarah Kervin  
Café 939  
939 Boylston Street

3:40 p.m. to 3:50 p.m.

**Break**

3:50 p.m. to 4:20 p.m.

**Concurrent Sessions—Block 7**

**Facilitation in Technology based  
Music Education**  
Radio Cremata  
Uchida Building, Room 311

# MAKE IT POP!

**Student Teacher Experiences and Perceptions of Teaching Traditional vs. Contemporary Band Instruments**  
**Chad West and Jason Silveira**  
Uchida Building, Room 411

**Music Aficionado**  
**Chris Sampson and Rey Sanchez**  
Uchida, Room 511

**Curricular Change through Popular Music**  
**Donna Hewitt**  
David Friend Recital Hall

4:20 p.m. to 4:30 p.m.

**Break**

4:30 p.m. to 5:30 p.m.

**Performance Clinic—**  
**Brigh Dog Red State University of New York at Oheanta**  
David Mills Music  
Café 939  
939 Boylston Street

4:30 p.m. to 5:00 p.m.

**Concurrent Sessions—Block 8**

**What Science Can Teach Us about the Singing Voice and Why it Matters**  
**Matthew Edwards**  
Uchida Building, Room 311  
**The Verification of a Solo**

**Performance Assessment Model**

**Brian Russell**

Uchida Building, Room 411

**Diverse Approaches to Developing a  
Nontraditional Ensemble**

**Danielle Collins**

Uchida Building, Room 511

**What the Dilly Yo?**

**Understanding Hip-Hop's Absence  
in the College Curriculum**

**Sony Tiwari**

David Friend Recital Hall

921 Boylston Street

5:00 p.m. to 5:10 p.m.

**Break**

5:10 p.m. to 5:40 p.m.

**Concurrent Sessions—Block 9**

**The Verification of a Solo**

**Performance Assessment Model**

**Brian Russell**

Uchida Building, Room 311

**Songwriting in Higher Education:**

**An International**

**Collaboration**

**Andrew Krikun and**

**Stephen Ralph Matthews**

Uchida Building, Room 411

**Popular Music as a Cohesive**

**National Identity in the**

**Local Singapore Context**

**Fabian Lim**

Uchida Building, Room 511

# MAKE IT POP!

5:30 p.m.

## Conference Registration Closes

Café 939  
939 Boylston Street

5:40 p.m.

## Dinner Break

(On Own)  
Enjoy the Boston Music Scene

## Saturday, June 4

8:30 a.m. to 9:30 a.m.

## Conference Registration Opens

(Closes at 12:30 p.m.)  
APME Coffee Hour  
Café 939  
939 Boylston Street

9:00 a.m. to 9:30 a.m.

## Featured Performance—

### Bright Dog Red

State University of New York  
at Oneonta

**Warren Pettit**, *Presider*

David Friend Recital Hall  
921 Boylston Street Uchida Building





9:30 a.m. to 10:30 a.m.

**General Session**

**Panel Discussion:**

**Popular Music in K-12**

**Libby Allison**

*Berklee College of Music*

**Jamie Knight**

*Huntington Beach High School*

**Dan Zanutto, Bob Cole**

*Conservatory of Music California*

*State University—Long Beach*

**Cecil Adderley,**

*Berklee College of Music,*

*Moderator*

David Friend Recital Hall

921 Boylston Street Uchida Building

10:30 a.m. to 10:40 a.m.

**Break**

# MAKE IT POP!

10:40 a.m. to 11:30 a.m.

## Concurrent Sessions—Block 10

### Stting Up and Managing a Music Technology Lab

Patrice DeVicentis *and*

Andy Krikun

921 Boylston Street

Uchida Building, Room 311

### Leveraged Learning: Using Labs to Maximize Achievement

Corey Fournier

Uchida Building, Room 411

### Contemporary Guitar Strategies

Brian Russell

Uchida Building, Room 511

### Hip-Hop and Haring: Bringing Pop Culture into K-5 Education

Martina Vasil

David Friend Recital Hall

921 Boylston Street Uchida Building

10:40 a.m. to 11:30 a.m.

## Spotlight Performance

The Perennials

Interlochen

Café 939

939 Boylston Street

11:30 a.m. to 11:40 a.m.

## Break

11:40 a.m. to 12:30 p.m.

**Concurrent Sessions—Block 11**

**Philippines Empowering  
Communities through  
Modern Bamboo  
Musical Instruments, Education,  
Entrepreneurship and  
Environmental Stewardship**  
Dulce Blanca T. Punzalan, and  
Kawayan 7 Modern Bamboo Band  
Uchida Building, Room 311

**Making Music Theory Younger:  
Analyzing the Production**  
Paul S. Carter  
Uchida Building, Room 411

**Engaging Music Students in the  
Classroom using Mobile Technology**  
Sam McGuire  
Uchida, Room 511

**The Power of Percussion Technology  
in Education**  
Sean Skeete  
David Friend Recital Hall

11:40 a.m. to 12:30 p.m.

**Spotlight Performance**  
**MadBeatz Music**  
Duo from Philadelphia  
Café 939  
939 Boylston Street

# MAKE IT POP!

12:30 p.m.

**Conference Registration Closes**  
Café 939

12:30 p.m. to 1:30 p.m.

**Lunch** (On Own)

12:30 p.m. to 1:30 p.m.

**APME Collegiate Pizza Party**  
(for Registered Collegiate  
Participants)  
Sponsored by Little Kids Rock  
Steve Heck Room  
1140 Boylston Street



1:30 p.m. to 2:30 p.m.

**General Session**  
Exploring Music-Enhanced Activism:  
Can Music Truly Make Change?  
**Elizabeth Stookey Sunde**, *Founder  
and Creative Director,  
Music2Life*  
David Friend Recital Hall  
921 Boylston Street Uchida Building

2:30 p.m. to 2:40 p.m.

**Break**

2:40 to 3:40 p.m.

APME Pop 15  
TED Talk-Style Presentations  
Sponsored by Noteflight)



**FOCUS:** Moving the Stomping  
Ground—Community Engagement  
Uchida Building, Room 311

Class on Tour: Teaching Popular  
Music through Tourism  
Robert Fry

Open Mic, Open Doors: Helping  
Adolescents Build Scenes and  
Break Away  
Sarah Gulish

The Buck Starts Here: The Role  
of the Community Music School in  
Preparing Students for Higher  
Educational Institutions  
Jeremy Castillo

# MAKE IT POP!

**FOCUS:** Ch-ch-changes... in Music Education  
Uchida Building, Room 411

The Intertwining Skills of  
Songwriting and Research  
Kat Reinhert

Problems with Being Popular  
Katie Chatburn

Teacher-Initiated Reform in  
Secondary Music Education  
Martina Vasil

**FOCUS:** What Did You Learn Today? Understanding  
Contemporary Popular Musicians  
Uchida Building, Room 511

Actually, I Am NOT Playing Too  
Loud, and We're Not Doing This One  
at 'Rehearsal Volume':  
(In)Authentic Drum Kit Performance  
Practice in Collegiate Popular Music  
Ensemble Settings  
Gareth Dylan Smith

Assessment Strategies for  
Contemporary Music Education  
Brian Russell

The Music Learning Profiles Project:  
Flash Studies from the "Outside"  
Bryan Powell

**FOCUS:** Engaging the aural imagination—  
explorations of sound

David Friend Recital Hall  
921 Boylston Street Uchida Building

The Devil Is at 300

Warren Pettit

The 4D Listening Exercise

Clay Stevenson

2:40 p.m. to 3:40 p.m.

Spotlight Performance

Leeds Beckett Music—

Reflections on Magnolia

Leeds Beckett University

Café 939

939 Boylston Street

3:40 p.m. to 3:50 p.m.

Break

3:50 p.m. to 4:20 p.m.

Concurrent Sessions—Block 12

Breaking the Ice at Ithaca:

Launching Student APME

Perspectives, Challenges and

Other Considerations

Radio Cremata and Sunhwa Reiner

Uchida Building, Room 311

Play like Jay: Pedagogies of

Drumming Performance After J Dilla

Daniel Akira Stadnicki

Uchida Building, Room 411

Multidisciplinary Peer Learning

Kat Reinhert

Uchida Building, Room 511



# MAKE IT POP!

**Tired of Tradition: Implementing  
Informal Music Learning Strategies**  
**Shane Colquhoun**  
David Friend Recital Hall

4:20 p.m. to 4:30 p.m.

**Break**

4:30 p.m. to 5:30 p.m.

**Closing Session: Networking,  
Reflections, and Conference 2017**  
**Darla S. Hanley,**  
*APME President*  
**Gareth Dylan Smith,**  
*APME Vice President*  
**Bryan Powell,**  
*APME Executive Director*  
David Friend Recital Hall

6:00 p.m. to 8:00 p.m.

**APME Board of Directors Meeting  
and Dinner**  
The Loft  
939 Boylston Street

SPECIAL THANKS TO...



Cecil Adderley  
Libby Allison  
Krystal P. Banfield  
Berklee Collegiate Chapter of  
NAFME  
Berklee Office of Meetings and  
Events  
Michael Borgida  
Roger H. Brown  
Debbie Cavalier  
Peter Cokkinias  
Jeff Dorenfeld  
Dominick Farrara  
Corey Fornier  
Kim Grose  
Chee-Ping Ho  
Cathy Horn

David Hughes  
Ralph Jaccodine  
Stefani Langol  
Michael Lindo, Jr.  
Kate Lovell  
Faith Lueth  
Noteflight  
Myran Parker Brass  
Bryan Powell  
Christina Quarles  
Kat Reinhert  
Rob Rose  
Jennifer Shanley  
Lawrence J. Simpson  
Curtis Warner  
Dave Wentling  
Dan Zanutto

