

pBuzz for the Texas Elementary Music Class room

- Why are we here today?
 - Company background
 - pBuzz the instrument
- Applications for the Classroom
 - How to get started
 - Integrated and/or Independent usage
 - Ideally suited for beginners
 - Practical Tips
- TMEA 2017 Elementary Music Instructional Support Program
 - Preparation – What can you do today?
 - Tips for Grant writing
 - Steps in the Process What to expect?

■ What we wanted to solve?

White Space

- Beginner instruments are often limited to recorder and harmonica, traditional and restrictive choices

- Effortless creation of the first sound
- Focus on buzzing
- Ability to learn and play notes
- Design suitable for young children



- Increase the number of Musicians and potential of future Brass Players

Here is what we gave them

- Accessible instrument
- Very tough and robust
- Rests effortlessly in your hand – large or small
- Maintenance free
- Clear hand positions
- Patented technology delivers unbeatable sound quality
- Industry leading product quality
- Low cost
- Colorful and fun!



Ability to learn Music

t:

immediately blowing to make a musical sound

- Ability to play six notes
- Slide the bell towards you to create a high note and away from you to create a low note



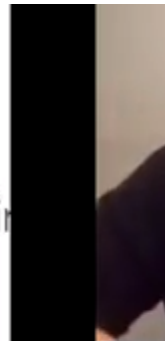


beginner instrument:

- Lightweight
- Range of F-C in concert pitch
- Single harmonic
- Notes, numbers and colours for pitch
- Plastic Material
- Our unique beginner mouthpiece
- Bio-cote in mouthpiece

+ What is pBuzz?

A new and unique beginner instrument



- 5 inch Bell
- Lightweight
- Range of F-C in concert pitch
- Single harmonic
- Notes, numbers and colours for pitch
- Plastic Material
- Our unique beginner mouthpiece
- Bio-cote in mouthpiece

Color code is like Orff instruments

Mouthpiece between tpt and tbn

Biocoat on mouthpiece will help prevent germs.

pStage one Pre-K

pStage two – k-6

Beginning brass methods class

Brass Methods class introduction

Prof Jenny Dees / Keith Dye (band director)

Elementary general music methods class

Child development research center 3 -4 year olds –I spy the color - to associate a sound with a color and number

Helps with Exceptionality

Compose by color. Magnets on a white board on a staff, possibly later (balloons, ribbons, multi colors for chords. Ribbon relates to air flow – keep it going! Visualization of air flow.

Buzz

Horse sound - tighten to buzz. This is so intuitive to their learning.

It's fun and a good reward system for other activities.

Where are the plans – jenny.dees@ttu.edu

"The use of pBuzz with older students is an exciting journey as I watch them make connections to recorder, reading music notation, and singing! I am excited to listen to their ear training develop even further as the students match pitch with other instruments! One of my students said "this instrument is so cool to learn, it's hard to figure out at first, but once the sound comes out it's so awesome". That's the excitement I love seeing in children when they learn to make music."

- Analisa Byrd, San Antonio, NISD

"The pBuzz is the updated recorder for modeling the trombone. The colorful plastic pBuzz makes learning fun which encourages young students to play a brass instrument."

- Dawn M. Forsythe, Director of Bands, Jefferson ITS

"The pBuzz! Finally, a way to help my elementary students experience the brass family in a hands-on way. Most elementary music teachers have examples of the percussion, woodwind, and string families in their classrooms in forms that allow the students to actually play and learn. But brass instruments are rarely part of the elementary"

- Peggy Turner, Oakhurst Elementary, FWISD

Instructional Support Program

■ Preparation – What can you do today?

Familiarize with TMEA webpage:

- <https://www.tmea.org/programs/emisp>

Check out:

- <http://www.westmusic.com/tmeaelementarygrant>

Contact:

- Email: tmeaelementarygrant@westmusic.com

Phone: 877 393 6854

- Tips for Grant writing
- Steps in the Process - What to expect?

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pBuzz instruments for \$800 + Free
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Fine motor skills are not good for recorder.

Can be more successful with pBuzz – can start earlier.

Color coding is better for more children. Matches boom whackers.

<http://education.warwickmusicgroup.com/teaching-resources/>

To really make an impact, marketers need to circle back to what and who matters. For six years, we asked consumers to tell us what qualities a brand must have to win their adoption. We started it in qualitative – with an empty white board. We then took their answers and pushed them out to 1,000 consumers each year. The order came back the same each year – but the intent is there:

- High Quality
- Would Recommend
- Fits Their Personality
- Socially Responsible
- Shares Interests
- Says Important Things