

# iMA Newsletter

Voted **top 100 educators in the world** by the International Biographical Centre  
Winner of the **Consumers' Choice Award** for best music school in the GTA.  
Winner of the Royal Conservatory of Music **Gold Medal for Teaching Excellence**.  
Winner of the **York Region Character Community Award**.  
Markham Board of Trade **Business Excellence Award** finalist.



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International  
Music  
Academy

Year XIX, No. 2

February 2015

## WELCOMING OUR NEW STUDENTS

Madeline J. (piano)  
Yousef R. (guitar)  
Breanna A. (voice)  
Annika T. (voice)

## IMA STUDENTS BIRTHDAYS IN FEBRUARY

Gabrielle D., Kyler N., Dailiang C., Vada G., Noah M., Kayvon N.

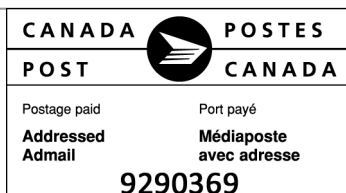
## HAPPY BIRTHDAY!

## IMPORTANT DAYS IN FEBRUARY

February 2. PA day (YR)  
February 7. Toronto Symphony Youth Orchestra Spring concert  
**February 10.** North York Music Festival registrations deadline.  
February 14. Valentine's Day.  
February 16. **Family Day.** School is open.  
**February 17-28.** Kiwanis Music Festival.  
February 19. Chinese New Year.  
**February 28.** Flato Markham Theatre. Mendelssohn, Prokofiev and Brahms with the **Kindred Spirits Orchestra**.



International Music Academy  
4981 Highway 7, Unit 1  
Markham ON L3R 1N1



## NEWS

### REFERRAL OFFER

#### GET A \$30 CREDIT ON YOUR NEXT MONTH TUITION

We have been very pleased with the continuous success of our students. They have improved a great deal and we share their excitement with their families, friends, neighbors, and schoolmates. We appreciate your interest towards our programs and services. We are always very happy to welcome new students of all ages, levels, and instruments to the iMA. **Please tell your friends about your experience with the International Music Academy.**

Do you know someone who is thinking of taking music lessons or who has **children** who may be interested in getting their hands on a musical instrument or singing? Do you know a **teenager** who needs a high school OAC credit? Do you know an **adult** who has wanted for a long time to learn how to play a musical instrument but has never had the time or inclination? **Please tell them about the IMA.**

As an appreciation for your referral, we will give you a **\$30 credit** for each new student who registers at the International Music Academy as a result of your referral. As we value your friends as much as we value you, we will offer to each referred student a **\$30 credit** as well.

Thank you for your continued support!

### IMA MUSIC MILES

#### A new clients recognition program

We are pleased to announce our new clients recognition program, **IMA MUSIC MILES**. Starting January 1, 2015, IMA Clients will earn 1 MUSIC MILE for every \$100 spent at the IMA. We will keep track of your MUSIC MILES and update you from time or when you ask us. You can use the Music Miles to get credits towards your next month tuition fee. The more Music Miles you collect, the higher credit you can get:

Music Miles	Credit	Music Miles	Credit
10	\$30	60	\$205
20	\$65	70	\$240
30	\$100	80	\$275
40	\$135	90	\$310
50	\$170	100	\$350

Non-redeemed Music Miles expire one month after withdrawing from the IMA programs.

## ROYAL CONSERVATORY OF MUSIC

### January examinations results

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Anjali Mistry 93% (Theory Intermediate)  
Michael Lee 92% (Theory Intermediate)  
David Yap 92% (Grade 2 Violin)  
Alena Parkinson 84% (Grade 6 Piano)  
Kyra Sophie Oszlai 83% (Grade 1 Piano)  
Kyle Omari Miller 80% (Grade 1 Piano)

**Congratulations!**

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### COMPOSERS' ANNIVERSARIES IN FEBRUARY

3/02/1809 [Mendelssohn](#) born  
13/02/1883 [Wagner](#) died  
15/02/1857 [Glinka](#) died  
23/2/1934 [Elgar](#) died  
23/2/1685 [Handel](#) born  
27/2/1887 [Borodin](#) died  
29/2/1792 [Rossini](#) born

*Where you born or do you know someone who was born on the same day as these famous composers? Drop us e-mail at [info@InternationalMusicAcademy.ca](mailto:info@InternationalMusicAcademy.ca) to let us know.*

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### FEATURED TEACHER OF THE MONTH

#### Mr. Jeffrey Jones, B.F.A.

Guitar Studies and interpretation, Music Theory



After spending much of the last 20 years performing and writing music, Jeff Jones' compositions and performances have been heard nationally in Canada on the CBC and have charted locally on campus radio stations. The Toronto Star (reviewing a performance) warned, "We're sure to hear more greatness from Jones in years to come." A guitarist, songwriter, singer,

playwright, teacher and actor, Jeff first took on guitar students in 1996 and continued to teach privately while he has hired by the Toronto District School Board, in 2001. While working as a classroom drama and music teacher over the past 12 years, Mr. Jones has maintained his private teaching chops by directing and conducting many musical performances, taking novice players and singers and helping them hone their skills for performances in shows as diverse as Jesus Christ Superstar, Cabaret, Pink Floyd's The Wall and many others. Mr. Jones continues to perform and write music as well as host a monthly cabaret called "The Charcoal Sketch Cabaret".

Mr. Jones was happy to answer a few questions for our students and parents:

**1. What do you like most about teaching?** *The absolute best thing about teaching is being part of someone's "A--Ha" moment. That moment when a student understands something new and gets excited about it all over again is what makes teaching way more than just a job. Then the energy that follows pushes it to the next level and even bigger challenges are attempted. To see a student go through and own that moment is a truly special thing.*

**2. How do you inspire students to practice more?** *Practice is one of those tough things. It's absolutely necessary. No player has ever been great--even good, without a lot of practice. The best way to approach it is a "one day at a time" mentality. The best way to inspire it? It's to be appreciative of it. Whenever my students talk about a skill that I have and they are hoping to pick up, my first response is always..."It's just practice. That's the only difference. I've practiced a bit more than you. Catch up!"*

**3. What roles does performance play in student's development?** *After a certain level, it's everything. Once the bare basics of an instrument are learned, performance comes next. It really is the venue for musical expression. Music is a communication of emotion through sound (harmony and rhythm). If you're not working with an audience, how is this communication mastered? The only way to understand the dynamics of a musical conversation is to have one. When you do, it's transformative.*

**4. Who are your favourite composers?** *As a songwriter myself, this question feels difficult to answer. Different types of music mean very different things to me. I'll try and approach it by genre. Classical? Beethoven, no question. Glorious melody. Jazz? Miles Davis. Even though a lot of his best work was created through improvisation his approach to his ensembles definitely made that music possible. Folk? There simply won't be a more important single American songwriter than Woody Guthrie. He's an absolute tower of influence. Music Theatre? Jason Robert Brown is writing harmonically dense music with catchy melodies and danceable rhythms. Just amazing! Rock? I sort of consider this my home genre and for my money there is no better writer of rock music than Bruce Springsteen.*

**5. What was the last piece of music (sheet music or a recording) you purchased for yourself?** *The last piece of music I bought was a Billy Joel live album from 1980 called "Songs in the Attic". It's a great, personal document of the era and his music before he became an 80's video star. Interestingly, the last piece of sheet music I purchased was "Send in the Clowns" by Stephen Sondheim. Not exactly a matching pair...but they are both life--long New Yorkers, so that's something.*

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## FEATURED STUDENTS OF THE MONTH

### DEVEN CHAKRAVORTY

**What instrument do you play?**

*I take vocal lessons at the International Music Academy, tabla (Indian drum) lessons from an Indian Musician, and play the alto-saxophone at school.*

**How long have you taken lessons?**

*I have taken vocal lessons for the past 6 years.*

**Who are your favourite musical artists?** *My favorite musical*

*artists are Sam Smith and Bob Marley.*

**What are your other hobbies, besides music?** *I enjoy running, reading, soccer, and baseball.*

**Favourite food?** *My favorite foods are noodles, pizza, and Boston cream donuts.*

**What is the coolest thing you've learnt in your lessons in the past three months?** *I learned how to change my vocal tone and pitch at very fast speeds.*

**Do you have any performance coming up?** *My performances coming up are a talent show and an RCM Vocal Exam.*

*E-mail to [info@InternationalMusicAcademy.ca](mailto:info@InternationalMusicAcademy.ca) a photo of yourself (or your child) together with the answers of the questions above. The deadline for submissions is the 15th of every month. We will feature you in one of the next issues of the newsletter.*

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## PET OF THE MONTH

*Send a photo of your pet together with following information and we will publish it in one of the next issues of the IMA newsletter.*

*What is the name of your pet? How old is he/she? What kind of breed our pet is (if applicable)? How long have you had him/her for? Any special circumstances around getting the pet (i.e. a gift, foster pet, etc.)? The funniest story about you pet? Any special skills or abilities.*

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## FEATURED ARTICLE

### How to Motivate Your Child to Practice

*By Dr. Robert A. Cutietta*



Among the numerous challenges that parents face in handling children's music lessons (choosing the instrument, finding a good teacher, etc.), getting kids to practice is the most daunting of all. The severity of the problem and the importance of practice make it hard to believe that there are so few articles addressing this. What's more, parents and music teachers often resort to the failed tactics they remember from childhood in desperate attempts to motivate kids to practice.

A common example of this issue is the "practice for 30 minutes" rule, in which a music teacher will recommend that the child practice 30 minutes a day and generally increase this time as they get older. In attempts to enforce adherence to this arbitrary commitment, parents will often "pay" the child for 30 minutes of "work" with something rewarding like watching TV, playing outside or playing video games. The problem with this method is that it makes the 30 minutes of practicing something to be endured in order to do something that is valued. But what is so sacred about 30 minutes of practicing? Where did this standard unit come from? How is it better than 27 minutes or 34?

To transform practicing into a rewarding activity, parents should encourage reaching daily musical goals. For example, instead of saying that 30 minutes of practice is enough regardless of what is achieved, you might say, "Today the goal of practicing is to play the first eight measures of your piece without any mistakes." Whether reaching this goal takes 12 minutes or 40 minutes isn't important. What is important is that the child knows the musical goal of each daily practice session and feels motivated to be as efficient as possible while practicing in order to reach that goal and feel that sense of accomplishment. If the goal is playing the first eight measures on Monday, the logical goal for Tuesday is to play the next eight. Pretty soon, the child will acknowledge the cumulative goal of the week: to play the entire piece free of mistakes. This leads to more motivation, more effort during practice and most importantly, pride in what they have accomplished.

Although this method achieves greater success, it also requires more effort by the parents; it's easy to look at the clock and monitor 30 minutes, but goal-related practicing means setting daily goals for your children, monitoring the ease or difficulty your child experiences with his music and setting new, more demanding goals. Don't worry! Here are some tips to help you: First, divide the week's goal or teacher's expectations into seven equal parts and make sure your child understands each one. On some days, your child might choose to work toward two days' worth of goals, in which case, it's wise to give them the option of skipping the next day's practice session.

Daily goals should be attended to every day and should involve playing scales or other technique-building skills; advancement on specific pieces can be more spread out, as long as the child continues to move forward with the piece.

While it may be tempting, don't bargain with practice time. Although in trying to skip a day, your child may really mean, "I will practice double tomorrow," this sets the standard that practice time is negotiable.

Progress should be measured and appropriately altered each day (if needed) by analyzing the amount of effort, frustration and completion/advancement in reaching the daily goals. Yes, this is more work than monitoring 30 minutes a day, but in the end, this will be much easier than the agony of forcing children to adhere to the mandatory 30 minutes of meager, unmotivated effort. It will also make everyone's life a little more enjoyable!

*To comment on this story or anything else you have read in the Newsletter, head over to the IMA Facebook page or message us on Twitter.*

## International Music Academy **GIFT CERTIFICATE**

for new students only

### ONE FREE LESSON

Call the IMA Office at **905.489.4620**  
to schedule your first lesson.

Once scheduled, the lesson cannot be rescheduled. Cannot be combined with any other offer. No refunds, no exchanges.



Music is sooooooooo beautiful!

Register for lessons by  
**February 28, 2015** and receive

# \$30 off

New students only.

*Cannot be combined with any other offer.*

## REFER A NEW STUDENT and **GET ONE FREE LESSON!**

When you refer a new student to the IMA, who registers for lesson, you will get one free lesson for every new student. So, if you refer the IMA to 2 new students, we will give you 2 free lessons; for 3 new students – 3 free lessons etc. Fill in the coupon below and leave it with the IMA Office administrator.

Your name: \_\_\_\_\_

Name of the new student: \_\_\_\_\_

*You can print or photocopy this coupon as many times as you need.  
**Cannot be combined with any other offer.***