

iMA Newsletter



1-4981 Highway 7
Markham ON L3R 1N1
Phone: 905.489.4620
3-50 Innovator Avenue
Stouffville ON L4A 0Y2
Phone: 905.640.6363
www.internationalmusicacademy.ca
info@internationalmusicacademy.ca

International
Music
Academy

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.

Year XXI, No. 3

March 2017

WELCOMING OUR NEW STUDENTS

Benjamin S. (piano)
Angela L. (voice)
Alice L. (voice)
Evan F. (piano)
Bethany Y. (piano)
Dylan Y. (piano)
Sophia L. (piano)
Akshat R. (piano)

IMA STUDENTS BIRTHDAYS IN MARCH

Ridham D., Dilan B., Henry Z., Anonno A., Savannah D., Deven C.,
Patrick H., Jerry W., Flor S., Isabelle L., Mostafa A., Tiffany C,
Reena T., Claudette Z., Shreya R.

HAPPY BIRTHDAY!

IMPORTANT DAYS IN MARCH

Mar 11-19- March Break. School is open.
Mar 20-April 2: IMA Spring Contest
Mar 25-April 30: Peel Music Festival
Mar 20-April 7: Markham Music Festival

NEWS

GET 3 FREE LESSONS WITH THE PURCHASE OF A PIANO

If you are ready to purchase a high quality pre-own piano through one of the IMA commercial partners, 3 of your lessons at the IMA will be free. Call our Office or e-mail Office@InternationalMusicAcademy.ca for more information. Pre-own piano is a great investment that comes at an attractive price, with a free tuning and delivery.

GET A \$30 CREDIT ON YOUR NEXT MONTH TUITION

We have been very pleased with the continued 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.

PERSONALIZED IMA GIFT CARD



The IMA offers personalized Gift Cards that could be used as thoughtful birthday, holiday, bar/bat Mitzvah, graduation gift or for any other occasions as well as to encourage someone to start learning a

musical instrument or singing. The card can be used for any products or services.

The gift card is available for **any amount**. As cards are personalized with the name of the person who will receive it as well as with the name of the person who purchase it, requests have to be made 1 day in advance. Cards can be ordered in person, by phone at 905.489.4620 or by e-mail at info@InternationalMusicAcademy.ca. At the time the card is ordered, a non-refundable \$5 deposit is required. The full value of the card is paid upon pick-up (and the deposit is credited towards the purchase price). Payments can be made by any major credit card, cheque or cash as well as through the accounts of the IMA Clients.

FOLLOW US ON

Stay in touch and follow the IMA latest news on Facebook. Visit <https://www.facebook.com/International-Music-Academy-33444769758/> and become a friend of the International Music Academy.

COMPOSERS' ANNIVERSARIES IN MARCH

1/03/1810	Chopin was born
2/03/1824	Smetana was born
4/03/1678	Vivaldi was born
5/03/1953	Prokofiev died
7/03/1875	Ravel was born
8/03/1869	Berlioz died
16/03/1736	Pergolesi died
18/03/1844	Rimsky-Korsakov was born
21/03/1685	JS Bach was born
21/03/1839	Mussorgsky was born
25/03/1881	Bartok was born
25/03/1918	Debussy died
26/03/1827	Beethoven died
28/03/1881	Mussorgsky died
28/03/1943	Rachmaninoff died
31/03/1732	Haydn was 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 to let us know.

FEATURED TEACHER OF THE MONTH

Marina Grigoryan, M.Mus., B.Mus
Piano Studies, Vocal Studies, Music Theory



Mrs. Marina Grigoryan holds several degrees from the Russian Music Colleges and the Moscow State University. She taught various disciplines such as piano (Royal Conservatory of Music, classical, jazz, Broadway, and pop), voice, harmony, ear-training, improvising, composing as well as choir conducting and jazz ensembles. She possesses a vast knowledge

and is very passionate about teaching music as part of creating well-rounded students with freedom of self-expression through music, strong technical skills and excellent performance habits. In addition to teaching at the International Music Academy, Mrs. Grigoryan is also on the faculty at Milton school of music

and maintains a busy private studio. She is also a registered teacher with the Royal Conservatory of Music.

Ms. Grigoryan was happy to answer a few questions for our students and parents:

1. What do you like most about teaching? It's a two-way process (between teacher and student of learning and development; process of achieving spiritual growth and mental growth through music; music at the same time acts as a goal/purpose and means/method... The teaching process should be fun while discovering the musical potential of each student.

2. How do you inspire students to practice more? I think just through love and shared interest towards music is possible to inspire students to practice and therefore to work. My motto/request to my students: today has to be better (both: quality and quantity) than yesterday.

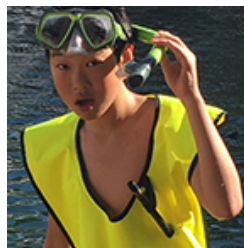
3. What roles does performance play in student's development? For me student's performance is not just a "litmus test" of their knowledge, practical skills and habits. Its a part of "giving/ sharing" - a process of personality growth.

4. Who are your favourite composers? Rachmaninov, Chopin, Mendelssohn, Beethoven and many others

5. What was the last piece of music (sheet music or a recording) you purchased for yourself? I like shopping (especially music). My last findings are: Claude Debussy - "Clair de Lune", Franz Listz - "Liebestraum No.3", George Gershwin - "Rhapsody in Blue" and Felix Mendelssohn Bartholdy - "Piano concerto No.1 in G minor, Op. 25.

FEATURED STUDENT OF THE MONTH

Alec Dong



What instrument do you play? – I play both the piano and the clarinet and take lessons for each instrument once a week.

How long have you taken lessons? – I have been playing piano for about 6 years already and clarinet for about 2 years.

Who are your favourite musical artists? – I like listening to Teminite (Sam Norris) and Panda Eyes (Oskar Steinbeck)

What are your other hobbies, besides music? - I like listening to music, playing video games and watching TV.

Favourite food? – I like Poutine, Egg Tarts and roasted whole lamb.

What is the coolest thing you've learnt in your lessons in the past three months? – I am always amazed by learning more and more Italian words to express various things in music.

Do you have any performance coming up? – Not yet but I am getting ready.

E-mail to 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.

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.

FEATURED ARTICLE

3 Things Parents Must Tell Their Children When They Begin a Musical Instrument

By: Tony Mazzocchi

[Article originally posted on The Music Parents' Guide](#)

Hopefully your child will begin a musical instrument through their school music program. If so, when they bring home their instrument for the first time, it is more than just an exciting day...

...It is an opportunity...

...Perhaps one of the greatest opportunities in your child's life thus far.



If you are like me, you want your kid(s) to complete their K-12 education with far more than factual knowledge and an ability to score well on tests. You don't believe that your child's success in life depends primarily on cognitive skills — the type of intelligence that is measured on IQ tests and such. You don't believe that

school should be primarily focused on stuffing kids' brains with as much factual knowledge as possible, but instead is focused on growing *skills and mindsets* that will last a lifetime. Psychological traits that include:

- The patience to persist at a tough (and perhaps boring) task;
 - The ability to delay gratification;
 - The curiosity and grit to problem solve;
- ...just to name just a few.

And the musical instrument in your child's hand could be the key to learning those skills.

You see, your child didn't receive an instrument with the expectation that they would become a professional musician, just as they did not receive a math book with the expectation of them becoming a mathematician. But, unlike any other subject, your child has the opportunity to develop some of the most important life skills through learning to play an instrument, and you need to let them know this is the case.

Here are three things parents need to know and be able to express to their child as soon as they begin learning to play a musical instrument:

"You are allowed to fail, and you will become better because of your failures." There are no red pen marks for missed notes in music the way there are on tests — there is nothing to feel bad about when you play something "wrong" in music. To become skilled at a musical instrument — and to become great at *anything* — one needs to struggle a little. In your child's case, they need to sound bad before they sound good; they need to work on things *just beyond* what they are capable of in order to get better and smarter, and that means they need to make mistakes. There is a small gap between what we all are able to do and where we want to be, and focusing on that gap makes us better learners and better people. Learning a musical instrument allows us to grow from our mistakes.

"Hard works trumps talent every single time." Practicing a skill over and over, the right way, fires circuits in our brains that solidify that skill. Sure, some people find some skills easier at first than others, but the people who practice that skill daily in order to "burn it" into their brain will always far surpass people who don't practice enough. Practicing a musical instrument helps children learn the universal truth that hard work trumps talent.

"This is a long-term commitment, and we are going to stick with it." Studies have shown that students who identified that they would play their instrument for longer than one year outperformed students who only committed to one year of playing by up to 400% — *practicing the same amount of time if not less!* The ideas and mindsets students bring to their musical instrument study have a direct effect on their success, and it's the parents' role to set the tone on the first day by not giving their child an "easy out" to quit. Make the decision to invest in your

child's music education for at least a few years of their schooling and you will see results.

There are not many subjects taught in school that have the potential to give our children the life skills they need to be successful beyond their school lives. Our children can learn how to have grit, motivation, problem-solving skills, flexibility, and *character* during and after their K-12 schooling — and music is the vehicle to teach these skills.

What if we as parents treated music like any other core subject and expected our children to study it for at least 4 or 5 years? What does "success in school" mean to you and your child?

About the author:

A GRAMMY® nominated music educator, Anthony Mazzocchi has performed as a trombonist with the Los Angeles Philharmonic, New Jersey Symphony, San Diego Symphony, San Diego Opera, Riverside Symphony, Key West Symphony, in various Broadway shows and numerous recordings and movie soundtracks.

Tony has served as faculty or as a frequent guest lecturer at The Juilliard School, Manhattan School of Music, New York University, and Mannes College of Music. He has taught students from K-college, and has served as a district Director of Fine and Performing Arts in the South Orange/Maplewood School District. Tony has been a consultant for arts organizations throughout the NY/NJ area.

Tony blogs about how to be a successful music parent at The Music Parent's Guide, and the book by the same name can be bought here. He has written a method book for music teachers called The Band Director's Method Book Companion.

Tony is currently Associate Director of the John J. Cali School of Music at Montclair State University in New Jersey. He is also Executive Director of the Kinhaven Summer Music School in Weston, Vermont. Tony is a clinician for Courtois – Paris.

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.

Dr. Teresa Suen-Campbell

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International Music Academy

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for new students only

1 offer per family

ONE FREE LESSON

Call the IMA Office at
905.489.4620 (Markham) or
905.640.6363 (Stouffville)
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 soooooo beautiful!

Register for lessons by
March 19, 2017 and receive

\$30 off

***New students only. 1 offer per family
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.*