



Mary Luehrsen

Executive Director, The NAMM
Foundation; Senior Advisor for
Public Policy, NAMM

NAMM[®]
believe in music

NAMM
Foundation[®]



Established in 1901, NAMM has become the trade association for the global music, sound and event technology products industry, representing more than 15,400 member companies and individuals that make up the \$19.5 Billion music products industry.



Vision

We envision a world in which the joy of making music is a precious element of daily living for everyone; a world in which every child has a deep desire to learn music and a recognized right to be taught; and in which every adult is a passionate champion and defender of that right.



Mission

NAMMM Foundation's mission is to advance active participation in music making across the lifespan by supporting scientific research, philanthropic giving and public service programs.



NAMM[®]

The NAMM Show

believe in music

The NAMM Show

The Music Begins Here

The NAMM Show

Official Sponsor

**The
NAMM
Show**

**the
MUSIC
begins here**

January 25–28, 2024 • Anaheim Convention Center





NAMM

believe in music

NAMM Show

ANAHEIM CONVENT CENTER

The Music Begins Here

The NAMM Show

GOLDEN ROAD

Exhibitor & Express Entrance



The
NAMM
Show

NAMM[®]

music)))
EDUCATION
DAYS

**Innovative ideas and tools
for music educators**



Hands-On Workshops for Music Educators



The
NAMM
Show

NAMM[®]
gen 
NEXT

 THE COLLEGE
MUSIC SOCIETY

**The future of music
industry leadership**



Sessions and
Networking
for College
Students



The
NAMM
Show

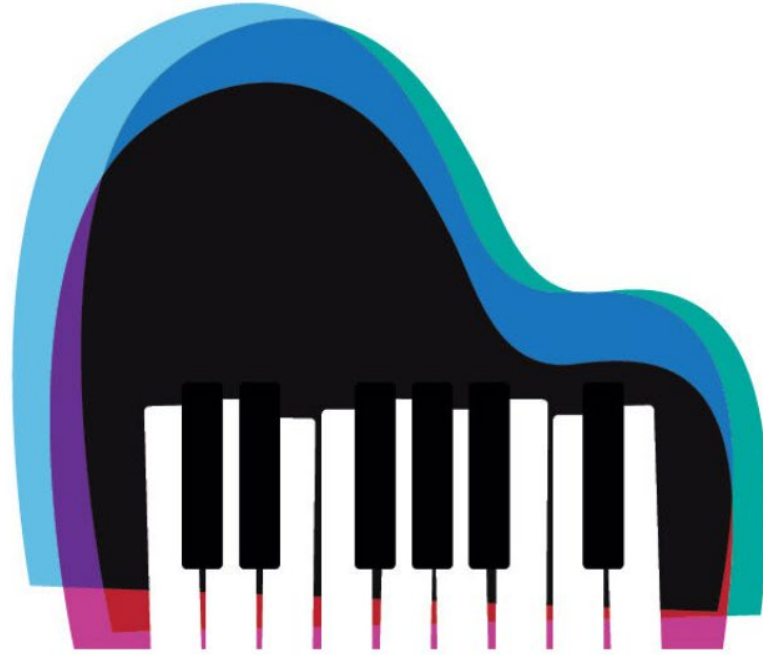


NAMM
Foundation®

Nonprofit
Management
Institute

**Expanding equity and
access to music making**





Roomful of PIANOS

Roomful of Pianos has become a highly anticipated event at The NAMM Show, bringing unforgettable performances for 10 pianos, 20 pianos, even 40 pianos to the show's international audience of music industry attendees.

NAMM
Foundation®

ANAHEIM • CALIFORNIA

GRAND RALLY FOR MUSIC EDUCATION®

The
NAMM
Show
April 15, 2023

PERFORMANCES BY:
The Molly Miller Trio;
Bernie Williams;
The Wooten Brothers;
& the Legacy Ukulele Ensemble

CELEBRATE MUSIC EDUCATION!



The
NAMM
Show

NAMM
Foundation®

Drum
CIRCLE

Sponsored by



CELEBRATING
30 YEARS!

The
NAMM
Show

NAMM
Foundation®

Uke CIRCLE

Sponsored by

KALA
~ BRAND MUSIC CO. ~



JOIN US!

NAMM Foundation Programming

Uniting communities to advance music making across the lifespan.



GenNext
College Students
The future of music
industry leadership

College music students
and trendsetters



Music
Education Days
Innovative ideas and tools
for music educators

K-12 music educators
and school administrators



Nonprofit
Management Institute
Expanding equity and
access to music-making

International leaders,
educators and storytellers



Community
Music Making
Bringing people together
through music
Music enthusiasts of every
age and ability



Museum of
Making Music
Celebrating the people
and products that bring
music to our world.
Curious minds of all ages.

Signature Programs



- **GenNext** is a collaboration between The NAMM Foundation and The College Music Society (CMS) that offers college-age students and faculty access to career and professional development opportunities by providing resources for future music industry leaders.



- **Music Education Days (MED)** enables school music teachers and administrators to gather for sessions in collaboration with partners like NAFME and TI:ME.



- **The Nonprofit Management Institute** connects music service organizations with best practices in fundraising, leadership, and board management through a partnership with Young Audiences for Learning.



- **Community Music Making** offers music-making opportunities and resources for NAMM members and community organizations through Make Music Day and NAMM Show activities.



- **Best Communities for Music Education** honors community support for music education in schools.



- **Music Research** continues to be an important investment in understanding the benefits of music education for physical and mental health as well as for attendance and participation in schools.




- **Grants and Scholarships** invest in the future of the music industry by supporting organizations and individuals that are committed to expanding equity and access to music-making.



Brought to you by The **NAMM**
Foundation®





A signature program of the NAMM Foundation, the Museum identifies, curates, and shares the stories and impact of the music and sound products industry through exhibitions and related activities. Further, the Museum encourages participation in active music making through its educational programming.

Make Music Day

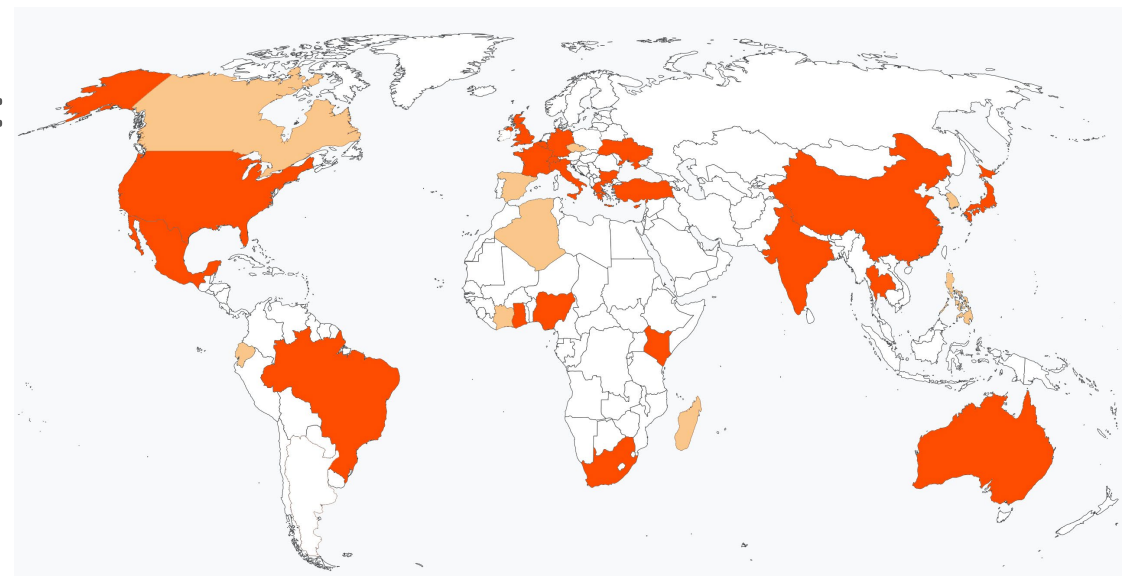
History

- Since 1982, the “Fête de la Musique” has been celebrated every year in France on June 21, the summer solstice. In France, 64% of the country attends free concerts that day, while 7% of the population sings or plays an instrument in public.
- It is now celebrated around the world:

Australia
Belgium
Brazil
China
Cyprus
France
Germany
Ghana

Greece
India
Italy
Japan
Kenya
Luxembourg
Mexico
Nigeria

South Africa
Switzerland
Thailand
Türkiye
Ukraine
United Kingdom
United States



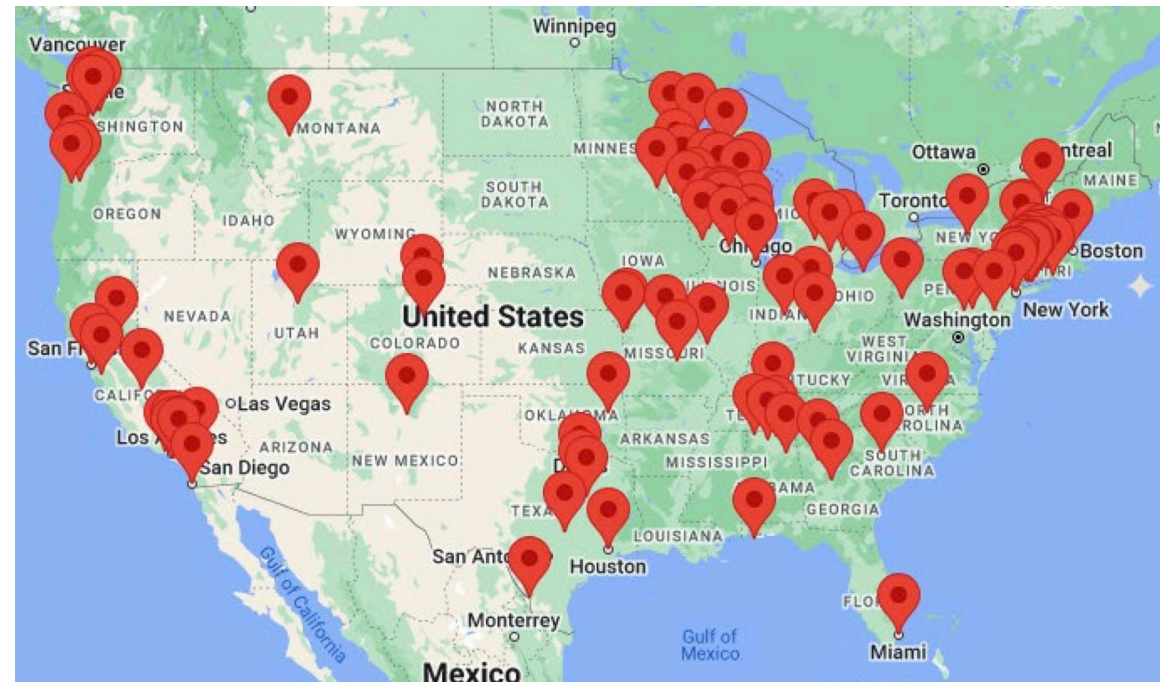
Make Music Day



Make Music Day

June 21, 2023 in the United States

- 4,791 free music-making events
- 117 citywide celebrations
- 400 million media impressions



Make Music Day



Make Music Day

Is...

- **Free**

no tickets, no charge for participants or audience

- **Participatory**

open to any musicians at any level, all ages and genres

- **In public spaces**

and publicly accessible private spaces

- **On June 21**

Make Music Day



Make Music Day

Marching Band Project in 2024

- A special marching band initiative is coming, with free arrangements for June 21, 2024
- Partners include NFHS, NAMM Foundation, Alfred Music (Make Music Cloud)
- Full details will be announced in January at the NAMM Show



Make Music Day

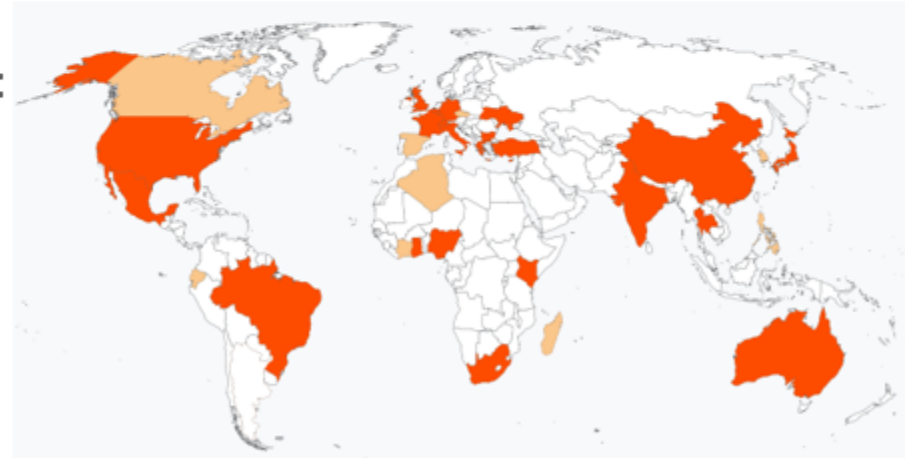
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Kenya
Luxembourg
Mexico
Nigeria

South Africa
Switzerland
Thailand
Türkiye
Ukraine
United Kingdom
United States





ADVOCACY

namm.org/issues-and-advocacy



The Vital Partnership Between Music Business and Music Educators

Issues and Advocacy

[Marketplace Fairness](#)

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[Health Care](#)

[Intellectual Property](#)

[Regulatory Compliance](#)

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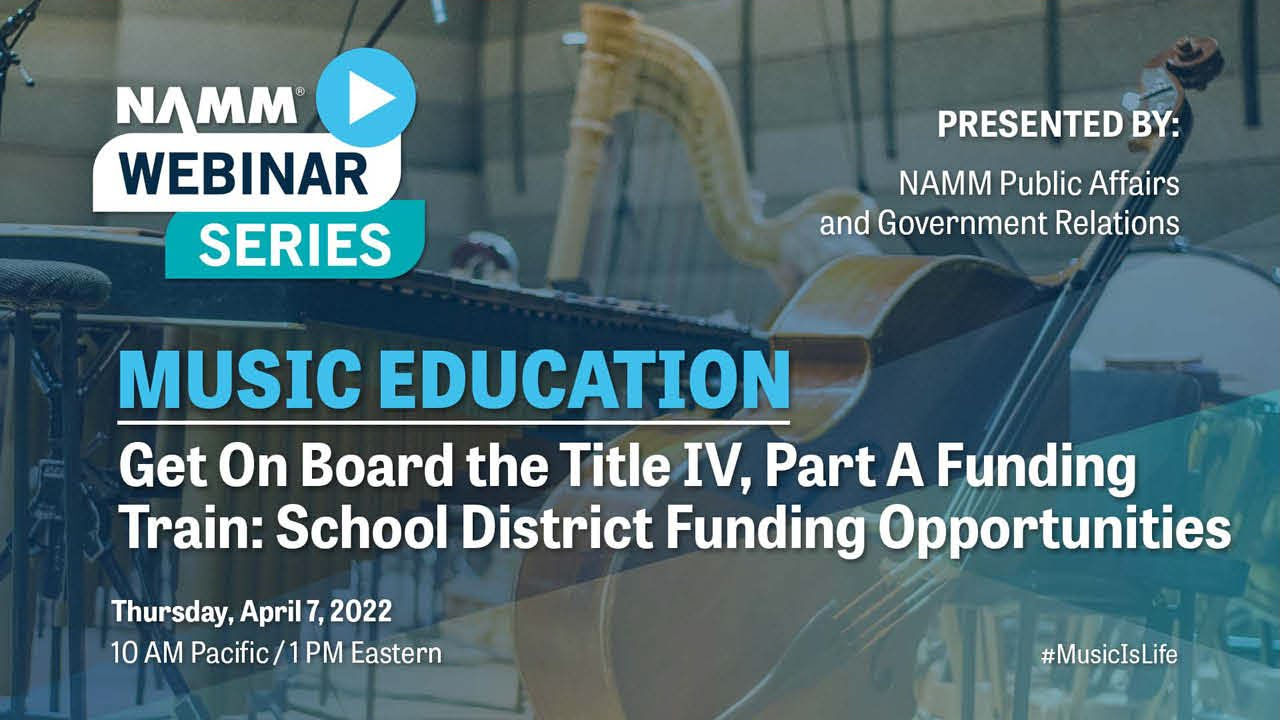
NAMM
WEBINAR
SERIES

PRESENTED BY:
NAMM Public Affairs
and Government Relations

Pocketbook Policy Update

Thursday, March 3, 2022
10 AM Pacific / 1 PM Eastern

#MusicIsLife



NAMM
WEBINAR
SERIES

PRESENTED BY:
NAMM Public Affairs
and Government Relations

MUSIC EDUCATION

Get On Board the Title IV, Part A Funding Train: School District Funding Opportunities

Thursday, April 7, 2022
10 AM Pacific / 1 PM Eastern

#MusicIsLife



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Music and the Arts May Reduce Chronic Absenteeism: A Four-Year Study in New York City Public Schools

NAMM Foundation*

Why Learn to Play MUSIC?

Educational Benefits
 In schools in which students used one program for the benefits of their music education programs in excellent or very good, graduation rates are 95.8% and attendance is at 92.8%.
 85% of teachers and 73% of parents strongly believe music education has a positive impact on overall academic performance.
 82% of teachers and 82% of parents believe music education helps as a source for greater student motivation and confidence and helps in learning to help young people stand out in an increasingly competitive global economy.
 Research reveals strong connections between musical skills and job-seeking abilities in students.

Health Benefits
 45% of students who have been diagnosed with ADHD or other learning disabilities reported that playing an instrument helped them to focus and pay attention in class.
 Students whose first music experience was in school or through a community program reported that they were more confident and more motivated to learn.
 Musical training is thought to improve memory systems function by focusing attention on meaningful acoustic cues, and these improvements in working memory translate to language and cognitive skills.
 Children who receive musical instruction have been more academically successful in school and adults who never participated in music lessons. These results suggest that neural changes accompanying musical training bring cognitive benefits in adulthood.
 Cognitive and social benefits of musical experience continue throughout the lifespan. Some children with autism spectrum disorder, and individuals with other cognitive or physical disabilities, such as memory and hearing difficulties, benefit from music.

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Music is Part of a Well-rounded Education
Every Student Succeeds Act (ESSA)

“Well-Rounded Education”
 The term ‘well-rounded education’ means courses,

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All Children Deserve the Opportunity to Learn and Grow with Music

NAMM Foundation*

The Cost of High-Quality Public School Music Programs: It’s Less than You Think



LEARN.
ENGAGE.
ADVOCATE.



Advocacy Fly-In
Washington, D.C.

NOVEMBER 13-16, 2023



**CONSIDER
A CAREER
IN MUSIC!**

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**CONSIDER
A CAREER
IN MUSIC!**

NFHS

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WHAT WE DO WHY MUSIC MATTERS COMMUNITY For Educators Blog Get Involved [DONATE](#)

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CAREERS IN MUSIC

CONSIDER A CAREER IN MUSIC!

Hundreds of choices—in addition to the traditional paths of performance and teaching—can provide life-long, secure, and rewarding careers in music.

Why Choose a Career in Music? Paths to Consider Exploring a Career in Music

Guiding Voices Additional Resources

WHY CHOOSE A CAREER IN MUSIC?

RECENT ARTICLES

July 10, 2023
[July's Choose to Teach Video is Here](#)

June 26, 2023
[More To Start, Fewer To Quit - June's Tips To Help Grow Your Music Company](#)

June 10, 2023
[June's Choose to Teach Video](#)

COMMUNITY SPOTLIGHT

"It is through interaction within and through the arts that we are human. We are fortunate to provide our students learning opportunities through music. The designation of a Best Communities for Music Education award has validated the relentless work our music educators, administrators, and board of education have put forth to support the arts in our district."

Pat Toben, Arts and Community Engagement Program Coordinator, Sioux City Community Schools



Thank you!



Please visit
NAMM.org or
NAMMFoundation.org
for more information