



A Monthly Newsletter for Band, Orchestra, Choral and Dance Directors from your friends at Kaleidoscope Adventures!

Kaleidoscope Adventures Announces the Launch of a New and Improved Website to Better Serve Educators, Parents and Students!



Kaleidoscope Adventures, one of the leading student tour operators in the U.S., has launched a new user-friendly 180 page website to help educators, parents and students learn more about Kaleidoscope Adventures and the many trip options it offers.

**For a FREE Trip Quote, call us at
(800) 774-7337
or visit us at
www.kaleidoscopeadventures.com**

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Top 10 Student Destinations:

1. Orlando, FL
2. New York City, NY
3. Washington DC

To better serve its clients as well as potential clients, this new customer-focused, interactive website offers detailed information on 40+ destinations throughout the U.S. and Canada, comprehensive lists of options for each destination and sample itineraries. In addition, the website provides an extensive list of the types of tours Kaleidoscope Adventures offers including performance trips for bands, choruses, orchestras, guitar ensembles, dance troupes and theatre/drama groups; history and science trips, senior and 8th grade class trips, sports travel and cruises. There are also informational sections for educators, parents and students that provide step-by-step guides that assist in the decision making process.

According to Robin Parker, President of Kaleidoscope Adventures, "Being a growing business, our staff works hard at providing impeccable service, exceptional value and worry-free travel to our customers. This new website is another step in providing this high level of service and increases our exposure to the various markets we serve. The goal is to 'wow' the educators and help them make important decisions on what destinations and options meet their curriculum and budgetary needs."

With the launch of this website, educators, parents and students now have improved navigation, constantly updated information, videos of the top student group destinations, over 360 photos, an interactive map of the U.S. and Canada, step-by-step guides, the latest in social media and a blog with student travel articles. The website is one of the most advanced sites in the student travel industry.

"We invite everyone to use our new and improved website. Let us help you plan your next student travel tour."

We are very excited to launch this new and innovative website. Please log on to www.kaleidoscopeadventures.com to research destinations, types of tours and to fill out a trip quote. You can also contact us at **(800) 774-7337** to speak with one of our travel planners.

Earn Up To 90% Profit With Kaleidoscope Adventures New Fundraisers!

4. Atlanta, GA
5. Boston, MA
6. Chicago, IL
7. Historic Virginia/VA Beach
8. St. Louis, MO
9. Hawaii Cruises
10. Branson, MO

Fun Fotos!

This Fun Foto is of the Mt. Lebanon High School Concert Choir of Pittsburgh, PA on their recent trip to New York City. The Mt. Lebanon High School Concert Choir is under the direction of Mr. Jason Greenawalt.



The Mt. Lebanon High School Concert Choir posing for a picture on Times Square!

This FunFoto is of the Kings Bridge Middle School Choir of Athens, GA on their recent trip to Orlando. The Kings Bridge Middle School Choir is under the direction of Dana Harrell.





Tired of selling the same ole candy, popcorn and pizza? Tired of having box after box of inventory in your office? We can save you from this scenario! At Kaleidoscope Fundraising, we can help you raise money for needed instruments, music, or for your group trip. Our simple fundraisers afford you the opportunity to make as much as 90% profit with little overhead. You can make some serious money for your school through our fundraisers. Our high profit fundraisers include the following:

- Scratch Cards
- Cookie Dough
- World's Finest Chocolates
- Magazines
- Restaurant Cards
- Jewelry
- Online Fundraising
- Cruise Getaway

For a complete and detailed list of simple, high profit fundraisers, log onto our new website at www.kaleidoscopeadventures.com and click on *Fundraising* or call us at **(800) 774-7337**.

Earn a \$250 Reward for Referring a Group

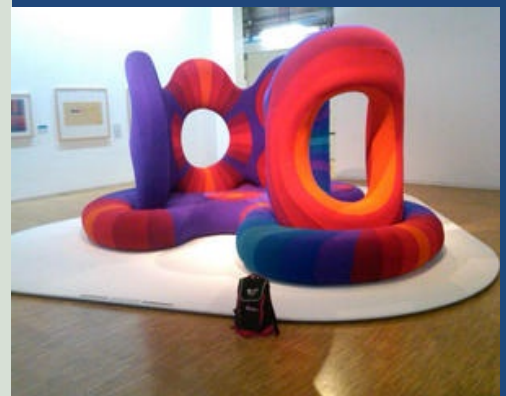
Director Dana Harrell conducting the Kingsbridge Middle School Choir at Downtown Disney!

This FunFoto is of the Rollings Middle School Band of Summerville, SC on their recent trip to Orlando. The Rollings Middle School Band is under the direction of Susan Bocook.



The Rollings Middle School Band performing at Downtown Disney!

These FunFotos are of the Infamous Kaleidoscope Adventures Director Backpack on it's recent trip to France! Scott Brunson of Cario Middle School And Pam Brunson of Rollings Middle School of the Arts vacationed in France this summer and sent us these great pictures!



The Kaleidoscope Adventures backpack posing at the Beaubourg Museum of Art.

to Kaleidoscope Adventures!



Do you know a group who might be interested in traveling with Kaleidoscope Adventures? If so, you can earn a \$250 reward for referring a group that travels with us?

To refer a group, please call us at **(800) 774-7337** and talk with any of our travel planners. Or you can log onto www.kaleidoscopeadventures.com/refer-a-group and fill out the form and click the submit button. Either way, you can earn a \$250 referral reward if the group travels with Kaleidoscope Adventures.

*Rules: Your referral must be a student group teacher, coach, group planner, sponsor, friend, or colleague. For every one of your referrals that books a trip with us and pays for it in full, you will receive \$250 in cash. The trip sponsor and group must be entirely new to Kaleidoscope Adventures, though it can come from a school that already works with Kaleidoscope Adventures. A new sponsor for a returning group is not eligible, nor is a new group with a sponsor that has traveled with Kaleidoscope Adventures in the past eligible. The group must have a minimum of 25 participants and spend at least one night at their destination. You must have traveled with Kaleidoscope Adventures in the past to be eligible for the reward. **Rewards are issued when the referred group's trip is paid in full. There is no limit to the number of referral bonuses you can receive.** Rules are subject to change and other restrictions may apply. This offer may expire without notice at any time.*



The Kaleidoscope Adventures backpack on the French Riviera!



The Kaleidoscope Adventures backpack in the French Wine Country!



The Kaleidoscope Adventures backpack at the Cathedral Notre Dame in Paris!

Here's a big thank you to Scott and Pam Brunson for promoting Kaleidoscope Adventures in France!

Want to see your music ensemble in our newsletter? Send your photos to:

Summer Destination Spotlight: Hawaii



Waikiki Beach - Honolulu, Hawaii

There's no place on earth like Hawaii. The fresh floral air, the warm tranquil waters and the breathtaking natural beauty are many of the benefits a student group can enjoy in Hawaii. Famous for its beautiful, year-round weather and pristine beaches, Hawaii also has an abundance of activities to enjoy. Hawaii is home to many unique museums, WWII historical sites/memorials, exciting attractions, island shopping and a full range of dining options. In addition, there are once in a lifetime performance options for bands, choruses and orchestras as well as amazing science opportunities. In the true Aloha spirit, we at Kaleidoscope Adventures invite you and your group to visit Hawaii and find the island paradise you have always been looking for.

Of special note, this year Kaleidoscope Adventures will be celebrating the 70th Commemoration of Pearl Harbor with a Mass Band Performance on December 7th.

Kaleidoscope Adventures offers student groups a variety of experiences that help create lasting memories. We can customize an itinerary that is fun and meets your educational and/or performance objectives. .

For more information about Hawaii, please contact the Kaleidoscope Adventures sales team at **(800) 774-7337** or at info@kaleidoscopeadventures.com

steve@kaleidoscopeadventures.com

Congratulations!

Congratulations to Kraig McBroom, Choral Director at Carolina Forest High School of Myrtle Beach, South Carolina for being selected as Horry County Teacher of the Year!

Testimonials:

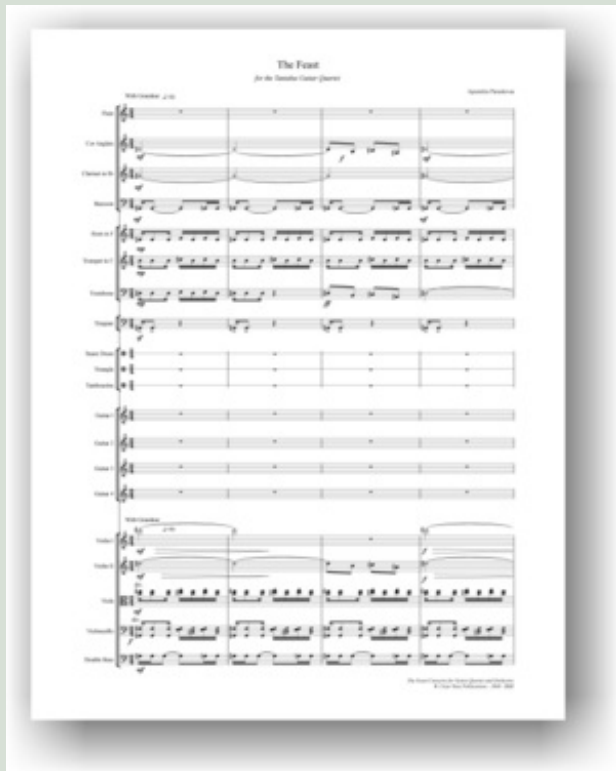
"I use Kaleidoscope Adventures and they are outstanding! Joseph organizes all of my trips. The company has my highest possible endorsement!"

**Dr. Joe Ohrt
CBSD**

"This is one of the best itineraries we have ever had and I would repeat this trip in the future!"

**Laurie Lausi
Cherry Hill East High School**

Learning the Score!



It is oftentimes difficult to generalize regarding the subject of score preparation because music directors deal with student musicians that may be on many different performance levels. Since each conductor must approach conducting from the perspective of his own talent and background, each will approach conducting differently, and with quite possibly very strong feelings about his/her own way. Given these considerable variations in talent and background, it is obvious that what one conductor can grasp immediately and effortlessly, another conductor will have to labor endlessly to achieve and, in some cases, with little success.

Therefore, the following basic procedure of score reading will give each conductor a simple guide that can lead to success. This guide has been effective for many conductors, though it must be accepted that there are many variations of this procedure which might be more effective for other conductors.

1. Know about the composer and how his/her particular work relates to the composer's over-all creative output. Some historical background on the work will provide insight into the composer's intention. Was the work composed for a

"Great trip! We have always had a great experience with Kaleidoscope Adventures. Joseph always does his part to organize a trip that works great for student groups."

David Taylor
Northern Burlington High
School Chorus

specific individual or celebration, as incidental music, or as a result of the composer's emotional state of time?

2. Study the form in great detail. This is the best guide to rapid grasp of the content, and it can be of great help in absorbing finer details and in planning rehearsals. Form in this context refers to the inter-relationship of motif, theme, phrase, and section to the entire movement or work.
3. Study the melodic and rhythmic content. Be able to sing themes, countermelodies, accompanying figures, rhythmic motifs, etc. Relate in your own mind any contrasting rhythmic or melodic figures which occur simultaneously.
4. Know the harmonic content. Be able to imagine in your "inner ear" the harmonic progressions. Anticipate sections which might prove harmonically difficult for musicians where pitch is more easily variable and there is more need to rely on the musician's own concept of harmony.
5. Be especially aware of dynamic changes, accents, and other indications of nuances in the score. Remember that younger musicians may not have developed the habit of responding to such signs and must be reminded of them.
6. Try to imagine increasingly large sections of the entire movement in your mind. Memorize the first section then try to picture various lines while you sing the theme. Listen for the prevalent harmony, etc. In other words, hear the piece in your mind. This talent can be developed just as any other musical talent.

Overall, this type of score preparation should be followed throughout the entire composition. The better you are prepared and the more consistently you present this type of preparation to your musicians, you should expect them to produce accordingly. Furthermore, the more you prepare the score, the more they will develop habits of good musicianship. Learn your score...and watch your program naturally improve!

Long, R. Gerry. The Conductor's Workshop. Wm. C. Brown Company Publishers, 1977. Pgs. 56 – 62.

Kaleidoscope Adventures can customize a complete travel package catered to your needs and educational objectives to any of our **40+ destinations**. We will assist you with hotel accommodations, transportation, attraction tickets, meals,

sightseeing, shopping, special events, and unique performance venues plus more.

**For a FREE, no-obligation quote, please call our
Kaleidoscope Adventures Sales Team at**

(800) 774-7337



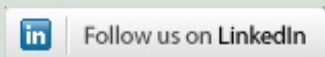
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<http://www.facebook.com/pages/Orlando-FL/Kaleidoscope-Adventures/114465855514>



You can also find us on Twitter at:

http://twitter.com/KA_Adventures



You can also find us on LinkedIn at:

<http://www.linkedin.com/companies/1139433>



Interested in High Profit Fundraisers? Click on:

<http://www.kaleidoscope.fundraising.com>

Thank you for taking time to read Shop Talk. We look forward to your comments. We encourage you to forward this newsletter on to other music directors.

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