



A Monthly Newsletter for Band, Orchestra & Choral Directors

OrlandoFest at Universal Orlando Resort

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OrlandoFest at Universal Orlando Resort™ is a positive and educationally meaningful festival experience designed for talented middle, junior high and high school performance groups.

OrlandoFest provides Music Educators the choice between competitive and non-competitive adjudication options for their ensembles. When your ensemble participates in OrlandoFest, they will perform before **Nationally Renowned Adjudicators** in a state of the art Performing Arts Center, which accentuates your ensemble's performance. Your ensemble will also enjoy the excitement of celebrating their performance by attending the OrlandoFest Awards Ceremony at Universal Orlando Resort™. To further enhance your OrlandoFest experience, your ensemble can elect, for a minimal fee, to participate in an extended workshop with a **Nationally Known Clinician** prior to or following their performance! To make the experience even more exciting, your

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
4. Atlanta, GA

ensemble's participation in OrlandoFest includes admission to the Universal Orlando Resort™. OrlandoFest is open to all concert bands, jazz ensembles, marching (parade) bands, orchestras, choral ensembles, show choirs and auxiliary units.

For additional information about OrlandoFest, please contact **Kaleidoscope Adventures** at **(800) 774-7337**.

September Spotlight: New York City



New York, New York, so good they named it twice! Immerse yourself in New York City for five minutes, and you'll see why it's like no other place in the world. Your group will experience the diversity and energy waiting around every corner. New York City offers up a feeling of excitement and value that is unmatched. Known affectionately as the "Big Apple," New York City is full of incredible attractions, iconic landmarks, top-rated museums, live Broadway shows, professional sports teams, unbelievable shopping, fashion and delectable dining. Moreover, performing groups can take advantage of the rich resources of the theater community with a clinic or a memorable performance opportunity. Discover New York, the city that doesn't sleep!

Kaleidoscope Adventures offers groups a variety of experiences that help create lasting memories. We can customize an itinerary that is fun and meets your educational and performance objectives. Contact the Kaleidoscope Adventures sales team at **(800) 774-7337** to customize a complete travel package to New York City.

Planning Your Trip in a Recession

For over 17 years, Kaleidoscope Adventures has been working with thousands of student groups throughout the nation planning

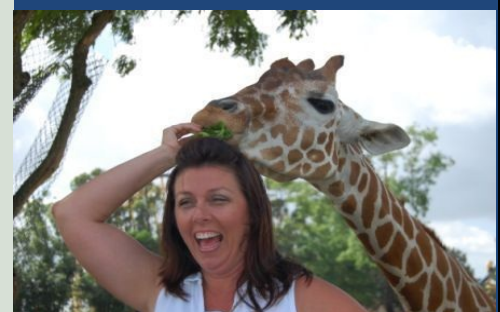
4. Atlanta, GA
5. Boston, MA
6. Chicago, IL
7. Historic Virginia/VA Beach
8. St. Louis, MO
9. Hawaii Cruises
10. Branson, MO

Fun Fotos!

These fun fotos are of the Kaleidoscope Adventures staff on a recent familiarization tour of Tampa Bay.



Robin Parker, President/CEO of Kaleidoscope Adventures holding a newborn wallaby at Busch Gardens.



Lisa Scalzo, Trip Planner/Sales Manager, being attacked by a Man-Eating Giraffe at Busch Gardens! Actually the giraffe really liked the lettuce she fed him..

trips and bringing the classroom to life. Because of the current economic recession though, we are experiencing circumstances never seen before in the student travel industry.

First, as a result of the downturn in the economy, parents have had less dispensable income over the last year. Because of this, we have witnessed ambitious parents taking it upon themselves to try their hand at researching destinations, working at acquiring less expensive pricing from hotels, bus companies, attractions and more. With the availability of information via the Internet, this scenario is occurring more frequently than ever before.

Occasionally, they may succeed in finding a less expensive bus company or hotel. However, while you, the teacher and the person ultimately responsible for the success of the trip, understand that low price doesn't always equal the best value, it is oftentimes a struggle for the parent to understand. Second, we realize that school administrators are giving less "blanket permission" for class trips. Instead they are requiring more educational relevance, which has resulted in more experience-based tours that provide hands-on learning opportunities...all within a specific budget.

To meet these challenges, the team at Kaleidoscope Adventures will customize your trip, your way to fit within your budget. We will deliver educational components that will not only meet your curriculum objectives but hold up under close scrutiny by administrators and school board officials. We stand ready to assist you in any way possible. Remember, the success of the trip rests with you, the director. Jeopardizing a successful program and successful career because of a parent's attempt to save a few dollars is not worth the risk. We invite you to compare our trips. We provide intangibles such as tour directors, security guards, travel insurance, an on-call staff and more. These intangibles are rarely included in parent trips. Also, we invite you to compare menu pricing, admissions, transportation companies, accommodations and more. You will find that we offer the best product for the best price. For 17 years, we have planned thousands of successful trips across North America. We thank you for your past support and ask for your continued support in the future. Put your trust in us! We promise to deliver a trip that provides exceptional value, positive service and outstanding experiences...all within your budget.

Instrumental Music: Achieving Good



Carmen Narvaez, Human Resources Director/Operations Coordinator and Robin Parker, President/CEO riding the log flume at Lowry Park Zoo..



Greg Dotson, Operations Coordinator/Tour Director, feeding a giraffe at Busch Gardens.

SYTA (Student Youth Travel Association) Run/Walk/Slumber 5K



The Kaleidoscope Adventures team participated in the SYTA 5K in Sacramento, California in early September. Pictured from left to right: Robin Parker, President/CEO, Joseph Hodge, Sales Director, Lisa Scalzo, Trip Planner/Sales Manager and Greg Dotson, Operations Coordinator/Tour Director. The Kaleidoscope Adventures team finished strong with a 1, 2, 3, 4 sweep at the top of the race board! The walk/run was held to help raise money for the SYTA Youth Foundation. Congratulations to the K.A. Team!

Pitch through Good Balance



There are many misconceptions about balance when conducting a band. One of the most common is that directors think that if all the students play well, balance will automatically come. Another misconception is that good balance is a result of a good blend of instrumentation. Yet another misconception is that if each child is "in tune," good pitch will result in good balance. In all three cases, nothing could be further from the truth. Of course, correcting horn length is certainly necessary to play in tune. However, an entire ensemble with correct horn lengths can play horribly out of pitch. As W. Francis McBeth, Professor of Music at Quachita University, wrote in his book Effective Performance in Band Music, "pitch is a direct result of balance." "Good balance must be the first order of the day, and seventy-five percent of the pitch problems will correct themselves." To achieve good pitch, good balance is necessary.

Many directors recognize the sound they want to hear, but few know how to achieve it. Dr. McBeth has experimented over many years and found only one workable theory in achieving balance. That theory, simply put, is that "the lower the voice line (i.e.: tubas, contrabass clarinets), the louder the volume. The higher the voice line (i.e.: trumpets, flutes-piccolos), the softer the volume." Dr. McBeth asserts, "...in a brass section the first trumpets will be the softest brass playing and the tubas will be the loudest with the instruments between these two groups pyramidal in volume. When the balance is correct, each individual player in the band is louder than each player playing notes higher than his, and is softer than every player playing notes lower than his. When achieving correct balance, each player will be able to hear down thus allowing the students to play in pitch. When put into practice, the students will know which instruments to listen for (i.e.: the first trumpet listens to the seconds and thirds and on to the horns – instead of the usual, the third trumpet trying to tune with the first: the first horn listens to the second, third and fourth

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

steve@kaleidoscopeadventures.com

and on down to the trombones, etc.)."

Lastly, Dr. McBeth suggests "tuning from the bottom up." Instead of having your first chair clarinetist set the pitch to tune the entire band, have the tuba set the pitch and tune from the bottom up.

The results will truly be amazing if you, the director, employ these above-mentioned techniques. Remember, "good pitch is a direct result of good balance!"

Dr. McBeth gives a complete step-by-step guide including double pyramid illustrations in his book *Effective Performance of Band Music*. Reading this book will help you to effectively achieve good balance within your ensemble.

McBeth, W. Francis, *Effective Performance of Band Music*, Southern Music Company, San Antonio, Texas (1972): 5 - 15.

Choral Music: Ten Tips for Good Vocal Health



Students and teachers alike commonly abuse their voices, sometimes on a regular basis. Most recently, doctors are seeing vocal problems among children as early as first grade. Vocal teachers often are prescribed vocal rest for voice loss. Although the voice is able to withstand a lot of use, it is a delicate instrument. Most often, abuse of the voice causes problems such as a vocal blister or node. As a result, many students and/or teachers resort to having the nodule removed surgically or treated with a laser. This is a serious concern especially for someone who relies upon their voice to either teach or make a living. Therefore, a regimen must be adopted to avoid serious problems like nodules.

In his book, *Teaching Kids to Sing*, Dr. Kenneth Phillips, professor of music at Gordon College in Wenham, Massachusetts, suggests "the following ten ways to protect the vocal folds and maintain a healthy voice:

1. Eat a well-balance diet of food and drink plenty of water.
2. Avoid irritants such as drugs, alcohol and tobacco.
3. Get plenty of rest.
4. Avoid harsh and excessive throat clearing.
5. Avoid yelling and screaming.
6. Avoid loud and/or prolonged talking.
7. Speak on the correct pitch for your voice.
8. Support vocal production with breath.
9. Sing in the proper vocal registers.
10. See a doctor if vocal problems persist."

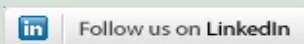
Dr. Phillips contends, "You only have one voice. Learn how it works and how to take care of it." Teachers must make their students aware of any problems that may arise due to the abuse of their voice. By adopting and practicing this above-mentioned regimen, both students and teachers alike will be able to maintain a healthy singing voice for many years to come.

Phillips, Kenneth, PhD, *Teaching Kids to Sing*, Schirmer Books (1992): 98.

Do You Tweet?

Social Media is turning the world upside down and Kaleidoscope Adventures has joined the technology revolution. We can now be followed on such popular social media outlets like Facebook at <http://www.facebook.com/pages/Orlando-FL/Kaleidoscope-Adventures/114465855514>, LinkedIn at <http://www.linkedin.com/companies/1139433> and Twitter at http://twitter.com/KA_Adventures. Social media is web-based technology used to transform and broadcast media monologues into social media dialogues. We have found these tools to be an amazing way to reach out to our clients and partners with the most current information about our company and the student travel industry. As Social Networking now accounts for 11% of all time spent online in the U.S., we have realized that this is one of the best methods of reaching out to the student and youth market. At Kaleidoscope Adventures, we use Facebook and Twitter as ways to share information about popular destinations, as well as locations that you may not have considered. We post information about the destinations we visit and the attractions, restaurants and shows that could be on your next itinerary. And, on a good day, you may even find a photo or two of our team from

Kaleidoscope Adventures on an adventure of our own. So...do we Tweet? Do we update our Facebook status? We sure do! We Tweet and ReTweet! We Like our Friends! And we are happy to be among the more than 500 million users of these Social Networking websites. Follow us at #KaleidoscopeAdventures today!



Macy's Holiday Parade™ at Universal Studios Florida®



Don't miss your chance to perform in the Macy's Holiday Parade™ at Universal Studios Florida®. Experience a showcase of America's favorite parade as the Macy's Holiday Parade™ takes to the streets of Universal Studios®. Enjoy all of the color, music and pageantry of this great tradition with authentic balloons and floats direct from Macy's Thanksgiving Day Parade in New York City. The floats, clowns, bands and, of course, Santa Claus make this parade a spectacular event! Your marching band can perform in this exciting parade. If you are interested, please contact one of our sales team members at **Kaleidoscope Adventures** at **(800) 774-7337** to book your date. Hurry, dates are filling fast!

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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Tel: (407) 345-4899

Toll Free: (800) 774-7337

Fax: (407) 345-2890

Email: info@kaleidoscopeadventures.com

Website: www.kaleidoscopeadventures.com

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Kaleidoscope Adventures
7131 Grand National Dr.
Ste. 101
Orlando, FL 32819
US



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