



# AMTA Newsletter

April 2010

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## Save the Date

**April 9, 2010, 10am**  
Linda Li-Bleuel  
*Southern Keyboards*

**April 16-17, 2010**  
GMTA State Auditions  
*Kennesaw State University*

**May 14, 2010, 10am**  
Kevin Chance, Recital  
*Southern Keyboards*

**Summer 2010**  
Membership Renewal  
[www.mtna.org](http://www.mtna.org)  
(888)512-5278

## A Walkabout

Dear Fellow Members,

I'm sure you all know at least one person who is an overly devoted dog owner. You know, the kind who always talks about their pet like it is a blossoming child and thinks it is the cutest thing to ever walk the planet. Nauseating, isn't it? Well, I'm one of those people.

But let me tell you one of the disguised blessings of being such a dog owner! If I don't take him for at least one long walk a day, I feel an incredible amount of guilt. Which means, no matter what the weather, we are out there, trudging through the streets of my neighborhood. So when spring rolls around, I couldn't be happier.

As I pass house after house, I hear sounds *other* than the whizzing cars and chirping birds, but the sound of pianos, trumpets, violins, and yes, even choir rehearsals. Accompanying me along the streets are the sounds of people working diligently to become better musicians.

My sincerest gratitude goes out to all those teachers who came before us, and to you, the teachers of AMTA, who continue to promote this wonderful tradition of music making. And thank you to my fuzzball, Skip, for forcing me to get out there and realize that I am not alone on the quest to create beautiful sounds.

Best regards,

Mary TL Williams  
President, AMTA

## Too Fast, Too Legato, and Too Loud! A Guide to Stylistic Challenges in Classical-Era Repertoire

Friday, April 9, 10am  
Southern Keyboards  
1898 Leland Dr Marietta GA 30067

Please join us for our April meeting at Southern Keyboards. We are pleased to welcome Dr. Linda Li-Bleuel to give us her insights on the stylistic challenges of classical-era repertoire.

Dr. Linda Li-Bleuel is an associate professor of music in the Department of Performing Arts at Clemson University, where she teaches piano, music history, and music appreciation.

Dr. Li-Bleuel maintains an active solo and chamber music career. She has performed in Spain, China, Austria, Japan, Ireland, and New York City. She has recorded for Arizona University Recordings and ACA Digital in Atlanta. Dr. Li-Bleuel was selected as a Fulbright scholar grantee to Taiwan. She taught piano and gave recitals at Chinese Culture University in Taipei. She earned a Doctor of Musical Arts from the University of Georgia, a Master of Music from the University of Wisconsin-Madison and a Bachelor of Music from the University of Illinois at Urbana-Champaign.



**Come out for this event!  
And bring a friend!**

### Performance Announcement

Submitted by AMTA Member, Elena Cholakova

Dear Colleagues,

I am getting ready to play my last doctoral degree recital at Northwestern University and in preparation for that I am playing a matinee recital, at the Steinway Piano Gallery in Alpharetta, GA. The recital will take place on April 10, starting at noon. The program will feature:

Schubert: Impromptu D. 935 No. 2 and 4  
Sonata D. 784 in A minor

Listz: Sonata in B minor

Hope to see you all there.

Elena

### MusicFest 2010

Submitted by AMTA Member and MusicFest Chair, Mandy Munoz

Thank you to everyone who participated in Musicfest. We had record-breaking attendance!

Next year's date is **Sunday, February 27**. If any of you have voice, flute, or violin students you would like to enter, we can accommodate one of these if we have at least 18 students entered. So if you want one of these added, and you have fewer than 18 to enter, please encourage a fellow teacher to join. Any outside teacher can participate, if they pay the non-member fee. If they have more than 10 non-members participating, I will consider reducing the non-member fee!

**Submit your AMTA newsletter article to: [mary@marywilliamspianostudio.com](mailto:mary@marywilliamspianostudio.com)**

## An Eye on the Site

Submitted by AMTA member, Mary Williams



Two years ago, AMTA invested in a complete website overhaul. The reason we decided to go forward with such an endeavor was to give our organization a more professional look, allow for members to easily access materials, member contact information, and event details, as well as allow for potential students to find a qualified teacher.

By hiring an outside company to create the website, we are also able to get statistics on who is visiting our website and what they are doing when they get there. Below are some statistics that seem to prove that we have met our above goals we were hoping to achieve.

In the month of February alone, the site received 277 visits and when they visited they viewed at least two pages of our site. 36.5% of those visiting were new to the site. We had a peak in visitations the week of February 8th.

Of the pages on our site, here is the breakdown of visitations:

Home Page = 277  
Calendar = 109  
Resources = 109  
Find-A-Teacher = 81  
Contact = 42

These statistics make clear several points. One being that teachers were using the site to find information about MusicFest, and to download Auditions Forms, hence the spike on the Resources page. Also, people were visiting to find specifics on events and dates via the Calendar page. With 81 visits to the Find-A-Teacher page, it probably suggests two things: one, that potential students were looking for a teacher; and two, that members were looking for contact information of other members. It is also encouraging to know that 36.5% of visitors were new to our site, suggesting that awareness of our group is growing, which could raise membership as well as allow for teachers to receive inquiries from potential new students.

Another great thing about websites is they are not permanent. We can keep what we like, and change what we don't. If you have any suggestions for improvement, please bring them to my attention. There is always room to grow!

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