Dear School Administrator:

One of the most frequent requests I receive from school administrators is to provide professional development for their music education faculty that is relevant, meaningful, and designed specifically for the needs of the music classroom. I am pleased to share with you that the American String Teachers Association is the nation’s leading professional organization for K–12 string teachers and orchestra directors. We also provide professional development for teachers whose primary instrument is not a string instrument—specifically, for band and choir directors who also teach strings and orchestra.

As you strive to build an ongoing culture of professional development among your teachers, I wanted to ask you to include the ASTA National Conference among your supported events. The conference will take place in Salt Lake City, March 17–21, 2015. Leaders in the string-teaching field will converge to offer informative sessions, exhibits, performances, and networking opportunities.

The ASTA National Conference is the premier place to enhance skills and knowledge of string teaching and learning. This one-of-a-kind experience includes over 200 informative education sessions where attendees can work with experts in pedagogy, curriculum, assessment, instructional technology, and much more. Performances showcase student work from master teachers, and the strings-only exhibit hall features cutting-edge educational products and services from across the music industry. ASTA also offers career advancement programs such as college credit through Shenandoah University or a Professional Development Certificate.

As you know, professional development plays a very important role in the lives of teachers. I hope to see music teachers from your school district in attendance. They will return to your students with fresh ideas and a renewed passion for teaching. Thank you in advance for supporting this tremendous opportunity for growth.

Preliminary information for the 2015 conference is already available on the web at: www.astaweb.com. For specific questions about the conference, please contact Deanna at 703-999-0169 or email: Deanna@astaweb.com.

Sincerely,

Stephen Benham
President, American String Teachers Association