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Dear Piano Teacher,

"Why," you might ask, "are you sending out a newsletter when the teaching year is over? I won't be seeing my students again until September."

It is a matter of persistence. Persistence in season, and persistence out of season.

My goal is to help accelerate the learning momentum of your students. How? By enabling them to practice on pianos that are not only in tune and in good repair, but that are regulated and voiced so as to be musically responsive. But the first step is to stimulate conversation between teachers, students and parents about this significant matter.

Raising the issue of piano condition and maintenance is one thing. Keeping the issue on the table such that the student and especially the parent take action is another. I am working both to provide printed resources that you can give to your students, and to model the process of persistently raising the issue so that useful action becomes more likely.

These newsletters are published on my website. (And for the benefit of teachers who have been added to my mailing list since this series started, these "Dear Piano Teacher" letters are archived there as well.) You are free to print them off yourself if you like, but I would be more than happy to supply you with laser printed color copies in whatever quantities you need for your students. I can supply them in either a dated or undated format for your convenience. Please contact me to let me know how I can best be of service in this matter.

Persistence. Someone in the field of marketing has suggested that a customer does not know a product exists until he or she has heard or seen something about it seven times. I suspect that those of us who are teachers observe the same principle stands in relation to ideas we seek to pass on to our students.

I'll plan to be persistent. You can expect to hear from me again in August. Have a great summer!

Sincerely,

A handwritten signature in cursive script that reads "Floyd Gadd". The signature is written in black ink on a light-colored background.

Floyd Gadd  
Piano Technicians Guild Associate Member