



Administrative Reports

December 2017 General Membership Meeting

Monday December 4, 2017

Eastern York High School

CAVALCADE OF BANDS

Education through musical involvement.

Executive Director December 2017 Report

Summer/Fall Details

- Prepared for and presented two sessions at the July judges clinic.
- Attended DCI semi finals and finals as a representative of Cavalcade in August.
- Throughout the summer, constantly prepared for the fall season.
- Throughout the summer, worked with GetPhound on many revisions to our website.
- Met with most admin staff individually to discuss various issues and topics specific to their job.
- Continued with very regular, usually monthly, director communications throughout the summer and fall.
- Secured Wilson HS for our 2018 indoor championship.
- Helped with the conformation of jazz championship locations in 2018.
- Hired a Social Media director which did not work out. Pursued a new person, and hired Bobby Molloy for this role. He quickly took ownership of everything and has been doing a great job.
- On Friday September, 1st I received the call from the Rose Parade committee on our acceptance into the 2019 Rose Parade. Contacted Scott, celebrated, assembled the team, had two meetings, informed our membership and community and are preparing for the spring of 2018 and beyond.
- Attended the Hempfield and Upper Dublin shows on opening night of the season.
- Judged the Warwick, Conrad Weiser, Upper Moreland, Phoenixville and Conestoga shows throughout the season as a music judge.
- Helped Ken with various admin issues, in particular West Virginia bands and shows.
- Worked with Keith Gromis when needed, on financial and billing matters.
- Helped John and Ron on several judge issues, three which were very challenging and complicated, and other judge matters as needed.
- Communicated constantly with John, Ken and Jim on more details that we have space to outline.
- With Ed Stimson, handled the many ongoing changes and needs of our web site throughout the fall season. In particular making sure all Copyright and Championship information was more visible.
- A concentrated effort was placed on receiving many student photographs for Facebook and the website. While this process took many steps in the right direction, more detail is needed to make this even stronger.
- Informed the board of my intent to run for a second two-year term.
- Continued to draw in returning and new sponsors to help our association now and throughout the year. We received a total of \$8,100 from 6 sponsors, compared to \$5,800 from 5 sponsors in 2015. Four other vendors provide extremely valuable sponsorship with costly physical items instead of a check.
- Worked through details to have Bandirector.com host a video stream of the Hatboro Horsham show. They were great to work with, were very professional and produced a great first pass at this new trend in video for marching bands.
- Presented quite a number of rule proposals for 2018.
- Mailed congratulatory letters to all marching band division champions.
- Informed West Virginia band directors, through email, of us ending our relationship with them.
- Sent thank you letters, with program books, to all sponsors.
- Will attend the December 4th general membership meeting.
- Will attend two student/parent meetings for the Rose Parade in December.
- Will travel to CA over New Years, with Scott, for the Rose Parade inspection trip, meetings and finalizing all details.

Copyright Issues

- Almost half of all my time throughout the summer and fall, has been spent on dealing with copyright details, issues, problems, challenges and complaints.
- Working with Bryan Tuk has been a blessing.
- Interacting with Tresona Music has been educational, challenging and sometimes intense.
- Received permission from, had Bryan Tuk create or developed information myself on the following topics and placed them on every page of the website.: *CBDNA Guidelines, Copyright Resources, Copyright Statement, Video Policy, Copyright Show Announcement, Bryan Tuk Webinar, Bryan Tuk FAQ sheet and New Synch Form*
- Contacted both Mr Video and Flo Marching for possible live stream information and pricing. They both never provided me with any details.
- Tresona Music introduced their new streaming service, SPiN, and were pushing for us to have this at champs. I felt we did not have enough time for this, would talk more after the season and possibly do this for jazz and indoor.
- Introduced a new aggressive video policy to be read multiple times at every show. While some struggled, some used a fast recording, some used humor, the message was getting through.
- However, we did receive a number of complaints, questions, comments and concerns with this, which I answered as professionally as possible.
- Mid-season I produced a video for band directors and staff and one for the general public specifically about copyright. While I received a number of positive comments on this, the masses still did not have this information. I also believe band directors did not communicate enough to their parents, and students, about the importance of copyright and what we were doing.
- Several weeks before championships, Tresona started getting more aggressive about this, in particular threatening law suits if we continued with Mr Video.
- With this, I terminated our relationship with Mr Video and informed directors and spectators.
- This was another negative hit, but actually not as bad as expected.

Marching Championships

- With the plans, procedures and directors established last year for championships, not much was done over the summer.
- As October approached, many details were revised, defined, proofed, posted and emailed to directors.
- Jim, Ken, Sue Smith and I meet in early October to touch base and review details, mostly for Allentown.
- The biggest change for this year was going to general admission seating and using an on-line ticket vendor. While there were some minor issues before and during the event, overall the process worked well. Thank you to Jim Fulkroad who handled all of the details with this process.
- During championships there were some issues, but it was mostly staffing and mis communication on our part. While some spectators did complain again about ticket prices, all details and information were on the web site as of the beginning of October.
- I attended Allentown Saturday morning and afternoon, Hershey Saturday night and then Allentown again most of Sunday.

Future Goals

- Receive our Trademark approval and documents.
- Complete our 501c3 process.
- Continue growing the use of photographers at different shows, with fast turnaround posting times.
- After receiving 501c3 confirmation, seek additional sponsors, grants and financial support.
- Create a Marching Band Championship task force to review many details about championships in hope of a stronger and more defined structure moving forward.
- Seek and review multiple proposals for web streaming of our 2018 marching championships. This should include Tresona, Banddirector.com, FloMarching and maybe Mr Video.
- Secure enough students to have an amazing band and experience for the Rose Parade.

Respectfully submitted,

Paul Smith – Cavalcade of Bands – Executive Director

Judging Coordinator 2017 Fall Report

The 2017 Fall season started with a full day clinic at JW Pepper. Half our staff attended, and the full day was recorded for those that could not. Those who could not attend had the opportunity to view the 5 sessions via private You Tube link and that had to answer an assessment on all the sessions. We offered 5 sessions which included and overall view of Cavalcade, another on Numbers Management by our new Education Coordinator Ron Abate' a review of the 2016 Marching Band Directors Survey and as a tie in, a session on Customer Service given by the service manager from JW Pepper. This session focused on critique conversations and how to handle possible objections.

Staffing was slightly better this year, but we do have a shortage of music judges as of 2017. We did certify one new Field Music judge and had additional judges join us from other circuits to help in balancing this out. We also saw a need for training and development of new Chief Judges and Tabulators due to losses in both areas. We had trainees for both departments and some progressed quickly enough to work their first independent shows this season. This will continue to be a focus for 2018.

Our judging staff was communicated with on a weekly basis by private You tube video posted to our closed Judges Facebook page as well as emails. I continued the practice of sharing all feedback that we received from the post show forms. Based on two years of experience with these, it's apparent that we will need to have some type of training or communication at the beginning of the season with our band directors to clarify some of the misconceptions that were stated on the forms on a weekly basis. It's clear that we need to educate both our judges and band directors on our philosophy as well as standard judging practices. This will also help to manage and set expectations of what service and education we are trying to provide both them and their students. With Ron Abate' having the ability to go through a full season, both he and I can address this and put together a plan of action.

Through our Education team consisting of Ron Abate', Adam Burdett (Visual Caption Head), and Rob Stein, (Music Caption Head) we started a judge's self-evaluation program where all of our adjudicators were required to submit one of their judging files along with a newly created self-evaluation form. Each judge would then receive a form in return from one of our team to compare as well as give constructive feedback to improve upon. Close to 40 judges received and performed their own evaluations.

We did hope to try a pilot program of digital score input via Competition Suite and tablets, but were not able to execute this due to thin staffing ability to manage this process. We will look to try this during the indoor season.

Respectfully submitted.

John A Keane

Judging Coordinator

To: Paul Smith- Executive Director and Board of Directors- Cavalcade of Bands
Director of Education report: Post Marching Band season 2017

November 19, 2017

WHAT WE FOCUSED ON:

1. **JUDGES ACCOUNTABILITY-** Define and refine a professional standard for individual accountability & improvement.
2. **REEDUCATION SPECIFIC INDIVIDUALS-** In pursuant to concerns from bands and 2016 post season, specific judges were examined to develop individual educational plans for improvement.
3. **DEFINED PRIORITY FOCUS ON 2017- TOP BOX DOMINANCE, BEFORE NUMBERS ASSESSMENT.**
4. **NEW & TRIALING JUDGES ADDED TO ROSTER-** Still trialing is Judd Brill, Warren Adams and Kevin Smith. Jamal Reddick began work this fall. Choosing to not pursue the judging process was Tom Dougherty (*who was started in 2016, he asked to move on without Cavalcade in September*) after disagreeing with the criteria reference applications.
5. **Current judges encouraged to trial new captions.** Throughout season.

HOW WE ESTABLISHED AND ACCOMPLISHED SUCH:

1. **DEVELOPED SELF ASSESSMENT TOOL-** Judges asked to assess themselves, as caption facilitators and education director along with John Keene, split roster into manageable pieces and assessed specific judges.
2. **EDUCATION DIRECTOR** supplied an actual live recording overtop of the focus judge commentary on what was being heard and to help to determine a better sense of impression, analysis and comparison for the adjudicator being Accessed. Hours of time was spent on specific individuals to assist them to reframe judging application.
3. **EDUCATION DIRECTOR AND CAPTION FACILITATORS AND JOHN KEENE,** responded in writing in the evaluation format and during John's weekly updates would reiterate the focus and prognosis.

THE RESULTS AND EFFICACY:

1. PARTICIPATION OF JUDGES was less than 60% on self-evaluations. This needs addressed prior to 2018 season.
2. SPECIFIC JUDGES AND CAVALCADE parted ways, other judges continue to grow and reframe pre-existing judging constructs. Those judges seem to be moving forward.
3. **THIS IS A CONCERN EDUCATIONALLY. REMAINING FOR 2018 AND THIS INDOOR SEASON:**
We need to focus on the composition sub-caption and develop educational offerings to assure our judges grow into a more consistent skill set application in *identifying composition components within music AND visual design.*
4. IAC is an area we collectively need to develop into our own Cavalcade

system of adjudication. I strongly believe that many numbers were too high, too early and this caused a bottleneck of competitive mixed messages. Sub caption integrity truly needs our attention early season especially.

5. Band directors and staffs assume and speculate on a myriad of points or core beliefs **that are not accurate and that we need to co educate and co promote: i.e.:**
 - a. Unfinished shows should not beat finished shows. (Not understanding program depth/composition)
 - b. Bands who are "clean" should score over bands that are not (see above).
 - c. Bands who have variety in meter/tempo and simultaneous responsibility were often not told (early season) about their depth but were held to the "tic" and this caused mixed messages of what IS quality AND successful application of the criteria reference.
 - d. Bands were not told when something WAS NOT WORKING. There were bands late in the season who stated "no one said this all season" when in reality, we as a community, ALL OF US -need to sing the same songs all the time. We are not proficient and consistent of telling bands/guard, when something is NOT WORKING and WHY IT ISNT. Then the bands bank on seeing the judges that "like them" verses the judges that are utilizing the criteria reference consistently.

SUGGESTIONS FOR 2017-18 BAND SEASON:

1. Mid season conference call between Cavalcade admin and band directors or their elected representatives to get a pulse on the season's trends and modes and to address any ongoing speculative issues.
2. Band directors to suggest/ promote new judges; especially music and possibly NOT marching band acclimated. We need another "voice" of education integrated into the system to elevate quality of musical proficiency.
3. We need more education on electronic reinforcement and how to apply it within the criteria reference of adjudication (weighting/values) and it would seem band directors could use that educational clinic as well to help them into rehearsing and performing with it. There seemed to be many issues with sound systems were seen all season and at championships.

I look forward to continuing this role and I hope that my tenure as education director will positively impact our organization.

Respectfully Submitted,

Ron Abate'



CAVALCADE OF BANDS

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December 4, 2017

Administrative Coordinator 2017 Fall Report

It has been my pleasure to finish out another marching band season. I can definitely say the fall season is a busy one.

Since my last report, I have completed the following tasks:

- ✓ ***Designed and distributed the badges for the 2017 fall outdoor season & 2018 indoor season***
- ✓ ***Solicited businesses for advertising in the Championship program***
- ✓ ***Solicited write-ups from bands participating in the circuit***
- ✓ ***Developed the Championship program***
- ✓ ***Reviewed several different online ticketing vendors before selecting ShowClix. Participated in 5 hour long training sessions from ShowClix.***
- ✓ ***Secured 5 printers & 5 laptops for box office equipment at both championship locations***
- ✓ ***Ordered Championship plaques for Hershey & Allentown***
- ✓ ***Onsite pre-championship visit with Hershey Stadium staff***
- ✓ ***Met with Executive Director and Marching Band Administrator in Exton for championship meeting***
- ✓ ***Met with Executive Director pre-champs and post-champs for equipment & supplies exchange***
- ✓ ***Onsite Cavalcade Administrator for Hershey Championships - both days***

Thank you to all those individuals involved in this circuit for providing support and guidance throughout the 2017 marching band season. Looking forward to another exciting year.

Respectfully submitted,

Jim Fulkroad

Cavalcade of Bands - Communications Report – Fall 2017

Ed Stimson

1. Maintained web page with schedule, scores, and other Cavalcade information. Worked closely with Paul Smith on new revisions web page and web data entry forms.
2. Sent e mail requests to band directors from and all other board and coordinators. Helped insert new Cavalcade memo template for Marching, Cavalcade membership, Indoor, and Jazz.
3. Kept all season marching band scores from every show – used to determine class divisions and other special awards at Championships.
4. Did research of Hot Spots as need by Cavalcade. Found best deals for Cavalcade using Verizon.
5. Helped arrange getting 15 new updated hot spots at no cost to Cavalcade.
6. Used a professional mass mailing program to better help getting Cavalcade e mails to schools with internet filters.
7. Kept weekly tabs with the use of usage with Verizon and lowered the gigabits when needed to keep cost down.
8. Provided Cavalcade membership information to Coordinators/Board members.
9. Put scores on web page after each Championship division with places and scores of every band. Did not use the ‘text system’ as in the previous season. Scores were updated that same night as the show – usually before 10:30 PM.
10. Submitted information to NJMEA for booth placement at conventions for 2018.
11. Kept track of each school’s membership payment and notified Marching Band Coordinator of schools not paid. Received membership checks and deposited them at Wells Fargo.
12. Recorded paid memberships on web page.
13. Currently helping organize the 2018 jazz and indoor season.

Respectfully Submitted
Ed Stimson – Communications

Hope to continue to provide information through administrators to Cavalcade membership.

2017 Marching Band Report

Spring/summer 2017

- Organized competition schedule
- Created Marching band pamphlet for various conferences
- Worked on getting universities for championships

Fall 2017

- Organized and invoice 36 marching band shows
- Serviced 112 bands
- Continuous communication with Paul Smith, Jim Fulkroad, John Keane and Ed Stimson
- 3 shows cancelled due to lack of participants
- 1 show cancelled due situation in the area
- Attended various meetings with regards to championships

Championships 2017

- Allentown
 - 42 bands competed over the weekend
 - 2 freedom class bands
 - 1 university Band
 - 1 exhibition ensemble
 - Various vendors through the weekend.
 - Booked hotel rooms for various judges, admin and volunteers
 - Learned a lot from the expertise of Paul Smith, Sue smith, Mitch Houston, and Courtney Beard- tent set up parking logistics, sign posting, hospitality
 - Handled various issues over the course of the weekend
 - New ticketing (through Jim Fulkroad) system was implemented
- Hershey-Jim Fulkroad site coordinator
 - 41 bands competed
 - 1 freedom band
 - 1 university band
 - 1 band strictly in exhibition
 - Various vendors through the weekend
 - Hotel rooms booked for various judges, admin and volunteers

Moving forward 2018

- Various contacts with regards to show hosting
- Would like to come up with a uniform way of signing up for shows
- Create a more timely way to make sure groups are signed-up for championships
- Streamline number of forms directors need to fill out

Technology Report

David Arnold, Technical Supervisor

Competition Suite

Our relationship with Matthew Becker and CompetitionSuite LLC remains strong. When needed, support is timely and thorough. As Cavalcade's Technical Supervisor, my personal knowledge of the software has grown such that when issues arise I'm able to serve our membership in a timely and efficient manner.

The scoring software used by tabulators at our contests is stable, dating back to October, 2016; compare this with 2015 and 2016 when there were multiple updates each season.

The one curve thrown at us came last winter when a redesign of the Competition Suite Web site was released just as we were beginning to load information for our Jazz and Indoor seasons. The redesign changed most processes used by administrators for everything from creating seasons and events through releasing scores. In the end, it's simpler to navigate than before, but the changes were dramatic and caught us (me) slightly off-guard.

Cavalcade Tabulators

John Keane identified/recruited several new tabulators. We have developed a two-phase training program. The first phase includes a phone consultation/introduction with some print materials sent as email attachments and a walk-through of Competition Suite via a test show. Following this, a prospective tabulator will shadow at one or two shows before receiving and assignment. We implemented this for the first time in 2016 and refined it in 2017.

At a few shows we've had errors with commentary files or scoring. These are human errors that we strive to eliminate. I can't help but believe that the few scoring errors arise mostly from the intense deadline pressure at the end of a show. We had hoped to experiment during marching season with tablets for judges, as WGI has done; we now intend to do this during the 2018 Indoor season and it will be interesting to see if/how this helps streamline the end-of show process.

Social Media Coordinator Fall 2017 Report

I took over this position about ½ way through the fall season. My responsibilities included managing the Cavalcade Facebook page and monitoring it for anything inappropriate. Also, to promote Cavalcade events and upload pictures taken at shows.

Since I began, I was able to gather photographs from more than half of the shows in the 2nd part of the season. Facebook was utilized for all of the fall events and people were able to tell many other people about their home shows. Facebook LIVE was used on several occasions to record and broadcast awards ceremonies, allowing those who cannot be at the shows able to watch the awards ceremony. (or in one case; everyone that was inside the school cafeteria waiting to go in for critique). Looking back, I would have like to have more pictures from all the shows as well as maybe some interviews of directors promoting their home show.

Looking forward I would like to expand to other social media outlets like Snap Chat. My goal is to allow member schools to "Take over" the snap chat account for one day during band camps and other times of the year. This would allow other groups to see how others practice and introduce programs, staff, members. (this would be very similar to WGI who has been doing this for a couple years now).

A long-term goal for next marching band season would be to purchase a 5-digit text only number and have a competition during championships where fans can text a message to the 5-digit number and they can choose who they like the most. At the end of voting a "Fans Favorite" award would be given to the group with the most votes.

Respectfully Submitted by,

Robert Molloy
November 20, 2017

Cavalcade Indoor Admin Report

- Created the new format for the season with Executive Director Paul Smith. New format features less shows and no dates on WGI regional days so that our units can either perform in them or go watch and learn at these events. The shows we are hosting are to have a clinic during each show for the performers as well as the staff of our units for educational purposes. Clinicians are being scheduled as we are getting closer to the season.

- The following dates and show host were confirmed:

2/3 - ChiChester High School (preview show)

2/10 - Hatboro Horsham

2/17 - Cheltenham

3/3 - Pennridge

3/10 - Methacton

3/24 - Championships at Wilson

- Created a sign up promotion with corporate sponsors, Swagge for guard units and the Jersey Surf drum and bugle corps for percussion units.

- Created seasonal promotion flyers and sign up promotional flyers with Bob Jacobs, services donated by the Art Department.

Signs ups are coming in and we are looking forward to a great positive indoor season in 2018.

Sincerely

Marcel Roos
Indoor Administrator

2017 CAVALCADE JAZZ DIVISION REPORT

11/16/17 Ed Stimson

1. In the 2017 season the Cavalcade Jazz Division sponsored 32 HS shows, 2 MS shows, and five championship shows.
2. 86 different jazz bands participated in our 2016 jazz season.
3. Once again, we used mp3 recorders for our shows. Commentary from Competition Suite went well.
4. For the 6th time, Cavalcade held a NJ Regional Jazz Championship in Millville, NJ. Nine bands participated in two divisions. We expect this to continue in the future.
5. 29 judges and 10 tabulators were assigned to shows this season.
6. We continued the practice of assigning one experienced judge on each show as "Chief Judge." The CJ made sure all judges arrived, coordinated the judging on-site, answered questions, settled "disputes", facilitated the discussion for best sections/soloists, and interfaced with the host school. Serving as CJ's were: Dr. Jim Capolupo, Frank Kosmaceski, Dave Kenney, Chuck Dressler, Joe Marrella and Jeff Twiford.
7. The Cavalcade website was also used for membership, new judge's forms, judges' availability, championship entry, show information/directions, "Jazz Corner", and posting scores.
8. The championship shows were held at Chichester HS, Methacton HS and Upper Moreland High School. 37 HS bands competed with four exhibition bands.
9. For the fifth time, the "Jazz Director of the Year" was selected using an online form so that it could be announced at the winning Director's championship show. This year's winner, as voted by his peers, was Glen Cowen from Upper Moreland HS.
10. Jazz Committee Meeting will be held in May at Upper Moreland HS. All concerns, requests, and suggestions from directors will be considered. Changes were approved by membership and placed in our Rules/By-Law documents.
11. Jazz season schedule is posted and jazz Championships will be held at CB West HS, Methacton HS, and Souderton HS.

Hope to continue updates of memos to membership about jazz season.

Also, to help increase of NJ memberships to jazz program.