



**morris
brothers**

TEACHER NEWSLETTER

Feb '13

PIANOS TODAY:

IT'S NOT JUST ABOUT A NAME; IT SHOULD BE ABOUT

PERFORMANCE!

The majority of piano teachers own and teach on professional level grand and upright pianos. This is important for showing all the characteristics (dynamics and tonal range) of beginner to advanced music, as well as credibility.

But to most students, which is the most important piano? - the teacher's (30 minutes a week lesson, probably 15 minutes playing by student), or the student's own (1 hour to 10 hours practice a week). Up to 95% of a student's time is spent on their own piano, and a well-chosen instrument will most often result in better exam grades, a better 'feel' for the instrument and (for a teacher's livelihood) longer student retention time. As a piano teacher with two piano tuners as brothers, I have built a piano showroom dedicated to finding the right piano to achieve the best student results. Focusing on four key piano groups:



1. **Schimmel, for those seeking the ultimate true German piano experience (Germany's No. 1 selling and most awarded), starting from \$15,000.**
2. **Hand-selected, high performance Japanese-made professional uprights and grands (eg. Yamaha and Kawai: only Japanese-made) for beginner to advanced (uprights from around \$3,000 to \$6,500).**
3. **The best award-winning brands in a more affordable price range (eg. Bernstein and Alex Steinbach).**
4. **Exam-quality digital pianos with the best tone and touch for the price (eg. Kawai and Casio).**

To demonstrate the importance of the right piano, I recently had a lovely family in, with a nine year-old 'aspiring pianist' daughter. At the age of six, her parents were talked into buying a basic new Chinese piano for \$3,500. At the age of nine, they were advised by their teacher that their daughter had already outgrown the piano (even though it was only three years old). They were only able to recoup \$500 for the piano. They now have a magnificent, pre-loved top of the range Kawai. It cost \$5,500, and will take their daughter to A.Mus.A and beyond.

The worst thing is: they didn't understand the #1 rule in selecting a piano: new is new for just one day, whereas a not-new premium Japanese piano is still a not-new premium Japanese piano in 10, 20 or 30 years.

I am always here and ready to ensure your student receives a piano that will deliver the best performance outcome for their budget. If you have particular preferences, please let me know and I will do my best to accomodate them.



THE RETAIL MUSIC INDUSTRY:

DOES CUSTOMER SERVICE REALLY MATTER ANY MORE?

It seems to be, when you look at the retail market in 2013, it is becoming more dominated by online businesses, shipping product without any real interest in product knowledge, advice or other service. One only has to consider the closing of Allens Music & Billy Hyde last year. This was due in no small part to people using this store as a 'testing ground' for products, and then buying online. As a result, 650 people lost jobs (a small percentage were re-employed in a small-scale takeover).

I am, personally, a believer in personalised service. To me, this means in acoustic pianos:

- Giving advice based on a teaching and playing background.
- Offering genuine choice, and customising to an individual's requirements (eg. style, colour, budget, performance).
- *Listening* to people, and caring about their success.

In digital pianos and keyboards, this includes:

- Offering a substantial choice for all needs and budgets.
- Exploring and demonstrating how to test and compare the accuracy of digital piano actions (if you are not sure how to do this, just call or email me or call in - it is something you should know!)
- Delivering and installing their digital piano (furniture styles/metro area) with a run-through in the home. This ensures it is working properly and can be easily operated.

If you still believe service is important, please support your local independant music store - Morris Brothers!

MUSIC MAKES THE DIFFERENCE - WHY WE TEACH.

As anyone who plays or teaches piano knows, being able to play the piano is a wonderful skill for life. I can tell you that, over the course of the last twelve years in Morris Brothers, many hundreds of adults have expressed their regret at not having had the opportunity to learn piano as a child, or not having continued. Today, there are so many other activities vying with the piano for a child's (and parent's) attention. It has never been more important to remind parents of *all* the spin-off benefits that come from learning to play the piano. Here are a few pieces of information that you can use to ensure those who enquire about lessons understand the true benefits of learning.



1. Research indicates all babies are born with perfect pitch, but if they don't learn to use it, they lose it.
2. Playing the piano is proven to improve academic skills, along with memory, reasoning and time management.
3. Playing the piano makes children more focussed, with better concentration and ability to handle pressure - vital life skills for all children.
4. Playing piano in front of people develops self-confidence. Most pianists are comfortable with public speaking - consider that, in a recent study it was revealed that 91 out of 100 CEOs of America's biggest companies learnt piano as a child!
5. The two activities that most train the cross pathways of the brain are playing piano and playing chess. In a schools comparison test of around 18,000 students, a group receiving 12 months intensive music training achieved school academic results 35% above the control group (no training).
6. Because playing music improves social skills, piano playing students are less likely to be influenced by peer pressure, or be drawn into drugs or crime.

When it comes down to it, playing piano almost gives a child an unfair advantage in life. Let's face it - what parent wouldn't want to give their child that advantage! It is up to all of us to get the message across - "can you afford *not* to give your child piano lessons?"



PRODUCT REVIEW -

CASIO PX750 DIGITAL PIANO

Casio has been a dominant brand in the market for a number of years, as the No. 1 brand in the sub \$1,500 market. The new series feature improved tone and touch, an ivory-feel keyboard, USB connection and 5 year warranty.

The **PX750** is my favourite, and offers a very unique piano, ideal for the bedroom or study.

FEATURES: Stylish cabinet, with timber sides and three pedal pedalboard, sliding lid over keys and a lovely piano feel - and it is only 30cm wide! (Width of a narrow bookcase.) At only **\$1,199** at Morris Brothers, with a complimentary piano stool, Koss headphones and metro delivery, this, along with the Kawai KDP80, is the best performing digital piano under \$1,500. Both are available to compare in our Stafford showroom.



STOP PRESS

New *Alex Steinbach*
piano range coming in February!

Product release will be on the Gold Coast - I will inform you of the changes in the next newsletter.

SCHIMMEL - WINNING MORE AWARDS!

Schimmel grand and upright pianos have participated in international instrument tests since 1988 - and were repeatedly able to bring home top marks.

The numerous awards provide proof that the quality of Schimmel instruments is universally acclaimed by experts.

"We are very proud that, in addition to all the awards for musicality of our instruments, our creative work is now being appreciated more and more - this has been proven again by the Foduc Open 2011", says Schimmel CEO, Hannes Schimmel-Vogel. The Schimmel Company has received this renowned award for the first time for two upright piano models, C116 Modern and C116 Modern Cubis. These models have received several awards in recent years, including The Good Design award, the iF Design Award and the Red Dot Design Award, as well as being nominated for the Deutscher Designpreis (German Design Award).

"The clear and minimalist creation of these two uprights, complemented with new and innovative production methods and materials enable Schimmel to present a unique aesthetic that is also honoured outside the piano business," continues Hannes Schimmel-Vogel. For this reason, Schimmel is the most awarded piano manufacturer over the past 25 years.

On a regular basis, Schimmel has been presented with the French Award Diapason d'Or, for the musical qualities of its upright and grand pianos. "Instruments that look brilliant - in doing so - also sound perfect, are certainly a pleasure for the eyes and ears. Our uprights and grands appeal to multiple senses," says Mr. Schimmel-Vogel. "After all, we want to follow our reputation as the piano industry's innovation leader," he concludes.

Diapason d'Or

The French are considered experts in matters of pleasure: this is particularly true for music. The French professional for classical music, Diapason, awards products with the accolade Diapason d'Or (French for 'golden tuning fork') in the categories of 'Sound Carrier' and 'Music Instrument'. The traditional tests carried out by Diapason are unparalleled in their selection procedure with strict and precise criteria. International leading piano firms submit their upright and grand pianos for blind testing. To guarantee maximum objectivity in their tests, instruments are examined under the same conditions and location. This award is one of the most recognised of the music world.

MORRIS BROTHERS' ANNUAL
BACK TO SCHOOL
PIANO SALE

BRISBANE'S **BIGGEST** AND **BEST.**



Our team spends countless hours in January, scouring the market for the very best privately-owned, low usage, well cared for quality pianos. The result is an amazing selection of uprights and grands from **\$1,995**, including:

YAMAHA • BERNSTEIN • KAWAI • ALEX STEINBACH
ATLAS and more!

We have also negotiated special pricing on a huge range of digital pianos - priced from just **\$699**.

HERE ARE A FEW EXAMPLES:

KAWAI 132cm - Japanese full upright grand, perfect condition, plays like new.	\$4,995
YAMAHA U3 - Teachers' favourite 131cm Japanese upright grand. Exceptional piano inside & out.	\$4,995
KAWAI KL32BF - Very rare concert quality 132cm Japanese upright in polished mahogany with hardwood hammers.	\$5,495
YAMAHA 5'4" professional series grand - Made in Japan in like-new condition.	\$8,495

OVER **30** PIANOS TO CHOOSE FROM.

UP TO **70%** BELOW EQUIVALENT NEW RETAIL.

PIANOS TO LAST A LIFETIME (and pianos you would *want* to keep for a lifetime!)

5 DAYS ONLY **Wed 6th Feb - Sun 10th Feb**

Let your students know - if they mention their teacher's name, they will receive a brand new professional adjustable stool and piano care kit **FREE** with their chosen piano!




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MTAQ Teachers -

A guide to our teacher services.



Hello!

For those who don't already know me, my name is Mark Morris. I am a member of the Music Teachers' Association of Queensland, and have been actively involved in teaching and supporting music teachers for over 25 years. Some know me back to my days at Australian Academy of Music in Spring Hill, and some since I established an independent, educational music store in Stafford in 2001.

Along with an exceptional and ever-changing selection of the sort of pianos you would select for your students, I wanted to let you know about some of our other specialist areas. These include:

- ♦ A huge selection of lesson, theory and related music including AMEB, Trinity, all the popular learning courses (eg. Alfred's, Hal Leonard, Bastien, Leila Fletcher, John Thompson and much more).
- ♦ A wide range of vocal, instrumental, classical and popular music.
- ♦ Sheet music download service.
- ♦ A popular mail order service (most books in stock, and usually on their way to you within 24 hours).
- ♦ An excellent music accessory and gift selection (from metronomes and tuners to heaps of gift ideas from \$1 to \$20).
- ♦ Tryout pianos available to relax and check music books.
- ♦ A popular, free teacher referral service (are you on our list?)
- ♦ 15% teacher discount on all music and accessories, and we can arrange a student discount card for your students if you wish them to pick up their own books.
- ♦ Friendly, knowledgeable staff to assist you, track down those obscure book titles, and give you valuable insights (eg. I can show you how to physically test and compare the accuracy of a digital piano action!)

Because you and your students are dealing with teachers, tuners and educational specialists at Morris Brothers on a daily basis (not commissioned salespeople), I believe that like you, as a true independent, we can offer tailored solutions that are genuinely in your best interests.

Your support and feedback will always be appreciated. I can be contacted on **3356 3299**, or at **info@morrisbrothersmusicstore.com**. You can also join us on Facebook!

Yours sincerely,

Mark Morris
STORE OWNER

