

GOOD Vibrations

NEWSLETTER OF THE RHODE ISLAND CHAPTER OF THE PIANO TECHNICIAN'S GUILD, INC.

PRESIDENT'S MESSAGE

Wade Johnson, RPT

There were just six members and two guests when we met at Larry Brown's showroom in Middletown. It was a pleasure to meet Larry's teenage son Jordan, dressed in jacket and tie and helping out at the store after high school...He's into jazz and piano.

Pat Selemon gave a marvelous presentation, including a short history of her tuning (originally aural, under John McDonald's tutelage) and showed us how the Verituner makes her life easier these days.

The joint CT/RI committee chaired by David Flanders seems to be near agreement with the Sheraton Providence Airport Hotel for NEECSO 2010, though it still could fizzle. Maybe they'll have a contract by the time our Chapter meets this month. David has worked really hard on this as the committee's chief negotiator and has earned KUDOS from his very helpful advisers Jim Birch, Melanie Brooks, Barbara Cassaday and others. He deserves our thanks, whatever the outcome.

Hoping to see you at Mike Morvan's shop in Uxbridge on April 16!

Wade

APRIL MEETING

William Tandy Young – Author of The Glue Book

William Tandy Young attended North Bennet Street School and has been a professional woodworker for over 20 years. He has taught classes at NEECSO in the past and has always shared with us the fascination of glue. From the back of his book "Adhesives are among the most important materials used in woodworking. They extend wood's utility as a material and provide opportunities to use wood creatively. Adhesives are also among the least understood materials in most woodshops."

APRIL 2009

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Business Mtg

&

Technical

April 16, 2009

7:00 pm

Meeting at
Blackstone Valley Piano
76 Sutton St.
Uxbridge, MA
Phone: 508-278-9762

Remember to join us for dinner
5:30 @ Brian's Restaurant
91 Providence Rd.
NorthBridge, MA
Phone 508-234-9256

Directions for April 16th meeting:

7pm - Blackstone Valley Piano 6 Sutton St., Uxbridge, MA 508-278-9762

5:30pm - Brian’s Restaurant 91 Providence Road, Northbridge Mass, 508-234-9256

(note: there will also be a small arsenal of snacks and beverages at Mike’s shop)

Directions to Mike’s shop:

From the south (Rhode Island) take Rte. 95 N to exit 23 Rte. 146 N, follow this into Massachusetts, take exit 4 Lackey Dam Road, at end of ramp bear right, go 3/4 mile or so and take first right onto McGuire Road, proceed up the hill, pass thru a 4 way stop, the name of the road changes from McGuire to Sutton Street, continue up the hill to the top and start going down the other side, we are #76 Sutton street on the right.

Directions to the restaurant: Brian’s

From the south (Rhode Island) take Rte. 95 N to exit 23 Rte. 146 N, follow this into Massachusetts, take exit 3 Rte. 16 and go east, follow 2 miles to the center of Uxbridge and take a left onto Rte. 122 N, go 1.8 miles to Brian’s Restaurant (91 Providence Road, Northbridge Mass, 508-234-9256), parking lot is on right hand side of the road.

Directions to restaurant from Mike’s shop:

Take a right out of my driveway onto Sutton street, go down hill to end, bear left onto Hartford Ave. and follow 1/4 mile to 4 way stop, straight thru 4 way stop, go 1/4 mile to light. Take left onto Rte. 122 N, go 3/4 mile to Brian’s restaurant (91 Providence Road, Northbridge Mass, 508-234-9256), parking lot is on right hand side of the road.

Tid Bits.....
“Real success is finding your lifework in the work that you love.” - David McCullough (1933 -)

Newsletter:

Ruth Van Dine, RPT

62 Stokes St., Warwick, RI 02889

Email – ruth@vandinedesign.com

Free to R.I. Chapter members, certain National PTG officers, and reciprocally to other newsletter editors.

Non-members may subscribe for \$8.00 per year.

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“All expressions of opinion and all statements of supposed facts are published on the authority of the editor as listed and are not to be regarded as expressing the views of this chapter or the Piano Technicians Guild unless statements or opinions have been adopted by the Chapter or the Guild.”

CHAPTER OFFICERS/EXECUTIVE BOARD

President.....Wade Johnson, RPT

Vice President.....Ruth Van Dine, RPT

Immediate Past President.....Pat Selemon, RPT

Treasurer.....Arthur Sacco

Secretary.....David Flanders, RPT

Examining & Testing Committee: David Flanders, RPT (chair), Tom Roy, RPT & Patricia Selemon, RPT

Librarian: Joel Levine

Newsletter: Ruth Van Dine, RPT

Nominating Committee, Patricia Selemon, RPT (Chair) & David Flanders, RPT

Publicity and Public Relations: Executive Board

PROPOSED AMENDMENT TO CHAPTER BYLAWS:

At the March Chapter meeting, there was consensus to propose a minor amendment as follows:

ARTICLE IX: COMMITTEES:

3. Standing Committees are of a permanent nature, and are appointed by the President as soon as possible after the assumption of office. The Standing Committees are:

a. Examination/Testing: Shall consist of at least two (*instead of "four"*) Registered Piano Technicians, with a Chairman designated (*instead of "appointed"*) by the President...

* * *

(Explanation: It had been brought to our attention that we have been in minor violation, with only three instead of four members named to this Committee. In an organization that doesn't give tuning exams, the national PTG requirement is just two members.)

Since this was discussed at the March meeting, it will be proposed for vote at the April meeting, assuming we have a quorum.

Tech Tip

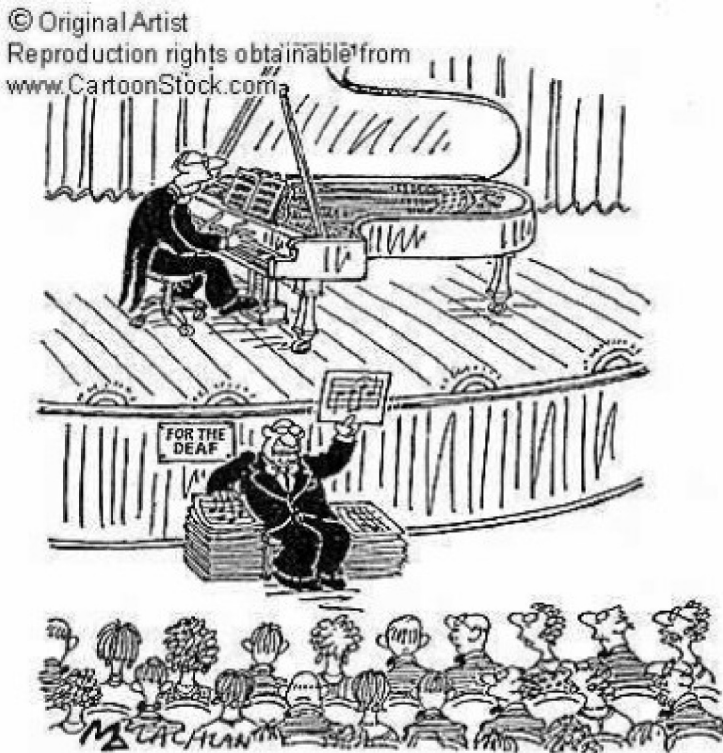
From Soundboard Cracks, newsletter of the New Jersey Chapter of the Piano Technicians Guild

"Goof-Off" or "Oops", usually available in the paint aisles of your local hardware store, is sold to remove latex paint where it isn't wanted. I used it to successfully remove paint transfer from a piano that when moved, rubbed up against a wall. Subsequently found it successfully removed ink marks from plastic keys.

Tech Tip

Chris Rawson, RPT member of The Piano Technicians Guild, Vermont Chapter

Paint the top of your Jaras-style sharp leveler with a Sharpie marker. This increases contrast to the shaft, making indicated key height more apparent!



8 Ways to Jump Start Your Business in 2009

From Microsoft Pinpoint™ January 8, 2009

Now is a great time to take a look at the state of your business, reassess your goals, revise practices that could be more effective, and reinforce those that are working well. Here are some things you can do to give your business new life in 2009.

1. **Write (or revisit) your business plan.** You may already have a business plan in place, but with the uncertain economy it's a good idea to revisit your goals and objectives for the next six months, the next year, the next five years. Make your business plan a living document and update it at least quarterly, or even better, every month. It will help you stay on track and more easily adapt to changes in customer demand.
2. **Be known as an expert.** You know you are an expert, but if you write, speak, and network like one people will automatically associate you with your niche. You'll make a much greater impression as the speaker at an event than simply shaking hands and handing out business cards. And you can further build expert status by writing articles for publication, having your own newsletter, or starting a blog.
3. **Define your niche.** Many people feel that being more general about what they offer makes them more marketable. Often the opposite is true. Most people want to work with a specialist, and one of the best ways to stand out in a crowded market is to be very specific about what you do and who you do it for.
4. **Become (or hire) a marketing expert.** At core marketing means building relationships, being able to speak clearly about the benefits of your offerings, and having conversations with people who might need your products or services. Search the Web for tips, use Pinpoint to find expert help, and talk to other professionals about the marketing efforts that work best for them.
5. **Follow-up with new contacts, maintain connections with current ones.** You've likely collected numerous business cards, but what have you really done with them? Following up is critical to business success. Consider these ways to keep your company in the front of people's minds:
 - o Send individual e-mails recalling specifics of your conversation with an invitation to visit your Web site.
 - o Invite contacts to periodic open houses to see what you do firsthand.
 - o Distribute a newsletter or blog that builds your reputation as an expert.
 - o Promote special offers to pique contact interest in what you offer.
6. **Provide information in addition to your offerings.** Build customer trust by providing clear, succinct information about your products and services, with emphasis on the benefits to customers and your expertise in meeting their needs. Providing helpful tips on your Web site where appropriate establishes your credibility and helps customers see how what you do can provide value to them.
7. **Keep prices competitive, offer incentives.** Everyone is looking for a deal these days. Whether it's reducing your prices, offering something free as incentive on your Web site, or providing additional services to customers when they contact you, doing something above just selling your product or service can give you an edge on your competitors.
8. **Promote results and benefits, not processes.** Most people don't care how you help them reach their goals, as long as you do it with integrity, efficiency, and within their budget. Instead of talking about how you work, be clear about your expertise and the changes people can expect from working with you. Get into the habit of asking clients for testimonials and referrals and consider writing (or hiring someone to write) case studies on successful engagements you've had. The most effective promotion comes from satisfied customers.

Rhode Island Chapter
www.RI-PTG.org
Ruth Van Dine, RPT
62 Stokes Street
Warwick, RI 02889



Upcoming Meeting Dates:

April 16th – William Tandy Young – Author of The Glue Book @
Blackstone Valley Piano 76 Sutton St., Uxbridge, MA

May 21st – Ruth Van Dine, RPT - Business Basic

June 18th – Harpsicord Clearing House, Rehoboth MA

July & August – No meetings or newsletter

April 23, 2009--April 26, 2009

MID-ATLANTIC REGIONAL CONVENTION, Harrisburg, PA

May 15, 2009—May 16, 2009

EXAMAPALOOZA- TUNING AND TECHNICAL EXAM
EXTRAVAGANZA - Bolthouse Center for Music, Cedarville
University, Cedarville, OH

July 15, 2009—July 19, 2009

52ND ANNUAL CONVENTION Grand Rapids, MI



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