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## Ouachita professor Dr. Craig Hamilton chosen as VIP representative for Conn-Selmer

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**OUACHITA**  
BAPTIST UNIVERSITY



**NEWS**

For Immediate Release

**Ouachita professor Dr. Craig Hamilton chosen as VIP representative for Conn-Selmer**

*By McKenzie Cranford*

October 13, 2014

For more information, contact OBU's news bureau at [newsbureau@obu.edu](mailto:newsbureau@obu.edu) or (870) 245-5208

ARKADELPHIA, Ark.—Ouachita Baptist University professor Dr. Craig Hamilton recently was selected as a VIP representative for Conn-Selmer Inc., a leading manufacturer and distributor of musical instruments. Conn-Selmer began its VIP program as part of the company's commitment to supporting music education around the world.

"His VIP selection shows the dedication and commitment Dr. Hamilton has to his profession and to his particular instrument, the trumpet," said Dr. Gary Gerber, chair of Ouachita's Division of Music. "Being associated with an instrument manufacturer shows a continued commitment to the field of instrumental music and a commitment to the education of our students going into the field of music."

"The VIP candidates represent the top tier of the profession's most exemplary music teachers and fine arts administrators," said Carolyn Sauer, Conn-Selmer's VIP Program manager. "They are the most respected student-oriented leaders in the field who have demonstrated the highest level of dedication to quality standards in every facet of the profession."

At Ouachita, Hamilton serves as the Lena Goodwin Trimble Professor of Music, director of bands and coordinator of instrumental studies. "I was honored to be asked to become a Conn-Selmer VIP representative," Hamilton said. "Visiting their manufacturing facilities in Elkhart, Ind., was a very enlightening and educational experience. The Conn-Selmer people are passionate about building quality instruments and helping music educators."

More than 200 teachers, administrators and music business officials have visited Conn-Selmer's world headquarters since the introduction of the VIP program in 2012.

"The strategically tailored schedules include a visit to the onsite brass and woodwind manufacturing facilities where the VIP guests have the rare opportunity to witness old-world craftsmanship blended with the latest technological manufacturing processes," Sauer noted.

Their agenda also includes one-on-one meetings with the Conn-Selmer product experts and open conversations with the executive team, including CEO John Stoner and Dr. Tim Lautzenheiser, vice president of education and founder of Attitude Concepts for Today, Inc.

“Conn-Selmer's Division of Education is committed to creating partnerships with the music education community to advance the positive growth and development of first-class school music programs,” Sauer explained. “From sharing the latest arts advocacy information to working hand-in-hand with teacher development offerings, the VIP initiative serves as a source-of-support for music educators around the world.”

Hamilton’s partnership with Conn-Selmer is already having a positive impact on the Ouachita music department. “In December, the music education representatives from Conn-Selmer will come to Ouachita to talk with our students and faculty about what they have to offer,” Hamilton noted. “Conn-Selmer is currently looking at our instrument inventory to see ways they can help us maximize our current instruments and plan for the future.

“We have also begun discussions with music manufacturing representatives and artist management representatives to visit with our students about alternative careers in music that are not the traditional performance and teaching careers,” Hamilton added.

For more information, contact Dr. Craig Hamilton at [hamiltonc@obu.edu](mailto:hamiltonc@obu.edu) or (879) 245-5137.