



## A New Partnership for 2018 and Beyond

### What's this all about?

WBA has joined forces with BD Performing Arts to help advance our mission effective today. Beginning with the 2018 Fall Marching season, WBA will be able to utilize the resources of the Concord-based non-profit organization to support operations and strategy. Justin Heimbecker, the CEO of BDPA and past Director of USBands, will also serve concurrently as Executive Director of Western Band Association.

### I thought the Blue Devils was just a drum corps. Why will they be good at doing this for us?

Prior to relocating to California to become the CEO of BD Performing Arts, Justin Heimbecker was the Director of USBands, the largest marching band circuit in the nation. Under his direction from 2013-15, USBands grew significantly, serving almost 800 bands in 30 states at nearly 150 events each Fall. Justin also expanded USBands to lead educational initiatives and performance opportunities for indoor percussion and guard, as well as concert bands. This unique experience will serve WBA well as we look to the future support of our educators and their programs.

### Why is this a good fit?

WBA and BDPA each share a mission that is completely focused on elevating the experience for performers of all levels. As our respective organizations look to the future together, we will all be better equipped to meet our responsibility to support our students and our educators in their quest for excellence.

### What does this mean for my students?

BDPA utilizes a student-focused and service-based approach to each program under their purview, and will apply that philosophy to enhance WBA at every level: event management, adjudication systems, continuing education, customer service. BDPA can support new experiences for our students, such as world-class venues, honor bands, custom clinics, touring, and more.

### Who does all the work?

One of the greatest advantages of this new partnership is that BDPA will take on all of the administrative load for operating the contest circuit. This will be a major relief for our member educators, who will now be able to focus more of their time and energy on being band directors.

### How do I learn more?

With any major change comes major questions that need answering. So we are holding regional town hall meetings in the coming weeks to make sure all our members get all of their questions answered as quickly and as thoroughly as possible. Check out the schedule and plan on joining us at one (or more) of these events.

### I have questions now. Who can I talk to?

If you can't make it to one of these events but you have questions or concerns, please reach out to [justin@westernbands.org](mailto:justin@westernbands.org) and we'll make sure you get the information you're looking for.

We're excited that WBA and BDPA are part of the same big family and we can't wait to see you on the field in 2018!

### Questions? Attend a Town Hall Meeting

SOUTHERN CALIFORNIA  
Sunday, February 25, 3pm

Riverside City College  
Band Room  
4800 Magnolia Ave.  
Riverside, CA 92506

RSVP online:  
[bit.ly/wba-socal](http://bit.ly/wba-socal)

CENTRAL VALLEY CALIFORNIA  
Monday, February 26, 7pm

Buchanan High School  
Lecture Hall  
1560 Minnewawa Ave  
Clovis, CA 93619

RSVP online:  
[bit.ly/wba-valley](http://bit.ly/wba-valley)

NORTHERN CALIFORNIA  
Tuesday, February 27, 7pm

Homestead High School  
Staff Lounge  
21370 Homestead Rd  
Cupertino, CA 95014

RSVP online:  
[bit.ly/wba-norcal](http://bit.ly/wba-norcal)