



EDITORIAL

MUTE IN THE FACE OF TERROR

Facing a deadline on Tuesday, September 11, I have been struggling to think of anything substantive to say. It's almost as if the usual conventions of business analysis should remain mute in the face of such a horrifying attack on the World Trade Center, the Pentagon, and the American people. The usual commercial issues that are discussed in this space seem terribly insignificant as a nation grapples with genuine issues of life and death.

The death and devastation wrought by today's terrorist attack is a terrible reminder that freedom is never secure; that previous generations aren't the only ones to be called to defend the rare way of life that this country has achieved for a small fraction of world history. The one silver lining in all of this is that we may perhaps be shaken out of our self-indulgent preoccupations and be reminded of what really matters: our freedom, our security, and our integrity as a democratic society. Hopefully, we will remain vigilant not to let civil liberties collapse against the understandable desire for quick and resolute action.

Regrettably, the attack is not about the United States alone. It is about the survival of free societies in an open, interconnected world, where forces deeply hostile to freedom can wage a new kind of war against our humanity and our success.

Over the past 225 years, the unique American experiment has flourished because our national institutions have been simultaneously well grounded and flexible: Sufficiently well grounded to discourage rash acts in the heat of passion, but flexible enough to evolve to meet the demands of a changing world.

Our thoughts and prayers go out to all the victims of this terrible tragedy, and we remain unshakable in our confidence that the unique virtues of the United States will allow us to ultimately prevail over forces of evil.

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EXPRESSING A BELIEF IN MUSIC

Music is the most exalted of all art forms. Making music gives rise to profound expression and deep personal satisfaction. Scientific research indicates that studying music produces a host of quantifiable physical benefits, from improved spatial reasoning powers to increased production of melatonin. In our columns and at any industry gathering, these are often expressed beliefs. Keith Mardak and Mary Vandenburg of Hal Leonard Publishing Corporation deserve special recognition for paying more than mere lip service to the unique value of music making.

The two recently made a \$3 million donation to the Milwaukee Girls and Boys Club as part of an effort to bring music to underprivileged inner-city children.

Mardak and Vandenburg's donation has made possible the Hal Leonard Young Musician's Program.

Although still in its infancy, the program has already attracted a flood of eager applicants and holds great promise for bringing the benefits of music to a group of children who might easily have done without.

In skillfully transforming Hal Leonard from a specialized educational publisher to the world's largest print publisher, Mardak and Vandenburg have reaped tremendous rewards. Their donation to the Milwaukee Boys and Girls Club reflects both a generosity of spirit

and a genuine belief that music makes a difference. Hopefully their example will inspire others throughout the industry.



Keith Mardak, Hal Leonard chairman and CEO and Mary Vandenburg, vice-president.