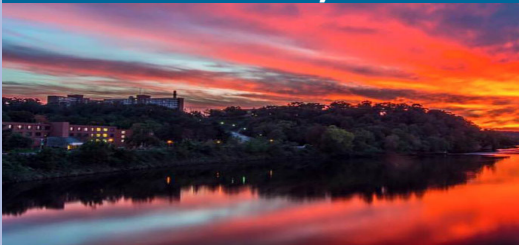


## Come be Encouraged, Informed, and Inspired!

- ⇒ Producing dynamic rehearsals and discussions
- ⇒ Understanding the conductor's approach to rehearsal
- ⇒ Exploring impactful discussions on the power of music
- ⇒ Realizing the influence of conducting gestures
- ⇒ Developing leadership in the choral environment
- ⇒ Collaborating with a master teacher-conductor
- ⇒ Networking with other enthusiastic choir students
- ⇒ Experiencing great choral literature

Join us in beautiful  
Eau Claire, WI!



University of Wisconsin-Eau Claire  
Looking down the Chippewa River  
toward campus

## FEATURED CONDUCTOR



**Dr. Jefferson Johnson**  
**University of Kentucky**

Jefferson Johnson is Director of Choral Activities at the University of Kentucky where he was recently named the first Endowed Professor of Choral Music.

University of Kentucky choirs under Johnson's direction have performed at twenty-seven conventions of choral music educators. In 2019 Johnson was selected to conduct the TTBB Honor Choir at the ACDA National Convention in Kansas City, and in 2018 he conducted the SATB Honor Choir at the first-ever joint conference of the Central and North Central Divisions of ACDA held in Chicago. Johnson has conducted honor choruses in 33 states and 7 countries.

Johnson's article "The What, Why, and How of Young Adult Male Choirs" appeared in the *Choral Journal* in 2012. His instructional video "Ready...Set...Sing!" is published by Santa Barbara Music Publishing and has been featured at music educators' conventions from Ohio to Hawaii.

AMERICAN  
CHORAL  
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**[wischoral.org/nextdirection](http://wischoral.org/nextdirection)**

Priority registration  
January 13, 2020 — March 30, 2020

"I loved the intimate relationships made with both the students and teachers. The environment was great and every professor/teacher was genuinely helpful and supportive."

- Kimberly Li, University of Nevada-Reno



## Build lifelong skills while making great connections

"Music stirs the soul. It shares those thoughts and notions that can't be seen, heard, or felt in any other way. It connects us to those inner emotions and sensitivities which lie deep within our soul.

Music has the power to enrich and change people's lives. As a future educator, you have the privilege of being fully involved and furthermore, leading young people to experience those notions for the first time.

Your impact on those you teach may be greater than that of any clergy or counselor. And in the end, it is this, more than wealth or fame, that makes our lives worthwhile."

- Henry Leck,  
NextDirection Guest Conductor 2001

### IN DEPTH SESSIONS

- ⇒ **The Conductor's Ear**  
What to listen for
- ⇒ **The Conductor's Hands**  
How to evoke sound through gesture
- ⇒ **The Conductor's Heart**  
How to tap in to the power of music
- ⇒ **The Conductor's Mind**  
Music theory and music history made relevant
- ⇒ **The Conductor's World**  
Career options

*"Music is a reflection of heaven and earth in sound. It captures glimpses of human events. Ensemble is a reflection of life itself. A director of a vocal ensemble creates miniature models of what life is and/or should be. This is a difficult and extremely important task. It is so important that directing a choir is something that can change people's lives — important enough to be called a mission, or a ministry, or even a calling."*

- Eph Ehly, NextDirection Guest Conductor 2000

*"The sessions were fun, engaging, and full of things for me to take back."*

- Hannah Feathers, Middle Tennessee State

*"NextDirection was an incredible experience for me as a future music educator. I really got a view what it would be like to pursue choral music. Attending this conference solidified my decision to be a music educator!"*

- Erica Breitbarth,  
Milwaukee Reagan H.S. Choir Director

*"Over the years, I have sent many students to NextDirection. Each has come back inspired, enlightened, and excited to consider a career in choral music — many are teaching today! The combination of real-world information with inspirational clinicians has been transformational."*

- Karen Bruno, Lawrence Academy of Music

*"NextDirection was a life-changing experience that renewed my passion for the choral arts and allowed me to forge connections with choral colleagues from around the country."*

- Elizabeth Baker, University of Hawaii

"In a world where everyone wants you to have experience going into a job, but no one is willing to hire someone on the ground floor, NextDirection is an incredible way to gain experience teaching when you don't have a lot to begin with, creating lasting personal and professional relationships. It's a great way to enjoy the shared human experience through sound and music."

- Francis McGinty, UW-Eau Claire

