

Brad Pierson

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EDUCATION

D.M.A., Choral Conducting, University of Washington, 2014

Dissertation: *The Life, Works, and Style of Hugo Distler*

Major Research Areas: Gesture and Eye-Tracking: What Singers Watch;

Empathy and Cognition: An Andragogy of Choral Conducting

Primary Mentors: Geoffrey Boers and Giselle Wyers

M.M., Choral Conducting, California State University – Los Angeles, 2011

Thesis: *The Relationship Between Just Intonation and Gesture: Tracking the Evolution of Sound to Inform the Choral Rehearsal*

Primary Mentors: Donald Brinegar and William Belan

B.M., Secondary Music Education, University of Nevada Las Vegas, 2004

Primary Mentor: David Weiller

TEACHING EXPERIENCE

University of Toledo, Director of Choral Activities, 2015-Present

Concert Chorale

- This auditioned group of 32 singers is the premiere choral ensemble at the University of Toledo. A variety of performances both on and off campus are scheduled for the 2015-2016 school year, including a presentation of the American and Canadian Anthems for the Toledo Walleye.

Men's Chorus

- A new ensemble for the 2016-2017 academic year, this non-auditioned ensemble was created to satisfy the needs of our growing choral program.

Women's Chorus

- A new ensemble for the 2016-2017 academic year, the Women's Chorus shows early enrollment numbers of over 60 singers.

University Chorus

- A large ensemble is open to all singers from varied majors across the university. In addition to performances on campus, this course provides a focus on sight singing and musicianship skills

Secondary Vocal Methods

- This course provides students with knowledge and skills necessary to become an effective teacher. Students are required to design a large set of materials which they will use during the interview process, and which may be specifically applied to their first year of teaching.

Primary Text: *Choral Music: Methods and Materials* (Brinson & Demorest)

Choral Conducting

- This course provides students preparing to be choral conductors with the skills necessary to succeed in their field. Students receive classroom instruction, individual lessons, and field experience.

Western Illinois University, Assistant Professor of Music Education, 2014-2015

Concert Choir

- The Concert Choir is a non-auditioned ensemble of undergrads from a variety of majors. Since 2011 this choir has seen a drastic drop in enrollment between the fall and spring semesters, including a near 50% drop from Fall 2013-Fall 2014. Under my direction, we maintained enrollment, owing to an increased retention rate and active recruitment on campus.

Vocal Jazz/Commercial Music Ensemble

- This small auditioned ensemble performs a variety of commercial music styles including jazz, pop, and Broadway.

American Popular Music

- This general education course provides a survey of American popular music from the late 1800s to the present. Teaching a large survey course with roughly one hundred students in each section, this course has helped me to develop creative online components to course materials.

Primary Text: *American Popular Music: From Minstrelsy to MP3* (Starr & Waterman)

Vocal Techniques

- This course serves music education and music therapy majors for whom voice is not their primary instrument. The objective of the course is provide basic knowledge of vocal function and to improve vocal quality of the students.

Primary text: *Vocal Techniques* (Davids & LaTour)

Choral Methods

- This course provides students with knowledge and skills necessary to become an effective teacher. Students are required to design a large set of materials which they will use during the interview process, and which may be specifically applied to their first year of teaching. Additionally, this course serves to prepare students for success on the edTPA which is a requirement for licensure.

Primary Text: *Choral Music: Methods and Materials* (Brinson & Demorest)

Graduate Conducting

- Student learn a pedagogy of "Conduct With Me," a participatory and kinesthetic, student-centered conducting method which harnesses the power of mirror neurons and empathy to effectively communicate with singers. This course meets as a one hour private lesson weekly.

Student Teaching Supervision

- I serve as an advisor and mentor to choral music education students who are in the field as student teachers. In this capacity I observe students in the field and provide guidance and feedback as students prepare to submit their materials for the edTPA.

University of Washington, Seattle, Washington, 2011 – 2014

Chamber Singers, Teaching Assistant (2013-2014)

- As assistant conductor of the premier auditioned ensemble at the University of Washington, I was responsible for running sectionals and conducting portions of the program on multiple concerts. I was also responsible to take over rehearsal for Dr. Boers whenever he was away. Additional responsibilities include organizing events, preparing promotional materials, and administrative tasks such as ensemble communication, ordering music, and preparing music packets.

Choral Techniques, Teaching Assistant (2013-2014)

- Responsibilities included serving as a liaison between students and professor, and teaching class in absence of professor.

Undergraduate Choral Conducting, Teaching Assistant (Fall 2013)

- Responsibilities included serving as a liaison between students and professor, helping to create curriculum and course reader, providing student feedback during class and via email, and teaching class in absence of professor.

University Singers, Conductor (2012-2013)

- This ensemble consists of roughly 100 non-auditioned singers. The singers are primarily undergraduate students representing a wide range of cultures and chosen academic major. While this course has historically seen a large turn-over each quarter (nearly 95%), the establishment of a new auditioned small-ensemble helped to create a greater consistency and sense of ensemble within the larger group. Many of the students involved in the small ensemble were able to audition into the University Chorale and/or Recital Choir, suggesting not only retention but skill development within the non-auditioned group.

Recital Choir, Teaching Assistant (2012-2013)

- Primary Conductor during first five weeks of the course. Responsible for course syllabus, grading, etc.

Men's Glee Club, Assistant Conductor (2011-2012)

- Responsible for running and planning rehearsals. Arranged a selection for the Winter Concert. The highlight for me as a conductor was the preparation of three chansons composed by Frank Martin.

Desert Oasis High School, Las Vegas, Nevada, 2008 - 2011

Chamber Choir

Concert Choir

Advanced Women

Girls' Glee

Impulsss! (Coed Contemporary A Cappella)

Vitality (Female Contemporary A Cappella)

Vocal Jazz

- As the founding choral director at Desert Oasis, I was responsible for creating the Choral Music Department. In our three years enrollment grew from 80 to over 160 singers and from four to seven ensembles. The Desert Oasis Choirs received superior ratings in Nevada, California, and Arizona. Students had an opportunity to perform and learn on major college campuses including

UNLV, Northern Arizona University, USC, Chapman University, Redlands University, and the University of Nevada-Reno. Each year the Chamber Singers participated in the Northern Arizona University Jazz/Madrigal Festival where they had the opportunity to work with prestigious adjudicators from around the country. Our tour to southern California in the spring of 2011 featured workshops with Dr. Steven Coker at Chapman University and Dr. Cristian Grases at USC.

Cheyenne High School, Las Vegas, Nevada, 2005-2008

Madrigals

Concert Choir

Advanced Women

Girls' Glee

CheyTunes (Coed Contemporary A Cappella)

- Taking over the program in 2005, there were only three choirs on the Cheyenne campus, and less than 60 students in the program. In three years the program grew to over 140 students and five ensembles. Our choirs toured throughout Nevada, southern California, and Arizona receiving superior ratings at festivals in all three states. At Cheyenne I also served as the musical director for three musicals, and the faculty advisor for The Tribe – the student athletic fan organization. Additionally, I also taught Freshman Studies, Film Studies, and Theatre I, giving me a teaching experience which extended beyond the choral curriculum.

CONDUCTING AND LEADERSHIP

whateverandeveramen., Founder and Artistic Director, 2012 - Present

whateverandeveramen. is a project-based choral ensemble that I founded in June of 2012. This group seeks to break down traditional performer/audience paradigms through the presentation of high quality choral music in non-traditional settings. In September 2012, we performed in collaboration with Seattle artist Zack Bent and composer Nat Evans. Our group was awarded a \$1,200 grant from Sprout (a Seattle arts-based non-profit), for our proposal of "Song and Drink: Communal Singing in Seattle." The project, completed in March 2013, featured traditional drinking songs at a local pub, joined in song by an audience of over one hundred community members. In September 2013, we presented music from our #TwitterCommision, featuring music inspired by Twitter, including five world premieres. Annually, we collaborate with James Beard Award winning Chef John Sundstrom, at Lark restaurant in Seattle, to present a Robert Burns supper highlighting the poetry and music of the great Scottish Bard. In February, we performed the world premiere of David V. Montoya's "Songs of Fatherhood," a collaborative project with composer David Montoya, poet William Wallis, and visual artist Lorato Mastebroek. In March 2015 we performed "Kick the Can," a commissioned work by Gabriel Kahane. The event was hosted at the Figge Art Museum in Davenport Iowa. More information can be found at the group website: www.whateverchoir.org

Glass City Singers, Founder and Conductor, 2016 - Present

Recognizing a need for a new type of ensemble in the greater Toledo region, I founded the Glass City Singers. This auditioned choral ensemble will be open to any singer between the age of 16-30. With a primary focus on 20th and 21st-century repertoire, there is no other ensemble of its kind in the region. It is my hope that this group will provide support for recent graduates, leadership opportunities for current UT students, and serve as a major recruitment tool for the UT choral program.

University of Toledo High School Honor Choir, Conductor, 2017 [Planned Event]

In an effort to increase the number of high school students on our campus, 2017 will bring our first annual High School Honor Choir in conjunction with our 40th Annual New Music Festival. I will conduct a director selected group of high school students, alongside singers from UT, in a day of rehearsal and an evening performance. We will also be joined by guest composer Jake Runestad.

Williams County (OH) Honor Choir, Conductor, 2017 [Contracted]**OMEA District 1 Honor Choir, Conductor, 2017 [Contracted]****Toledo Organists Guild Choral Festival, Guest Conductor, 2017 [Contracted]****Harry Alexander Music Festival, Conductor 2016**

Served as the guest conductor for his regional honor choir in Marion County, OH.

ILMEA District IV Regional Middle School Honor Choir, Conductor, 2015

This large auditioned ensemble is made up of middle school singers from around west central Illinois.

Lincoln Trail College Fall Choral Fest, Guest Conductor, 2015

I served as the guest conductor for the Jr. High School choir at the inaugural Lincoln Trail College Fall Choral Fest. This event brought together students from several schools in primarily rural areas in central Illinois.

Western Illinois University Holiday Children's Honor Choir, Conductor, 2014

This large auditioned ensemble is made up of 4th-8th graders in the community. Students have eight, one-hour rehearsals in preparation for the WIU Holiday Festival of Choirs concert which is held annually.

Cass County Junior High Festival Choir, Guest Conductor, 2014

The Cass County Festival Choir features students from all around Cass County who are selected by their teachers to participate in the event. Over 120 junior high school students combined for roughly 5 hours of rehearsal and a performance in this festival setting.

Steel Lake Presbyterian Church, Musical Director, 2012-2014

As the music director for Steel Lake, I conduct the Jubilee Ringers handbell choir and the Chancel Choir. This experience has provided me with the opportunity to work as a director in facets I had not yet experienced. As the conductor for the handbell choir, I have developed new skills and vocabulary only possible through conducting this type of ensemble. Further, as the choir primarily consists of older voices I have learned a great deal about different aspects of the human voice which were not present in the high school choral setting. Working at Steel Lake has been an unexpectedly wonderful opportunity for my growth as a conductor. In an effort to create a great involvement and depth to the musical life of Steel Lake, we will host a music Sunday in December 2013, featuring Hugo Distler's *Kleine Adventmusik* for SAB choir, organ, violin, cello, flute, and oboe.

University of Washington Recital Choir, Co-Conductor, 2011

PRESENTATIONS AND PUBLICATIONS

"Conduct With Me: The Gestural Language of Mirroring and Empathy," Ohio Music Educators Association Professional Development Conference, January 2017 [Contracted]

"Conduct With Me: The Gestural Language of Mirroring and Empathy," Southwestern ACDA Division Conference, March 2016

"Conduct With Me: Research in Mirroring and Empathy," Northwestern ACDA Division Conference, March 2016

"Conduct With Me: The Gestural Language of Mirroring and Empathy," Illinois Music Educators Conference, January 2016

"Repertoire for Developing Groups: Hugo Distler's *Mörrike Chorliederbuch*, op. 19," *Illinois Music Educator* (Spring, 2015)

"Instruments Can Sing Too: How the Music of the Renaissance Could Solve Problems for Your Program," Illinois Music Educators Convention, 2015

"Fundamentals of Just Intonation in the High School Choral Rehearsal," *International Choral Bulletin* (January, 2011).

"From the Radio to the Classroom: Contemporary A Cappella in the High School Choral Program," ACDA Western Regional Convention, 2010

"So You've Got an A Cappella Group..." Nevada Music Educators Association All-State Convention, 2010

"How Contemporary A Cappella Will Transform Your Choral Music Program," Nevada Music Educators Association All-State Convention, 2009

LEADERSHIP AND ADJUDICATION**Faculty Advisor, University of Toledo ACDA Student Chapter, 2015 – Present**

ACDA is a particularly important organization for young choral conductors. The reinstatement of this chapter was a very important goal of mine when arriving at UT. With close to 15 current members, this group has held several events on campus and looks forward to planning more off-campus events in the future.

Faculty Advisor, University of Toledo Gospel Choir, 2015 – Present

I serve as the faculty advisor for the Gospel Choir, a student organization on the UT campus. I work alongside the board to support member growth and performance opportunities.

Chair, OCDA Membership Program, 2016 - Present

I serve as a board member for the Ohio Choral Director's Association, leading the mentorship program. Through this program I coordinate the pairing of veteran teachers who demonstrate expertise in their field with teachers who are at an earlier stage in their career. This is an effort to help support our young teachers in the state of Ohio.

Adjudicator, Music in the Parks, 2016 – Present

I serve as an adjudicator with Music in the Parks which includes multiple engagements each year throughout Ohio.

Director, University of Toledo Sing + Share Festival, 2016 [Planned Event]

This new event for the University of Toledo Choral Program will include a leadership workshop for area high school students in the morning, along with a festival style performance in the afternoon. Schools are invited to perform two finished works as well as a work in progress. Ensembles will receive feedback from student audience members.

Vocal Educator In-Service, Monroe County Intermediate School District, September 2016 [Contracted]

I was invited to present a four hour in-service to all of the K-12 vocal music teachers in Monroe County, with a primary focus on one-to-one teaching methods in the choral classroom.

Chair, Search Committee, University of Toledo, Staff Accompanist, 2016

I led the search committee to hire our staff accompanist at the University of Toledo, including primary communication with applicants and organization of the interview.

Summer Choral Conducting Workshop, University of Toledo, July 2016

Twelve area music teachers attended this first annual summer workshop. The all-day event included a variety of topics, and allowed conductors to receive group

and individual instruction. A choral music reading packet was sponsored by Musical Resources.

Adjudicator and Clinician, Bolingbrook High School Choral Festival, Feb. 2016

I served as an invited adjudicator and clinician for this day long festival.

President, University of Washington ACDA Student Chapter, 2011-2014

The primary focus of the UW ACDA Chapter has been the exchange of knowledge between graduate students and pre-service music education majors. We hope to have a strong representation at the ACDA Western Regional Conference in Seattle, being part of the host city and also members of a performing ensemble.

Clark County School District Honor Jazz Choir, Co-Chair, 2007-2009

Selected by my peers, I served as the Honor Jazz Co-Chair for three years. In this capacity I was responsible for running rehearsals, securing recording rights for the concert, and preparing the program.

Clark County School District Directors' Choice Honor Choir, Chair, 2008

Selected by my peers, as the chair of the Director's Choir Honor Choir I was responsible for communication with our Guest Conductor (Ken Tuttle, Redlands High School), preparing the choir in rehearsal, preparing the program, and communicating with all students and teachers.

Clark County School District Honor Choir, Co-Chair, 2007

Selected by my peers, as the CCSD Honor Choir Co-Chair I was responsible for adjudicating the audition process, running rehearsals, and preparing the program for the concert.

Las Vegas Day Jams, Director, 2006-2007

Day Jams is a national summer music camp for kids aged 8-15. As the director I was responsible for communicating with the national office to plan, coordinate, and run the Las Vegas Campus of Day Jams. It was my job to hire and train a staff, create and distribute promotional materials, coordinate student registration with the national office, coordinate venue setup locally, schedule all events within the two week camp including all classes, and to supervise the daily operation of the campus.

The Las Vegas A Cappella Summit, Founder and Director, 2006-2010

In 2006, recognizing a desire for a new style of music in my own choral program, I created the Las Vegas A Cappella Summit. This event, geared towards contemporary a cappella in the high school classroom quickly became a popular event in the Clark County School District. In 5 years the event grew from one day of workshops for about 50 students, to a three day event for over 250 singers. Guest artists include Deke Sharon (The House Jacks, The Sing Off Musical Director), Mosaic (Winner MTV's Top Pop Group), BYU Noteworthy (featured

on the Sing Off), Corey Slutsky (Creator of “Voices Only” a cappella compilation), USC SoCal Vocals, USC Trojan Men, Overboard, and many others. What began as an event for individual singers soon hosted 14 high school a cappella groups from Nevada and two from Massachusetts. This event was considered a highlight for many students in the Las Vegas area and started the contemporary a cappella craze in the Clark County School District.

FELLOWSHIPS, SCHOLARSHIPS, AWARDS, AND GRANTS

Kohler International Award, 2015 – University of Toledo

- Money from this award was used to travel to Germany (Berlin, Lübeck, and Hamburg) where I was given access to the archives for Hugo Distler and Arnold Mendlessohn. The Hugo Distler Archive was able to give me access to hundreds of handwritten letters, which I am planning to translate and include in future research. At the Mendlessohn Archive my primary findings were out-of-print editions of music which are now part of the public domain. I have already begun to reset this editions for a modern American consumer. Further, plans are underway to record much of this music with UT ensembles.

Sprout 8 Grant Winner – whateverandeveramen.

Boeing Endowed Fellowship for Excellence in Music, 2013-2014 – University of Washington

Millenium Scholarship, 2000-2004 – University of Nevada at Las Vegas

- Awarded to high academic achieving students in Nevada

Silver State Scholar, 2000 – University of Nevada at Las Vegas

- Awarded to the top 100 graduating seniors in Nevada based on factors including academic achievement, leadership, writing, and interviews

MAJOR WORKS CONDUCTED

Die Weihnachtsgeschichte, op. 10 – Hugo Distler

2016 University of Toledo Concert Chorale

Totentanz, op. 12, nr. 2 – Hugo Distler

2016 University of Toledo Concert Chorale

Stabat Mater – Gioachino Rossini

2016 University of Toledo Concert Chorale

Saint Nicholas – Benjamin Britten

Chorus Master, University of Toledo Concert Chorale, 2015

Missa Syllabica – Arvo Pärt

2015 Western Illinois University Concert Choir

Requiem, Op. 9 – Maurice Duruflé

Performed with organ, featuring the California State University at Los Angeles
Summer Masters' Chorale, 2010.

Mass in G-Major – Franz Schubert

Performed with piano, featuring the California State University at Los Angeles
Summer Masters' Chorale, 2010

PERFORMANCES

Don Brinegar Singers with Pasadena Pops Orchestra, Featured Tenor, Summer 2010

Southern Nevada Lamplight Carolers, 2002 – 2009

Star Wars Live (Las Vegas), 2010

PROFESSIONAL MEMBERSHIPS

American Choral Directors Association

National Association for Music Education

College Music Society

International Federation of Choral Music

REFERENCES

Dr. Geoffrey Boers
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