



DISCOVER GUITAR

[HOME](#)[PLAYERS](#)[TEACHERS](#)[INDUSTRY](#)[MEMBERS](#)[GUITAR WORKSHOPS](#)[PROGRAMS](#)[LINKS](#)

> GUITAR WORKSHOPS



In 1995, GAMA, [NAMM](#) and [MENC](#) launched a program to train teachers to start guitar programs in middle and high schools. If we could get an agreement from a school music teacher to start a guitar program in their home school, we would provide them with tuition to attend one of the summer guitar workshops, a guitar valued at \$500.00 and accessories and publications totalling \$300.00.

Well, the program just took off and results are outstanding! From 1995 to 2001, 650 teachers attended summer workshops from 48 states, Canada and France. We estimate that over 208,650 students have learned guitar in schools, an average of 107 per teacher and 38,850 students bought their own guitars, an average of 23 per teacher. In 2002 we surveyed a random group of 20% of the teachers we've taught throughout the years, the [findings](#) were great!

By 2005, 1,250 school music teachers will have attended summer workshops. 647,350 students will have learned guitar and 139,150 students will have bought guitars.



By 2010, 2000 teachers will have attended summer workshops. 1,556,850 students will have learned to play guitar and 334,650 students will have bought guitars.

Just do the math on those numbers and you'll see how GAMA's programs have made the guitar industry sky rocket and while doing that we managed to save many school music programs, create more music makers and make over 208,000 children happier.

From the beginning, NAMM saw the potential in this program and generously helped fund the workshops by providing tuition money to the teachers. Since then some of the top retailers such as [AIMM](#), [Brook Mays](#), [Guitar Center](#) and [Sam Ash](#) have sponsored seminars. Our member companies are all very excited about the program and enthusiastically contribute merchandise to the teachers. We believe that when one of our members gives a guitar or guitar accessory to a teacher, that teacher will go home and recommend that brand to between 30 and 50 kids per class. How's that for promotion!



If you are a retailer and would like to sponsor a teacher find out how by visiting our [ADOPT-A-MUSIC TEACHER](#) page.

If you are a teacher and would like to learn how to start a guitar program in your school visit our [TEACHERS START A GUITAR PROGRAM](#) page. You can also download a [Guitar Workshop Application](#) here.

And if you are a guitar or guitar accessory manufacturer we welcome you to join us in sponsoring this and other programs.

To find out who our members are just visit our [MEMBERS](#) page.

If you'd like to receive an application for membership you can download: [GAMA Membership Application.pdf file](#) or contact us at the addresses below.

To send an email, click [here](#).