Brent Cannon: Statement of Candidacy

2019 Kappa Kappa Psi Alumni Association Board of Directors Election Vote

As I approach the 35th anniversary of my initiation into Kappa Kappa Psi, I cannot help but reflect on how the fraternity has changed. Without going into details, some changes were necessary or the fraternity would no longer exist. Regrettably, it no longer does on some campuses. Other changes were instituted out of a desire to enhance the fraternal involvement in relationship to certain aspects of The Five Purposes that are stated in the Preamble to our Constitution. While some of these changes came from the wisdom and knowledge of National Leadership in order to protect Kappa Kappa Psi’s very existence, many came from the creative minds and giving spirits of actives who wanted to do more on a broader spectrum for their bands and their brotherhood.

It has been my honor to serve on the AABOD or its equivalent almost since the restructuring process began. At one of the first Alumni Advisory Committee meetings held, many ideas regarding the future were discussed, written down, organized and prioritized. Quite a few have come to fruition, while others, along with new ones, are yet to be realized. One of the very first tasks assigned to me, was a list of possible Alumni Association mottos. Eventually, I put together a list of about 15-20 possibilities to consider. However, the first one on the list, and my personal favorite was “Honoring Our Past; Supporting Our Future.”

I’d like to say that has been my personal fraternity motto since day one as an active, but I don’t know that to be true. However, as an alumni I eventually came to believe those words should guide me in fraternal matters. While I may have more of a past than others, some may have more of a future than I do. If we forget the past, we also forget how far we’ve come. However, if we only look back, we will fall woefully short of where we need to be. That is how I operate as an alumni both on the current AABOD and in my dealings with alumni of any age and experience. It is also how I will continue in the future.

After the 2017 National Convention, the AABOD established a list of areas on which to focus. Those basically are increasing membership, involvement, revenues; supporting and involving LAA’s better; educating actives about being alumni; musicianship outreach; and traditions and recognition. I believe the current AABOD has made great strides in each of these areas. Do we need to do more in these areas? Yes, we do and we actually are doing so as I am writing this. Are these areas the next AABOD will need to focus on? Yes, I believe these are the basic, foundational areas that every future AABOD will need to maintain before branching out in new directions.

Presently, I believe the next AABOD needs to take the above areas and work to strengthen them to the point where they become so engrained in the overall Kappa Kappa Psi experience, starting with how active chapters recruit potential members, how actives look at becoming alumni, how alumni relate to the active chapter and how alumni desire to continue serving in any way they can at any particular stage of their life. If we are to say “You’ll be an alumni way longer than you’ll be an active” then we, as an Alumni Association, must strive to be the highest example of everything we once vowed to be.

If elected, that will be my position. I firmly believe that we are at a point where we are very close to taking another huge step in solidifying the foundation so that we can continue to build. Whether elected or not, I will still do what I can to support the Kappa Kappa Alumni Association because I vowed, on more than one occasion, to do exactly that. Please feel free to contact me at the above information if you have any questions.
Biographical Statement: Brent Cannon, January 2019

Brent Cannon is a retired band director with 30+ years experience and currently resides in Lindale, Texas which is about 80 miles east of Dallas and 10 miles north of Tyler. He currently works for Cherrydale Fundraising as the East Texas Customer Sales Representative for an area that encompasses the majority of 34 counties and covers approximately 200 square miles. Currently, the majority of his customers are band programs covering a wide variety of school sizes and classifications.

Brent’s parents, Wayne and Bonnie Cannon, were children of The Great Depression and World War II. His dad served as an Ordained Pastor in the United Methodist Church from 1950-1990, while his mother ran the house and “kept Brent in line.” Together, with his older brother and sister, the family moved every three to four years serving a number of churches, mostly in rural East Texas. Brent had the wonderful opportunity to meet and know many people during his childhood which helped him develop the ability to observe others and be fairly discerning about quite a few things.

Brent graduated from San Augustine High School in 1981 after lettering in both football and band. He also earned his Eagle Scout and worked at the local grocery store. He attended Lon Morris Junior College where his first major was Computer Science. Quite ironic, considering that he had never even sat down in front of a computer! After a short time, he changed his major to Business and graduated from LMC with an Associate of Arts Degree in May 1983. He transferred to Stephen F. Austin State University and still pursued a Business Degree the first year, but changed to Music Education in the Spring of 1984. He credits his continued involvement in band, as well as becoming a member of Kappa Kappa Psi, National Honorary Band Fraternity, with this decision. Brent served as the SFA Band Manager for three years, as well as President of the local Kappa Kappa Psi Chapter for two years. During his final year, he was also the Kappa Kappa Psi District VI President. Brent graduated from SFA with a Bachelor of Fine Arts in May 1987, but continued his association with the SFA Band by working Summer Band Camps through the summer of 2018, a total so far of thirty-five years.

Upon graduation, Brent embarked on a teaching career that would span 30 years in several East Texas School Districts. Although his bands consistently received First Divisions and Sweepstakes Awards at UIL Contest, he prefers remembering the relationships he developed with so many wonderful colleagues and students and watching them grow into outstanding adults. He loves hearing about and reading their updates on Social Media, as well as in person. It was his pleasure to serve in several leadership positions in the Texas Music Educators Association or The Texas Bandmasters Association. He is a member of the Texas Music Adjudicators Association and an elected member of the Alpha Chapter of Phi Beta Mu, International Band Directors Fraternity for which he has served on several committees.

In addition, after graduating SFA, Brent has maintained a relationship with Kappa Kappa Psi. He has served as the Southwest District Governor and on the Alumni Association Board of Directors, as well as on the Centennial Celebration Committee. In 2004, Brent was honored to receive the A. Frank Martin Award for Fraternity Service and humbled at the 2017 National Convention when the Alumni Association named its newly established Alumni Music Education Award in his honor. When asked why he kept hanging around serving, his reply is “because they kept asking.”

He, along with his wife, Teresa, attend Lindale First Baptist Church where they both actively serve as Directors of their Sunday School Class. Teresa is a retired Elementary School teacher, also with 30+ years of experience and well versed in numerous reading and dyslexia teaching approaches. In retirement, she currently works at a local Cheesecake Shop, owned by good friends, as their lead customer service associate.

Together, Brent and Teresa enjoy organizing camping trips, vacations, parties and quick gatherings with friends who refer to them as “Mr. and Mrs. Camp Boss.” Brent enjoys camping, golf and attending both Texas Aggie and Dallas Cowboys football games. Teresa enjoys baking, loves animals, running around with her “girl-friends” and telling Brent to quit acting like a perpetual twelve-year old! They have one daughter, Elizabeth, who is married. At this time, Brent and Teresa are eagerly anticipating the birth of their first grandchild due in early July 2019!
Objective
To inform Kappa Kappa Psi Alumni as they prepare to vote for AABOD Candidates in 2019. Please feel free to reach out to me at any of the information listed above with questions or just to chat.

Education
BACHELOR OF FINE ARTS | MAY 16, 1987 | STEPHEN F. AUSTIN STATE UNIVERSITY
· Major: Music Education
· Minor: Business
· Related coursework: All required for graduation plus Certified State of Texas Teaching Certificate

ASSOCIATE OF ARTS | MAY 1983 | LON MORRIS JUNIOR COLLEGE
· Major: Business/Accounting
· Related coursework: All required for Degree Certification

HIGH SCHOOL | MAY 1981 | SAN AUGUSTINE HIGH SCHOOL
· Graduated as Class Salutatorian

Skills & Abilities
MANAGEMENT
· I managed thousands of Junior High and High school band kids for over 30 years and college students prior to that!

SALES
· In all seriousness, part of being a Band Director is selling your program to students, parents, other school employees and the community as a whole. In retirement, I am actually working in sales.

COMMUNICATION
· I have always strived to keep others informed. As a band director, once upon a time that meant actual Post Office mailings, which then turned into emails. In my retired position now working with over 50 different schools it means setting up appointments, tracking orders, arranging shipping and providing information regarding deliveries, among many other details.

LEADERSHIP
· Eagle Scout: 1980; held every leadership position available such as Patrol Leader, Senior Patrol Leader
· Assistant Scoutmaster: 1981 National Jamboree and 1983 World Jamboree; Combined Texas Troops
· President, Alpha Phi Omega Service Fraternity; Lon Morris College, 1982-83
· SFA Outstanding Bandsmen: Spring 1987
· SFA Student Service and Leadership Award: Spring 1987
· TMEA Region 21 Secretary: 1989-1994
· TMEA State Board Member: 1989-1994
· TMEA Region 21 Junior High Band Chairman: 1995-2003
· TBA Region 21 Representative: 2012-2017
· Various TMEA, TBA or Phi Beta Mu Committees through the years
· Workshop Presenter at TBA Convention on several occasions.
· Sunday School Director: 2004-Present

Experience

CUSTOMER SALES | CHERRYDALE FUNDRAISING | JUNE 2017-PRESENT
· East Texas Area covering the majority of 34 counties and approximately 200 square miles
· Working with various school groups in accomplishing fundraising goals for various needs

BAND DIRECTOR | SEVERAL EAST TEXAS SCHOOLS | 1987-2017
· Taught Grades 6-12 including every instrument at the beginner level.
· Taught UIL Performing Bands at the Varsity, Non-Varsity and Sub-Non-Varsity Level at JH and HS

CHURCH CHOIR/YOUTH GROUP | FALVEY METHODIST CHURCH | 1986-1987
· Directed Adult Church Choir and Taught/Organized the Church Youth Group

BAND MANAGER | STEPHEN F. AUSTIN STATE UNIVERSITY BAND | 1983-1986
· Responsible for Instrument Inventory, Uniform Inventory, Locker Assignments, Music Library, etc.
· Too many other duties to list!

STUDENT UNION BUILDING MANAGER | LON MORRIS COLLEGE | AUGUST 1981-MAY 1983
· Organizing student worker schedules
· Maintaining inventory of various inventories; food, drink, movies, games, etc.
· Planning and advertising student events in the facility

GENERAL EMPLOYEE | BROOKSHIRE GROCERY COMPANY | MAY 1979-AUGUST 1981
· Unload delivery trucks, stock shelves, check out groceries, clean store, etc.

FAMILY MEMBER | CANNON LINE—WAYNE BRANCH | MAY 1963-END OF LIFE
· Initially just laid around in my diaper making a mess. Eventually allowed to do house and yard work.
· Always trying to honor my father and mother! Have had some successes and failures.............

Professional Awards and Recognition:
· Phi Beta Mu International Band Director’s Association, Elected Member
· TMEA Region 21 Class CC Honor Band: Carthage 8th Grade Band; 1993-2001
· UIL Sweepstakes Award: 28 years
· UIL First Division Concert Contest: 28 years
· UIL First Division Sight-reading Contest: 29 years
Fraternity Resume: January 2019
Brent Cannon

Memberships:
Initiated: May 30, 1984 into Gamma Phi Chapter, Stephen F. Austin State University
Life Member #2998: May 14, 1987
Honorary Member, National Chapter, Kappa Kappa Psi: July 30, 1997
Honorary Member, SWD, Tau Beta Sigma: April 16, 2004
Honorary Member, SWD, Kappa Kappa Psi: March 24, 2017

Positions:
Membership Class President: Spring 1984
Chapter President: 1985-1987
District VI President: 1986-1987
Chair, Ways and Means Committee: National Convention, 1987
Southwest District Governor: 1995-2005
AABOD or equivalent: 2008-Present
Centennial Committee: Present
Committee Advisor: Variety of Committees at numerous conventions

Conventions:
District VI/SWD: Majority held since 1984
National Conventions: Majority held since 1985
Others: Northeast District, North Central District, Southeast District
Upcoming: 2019 Western District
Efforts/Achievements:
Active: Rehearsed KKPsi/Gamma Phi and TBS/Beta Zeta Chapters on song singing
  Spring 1984: Co-wrote Joint Song for SFA chapters, eventually adopted by SWD
  Spring 1985: Chapter Member, Top Ten Chapter Award
  Summer 1985: Participant, National Intercollegiate Band
  February 1986: Established TMEA Booth presence, later adopted by National HQ
  Fall 1986: Selected as Tau Beta Sigma Homecoming Beau
  Fall 1986: As District President, developed District VI Mascot, Andy the Armadillo
  Spring 1987: Joint Chapters hosted last ever District VI Convention
  Spring 1987: Chapter Member, Top Ten Chapter Award
  Summer 1987: Participant, National Intercollegiate Band
  Summer 1987: Chapter Member, Williams Scroggs Top Chapter Recipient
  Podium Article on “Procedures for Commissioning a Band Composition.”

Alumni: Penned the Alumni Association motto
  Wrote “The Graduating Senior Ceremony”
  Co-wrote the Alumni Handbook
  Travelled to present numerous awards on behalf of the fraternity
  Submitted several articles to “The Podium”
  Advised several colonies
  Chaired Scott Stowell Award Selection Committee several times
  Numerous workshops at conventions
  Variety of assistance with other AA projects
  Wrote criteria and procedures for Alumni Association Music Education Award
  Working on other Alumni Association Award Projects
  Working on Fraternity Song Revitalization Project

Recognition:
A Frank Martin Award (Fraternity Service)—2004
Namesake, 2017 National Convention for the
Brent Cannon Music Education Alumni Achievement Award
To: Whom It May Concern  
FR: Bene Davis, Director of Bands, Lindale Junior High School  
RE: Brent Cannon  
Date: January 7, 2019

I am writing to you on behalf of Mr. Brent Cannon. Brent is running for a position on The Kappa Kappa Psi Alumni Association Board of Directors. Mr. Cannon and I have been colleagues for many years and we worked together for the last ten years of his career as a band director. He served with me on the same band staff and we shared an office. To say that I know him well would be an understatement.

Brent Cannon is a top-notch band director that garnered the respect of students, parents, teachers and fellow directors throughout our region and state. His bands have consistently earned first-division ratings at contests and festivals throughout his career. I have always known him to be an advocate for music education in public schools and institutions of higher learning. Words cannot express how much respect I have for Mr. Cannon and his character, work-ethic, organizational skills, teaching ability and his faithfulness to complete a given task. He is a consummate team-player. I miss him greatly since his retirement.

In addition to his stellar teaching career, Brent has served on the Alumni Association Board for quite some time now. If I understand correctly, his position on the Board was by appointment. This tells me that the leadership of Kappa Kappa Psi sees what I do in him and values his service. Mr. Cannon has served our fraternity in many different capacities over the past thirty-plus years. He is a great advocate for the fraternity.

Without reservation, I endorse Mr. Brent Cannon for a position on the Board of Directors for The Kappa Kappa Psi Alumni Association.
Brothers of Kappa Kappa Psi,

It is with great pleasure that I provide this letter of support to Brent Cannon to serve on the Alumni Association Board of Directors (AABOD) for the 2019-2021 Biennium. I have had the pleasure of working alongside Brent since my initial term on the AABOD back in 2015. Brent’s Fraternal resume spans decades due to his devotion to this great organization. Brent is often a behind the scenes worker whose dedication and drive are inspirational.

As previously mentioned, Brent’s history with the Fraternity spans decades; however, my experience with Brent started when I joined the Alumni Association Board of Directors. During my tenure on the AABOD, Brent has been the History and Traditions Director. One of the most public facing projects Brent has worked on is the Scott Stowell Alumni Excellence Award (Stowell Award). Brent was on the AABOD during the initial inception of this award. Since the inception of the Stowell Award, Brent has grown the program to receive more applications every year and he was responsible for setting the structure of the first AABOD committee to vet the award. In doing so, Brent ensured that we invited Alumni across multiple generations to the table to participate in our Alumni Association. Additionally, Brent is the steward of the Alumni Handbook. This project began before I came onto the AABOD, but ever since working with Brent he has been the steward of the Alumni handbook, which was one of the first tangible items that the AABOD provided to our members.

Due to his experience and history with the Fraternity, Brent is one of the most knowledgeable members on the AABOD and provides well needed insight. Currently, he is working with the support of the National Council to revive the singing of the Fraternity Song. It wasn’t until I talked with Brent that I learned about the history of our Fraternity Song and how it has changed and faded through the years. Due to his insight and presence, Brent was able to instill in me a further knowledge and respect for our Fraternity’s history. Brent is fantastic to work with, always being a fun jokester who knows when to buckle down to close out a conversation. Brent’s dedication and time with the Fraternity is truly inspirational.

Once again, I am pleased to recommend Brent Cannon for continued service on the Kappa Kappa Psi – Alumni Association Board of Directors. If you have any questions, comments, or concerns please don’t hesitate to contact me either at my personal email (nrorrer@gmail.com) or via social media.

AEA,

Nicholas A. Rorrer, PhD
National Renewable Energy Laboratory – Staff Researcher
ΚΚΨ– Alumni Association Board of Directors (2015-2019) and Xi Chapter Sponsor (2013 – Present)
January 2019

Mike Geddie
2801 Houston St.
Kilgore Texas 75662

To The Kappa Kappa Psi Alumni Association:

I am writing to give a reference for Brent Cannon. I have known Brent both as an educator and business associate. As an educator, I saw Brent grow and develop into a great band director. He is highly respected by his peers as a competitor and adjudicator.

Several years ago, I began the process of planning my retirement after twenty-five plus years with Cherrydale Fundraising. I felt obligated to find a replacement who was highly respected by the band community, possessed a great work ethic and was willing to learn. Brent possesses all of these qualities and many more. As a leader, doer, worker and learner, Brent Cannon fits the bill.

As a business man for twenty-eight years and in my early years as a band director for twenty-five years, I have known Brent in both of my jobs. Now, as a business partner, I feel completely confident in endorsing Brent Cannon for any task put before him.

Sincerely,

Mike Geddie, Member
Phi Beta Mu Texas Bandmasters Hall of Fame
Class of 2012
January 5, 2019
Kappa Kappa Psi
Board of Trustees
P.O. Box 849
Stillwater, OK 74067

Brothers of the Board of Trustees,

It is my honor to write this letter of recommendation for Brent Cannon in his endeavor to be elected to the 2019 Kappa Kappa Psi Alumni Association Board of Directors (AABOD). Brent is a valuable asset to the AABOD, and I am privileged to be asked to write this letter on his behalf.

For me, Brent Cannon is synonymous with Kappa Kappa Psi. He has continuously served our fraternity since his initiation in 1984. He has had many roles within the fraternity: governor, colony advisor, chapter leadership, etc. I had the privilege to have him as one of my Southwest District governors, and through his leadership as a governor, he showed me the true love and adoration that one can have for Kappa Kappa Psi.

Brent currently serves as the Traditions and Recognition Director. This role offers continued education on fraternal history to our alumni, as well as, oversees the awards committee and its selection process for the Scott Stowell Award and the Brent Cannon Music Education Alumni Achievement Award. Brent has a strong passion for the Fraternity Song, and he has been instrumental in the revitalization of it. This month, Brent will be working directly with a composer and the Gamma Sigma chapter to select a new, updated version of the Fraternity Song and will complete individual recordings of each part for all of our Brothers to learn. Also, he will continue his work with the AABOD Awards Committee to select the recipients of our standing awards and further develop other ways to recognize our outstanding alumni.

Brent is one of the most dedicated Brothers that I have had the pleasure to serve alongside. His passion for fraternal history and education is present in his work, and his love of his Brothers is proudly displayed when he sings the Hymn. He is the epitome of what a Brother in Kappa Kappa Psi should be: honest, supportive, dedicated, and passionate. The AABOD needs a Brother like Brent Cannon championing the successes of our Alumni and fraternity. He is the perfect candidate for the AABOD, and I fully support him in all of his work.

Fraternally,

[Signature]
Jennifer Taylor
Kappa Kappa Psi
Director of Programming and Professional Development
January 10, 2019

Daniel R. Miller, Esquire
daniel.r.miller@klgates.com
T 412 355 8688
F 412 355 6501

Brothers of the Kappa Kappa Psi Alumni Association,

I write to you today to recommend Brother Brent Cannon for continued service as a member of the Kappa Kappa Psi Alumni Association Board of Directors ("AABOD"). During my tenure over the past two biennia as a member of the AABOD, I have had the pleasure of serving alongside Brent and other outstanding brothers of our fraternity who have committed their time, service, and energy to the advancement of our alumni association and its mission of the continued fraternal engagement of alumni, life, and honorary brothers. Brent’s focus on celebrating the outstanding achievements of other brothers and his dedication to venerating the honor and history of Kappa Kappa Psi have proven invaluable to the work of the AABOD and to the Kappa Kappa Psi Alumni Association’s continued development of award programs and initiatives to preserve our fraternity’s worthwhile traditions.

In particular, I’d like to note Brent’s work to establish and implement the Kappa Kappa Psi Alumni Association’s newest award, which recognizes alumni, life, and honorary brothers who have made outstanding accomplishments in music education at the secondary level. Brent led the AABOD’s efforts to create this new award program, never knowing that his colleagues on the board planned to name it after him. Brent was surprised during our last National Convention when the name of this award was revealed, but I doubt anyone who has ever spoken to his former students or watched as they greeted him at a fraternity event would be. Since that convention, Brent has worked diligently to solicit nominations for the Brent Cannon Music Education Alumni Achievement Award and to develop the processes to select and honor its recipients, all while maintaining the integrity and humility that were hallmarks of his work as a music educator and were displayed when he was identified as the award’s namesake.

Furthermore, I believe that Brent represents an excellent role model for continued alumni participation in Kappa Kappa Psi. Through his service on the AABOD and his previous service as a Southwest District Governor, Brent has made a lasting impact on our fraternity. At the same time, Brent is always affable and approachable to any member of our fraternity. Regardless of whether Brent is speaking at the podium, standing at the back of the assembly room, or sitting in the audience, people are drawn to him as a trusted leader and advisor because of his warmth, candor, and insight.

The Kappa Kappa Psi Alumni Association has achieved much over the past four years, and I believe that its current trajectory and momentum suggest that it will reach even greater heights in years to come. I believe that Brent’s continued role on the AABOD would help our alumni association achieve this promise and potential over the next biennium, and I strongly recommend him for election to the next AABOD. Should you need any further information regarding this recommendation, please do not hesitate to contact me.

AEA,

Daniel R. Miller
Chair, Kappa Kappa Psi Alumni Association