



# Glens Falls Music Academy

Owner - Chris Reed

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at once, but so far I think we've hit them all and strive to continue doing so.

**SM: Do you offer lessons for a wide variety of instruments as well as skill levels?**

CR: Absolutely. We have five-year-olds playing piano, seventy-year-olds playing the violin, and everything in between. Our most current instrument offerings are on our website ([www.glensfallsmusicacademy.com](http://www.glensfallsmusicacademy.com)) on the instructor page. Many people just give us a call and ask if we have a teacher for something. If we do, we set them up. If we don't, we find an instructor for them! As for ability level, we successfully prepare students for college auditions and NYSSMA competitions as well as giving lessons to those who just want to have fun with it and treat music as more of a hobby.

beginning teachers to pass students on to a more advanced teacher whose personality will mesh with the student's, and make sure it's a great fit. It makes for a smoother transition, keeping the momentum onward and upward for the students.

**SM: Do you offer any other products or services?**

CR: We do! Recording services are available for very reasonable rates. We have done full albums, singer songwriter projects, college audition recordings, and location recording. Stemming from past experience working at ACME as well as my own personal projects, I wanted to make a quality product available to the area that wouldn't break the bank. While I am a fan of analog, digital recording has made it possible to give a high quality product to clients while keeping overhead costs low.

**Success Magazine: What is your musical background?**

Chris Reed: I played in many performing ensembles in Glens Falls City Schools and performed in countless pit orchestras for school and regional theatre groups like Lake George Youththeatre, Adirondack Children's Troup, Glens Falls Community Theatre, and Adirondack Theatre Festival. While getting my degree at the Crane School of Music at SUNY Potsdam, I spent many of my school breaks at a great studio in Mamaroneck, NY called ACME Recording Studios. During college, I was involved with two different bands that ended up cutting records there. The latter of the two groups took me to Providence, RI. Unfortunately, just as our first album was finished, we disbanded, and my wife and I decided to come back home to Glens Falls.



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We started to offer music retail as a service to our student base, but have recently expanded to the general public as well. Starting to offer music retail was not a decision I made lightly. I did not want the Academy to become about sales, as I wanted to keep our focus on education. However, when taking lessons you need things! Method books, guitar strings, drum sticks, drum heads, guitar cables, picks, metronomes, tuners, etc., were things parents were begging us to carry. So far it has worked out well and has been a time and money saver for students.

**SM: What was your goal in starting the Glens Falls Music Academy?**

CR: After dealing with the time and expense of traveling to drum lessons and recording studios, I knew I wanted to bring these elements to my hometown. I wanted to create a facility and atmosphere that was supportive, comfortable, well-equipped, and professional for area musicians to run their teaching studios. I also wanted to give a "home base" to musicians and music educators that wasn't retail-focused, but education focused; a place where they could network and share ideas, concepts and techniques as well as form ensembles and bands to perform in the community. I also wanted to form a system requiring instructors to pay only if they were working, to save on out of pocket expenditures. It was a lot of goals to shoot for

**SM: How many instructors do you currently have, and how do you ensure that you hire the best people for the job?**

CR: Well, technically we don't hire anyone. Instructors rent space from the GFMA to run their studio how they see fit. While over 90% of the lessons given here were referred by the GFMA to an individual teacher, the relationship is ultimately between the student and the instructor. We currently have fourteen instructors with another three or four waiting for students so they can come aboard. When a potential instructor approaches the Academy, I spend a long time talking with them after looking at their resume to get a feel for their musical experience and knowledge. After that, I check out their playing and get to know their student comfort zone. Having a varied spectrum of instructors allows

**SM: What are your hopes for the future of the Glens Falls Music Academy?**

CR: A bigger building. In just three short years we have quintupled our business, even in the face of a huge recession. I feel very blessed that we are succeeding. Hopefully we can expand the number of lesson rooms available for booking and offer small and large group ensemble classes if we get the right space. Above all though, I hope the Glens Falls Music Academy earns its way to becoming the musical hub of the region. Connecting and supporting as many musicians as possible for the cultural and artistic betterment of Glens Falls and the surrounding area, and passing on that collective knowledge base, has always been, and will continue to be, the focus of our decision making.