



## Anne Bach Fumasoli

**Title:**  
Music School and Public  
Outreach Director  
**Company/organization name:**  
The Rye Arts Center, Inc.  
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*As a music school director, I love introducing music to kids and adults of all ages. Music helps people unleash their creativity and express themselves. I love helping people find that part of themselves that only music can unlock. From a learning standpoint, music helps develop cognitive and critical thinking skills – both of which are important to continue strengthening at any age.*

### What or who has been your greatest influence in business and why?

*My maiden name is Bach, and there's a good chance that somewhere along the hereditary line, I'm related to the famous composer Johann Sebastian Bach. Now, what I need to do is live up to that expectation! My high school music teacher was my greatest musical influence, which may explain why I'm a teacher here at the RAC. She opened so many doors for me. I started on piano, but she persuaded me to take up the flute. She once told me, "Keep a green bough in your heart and a singing bird will come." I try to be open to all kinds of music, and encourage my students to do the same.*

### Years in business:

*The Rye Arts Center has been operating since 1960. I have been at RAC for over 20 years as an instructor and 14 years as its music school director.*

### Tell us about your business (what product or service you provide and who your target audience is).

*The Rye Arts Center has both an arts and music school. The music school offers private and group lessons for adults and children in piano, guitar, bass, drums, voice, strings and woodwinds. Combined parent and child lessons are offered in our Suzuki violin, Suzuki guitar, piano pals and guitar pals programs. Emphasis is placed on tailoring the lessons to meet the personal needs of each individual. Recitals are held twice a year and students are given opportunities to perform in the community. Special music workshops take place throughout the year as well. Currently, we have over 250 students enrolled in our music programs.*

### Tell us what being a business owner/manager means to you and why you became an entrepreneur in the first place?

### What would you say is your greatest professional accomplishment to date?

*From a professional standpoint, I've helped to grow RAC's music program from six instructors and 125 students to over 30 instructors with well over 275 students. Our outreach programs now reach over 500 children and teens including Head Start, a kindergarten-wide world music program, and guitar at Don Bosco. Personally, I'm a certified woodwind adjudicator for the NY State School Music Association levels 1-6, which covers elementary thru high school students. I've had students placed in All County bands and orchestra, so it's personally fulfilling to see them develop and become such accomplished student musicians over time.*

### What's the best advice you have received in business that you wish to pass on to our readers?

*Learning a piece of music doesn't happen automatically. It's important that parents are actively involved in their child's musical lessons and development, especially at an early age. Music is a skill that requires physical coordination, listening, patience, and support. Students have to learn to work through their frustration. Parents must be tolerant and provide a nurturing, encouraging environment. Give your children performing opportunities at home. Play for family members. Share in and celebrate their successes.*

### What have been the most effective marketing initiatives or programs you have used to promote your business?

*Music education at The Rye Arts Center is highly personalized. Our instructors include graduates of Julliard and Berklee and many are professional performers with a deep understanding and passion for music. Their talent and one-on-one approach provides for a personal level of teaching that appeals to both the beginner and the more accomplished.*

### What one thing have you learned as a small business owner/manager that has served you well over the years?

*It's important to create a team spirit among instructors and keep an open line of communication with students and parents.*

### Are there any resources or tools you'd like to share with other small business owners that have helped you run your business? If yes, please describe (and include links, if available).

*I would like everyone to be aware of the important role music plays in education, culture and social development. As such, I subscribe to the Americans for the Arts website: [americansforthearts.com](http://americansforthearts.com), which provides information and resources for arts advocacy.*