

SPOTLIGHT

ON

MUSIC PROFESSOR

PAUL BUYER



When something bothers Paul Buyer, he writes about it. A professor of music and director of percussion studies, he noticed rehearsals were not as productive as they should have been. So, in July of 2011, he wrote about it. Specifically, he wrote about excellence and how to obtain it.

In his new book, *Working Toward Excellence: 8 Values for Achieving Uncommon Success in Work and Life* (Morgan James Publishing), Buyer started with a simple question: what does it take to be excellent? While many authors discuss the importance of excellence, few address *how* to cultivate it. For the answer, he went to his library of leadership books and culled numerous anecdotes of some of the world's most accomplished coaches, artists, and CEOs.

What began as a guide to excellent musical performance soon became a treatise on excellence in any endeavor. Buyer believes that music education is not just about learning notes, but about acquiring

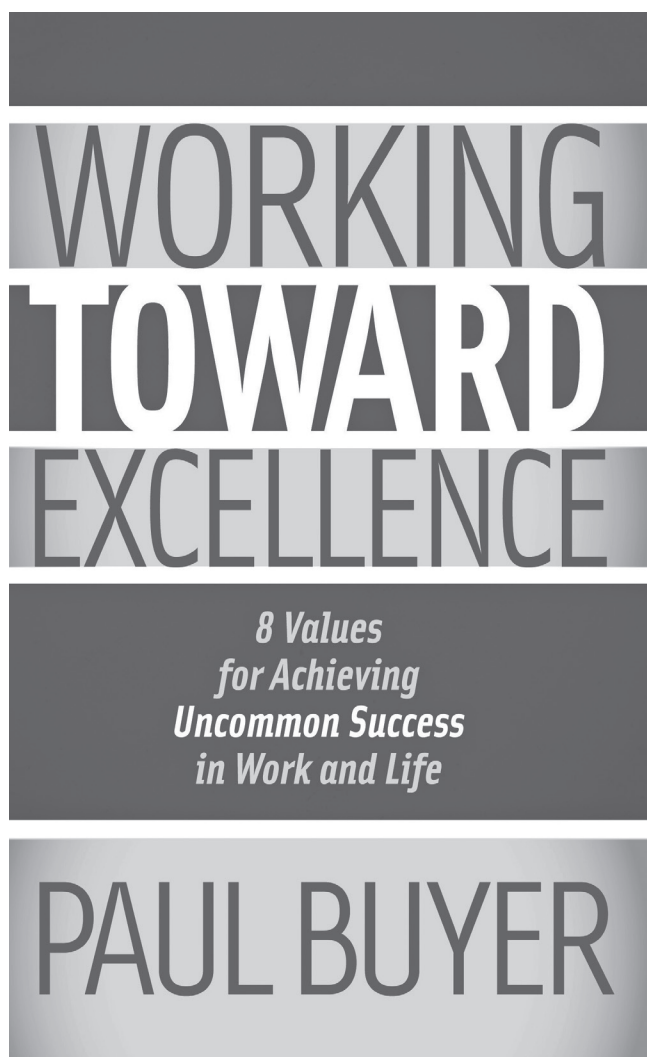
the skills to become a well-rounded adult. The result is a collection of eight values for success (divided into eight chapters) that apply to an array of disciplines: hunger, effort, process, quality, consistency, leadership, time, and perseverance.

These values are composed of many habits, and include being proactive and self-motivated, dedicating sufficient time and concentration to tasks, managing time wisely, saying “no” to potential obligations that would stretch us too thin, and being surrounded by people who foster growth of excellence. Passion, he says, is key, since a passionate person is more likely to engage in habits that lead to excellence. In class, passion for music is assumed, and Buyer sets excellence as “a worthwhile and meaningful goal.” He requires that students “make the effort for themselves, the audience, and each other.” After all, he says, excellence does not happen in isolation. There are always mentors and team members along the way.

This is Buyer's second book on excellence. His first, *Marching Bands and Drumlines: Secrets of Success from the Best of the Best*, was the result of his journey to observe the country's most successful college

marching bands and record their winning techniques. He believes *Working Toward Excellence*, available July 1 in bookstores and through online retailers, will have a broad appeal. Displaying the excellence that Buyer so fervently encourages, the Tiger Band Drumline and band faculty are currently featured on the website of Vic Firth (Clemson's exclusive drumstick supplier), complete with gameday video. The company has a history of featuring the best drumlines in the country.

To see the drumline in action, visit <http://www.vicfirth.com/features/VFU/clemson.php>. 🥁



AVAILABLE APRIL 1, 2012
AT WWW.PAULBUYER.COM

PAUL BUYER

EDUCATION:

Bachelor of Science:
Ball State University

*Master of Music and
Doctor of Musical Arts:*
University of Arizona

TITLE:

Professor of Music – Percussion

ARRIVED AT CLEMSON:

1998

Working Toward Excellence has captured my attention in a big way. It is filled with valuable and practical information. It will make a major difference in your life.

—PAT WILLIAMS, Orlando Magic senior vice president, author of *Leadership Excellence*

Dr. Buyer's excellent book weaves together thoughts, stories, and quotes from top performers in music, business, and sports to help you achieve excellence. This is an inspiring read for any performer who wants to take their game to the next level.

—JEFF JANSSEN, author of *The Seven Secrets of Successful Coaches and Championship Team Building*

Paul's book is a treasure trove of great advice and counsel about working toward excellence. He has done a masterful job in researching great leaders and their approach to excellence. I believe it is definitely a "must book" and have provided a copy to all of our Head Coaches for their study and evaluation of how to work toward excellence, not only personally, but certainly for their teams and student-athletes.

—TERRY DON PHILLIPS, Director of Athletics, Clemson University

In Working Toward Excellence, Paul Buyer takes a fresh look at an age old challenge: how to be the very best you can be. I was particularly engaged by Paul's use of unusual examples of excellence from The Cleveland Orchestra to Augusta National Golf Club. This is a book that grabs your attention, holds it, and motivates you to take action.

—JOE CALLOWAY, author of *Becoming a Category of One*

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