

MorningStar e newsletter

January 2010



Mark W. Lawson,
President

FROM THE PRESIDENT

Happy New Year from the staff at MorningStar Music Publishers. This time of year I always look forward to the “year in review” shows and articles that frequent our airwaves and our newspapers. There is something about watching the passing of time, and seeing how the world has changed over the period of a year that causes me to reflect on my own life, and helps me look forward to the next year with a larger perspective.

I have received a large number of inquiries during the last few months from concerned customers, dealers and composers asking how we are doing during this time of financial turmoil. Most of these questions have come because many care about what we offer and hope that our work has not been greatly affected. So I thought it might be good to begin this first e-newsletter of 2010 by taking a quick look at how 2009 has affected us and the rest of the music industry and share with you some of our goals for 2010.

Many publishers and music dealers felt a steep decline in 2009, and that caused some layoffs in the industry. In addition, several music dealers around the country have closed, which has pushed customers to look for new ways to find and buy music. We have been very fortunate not to experience any decline in sales this year, nor have we experienced any changes in staff or publication delays. Some music conferences that we attended had a decrease in numbers, but several saw increases. As I traveled, I couldn't help but feel hopeful about the future. It feels like the

“worship wars” of the past several years are beginning to quiet somewhat, and that many churches are taking a hard look at how they can enrich their worship rather than change their worship style. I recently attended the Christmas Festivals at St. Olaf College and Luther College where, between the two schools, I saw over 1,000 students singing in the choirs and more than 200 playing in the orchestras. These students are like many others around the country who enjoy the challenge of singing great music that has spiritual depth. I feel they will greatly affect the church in the future if the church does not stifle their gifts.

As we move forward in 2010, we are committed to continue publishing quality music with texts and settings that move us toward a richer, more meaningful experience. We are pleased to be able to offer two new choral series featuring music at Luther College, edited by Craig Arnold, and at Washington National Cathedral, edited by Michael McCarthy.

The success of our e-newsletter has been such that we would like to offer more choices to our subscribers. Beginning with this e-newsletter, you will see different newsletters that may be of interest to you. In this newsletter you may choose between a choral link, an organ link, and a children's choir link. These links will change slightly with each newsletter.

As always, we invite you to write to us and share your thoughts and your needs. We truly value your opinions, and we look forward to working with you in 2010.

[Choral Music for upcoming Sundays, Lent and Easter](#)

[Our Newest Organ Publications](#)

[Recent Releases for Treble Voices](#)