

# HAPCO

## MUSICYOUTHARTS

Our students show through their work the beauty of the spirit of unity and the power of music and the arts.



HAPCO's educational programs help disadvantaged young people in Florida, Georgia and Texas build their better futures. They use their musical, culinary and artistic talents to fund their college education or to pursue professional careers.

Programs are conducted in locations central to disadvantaged neighborhoods, connecting young people with industry professionals and giving them inroads into community networks. They encourage artistic expression, technique, business best practices and practical application. Our events are tailored to unite the communities we serve through the universal languages of music, food and art.

HAPCO programs are offered typically free of charge and are designed to empower growth and development in creative fields. Through our Kenneth R. Tolbert Scholarship Fund, we award scholarships for fee-based programs.

HAPCO emphasizes paying it forward – we give students real-world experience and mentoring from university-level educators and industry professionals who they can relate to and learn from. The majority of our instructors have overcome economic and social challenges to forge a path of personal success. They come from a full range of generations, including first generation Florida Highwaymen, and share their stories of how they creatively persevered through socially-turbulent times. Many young people who benefited from our programs in middle and high school have graduated college and now serve as educators and mentors.

SINCE 2001  
**30,000+**  
YOUNG PEOPLE  
EDUCATED AND INSPIRED  
1,250+ ANNUALLY

**OVER 75%**  
MINORITIES

LESS THAN  
**\$29,950**  
ANNUAL HOUSEHOLD INCOME  
(US POVERTY LEVEL)

**\$50,000+**  
PAID LIVE PERFORMANCES

**\$2 MILLION**  
PROGRAM INITIATIVES

CENTRAL FLORIDA  
FOUNDATION

Clear Channel  
Outdoor

DUKE  
ENERGY

The Florida  
Smooth Jazz  
Foundation

Arts & Cultural  
Affairs

UNITED  
ARTS  
CENTRAL FLORIDA

Walmart  
Save money. Live better.

ALEXION

FLORIDA  
Lottery

The Recording Industry's  
MP  
MUSIC  
FOUNDATION

EMPIRE  
FINISH SYSTEMS, LLC

ORLANDO  
HEALTH

Ocoee Mayor  
Rusty Johnson

OCOEE  
Florida

Observer  
West Orange Times, Windermere,

State Farm  
Patrick S. Gray, Agent

YAMAHA

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HAPCO Music Foundation | Florida | Texas | Georgia



## MARTIN BEJERANO #CUBANAMERICAN TRIO

Edward Perez | Ludwig Afonso

Saturday, Oct 7



Free | 7-9 pm | Oakland Town Center | 221 N Arrington St | Oakland, FL  
High-octane modern jazz outdoor concert! Latin GRAMMY nominated pianist Martin Bejerano fronts this internationally acclaimed trio, with renowned Cuban drummer Ludwig Afonso and GRAMMY nominated NYC bassist Edward Pérez. The Scott Wilson Quartet will also perform.



## Guillermo Hernández Barrocal

Friday | Sep 15

Free | 5-7 pm | 26 W. Petris Ave. | Oakland, FL 34760

Healthy West Orange Arts & Heritage Center at the Town of Oakland

Enjoy jazz and classical music from this Madrid-based piano prodigy for Oakland's Hispanic Heritage Day Celebration. Barrocal's first album, *The Romantic Piano*, includes works by Liszt, Schumann and Chopin, and is a showcase of his interpretive maturity.

### Aaron Iannitelli Trio | The Florida Smooth Jazz Foundation's Florida Smooth Jazz Weekend

Thursday | Nov 2 | 6-7 pm | [floridasmoothjazz.com](http://floridasmoothjazz.com)

The Hilton Daytona Beach Oceanfront Resort | 100 N Atlantic Ave | Daytona Beach, FL

Pre-celebration festival kickoff performance for this weekend of incredible smooth jazz.

### HAPCO Jazz Fest Ocoee

Free Concert | Feb 3, 2024 | 6-10 pm

VIP Tickets: \$75; Early Bird \$60 through Dec 16, 2023

Lakeshore Center | 125 N Lakeshore Dr | Ocoee, FL

Free jazz: UCF's Flying Horse Big Band and the ATTO Music Project Bring a picnic basket, blanket or chairs. Food trucks will have food for purchase. VIP tickets include food and beverage.

### Winter Jazz Band Clinic | Jeff Rupert, Lead Clinician

Feb 3, 2024 | Ocoee High School, FL

At this free, non-competitive jazz clinic, band directors and students learn from professional clinicians who emphasize individual creativity, team spirit and real-world experience. Includes clinician critique of performances. Jeff Rupert, UCF Director of Jazz Studies, lead clinician.

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## ONGOING

**HAPCO LIVE:** Public performances by HAPCO musicians.

### JAZZ MASTER CLASSES

Industry pro in-depth education for students and educators.

### CULINARY ARTS

Student programs. Free nutrition and cooking classes for seniors.

### EXHIBITS & PROGRAMS

Contributor to the Healthy West Orange Arts and Heritage Center at the Town of Oakland.

**HAPCO**  
MUSICYOUTHARTS





HAPCO connects student musicians with education and career opportunities. Through our master classes, middle and high school musicians learn from industry pros and university level educators, who emphasize technique, live performance, improv, entrepreneurship, college prep, home studio and careers. Students expand their networks of peers and mentors. We help students improve their talents to help them pay for college through music scholarships.

**Percussion | LeNard Rutledge**  
2022/23 School Year | Fridays  
Madison Middle School, Miami

**See the Sound | Mickey Smith, Jr.**  
Apr 10, Madison Middle School, Miami

**Performance & Improv | Jeff Rupert**  
Apr 21, Evans High School, Orlando  
Mario L. Ford, Director Of Bands

**The DeRosa Method for Music Educators | Rich DeRosa**  
Apr 15, 9 am - 2 pm | Plano West Senior High School, Plano  
Preston Pierce, Associate Band Director & Director of Jazz Bands  
Through a partnership with Texas Jazz Educators Association (TJEA)

Apr 21 | Oak Ridge High School, Orlando  
Krystal Campbell-Adkins, Director of Bands  
Tailored for participating Orange County Public School music educators

**Trombone Master Class | Derrick Harris**  
Jul 27, 2:30-4 pm | The Texas Supremacy of Music & Arts Conservatory, Dallas  
Will Allen, TSMAC Founder

**Composer-in-Residence Experience | One Stop Rhythm Shop**  
**Michele Fernández**  
Sep 15, 9 am - 4 pm | Ocoee High School, Bernie Hendricks, Director of Bands

**Upcoming / Other Clinic Focuses**  
Entrepreneurship & Home Studio | Dr. José Valentino & Derris Lee  
Powerhouse Improv | Wycliffe Gordon  
Bandstand Rhythm Section | Brandon Robertson  
College: Auditions, Applications, Scholarships, Majors (and Minors!) | Scott Wilson

**Winter Jazz Band Clinic | Jeff Rupert, Lead Clinician**  
Feb 3, 2024 | Ocoee High School, FL  
At this free, non-competitive jazz clinic, band directors and students learn from professional clinicians who emphasize individual creativity, team spirit and real-world experience. Includes clinician critique of performances.

# HAPCO

## MASTER CLASSES

## MUSIC



**Jeff Rupert**  
Director of Jazz Studies  
University of Central Florida



**Scott Wilson**  
Director of Jazz Studies  
University of Florida



**LeNard Rutledge**  
Vocalist & Musician



**Rich DeRosa**  
Director of Jazz Composition and  
Arranging, Univ of North Texas



**Mickey Smith, Jr.**  
Educator, Encourager & Musician  
The King's Academy



**Derrick Harris**  
Educator & Musician  
Trombonist, Dr. Phillips Jazz Orchestra



**Dr. José Valentino**  
Music Bus. & Entrepreneurship Head  
University of Florida



**Brandon Robertson**  
Director of Jazz Studies  
Florida Gulf Coast University



**Michele Fernández**  
Conductor, Composer & Performer



**Derris Lee**  
Instructor of Strategic Music  
Entrepreneurship Development, UF



**Wycliffe Gordon**  
Trombonist

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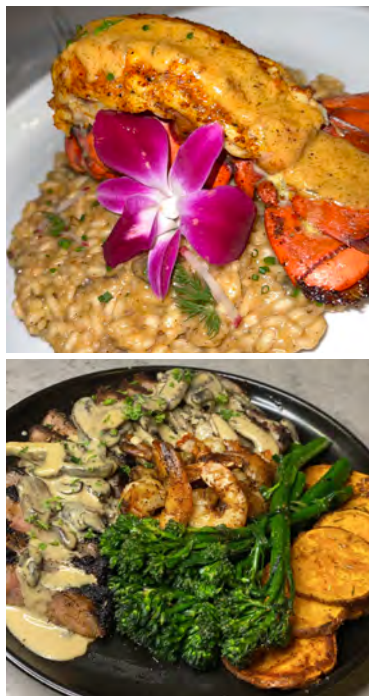


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## MASTER CLASSES CULINARY ARTS



Chef Sage  
Sage's Kitchen, Central Florida

HAPCO Culinary Arts provides free training and mentoring to disadvantaged young people who are pursuing culinary arts careers. It also provides free nutrition education and cooking classes through in-person and online classes.

Through a 2023 Grassroots Grant from Central Florida Foundation (CFF), HAPCO Educator Chef Sage will introduce music program students at partner high schools in Orlando to entrepreneurial career opportunities available in the culinary industry. The master classes emphasize entrepreneurship; alternative business models including food trucks, catering and ghost kitchens; community networking; cuisine style techniques; nutrition; and hands-on training.

The community program emphasizes whole wellness for all ages to improve the health of our communities. Free educational classes are offered at community centers in Orlando, Jacksonville and Tallahassee for disadvantaged seniors.

Our chefs are well-versed in multi-cultural cuisine that appeal to the cultural diversity of communities served. They emphasize real-world solutions for people who have limited income and transportation resources. They tailor content for varying household compositions including people who live alone, families and multi-generational caregivers.

Chefs encourage students to take charge of their nutrition for sustained good health and chronic disease prevention. They incorporate practical skills including fact-based nutrition info; kitchen, shopping and food safety; prep demos; locally sourced ingredients; limited-ingredient healthy nutrition; and weight and chronic disease management.

**CULINARY  
MENTORING &  
CAREERS**

**NUTRITION  
& COOKING  
EDUCATION**

**REAL-WORLD  
BUDGET-FRIENDLY  
SOLUTIONS**

**FOCUS ON  
REDUCING OBESITY &  
CHRONIC DISEASE**

**FOOD SHOPPING  
& COOKING  
CONFIDENCE**

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**CENTRAL FLORIDA  
FOUNDATION**



**UNITED  
ARTS**  
CENTRAL FLORIDA

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# The Business of Food

## HAPCO MASTER CLASSES CULINARY ARTS



HAPCO Founder Joe McMullen with Sage's Kitchen's Assistant Tyra and Chef Sage.

In culinary arts master classes, Chef Sage educates band program students at partner high schools on the culinary arts and entrepreneurial career opportunities available in the culinary industry. Content includes:

- emphasis on alternative careers: in-home chefs, catering, ghost kitchens and food trucks
- insights into best business practices and career options
- nutrition, food shopping and cooking basics
- introduction to distressed neighborhood food deserts, community partnerships and activism

The culinary industry is filled with entrepreneurial opportunities and, much like music, harnesses students' creativity, innovation and determination to succeed. Culinary work can help support students during university-level education or the pursuit of a professional musical career. Or it can be a student's passion to create their own business in the culinary industry.

The master classes include highly-interactive discussion of business fundamentals, food prep demos and food tastings. Guest university and industry pros also provide insights. Sessions will be available on HAPCO's YouTube channel.

Series 1 master classes are for the full band program, reaching 70-100 students per school. Classes include a cooking demo and meal service for the students, in conjunction with pre-game prep where possible.

In Series 2, highly-interested students attend deeper-dive master classes and are incorporated into community nutrition classes, providing hands-on training, public interaction and chef mentoring.

**Evans High School** | Mario L. Ford, Dir of Bands  
**Oct 6 / Oct 26** | **Oak Ridge High School** | Krystal Campbell-Adkins, Dir of Bands  
**Ocoee High School** | Bernie Hendricks, Dir of Bands

#HAPCOFoodBusiness

Growing up in a household of immigrant parents, Chef Sage saw the time and energy needed to prepare astonishing meals for everyone to enjoy. He spent most of his childhood watching his mother get up early to prepare and cook fresh, authentic Haitian cuisine before she would head off to complete a 10-hour work day.

That devotion and dedication sparked his interest in the culinary industry. He has worked for corporations including Landry's, Inc. Sage's Kitchen has created incredible cuisine for NFL and NBA athletes and businesses including Disney World.

This Culinary Arts Master Class series is made possible by a 2023 Grassroots Grant from Central Florida Foundation (CFF). This grant is a result of CFF's ongoing mission to assess community needs and support innovative solutions to complex social issues within the Central Florida region. Learn more at [cffound.org](http://cffound.org).

FUNDING PROVIDED BY

**CENTRAL FLORIDA  
FOUNDATION**



# OCOEE 2024 HAPCO JAZZ FEST



**FREE SHOW**  
**Saturday, Feb 3, 2024**  
**6-10 pm**  
**Ocoee Lakeshore Center**

125 N Lakeshore Dr | Ocoee, FL

Free General Seating

VIP Tickets: \$75; Early Bird \$60 through 12.16.23

HAPCOpromo.org

Join HAPCO Music Foundation and the City of Ocoee for an evening of incredible jazz at this free public outdoor concert.

UCF's The Flying Horse Big Band performs lively jazz from across the decades. Directed by Jeff Rupert, the band has had six recordings on the national jazz charts. The ATTO Music Project will entertain with music that fuses Latin, jazz and rock genres.

Bring a blanket or chairs. Pack your dinner (no outside alcoholic beverages permitted) or dine at a food truck. VIP tickets include food and beverage.

CENTRAL FLORIDA  
FOUNDATION







Spring 2023

Mickey Smith Jr. Madison Middle School, Miami

Rich DeRosa, Oak Ridge High School, OCPS Educators

Jeff Rupert, Evans High School Band, Orlando

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MASTER CLASSES  
MUSIC

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community support

HELPS YOUNG PEOPLE  
BUILD THEIR BETTER FUTURES  
THROUGH MUSIC AND THE ARTS



**HAPCO**  
MUSIC YOUTH ARTS

Students use their musical, culinary and artistic talents to fund their college education or to pursue professional careers.

- Free educational programs help students improve their skills
- At community events, musicians gain live experience at paid performances
- Our free concerts by industry top performers unite the communities we serve and inspire student musicians

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Outdoor

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MUSICYOUTHARTS

HAPCO programs give young people real-world experience, education and mentorship from industry professionals. We are building futures through music, culinary and arts education in Florida, Georgia and Texas. We showcase our partners and share HAPCO’s story via media, print and digital channels. Thank you for your support!

Partnerships	25K	15K	10K	7.5K	5K	2.5K
“Presented by” status						
• Event	✓					
• Education Program		✓				
Event on-site promotion	✓	✓	✓			
VIP community events	✓	✓	✓	✓		
Logo inclusion, brand and event collateral/promotions	✓	✓	✓	✓	✓	
Name inclusion, brand collateral						✓
Tickets, Wine & Dine	12	10	8	6	4	2



## Our Community Partnership

company	\$
contact	phone
address	
email	website

Payment | check, to HAPCO Music Foundation | credit card, at [hapcopromo.org](https://hapcopromo.org)

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