

DRUMS & MUSIC

BEAT

Drugs and Bullying



THE DRUMMER®

Giving Life a Beat!™



Reaching youth is our first priority!

As a Motivational Speaker across the USA and through commissions for "Just Say NO" to Drugs under the Reagan and Bush Administrations, D.A.R.E., Mothers Against Drunk Driving (MADD), Stop the Violence, and many other organizations, ROB GOTTFRIED has devoted his life's work and dedication as a youth advocate, bringing forth a safe environment filled with hope for our children!

"BRAVO! BRAVO! BRAVO!"

Your presentation at our school was one of the best we ever had. I strongly recommend your show for any audience – Grades 1 through 12 or adults – WHAT YOU DO WORKS!"

– Kenneth Edwards, CT School Principal

Rob Gottfried exemplifies all possibilities,

through his exuberant personality and motivational speaking. His "Be the BEST You Can Be" performances encourage children to walk a path of good health

both physically and mentally and to strive for positive life choices – paths for success!

– Carol Cottone Choomack

"He is truly a professional who is willing to use his talent

to fight the drug crisis in our schools through the use of talent and music. His message states — Arts and Music are an alternative to drugs! It is straightforward and young people can identify with it."

– John Bailey, CT Chief State's Attorney, CT Division of Criminal Justice

"Honestly speaking, I am overwhelmed!"

Rob's method of enticing the audience is simply terrific! Rob The Drummer gives forth a sense of freedom, peace and sincere interest in those who are present. He is an accomplished professional. The youngsters took to him at once. I'm sure they will remember Rob for a very long time — maybe forever!"

– Victor Schteid, Principal of a Moscow School for Juvenile Boys

"Your show was a magical, unforgettable moment for our kids.

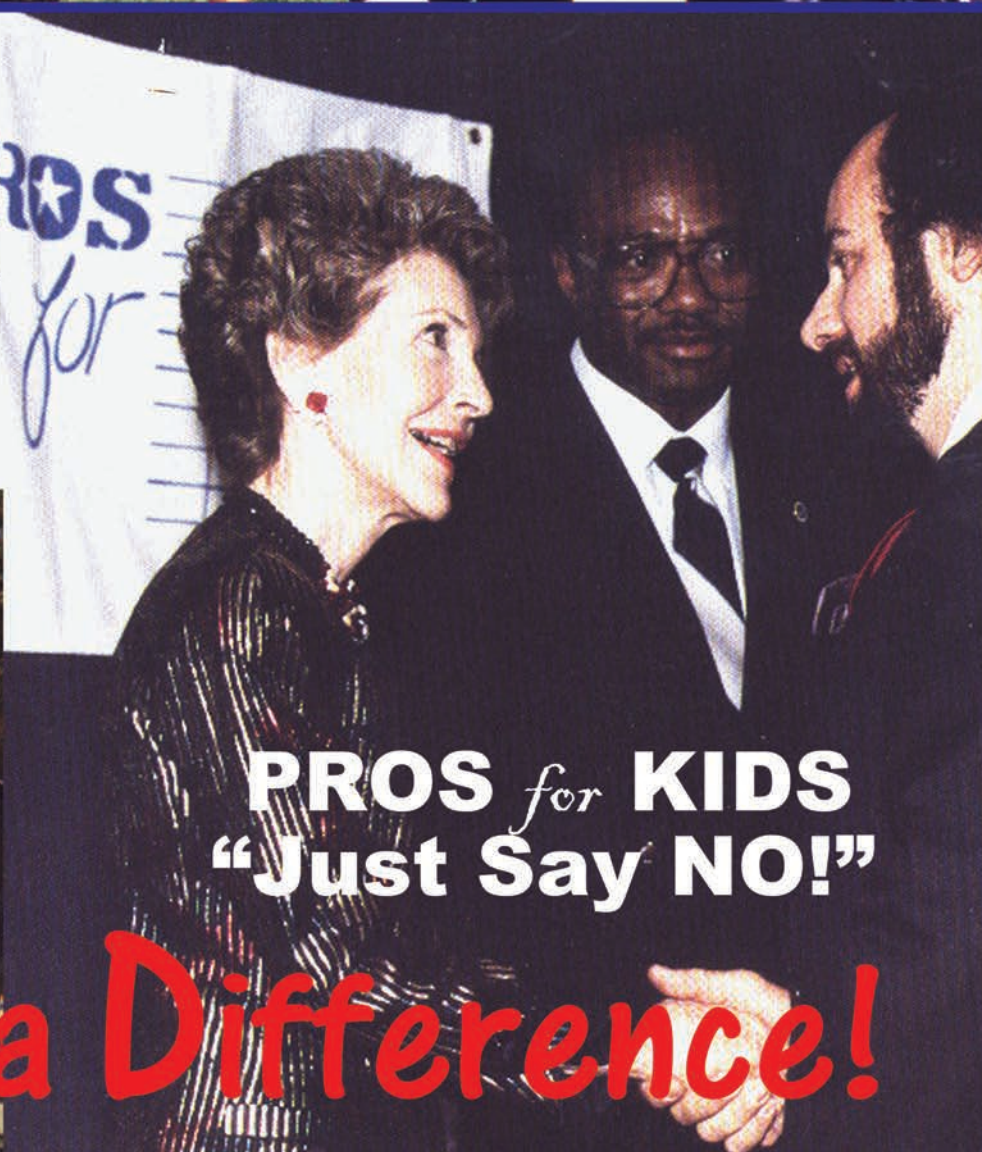
Your message is a powerful one about finding one's passion, whether it be music, sports or art, and working with patience and vigor to achieve one's goals."

– Ted Levine, Director, Kingswood-Oxford School

"You are a hero in all our eyes!"

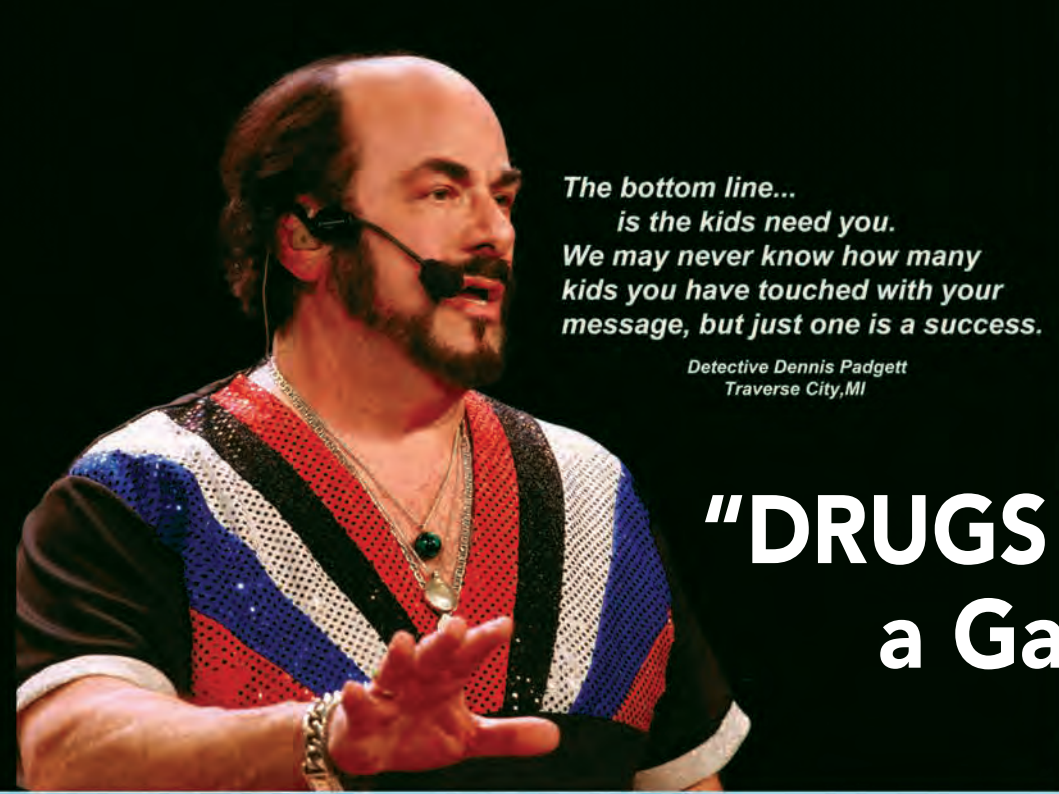
We love you and we will never forget you!"

– Debbie Gurrieri, Music Teacher, East Haven Public Schools



PROS *for* KIDS
"Just Say NO!"

Making a Difference!



*The bottom line...
is the kids need you.
We may never know how many
kids you have touched with your
message, but just one is a success.*

*Detective Dennis Padgett
Traverse City, MI*

**"Don't lose your
freedom to a drug!**

**Music ~ ARTS ~ SPORTS
are Natural ways to make
you feel better! "**

**"DRUGS are Always
a Gamble!"**

Gary M. Bald Special Agent in Charge, FBI

"You are an example that an individual citizen can have an immense impact on the effort to rid our society of drug and alcohol abuse. Your involvement with TOUGH LOVE DAY was the highlight of this incredible effort to reach the 1200 students..."

CONGRESS OF THE UNITED STATES - CT State Representative ~ Barbara Kennelly

"I add my voice to those of his young audiences in speaking enthusiastically about Rob the Drummer. I feel sure that this young man and his gifts would be a positive, beneficial force."

US SENATE - Senator Lowell P. Weicker, Jr.

"Consider his talents and choose him to help combat the war against drugs."

M.A.D.D. (Mother's Against Drunk Driving)

"Rob's performance was fantastic. Innovative and exciting. Our M.A.D.D. Power Camp strongly recommends any organization involved with youth to use Rob."

S.A.D.D. (Students Against Drunk Driving)

"One student told me... 'He was great. He had so much to say but he didn't shove it down our throats. HE didn't preach. He made me think.' I did not hear even one negative reaction to his program and that is quite an accomplishment when you perform for over 400 teenagers!"

Lisa A. Martin~ S.A.D.D. Advisor MASUK HIGH SCHOOL

CT D.A.R.E. Officer, T.F.C. Rafael L. Morales

"The presentation contains and summarizes the basic fundamentals of the D.A.R.E. curriculum. I feel by utilizing the drums as a nonverbal component of the show, it is a very effective way of educating our youth."

**★ KEEP ON ROCKIN' ★
IN A ★ DRUG-FREE ★ WORLD!**



"Be The BEST You Can Be!"



"As ROB THE DRUMMER,

I'm using Drums as a non-verbal primal vehicle to approach youth of Any age and demographic, cutting across societal lines, gender lines, age and color lines. It's the Universal language ... and goes directly to where they "live" everyday ~ in the rhythm of their music, dance, sports, heartbeat.

They trust No One...

and in their search for who they are, may turn to DRUGS and BULLYING to make them feel better for the moment.

I have to Prove myself every time...

right then and there. They accept me as "OK" Only after I play for a few minutes, because I LOVE what I do.... and do it Well. I then build off that instant ~ they drop their defense screens ~ they let me "IN."

Kids actually Listen to what I say,

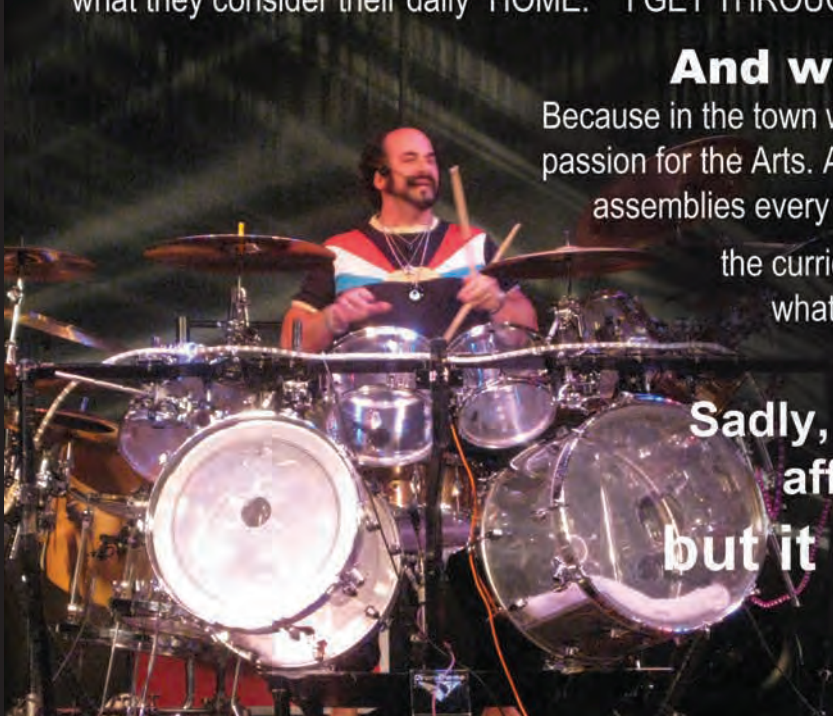
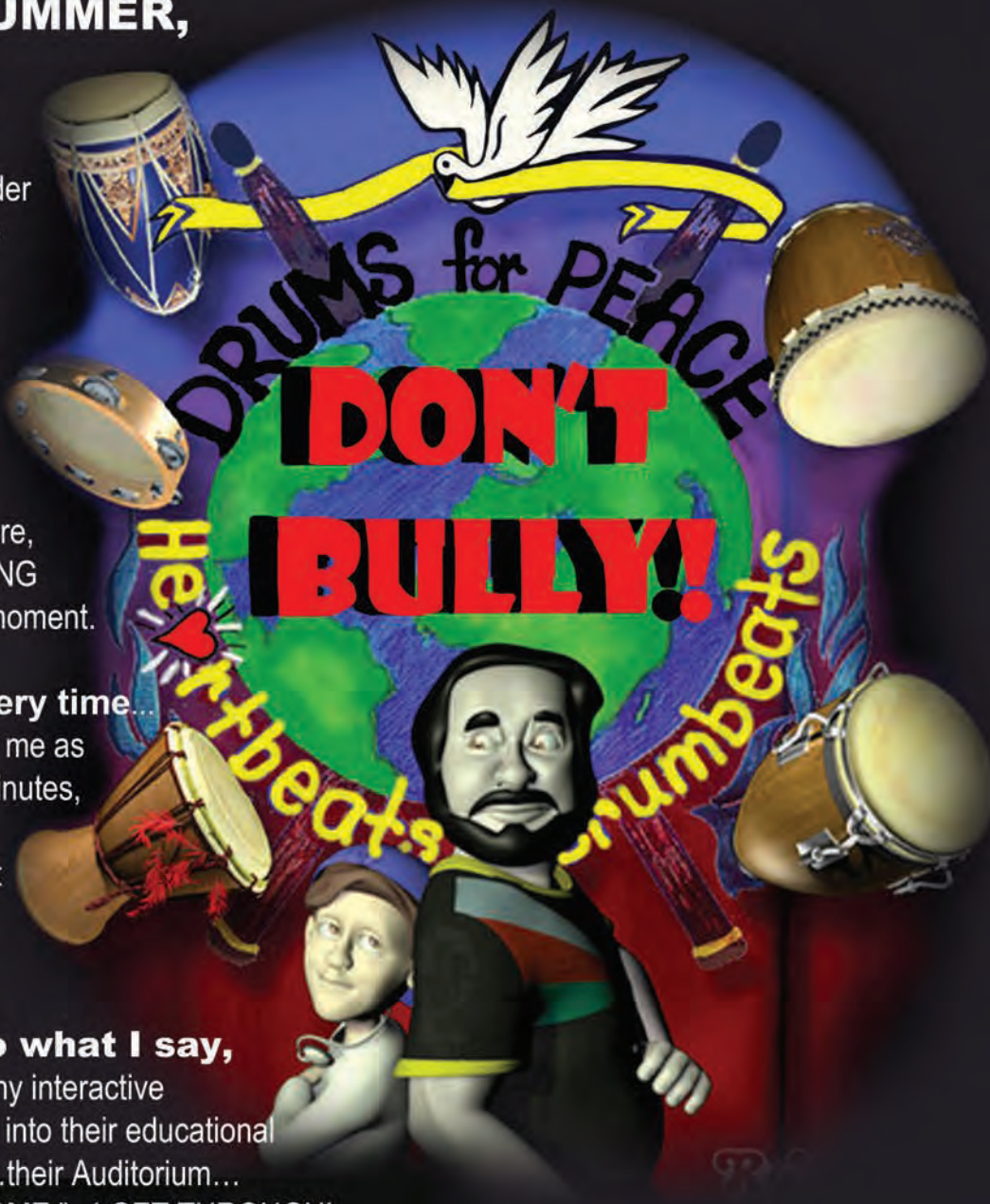
and the Images and Audio from my interactive animations get them deep inside, into their educational environment, School, their Gym...their Auditorium... what they consider their daily "HOME." I GET THROUGH!

And why am I doing this?

Because in the town where I grew up, there was Always support and passion for the Arts. Administrators and teachers would have all-school assemblies every 2 weeks that might have had Nothing to do with the curriculums...but had to do with **LIFE**... what we were **Really** preparing for...

**Sadly, in the current state of affairs, it is a rarity ...
but it changed OUR lives!"**

Rob The Drummer



Giving Life a Beat

Empathy is SO important ~ kids need to understand how others are feeling so they can respond appropriately to the situations they encounter!



“He made people happier and uplifted.”

WHAT A SHOW! The assembly was a little more than an hour ~ felt like 20 minutes!

Rob has opened one of my friend's eyes.!

Now my friend doesn't bully others and he is ashamed of what he did to others

My friends have been a little nicer to me since he left. After the assembly I wanted to work harder on sports and things.

You kept my attention the whole time - AMAZING! We will never forget him or his message. We had a lot of fun together and having fun always pulls us closer.

The whole bullying thing opened my eyes to all the jerks who bully people.

My friends and I believe that he helped, and taught us how to live and be happy with our life!

The fun-factor really gained our consciousness and we were zoned into the session.

He could explain the real world to us better than our parents could because we don't really pay attention to our parents.

It made us think about what will happen to us when we become older ~ if you do drugs or are bullied it will impact your future. Well it inspired me not to be mean to anyone because it really impacts their life.

I will now think a little bit more the next time I post, text, say something nasty to someone...

He made me feel like music is something I wanted to do...like play the flute...that's my fall instrument. It got me thinking of what I could do. Rob's performance impacted my friends a lot, especially on bullying. His performance impacted me to play an instrument to express myself in a safe and non-harmful way.



“ WHY ME? ”



“Your VIDEO helped me FEEL the sadness of the little boy!!”

Rob the Drummer is awesome. Kids get into his music and actually like something. My friend stopped bullying me!

**★ KEEP ON ROCKIN' ★
IN A BULLY-FREE WORLD!**

Giving Life a BEAT!



DRUM POWER

"During my years as an administrator,
I cannot recall another program that
had an impact as strong as
ROB THE DRUMMER."

Dr. Plato Karafelis

"Inspiration at its best!"



RTD

~ Giving Life a Beat ~



MUSIC and The ARTS Natural Highs!



"You don't need DRUGS to feel this great!"



Malibu, CA



Beating Back
DRUGS and BULLYING
the Michigan
"Beat"



New York City



Giving Life a Beat!
Connecticut

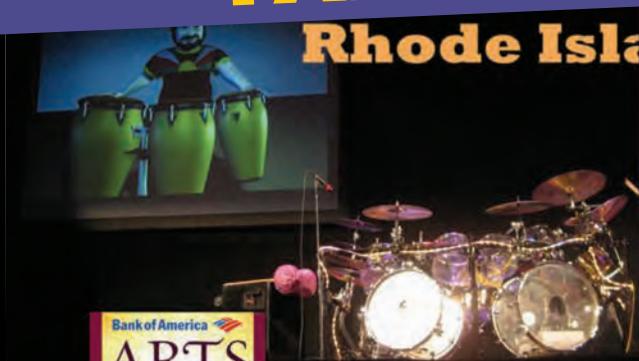


COLORADO



NEW JERSEY
"You can do this!"

FANS ACROSS THE USA!



Rhode Island



BELGIUM
AALST
«Rob the drummer»
veroverde Noord-Limburg



Hello ...
New Hampshire!



Providence Performing Arts Center ~



JAPAN



TEXAS and More!



RUSSIA



Yamaha Music Tour



JAPAN



JAPAN



Job THE Runner

NEW!
ANIMATED SHOW
SEGMENT

ROB talks to ROB

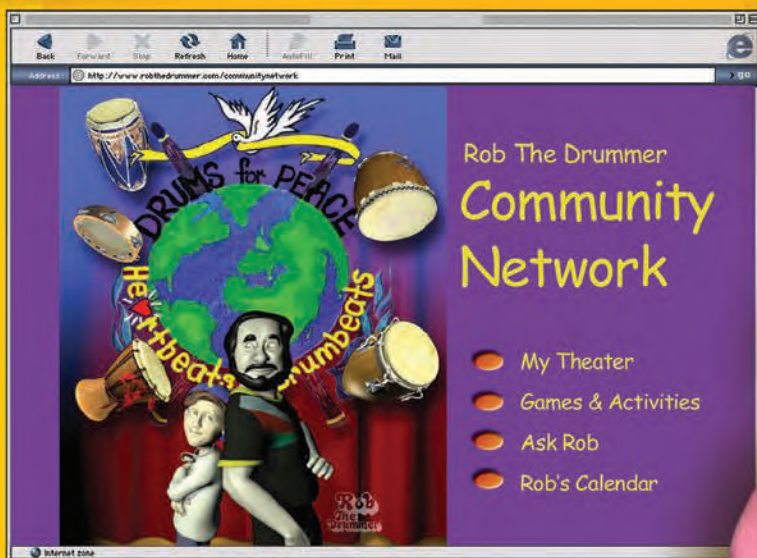
- PRACTICE
- ANTI-BULLYING
- ACCEPTING DIVERSITY



Kids have never experienced anything like it...ROB THE DRUMMER animated...and talking to HIMSELF! This new high-tech segment of Rob's already legendary performance teaches about PRACTICE, ANTI-BULLYING, and ACCEPTANCE OF DIVERSITY in a captivating and unusual way. The human on-stage ROB talks to the animated on-screen ROB and weaves an unforgettable message about building relationships in our ever-diverse nation. Truly a unique and memorable presentation.



a Michigan fan



Check out **Rob's Community Network**, which continues student communication, reinforces Rob's performance themes and his role-model persona. Go to www.robthedrummer.com and click on "Community Network"

Interactive site created by Exploria Productions, Hartford CT.



"As Coordinator of the Cultural Council I see performers, in all aspects of the arts all the time, but none with Rob's unique blend of music and education."

– Paula Wilcox-Smith, CT CULTURAL COUNCIL, West Hartford



Touring in Japan

ROBERT GOTTFRIED, better known to thousands of kids around the globe as "Rob The Drummer," is a nationally recognized Children's Motivational, Education Character who has appeared on Sesame Street, Entertainment Tonight, FOX Network, MTV, The Nickelodeon Network, Romper Room, Kids World, P.M. Magazine and many other national and cable television programs. Rob has entertained at the White House or the President and First Lady numerous times and has toured Russia, Belgium and Japan.

Voted one of the top five jazz/rock drummers in America, Rob Gottfried delivers a key message to his young audience: **PRO-ARTS**, **PRO-SPORTS**, **ANTI-SUBSTANCE ABUSE**, and **SELF-ESTEEM**. His commanding musical concerts educate and guide audiences through a dynamic, unique approach — the drums — a universal and primal medium that transcends all language and cultural barriers.



*With Harry Belafonte
at the Garde Arts Center*



Courtesy of The Peace Run

*"Live through my music today...then remember my passion...
FEEL the power within you, and strive to be the BEST you can be!
Don't let any drug take this away from you!"*

pro-sports pro-arts

**"Just as Dr. King was a drum major for freedom,
YOU are a drum major for hope."**

— Gilda Myles, *NEW DIRECTIONS*, MI



Robin Williams



An honored beginning on
Sesame Street with Big Bird

self-esteem



One of the first
Rob The Drummer shows



P.R.I.D.E National Conference in Nashville, TN

The structure of Rob The Drummer's musical/educational performance is designed to connect audiences, creating strong rapport and trust. At the core of his presentation, Rob delivers inspiring concepts of self-reliance and goal-oriented thinking. He stresses equality of the sexes, the importance of practice in anything you do, and then attacks the drug issue with plain talk in a "non-preaching" manner. His unique deliverance allows people to **FEEL**, not just passively listen. Audiences experience a wide range of **POSITIVE EMOTIONS** for immediate, as well as long-term impact!



Rob Gottfried is an accomplished international musician who teaches drums and percussion and performs professionally. Kids and adults will actually play the drums and participate on stage as Rob demonstrates midi-controllers and drum computers. The culminating event is a dynamic and thrilling 10-minute drumming solo piece. **EXPERIENCE** the musical moment and **FEEL** his message!

concert presentation

KEYNOTE – World Scholar-Athlete Games,
the largest gathering of athletes and scholars...
second only to the Olympic Games

*"I deliberately do everything to knock myself down
as any kind of authority figure, including playing barefoot,
which has always felt natural to me."*

concert overview

I. Setting the Scene and Mood

- Capturing the Audience
- Mystique and Power of the "Gong"
- Power of the Drums
- Setting the Stage for Self-Esteem

II. The Drum Set – Creation of the Drum Frame

- Being Five People at Once!
- Latin Drumming Exposition

III. Audience Interaction and Participation

- Importance of Practice
- Hand-to-Eye Coordination
- Bonding with the Audience
- "The Double-Stroke Roll" – Rob's Trademark!
- Working the Crowd – The WAVE!
- Call and Response with Percussion
- Quieting the Audience

IV. SUBSTANCE ABUSE COMPONENT of the Program

CHANGING YOUR PERCEPTION, NATURALLY – THE CHOICE OF FREEDOM

- Coffee / Cigarettes / Alcohol – Balanced Role Models
- The Addictions and Ultimate "Fall" of Rock Stars/Idols
- Experience the Moment
- Cyber Vulnerability / Hacking and Cyber-Bullying
- Heartbeats & Drumbeats Unifying Age and Cultural Diversity/
"Music is the Great Equalizer!"
- See the "Big Picture"
- "Natural" ways of changing the way you feel / personal favorites:
 - Parachute Jumping
 - Scuba Diving
 - Martial Arts
 - Music / Art / Writing / Sports / Travel

V. Audience Interaction and Participation PRO-ACTIVE, POSITIVE EXPERIENCE!!!

VI. Optional Interactive Segment

- The DRUM MACHINE – Midi-Controller – High Tech for Recording Studios
- The DYNACORD Rhythm Stick (like a guitar) – on stage – Rob and Audience
- THE DRUM SET – on stage – Kids and Teachers PLAYING ROB'S DRUMS!!!!

VII. Anti-Bullying Interactive On-Screen Video and Follow-Up

VIII. FINALE – Audience Interactive Dance Segment

"Letting the Crowd GO!!" – Teachers included!

IX. Question and Answer Period with Audience



Courtesy of Chicago Herald



King of Blues B.B. King



Legendary percussionist
Steve Gadd

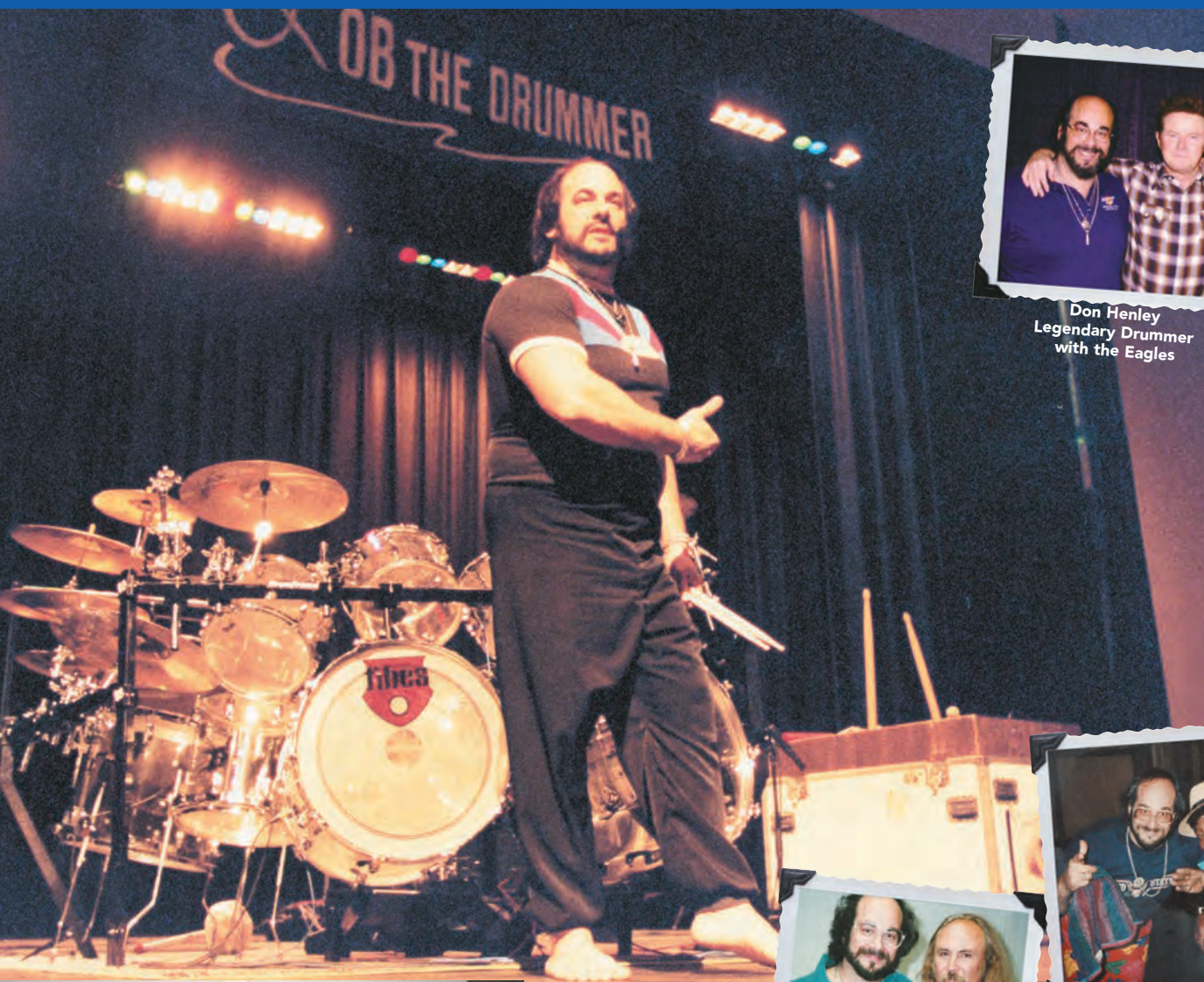
"Rob has combined his dynamic drumming with a powerful anti-substance abuse message to an audience of all ages!"

– KICK BUTTS DAY RALLY

Uinta, WY Coalition for Safe & Drug Free Schools

"Be in the music...at one...non-verbally.

It is that natural ecstasy that may be the single most underlying motivator for percussionists of any age or musical inclination."



Don Henley
Legendary Drummer
with the Eagles



David Crosby
Crosby, Stills, Nash & Young



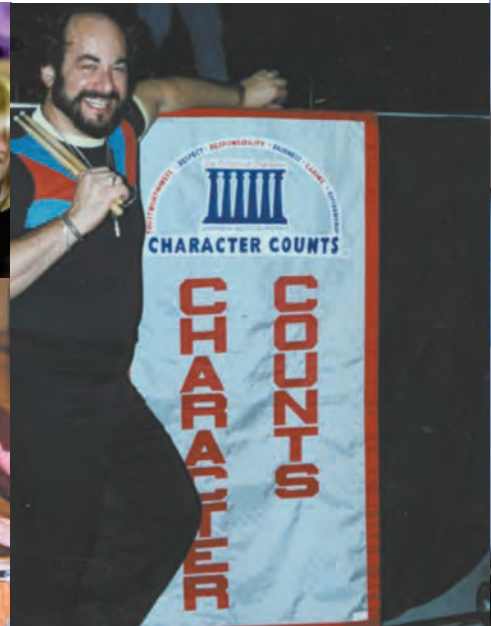
Clarence Clemmons
Sax Player with Bruce Springsteen

"In my 19 years of teaching/counseling, I have never seen our entire student body paying such attention to a presenter."

– Kim Schram, RED RIBBON WEEK, Cincinnati, OH



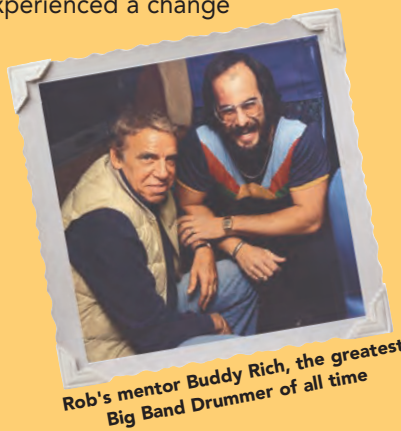
Photo: John Grap/Battle Creek Enquirer



educate

Rob the Drummer teaches his young audiences that music, the arts, and sports are the original alternative to drugs. Rob makes references to CHANGING ONE'S PERCEPTION NATURALLY and explores the area of freedom and freedom of choice.

Every Rob the Drummer show is absolutely different, as children and teens come away knowing his deep sincerity and heart. Rob connects with his audience in hopes that each individual will have experienced a change of consciousness at the very least, and perhaps a CHANGE OF LIFE-PATH at the very most.



Rob's mentor Buddy Rich, the greatest Big Band Drummer of all time



Boys & Girls Club
Grand Opening in Hartford, CT

"As educators, our charge is to nurture,
to fan the flames, and connect in our young players
the spirit that moves them.

This is my goal."



Friends, Supporters and Mentors



Max Weinberg—Drummer for Conan O'Brien and Bruce Springsteen



Aaron Neville



Bernard Purdie—Aretha Franklin, Motown Master Artist
Alexander Lepak—Rob's teacher
Prof. Hartt School of Music



Billy Joel



Mark Rivera—Rob's former bandmate & currently horn player for Billy Joel



Liberty DeVitto
Billy Joel's Drummer



Mitch Mitchell (Jimi Hendrix)



Steve Lukather—
Guitarist, Toto



Little Stevie Van Zandt
(Bruce Springsteen & The Sopranos)



Rob elevating mentor/master percussionist
Billy Cobham's consciousness!



Diane Venora



Gordon Clapp—NYPD Blue



Doane Perry (Jethro Tull, Thread, etc.)
Joe Melotti (Music Dir. for Michael Bolton, Roger Ball Band with Rob)



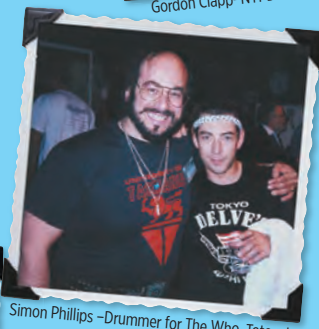
Dom Famularo—Master Educator and Percussionist



Kenny Aronoff (John Cougar Mellencamp)
Gregg Bissonette (David Lee Roth, Spinal Tap)



Jeff Pevar—Guitarist Extraordinaire



Simon Phillips—Drummer for The Who, Toto, etc.



Mickey Hart (Grateful Dead, Master Percussion)
Martin Cohen—Founder, Latin Percussion



Jim Chapin—Master Instructor and Rob's Teacher



John McLaughlin—Guitarist Extraordinaire, Mahavishnu Orchestra
Sandy Torano—Guitarist with Rob for Larry Young's "Fuel"



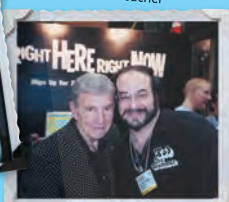
John Robinson (Barbara Streisand, Rufus, etc.)
Matt Sorum (Guns and Roses)



Legendary Producer
Phil Ramone



Drew Carey and friends



Louie Bellson—Rob's Mentor and friend



Sheila E.



Steve Ferrone (Average White Band, etc.)
Vardit Debasch (PureSound Snare)



Raul Rekow
Percussionist—Santana



The late Legendary Tony Williams



Tris Imboden—Drummer, Chicago



Will Lee—Bassist,
David Letterman Show



Dave Weckl, Master Drummer
Jaimoe—Drummer, Allman Brothers



Christopher Cross



Vinny Coliuta (Sting), Anton Fig (David Letterman Band)
Horatio Hernandez — "El Negro" (Santana)
Mark Quinoñes (Allman Brothers)



Rob receiving The Honorary Media Award presented by CT First Lady Patty Rowland

THE HANDS OF DRUM HISTORY



Rob and Bernard Purdie "the most recorded drummer in history"

"As an entertainer and role model for children, adolescents

and adults alike – I will only add that I personally know him to be an inspiration to both myself and those he reaches with his message of self-esteem, self-respect and responsibility."

– Connecticut First Lady PATTY ROWLAND



"Drums are a very important instrument.

The drummer is always the center of the music and the drummer is really the conductor of the band. He controls tempo...Rob has that original joy – he's never lost it."

– WYNTON MARSALIS – Lincoln Center Artistic Director of Jazz, New York City



"The energy Rob brings when he steps out on stage... kids gravitate toward that. He delivers this positive energy when he enters a room. He just makes you feel alive!"

– MARVIN "SMITTY" SMITH – Drummer, The Tonight Show Band

"He is an ambassador with a torch of light

to let kids know that their dreams can become realities...that if they stick to their music or their sports, or anything they truly love of a good nature – that it can come to fruition – that it can manifest in a beautiful and divine way."


– NARADA MICHAEL WALDEN – Producer, Whitney Houston
Percussionist, Mahavishnu Orchestra & Jeff Beck



"I want my audience to see positive reinforcement. I'm there showing them results. I deal with the root of the tree – and all the limbs are well fed and nourished."

– Robert L. Gottfried
WORLD SCHOLAR ATHLETE GAMES





“His job is to make kids pay
attention to a serious message,
when they don’t want to hear it.
He’s a Magician!”

Lary Bloom ~ CT NORTHEAST MAGAZINE

ROB THE DRUMMER Robert L. Gottfried

PRO-SPORTS • PRO-ARTS • ANTI-SUBSTANCE ABUSE • ANTI-BULLYING • SELF-ESTEEM

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DRUM POWER