

# West Music welcomes Orlando Marquez as first ever National Mariachi Consultant

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*Coralville, IA – August 2012* – West Music Company is proud to announce Orlando Marquez as their first ever National Mariachi Consultant. Mr. Marquez will work to promote not only mariachi music in the classroom, but also the newest line of West Music instruments, the José Hernández Mariachi collection. He will focus on the development of mariachi products and services and will oversee sales and distribution of West Music mariachi instruments, accessories, and print music.



In his role as National Mariachi Consultant, Mr. Marquez will also work to develop customer relationships, attend music education conferences and conventions, and nurture key account relationships within the music education market in regards to West Music mariachi.

"Orlando will be an excellent addition to our talented team. His background in education, performance and customer service will provide our customers the resources necessary to be successful with mariachi music." said Robin Walenta, West Music President and CEO.

## About Orlando Marquez

An Albuquerque, New Mexico native, Mr. Marquez currently resides in Las Vegas, Nevada and will continue to work there with his new position at West Music. Mr. Marquez started playing in mariachi groups in college at New Mexico Highlands University and has performed with a wide variety of mariachi groups since. Professionally, Mr. Marquez currently plays guitar and vihuela with various groups in the Las Vegas area including Mariachi Los Viajeros, Mariachi Nuevo and Mariachi Plata de Las Vegas.

Prior to working with West Music, Mr. Marquez worked in music education for three years in the Clark County School District (CCSD) in Las Vegas. He was a part of the inaugural team that created the first ever district wide Mariachi program for the CCSD that soon received national recognition for excellence in music education. Within the first three years, Mr. Marquez's middle school mariachi ensemble soon became known as the premiere mariachi group in the school district and was also the first mariachi group ever to be asked to perform at the House of Blues in Las Vegas, Nevada.

Mr. Marquez looks forward to working with West Music to help promote the musical benefits of mariachi, including its long-standing history and culture. He is a passionate advocate of mariachi history, culture, and participation. Mr. Marquez can be reached at [omarquez@westmusic.com](mailto:omarquez@westmusic.com).

"When I came to Las Vegas to bring Mariachi to the CCSD, there were no student ensembles, only a community group. Within the first three years, we developed the Mariachi curriculum that was strategically aligned with the state standards for Band, Choir and Orchestra and was the first of its kind. Mariachi is now recognized in the school district with 18 schools offering Mariachi as part of their Fine Arts curriculum along with close to 3,500 students currently enrolled in Mariachi classes. We noticed an immediate impact in student participation, but we also noticed an even bigger impact with the parents of those students who greatly supported our efforts and their students. From the beginning with Mariachi Los Changuitos Feos from Tucson, Arizona in 1964, the first student Mariachi in the US, to the explosion of regional conferences beginning in Texas, Arizona, and California, to the newly developed school based Mariachi programs sprouting all over the US. Mariachi education is growing rapidly and I'm very proud to be a part of the West Music team as we

continue to not only provide, but also develop the very best in Mariachi instruments, educational resources and accessories for both educators and professionals alike”

### **About José Hernandez Mariachi**

West Music recently debuted their exclusive line of José Hernández Mariachi instruments in early 2012. Developed in partnership with Jose Hernández, one of the most recognizable leaders in mariachi music, West Music created these instruments in an effort to bring high quality mariachi instruments to this growing market. Interest in mariachi music continues to grow across the US and schools are increasingly looking for ways to bring this rich cultural heritage into their school music programs. With an eye toward quality and value, the José Hernández line of instruments provide schools and educators with the instruments they need to ensure their students have an excellent musical experience.

The José Hernandez Mariachi line currently includes guitarrones and vihuelas and are a natural complement to the expanded selection of guitars, trumpets, violins, and mariachi print music and accessories available through West Music. Find out more at [WestMusicMariachi.com](http://WestMusicMariachi.com).

### **About Mariachi**

Mariachi grew from humble beginnings, over 200 years ago in the Mexican Jalisco highlands. With its strong ties to the traditional and cultural customs of Mexico, mariachi music is a proud expression of rich Mexican heritage. Mariachi ensembles generally consist of violins, trumpets, a classical guitar, a vihuela (high pitched five-string guitar) and a guitarron (large acoustic bass guitar).

### **About West Music Company**

Founded in 1941, West Music’s mission to “Enrich peoples’ lives through participation in music” is at the root of its success and continued growth. West Music specializes in pianos, guitars, drums and percussion, band and orchestra instruments, and print music as well as offers music instruction, repair and music therapy services. West Music has six retail locations in eastern Iowa and western Illinois. For more information, visit West Music’s comprehensive online website at [www.westmusic.com](http://www.westmusic.com) or call 1-800-373-2000.

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