

FOR IMMEDIATE RELEASE

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Steele Elected to the Board of Directors for the Percussive Arts Society, Inc.

INDIANAPOLIS - David E. Steele, Managing Principal of The Steele Group, LLC and adjunct faculty member at Indiana University, Kelley School of Business - Indianapolis (IUPUI), has been elected to the Board of Directors, Percussive Arts Society, Inc., which is a music-service international headquartered in Indianapolis. Steele will serve during the 2015-16 term.

Now in its 53rd year, the Percussive Arts Society, Inc. (PAS) is a non-profit, music-service organization whose mission is to promote percussion education, research, performance and appreciation throughout the world. Today, the society is almost 7,000 members strong, with 50 chapters located across the United States and an additional 28 chapters outside the U.S.

Steele's appointment will coincide with the Percussive Arts Society International Convention (PASIC) which is the largest percussion event in the world featuring over 120 concerts, clinics, master classes, labs, workshops, panels and presentations. The finest artists from all over the world are invited to present and perform at PASIC. The program showcases all areas of percussion, including: drum set, marching, keyboard, symphonic, world, recreational, education, music technology, new music, and health & wellness. The international convention will be hosted for the first time in Indianapolis, November 19-22, 2014 at the Indiana Convention Center.

Steele will bring to his board role extensive business experience and a diverse background which ranges from corporate officer level positions to entrepreneurial roles. Steele's international experience includes Europe, Canada and India. He is a Certified Management Consultant, Six Sigma Black Belt and served for five years as a member of the Board of Examiners for the Malcolm Baldrige National Quality Award. He has also completed executive education for The Shingo Prize.

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About The Steele Group:

The Steele Group is a privately held management consultancy specializing in the customer side of business success. The company supports clients in all business sectors with a focus on customer expectation, acceptance and integration of emerging process applications designed to yield financial and customer satisfaction improvement. The Steele Group is headquartered in Indianapolis, Indiana and may be found on the web at www.thestelegroup.us.