



The beat of business

LAUREN SLAUGHTER
Summit Daily News
April 12, 2005

BRECKENRIDGE - Loosen your tie, grab a friend and beat on a drum. According to Jon Crowder, there is nothing like group drumming, and many businesses in the corporate world are starting to feel the same way.

"A lot of people are intimidated to try to play music, but our programs are all about empowering groups. We use the drum as a tool. That's what it's about for us," Crowder said.



Crowder, along with 100 drums and a team of percussionists, will be creating rhythms and music with anyone who is interested in his group empowerment drumming showcase at Beaver Run Resort in Breckenridge. Crowder is the owner of Peak Rhythms in Breckenridge, which offers group empowerment and rhythm programs for companies, groups and individual parties.

"We really want people to come experience this," Crowder said. "If you're curious and have never touched a drum, this program is for you."

Group Drumming Showcase

- What: Group Empowerment Drumming Showcase
- When: 4:30-6 p.m. Thursday
- Where: Beaver Run Resort, in the first floor of the conference center in the Breckenridge Ballroom

The point of the showcase is to demonstrate to the public how group empowerment drumming applies in the business world, at conferences, events and schools. Recently, Crowder has been working with physicians who have discovered how medically effective group drumming can be.

The Health Rhythms protocol, which was developed by neurologist Barry Bittman, MD, has been scientifically researched and shown to provide direct physiological health benefits, including lowered levels of cortisol (corresponding to stress release) and increased activity in T1 Killer cells in the immune system.

For companies, the result is healthier employees and less sick leave, according to a press release. Peak Rhythms' coordinated six-week Health Rhythms programs are designed to lower employee turnover in high employee burnout workplaces. Recently published Health Rhythms research programs have resulted in lowering employee turnover by nearly 20 percent, resulting in direct and substantial cost savings to companies.

"Our clients recognize that our programs are effective. In the business world, there are a wide-variety of team-building programs people tell us about that aren't terribly effective. People say, "We've done these team-building programs, and they're just not fun." That's not the response

we're getting, it's the complete opposite. There is a significant personal impact," Crowder said.

"We've worked with Fortune 500 companies, nonprofit organizations, conference groups, and retreats. We've worked with Wells Fargo, Copper Mountain/Intrawest and the Keystone Center, among others," Crowder said. "People don't fully understand the programs until they experience them. Once they do, the response has been tremendous across the board."