

M M M R

MUSICAL MERCHANDISE REVIEW

Est. 1879



Howwvduu

Extended Range Guitars Connecting With More Players



avantis

SQ

IT'S A SMALL STEP TO A GIANT LEAP.



INSIDE



Dealer Survey
Loud and Clear – Electric
Guitar Strings Ring True
in 2023



UpFront Q&A
Dendy Jarrett of
Gibson Gives



**Small Business
Matters**
NAMM's New President
in the Trenches



MBOX STUDIO™

The new Avid MBOX Studio brings professional recording power to personal studios with the most comprehensive desktop interface ever made. Powered by Pro Tools Studio, MBOX Studio includes everything needed for low-latency tracking, mixing, streaming, podcasting, and more.

Available now from



HAL•LEONARD®
MI PRODUCTS
DISTRIBUTION

Best Brands • Best Service

1-800-554-0626 • sales@halleonard.com

NAMM BOOTH 6402 NAMM BOOTH 6402 NAMM BOOTH 6402

WWW.AMATISONLINE.COM WWW.AMATISONLINE.COM WWW.AMATISONLINE.COM

AMATI'S FINE INSTRUMENTS



UKULELES
AMAHI UKULELES

WWW.AMATISONLINE.COM WWW.AMATISONLINE.COM WWW.AMATISONLINE.COM

NAMM BOOTH 6402 NAMM BOOTH 6402 NAMM BOOTH 6402

NAMM BOOTH 6402 NAMM BOOTH 6402 NAMM BOOTH 6402

WWW.AMATISONLINE.COM

WWW.AMATISONLINE.COM

WWW.AMATISONLINE.COM

WWW.AMATISONLINE.COM

WWW.AMATISONLINE.COM

WWW.AMATISONLINE.COM

NAMM BOOTH 6402 NAMM BOOTH 6402 NAMM BOOTH 6402

C O N T E N T S



MUSICAL MERCHANDISE REVIEW

FEATURES

Vol.182 MARCH 2023 No. 3

Upfront Q&A

Dendy Jarrett of Gibson Gives **12**

We sit down for a chat with the executive director of Gibson Gives, the philanthropic arm of Gibson Brands, Inc., to learn more about the group's history, current projects like TEMPO and the GoldTop Foundation, as well as upcoming plans.



Roundtable

Heavy Duty – Extended Range Guitars Connecting With More Players **14**

Closely identified with the heavy metal scene, the increased range of available pitches and a beefier low-end is leading to a wider embrace of extended range guitars across all genres. *MMR* checks in with four of the most significant suppliers of these instruments to learn about top-selling models and trends in this market segment.



Dealer Survey

Loud and Clear – Electric Guitar Strings Ring True in 2023 **19**

Over 80 percent of MI retailers polled in this month's survey report sales of electric guitar strings as being above or level with those from this time last year. Higher-end materials are resonating with more players, but raising prices and competition from online and big-box retailers present challenges.



Small Business Matters

NAMM's New President in the Trenches **22**

Menzie Pittman shares some thoughts and personal insights into newly elected president and CEO of NAMM, John Mlynczak.

Departments

Editorial	4
UpFront	6
People.....	9
Trade Regrets	9
Sound of Money	21
New Products	23
Classifieds.....	26
Ad Index	26

MMR Musical Merchandise Review® (ISSN 0027-4615), Volume 182, Number 3, March 2023, founded in 1879, is published monthly by artistpro, LLC, 7012 City Center Way, Suite 207, Fairview, TN 37062, (800) 682-8114, publisher of School Band and Orchestra Plus and Modern Band Journal. Periodicals Postage Paid at Fairview, TN and additional mailing offices. MMR is distributed free to qualified individuals and is directed to music dealers and retailers, wholesalers and distributors, importers and exporters and manufacturers of all types of musical instruments and their accessories, related electronic sound equipment, general musical accessories, musical publications and teaching aides. **POSTMASTER:** Send all UAA to CFS. **NON-POSTAL AND MILITARY FACILITIES:** send address corrections to artistpro, LLC, 7012 City Center Way, Suite 207, Fairview, TN 37062. The publishers of this magazine do not accept responsibility for statements made by their advertisers in business competition. No portion of this issue October be reproduced without the written permission of the publisher. Copyright ©2023 by artistpro LLC, all rights reserved. Printed in USA.

BLACK DIAMOND

Strings

SINCE 1890



THE GAME CHANGER AGAINST PREMATURE TONE LOSS!



Get reliable and consistent sound with CORE-BOND™ patented technology. Enjoy significantly longer tone life by eliminating core-to-wrap slippage.

Experience unique sound with Nashville Nickel Infused copper guitar strings. They offer exceptional tonality and superior corrosion resistance without requiring special treatments or coatings – a must-have for travel guitars!

MSRP \$29.95 MAP \$17.95
Dealer Net \$8.70



CALL NOW and use **CODE: MMR-1** for an **INSTANT \$50 STRING CREDIT** on an assortment order of 6 dozen strings. *Act fast to grab this amazing offer today!*



A lot has changed since 1890. Today, we have sophisticated winders, stronger materials and better technology to utilize. But yes, Black Diamond Strings™ is the same brand that played a huge part in the lives of prior generations.

1-855-787-4641 | 1-855-STRING1 | GLOBAL 1-707-579-6009

www.BLACKDIAMONDSTRINGS.com



Trade Regrets: Arthur 'Skip' Maggiora

By
Christian
Wissmuller

On February 24, Sacramento, California-based Skip's Music posted the following on their Facebook page: "Arthur 'Skip' Maggiora, owner of Skip's Music and a founding member of the Alliance of Independent Music Merchants, LLC (AIMM), passed away yesterday, February 23, 2023, following a long battle with kidney disease. He was 75."

Within hours, the notice had received hundreds of reactions with musicians from all over the nation expressing their sadness at the pioneering MI retailer's death and fondly recalling the positive and significant role Maggiora and his business had on their lives.

The two-location Skip's Music, which has been featured frequently within the pages of *MMR* over the years, was a vital mainstay of Sacramento's music scene, serving the area's rock, jazz, and folk players since 1973.

Through innovative initiatives such as Weekend Warriors and Stairway to Stardom, the business earned a well-deserved reputation as being much more than simply a musical instrument store. Maggiora and his staff have genuinely furthered the culture of music making and community building, inspiring customers and colleagues along the way. With Stairway to Stardom, Skip's Music offered a summer-long music camp geared towards young musicians considering professional careers in music, while Weekend Warriors welcomed adult musicians who had once enjoyed playing instruments, but had let that passion slip from their lives.

“Maggiora and his staff have genuinely furthered the culture of music making and community building, inspiring customers and colleagues along the way.”

In my January 2020 cover feature on Joe Lamond, NAMM's outgoing president and CEO (for more on that, check out Menzie Pittman's Small Business Matters column on page 23 in this issue), Lamond recalled working at Skip's Music and the outreach efforts, such as Weekend Warriors, that were catching the attention of the industry – and which, in a roundabout way, led to his own stewardship of the organization he's guided since 2001: "NAMM was aware of the program, and also sensed the growing opportunity to get lapsed baby boomers back playing again," he said. "Around 1996 [Skip's and NAMM] came together to launch the Weekend Warriors program for all NAMM members to use. During this process I had (and very much enjoyed) the opportunity to work with NAMM's CEO Larry Linkin and Market Development director Bob Morrison. In the summer of 1988, Bob was recruited to start VH-1's Save the Music program and reached out to me to see if I would be interested in doing what I was doing at Skips, only on a broader scale. While I was very happy [at Skip's Music], and my young family was settled, I just could not let what I felt was the opportunity of a lifetime pass me by."

10 years ago, to celebrate Skip's Music's 40th anniversary at the Sacramento Music Festival, such heavyweights as Tesla guitarist and co-founder Frank Hannon and Jeff Watson of Night Ranger showed up to the bash. In response to the news of Maggiora's passing, Michael Kenney, live keyboardist for Iron Maiden, posted, "I don't think that there is a musician in Northern California who doesn't know the name Skip."

Of his friend's passing, Lamond says, "Skip Maggiora is a legend, part of a generation of music retailers that shook up the status quo and changed how people shopped for musical instruments forever... Skip impacted countless lives during his long career including the many current and former employees, his customers and ultimately the music products industry with his ideas and passion. My life and career will be forever connected with Skip, my family will miss him dearly."

Whether supporting beginning musicians, providing a launching pad for MI industry heavyweights such as Lamond, or selling quality gear to top-tier artists, Skip Maggiora has been there, serving our larger community, for the past 50 years. As the tributes pour in, there's no question that he will be deeply missed.

Christian Wissmuller
christian@mrmmagazine.com

MMR
MUSICAL MERCHANDISE REVIEW
Published Since 1879

PUBLISHER
Mike Lawson mike@artistpro.com
Ext. 4

EXECUTIVE EDITOR
Christian Wissmuller
Ext. 3 christian@mrmmagazine.com

CONTRIBUTORS
Menzie Pittman, Jaimie Blackman

Art
ART DIRECTOR/PRODUCTION MANAGER
Angela Marlett angela@mrmmagazine.com
Ext. 5

Advertising
ACCOUNT MANAGER
Matt King matt@mrmmagazine.com
Ext. 2

ACCOUNT MANAGER
ACCOUNTING
Shannon Kechsull Lawson
accounting@artistpro.com

PUBLISHING CONSULTANT
Terry Lowe

PRINTING/FULFILLMENT
Liberty Press
1180 N. Mountain Springs Pkwy.
Springville, UT 84663

artistpro
PUBLISHING

artistpro, LLC
7012 City Center Way, Suite 207
Fairview, TN 37062
(800) 682-8114

PUBLISHER OF

MMR
MUSICAL MERCHANDISE REVIEW

SBO+
BAND, ORCHESTRA, CHORAL, THEATER AND MORE!

Your Search is Over



Otto Link Tone Edge Early Babbitt

Your search for a classic Otto Link Tone Edge Early Babbitt (EB) ends now with jj Babbitt's re-release of this iconic, versatile, vibrant tenor sax mouthpiece. Yes ... this is the original EB and delivers everything you've been searching for.

- Warm
- Smooth
- Dark
- Powerful

Seeing and hearing is believing.



Play  on our
NEW WEBSITE

jj Babbitt.com
Made in Elkhart, Indiana USA

Buffet Crampon USA Launches Band Instrument Buyers Guide

Buffet Crampon USA, North American distributor for Buffet Crampon Group Wind Instruments, announces the launch of the *Band Instrument Buyers Guide*, a website designed to aid consumers in selecting beginning band instruments for students of all ages. The site helps parents, students and music educators become more educated about the different beginning band instrument choices, highlighted by student models from Buffet Crampon Group's woodwind and brass brands. (Buffet Crampon, Powell Flutes Boston, Besson, B&S, and Antoine Courtois Paris)

The Band Instrument Buyers Guide website is designed to make parents' and students' first venture into the wind instrument world fun and easy to understand, and features the most prominent beginning band instruments, with each instrument receiving its own dedicated page on the site: flute, clarinet, saxophone, trumpet, and trombone. Educational videos are available on each page, highlighting the key features and technical designs for each instrument in a clear format that is easy to follow.

The content and design of the *Band Instrument Buyers Guide* was spearheaded by Paula Corley, a lifelong music education pedagogue and Buffet Crampon clarinet artist, who joined Buffet Crampon USA in 2021 as education advisor, North America, after a distinguished career in higher education. Working with the Buffet Crampon USA marketing team in Jacksonville, Florida, the content and design of the site was created with an emphasis on clarity and helpful information for first-time instrument customers, as well as music educators. "The Band Instrument Buyers Guide is for first-time buyers – especially parents – who have little or no knowledge about band instruments," Paula said when asked about the new site's mission. "We've provided simple but extremely important information that is sometimes overlooked in the instrument buying process. Our goal is to inform and build buyer confidence before going shopping."

www.bandinstrumentbuyersguide.com

John Mlynczak Named President and CEO of NAMM

After a comprehensive year-long search, The NAMM Executive Committee and CEO Search Committee is pleased to announce industry veteran and music education advocate John Mlynczak as the next president and CEO of The National Association of Music Merchants.

The announcement occurred on February 14 at meetings with NAMM's Board of Directors and NAMM staff. At the meetings, Joel Menchey, NAMM chair and president of Menchey Music Service, affirmed his confidence in the process and decision. "Through an exhaustive search both in and outside the industry and interviews with many exceptional candidates, we were so pleased that John stepped forward. He is clearly the right person to lead NAMM during this pivotal time in our organization's history."

Upon the announcement, Joe Lamond, NAMM president and CEO, shared, "Since 1946, our industry association has been under the steady guidance and management of only three CEOs. With John's knowledge of the industry and proximity to NAMM through his work as a music education advocate, our members will benefit from the tradition of a seamless, stable transition. I am confident that he will continue to champion our industry and our vision, mission, and objectives."

With the news made public, Mlynczak said, "Throughout the course of my career, I have experienced firsthand the work of NAMM and the invaluable connections, opportunities, and advocacy of the association in creating more music makers. I am honored to serve NAMM and our members by continuing to strengthen the music products industry and promote the pleasures and benefits of making music."

Mlynczak comes to the organization with extensive experience in the music products, education, and technology industry, having most recently served as the vice president of Music Education & Technology at Hal Leonard. While there, he oversaw the worldwide education market strategy, managed all education software products, and collaborated on all music education technology initiatives for the global organization. His previous roles include managing director of Noteflight and director of education for PreSonus Audio.

Mlynczak is the immediate past president of the Technology Institute of Mu-

sic Educators (TI:ME), has taught online graduate courses at VanderCook College, served as the advocacy chair of the Massachusetts Music Educators Association, and was on the NAFME Advocacy Leadership Force.



John Mlynczak

Before his career at Hal Leonard, John served as director of education for PreSonus Audio, developing curriculum, products, and marketing strategies for music education technology.

As an educator, Mlynczak taught general music, band, choir, marching band, and music technology. He started the first music technology course in Louisiana and wrote the state curriculum for an officially approved course. From 2011-2013, Mlynczak served as chairman of the Creative Arts Assessment Committee in Louisiana and provided model assessment for the creative arts.

Mlynczak earned a Bachelor of Music Education degree from Virginia Commonwealth University, and holds Masters Degrees in both Music Performance and Education Leadership from Louisiana State University.

The search for the NAMM president and CEO was launched in April 2022 after the announcement of Lamond's retirement in 2021. The NAMM Executive Committee retained executive search firm Russell Reynolds Associates to aid in the process. The firm detailed the position and related responsibilities, which include carrying out the vision, mission, and objectives of the global association; directing professional and support staff in the creation, planning, and coordination of programs to meet objectives; serving as an advocate for core industry issues; and directing those engaged in building the industry's annual gathering, The NAMM Show, among other responsibilities.

Mlynczak will join the NAMM team in Carlsbad, California, on April 3 and officially assume the role of CEO on Monday, May 1.

Meet Mlynczak and reconnect with your industry at The 2023 NAMM Show, April 13-15 in Anaheim, California.

The Full Scale Point of Sale

Designed to meet the needs of music shops and school music dealers.

MMR Exclusive Offer
GET \$750 OFF SETUP





Yamaha Guitar Group Announces Acquisition of Córdoba Music Group

Yamaha Guitar Group, Inc., a U.S. subsidiary of Japan-based Yamaha Corporation, has announced the acquisition of Córdoba Music Group. The addition of the Córdoba line-up to Yamaha Guitar Group's portfolio – alongside the Yamaha, Line 6, and Ampeg brands – adds an iconic selection of acoustic and electric instruments, as well as accessories to the widespread offerings already available from Yamaha.

Córdoba Music Group (CMG) was originally founded as Córdoba Guitars by Tim Miklaucic, with a mission to bring the nylon string guitar to a wider guitar community. "The nylon string guitar is the mother of all guitars," stated Miklaucic. Beginning in 1997, Miklaucic assembled a team of master luthiers to create guitars built with a nod to classic techniques of Spanish guitar makers from the late 19th and early 20th century. From there the Córdoba brand blossomed

As it grew, Guild Guitars, with its own impressive history dating back to 1953, was added to the CMG portfolio in 2014. Following the addition of Guild, HumiCase, and DeArmond pickups joined the group. CMG also took over distribution of Savarez and Aquila strings in the U.S.

"We're thrilled to be making this announcement," said Joe Bentivegna, president of Yamaha Guitar Group. "Córdoba Music Group's brands, in particular their flagship Córdoba and Guild lines, are revered throughout the world. We are honored to take on the next phase in maintaining and evolving these beloved brands."

"Córdoba and Guild guitars, as well as our other products from HumiCase, DeArmond, Savarez, and Aquila have created a strong and lasting bond with both our customers and our employees," added Miklaucic. "We've enjoyed the opportunity to work on this transition with Yamaha, and I'm confident that both the customers and employees are going to find that our brands are now in great hands."

The addition of brands from Córdoba Music Group expands on the already wide variety of offerings for acoustic, electric, and bass guitar products from Yamaha, Line 6, and Ampeg. This new venture is an instant complement to Yamaha's own array of nylon fretted instruments and adds ukuleles and acoustic bass guitars to the mix, as well as a selection of pickups, cases, and strings. The addition also brings with it skilled US-based premium guitar manufacturing and processes. All of this is in service to an initiative by Yamaha to continuously broaden the scope, quality, and innovation it can offer guitar players.

Over the next several months, the teams at Córdoba Music Group and Yamaha Guitar Group will be looking for opportunities and interesting ways to provide new value to their customers, dealers, and distributors.

ddrum Celebrates 40th Anniversary with Community Appreciation

ddrum celebrates its 40th anniversary with deep gratitude for the community of customers, artists, dealers, and distributors that have contributed to this milestone. What began as a basement project in electronic drums in the early 1980s evolved into a full-line drum company at the forefront of modern drumming. "Powered by ddrum" really means that the company is powered by a collective passion for making music. The team continuously draws inspiration from its creative community as it looks eagerly toward an exciting future.

At its core, ddrum is a company of drummers for drummers. There you'll find employees who were once told they were practicing too loud. They still play weekend gigs and get excited when they see a beautiful kit. ddrum has a proud legacy of breaking new ground while simultaneously serving the everyday needs of working drummers. Balancing a spirit of innovation with practical functionality, ddrum became the first brand in history to use ash, ash-maple, and alder shells, giving its kits unique tones suitable for a variety of playing styles.

Always at the forefront of industry trends, ddrum has always innovated in a way that was traditionally only available through custom drum makers. A collaborative partnership with sister brand Dean Guitars has allowed ddrum to get creative in its USA Custom Shop, where customizable criteria include shell dimensions, finish, and hardware options. The style and attention to detail has garnered the company endorsements from Vinnie Paul and Carmine Appice, among dozens of other signed and independent drummers.

It's been a long journey to the mainstage from 1983, when ddrum began as Clavia Digital Musical Instruments, which later became NORD Keyboards. Synthpop was sweeping the globe as personal computers gained traction. Co-founders Hans Nordelius and Mikael Carlsson worked in the basement of a home in suburban Stockholm to create the Digital Percussion Plate 1, the world's first digital drum allowing for dynamic playing using sampled sounds. A year later, the duo officially launched an improved version of Plate 1 under the ddrum brand, complete with the logo's signature red coloring, and the capability to play four sounds from an EPROM (erasable programmable read-only memory).

While other electronic drum kits of the day relied on rubber pads, ddrum used real drum heads to trigger sounds. Along with a separate trigger for the snare drum rim, the authentic heads enabled more realistic playability. Over the next two decades, ddrum's drum pads, heads, and hoops garnered a large and loyal following.

Clavia continued to innovate with electronic drums until 2005, when they sold ddrum to Armadillo Enterprises, a musician-run company. This was a pivotal moment in ddrum's history, as the brand broadened its horizons to acoustic kits, snares, deccabons, hardware, and accessories, making ddrum a full-line drum company.

Today, ddrum continues to bridge the worlds of vintage and modern, finding the sweet spot between old-school and cutting-edge. Whether players selected a kit on a beginner's budget or they invested in the customized kit of their dreams, ddrum extends its heartfelt thanks to its community of loyal fans and followers over the past 40 years. The team looks forward to decades of innovation to come.

Hal Leonard is proud to announce that **Melanie Alexander** has joined their team as an education technology marketing coordinator. In this new role, Melanie will help teachers navigate the ever-changing world of technology and discover how the Hal Leonard suite of EDU technology offerings can enhance music instruction.



"We are excited to have Melanie join our team," said Blair Wilson, chief marketing officer for Hal Leonard. "Her vast experience as a music educator for students and other teachers makes her a perfect fit to promote Hal Leonard's wide array of music education tools."

Alexander received her Bachelor and Master of Music Education degrees from Louisiana State University. She has received her National Board Certification, Music for Early/Middle Childhood and is also a Seesaw Certified Educator. She's taught elementary music for over 15 years in Louisiana and was named Teacher of the Year in 2013 at Rollins Place Elementary. In 2016, she became a teaching fellow with Louisiana A+ Schools, an organization which promotes arts integration in its member schools throughout Louisiana. She led professional development sessions for teachers to let them experience the arts and discover ways to integrate music, art, dance, and theatre into their classrooms.

DANSR, Inc. has promoted **David Gould** to director of artist relations and advisory studios.



David Gould began managing the Vandoren Musician's Advisory Studio in New York City in 1999 and has served as Artist Relations Manager at DANSR for the last 15 years. During this period, he has overseen tremendous growth in popularity of the NYC Vandoren Musician's Advisory Stu-

dio and expanded the artist roster with some of the most significant names in woodwind performance.

"In addition to his extensive experience managing the NYC Advisory Studio, David is a world-class musician himself," stated Michael Fenoglio, director of marketing at DANSR, inc. "We look forward to David using that experience in new ways to help our LA and Chicago studios maximize their impact in their respective cities, as he continues to build upon our highly-regarded Vandoren Artist roster."

traderegrats

William C. Everitt passed away on January 16, 2023. Everitt was one of the big names in the music products industry from the equally big state of Texas. As a musical retailer, he assisted in the development of the industry and the way instruments are sold. With an eye on the business side of the operation, Mr. Everitt worked to grow the Brook Mays Company, beginning in the 1950s. He later opened the string of Mr. E's Music stores in the Dallas area, playing an important role in the quality of instruments brought into and sold in Texas. His skillful approach to the business was passed down to his son, Bill Everitt, who served as NAMM president from 1993 to 1995.



**ROVNER
SPOKEN
HERE**

**Become fluent
in the language
woodwind
players &
teachers
LOVE.**

**Ask about our
NEW
dealer support resources and
NEW
dealer-direct
MOUTHPIECES!**

**Jazz Band
Or Marching
Band!**

**Jazz Band
Or Concert
Band!**

**info@rovnerproducts.com • www.rovnerproducts.com
Chat us 24/7! • Patents. See website.**

Cor-Tek Announces DigiTech/DOD Acquisition

Cor-Tek Corporation, the parent company of Cort Guitars, officially announces the acquisition of the DigiTech/DOD brand and an exciting “comeback” relaunch of the DOD Overdrive Preamp 250 effects pedal at the upcoming 2023 NAMM Show. By joining forces and sharing resources on product development, Cor-Tek and DigiTech/DOD will enhance their offerings and increase their market presence for years to come.

2023 not only marks the 50th anniversary of Cor-Tek, but also 10 years since the DOD 250 Preamp Overdrive was updated to the latest gold version. Both the Cor-Tek and DigiTech/DOD brands came of age around the same time, in the early 1970s. Founded by Young H. Park in South Korea in 1973, Cor-Tek blazed a trail in the guitar industry, filling a demand for affordable, playable instruments – electric, guitar, and bass – that not only look good but sound great. As guitars became more accessible to players, there was an explosion in electric and bass effects. Around the same time, DOD was co-founded by John Johnson and David O. DiFrancesco in Utah, emerging as “America’s Pedals” and introducing the concept of a boutique brand “designed for musicians by musicians.” The next revolution in guitar tone came with the explosion of digital signal processing (DSP). DOD answered the call with the formation of the DigiTech brand, which emerged as a leader in progressive digital-based tone and effects.

While Cor-Tek has remained a family-owned company over the past five decades, DigiTech/DOD was eventually sold to Harman International, a division of Samsung. Cor-Tek is thrilled for this opportunity to join forces with DigiTech/DOD, bringing back the personal touch and close-knit collaborations that earned this brand its place among legends.

“DigiTech/DOD guitar effect pedals have held a revered place



in the guitar industry since 1974, and we have great respect for the heritage and legacy of these products,” said Cor-Tek president Jun Park. “We are excited to continue offering iconic gear, like the DOD Overdrive Preamp 250, and investing in new products that meet the evolving needs of musicians.”

DigiTech/DOD longtime marketer Tom Cram, along with several key DigiTech and DOD engineers will step up to lead U.S. operations. From the brand’s current Utah headquarters Cram added, “The team and I are thrilled to join forces with the creative minds at Cort Guitars. We already have a product roadmap in place that leverages our combined areas of expertise. The reintroduction of the DOD Overdrive Preamp 250 is just the beginning, and I couldn’t be more excited.”

Set to make its debut at the 2023 NAMM Show, April 13-15, the updated DOD Overdrive Preamp 250 effects pedal is the first of nine classic models slated to be brought back and promises to be rock solid. The updated version maintains the classic tone and spirit of the vintage gray LM741 250, while further elevating performance. The DOD Overdrive Preamp 250 doesn’t hold back, with loads of output and Gain and Level controls that allow users to overdrive their amp or as a stand-alone distortion. True bypass ensures that the guitar’s tone remains pristine, even when the pedal is off. Board-friendly with a 9V DC power supply, the DOD Overdrive Preamp 250 arrives ready to rock.

Going forward, the industry can expect the combined efforts of Cor-Tek and DigiTech/DOD to drive innovation and creativity, providing players a fresh take on the classics as well as new innovations to express their creativity.

MSRP: \$153.00 USD; MAP: \$109.99 USD

WFLIII Drums: New Team, New Drums, New Everything!

WFLIII Drums, the company started by the legendary Bill Ludwig III (or B3 to his friends) in 2014, producing high quality drums, are all FIRED up for their biggest year to date... 2023!

Under the direction of Bill, together with new business partner Cloburn Ltd, owned and run by professional drummer Paul McManus, the year 2023 sees a new and exciting time for the brand. With new technology, coupled with the hand-built craftsmanship you expect from Bill and the experience he has gained from long-standing traditions of the previous generations in the drum business.

Bill: “On behalf of everyone at WFLIII, we are so excited to present a range of drums that will reflect my family’s legacy by making professional instruments from the finest materials available, with a sound that is unsurpassed and a look that will last generations”.

The company is launching its new dealer display snare rack that contains SIX snare drums, with at least one that will suit any players’ style or musical situation. From the iconic 1909 3mm Aluminum Shell drums, in both 5.5” and 6.5” depths, to a classic 6.5” deep Black Nickel Over Brass, to a beautiful exotic Birds Eye Maple snare, a Ribbon Mahogany with brass hardware along with a 5.5” deep Gloss Black over the proprietary WFLIII G2 Shell (a thin 6 ply maple / mahogany mix) – the new snare rack will be turning heads... and ears everywhere!

Bill adds, “Obviously, we custom make all our drums, having a new range of 28 beautiful hand-applied paints, stains, sparkles

and exotic woods. On top of this, we wanted to create a range of our six favorites; all available through our selected dealers and friends as well as directly from our website, so there is no excuse for any drummer to not have one WFLIII snare, or six, in their arsenal of sounds. For the collector’s drum room or studio, the six snares together with the eye-catching display are available to purchase for a discounted price directly from us, or you can just opt for the rack itself and build your very own collection over time.”

In addition to the world-class snares, WFLIII produces some of the best drum kits available today; again, all custom built to order with tom sizes 8” through 15”, Floor Toms 14” through 18” and Bass Drums 18” through 26” – at whatever depth you desire. In addition to the 28 standard finishes, custom finishes are available and for any kit orders you deal directly with the man himself, Bill Ludwig III.

Bill: “We have a very dedicated team, based at our factory in the Kansas City area, USA, that are all intent on producing the finest drums at a reasonable price point for the quality and sound I require in a drum I would play myself. Our philosophy is to keep things simple and give the customer what they want. Our chosen shell materials are tried and tested by some of the world’s best touring and session players and are a favorite of many seasoned studios and producers. When it comes to great quality, first-class customer service and most importantly SOUND, WFLIII drums has the generations of experience to give you the finest drums you could wish for. Hearing is believing... Check us out!”

COMING NEXT MONTH

NAMM Show Buyer's Guide

We shine a light on the most significant new instruments and gear on the show floor in Anaheim this spring.



Market Profile: San Francisco Bay Area

One of the most economically robust regions of the country, metro San Francisco is home to some of the most significant MI suppliers and dealers. We touch base with important S.F.-based businesses to learn about operating in Northern California.



Dealer Survey: USB Mics

With increased home creation — podcasts, live streaming, home studios — these devices have become even more essential in recent years. We check in with MI retailers to learn what brands are driving sales in 2023.



Allparts Music Names New President and COO

Allparts Music announces the promotion of Dean Herman to the position of president and Scott Root to the position of COO.



Dean Herman and Scott Root

Herman joined Allparts as VP of Sales and Marketing in 2020 after 24 years with Fender Musical Instruments. At Fender, Herman led Parts and Accessories sales before holding several senior-level sales positions. A lifelong player and tone-enthusiast, Herman understands the role of quality parts and their impact on the playing experience. Root joined Allparts in 2021 as director of Operations and brings over 20 years of operations and logistics expertise from both civilian industries and his time serving as an Army Ordnance Corps officer. Combining Herman's deep industry knowledge with Root's operational expertise, the pair will advance Allparts' mission of providing retailers, repair shops, builders, and lutherie programs with high-quality guitar and bass parts. Herman added, "We've made huge strides in the last 24 months, and we're just getting started! Whether you're a custom builder, a national chain, or an independent retailer, Allparts has the selection and expertise to consistently meet your needs."

Allparts Music and Walrus Audio are members of the Morse Group a holding company hosting brands in the musical instrument industry.

RELAX...

and let us give you peace of mind. 2 ways to earn commission and we do all the work!

EASYRENT

SCHOOL BAND & ORCHESTRA RENTAL PROGRAM

- Top quality fleet
- Exclusive territory
- No master order bills to pay
- 100% paperless web-based transactions
- Free in-store kiosk and microsite
- We handle all the admin and billing
- Customers stay yours – we don't compete
- Competitive commissions

EASYCARE

BRASS WOODWIND AND STRING INSTRUMENT REPAIR AND SERVICE!

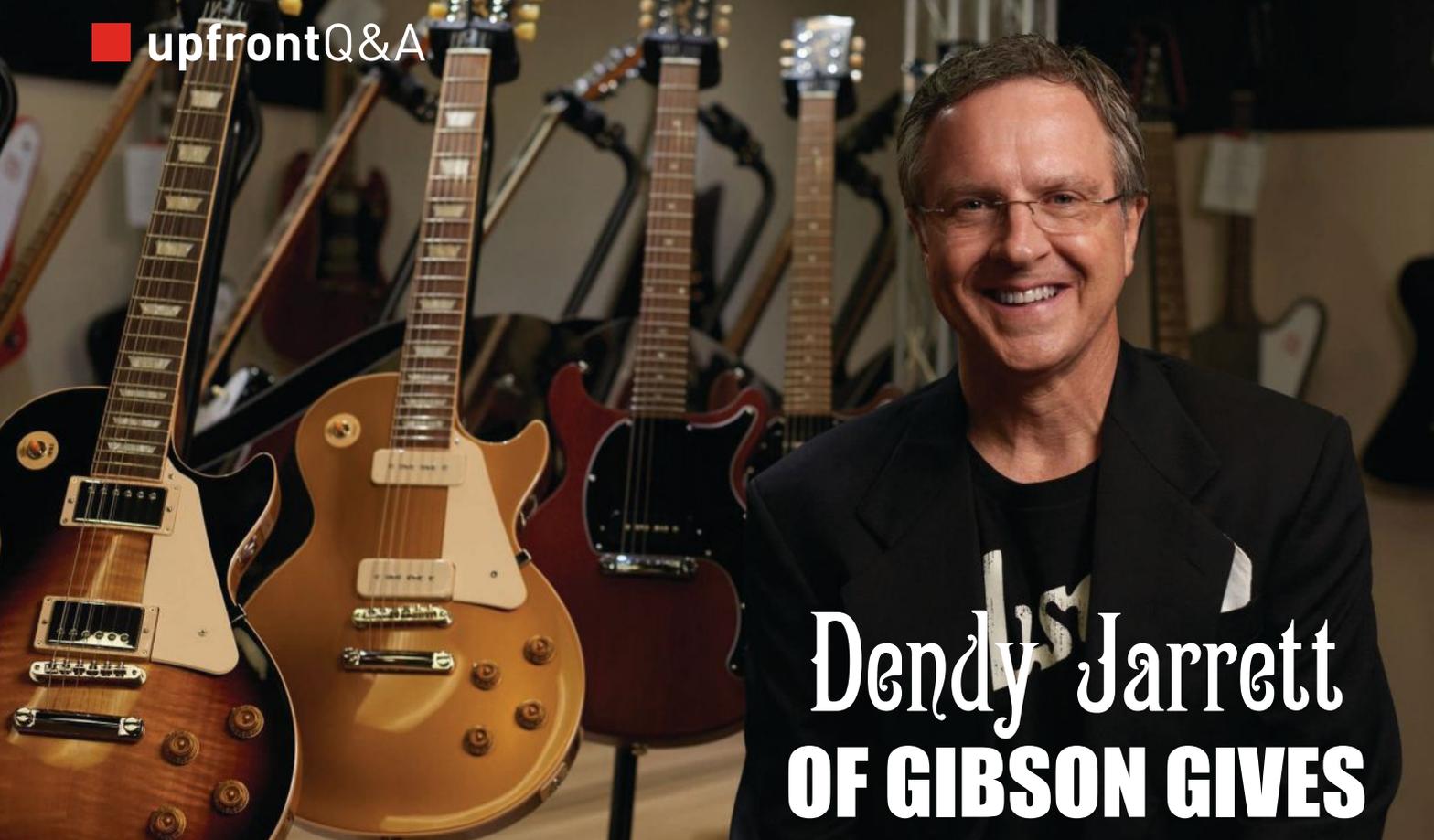
- Faster turnaround than local subcontractors
- Web-based repair tickets
- Free round trip shipping
- NEMC certified technicians perform all repairs
- Six month warranty
- Authorized service center- all major brands
- No admin or contractors to pay
- Earn commission on every sale

LEARN MORE AT:
NEMC-PARTNERS.COM/AUTHORIZED-DEALERS/SIGNUP



NATIONAL EDUCATIONAL MUSIC COMPANY

NEMC.COM



Dendy Jarrett OF GIBSON GIVES

By ChristianWissmuller

Gibson Gives, the philanthropic outreach program of Gibson Brands, Inc., is committed to growing the global community of music-makers and getting instruments into the hands of students of all ages. A group that has cast a very wide net which tackles a number of worthy issues and partners with other non-profits and programs to reach as wide an audience as possible, Gibson Gives is an active participant in expanding the reach of music initiatives that benefit all. *MMR* recently spoke with Dendy Jarrett, executive director of Gibson Gives, to learn more about the group's history, current projects like TEMPO and the GoldTop Foundation, and upcoming plans.

What was that catalyst behind the launch Gibson Gives in 2002?

Gibson Foundation was started in 2002, but like many other corporate founded non-profits, it had lost much of its focus and intent. In 2019, we reimagined the Gibson Foundation to Gibson Gives. We created a new Mission and Vision primarily focused on supporting other music-centric non-profits and our own developing programs centered around music education and music wellness with the overall goal... To Change Lives Through Music ... One Guitar At A Time.

And unlike many corporate founded non-profits that orbit a company and is leveraged when a "feel-good" moment is needed, Gibson Gives was pulled to the center of our brand portfolio, programs developed around each of the brands, for example: Gibson Gives, Epiphone Empowered, Mesa Mission, Kramer Kares, Maestro Mission, and KRK Kares, and our goal is to have a touch point in all of those programs each month.

Aside from yourself, how many are currently on-staff at Gibson Gives?

Great question. We are an efficient non-profit, but we have a ton of support. I like to think of it as "all of Gibson is Gibson Gives!" I'm the executive director, so I oversee all the working components, and programs (operations) and the only one with a full-time focus on our philanthropic programs. Erica Krusen recently

joined us after a long career with MusiCares and while she is a senior director of our Cultural Influence team, she supports daily with Gibson Gives (Globally) and especially helps with partnerships and fundraising. Additionally, Beth Heidt, our VP of Cultural Influence is highly involved, Alex Tinker is our "Gibson Gives Guitar Whisperer" and supports on all product movement and ensuring that we've selected the correct guitar to match up to the event or artist(s). Christina Jewel, Gibson Brands treasury manager is the Gibson Gives financial officer. She makes sure all of our grants are allocated and keeps the books in order. And finally, our CEO, James "JC" Curleigh is deeply engaged with Gibson Gives. He truly helped shape the new vision and is constantly involved in programmatic operations with what Gibson Gives does to carry out our mission.

In the past 23 years, how has this philanthropic arm of Gibson Brands evolved in terms of size and scope?

That is an interesting question. The Gibson Foundation went through ups and downs under the previous company ownership and there were some really great wins with the foundation then, for example, Guitar Town was a highly successful initiative of the past and raised a lot of money. But the main change now is focus and heart. When you engage your entire company in giving initiatives, you start to have employees (or family) who start to see everything through the lens of a giving heart. And we've seen such a tremendous shift that direction amongst our team. From the factory (which we call "Craftory") floor to the CEO chair, everyone's on board to make sure we have a giving mentality in all we do. Creating focus is paramount in setting benchmarks and making a difference!

What are some of the defining moments or achievements of Gibson Gives thus far? Any key events, partnerships, donations, et cetera that really stick out?

Wow – so many! In 2019, we announce with the relaunch of the foundation to Gibson Gives, that we'd donate 1000 guitars in 1000 days. I was confident but challenged by the proclamation. I'm happy to report that this past May (2022), we hit that 1000 day mark and had donated over 3700 guitars to music education

and music wellness programs! Fast forward to this past September ... a few short months later, and we donated 2600 guitars in that month alone. The need is real, and we are stepping up to do our part to meet the need. While we have helped hundreds of programs over the last few years, we do have some very strategic partnerships with whom we've provided major lift: Women Who Rock, Musicians On Call, Save The Music, Music Will, Seacrest Foundation, Songbird Foundation, TI:ME, Country Music Hall of Fame, MusiCares, and Guitars For Vets to name a few. We also provide a major lift to our programs (some already mentioned) to include:

Play It Forward – where we meet an immediate need, for example - when Nashville was hit by a large tornado a few years ago, we replaced guitars for anyone who could show that they lost a guitar, or we replaced the guitars of musicians who lost their guitars in the bombing of Nashville Second Avenue on Christmas morning two years ago.

Guitars For Peace – A program we developed to raise money for humanitarian needs in Ukraine refugee camps and to help re-establish music education once peace is restored to the area there.

TEMPO – all of our non-profit partners who are members of the Gibson Gives TEMPO program.

Speaking of TEMPO, sadly, nearly everyone – particularly many involved in the music industry – has friends, family members, coworkers, or bandmates who have struggled with, or succumbed to, opioid addiction. Can you talk about what led to the TEMPO initiative? What have been some milestone achievements thus far and are there any recent or upcoming developments of note you'd like to share with MMR's readers?

Certainly, and what you say is true! TEMPO is Training and Empowering Musicians to Prevent Overdose. We are a program comprised of (currently) 15 like-minded non-profits (and growing) with the goal to train musicians, support staff, venue staff, rehearsal facility staff, bus drivers - anyone with a music touch point on the use of the life-saving drug Naloxone. Our hope is that being trained and armed with naloxone will keep you from finding yourself armed with life-saving knowledge should you encounter a band member, or even a fan who has succumbed to overdose. We engaged with many of our TEMPO members to provide training at major music festivals primarily backstage as well as to profit safe zones for artists who are in recovery. The TEMPO program and our efforts gained the attention of the pharmaceutical company, Hikma, makers of the 8mg dose of naloxone, Kloxxado® and they donated \$1M of the product to our TEMPO program. We've since partnered with the manufacturers of ONEBox™ (a self-contained overdose emergency box that contains everything you'd need facing an overdose emergency including drop down screen that plays a video to walk you through the life-saving steps and removes the freak out amnesia that can overcome someone trying to save a life). We recently announced that we were making these available to a little over 70 Live Music Venues in Nashville as part of our partnership. The program can be found at tempomission.org.

In the past few years, in particular, many have experienced employment and/or financial instability and challenges, so the notion of something like the GoldTop Foundation is sure to resonate with many. Can you briefly summarize why the foundation was launched and what the mission statement is?

We've done so many great things around music education and music wellness with Gibson Gives, but the one component that was missing in our arena of assistance was that of our Gibson Family – our employees. We created a separate 501(c)3 called GoldTop Foundation. Gibson has long been known for the GoldTop and this program was stimulated when we learned of a Gibson employee who had stumbled on hard times and was living in his car and

had to sell his Gibson GoldTop to make ends meet. We knew we had to do something. GoldTop Foundation is a non-profit created specifically as a lifeline for our employees who find themselves in a financial emergency situation. We step in through some qualifying parameters and bridge the financial gap to see them on their feet again. We launched the program in 2022 and it is majority funded through individual employee support, and we've already assisted 10 percent of our employee base in 2022!

Any major events or initiatives lined up for the coming months in 2023 that you'd like to draw our readers' attention to?

I'd encourage readers to stay connected to Gibson Gives through our website (GibsonGives.org) and to monitor us through @Gibson, #Gibson social coverage. We are constantly working through our programs to bring positive change and growth in the areas of music education and wellness. Gibson Gives also has a resource page for musicians who may be seeking assistance in hard times as well, and while we don't make individual grants to musicians, there is a ton of great information and resource that musicians will have access to there.

Additionally, you should watch for upcoming developments as we work to expand Gibson Gives globally. This past year, we reached the 30-island chain of the Cook Islands (including the Kingdom of Tonga) to help develop music education programs there, we've reached Uganda, Rwanda, Johannesburg, SA, Spain, Canada, and Australia. And this year, you'll see us reach some otherwise hard to reach places like sending 60 guitars to kids in need in Cuba, as well as in Ukraine refugee camps in Poland to help kids cope with their world being turned upside down, and to bring hope and healing through music. 



40 YEARS OF EXCELLENCE since 1983

Lee Oskar HARMONICAS

We Thank Everyone For Your Support!

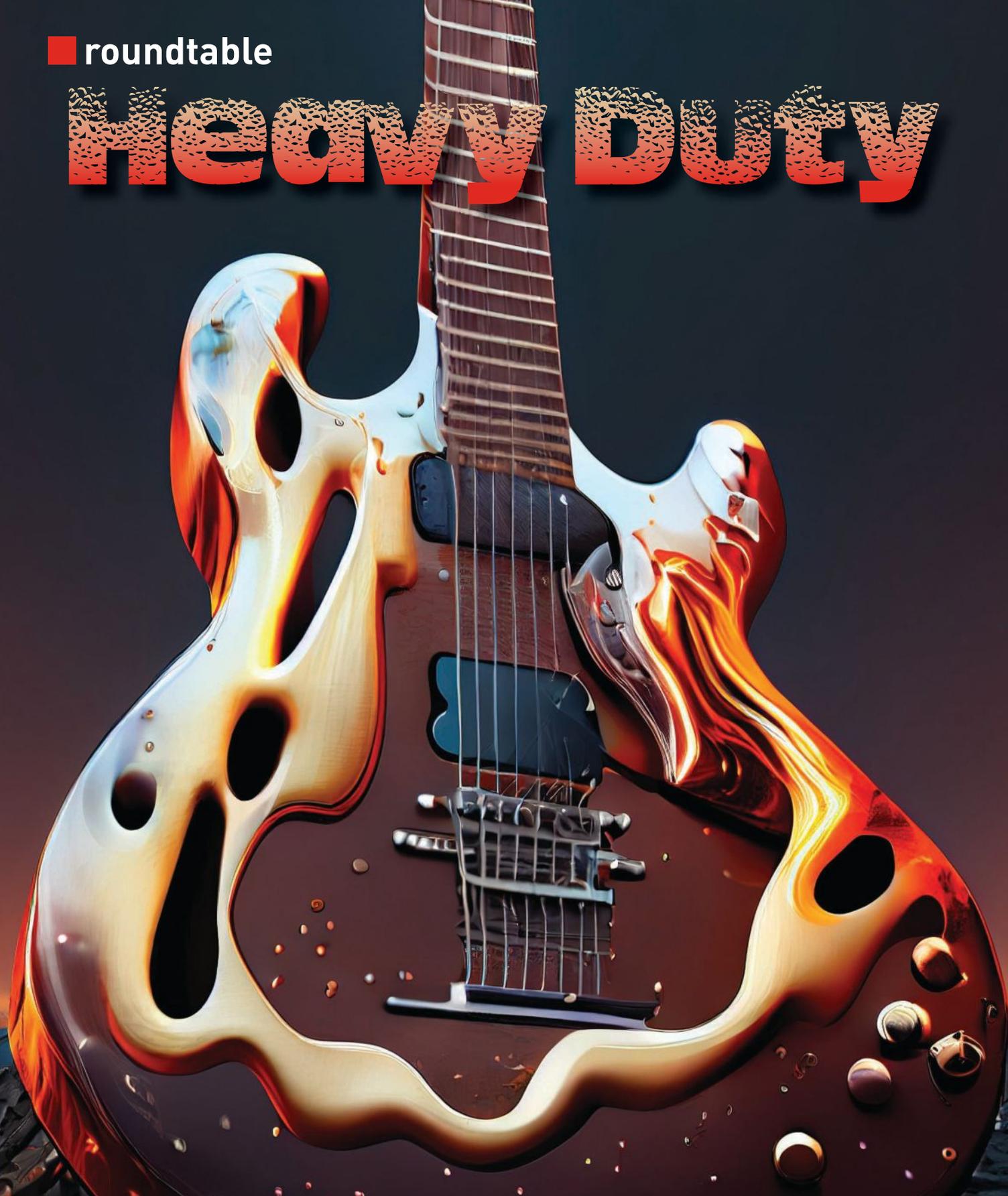
NEW! Eco-Friendly Packaging

Connect with us... leeskar.com

The advertisement features a large, detailed image of a silver Lee Oskar harmonica in the foreground. In the background, several boxes of harmonicas are arranged on a surface that looks like the Earth from space, with a blue and white horizon line. The text is set against a dark, starry background.

■ roundtable

Heavy Duty



**Extended Range Guitars Connecting
With More Players** By Christian Wissmuller

While traditionally associated with the more extreme shredding involved in heavy metal and hard rock, extended range guitars have been gaining in popularity even with players of other styles in recent years. These instruments allow guitarists to advance their performance abilities, experiment with sounds, and create new and exciting music. An increased range of pitches to work with and a beefier lower end do, of course, continue to appeal to the metalheads out there, but jazz and fusion players are also embracing the versatility and challenge provided by extended range axes.

We recently touched base with reps from four of the most notable suppliers of these types of guitars to learn about trends in the market, what specific models are generating profit for MI retailers, and what's on the horizon for these hard-hitting instruments.

While there have been 7-string (or 8, 9, et cetera) and baritone guitars for years and years, it seems like extended range guitars have reached a new level of popularity of late – MMR even just recently ran an article expressly on the topic. Have you been observing this trend as well and, if so, what do you attribute it to?

Blue Wilding: ESP has been a resource for extended range guitars for 25 years. In fact, we're one of the few major (non-boutique/custom shop) manufacturers who've offered 7-string and baritone guitars as part of our product offerings for more than two decades. The driving force is always based on the musical styles that guitarists find appealing. Extended range guitars are primarily used in heavy music, mostly varying sub-genres of metal, but also with innovative players in other genres who appreciate the lower tunings achievable with extra strings and longer-scale necks. A lot of current guitar-oriented music requires the extended lower end to match up with the lower keys of the music. If you simply downtune a typical standard-scale 6-string model to C#, B, A, or below, the intonation, tension and feel go out correct functional range and things start sounding bad and feeling... well, "flubby" is a good word to describe it.

Drew Montell: I think players and builders alike are actively realizing that, like other instrument families, the guitar can be utilized in a variety of ranges to create remarkable music. Other instrumentalists have been playing the same instrument with multiple ranges for centuries (i.e. trumpet), and I think it's exciting that this concept is becoming more popular amongst guitarists. With the increase in popularity, builders are seemingly willing to create more options for players to choose from, and the result is the trend you speak of.

Jon Romanowski: Metal music constantly evolves. Players in this music category are always pushing the envelope, to get heavier, faster, and more extreme. Extended range instruments have the feature set that allow you to execute those tech-

niques. Extended range guitars have been increasing in popularity due to its sounds and tuning stability with low tunings.

Thomas Appleton: We have seen increased interest in our extended range products all across the board. Ever since the introduction of the first production 7 string with our Steve Vai Universe guitar back in 1990, we've been on the forefront of developing cutting edge designs to meet the needs of the players who need something more than a traditional 6 string guitar can provide. The late 90's saw the launch of the ultra-popular RG7620, a guitar that helped pave the way for the Nu metal revolution and set the stage for further development of extended range instruments. Moving from there into 8 and even 9 strings we have continued to push the limits on how far we can take designs and provide our customers and fans the guitars they desire.

For your brand, what are currently the hottest-selling extended range electrics?

DM: We have been fortunate enough to work with John Petrucci and Tosin Abasi to develop the Majesty 8 string and Kai-zen 7 string guitars. All of these artists had a desire to push the boundaries with their own design respectively. John wanted an 8 string version of his best-selling guitar for years, and to achieve the lower register while maintaining playability, the multiscale was the way to go. For Tosin, he also went with a less drastic multiscale, but we also wanted to improve the technical playability of neck, while maintaining extreme comfort. Therefore, we invented the "Infinity Radius" which allows for enhanced visibility across all of the strings on the neck with a familiar feel.

TA: We have a large selection of extended range instruments in our line. Some of the strongest selling extended range instruments currently include the RGDMS8CSM, Q547BMM, RGR752AHBFWK, RG9PBTGF, RGA622XHBK, QX527PBABS, RGD71ALMSBAM, AZ-47P1QMBIB, RGMS8BK, RGMS7BK, RG7320EXBKF, and for the entry level price points the GRG7221WH.

JR: The extended range MDK series models are doing very well for us. In addition, Misha Mansoor 7 string models, (Pro Series and USA made models) also have been selling since their launch in 2020. One of Jackson's top models is the Jackson JS 22-7. It's a \$199.99 extended range (26.5" scale) 7 strings, that allows you to test the waters without blowing up your wallet. (Although we have those sorts of instruments too!!)

BW: The LTD M-7HT Baritone Black Metal is currently doing very well, as are two other guitars in that series, the Phoenix-7 Baritone Black Metal and EX-7 Baritone Black Metal. The LTD Deluxe SN-1007HT Baritone offers the sonic performance of a 7-string, 27" scale guitar in a more traditional shape. On the slightly higher end, our ESP E-II Series has a number of popular extended range models like the E-II Horizon NT-7B Hipshot and E-II T-B7 Baritone. Our popular extended range artist Signature Series guitars include the LTD Brian "Head" Welch SH-7 EverTune, LTD Stephen Carpenter SCT-607 Baritone, and the LTD Javier Reyes JR-608 8-string. However, our lower-priced models like the LTD EC-407 allow for more customers to get into these guitars without breaking the bank.

As something of a niche instrument, even with increased acceptance and application,

“Extended range guitars have been increasing in popularity due to its sounds and tuning stability with low tunings.”

– Joe Romanowski, VP, Category Management
High Performance Jackson & Charvel





“Having someone on staff who is familiar with these guitars and the artists who use them helps sell the guitar to the customer.”

– Blue Wilding, Director of Product Development, ESP Guitars

how do successful MI retailers go about connecting with potential buyers in terms of promotion, display, and marketing? Are there any “best practices” that you’ve noticed to be especially impactful?

JR: The successful retailers that connect with the buyers of these instruments typically have sales associates in their stores that play music in that genre or have a deep passion for bands that require extended scale instruments. These staff members typically play locally, develop a following and other players seek them out, as they are seen as subject matter experts.

TA: Some retailers aren’t going to want to hear this, but you need to meet the customer where they are. It is really about having the right people. If all of your sales people are traditionalists and always try to push their customers in that direction, they will not be able to connect with the new generation of players out there. They really need someone on staff who understands and appreciates the technical applications of modern playing styles and the features that modern manufacturing allow. You really have to have someone on staff who understands the modern player’s needs. Looking at promotion though, social media is really where you need to be today. Many retailers do well on their socials with unboxing videos and new product arrivals. This really seems to draw customers in their stores and help their customers feel connected to the store.

BW: Absolutely. First is the awareness that not everyone coming into a store or ordering online has any personal experience with playing a guitar with more than six strings, or longer than a 25.5” scale. Teaching them how to approach the instrument is crucial. Let customers know how the standard tuning is different on an extended range guitar. Keep string sets in stock that are appropriate for these models – most string makers these days already offer extended range sets. Perhaps

most importantly, having someone on staff who is familiar with these guitars and the artists who use them helps sell the guitar to the customer. Finally, manufacturers like ESP create demo videos that allow potential customers to see and hear what’s possible with an extended range model.

DM: Understanding what a player is hoping to achieve and which instrument best suits that desire is a skill that can only be gained with experience. Knowing the benefits and challenges of longer scale lengths, different string gauges, neck feel, tunings, etc...all come down to playing these instruments with an open mind. Even more importantly, getting these instruments into the player’s hands to test drive these options will help them understand what an extended range instrument can do for their music!

What trends – materials, features, building techniques – have you been observing with extended range guitars?

DM: For those players that are willing to try out features like extended scales, it seems they are also interested in other less-common design features, all of which builders are ready and willing to supply. All of the amazing aesthetics, woods, and more remain available in these instruments, but features like multiscale lengths, headless necks, unique pickup designs, preamps, et cetera... are also commonly offered in these extended scale guitars. Accessories to the actual instrument itself are also inspiring a variety of playing styles and guitar design. Something we at Ernie Ball take pride in, is the constant pursuit to advance guitar string materials and gauge combinations. These innovative strings give players a plethora of options to sound unique, and more importantly, coincide with their instrument and playing style.

BW: The EverTune constant tension bridge is a natural fit for extended range guitars. The same kind of customer who wants the down-tuned lower end will definitely benefit from the tuning stability and intonation perfection on guitars outfitted with the



“I think players and builders alike are actively realizing that, like other instrument families, the guitar can be utilized in a variety of ranges to create remarkable music.”

– Drew Montell, Director of Engineering & Product Development, Ernie Ball|Music Man



EverTune. Beyond that, the same things that make ESP popular overall, such as great quality control and attention to detail in design, apply equally well to extended range models as they do to our more typical guitars.

JR: Since the extended scale trend tends to be heavily weighted toward 7 & 8 string models... many of the materials that are used are similar to what is used on a bass guitar to bring out the low end. We have also observed the use of alder and basswood bodies, multi-laminate necks made of hardwoods (maple/walnut).. to ensure stability and other elements like Fishman Fluence pickups and Evertune bridges.

TA: There are so many facets to this. First, you have the down tuning bunch which we've addressed with our RGD line of guitars. These guitars feature a 26.5 scale length which makes an easy transition to alternate tunings. For guitars with 7, 8, or even 9 strings there are many things that you have to take into account when designing a guitar of this nature. One easy to recognize example is you need to make sure you the materials you use can handle the additional tension that is created when you add more strings. A few newer trends have been gaining traction over the last decade or so including multi-scale instruments as well as headless guitars. We've addressed both of these trends with our Q Series.

Are there any recently released or upcoming extended range models for your brand that you'd like to bring to MMR readers' attention?

TA: We have many new extended range options that we are excited to talk about. The most important new introduction this year is our new Axe Design Lab series. The Axe Design Lab is a new series designed to allow our research and development team to think outside of the box and develop new gear that is exciting and pushes the boundaries of modern guitar manufacturing with looks aesthetics and functionality. In this series we have a light multi-scale option on the S body shaped SML721. We also have a new 27 fret RGA622 in two finishes as well as a new RGD8 string multiscale model the RGDM-S8CSM. There is a 9-string offering as well, the gorgeous poplar burl top RG9PBTGF. While this is not part of the new Axe Design Lab we are excited about the new tremolo-equipped RG7320EXBK.

BW: Definitely! The new LTD Deluxe EC-1000 Baritone is in super high demand, and we're making them as fast as we can.

ENHANCE EXPRESS IMPRESS

www.bourns.com/proaudio



THE INSTRUMENTS

PRODIGE



The brass and woodwind range

LEARN,
PLAY,
SHARE

WITH BUFFET CRAMPON

Discover our woodwind and brass student range for all beginners
Bring on the music!

www.prodige-instruments.com



■ roundtable



“It is getting to the point where some of the new generation of players out there wonder why you would even use a 6-string.”
– Thomas Appleton, Sales Strategist/Guitar & Electronics, Ibanez

The LTD Deluxe MH-1000 Baritone is another great one. Same goes for the LTD Deluxe H3-1007 Baritone. And there's always more on the way!

JR: I can't reveal details on our upcoming projects, but what I can tell you is our current Pro Series MDK7, Mansoor 7 string and JS 22-7 DKA models all have extended ranges and features suited for the extended range player.

DM: This year we will be releasing additional versions of our unique Kaizen 6&7 string guitars that were designed in collaboration with Tosin Abasi. Gorgeous new combinations of John Petrucci's Majesty and JP15 guitars in 6,7, and 8 strings will be available later in the year. Diving into the deep end, you'll find new varieties or our flagship StingRay 5 hitting the market in 2023 as well.

Expectations for this market segment in the coming months?

DM: I expect to see continued growth as even more options of extended scale guitars and basses become available, especially with NAMM quickly approaching. Hopefully these features will continue to help the guitar market thrive, and more importantly help musicians everywhere create, perform, and play with passion!

JR: I would expect this segment to continue to grow and

evolve and we will be adapting to ensure we have the best solutions available for the musicians that want to play this sort of guitars.

TA: I see this market segment continuing to grow. 7 and 8-strings may seem weird to traditionalists, but they've been in the market for so long now that many guitar players have never grown up in an era where they didn't exist. This is not different or weird to younger players, to them it is just another style. It is getting to the point where some of the new generation of players out there wonder why you would even use a 6-string.

BW: Again, ESP has been in the extended range game for a long time, and we want to remain the go-to brand for every musician pursuing deeper, darker, heavier sounds. The sub-genres of metalcore, black metal, progressive metal and so on aren't waning in popularity. Deeper, heavier guitar is an integral part of the sound of these music styles, and ESP will continue providing the tools they need. 



Connect with at the 2023 NAMM Show!

The NAMM Show is just around the corner (April 13-15, 2023) and now is the time to position your operation for maximum efficacy – both at this annual industry gathering and beyond! *MMR (Musical Merchandise Review)* invites you to make your appointments today with one of our sales or editorial staff while in Anaheim to discuss the various promotional and outreach opportunities our team can provide your business.

We offer any number of advertising prospects to deliver your brand's message directly to key decision-makers at thousands of MI retailers across North America:

- Print Editions of *MMR*
- Digital and iOS/Android Editions of *MMR*
- Broadcast E-mail Campaigns
- Banner availability in our two weekly E-Newsletters and the *MMR* website

SALES CONTACTS

Telephone: (800) 682-8114

Matt King ext. 2
matt@mrmagazine.com

Mike Lawson, Publisher, ext. 5
mike@artistpro.com

Gordon Snyder ext. 6
gordon@sbomagazine.com

EDITORIAL CONTACT

Christian Wissmuller ext. 3
christian@mrmagazine.com



Loud and Clear

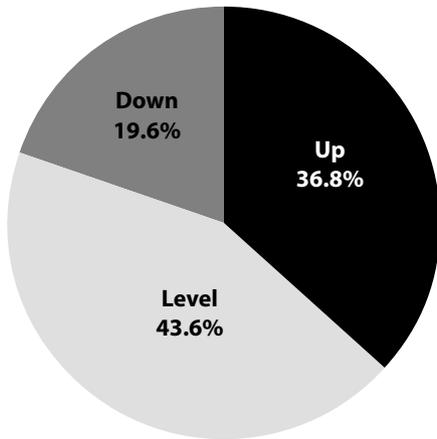
Electric Guitar Strings Ring True in 2023 By Christian Wissmuller

Higher prices, more eco-friendly packaging, and heavier gauge strings favored by the metal crowd (see our cover feature on extended range guitars, page 14) seem to be the biggest trends in electric guitar strings, based on this month's MI retailer survey. Additionally, it'd seem that higher-end materials – coated strings and pure nickel, for example – are reaching wider audiences.

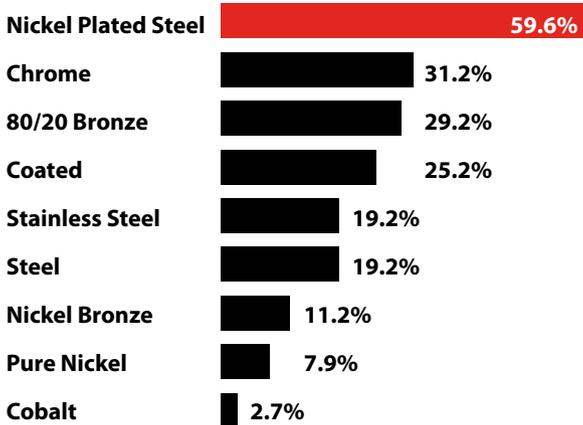
Competition from online and big-box sellers continues to be a thorn in the side of many, but with over 80 percent (80.4%) of participants in this poll reporting sales either level with or above those from last year, electric guitar strings remain a healthy profit generator for many dealers.

Read on to learn more about what's driving this market segment...

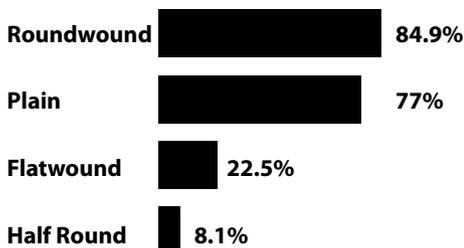
For your MI retail business, when compared to early 2022, sales of electric guitar strings are currently...



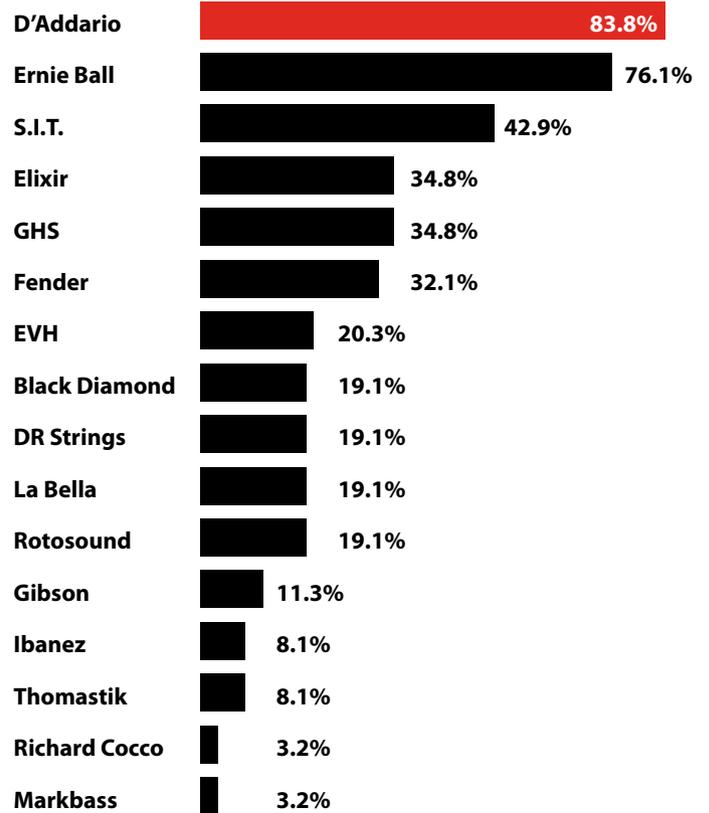
What types of electric guitar strings (material) are most popular with your customers? (select all that apply)



What types of winding do end-users prefer?



What brands of electric guitar strings are the hottest sellers at your store?

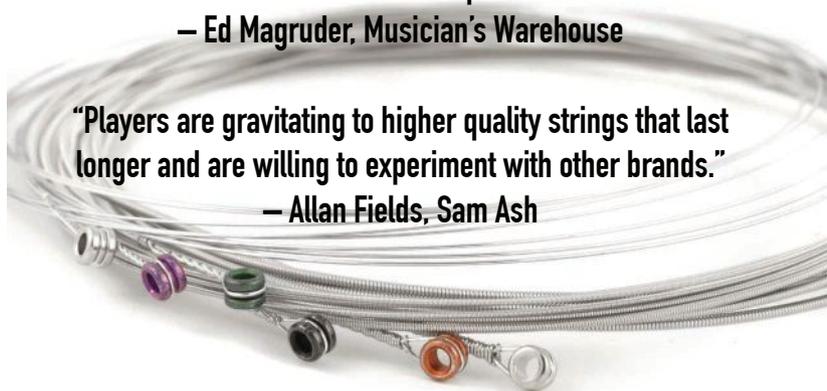


"The high end string market has greatly expanded, but for us we still sell way more of the regular over the coated or treated options."

– Ed Magruder, Musician's Warehouse

"Players are gravitating to higher quality strings that last longer and are willing to experiment with other brands."

– Allan Fields, Sam Ash



Are you noticing any significant trends with respect to electric guitar strings – buyer preferences, popular price ranges, materials, packaging?

"For years we have professed to our customers the importance of frequent string changes, citing the advantages of maximizing the axes' performance and intonation. With the advent and stocking of popular brands offering multipacks at a discounted price, it has added credence to the discussion and easier to close."

Jerry Vesely
Vesely Music Co.
Parowan, Utah

"Less plastic from some suppliers: very welcome."

Joanne Julier
Cerdd Ystwyth Music
Aberystwyth, Ceredigion
Wales

"Premium' electric strings are selling well, such as Ernie Ball Paradigm and D'Addario NYXL."

Clancy Ferrill
Clancy's Music
Stockton, California

"D'Addario is offering a balanced tension set and we do carry some 9.5 electric sets."

Will West
Will West Music and Sound
Jefferson City, Missouri

"We are noticing a trend with customers wanting heavier gages for dropped tuning."

Will Postlethwait
High Strung Violins & Guitars, LLC
Durham, NC

"Seems like more and more people asking me for La Bellas. Especially bass players."

Jay Golding
Detroit Guitar
Detroit, Michigan

"Players are gravitating to higher quality strings that last longer and are willing to experiment with other brands."

Allan Fields
Sam Ash
New York, New York

"Due to constantly rising prices, soon players will be enjoying their strings for years instead of months."

Jeff Elias
Interesting Music Shoppe
Wilfrid, Ontario
Canada

"More and more players are opting for heavier strings (12s and 13s) as they drop tune below the standard 'E' tuning."

Ed Intagliata
Cassell's Music
San Fernando, California

"More and more people are paying us to change them rather than doing it themselves... How hard can it be?"

Larry Gosch
Encore Music Center
Auburn, California

"Customers are starting to try other brands. Pure nickel S.I.T. and DR are really taking off."

Dan Patterson
Patterson's Music
Fort Payne, Alabama

"As more manufacturers produce coated strings, the percentage has gradually crept upward. Still, nickel plated are preferred by most electric players and 80/20 bronze by acoustic players."

David St. John
Music & Arts
Glendora, California

"More manufacturers have switched to packaging that keeps the strings fresh. No worries there. If they still come in paper envelopes with a plastic pouch we are not carrying those any longer. Fresh strings guaranteed is an easy sell."

Ted Parrish
Parrish Music
Viroqua, Wisconsin

"The high end string market has greatly expanded, but for us we still sell way more of the regular over the coated or treated options."

Ed Magruder
Musician's Warehouse
Athens, Georgia

"More players are opting for heavier strings. We rarely sell .008-.038 even though we stock the popular brands in that gauge. Most players seem to prefer .010-.046 or heavier, especially if the player tunes down. Coated electric strings don't sell as well as acoustic coated strings, which are still good sellers. Premium electric guitar strings from D'Addario (NYXL in particular) are good sellers."

Spidey Mulrooney
The Music Shop
Southington, Connecticut

"In our market, Ernie Ball still reigns king for electric guitar players and D'Addario is the top seller for acoustic strings. We have also seen an influx of younger kids wanting heavier gauge strings. The Ernie Ball Power Slinky's have been very popular."

Trent Dugger
Morgan Music
Lebanon, Missouri

"Online discounting continues to be a problem for brick and mortar music stores trying to compete. With little to no margin, shipping cost increases and multiple string cost increases, it makes things challenging."

Rusty Olson
Rockhaus
Milwaukee, Wisconsin

Rational Decisions? How About When it Comes to Money?



By
**Jaimie
Blackman**

I'm a student of behavioral finance, the science that explains how financial decisions might not appear to be rational every time and, therefore, have unpredictable consequences. This is in contrast to many traditional theories that assume investors make rational decisions. In other words, we screw up plenty when it comes to money. Especially when it's our own money.

Case in point: Let's say your favorite breakfast cereal, the one you enjoy every day, goes on sale. For one day only, the store offers a 50 percent discount. You think to yourself, "Well, I have this cereal every day, and so does my family. I think I'll back up the truck and load a whole lot of cereal and save some money." You believe the consequences of the decision will save the family money. Rational decision? Pass.

Let's compare this with an investing scenario. You own a long-term, (more than 10 years) retirement investment account. The market has just sold off 25 percent, and you're filled with fear. You authorize your financial advisor to sell the entire portfolio. You believe the consequences of the decision will help you preserve your retirement account. Rational decision? Fail.

Assuming no emergencies, and there are 10-plus years before you'll need access to it, the only thing you've accomplished is to sell low and buy high, assuming you repurchase your investments when the market returns to even greater highs, which eventually always will.

According to Doug Lennick, author of *Financial Intelligence: How to Make Smart, Values-Based Decisions with Your Money and Your Life*, "financial intelligence" is the ability to make smart, responsible, values-based decisions with, and about, money in the face of competing and difficult to deal with emotions. Reflect on the term "values-based" when it comes to financial decisions. Imagine your personal health is a core value. If you consistently spend money on fast food, rather than quality food and perhaps physical fitness, your financial decisions may not be aligned with what is important to you.

The challenge for impulse buyers, because of the speed at which financial decisions are being made, is a bit more complex.

Let us assume financial security is one of your core values. According to Mr. Lennick, the challenge for impulse buyers in adhering to their core values is an emotional component. You see, the emotional parts of the brain are disabling the parts that might otherwise factor values into decision-making. So instead of making decisions aligned with values related to family financial



security like retirement and college education for children, you are making decisions fueled by, among other things, past feelings of deprivation and the dopamine rush and immediate gratification of buying more "stuff."

In summary, he states the two rules of financial intelligence are:

1. Make financial decisions based on your values.
2. Be prepared for the certainty of uncertainty.

Most people are averse to estate planning. Ask any estate attorney and he or she will tell you that estate planning usually ends up in perennial planning. In fact, the most common financial mistake found in wills are not creating one. It's no surprise that the greatest misalignment of personal values and financial decisions occurs during the estate planning process.

The quality of your relationship with money is dependent on the quality of your ability to think and talk about money, as you would about any important component of your life. Want to feel like a financial virtuoso and make rational financial decisions? When financial decisions are aligned with personal values, financial noise will turn into harmony resulting in sound financial decisions.

If you want to learn more, request a complimentary copy of my eBook, *End Your War With Money* 

Jaimie Blackman is president of BH Wealth Management, an organization dedicated to providing financial advice, education and business coaching. Jaimie is an adjunct music instructor at Lone Star College located in Texas.

“The quality of your relationship with money is dependent on the quality of your ability to think and talk about money.”

NAMM's New President in the Trenches



By
**Menzie
Pittman**

There are grandiose things ahead for NAMM and the music products industry. These things will transpire through the leadership of John Mlynczak.

Soon all of us will become acquainted with John, his innovation, his passion for music, his love for music education, and his vision for the music industry. In May of this year Mlynczak will begin his stewardship as president of NAMM.

In January in Indianapolis, I had the good fortune to work alongside Mlynczak at a workshop hosted by NAMM and NFHS. The event was the inaugural meeting of NAMM working in concert with the National Federation of High Schools, along with music manufacturers, music educators, and various music industry experts. The agenda was simple: given the unified vision between NAMM and NFHS, to review and create more opportunities to grow music makers, and music industry professionals.

We hunkered down for two days of focused workshops, breakout groups, feedback sessions, and discussions. The beauty of this format was that it gave everyone a chance to participate in several smaller groups enabling all participants to share their solution-based thinking, and to discuss openly their individual experiences in the music business.

Participants from across the country eagerly offered their opinions on what they thought was working in music education, and where they saw resistance. Discussions ranged from school music room designs, room acoustics to music technologies. Nothing was left on the table. But here's where the hatchin' starts.

Because it was a small group of leaders, it was easy to offer and hear varied opinions. You could feel the passion in the room, and you could certainly feel Mlynczak's. It was easy to see the depth of Mlynczak's knowledge, his expertise in music technology, and music education. His experience with years of being at the helm of Noteflight for Hal Leonard brings him an uncanny experience and awareness of music technology; however, besides that, Mlynczak is an accomplished trumpeter! So, when Mlynczak speaks on the topic of music education, he speaks from firsthand experience as an educator, a qualified musician, and a music products' specialist.

Few can claim his accomplishments: a musician sitting First Chair Trumpet in an orchestra (Met Winds), while simultaneously overseeing a division of Hal Leonard as a vice president.

So, what can we expect from the new top executive at NAMM? Well, if Joe Lamond was the harbinger, a simple dissection of his 20 years leading NAMM to new heights says it all. It is my bet that Mlynczak will make Lamond his study and continue to take NAMM to even greater heights. We al-

ready know great musicians are known to be great listeners, and Mlynczak demonstrated that skill effortlessly at the conference in Indianapolis; he also had a gift for finding the right moment to offer visionary solutions to any discussion.

Joe Lamond has expressed his complete confidence in Mlynczak, by graciously allowing John to find his stride. I have no doubt Mlynczak will execute his leadership with grace and style. Lamond has set a unique standard, one that seems impossible to duplicate, but it's my guess that Lamond will be the first person to advise Mlynczak to follow his own personal instincts while developing his vision for the organization.

Mlynczak will have additional support in his back pocket from his former boss Larry Morton of Hal Leonard along with NAMM's executive committee, Marry Luehrsen, and NAMM's extraordinary staff. Mlynczak and Luehrsen worked seamlessly together at the conference in Indianapolis, and when it comes to a mentor, none is better at teaching leadership than Larry Morton. So, Mlynczak will be surrounded with great voices, but none more important than his own.

As the music business continues to redefine itself, I will state emphatically that technology, blended with the art of craft, wrapped in passion and purpose is a winning formula. What jumps off the shelf at me about Mlynczak is he is an educator as well as a businessperson, and he is completely passionate about music education. You can feel it, and that is what became so obvious to me in Indianapolis. His background is in music education, and it is my understanding that he maintains a teaching role at his alma mater VanderCook College of Music.

It is easy to see that John Mlynczak will be an excellent choice to fill the role of president of NAMM. The shoes are big to fill, and it will take an enormous amount of energy to do the job, especially coming out of the last few years of the headwinds we have all encountered. But a little birdie told me that John likes to sail. So, headwinds be damned. Welcome aboard, sir! 🚢



NAMM President John Mlynczak

Menzie Pittman is the owner and director of education at Contemporary Music Center in Virginia (CMC). Following a performance and teaching career spanning more than 32 years, he founded CMC in 1989 and continues to perform, teach, and oversee daily operations. He has 50 years of musical experience as a drummer and drum instructor. Menzie is a frequent speaker at NAMM's Idea Center, and a freelance writer for MMR's "Small Business Matters."

“Mlynczak will be surrounded with great voices,
but none more important than his own.”

PRINT & DIGITAL

Hal Leonard Melodica Method Now Available

Hal Leonard has released *The Hal Leonard Melodica Method*, their first release dedicated to the popular, hand-held free-reed instrument. The instrument has been popular since the 1960s, especially in the music education world, but also among contemporary artists including Jon Batiste and the author, Kate “Sundae” Voss, of the duo Sundae + Mr. Goessl.



The *Hal Leonard Melodica Method* is designed for anyone interested in learning the basics of playing the melodica. This easy-to-use beginner’s guide serves as an introduction to everything needed to begin playing with proper technique. It is filled with helpful diagrams and photographs and uses folk tunes that students can learn as they work their way through the book. Topics covered include: mouthpiece techniques, breathing, chords, rhythms, improvising, vibrato, trills, and glissando technique. It also includes 90 audio tracks with demonstrations of every song in the book!

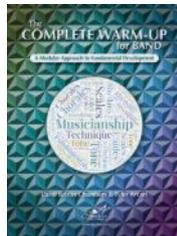
Audio is accessed online using the unique code inside the book and can be streamed or downloaded. The audio files include PLAYBACK+, a multi-functional audio player that allows you to slow down audio without changing pitch, set loop points, change keys, and pan left or right.

Hal Leonard has nearly 200 titles in its iconic method series, from its bestselling *Hal Leonard Guitar Method* to titles for piano, drums, and ukulele, to Chinese pipa, accordion, and sitar, to everything in between. Price: \$14.99.

www.halleonard.com

The Complete Warm-Up for Band, a Fundamentals Book from Excelcia

Excelcia Music Publishing is thrilled to announce the release of *The Complete Warm-Up for Band, A Modular Approach to Fundamental Development*, written by prominent composers, clinicians and music educators Carol Brittin Chambers and Tyler Arcari. A new everyday book to be used in middle school and high school band classes of any length, it provides well-rounded fundamental warm-ups that can be used by ensembles in short increments or in longer, more intensive rehearsals. Using a modular structure, *The Complete Warm-Up for Band* offers flexible options and a thorough approach, regardless of class length, to develop tone, technique and musicianship for the concert band.



It is structured using six modules: body, tone, scale, technical, rhythmic and ensemble modules. On the spot, band directors can pick one or more exercises in each of the modules to lead their ensembles in a comprehensive warm-up designed by educators who have been exactly in their shoes. Whether the director has 5 minutes or 25 minutes, each warm-up will include thoughtful exercises in breathing, stretching, long tones, scales, technical studies and rhythmic studies, plus 40 chorales for use in ensemble development.

“As a music educator, I have always strongly believed in establishing fundamental concepts that can transfer easily from the warm-up to the music. *The Complete Warm-Up for Band* is just that...complete! Directors can start as simply as they like, with their younger, less-advanced ensembles, then progressively add on exercises as their groups mature. The extensive content means the book will never be outgrown!,” states Carol Brittin Chambers, do-author. “And Tyler’s experience and perspectives made him the perfect partner in creating this book.”

“It has become clear to me how much ensembles benefit from more intentional, structured warm-ups. I firmly believe that the roadmap for success resides in this book,” explains Tyler Arcari, co-author and director of music production and editing. “Developing this project with Carol has been a dream come true, and I know that directors will find everything they need to improve the technical proficiency and musicianship of their students.”

The Complete Warm-Up for Band is available from music retailers everywhere and from the publisher at \$8.99 per student book and \$39.99 for teacher edition.

www.excelciamusic.com

PRO AUDIO

Audio-Technica Introduces ATH-M50xSTS StreamSet Models, World’s First Streaming Headsets

Audio-Technica has announced the release of its ATH-M50xSTS and ATH-M50xSTS-USB StreamSet streaming headsets. These models are the world’s first headsets specifically developed to address the needs of live-streaming content creators. Based on the critically acclaimed ATH-M50x professional monitor headphones and incorporating technology from the iconic 20 Series microphones, the ATH-M50xSTS and ATH-M50xSTS-USB deliver full-spectrum, studio-quality for users and listeners on the receiving end.



The headsets are equipped with the same 45 mm large-aperture drivers to provide exceptional clarity throughout an extended frequency range, with deep, accurate bass response. The streaming headsets come with two sets of distinct earpads: M50x earpads that stress audio quality and sound isolation; mesh and leatherette earpads that emphasize breathability and comfort.

Both models use a cardioid condenser capsule on a flexible boom arm, allowing for ideal positioning even with head movement. The result is a rich, studio-quality vocal presence without background noise and output at a consistent level. The headset’s microphone can be muted quickly and efficiently simply by flipping the boom arm into the up position.

The ATH-M50xSTS uses a 2-meter (6.6-foot) permanently attached cable with 3.5-mm (1/8-inch) headphone input (plus 6.3-mm [1/4-inch] adapter) and XLR microphone output. The ATH-M50xSTS-USB uses a 2-meter (6.6-foot) permanently attached cable with USB-A connection (and USB-A to USB-C adapter) for plug-and-play connectivity to PCs and Macs. In addition, the ATH-M50xSTS-USB includes an A/D converter with a sampling rate up to 24-bit/96 kHz and sidetone circuitry that lets vocals be heard in the headset (with volume controlled by a dial on the earcup) for a more natural, conversational feel.

The ATH-M50xSTS is available with an MSRP of \$199, and the ATH-M50xSTS-USB is available with an MSRP of \$229.

www.audio-technica.com

DRUMS & PERCUSSION

TAMA Announces Release of New STAGESTAR Series Kits

New for 2023, TAMA has announced the release of their new, super-affordable STAGESTAR drum kits.

STAGESTAR provides a full sounding drum set with durable hardware and functional cymbals. 100% Poplar 6ply 7mm shells produce full, dynamic tones for each drum. Hardware stands feature double braced legs



newproducts

– Boom stand with multi-angle adjustments, snare stand with adjustable snare basket and hi-hat stand with a strong clutch that holds tight. The bass drum pedal is equipped with separate spring tension and beater angle adjustments to provide customized pedal feel, according to player preference. The 14" hi-hat and 16" crash cymbals use thicker gauge brass than is common at this price point and provide increased volume and durability. Also included with this kit is a double-braced drum throne with spindle height adjustment. This design is more secure and easier to position up/down than is a fixed bolt height adjustment. The last feature that differentiates STAGESTAR is the TAMA Omnisphere Tom Holder. It incorporates a ball/socket tom arm design for flexible positioning and secure hold. Additionally, the L-arms do not penetrate the tom shells when connected, which allows the tom shell to resonate more freely than other conventional mounting systems. TAMA's STAGESTAR is the next generation of entry-level complete drum sets for the value-conscious consumer. It includes everything players need (except drumsticks) to get started on a full-sized drum set.

Features

- 100% Poplar Shell 6ply/7mm
- Omnisphere Tom Holder
- STAGESTAR Brass Cymbal Set
- Drum Pedal & Drum Throne
- Finishes: Black Night Sparkle, Cosmic Silver Sparkle, Lime Green Sparkle, Sea Blue Mist

ST52H5C

Drums: 22"x16", 10"x8", 12"x9", 16"x15", 14"x5.5"
Hardware: double tom holder, hi-hat stand, single drum pedal, snare stand, boom cymbal stand, drum throne
LIST: \$1,100 • MAP: \$659.99

www.tama.com

FRETTED

Fender H.E.R. Limited Edition Stratocaster

H.E.R. has blazed a glittering trail through the current R&B landscape with her dynamic voice, smooth rhythms and slow-burning guitar solos. Her signature Strat – finished in a brilliant Chrome Glow with an anodized aluminum pickguard and Vintage Noiseless pickups – burns with style and classic Strat tone.

Over the past few years, singer/songwriter/guitarist H.E.R. has blazed a singu-



lar trail across the R&B landscape with a fresh, powerful sound that melds influences ranging from Stevie Wonder, Donny Hathaway and Jimi Hendrix to Eddie Van Halen, Santana and B.B. King. She emerged on the scene in 2016 with a series of well-received EPs that highlighted her soulful vocals and dynamic, slow-burning guitar solos. But it was her run at the 61st Grammy Awards – where she picked up trophies for Best R&B Album and Best R&B Performance, and played an electrifying version of her ballad "Hard Place" on a show-stopping see-through acrylic Fender Custom Shop Stratocaster – that made it clear we were witnessing an incredible artist with one-of-a-kind style (and impeccable taste in guitars).

That awe-inspiring acrylic Fender, conceived by H.E.R. and brought to life (amazingly) in under a week by custom shop master builder Scott Buehl, is just one of the artist's striking Strats.

She's also been spotted playing a Custom Shop model finished entirely in black — we mean everything from the body, fretboard and headstock to the back of the neck, the hardware and even the iconic Fender logo.

To state the obvious: H.E.R. is not your typical R&B artist. And when it comes to writing and performing her music, she needs a guitar that's likewise unique in sound and style. The new H.E.R. Stratocaster, finished in a stunning Chrome Glow and accented by an anodized aluminum pickguard, is that guitar.

The H.E.R. Stratocaster plays as great as it looks, thanks to a traditional tonewood combination – an alder body paired with a one-piece maple neck and fingerboard. The neck is carved into a mid-'60s C-shape for maximum comfort and sports a 9.5-inch fingerboard radius for effortless bending. Other features include 21 Vintage Tall frets, a six-saddle vintage-style synchronized tremolo, vintage-style tuners and nickel/chrome hardware.

Sonically, the guitar conjures classic Fender tones (minus the hum!) via a trio of Vintage Noiseless™ Strat single-coil pickups controlled by a master volume, two tone knobs and a five-position blade switch. And while it might be hard to pull your eyes away from the guitar's gorgeous metallic finish, H.E.R. and Fender also threw in some more subtle aesthetic touches, including a matching headstock, multi-hued synthetic abalone dot fingerboard inlays and a custom neck plate engraved with original H.E.R. artwork.

It all adds up to a model that merges classic Fender design with singular modern dazzle – an instrument fit for an artist who sits boldly at the forefront of a new generation of players.

MSRP: \$1,299.99

www.fender.com

Rocky Mountain Slides Company

Handcrafted Guitar Slides for over 20 Years!



www.RockyMountainSlides.com

AMPLIFICATION

Positive Grid Presents Spark MINI Zakk Wylde Edition

Positive Grid, in collaboration with Zakk Wylde and Wylde Audio, presents the Spark MINI Zakk Wylde Edition smart guitar practice amp.

Limited to 100 units, each Spark MINI O' Doom is hand-designed and numbered by Zakk Wylde – the legendary Ozzy Osbourne guitarist, Black Label Society founder, and current Pantera touring member. A custom front grille featuring Black Label Society's iconic "Skully" design is also included.

Fans can sign up at positivegrid.com/pages/zakkwylde between February 14 – 28, 2023. Then 100 lucky entrants will be selected at random for their chance to purchase this limited edition customized collaboration.

For the full Zakk Wylde experience, fans can also harness his unmistakable tone with five signature presets created to emulate quintessential tones from his famed career – all accessed via Positive Grid's exclusive ToneCloud tone-sharing community.

Best known for being the lead guitarist for Ozzy Osbourne, Black Label Society and currently Pantera, Zakk Wylde is one of the most recognizable and celebrated guitar players in the world.

A dominant figure both musically and literally, the irony of collaborating on such a compact amp is not lost on him. As he shared, "Holy shit, these things are tiny. But they're loud as hell! These custom BLS Spark MINI's look incredible, and they'll look even better on your desk. I've had one on tour with me over the last couple weeks, and it hasn't left my side."

The portable, battery-powered Spark MINI smart guitar practice amplifier packs a punch with surprisingly loud, multi-directional sound and easy-to-use onboard controls. Its free accompanying app unlocks a world of custom tones and smart features for practicing and playing. Spark MINI can also be used as a Bluetooth audio speaker for streaming music or an audio interface for recording musical ideas.

www.positivegrid.com



PRO AUDIO

The New Cloudlifter X from Cloud Microphones

Cloud Microphones, maker of the original, award-winning Cloudlifter, has unveiled their latest addition to the Cloudlifter family. The brand new Cloudlifter X offers a custom-designed Cinemag transformer along with two selectable output levels that expand the range of output gain offered by the industry standard CL-1.

Featuring Cloud's signature ultra-clean gain, the nickel-core Cinemag transformer delivers an incredible amount of bandwidth at normal input levels, and can also provide a variable amount of harmonic content and saturation as the input signal is increased, adding extremely musical flavors to the CL-X's output, which can change dynamically based on the input level of the source material.

"Our customers love the CL-1 for its ultra-clean, transparent gain," says CEO Rodger Cloud. "With the addition of a custom transformer, the CL-X will respond to different sources and input levels, returning ultra-clean gain with varying levels of character and mojo. We like to say 'the more signal you give it, the more love it will give back!'"

Inspired by the two-position More/Max switch found on the Cloudlifter Z, the default setting (up to 12dB) on the CL-X is ideal for use with hotter signals like an SM57 on a snare, whereas the "Max" setting (up to 36dB) is perfectly suited for quieter source material such as acoustic instruments, podcasting, ASMR, or even Foley.

"The CL-X is the perfect companion piece for CL-1 owners," says Cloud. "The additional gain settings – neither of which can be found on the CL-1 – combined with the sonic flavor of the transformer opens up a whole new world of Cloudlifting possibilities."

The Cloudlifter X carries a \$269 MSRP with a MAP price of \$229, and is currently shipping.

www.cloudmicrophones.com



***Retailers Make GREAT MARGINS On Our Custom Slides!**

***NOT Sold In Big Box Stores!**

***Offering In-Store Slide Clinics**



For more info, email DocRMSC@yahoo.com or call 719-851-0645



YOUR ONE STOP SHOP
FOR QUALITY INSTRUMENTS & ACCESSORIES



WIDE SELECTION

Save time - purchase from one source.

QUALITY

Refurbished & New Instruments.

RETAIL READY

Just unbox and sell.

MIRC **NASHVILLE GUITAR WORKS**
209 Gothic Court, Suite 104 Franklin, TN
MIRC, LLC is: (615) 771-7135
FRANKLIN GUITAR WORKS
Visit www.mircweb.com
The Music Retail Show

50 YEARS OF MUSIC & COMMUNITY
50 Elderly YRS
EST. 1972
BUY • SELL • TRADE • CONSIGN • APPRAISALS
517.372.7890



MODERN PIANO MOVING
Nationwide Door-To-Door Service Since 1935
800-737-5600
www.modernpiano.com

Freedom Barrel
Adjustable Clarinet Barrel
"The Freedom to Tune in Any Situation"
Available at RS Berkeley Retailers Everywhere
MADE IN THE USA
Adjusts from 60mm-70mm
1-800-974-3909 RSBerkeley.com
"It gives me the opportunity to play in tune in any situation. The tone is beautiful and its durable construction seems like it will last a lifetime."
Sherman Irby
Jazz at Lincoln Center Orchestra

REEDGEEK®
The "Black Diamond" by REEDGEEK®
Photograph by Melanie Futoron
"It's the only reed tool that's ever worked for me."
-David Sanborn
Six Time Grammy Award Winner
MADE IN USA
www.ReedGeek.com

BOW REHAIRING
Expert Bow Service
order forms, pricing and shipping label at:
www.bowrehairing.com
"An industry leader since 1967"
IRA B. KRAEMER & CO.
Wholesale Services Division
467 Grant Avenue
Scotch Plains, New Jersey 07076
(908) 322-4469

RS Berkeley TRI ALL
Multi-Purpose Trial Tool For Beginning Band Students
• Promotes Good Hygienic Practices While Reducing Exposure To Germs
• One Device For Flute; Trumpet; Trombone/Baritone; Clarinet/Saxophone
• Made From Non Toxic Materials
Learn more at www.rsberkeley.com

MMR
MUSICAL MERCHANDISE REVIEW
mrmagazine.com @mrmagazine
facebook.com/mrmagazine youtube.com/mrmagazine

COMPANY	PAGE	WEB
Allen & Heath	C1	allen-heath.com
Alfred Publishing, LLC	28	alfred.com
Amati's Fine Instruments	1	amatisonline.com
Black Diamond Strings	3	blackdiamondstrings.com
Bourns, Inc.	17	bourns.com
Buffet Crampon USA	17	buffet-crampon.com
Hal Leonard	C2	halleonard.com
IK Multimedia	C4	ikmultimedia.com
J.J. Babbitt Co. Inc.	5	jjbabbitt.com
Lee Oskar Harmonicas	13	leoskar.com
MusicShop360	7	musicshop360.com
NAMM	C3	namm.org
National Educational Music Co.	11	nemc.com
Rocky Mountain Slides Company	24, 25	rockymountainslides.com
Rovner Products	9	rovnerproducts.com

Make Money Renting School Band & Orchestra Instruments



Nobody Offers Our Level of Service & Support. Not Even Close.

- No startup costs, inventory outlay, shipping expenses or franchise fees**
Educator-approved name brands including Conn-Selmer, Jupiter, Buffet, Ludwig & more
- No collections headaches: We handle all rental account billing & collections**
No recourse to you if a customer becomes delinquent (unlike other programs)
- Monthly commission, per-contract bonus and exclusive VIR Affiliate Rewards Program**
Offer rentals in-store, on-site, or online through your own branded microsite
- Complimentary instrument repair training & powerful marketing/advertising support**
Never a conflict of interest: No part of our company competes with your business
- We do NOT operate retail stores or competing e-commerce catalogs and/or websites**

Shopping Rental Programs? Ask These Questions:

Are there chargebacks to me when a customer stops paying?

Do you send road reps or operate retail stores in my area?

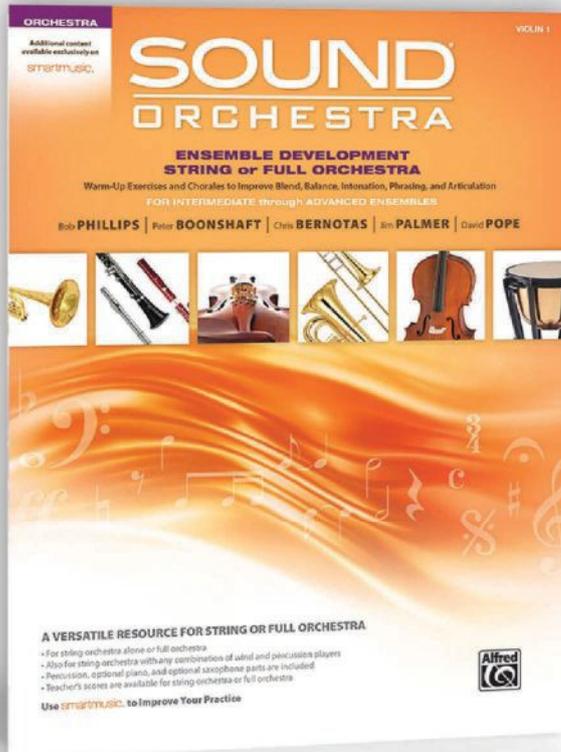
Operate websites that compete with my combo business?



Veritas Instrument Rental Incorporated
Call Us Today at 800-578-9724 Ext 114
www.veritas-online.com



Comprehensive Ensemble Skills for **STRING or FULL ORCHESTRA**



*By Bob Phillips
Peter Boonshaft
Chris Bernotas
Jim Palmer
and David Pope*

Sound Orchestra® Ensemble Development for String or Full Orchestra

**Warm-Up Exercises and Chorales to Improve Blend,
Balance, Intonation, Phrasing, and Articulation**

- Features 270 exercises, including chorales and orchestral themes, providing a variety of content for the application of ensemble skills
- Supports performance music by isolating and reinforcing ensemble concepts such as tone quality, intonation, and technique
- For intermediate through advanced string orchestra, full orchestra, or string orchestra with any combination of wind and percussion players
- Optional parts increase the flexible use of this resource: percussion, piano, saxophone, and the violin 3 book replicates the viola book
- Teacher's scores are available for string orchestra or full orchestra
- Additional content, available exclusively in **MakeMusic Cloud (Smartmusic)**, offers further opportunities for effective practice and additional reinforcement of skills



Alfred Music
LEARN • TEACH • PLAY

Learn more at
alfred.com/SISOFO



Visit us at the NAMM Show **Booth 8903**

AmpliTube TONEX



TONEX Pedal \$399.99 (ex. taxes)

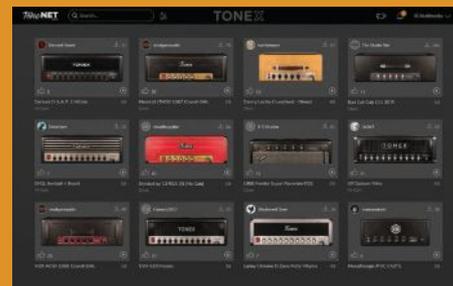
UNLIMITED TONE. FOR REAL.

With over 1,000 included amp and pedal premium tones and over 5,000 downloadable from its users community, growing daily, TONEX Pedal is the ultimate amp-sim performance machine and the game changer when it comes to tone capturing. Not only you have thousands of tone models to browse and find your own easily, but you can capture and model your own rig using the included AI Machine Modeling software with a sound that is indistinguishable from the real thing, use it in your DAW as a TONEX plug-in, inside AmpliTube, or live on stage with TONEX Pedal, for a tone with no boundary that goes seamlessly everywhere you go.

- The most authentic tone ever • Capture your own rig with AI Machine Modeling • Includes 1,000 Premium Tone Models • Thousands of free community rigs • Includes TONEX MAX software • High-end 24-bit audio • Whisper-quiet 123 dB noise floor • Designed and made in Italy



TONEX for Mac/PC player/modeler



TONEX on ToneNET online community



DOWNLOAD FREE VERSION
www.ikmultimedia.com/tonex



IK MULTIMEDIA. MUSICIANS FIRST.

