

Visit MMR - Booth #7511 - at the 2022 NAMM Show!

mrmagazine.com

June 2022

MMR

MUSICAL MERCHANDISE REVIEW

Est. 1879

Market Profile

Chicago

An MI City 'Second' to None



avantis

IT'S A SMALL STEP TO A GIANT LEAP.

ALLEN & HEATH



INSIDE



2022 NAMM Show Buyer's Guide



Dealer Survey
A Piece of the Action – Mouthpieces for Brass Instruments

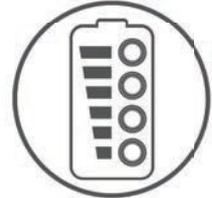


Anniversary
Grover Musical Products, Inc. Celebrates Centennial



EXM MOBILE

BATTERY POWERED PA SYSTEMS



BATTERY POWERED



MUSICIANS



DJ'S



MUSIC



PRESENTERS



FITNESS



EXM Mobile8

8-inch/3-way Battery Powered PA System



EXM Mobile Sub - 2 x 8-inch
The First EVER Battery Powered Portable Sub

LET'S TALK ABOUT GIVING YOUR CUSTOMERS THE BEST IN MOBILE SOUND

INCLUDES YORKVILLE SOUND'S LEGENDARY "EVEN IF YOU BREAK IT" TWO YEAR WARRANTY

Yorkville Sound USA | 4625 Witmer Industrial Estates | Niagara Falls, NY USA | 14305

For more details, contact any of our team at the order desk!
716-297-2920 or orders.usa@yorkville.com

yorkville.com

Amahi

www.amahiukuleles.com
(888) 262 8471

Your Dream Ukulele



DDUK21
NET \$30.99



DDUK19
NET \$30.99



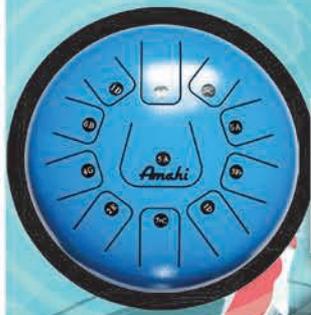
DDUK12
NET \$30.99

CALMING SOUNDS OF

Amahi

STEEL TONGUEDRUMS

Starting Net of \$44.00



music
PRODUCT
EXCELLENCE
AWARD 2021

C O N T E N T S



MUSICAL MERCHANDISE REVIEW

FEATURES

Vol. 181 JUNE 2022 No. 6

Anniversary

1922-2022: Grover Musical Products, Inc. Celebrates Centennial 12

2022 marks Grover Musical Products, Inc.'s 100th anniversary – a rarely achieved milestone in any industry, including MI. *MMR* recently touched base with president Cory Berger to learn more about the company's past, its current projects, and hopes for the future.

Survey

A Piece of the Action: Mouthpieces for Brass Instruments 14

Nearly 85 percent (83.3%) of participants in this issue's poll have observed sales of mouthpieces either increasing or remaining steady when compared to 2021. These accessories represent a robust and important market segment that provides consistent business for MI retailers across the nation.

Market Profile

Chicago: An MI City 'Second' to None 16

A metro area that's contributed significantly to blues, jazz, gospel, rock, punk, hip-hop, and pop, Chicago has left an undeniable mark on the music world. Home to a high concentration of colleges and universities boasting world-class music instruction, as well as a thriving live performance scene, the Windy City is also a natural hotspot for MI retail.

The NAMM Show Buyer's Guide 28

As major players in MI return to Anaheim for the industry's largest gathering, *MMR* singles out some new and notable instruments and gear on display at the 2022 NAMM Show.

Departments

Editorial	4
UpFront	6
Trade Regrets	8
People on the Move	10
Small Business Matters	38
Sound of Money	39
The Last Word	40
Classifieds	42
Ad Index	42

MMR Musical Merchandise Review® (ISSN 0027-4615), Volume 181, Number 6, June 2022, 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, Choral Director, Modern Band Journal and JAZZed. 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 Musical Merchandise Review, PO Box 16655 North Hollywood, CA 91615-6655. The publishers of this magazine do not accept responsibility for statements made by their advertisers in business competition. No portion of this issue June be reproduced without the written permission of the publisher. Copyright ©2022 by artistpro LLC, all rights reserved. Printed in USA.

WHAT DOES YOUR FUTURE HOLD? WE SEE 2 GREAT WAYS TO EARN COMMISSION!

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 & billing
- Customers stay yours – we don't compete
- Competitive commissions



EASYCARE

DRIVE STORE TRAFFIC SELLING HASSLE-FREE
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



NATIONAL
EDUCATIONAL
MUSIC
COMPANY

LEARN MORE AT:

NEMC-PARTNERS.COM/AUTHORIZED-DEALERS/SIGNUP

NEMC.COM

DEAN
GUITARS
GET YOUR WINGS



Equipped with

Seymour
Duncan

Kahler

ML SELECT 24 KAHLER QUILT TOP
TRANS BLUE

WWW.DEANGUITARS.COM



The Old Stomping Ground

By
**Christian
Wissmuller**

Many of you reading this issue of *MMR* are either doing so just prior to heading off to the NAMM Show, or you've picked up a copy at one of the magazine bins at the Convention Center and are looking through the magazine while at the Show.

While I haven't experienced the depression, anxiety, agoraphobia, or other negative byproducts of the... "tumultuous" last couple of years felt by some (at least I don't think I have), the whole COVID/lockdown experience did, however, gift me with a really messed-up concept of time. Case in point: I'm just as likely to feel as if the most recent trip to Anaheim was mere weeks ago as I am to imagine that gathering as having taken place more than a decade ago.

Strange times, friends. Strange times.

However *you've* experienced life in the many months since our last industry get-together back in January 2020, odds are good that if you're attending this year's NAMM Show – as an exhibitor, buyer, or guest – you're pretty happy about returning. There's no question that the amount of actual "business" conducted at trade shows is diminished in the present-day when compared to decades far, far back in our collective rear-view mirror, but that was true well before COVID-19. Between emails, websites, actual phone calls (People still use phones to talk to one another?), Zoom, Skype, and the like, it's easy enough to learn about new musical instruments and gear and place orders *without* you and your team packing up and heading off to a B2B conference (and incurring all the related costs). But, much as a Zoom call is a poor substitute for breaking bread and discussing business with a potential partner, nothing beats grabbing a coffee with a colleague and ironing out the particulars of a deal at the NAMM Show or visiting a booth and actually picking up that guitar you've been thinking of ordering for your store, or sitting down at that electronic drum kit your customers have been asking you about.

In a *Forbes* article from last spring entitled, "Trade Shows Will Regain Importance After the COVID-19 Pandemic," author Bill Conerly stated, "Business-to-business sales can survive a year or two without trade show exposure, but the value of increased sales will eventually win out relative to costs savings."

In a more recent *NewNorth* report from February 2022, metrics supported the projection that the overall U.S. B2B market will be worth over 14.5 billion dollars by 2024 – not quite back to the 2019 valuation of the same market (15.5 billion dollars), but not hardly a death-rattle for the concept of events such as the NAMM Show. "It's clear that trade shows will continue to be a big part of B2B marketing in the future," the piece declared. "However, trade show practice and trends will need to innovate with these changing times. Likewise, we will need to innovate with them."

Time will tell how the NAMM Show, Music China, Musikmesse, and other such events evolve. Maybe things will never return to the truly staggering numbers that we saw the last time the MI industry descended upon Orange County (115,301 attendees!), but that may not be a wholly bad thing. As reported in our January 2022 issue, smaller-scale events such as Armadillo Enterprises' (Dean Guitars, ddrum, Luna Guitars) "AAA" (Armadillo All Access) can be effective and impactful *because* they're smaller.

As always, our industry – just as any other – benefits from participants who are both nimble and open-minded. Whatever shape and size the NAMM Show takes in future years, for my part I'm truly happy to be heading back, even if my brain can't quite settle on exactly how long it *feels* like it's been.

If you're also making the trek this June, be sure to stop by *MMR's* booth (#7511) and say hello!

Christian Wissmuller
christian@mrmagazine.com

PUBLISHER
Mike Lawson mike@artistpro.com
Ext. 4

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

CONTRIBUTORS
Menzie Pittman, Jaimie Blackman

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

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

ACCOUNT MANAGER
Mari Deetz mari@mrmagazine.com
Ext. 1

GREATER CHINA WORLDWIDE FOCUS MEDIA
Judy Wang
C: 0086-13810325171
E: judy@mrmagazine.com

ACCOUNTING
Shannon Kebschull Lawson
accounting@artistpro.com

PUBLISHING CONSULTANT
Terry Lowe

CIRCULATION MANAGEMENT
Stark Services, Inc.
12444 Victory Blvd., 3rd Floor
North Hollywood, CA 91606-3173
(818) 985-2003

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





GIULIETTA

BOBCAT

MINI GUITAR

BUILT UPON THE INNOVATIVE VOX LEGACY, THE NEW VOX GUITARS LINE STANDS OUT WITH VINTAGE FLAVOR AND MODERN DESIGN

The Bobcat S66 and V90 bring back the spirit of classic Italian-made guitars, the Giulietta 3D & 3PS expand the possibilities of archtop guitars with the AREOS-D and Super Capacitor preamp systems, and the SDC-1 Mini makes playability and portability accessible to everyone.



LEARN MORE AT VOXAMPS.COM

Reverb Sellers Kickstart 2022 with Best Quarter Ever

On May 5, Reverb announced that Reverb sellers had their best quarter ever. In the first three months of 2022, sales reached a new quarterly high, slightly outpacing the very strong growth experienced in the first three months of 2021. This growth was propelled by steady demand for a wide range of gear and consumers' continued interest in purchasing music gear online.

In the first quarter of 2022, Reverb announced that it expanded the hours that buyers and sellers can get support from Reverb Support. The Reverb Support team is now available via live chat from 3 a.m.–9 p.m. CT, Monday–Friday, as well as 10 a.m.–4 p.m. CT on Saturday and Sunday. The team plans to continue expanding the ways in which Reverbers can get in touch, including making phone support available by the end of the year.

A support team that is dedicated to music gear and understands the nuances of buying and selling instruments is one reason Minne-



sota-based El Diablo Amps & Guitars uses Reverb as their main online selling channel.

Additionally, Reverb introduced Calculated Shipping to help bring added clarity to USPS shipping rates. When an item sells, the new Calculated Shipping feature automatically calculates the exact shipping cost based on the location of the buyer. The buyer pays for shipping, Reverb provides the label, and all a seller needs to do is send the package. This new feature is just one example of the improvements Reverb is making to the shipping experience based on feedback from sellers.

To discuss how you can improve your ecommerce operations, contact sellerengagement@reverb.com.

Carol Kaye and Peter Asher to be Honored at 37th Annual TEC Awards

The NAMM TEC Committee is pleased to announce pioneer and bassist extraordinaire Carol Kaye as the recipient of this year's Les Paul Innovation Award alongside top hitmaker, producer, and performer, Peter Asher, who will be inducted to the NAMM TEC Hall of Fame. The Les Paul Innovation Award is given on behalf of the Les Paul Foundation to honor individuals that have set the highest standards of excellence in the creative application of artistry in the spirit of the famed audio pioneer, inventor, and musician, Les Paul. The TEC Hall of Fame induction includes an award that recognizes pioneers of audio technology and the music industry's most accomplished producers and audio technicians. Kaye and Asher will be honored in-person at the 37th Annual NAMM Technical Excellence & Creativity Awards (TEC Awards) on Saturday, June 4, at The 2022 NAMM Show in Anaheim, California.



With a career spanning decades, Carol Kaye is not only a pioneer in the male-dominated world of pop recording sessions, but one of the industry's most prolific musicians. Kaye can be heard on more than 10,000 recordings – from timeless, classic songs to TV and movie scores of almost every kind.

With the receipt of the award, Kaye joins a list of Les Paul winners that in-

clude the likes of Joni Mitchell (2020), Peter Frampton (2019), Slash (2015), Pete Townsend (2013), Paul McCartney (2000) and many others.

For his timeless work and artistic innovation, Peter Asher will be inducted and presented with the TEC Hall of Fame award. Throughout his decades-long career in the music industry, Asher has earned the reputation of being one of the industry's most sought-after producers and performers.

With the TEC Hall of Fame Award, Asher joins the likes of Dave Pensado and Herb Trawick (2020), Leslie Ann Jones (2019), The Section (2018), Jack Douglas (2017), and many others who have received the award since its founding in 1991.

In addition to the two honorees, the evening will recognize finalists for each of the 28 TEC award categories, which honor the creative achievements of individuals and teams, as well as the companies, products, and technical innovations used in sound recordings, films, broadcast television, and video games. As previously announced, actor, comedian, musician, and producer, Fred Armisen will return to host the evening awards event.

Additional information about tickets, finalists, and more is available at www.TECAwards.org

Winners Announced of 12th Annual Hal Leonard Vocal Competition

The results of the 2022 Hal Leonard Vocal Competition have been announced. Established in 2011, it was one of the first legitimate music competitions held entirely on YouTube. Eligible singers from the U.S. and Canada were able to enter, with no entry fee.

There were over 1300 entries this year in two divisions: classical art song and musical theatre. Four age categories comprise each: children (ages 12 and under), early teens (ages 13-15), high school (ages 16-18), and college undergraduates (ages 18-23). Hal Leonard awards over \$10,000 in cash and gift certificates in its support of vocal music across North America, recognizing the accomplishments of singers and their voice teachers.

Art Song first place winners in 2022 in-



cluded Heidi Hager (age 11) of Herndon, VA; Grace Chang (age 15) of Hackensack, NJ; Elena Oliveira (age 18) of Houston, TX; and Kaya Giroux (age 21) of Carnegie Mellon University.

Musical Theatre first place winners recognized Maya Joshi (age 12) of Cresskill, NJ; Kaiya Bagley (age 15) of Medford, OR; Amelia Gibbons (age 17) of De Pere, WI; and Abigail Storm (age 20) of Austin, TX.

The rules, required repertoire and prizes, as well as a complete listing of winners and top placing videos for 2022 may be found at halleonard.com/vocalcomp.

012-28
MODERN DELUXE

000-18
MODERN DELUXE

D-45
MODERN DELUXE

00-28
MODERN DELUXE

MEET THE NEW MODERN DELUXE.

Introducing All-New Modern Deluxe Models.

Martin has added seven new models to their popular Modern Deluxe Series, giving you more body sizes and styles to choose from. If you're looking for a guitar with state-of-the-art features, modern playability, and that coveted vintage Martin tone, the Modern Deluxe Series is for you. Find yours today at bit.ly/martinmoderndeluxe.

scan me



Martin & Co.
EST. 1833

Yamaha Returns in Person to The NAMM Show

Yamaha has announced their 2022 return to the world's largest global music trade show. This year, the expansive Yamaha display will be on the third floor of the Anaheim Convention Center (#300DE).

Attendees can stop by the Yamaha booth to experience a wide array of the latest products and technologies, such as the CFX grand piano, Revstar guitar line, DTX 10 electronic drum kit, and more to be announced at the show! The display will also feature products from Yamaha companies Bosendorfer, Line 6, Ampeg, and Steinberg.

Yamaha will also light up the Yamaha Grand Plaza stage throughout NAMM with a multi-artist concert series for all attendees. Performances will begin on Friday, June 3, with Night of Worship for all to experience live worship music at its finest. And on Saturday, June 4, Yamaha reprises its All-Star Concert on the Grand that has thrilled and surprised the NAMM Show crowd for years.

Music & Arts Acquires Central Instrument Company

Music & Arts announces that it has acquired the company previously known as Central Instrument Company (CIC), a longtime musical instrument repair, retail and rental destination in Cuyahoga Falls, Ohio. Primarily serving the school band and orchestra community in the region, the facility is located at 739 Portage Trail, Cuyahoga Falls, OH. CIC was founded in 1979 and has been managed by Jim Stahl since they first opened, providing services for multiple generations of student musicians and the dedicated educators who teach them. Now part of the Music & Arts family, the location will continue to serve the community with premier rental and repair services.

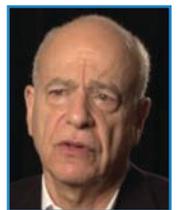
CIC's two professional educational reps will continue on in their positions under the new management, providing seamless continuity to the school music education community in the region. CIC's repair technicians will also be joining the Music & Arts family. The facility's repair services will benefit from being part of the Music & Arts nationwide network of shops, which are well regarded for their high level of service to music education programs nationwide.

TRADEREGRETS

MI industry veteran **Mark Dronge** passed away at the age of 83 on May 11.

From NAMM's Dan Del Fiorentino: *Mark was the president of DR Strings and a veteran of the music products industry, having been involved since he was four years old in his father's retail store! Mark recalled the accordion boom of the 1940s in his father's store, which was sold in 1948. The money his father made in selling the store funded the Guild Guitar Company's launch in 1952. His father formed Guild when Mark was fourteen and he developed a great interest in the business. He worked for his father after college before he formed his own company, DR Strings.*

I do believe Mark was the last survivor of the 1966 television broadcast from the NAMM show, which was in celebration of our 65th anniversary.



The **NEW** Rovner[®] **DEEP** Mouthpiece Collection

AVAILABLE DEALER DIRECT!

Each Includes Premium Ligature, Cap and Case

Need ligatures? Ask your favorite distributor...we've never missed a beat!

ALTO • TENOR BARITONE

AVATAR[™] By Rovner[®]

AVIVA[™] By Rovner[®]

ROVNER[®] PRODUCTS
MADE IN THE USA

Patents. See website.

dealersupport@rovnerproducts.com
www.rovnerproducts.com

Made for any **event** (Get it?)



event
series



Scan to
learn more



SOUND WITH SOUL

PEOPLE on the MOVE

Shane Nicholas, one of the industry's most well-regarded and beloved amplifier experts, has retired from **Fender** after 25 years with the company.



Originally from eastern Pennsylvania, Nicholas worked in sales at Dave Phillips Music in Allentown for more than 10 years prior to joining Fender in 1997. With nearly half a century of guitar-playing experience, Nicholas is known for his intricate knowledge of amplifiers and flawless execution on guitar, as well as his passionate on-stage performances. He quickly realized that amplifiers are just as important as guitars for creating a good tone while playing. He took this mindset and went on a journey to play every single one he could find and learned what made each of them tick.

During his 25 years with Fender, Nicholas held multiple roles, including amplifier product specialist, manager of product education, and various product manager,

marketing manager, and director roles. He played an invaluable part in Fender's global project to become leaders in the amplifier space.

Hal Leonard has announced that it has promoted **Shari Molstad** to a newly-created position of digital licensing manager. This new role will focus on the ever-expanding digital marketplace and Hal Leonard's widening position in providing rights and content to its network of music tech partners and digital retailers. Molstad will oversee the administration of rights and approvals relating to the company's third-party relationships.



Molstad has been with Hal Leonard for nearly 19 years and was their permissions manager prior to this promotion.

Hal Leonard is the parent company of Sheet Music Direct, one of the largest providers of digital-direct sheet music, and ArrangeMe.com, which allows musicians to legally sell their own arrangements of popular songs. Those sites alone represent over a million digital items.

In its quarterly meeting held on April 28, the 23-member board of directors of **Music for All** elected **Douglas C. Pileri** of Carmel, Indiana, to be its new chairman of the board. Pileri moves up from his current position of vice-chairman and replaces Gayl W. Doster, who will assume the new position of immediate past chairman.



Pileri brings a reputation for applying visionary leadership, business discipline, and the creative application of technology to achieve extraordinary results to his new role. In a 30-year career in multiple international senior-level assignments, he built an enduring record of success in some of the world's great companies – IBM, Thomson, and Kodak – and in Freedom Partners, one of the country's most successful policy-influencing organizations.

During his career, Pileri has been a keynote speaker at industry conventions, has been featured in a cover story of *CIO Magazine*, and delivered a speech on National Public Radio. He believes there are two universal languages – music and photography – that bring us together and make a great difference in our world. He credits his experience playing the clarinet at a young age with helping him develop the confidence he'd need along the way.

Fender Custom Shop is pleased to announce two new master builders that will be joining the team: **Andy Hicks** and **David Brown**.

Andy Hicks firmly believes that his two passions – playing and building guitars – keep him deeply connected to the craft and player needs. "I love interacting with guitarists," Hicks said. "Bridging the gap between builder and player, listening to their desires and implementing them into my builds is incredibly rewarding."



When asked how he feels about joining the Fender Custom Shop, David Brown notes, "I hope to bring a perspective that takes into account all of my previous experiences in guitar building and construction. I hope to create these instruments that are the industry standard when it comes to accuracy and feel for the musician. Becoming a master builder for the Fender Custom Shop means that you've arrived."

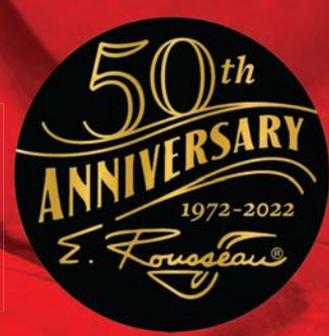


ER50 Series

Next Generation
State-of-the-Art
Classical Mouthpieces
Inspired by Eugene Rousseau



In celebration of our 50th Anniversary, we are introducing the all new ER50 Series saxophone mouthpieces, the first new Rousseau designs created in almost a decade. The ER50 Series features two new Alto models, the ER50 Classic and the ER50 Custom, each offering a warm timbre, ease of articulation, and improved low note response.



rousseaumouthpieces.com



JOIN XCHANGE

THE WORLD'S LARGEST MUSIC SOFTWARE MARKETPLACE

“It has revolutionized how software is bought and sold.”

Dinshah Sanjana
VP of Sales, EastWest Sounds



Imagine waking up to dozens of overnight sales that are fully paid and delivered. Imagine having those sales automatically entered in the accounting system. This is reality for hundreds of music software resellers around the world. XCHANGE is the gateway to the fastest growing sector in the musical instruments industry - music software. This sector has experienced massive growth and continues to trend upwards.

Your business can participate in this software boon by joining XCHANGE today. There are more than 10,000 products to sell, no reseller fees, no inventory stocking requirements and products are delivered in seconds anywhere in the world 24/7. Join today to profit from the best business model in the MI.

www.xchangemarket.com/join/

XCHANGE
MORE SALES, MORE PROFITS

1160 Ellesmere Road, Toronto, ON M1P 2X4, Canada | www.xchangemarket.com



Grover Musical Products, Inc. Celebrates Centennial



In 1922, Henry and Julius Grossman founded Grossman Brothers Music Company as wholesalers of musical instruments and accessories. The Cleveland, Ohio-based operation was soon joined by brother-in-law Max Berger and, afterwards, by Max's son Joseph who served as a travelling salesman.

The company flourished in the following decades, expanding into manufacturing – notably the Flutophone, a one-octave clarinet style instrument for children which has sold a staggering fifty million-plus units, worldwide – and acquiring Trophy Plastics in 1949 (later changed to Trophy Music Company). 1952 saw a significant development for the organization with the purchase of A.D. Grover & Son, a brand that dates back to the late 19th century and which had already developed a fine reputation for machine heads for fretted instruments and violins. Grover's innovative enclosed Rotomatic tuners quickly became an industry standard and remain the go-to choice for many players, professional and hobbyist, alike.

2022 marks Grover Musical Products, Inc.'s 100th anniversary – a rarely achieved milestone in any industry, including MI. *MMR* recently touched base with president Cory Berger to learn more about the company's past, its current projects, and hopes for the future.

Back in those early days, where was the first brick-and-mortar location and how many employees were there, total?

21 West St. Clair, Cleveland Ohio, 44115. Unfortunately, at this time, we are unsure as to how many employees there were, as that generation is no longer with us.



"Working directly with musicians such as Buddy Rich, Louis Belson, and Roy Burns, along with so many guitarists who insist upon Grover tuners for their guitars, has made our business very interesting, educational, and fun."

– Cory Berger, president

After a successful early run in the original incarnation of the business with a number of expansions, the company decided to go into manufacturing. What brought about this change to the business model?

The company was originally a wholesale distributor only. As items became difficult to get, or not made available to Grossman and with many new items on the horizon, it was decided to begin manufacturing and selling to other distributors

The shift into manufacturing dovetailed into the acquisition of Trophy Plastics – the first of a number of significant acquisitions for the company. What were some of Trophy's early successes in the manufacture of novelty instruments and musical toys?

As the company grew, it began to expand into manufacturing, with the first production item being the Flutophone, a one octave clarinet-style instrument for children's introduction to music, which to date, has sold over fifty million units worldwide. The Flutophone was originally molded at Trophy Plastics, a local company which Grossman acquired in 1949 – later changing the name to Trophy Music Company. Trophy began to manufacture several other musical toys, plastic novelty instruments. Some of the more memorable items include the SousaFun, the Toy Trumpet, Hum-A-Zoo, and Slide Whistles, many of which can still be found in the market today.

Probably the most significant acquisition was the purchase of A.D. Grover & Son in 1952. How did that development come about?

Unfortunately, some of this history has been lost over time, but it is our understanding that we were approached by A.D. Grover

& Son, as we had already been selling their products since Grossman brothers first opened shop.

Other brands were brought into the fold: Rogers Drums, Clevelander Drum Co., et cetera. What was behind such rapid expansion?

There was quick success of manufacturing and supplying distributors which led to new product ideas from within the company, along with suggestions from outside sources. Also, companies were researched by us to pursue, and some came to us to either buy them out or manufacture and private label for them.

Of the products from all of the lines, looking back on the first 100 years, what were some of the most significant milestone moments, product introductions, and partnerships?

Certainly, reaching our 100-year anniversary under four generations of the same family ownership is something we are very proud of. Grover and Rogers are the biggest success-stories for us. Working directly with musicians such as Buddy Rich, Louis Belson, and Roy Burns, along with so many guitarists who insist upon Grover tuners for their guitars, has made our business very interesting, educational, and fun.

Can you describe the current Grover/Trophy facilities and distribution model? How many employees are there, total, in 2022?

Located in Cleveland, Ohio, our headquarters is a 40,000-square foot, freestanding building contain-

ing office and warehouse space. This is our sixth location since the beginning of the business and there is land to add on, should it become necessary.

We have a very dedicated staff, many of whom have been with the company for 15 or more years and we would like to give special recognition to everyone, both past and present, who have made our 100th anniversary possible: Richard Berger (CEO), Cory Berger (president), Dan Greene (controller), Kevin Skutt (general manager), Olga Jareb (office administrator), Sam Marchuk (client service manager), Evan Mitchell (Cleveland specialist), and Dorothy Lo (receptionist). The warehouse/shop staff includes: Bob Ori (warehouse supervisor), Ryan Milanko (shop manager), Sue, Mike, Curtis, Bob, and Tan

Do you have any promotions, events, or initiatives planned to celebrate this centennial milestone?

COVID-19 has unfortunately delayed any current celebrations, but we hope to host a cocktail hour for all of our valued partners at the 2022 NAMM Show.

Expectations for the coming months – both for Grover/Trophy and the MI industry, as a whole?

Although COVID-19 has created challenges, we have been diligently working on a number of new projects over the last few months and hope to make some big announcements by year's end. Our industry is strong, and many people turn to music during difficult times. 



Co-founder of Grossman Brothers Music Company in 1922, Henry Grossman



Joe Berger



Richard Berger, present-day CEO



Visit us at the NAMM Show!
Rooms 207 A/B
www.kawaius.com

KAWAI *more artistry*

A Piece of the Action

Mouthpieces for Brass Instruments



By Christian Wissmuller

To some, the subject of this month's dealer survey won't be particularly "sexy" – and understandably so. Not everyone experiences increased heart-rate when contemplating mouthpieces for brass instruments. Nonetheless, it's a robust and important market segment that provides consistent business for MI retailers across the nation.

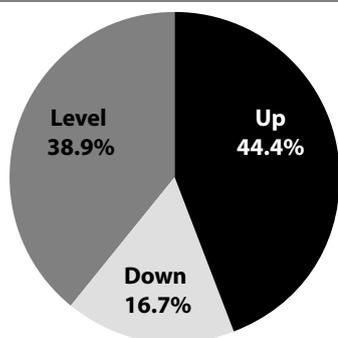
Nearly 85 percent (83.3%) of participants in this issue's poll have observed sales of these mouthpieces either increasing or

remaining steady when compared to 2021. In addition to some of the more obvious catalysts (school music programs and live performance returning), there are also some other "post-lockdown" factors that are driving business.

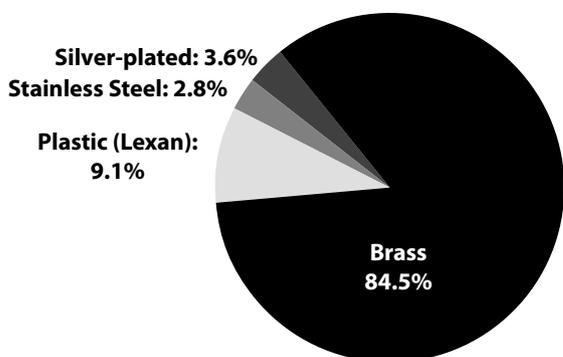
"People are less adverse to trying a 'trial' mouthpiece than a year ago, knowing it has been washed/sanitized since last person tried it," says Scott Taylor of Robert M Sides Family Music Center in Williamsport, Pennsylvania.

Read on to learn more about what brands are connecting with end-users and what trends are impacting this market.

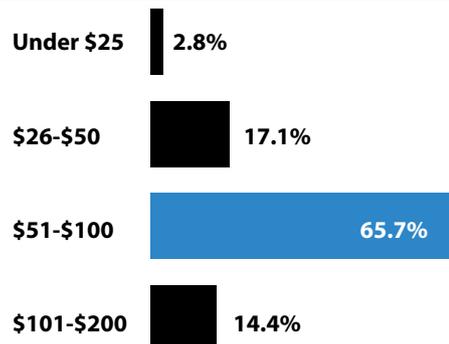
When compared to this time in 2021, sales of brass mouthpieces are...



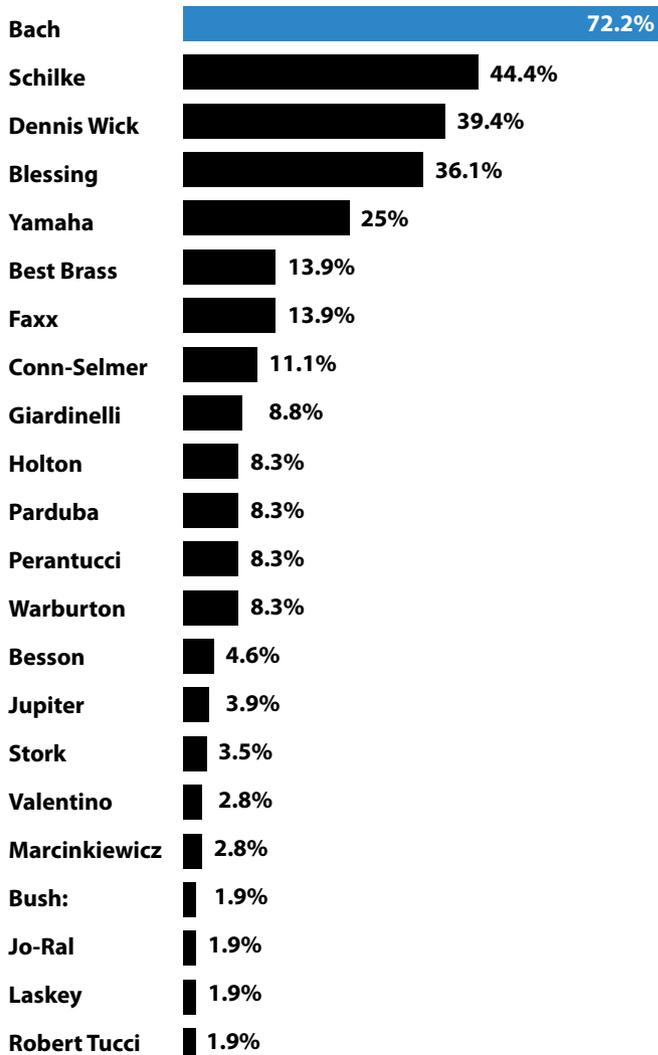
When compared to this time in 2021, sales of brass mouthpieces are...



What's the most popular price range for brass mouthpieces?



What brands are the top sellers for your store?



"Marching programs are surging and we are reaping the benefits – even if the supply side is a disaster at the moment."
– Richard Firman, KYR Music

Have you been observing any significant trends in this market segment?

"A lot more players, professional and advanced student, are back to trying and experimenting with various models. A lot of our brass customers weren't able to keep their chops up after the long COVID layoff. Sales are starting to pick up."

David St. John
Music & Arts
Glendora, California

"The tried and true models continue to be our top sellers. Students do like to try out different models, but when it comes to purchasing, the Bach 351 7c, 5c, 3c, the 350-6.5AL, and the Helleberg 120S tend to be the 'go-to's.'"

Seth Dralle
The Music Shoppe
Normal, Illinois

"The school market is coming back. The pro market is at a current low, but starting an upward trend."

Michael Thomas
Michael Thomas Music
San Bernadino, California

"Faxx is being chosen over better name brands in side by side tests before the customer even knows that they are cheaper."

Chad Davis
Riverton Music
Sandy, Utah

"What I'm noticing is that students are overdue to upgrade. With the disruptions to school music over the past two years, one-to-one attention has been diminished, and students are only now getting the help they need."

Don Hausen
White House of Music
Waukesha, Wisconsin

"Music programs in our area have seen a surge in participation. Families want to make music again. Marching programs are surging and we are reaping the benefits – even if the supply side is a disaster at the moment."

Richard Firman
KYR Music
Chino, California

"We've seen an increased demand for vintage classic designs, or modern mouthpieces that replicate the 'classic' sound."

Michael Thompson
Thompson Music
Omaha, Nebraska



7TH

FREE LIFETIME WARRANTY
www.7th.com

Performance 3 Guitar Capo

ART OFFERS UNRIVALLED
TUNING STABILITY
SO YOU FOCUS ON
YOUR PLAYING

Visit us at
The NAMM Show 2022
Hall C, Booth 6611

The Capo Company

US dealer enquiries:

Davitt & Hanser
Tel: 866-817-3822
E: info@davitthanser.com

KMC Music
Tel: 855-417-8677
E: sales@kmcmusic.com

f
t
v
i
d

Chicago

An MI City 'Second' to None

By Christian Wissmuller

With a city history punctuated by notable figures and milestones within blues, jazz, gospel, rock, punk, hip-hop, and pop, Chicago has left an undeniable mark on the music world. Heck, industrial and house music were *both* birthed in Chi-Town.

Home to a high concentration of colleges and universities boasting world-class music instruction – Northwestern’s Bienen School of Music, DePaul University School of Music, Chicago College of the Performing Arts at Roosevelt University, and Columbia College Chicago to name but a few – as well as a thriving live performance scene, Chicago is a natural hotspot for MI retail. *MMR* recently checked in with a few suppliers and dealers who call the Windy City home to learn about the benefits of, and occasional challenges related to, doing business in the area.



Michael Skinner
President • DANSR, Inc.

What are some of the upsides to operating an MI business in Chicago?

The upside for us is that we stay close to the musicians. Chicago is a terrific clarinet town with many talented soloists and ensembles. Plus, with all the colleges and the symphony,

it’s a great place to stay close to our key users.

As an MI corporation, are there any challenges or downsides specific to the city?

We haven’t noticed if there is. This is our 18th year in Chicago with hardly any issues that I can think of.

How would you describe the overall “vibe” of Chicago when it comes to music, music performance, music education, and culture?

It’s a really diverse town for music and art and architecture! Everything from jazz to classical and everything in between. There are so many venues in Chicago that cater to practically every type of music. As I mentioned earlier, the colleges here have great music programs making it a great place to learn your craft and then turn around and apply it.

In your business’ time in the city, how has Chicago changed? How do you see the city continuing to evolve?

I think Chicago was on a roll before the pandemic. There was growth in so many sectors. Those two years were really obstacles to continuing the momentum we had. But, like all great cities, this one will rebound with more music, more art, and more places to see and hear them. Oh, did I mention it’s a great sports town, too?



David Mandelbrot
Chief Executive Officer • Reverb

What are some of the upsides to operating a MI business in Chicago?

Since launching in Chicago in 2013, Reverb has transformed from a small team of musicians above a drum shop to a nearly 250 person company that touches a global community of over two million music makers. Some of Reverb’s earliest buyers and sellers shared our hometown – from shops like Rock N Roll Vintage and Modern Music to Chicago-born bands like Wilco. Chicago’s musical history is incredibly rich, which is why so many musicians, shops, and even gear manufacturers – like Lyon & Healy, Washburn Guitars, and Harmony Guitars – call it home.

For Reverb, one of the biggest benefits of starting out in Chicago was that it helped us build our team. Not only is Chicago home to a large number of talented musicians and gearheads, but also it attracts remarkable talent across product development, marketing, data science, and more. While our team now spans the U.S. and beyond, our earliest team members who helped build Reverb into what it is today and a large portion of our current team are musicians based in Chicago.

How would you describe the overall “vibe” of Chicago when it comes to music, music performance, music education, and culture?

If I could sum up the Chicago music scene and culture into one word, it would be “supportive.” There’s a sense that if one person or group in the industry finds success, it uplifts the entire musical community. I see this in our team members, who regularly promote and

contribute to each other's musical projects, as well as in the youth music education organizations we work with through our Reverb Gives program. I'm proud that we get to benefit the community in a number of ways – helping local shops sell gear to a broader national and international audience, connecting local musicians with gear for their next show or album, employing a large number of local musicians, and providing music gear grants to local schools and nonprofits. It's an incredibly creative and passionate community and I feel fortunate that so many of our team members across marketing, tech, and customer support come and benefit from the support and energy of the local music community.

In your business' time in the city, how has Chicago changed? How do you see the city continuing to evolve?

I continue to be blown away by the youth music education programs that exist in Chicago. There are countless nonprofits and schools in the area that understand how making music benefits children and young adults, and they are dedicated to making music education accessible to as many young people as possible. One great example is The People's School of Music, a completely free music school serving kids in the Chicago metropolitan area. They boast the research-backed benefits of music education – it leads to higher graduation rates, higher salaries, lower crime rates, and more.

The People's School of Music is just one of nearly two dozen local programs we've had the opportunity to support through our Reverb Gives program. More recently, we've helped AFRORACK purchase modular synthesis gear accessories for youth workshops on Chicago's South and West sides, as well as helped LYTE Collective build a new music studio for young adults impacted by poverty and homelessness in Chicago. Their work is ensuring not only that the musical needs of students are met today, but that Chicago's great musical legacy will continue for generations to come.

Justin Chaves
Sales/repairs/rentals Manager
Flatts and Sharpe



What are some of the upsides to operating an MI business in Chicago?

As far as upsides being in the city there is a large amount of foot traffic and a very large community of musicians, artists, and creative people of all ages we get to meet and help out with the services we provide. The creativity in this city is off the charts and it truly feels special to be a part of it!

As an MI retailer, are there any challenges or downsides specific to the city?

As far as challenges with the city I can't think of too much at the moment that are Chicago-specific, besides our sales tax percentage compared to other parts of the U.S. Ha!

How would you describe the overall "vibe" of Chicago when it comes to music, music performance, music education, and culture?

The overall vibe of Chicago is very supportive with the arts and always has been extremely rich in music and arts culture. There's plenty of live music going on in the city and when summertime comes around the block party/street fest music performance scene is amazing. A lot of the schools in Chicago have excellent music education programs, including us here at Flatts and Sharpe! There also never seems to be a shortage of people interested in learning to play an instrument for the first time in this city, as well.

In your store's time in the city, how has Chicago changed?

How do you see the city continuing to evolve?

With my years at Flatts and Sharpe I have seen my neighborhood and city change and evolve constantly. So much has changed in the past decade and I look forward to what the future will bring for our hood and the city as a whole. There has been a decrease in music venues in Chicago partially due to COVID and other reasons, and I do see the music venue scene increasing and changing for the better in the future. Chicago always is, and has been, evolving in all industries which make this city so exciting. There is always something new happening, new places to go check out and people constantly pushing the envelope and what they do that it is awesome to be a part of all of it!



Larry Brown
Store Manager • Guitar Works

What are some of the upsides to operating an MI retail store in Chicago?

Chicago has always had a vibrant and diverse music scene, with some of the most talented musicians in the world. There are great opportunities for a music store to serve all of Chicagoland's musical communities, from churches to touring bands. Turning musical friends into loyal customers is easy in a community like ours.

As an MI dealer, are there any challenges or downsides specific to the city?

Ever-rising real estate costs and property taxes can be challenging for small businesses, particularly when sales do not keep up with inflation.

How would you describe the overall "vibe" of Chicago when it comes to music, music performance, music education, and culture?

Over the years, Chicago has been at the heart of essential musical movements and has produced some of the world's most influential players, from blues, jazz and soul legends to rock and hip hop gods. Each of the city's neighborhoods seems to have its own scene going on, with new venues opening up alongside famous ones, and on any given evening, you can find a local or touring act playing anything from roots country to house music for enthusiastic crowds. I hope that never changes.

Music education seems to be thriving, thanks to places like School of Rock, the Old Town School of Folk Music, and local music stores like ours, with a dedicated and talented staff of teachers that has been passing on their knowledge to generations of students for decades.

In your business' time in the city, how has Chicago changed? How do you see the city continuing to evolve?

Our business is fairly unusual, in that we were selling and fixing guitars long before the internet. As much as cities continue to change and evolve, businesses have made innumerable changes in a very short time. Local stores like ours used to compete with other area music shops for business, but online sales have turned every music retailer into a national competitor. This favors larger music chains with bigger inventories. Chicago is no exception. There may be a young guitar player that lives around the corner from us that buys their next instrument from a store in California or Kentucky, if we don't carry a favorite brand or offer a competitive price. As Chicago continues to change with the times, I hope we see a return to localized shopping, with an emphasis on service. That will always favor businesses that prioritize helping their customers, like ours.

Chris Eudy
Owner • Third Coast Guitar



What are some of the upsides to operating an MI repair shop in Chicago?

Well, the best thing about operating a guitar shop in Chicago is the musicians! The Third Coast crew are all huge music fans, all play guitar in bands, and just in general like being with oth-

er musicians, no matter the music or their skill set. Also, Chicago weather is pretty brutal on guitars, so we always are super busy! Lots of cracked guitars and loose frets...

As an MI business, are there any challenges or downsides specific to the city?

Chicago is pretty spread out geographically, so that can make reaching everyone a bit harder. Plus, finding reasonable real estate in the city is getting much more difficult. The neighborhood (Randolph Street Market)

where we have been operating in our 6,000 square foot warehouse loft for over 20 years now is just getting so congested with redevelopment. You can't park, there are construction trucks and cranes everywhere, [and] just way too much heavy activity.

How would you describe the overall "vibe" of Chicago when it comes to music, music performance, music education, and culture?

I have always thought the music scene here is great. I moved from North Carolina in 1992 to Chicago to be a musician and performer. There are tons of great teachers and venues, even in the shadow of COVID. More diverse retailers would be great, but that is just not the market right now. I do wish there were a bit more crossover with the great styles of music that exist here in the city: gospel, rock, hip hop, indie, blues, Americana, jazz. So many great players and songwriters in Chicago, [I'd] just like to see more collaboration.

In your business' time in the city, how has Chicago changed? How do you see the city continuing to evolve?

Like New York, Chicago has been seeing a good amount of redevelopment and gentrification over the last 20 years. I think that may be the price of progress, but it also detracts from the "Neighborhood" feeling of the city. Unfortunately, the city is becoming a ton more homogeneous in its architecture, culture, and "vibe." That has certainly made the city feel more orderly, but I am not 100 percent sure that is a good thing! Chicago's Neighborhoods are such a strong part of the city's identity, I hate to see that slip away.



Doug Cannon
Owner
Austin Music Center

Can you talk about some of the upsides of being an MI retailer in Chicago?

Well, I suppose the location is one real good thing, because we're not that far from the East Coast for shipping. A big place like Harris-Teller is right about six miles from me, you know. A lot of the shipping logistics are pretty good even though shipping prices continue to go up. Plus, the music scene is really good for live music, professional musicians. The school programs are pretty big around

A trusted brand for decades...

F. E. Olds is prepared for 2022 and ready to help:

- Inventory in house ready to ship
- No minimum buy-in, units or dollars
- Flexible payment plans
- Parts support
- Selling to music dealers: no direct to consumer
- 10 year warranty

F.E.OLDS®

888-554-5354 | www.feolds.com

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



here. They get quite a bit of support from most districts. So, it's a pretty big music place. That's probably the biggest upside.

And the flip side of that same coin: what are the downsides or the challenges of operating an MI store in Chicago?

I don't know about just Chicago specifically, but just operating a retail music store and battling with the internet, and Amazon, and Walmart, so that's probably one thing. Aside from that, winter can be

not so great here in Chicago, sometimes.

That's true. Okay. You already sort of touched on this a little bit, but if you want to expand on it, can you describe the overall sort of music performance, arts, culture, and arts education vibe in Chicago?

It's still pretty strong. Some schools have dropped music and arts, but not too much in the suburbs. And even Chicago public schools – not all of them, but a lot – do you have big music programs.

Plus the live music scene is good. There are a lot of clubs back open now. We've got a big blues scene. big jazz scene, you know? There's a blues festival every summer, and of course the Chicago Jazz Festival. So, music... it's alive here.

In your time operating Austin Music Center in Chicago, how, if at all, has the city changed?

It's probably a little smaller in some respects just because, again, of everyone being able to order things online so much. But we do repairs, so that's good because, you know, you kind of need to bring your instrument in to somebody. And it's good to have a local music store where you can buy a guitar and, if you've got a problem with it, you can go back and have it resolved. Or you want some advice on it, you know where to go rather than sending an email and waiting for a response.



Max Brink
The Chicago
Electric Piano Co.

What are some of the upsides to operating an MI retail store and repair shop in Chicago?

One of the most exciting things about operating a MI repair shop in Chicago is being in a largely populated city that attracts visitors from all over the world.

As an MI business, are there any challenges or downsides specific to the city?

Winter in The Windy City can be pretty brutal, especially if you are trying to get to the shop via public transit, but otherwise we couldn't imagine operating anywhere else – which might be obvious because "Chicago" is right there in our company's name!

How would you describe the overall "vibe" of Chicago when it comes to music, music performance, music education, and culture?

Chicago loves vintage instruments and vintage gear. There are great vintage guitar shops to visit and there are also so many legendary instruments built right here in Chicago. Hammond organs were built here, Wurlitzers were built nearby, Ludwig and Slingerland drums. It was once the acoustic piano manufacturing capital of the world.

The city is home to the electric blues, and also the birthplace of house music. In addition you have legends in gospel

ENHANCE EXPRESS IMPRESS

www.bourns.com/proaudio



LANIKAI™

INTRODUCING THE NEW LU SERIES



Learn More at
LanikaiUkuleles.com

Available in Soprano,
Concert, Tenor and Baritone
sizes with gig bags.

LU-21S



music, jazz, and big names in every decade of rock and pop. On any given day you can find a live performance of whatever music you are looking for and that's what excites us about Chicago's music culture.

In your business' time in the city, how has Chicago changed? How do you see the city continuing to evolve?

In the past ten years we've built relationships with countless musicians that have migrated to music scenes in LA, NYC, or Nashville. Many of them have great pride in coming from Chicago and our hope would be that they'll act as ambassadors to introduce outside musicians and audiences to the best cultural aspects that Chicago has to offer.

Steve Baker

Co-owner, along with Dan Wolf
Chicago Fret Works



What are some of the upsides to operating an MI repair shop in Chicago?

Chicago is a big music city and guitar music remains prominent here. There's lots of music clubs so touring groups are always coming through and there's lots of local professionals we work with as well. But more than anything, it's just regular folks like us who love playing guitar and making music. There's enough demand that our repair-only shop has eight employees and there's other shops like ours in town.

As an MI business, are there any challenges or downsides specific to the city?

I suppose you could argue this as a business upside for us because there's more need for repairs, but the changing seasons in the Midwest make it difficult to maintain anything made of wood. The summers are warm and humid and guitars get very happy during that time. But then cold dry winters and hot radiators suck the moisture content from wood and cause all sorts of problems – cracks, failed glue joints, loose frets. We have a whole lesson on humidifying guitars properly that we could all recite in our sleep. I'd estimate that, especially in the later winter and spring, 75 percent of our work is related to a lack of humidity. We stock a variety of guitar case humidifiers but we also encourage our clients to invest in home humidifiers.

How would you describe the overall "vibe" of Chicago when it comes to music, music performance, music education, and culture?

Eclectic. I'm very guitar-centric in my musical tastes, but this city has all sorts of music scenes. There's a number of rehearsal space buildings – band hotels – that you can walk through and hear groups playing dance, hip-hop, jazz, classic rock, speed metal, country... And there's venues for every genre. Unfortunately the public school system here is very dependent on neighborhoods, so struggling areas have virtually no music education in their budgets while well-off neighborhoods can have incredible facilities and resources for kids. But organizations like Intonation Music have taken up the cause and provided musical education opportunities for kids who wouldn't have access otherwise. And we're lucky to be neighbors with the Old Town School of Folk Music where people of all ages can learn music in an informal setting.

In your business' time in the city, how has Chicago changed? How do you see the city continuing to evolve?

I think the biggest changes aren't just in Chicago. COVID seemed to inspire everyone to take out the guitar that was under the bed or to upgrade parts to their existing instruments. We've been busier than ever for the last two years and are curious to see if people stay with it long term. There's also been the general expansion of phones and social media over the last decade. We've become acclimated to the world of immediate gratification, same day delivery, fast and cheap. But there's no shortcuts in guitar repair or in learning music. Everything has to be done by hand and you can't rush that. It takes a conscious effort to do it, but I hope folks will decide to turn off screens and get back to making music together.



Joe Starita Owner • Rossi Music

What are some of the upsides to operating an MI retail store in Chicago?

Chicago is very large and energetic so there is always a lot of music going on and because of that, there are problems to solve, repairs to make, performances to prepare, et cetera. We facilitate that and happily. We're often the emergency pit stop on the race to the stage and we're here for that. We enjoy continuing to learn our areas unique needs. As they change and flex, so do we. Any given day- stringing something strange like a bowed psaltery while on the phone trying to outfit a mariachi band with custom lyres when an Irish gentleman walks in with a banjo and a bodhran to be re-skinned. We're born for this kind of thing and relish the daily variation.

As an MI dealer, are there any challenges or downsides specific to the city?





Distribution[®] LLC

Honesty, Availability and Service for the Amplifier, Guitar, Pedal, Synth and Eurorack Markets

www.cedist.com

marketprofile

Well, on top of the Internet eliminating a large amount of store entrances that might result in extraneous purchases, as well as search engine prioritization, it's a big town and it can be very easy to get lost in the sprawl.

How would you describe the overall "vibe" of Chicago when it comes to music, music performance, etc.

Chicago is home to people from absolutely everywhere and we've all brought music. There is a fervor and pride for art here that is vivid and the benefits of musical study and pursuit are obvious to most families here. Creativity is important here. Learning to use your tools well is important here.

In your business' time in the city, how has Chicago changed? How do you see the city continuing to evolve?

We've been here in Oaklawn, Illinois since 1958. Listing the changes we've witnessed and weathered would require a multi-volume book deal. Chicago is all about innovation and authenticity at once. Heavy threads of tradition sewn in everywhere while striving to invent what's coming next. That won't change and as a result you can always expect to find rare and exciting music here, alive and well.

Mines, and so many more. We have the whole history of Chicago blues, which continues to the present day, and there is the legacy of the alternative and indie rock here, like the Smashing Pumpkins and others. Then, there is the electronic music that has been created here, like the Chicago house genre, and so much great hip-hop. Tons of Latin music too. Event-wise, Pitchfork Festival and Lollapalooza take place here every year. There is always something happening. It's a great place to be a musician or a fan of music.

In your business' time in the city, how has Chicago changed? How do you see the city continuing to evolve?

Chicago is evolving every day. We have made a lot of improvements to our transit system, which really affects how people get around. The easy of transportation services like Uber and Lyft have had a big effect too. Neighborhoods are changing rapidly – you're seeing new businesses, locally-owned eateries, smaller retailers and specialty shops, alongside the larger companies that have a presence here, like Guitar Center. There is room for a lot of different types of businesses here, and that just adds to the richness and diversity that keeps the city so interesting. And, the music community continues to grow and thrive along with the city.

Tony Hall

District Manager, Chicagoland Area
Guitar Center



What are some of the upsides to operating an MI retail store in Chicago?

There is an electricity in the air in Chicago, and you feel that in spades at a musical instrument retailer. It's a very, very busy city. Obviously, a lot of people live here, but we also have a lot of tourism, especially in Lincoln Park, where our flagship Chicago store is located, that affects the kinds of traffic we get at our stores. And, as a result, we have a constant stream of the latest new, used and vintage gear coming in and out of our inventory and that is a huge upside for our associates.

Additionally, Chicago has great legendary sports teams, amazing food, and so much to see.

The city is also filled with historic music venues, and the scene is very active, with a wide variety of musicians playing diverse music genres. For example, Chicago blues is a tradition that is alive and well here, not to mention all the great indie rock, Latin, jazz, EDM, and so on, created here, and our stores have all the best tools of the trade for these artists.

As an MI dealer, are there any challenges or downsides specific to the city?

Just like it is in any major metro area, auto traffic is a problem, and can be problematic in the Chicagoland area. A lot of people find ways to get around without owning their own vehicle, and that includes many of our associates, especially at the Lincoln Park location. It works smoothly, but on the occasions when our associates have to work off-site, we make sure all of our transportation and shipping details have been worked out in advance. Also, at our store in Chicago, there is not much parking so we find creative ways around these obstacles to service our customers, and I think we do well in that department.

How would you describe the overall vibe of Chicago when it comes to music, music performance, music education and culture?

Chicago's music scene is truly incredible. It's an awesome vibe. The city is full of different venues – Excalibur, Kingston

Rebecca Jasso

Retail Manager
Old Town School Music Store



What are some of the upsides to operating an MI retail store in Chicago?

Chicago is a huge city with all kinds of people, and the population and diversity alone mean there are nearly three million potential customers in the city itself, not to mention nine million in the metropolitan area. Our wonderful city sees a lot of tourism, and the Old Town School of Folk Music is a destination for folks coming into town. Chicago's rich history combined with the fact that there's just so much to do and see here attracts a lot of people to visit, and we're lucky to be a stopping point in many people's itinerary.

As an MI dealer, are there any challenges or downsides specific to the city?





SOLDERLESS ACCESSORIES

We speak retail.
www.emgpickups.com



One major challenge is that the taxes are high in Chicago, and sales tax is 10.25%. So despite seeing a lot of tourists, it can be a challenge to close a sale on a decent instrument when taxes can add a significant amount to the total.

How would you describe the overall “vibe” of Chicago when it comes to music, music performance, music education, and culture?

Chicago is an amazing city full of all those things. I think of Chicago as a place you can go out to hear any kind of music on any given night, where there is a place for any style of musician to play, and of course, it's a vastly diverse city packed full of people from all sorts of backgrounds. It's such a huge city with so much that it isn't possible to nail down one vibe, at least the way I'm thinking of it, but I would say it's an incredibly rich and vibrant music scene. However, Chicago is its liveliest in the warmer months, when you'll find the biggest variety of music and cultural offerings to check out, including amazing street festivals happening throughout the city all summer long.

In your business' time in the city, how has Chicago changed? How do you see the city continuing to evolve?

Great question. The Old Town School has been around since 1957 and moved to our main campus in Lincoln Square in 1998. When we first moved into Lincoln Square, the neighborhood was much more run-down with fewer families and a bit more crime. Over time, the city has gotten more and more expensive to live in, and many of the neighborhoods, particularly those surrounding the Old Town School, have changed quite a bit. They are safer places to live, but quite a bit less affordable. There are lots more families in the area, and, in addition to the School, a Brown Line “El” stop, great restaurants, and a regional library draw a lot of folks to visit the area.

Outside of our general area, there is a whole half of the city south of the Loop that has its own culture. The Southside (where I grew up) is traditionally the blue-collar side of town, with much more affordable housing. I've already seen the Northside culture pushing south, if for no other reason than that the rent is historically cheaper as you head south. So I guess, as the city continues to evolve, I look forward to a time when there is not such a broad distinction between the two halves of the city, but instead a unity, affording opportunities for arts and culture no matter where you come from.

Abby Kaplan Senior Director, Retail • Shure



What are some of the upsides to operating an MI business in Chicago?

Since our founding in 1925, Shure has benefited greatly from Chicago's rich culture and heritage. The music business has grown and evolved here over the decades and we're proud that our Chicago history intersects with the legacy of a number of other iconic businesses, artists, and leaders who have helped carve a special place for our city in the history of music and engineering.

We owe our legacy in part to the infrastructure this city continues to provide musicians and creative business visionaries. From rehearsal spaces like Music Garage to incubators like 2112, Chicago is a hive of activity. There is no shortage of educational opportunities for individuals interested in honing their

craft – be it audio engineering, design, or the arts. This wealth of opportunity provides an ecosystem of innovation and artistry that acts as a compass for our company and our associates.

As an MI corporation, are there any challenges or downsides specific to the city?

In many ways the history of Shure and Chicago are reflections of one another. The Company's authenticity is derived from the same challenges that have made Chicago a testament to resilience and camaraderie.

Since the earliest days of the Company, Mr. and Mrs. Shure recognized that many communities in Chicago were subject to tougher conditions and denied opportunities made accessible to others. They made it their life's mission to take care of the city the same way it took care of them. Supporting charities throughout its existence, Shure has been giving back to Chicago communities in an effort to close the disparate gaps that have persisted for over a century through investments in humanitarian efforts, education, and the cultural institutions of the city.

How would you describe the overall “vibe” of Chicago when it comes to music, music performance, music education, and culture?

Chicago's music cultural and heritage is a celebration of diversity and authenticity. Not only is our city home to some of the best music education programs in the country, but also a plethora of world class venues and DIY spaces that amplify the artistry of established and rising voices in our communities.

What truly separates Chicago is that everyone is bought in. Chicago residents won't shy away from attending a show on a Monday night or supporting a local artist who makes music that pushes boundaries. This openness from the community leads to the creation and evolution of artistic exploration and creativity.

Shure is proud to be involved with these venues and outlets for artists, providing support that goes beyond the microphones and technology that amplifies the voices of our city's creatives. Millennium Park, Shakespeare Theater, Lyric Opera, Chicago Art Institute, are a few of the local institutions that Shure has worked with over the years.

In your business' time in the city, how has Chicago changed? How do you see the city continuing to evolve?

Chicago has been through a host of history altering events – the Great Chicago Fire in 1871, the Great Depression, the COVID-19 pandemic. Chicago and its residents have always been up to the challenge. But despite Chicago's resilience, the city is not immune to the winds of change.

In the 1920s and 1930s, Chicago was the center of the emerging electronics industry. Since Shure's founding in 1925, Chicago has grown and evolved from its industrial roots into a hub of innovation across tech, manufacturing, food, travel, and communication. As a company that has witnessed and often played a key role in the evolution of our city, Shure recognizes our responsibility to help ensure a brighter future for our neighbors. Coming out of the pandemic, we can't wait to engage with the city's many neighborhood events and festivities. At block parties and at our headquarters – we are thrilled to make music together again.

While Chicago will undoubtedly change and evolve for the better in the coming years, it is the things that will stay the same that will drive us all forward. The sense of community. The accessibility of our neighborhoods. The openness to art and creativity. We look forward to being a part of our city's future in the decades to come. 



GET THE PARTY IN SYNC

Integrated Lighting System (ILS) makes creating coordinated light shows across different fixture types easy and fast. The powerful **GigBAR Move + ILS** controls this dynamic lighting ecosystem made up of a new universe of ILS-enabled fixtures, wired or wirelessly.



Get in Sync and Explore How Lighting Comes Together with ILS.

The NAMM Show buyers' guide

MMR shines the spotlight on some of the most exciting new musical instruments and gear for retailers to check out while walking the Show floor in Anaheim this June.



FRETTED

b3 Guitars Introduces New Telstar

Adding to the company's well-established line of custom instruments, b3 Guitars has unveiled the addition of the new Telstar to their model lineup.

The Telstar celebrates a 25 year design team relationship between Gene Baker and Matte Henderson. The perfect marriage of two timeless models with an upgraded feature set, the Telstar has the best of every option in one package; a vintage inspired instrument with modern abilities.

See the demo video here: <https://youtu.be/6ZuhV2K3UxE>

The b3 Telstar features include:

- Lollar S & T Style Pickups
- Volume, Tone, and 10-Way Switch
- MannMade Custom Hybrid Tremolo
- 4-Bolt Contoured Neck Pocket
- Double Graphite Reinforced Bolt On Neck
- Dual Action Truss Rod
- 25 1/2" Scale
- 22 Stainless Steel Frets

The b3 Telstar has a beginning price of \$5,200 and can be purchased exclusively from The Music Emporium in Lexington, MA or directly online at <https://themusicemporium.com/collections/b3-guitars>

www.b3guitars.com



Booth
BGS3

Hawaiian Ukulele & Guitar Unveils Spalted Maple Ukulele

Hawaiian Ukulele & Guitar introduces the Spalted Maple Ukulele as the newest addition to their collection of fine instruments. Making its debut at the 2022 NAMM Show, this new ukulele model invites players to enjoy the rich sounds of fine tonewoods combined with an earthy aesthetic. Featuring high-quality materials and excellent craftsmanship, the Spalted Maple Ukulele is both sturdy and beautiful, with sonic characteristics that evoke the sounds of aloha.

Combining modern preferences with time-honored Hawaiian traditions, HUG is thrilled to return in person to the 2022 NAMM Show in Anaheim, Calif. on June 3, with its new Spalted Maple Ukulele in tow. This uniquely patterned instrument is designed to inspire players of all experience levels. The solid Spalted Maple top delivers bright highs and tight lows, while the laminate sides and back, made of the same material, provide clarity and depth. HUG adds a finishing touch of a wood and abalone binding.

HUG offers the Spalted Maple Ukulele in 24-inch concert and 26-inch tenor sizes to accommodate different playing styles. While the Spalted Maple Ukulele is an ideal instrument for beginners, experienced players will enjoy the high-quality construction and classical open headstock tuners. The mahogany neck is strong and stable, and the ebony fretboard allows for quick movement and fluid playing. The ebony bridge also enhances string vibration and tonal transfer. Only a thin layer of high gloss lacquer finishes the wood, allowing the natural tones to resonate fully.

Spalted Maple Concert: \$320; MSRP: \$240 Street.

www.hawaiian-ukulele.com

The Reverend Billy Corgan Z-One Signature Guitar

The Reverend Billy Corgan Z-One, a third signature guitar from Reverend Guitars, is finally here. The newest signature model is inspired by the heavier songs in The Smashing Pumpkins catalog. An alder body creates a thick tone, while deep cutaways provide easy access to the higher frets. The body shape – new for Reverend – is chambered and topped with an aluminum pickguard for a modern look. Railhammer Z-One pickups have a fat midrange, and a smooth top end, with custom artwork etched into the covers. An aluminum pickguard and a "Z" icon at the headstock make this one futuristic-looking guitar. The Billy Corgan Z-One is for anyone who wants to rip big rock solos with a thick yet smooth tone.

Billy Corgan, leader of The Smashing Pumpkins, plans to tour in May to promote their double album, *Cyr*, which came out in late 2020. He has two previous signature guitars with Reverend Guitars: The Reverend Billy Corgan BC-1 and the Reverend Billy Corgan Terz.

Reverend Guitars is celebrating 25 years of building guitars with a modern-meets-vintage vibe. Legendary guitar designer, Joe Naylor, designs all the guitars. Tech teams meticulously inspect, set up, and hand serial-number each guitar. Every guitar is crafted with a sense of purpose, whether you play in your bedroom or in an arena.

www.reverendguitars.com



Booth
4602



Booth
5638

HSGT510 Dreadnaught and Three New Designs for DDUK Ukulele Line from Amahi

Amahi enters the guitar market with introduction of the HSGT510 guitar. This dreadnought guitar is constructed of laminate spruce top and mahogany back and sides. The HSGT510 features an engineered fretboard and a compensated saddle, and includes D'Addario strings and a nicely padded carrying bag. MAP of \$209, purchased in multiples of four pieces. Additionally, Amahi offers free shipping on a four-pack of guitars to dealers in the continental U.S.

Amahi has also introduced three new fun and colorful designs to their DDUK line, sure to please kids and adults of all ages. These soprano ukuleles include a carrying bag, geared tuners, and Aquila strings, with a MAP of \$58. DDUK19 is a custom created design with dino lovers in mind. While the DDUK21 celebrates the love of sea creatures with a unique under the sea design. The DDUK22 will make a splash this summer with Amahi's first waterproof soprano ukulele in a fun crystal clear finish.

www.amahiukuleles.com
www.amatisonline.com



Booth
4506



SOUND REINFORCEMENT

Audio-Technica Launches 3000 Series Wireless In-Ear Monitor System

Audio-Technica, a leading innovator in transducer technology for 60 years, announces the launch of its new 3000 Series Wireless In-Ear Monitor System, designed to bring professional sound quality and features to all levels of performers and performance venues. Designed for use by musicians, system integrators, HOW technical personnel and owners of live-performance venues, the ATW-3255 3000 Series Wireless In-Ear Monitor System is an exceptional performer in both value and in operation. The durable in-ear monitor system is easy to use and, crucially, delivers high-quality sound with dependable RF across more than three times the tuning bandwidth of competitive models in its price range.

With design elements modeled after A-T's acclaimed 3000 Series UHF Wireless Microphone Systems, the 3000 Series IEM system features a rack-mount transmitter with front-panel controls and large OLED display, compact body-pack receiver and ATH-E40 professional in-ear monitor headphones. The body-pack receiver's efficient headphone amp and ATH-E40 headphone's proprietary dual-phase push-pull drivers combine to provide clear, natural sound quality on any stage.

The 3000 Series Wireless IEM offers exceptionally wide-band UHF coverage for maximum versatility in the increasingly congested RF environment with 138 MHz of tuning range spanning 470 – 608 MHz in frequency band DF2. Its diversity antennas



Booth
15604

ensure stable reception even in the most crowded RF environments. Additional features include pan/personal mix controls; a cue mode that allows an audio engineer to monitor several IEM channels from a single receiver; a 3000 Link mode that enables compatibility with 3000 Series wireless microphone components; and network monitoring and control via the Audio-Technica Wireless Manager software.

Both the transmitter and receiver include OLED screens for optimal readout of key settings and alerts especially in low lighting situations. The body-pack receiver operates continuously for up to seven hours when powered by NiMH batteries and charged in the optional ATW-CHG3 or ATW-CHG3N charging stations – for compatibility and convenience these are the same chargers used by 3000 Series microphone systems' UHF body-pack transmitters. The transmitter is equipped with balanced XLR inputs and loop output, plus network port.

www.audio-technica.com

PRO AUDIO

Focusrite Announces Clarett+ OctoPre

Focusrite is expanding the Clarett+ range of premium-quality USB audio interfaces for PC and

Mac with the introduction of the Clarett+ OctoPre, which builds on the strengths of the popular Focusrite Clarett OctoPre, offering improved converters and powerful professional-quality mic preamps.

The Clarett+ OctoPre adds eight high-quality mic preamps or line-ins/outs to any ADAT-equipped recording interface and offers a huge upgrade to the AD/DA converter chips compared to the previous OctoPre. This means a higher dynamic range, an ultra-low noise floor, ultra-low distortion, and overall some of the clearest recording quality on the market, even compared to competitors' products costing three or four times the price per channel. One way that Focusrite has achieved this is by focusing on the components that affect recording quality the most: the converter chips and microphone preamps.

Because the conversion is so pristine, the Clarett+ OctoPre is a perfect choice for the engineer who wants to go into and out of their DAW to track or mix with outboard gear while maintaining the highest audio quality. Eight flexible channel inserts let users track through their favorite outboard components and capture that gear's true character. Connecting Clarett+ OctoPre to a Clarett+ 8Pre via ADAT provides 16 channels for recording. Clarett+ OctoPre is also a great choice for tracking drums, mixing livestreaming performances, connecting to analog synthesizers, or just upgrading a desktop interface with more I/O. Additionally, premium, all-analog circuitry with relay control emulates the extremely transparent ISA 110 mic preamp from the classic Focusrite Studio Console with an Air mode that switches the input impedance and adds two cumulative high shelves for up to a 4dB boost in the high frequencies to add clarity and presence that makes vocals, drums and acoustic instruments shine.

The Clarett+ OctoPre also includes Focusrite's Hitmaker Expansion Bundle, a package of plug-ins valued at \$1,300. Users can



Booth
201A

NAMMbuyers' guide

create studio quality vocals, powerful guitars, luscious keys and huge drums, then mix and master with iconic Focusrite studio hardware – all in the box with the Clarett+ OctoPre. Additionally, the Focusrite Plug-in Collective allows users to get a new plug-in and exclusive offers from a new partner every few months.

The Focusrite Clarett+ OctoPre has a U.S. MAP of \$799.99.

www.focusrite.com

United Studio Technologies' UT Twin87

United Studio Technologies' UT Twin87 capably captures the essence of both the original classic and modern incarnations of the "87-style" microphone design – duly creating a must-have microphone that duplicates both circuits, capable of being reconfigured on the fly for the first time ever, afford-



ing anyone an exceptional reproduction of the sonic qualities of both microphones by literally toggling between two discrete '87-style' circuit topologies separated by nearly half a century to effectively end the vintage-versus-modern debate in an instant.

Unsurprisingly, United Studio Technologies took time bringing UT Twin87 to market – mere "EQ/boost" circuitry or digital gimmickry would not cut it. Instead, component values, types, and circuit differences between 'golden reference' specimens of the very earliest available microphones of this style and some of the latest revisions produced were meticulously measured; variations were subsequently studied, documented, and audible differences teased out.

As a result, UT Twin87 features United Studio Technologies' UT-K87 capsule, a custom-made K87-style, dual-diaphragm/dual-backplate affair that is precision milled from brass, skinned with 6 µm (micron) Japanese Mylar – a polyester film made from stretched PET (polyethylene terephthalate) – in a laboratory-clean room environment, and has a 24k gold-sputtered membrane. In VINTAGE mode, UT Twin87 polarizes its capsule directly by normal (+ 48V, optimal) phantom power voltages, taking advantage of an insulated dual-backplate design – as was the case with the earliest '87-style' microphones. Meanwhile, the Hi-Z (high impedance) and de-emphasis circuitry use all of the same component choices as the original, yielding a slightly warmer, softer, and forgiving sound. Switching UT Twin87 into MODERN mode polarizes its capsule at a higher voltage using a FET (Field- Effect Transistor) oscillator circuit – as found on later revisions of the classic mic, making for higher sensitivity that feeds a hotter signal into the amplifier circuitry. And, again, the Hi-Z and de-emphasis circuitry use all the same component choices as much later "87-style" designs, delivering a louder, slightly brighter, and more articulate response, with an extended top-end reach and more "up-front" character.

Most modern "87-style" microphones incorporate an output filter designed to block RF (Radio Frequency) and FM (Frequency Modulation) interference, influencing much debate over the years as to whether this filter enhances or harms the sonics of the microphone concerned. Clearly, United Studio Technologies has effectively ended this debate, since its HPF (High-Pass Filter) can be engaged/disengaged at any time, whether working in VINTAGE or MODERN mode.

It is well worth noting that another boutique modification – the so-called "true-cardioid mod" – is quietly engaged when switching UT Twin87's polar pattern to cardioid, whereby it will disengage the pattern select circuitry altogether and decouple from the rear diaphragm of the capsule to provide a cardioid function that is slightly hotter, more pure, and boasts a better signal-to-noise ratio, rather than operating in an active (switched) cardioid mode as per the standard design.

An assortment of selected premium components – such as polystyrene, tantalum, multilayer ceramic, WIMA film capacitors, metal and carbon fit resistors, and hand-selected transistors – collectively play a significant part in making UT Twin87's stellar specification what it is, with some notable numbers on offer: 20 Hz – 20 kHz (frequency response); 117dB – no pad, 127dB – with pad (SPL @ 5% THD); 27 Ω (output impedance); <10dB – cardioid setting, no pad, no HPF (SPL); 80 Hz – 12dB down point (High-Pass Filter); and -10dB (pad).

Distributed worldwide by RAD Distribution (www.raddist.com), UT Twin87 has a MAP of \$699.

www.unitedstudiotech.com

New 44 Passive Ribbon Mic from Cloud Microphones

Cloud Microphones, makers of the Cloudlifter Mic Activator, expands their microphone line with a new passive version of their popular model 44-A, resurrecting the sound and spirit of the iconic RCA Type 44 ribbon mic. The ribbon motor design remains true to the original 44, handcrafted to the exact specifications first prescribed in the 1930s by RCA; however, everything else has been upgraded using state of the art materials, manufacturing processes and technology. Featuring a gorgeous all-black "midnight" finish, the new passive Cloud 44 faithfully channels the sought-after personality and heritage from the past while incorporating all the robustness and clarity required for today's most demanding recording tasks.



In order to provide as much flexibility as possible, each Cloud 44 ships with its own Cloudlifter CL-1 Mic Activator in a matching "midnight edition" black finish, providing the option of instantly converting the 44 to an active ribbon whenever desired. A shock mount is also included.

The Cloud 44 will sell for \$1,499 MAP (USD), and is available immediately through authorized Cloud dealers everywhere.

www.cloudmicrophones.com

PIANO & KEYBOARD



Casio to Showcase Pop Art-Inspired CT-S1 Keyboard, 'Music Tapestry' Technology

Casio America, Inc., the world's leading provider of powerful and affordable musical instruments, will showcase several inspiring keyboards and artistic projects at the 2022 NAMM Show.

On its main stage, Casio will put the spotlight on two recently introduced instruments: the PRIVIA PX-S3100digital piano and

Tackle

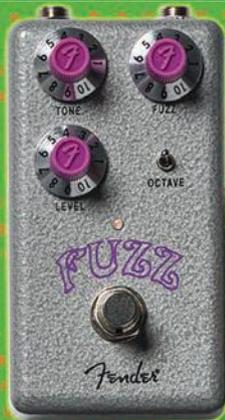


Any

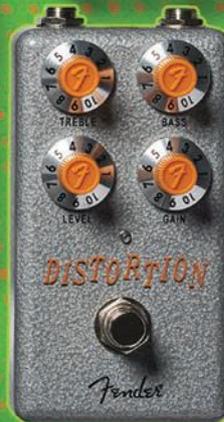
Fender

HAMMERTONE

A new line of must-have effects!



CRUNCHY!



THEY ALL SOUND GREAT



Tone!



Check out Tobee Paik + MAMA in Fender's all-new pedal show "How Does It Feel?"

NAMMbuyers' guide

the CT-S1000V with vocal synthesis.

The PX-S3100 and its companion PX-S1100 are the latest additions to Casio's award-winning family of PRIVIA keyboards. These musical instruments are defined by a simple yet elegant slim design that brings a certain sophistication to homes everywhere.

Faithfully delivering the sound and playability of a grand piano, these PRIVIA keyboards provide outstanding performance and continue to evolve with the times to match users' lifestyles while featuring vibrant colors to complement the interior décor of today's homes.

Sharing the spotlight is the new Casiotone CT-S1000V, the first vocal synthesizer that can literally turn any text – such as song lyrics – into a musical phrase and then “sing” it in full harmony based on any notes played on its keys.

Casio has built 100 Lyric Tones (phrases inspired by familiar songs) into the CT-S1000V, which can be overwritten, and there's space for 50 more brought in from the Lyric Creator app. The instrument supports both English and Japanese text. No keyboard instrument has ever been able to speak and sing with this degree of ease and musicality.

For musicians who simply want all the CT-S1000V's great instrument sounds, accompaniment features, sampling, MIDI recording, and effects without vocal synthesis, Casio is showcasing the new CT-S500, which hits this sweet spot at an even more compelling price. Weighing just over 10 pounds and featuring the ability to run on six AA batteries, both keyboards are designed to make music on the go.

Music Tapestry

Casio will unveil “Music Tapestry,” a new technology that creates pictures out of musical performances. Triggered by the pitches of the musical piece and touch on the keyboard, Music Tapestry enables users to create evolving imagery in real-time that generates a single still image when the performer stops playing. As a result, even musicians who have never played the piano can create pleasing pictures, including bouquets, cherry blossoms, roses, and geometric patterns.

Music Tapestry is the latest project of Casio Sound Developer Hiroko Okuda, who saw real value in offering people the emotionally engaging experience of creating visual artwork by playing music. This year, Okuda received worldwide notoriety when it was finally revealed that she created a particular “rock” preset for the original Casio MT-40 keyboard four decades ago. That preset inspired Jamaican singer Wayne Smith to write his 1985 hit song, “Under Mi Sleng Teng.” The famous “riddim” became so popular that more than 250 records featured it, starting a reggae revolution that has reverberated to this day.

Casio Collaborates with Renowned Pop Artist Britto

Casio has announced a collaboration with Romero Britto, a renowned Brazilian pop artist who has had his works exhibited in more than 100 countries. Casio recently invited Britto to apply his unique style to the speaker fabric of a white Casio CT-S1, a 61-key keyboard with built-in speakers, multi-functional buttons and weighing only 9 lbs. – ideal for players of varying skill levels and convenient for casual play at any time. The result is “Flowers & Hearts,” an exciting and fun design that combines cubism, pop art, and graffiti painting elements. Only 200 pieces of the limited-edition CT-S1 FH model will be available later this year in the United States with a price of \$500.

Rounding out the Casio booth will be several recently introduced keyboards, including the CT-S400, CT-S500 and LK-S450.

www.casiomusicgear.com

Pearl River to Showcase New Kayserburg Pianos, Hand-Rubbed Finishes, POP Display

Pearl River Piano Group, the world's largest piano manufacturer and best-selling piano brand globally, will introduce several premium piano models, hand-rubbed finishes, and new POP display materials to inspire dealers in booth 205A at the 2022 NAMM Show.



The company's prestigious line of handmade Kayserburg pianos, which are among the finest instruments in the world, is finally being made available to the U.S. market and officially launched at NAMM. Kayserburg pianos combine the finest German precision craftsmanship with the latest advancements in acoustics and state-of-the-art manufacturing technology to provide an unforgettable playing experience for the most discerning piano aficionado. Among the new models on display at NAMM are the Kayserburg GH160C 5'3" Baby Grand Piano and the company's KA6X and KX2T upright pianos.

Pearl River is also introducing gorgeous satin hand-rubbed finishes, which are now available on models in each of the company's three brands, including Pearl River, Ritmuller and Kayserburg. The finishes are unlike any other in the piano industry, providing a beautiful sheen that is durable with an unmatched depth of color and exceptionally easy to maintain with the wipe of a cloth.

Also on display for the first time will be the Pearl River premium baby grands – the P8 and P9 – ideal for smaller living spaces but which provide the sound of a much bigger grand piano. Unlike many other pianos on the market today, both the P8 and P9 come standard with advanced mineral composite keytops, PR 2.0 hammers, Röslau strings from Germany, Wurzen A-Grade white felt, Mahogany hammer core, genuine ebony wood sharps and full sostenuto middle pedals.

Finally, Pearl River has devoted its entire booth to a new POP display that will inspire dealers for their store design.

www.pearlriverusa.com • www.ritmullerusa.com
www.kayserburgusa.com

ACCESSORIES

JodyJazz Introduces New Power Ring with Cap Packs and Completes Popular HR* Custom Dark Series with New Baritone Model

JodyJazz has announced that their popular Power Ring Ligatures will now come packaged with a matching cap. Because of the distinctive size and shape of the Power Ring Ligature, a larger cap is normally required for the players' mouthpiece setup. From now on all Power Rings will now come standard with the larger cap included.

The new Power Ring Ligature with cap packs are presented in all new packaging very similar to a mouthpiece box. The attractive new boxes feature a QR code that provides a direct link to JodyJazz's new Power Ring Ligature Fit Charts. These charts provide a comprehensive guide to help players find the right Power Ring Ligature that fits their mouthpiece. There are five separate charts



GATOR FRAMEWORKS™

**ELITE SERIES FURNITURE
SIDECAR**

CFW-ELITESIDECAR

**EVERYTHING
IN REACH**



CONTACT SALES FOR ORDERS
OR TO BECOME A DEALER
DEALER HOTLINE: 813.492.5111
INFO@GATORCASES.COM



NAMMbuyers' guide

for alto, tenor, soprano, baritone and clarinet mouthpieces. Not only will players find the matching Power Ring for all the JodyJazz models, but several other brand mouthpieces are included as well. With these detailed and comprehensive new charts, JodyJazz is confident that players will now be able to find the Power Ring that will fit perfectly for their mouthpiece.

The JodyJazz Power Ring Ligatures provide an elegant solution to the problem with ligatures that dampen vibration of the reed. Power Rings feature a concave inner design which reduces the touch points on the reed thereby maximizing reed vibration. There are no moving or added parts, thereby further increasing the efficiency of vibration. Because the Power Rings allow the most freedom and vibration of the reed, this in turn increases the amount of harmonics present, allowing the fullest saxophone sound containing high, mid and low frequencies.

The new Power Ring Ligatures are individually CNC machined from virgin brass at the JodyJazz factory in Savannah, GA and are available in either gold- or silver-plated finish.

JodyJazz has also announced the completion of its extremely popular HR* Custom Dark Series with the introduction of the new HR* Custom Dark Baritone Model. The HR* Custom Dark Series is JodyJazz's line of premium hard rubber mouthpieces. The new HR* Custom Dark Baritone offers the same beautiful, warm, dark, traditional, and vintage sound that is characteristic of the entire HR* Custom Dark series. The HR* Custom Dark soprano, alto and tenor models are among the company's most popular and successful mouthpieces, and they are now joined by the Baritone model. The new HR* Custom Dark Baritone is available in 5, 6, 7, 8 & 9 tip openings.



The HR* Custom Dark Baritone is made using the company's proprietary 'CHR' Chedeville Hard Rubber. This exclusive special hard rubber formula, which was developed for the company's Chedeville brand of classical mouthpieces, imparts more warmth and beauty in the sound due to its purity and density. As with the

Chedeville mouthpieces, the new HR* Custom Dark Series bears the 'CHR' mark to identify its construction from this special hard rubber.

Characteristic of the HR* Custom Dark Series, the new baritone model features a heavy stylized ring on the shank of the mouthpiece. The profile and heft of this ring was inspired by JodyJazz's popular Power Ring ligature. With significantly more mass on the shank of the mouthpiece the HR* Custom Dark series mouthpieces enjoy a boost of body and increased harmonics.

Like all JodyJazz mouthpieces, the incredible free-blowing response of the HR* Custom Dark Baritone is due to a superior facing curve and expert hand finished tip rail, baffle and table and each mouthpiece is individually play tested to maintain the highest consistency and quality.

The new HR* Custom Dark Baritones have an MSRP of \$450.

www.jodyjazz.com

EarthQuaker Devices Announces New Special Cranker Overdrive Pedal

Special Cranker is an all-discrete analog distortion enhancement device designed to give your signal some extra grit and boost without drastically altering your tone and retaining all of the natural nuances and character of your amp. Think of it as sticking an extra preamp tube in



Booth
5239,
5845

your amplifier for more saturation. Single notes will blossom and bloom with rich harmonics and singing sustain with responsive, tube-like sag. Power chords will sound thicker and crunchier, a little more ragged around the edges. Complex chords will remain distinct and complex, as the Special Cranker is designed to preserve your tone's integrity without muddying up the low-end or smearing the midrange.

The Special Cranker picks up where the beloved Speaker Cranker left off. It has the same spongy, dynamic, and touch-sensitive character of the original but with more gain, double the output volume (now with a user-friendly Level control), an added Tone control to shape your signal, and a diode selector switch featuring the original asymmetrical silicon diodes as well as a hot, new Germanium diode option.

The More control goes from nearly clean to a medium gain overdrive when at maximum. This control adjusts the bias of the transistor, so you may hear a little noise as you turn the control. Don't freak out; it's totally fine. The gain characteristics are dependent on which diodes are chosen. When the Germanium diodes are selected, the Special Cranker delivers a softer, more rounded response with tamed highs and lower output, while the Silicon diodes add a brighter, more modern edge and higher output. Both are exceptionally responsive to playing dynamics and have excellent clarity. The Tone control gives the user full command over treble frequencies, cutting the highs when counterclockwise and adding a slight high frequency boost when turned clockwise. The Level control adjusts the output from nothing to nearly double at maximum.

USA Retail Price: \$99.

www.earthquakerdevices.com

G7th Expands Nashville Capo Range for Ukuleles

G7th, The Capo Company is pleased to introduce the Nashville Ukulele capo to their range of Nashville spring capos. Specifically designed to be suitable for all soprano, concert, tenor, and baritone ukuleles, the Nashville is the perfect choice for fast one-handed changes and excellent tuning stability.

"This is the first time I've ever used a ukulele capo and I loved it. I never thought it would be this good!" – Sungha Jung, South Korea-based fingerstyle guitar and ukulele virtuoso

The careful design of the G7th Nashville Ukulele capo dramatically reduces tuning problems and fret wear associated with excessive clamping force caused by lesser spring capos.

"I love my Nashville Ukulele Capo because it works so well on ALL of my ukuleles!" – Eden Kai, Hawaii-based pop artist

www.g7th.com



Booth
6611

MMR

MUSICAL MERCHANDISE REVIEW

 mmrmagazine.com  @mmrmagazine

 facebook.com/mmrmagazine  youtube.com/mmrmagazine

BAND & ORCHESTRA



Growling Sax Debuts The Roar Limited Edition Professional Saxophones

Victory Musical Instruments' brand The Growling Sax has released The Roar Limited Edition Professional Saxophones in Soprano (LE-TRCS), Alto (LE-TRCA) and Tenor (LE-TRCT) sizes. These modern, beautiful instruments offer musicians the ultimate in versatility by coming complete with two interchangeable necks, allowing saxophonists to change their sound seamlessly.

The brass neck provides players with a beautiful, soft and warm sound according to Melvin Quinones, ideal for jazz, ballads and R&B. They are even a great for those players looking for a classical sound. The 925 silver neck offers more edge and focus, perfect for pop, funk and rock. The Roar saxophones boast a modern ergonomic design and artisanal engraving on the body, bell, bow neck and keys.

Full specs include:

- 925 (pure silver) and brass necks included
- Italian Pisoni Pads
- Blue Steel Springs
- Enlarged bell (Alto only)
- Dull silver body/silver-plated bell and antique finishes
- Artisanal engraving on body, bell, bow neck and keys
- Upper and lower key screws adjustment
- High D.b.E.F palm key screws adjustment
- High F# Key
- High G Key (Soprano only)
- Black Mother-of-Pearl
- Premium carbon fiber case by Omebaige

www.victorymusical.com

AMPLIFIERS



Introducing Spark MINI – a Smart, Battery-Powered Guitar Amp & Bluetooth Speaker with Multi-Dimensional Sound

Positive Grid's Spark MINI debuts in-person at NAMM 2022. Designed for electric guitar, acoustic or bass, this portable smart guitar amp and Bluetooth speaker delivers audio streaming and guitar playing to go. With spatial audio, smart app integration and a rechargeable battery (up to 8 hours), Spark MINI transforms any setting into an interactive space for jamming or music listening.

It's precision-engineered acoustics and angled, full-range stereo speakers deliver clear multi-directional sound. A downward-facing passive radiator pumps out big sonic power and tight, punchy bass never heard in an amp this size.

Spark MINI inherits smart features from Positive Grid's best-selling Spark 40 guitar practice amp in a smaller, go-anywhere

package. Simple onboard control knobs and the free Spark app offer custom tone creation and smart features including:

Smart Jam Live: Play a riff and Spark MINI will quickly generate bass and drum backing tracks based on the player's style. From simple to complex, the tracks change in real time based on the guitarist's intensity.

Auto Chords: Learn millions of songs quicker and easier. Select any song and the Spark smart app can display its guitar chords in real time, loop a section or slow the tempo.

Video Capture: Use the Spark app to film a performance and upload it to social media.

EQ Scenarios: Onboard EQ scenarios ensure optimum sound for jamming and music listening.

10,000+ Tones: Players can kick start their creativity with Spark MINI's tone presets, plus more than 10,000 presets on the free online ToneCloud community. Spark MINI also includes 33 ultra-realistic amp models and 43 effects.

USB audio interface: Record to a computer using the included PreSonus Studio One, or any DAW software. Spark MINI's Smart Out can switch between headphone or line out for versatile listening.

Solidly constructed in black or pearl tolex, Spark MINI can also be customized by swapping out the removable grille.

www.positivegrid.com



DJ & LIGHTING

ADJ Expands Popular Hydro Series of IP65-rated Moving Head Fixtures

Since their debut in 2018, ADJ Lighting's Hydro Series of auto-mated luminaires have developed a strong reputation as reliable, versatile and keen-



ly-priced IP65-rated lighting solutions. Previously offering beam and wash fixtures, the range is now expanding to include moving head spot and profile options, rounding out ADJ's product portfolio to cover all the needs of lighting professionals looking for the freedom offered by 'all weather' IP65 fixtures. The flagship Hydro Profile is a feature-packed profile luminaire, while the Hydro Spot 1 and Hydro Spot 2 offer two distinct spot options to suit different budgets and technical requirements.

**Booth
10920**

All of the Hydro Series fixtures feature robust all metal construction and are IP65-rated to allow safe temporary outdoor use in all weather conditions. The sealed casing design also means that the light source, electronics and internal mechanisms are protected from dust, dirt and airborne particles, including humidity and haze residue. The fixtures therefore require reduced maintenance

schedules and are likely to offer extended operational lifespans, when compared with conventional fixtures. For this reason, many production companies are choosing to invest in all IP65-rated equipment, giving the flexibility to use them for both indoor and outdoor events. Similarly, many installers are choosing Hydro Series fixtures even for indoor permanent installations.

Sitting proudly at the top of the expanded Hydro Series, the Hydro Profile combines an immense 660-Watt LED engine, which produces 25,000 Lumens, with an expansive feature set to offer a professional lighting powerhouse. Its beam can be precisely manipulated using a four-blade rotatable framing system, alongside motorized zoom (6 ~ 45 degrees), focus and iris, together with two frost filters. A CMY color mixing system, combined with a variable CTO flag and six slot replaceable color wheel, allow for exceptional versatility and creative freedom when it comes to color selection. Meanwhile, two GOBO wheels, two rotating prisms (six-facet circular and five-facet linear), and an animation wheel allow for the creation of an almost unlimited variety of aerial effects and surface pattern projections. Learn more about the Hydro Profile by visiting: <https://www.adj.com/hydro-profile>

Offering a compact and budget-friendly IP65-rated spot solution, the Hydro Spot 1 features a potent 200-Watt cool white LED engine and delivers punchy output which can be manipulated using an extensive collection of beam-shaping tools. These include motorized zoom (for a beam angle of 11° ~ 22°), motorized focus, two frost filters (light and heavy), two rotating prisms (five-facet linear & six-facet circular), six rotating and replaceable GOBOS, and two color wheels (each with eight options). Learn more about the Hydro Spot 1 by visiting: <https://www.adj.com/hydro-spot-1>

The larger Hydro Spot 2 model is powered by a potent 320-Watt cool white LED engine. It offers an impressive 15,000 lumen output while featuring a wide variety of beam shaping tools to provide lighting designers with a huge amount of creative potential. Its features include an animation wheel to create an unlimited variety of aerial effects and surface pattern projections, motorized zoom (for a beam angle of 8° ~ 41°) and focus, two frost filters, CMY color mixing along with a variable CTO flag and independent color wheel, two GOBO wheels (one fixed, one rotating and replaceable) and two rotating prisms (five-facet linear & six-facet circular). Learn more about the Hydro Spot 2 by visiting: <https://www.adj.com/hydro-spot-2>

www.adj.com

Quality Instruments

That Your
School and
Students
Can Afford



We are one of the leading suppliers of band and orchestra instruments to schools and music dealers throughout the United States. We offer a full line of brass, woodwind, orchestra and percussion instruments designed and crafted to educational standards.

For a list of dealers in your area, or a catalog contact: schools@huntermusical.com by email or call. We respond to all school bids through local dealers. Samples are available for evaluation.

Hunter Music Instruments

3300 Northern Boulevard, Long Island City, NY 11101
(718) 706-0828 Fax: (718) 706-0128
www.huntermusical.com

Visit booth #8928 at NAMM!

To all of the air guitar soloists, hairbrush vocalists, and bucket drummers

We hear you!

INTRODUCING MODERN BAND JOURNAL

The Era of Modern Band is NOW!

Heavy metal? Check. Reggaeton? ¡Por supuesto! Hip hop? Yes. Norteño? Si! The next generation of musicians comes in a multitude of styles and backgrounds, and the Modern Band movement embraces all of them. *Modern Band Journal* features product reviews, techniques, teaching methods, and expert advice from industry professionals with a passion for supporting this revolution.

[Learn more at ModernBandJournal.com](http://ModernBandJournal.com)

PRINT & DIGITAL

Alfred Music Expands Sound Innovations Series with *Sound Orchestra: Ensemble Development for String or Full Orchestra*

Alfred Music, the leading publisher in music education since 1922, is proud to announce the much-anticipated addition to the Sound Innovations series, *Sound Orchestra: Ensemble Development for String or Full Orchestra*, the perfect resource for teaching ensemble skills to your string or full orchestra.



**Booth
8902**

Sound Orchestra: Ensemble Development for String or Full Orchestra provides a comprehensive and clear approach to developing ensemble performance skills at the intermediate through advanced level with the goal of improving technical facility and musicianship in the string or full orchestra. This method focuses on improving an ensemble's tone quality, intonation, and technique with 270 exercises grouped by key signature – including chorales and orchestral themes – that students will find both a joy and challenge to work through.

Written by Bob Phillips, Peter Boonshaft, Chris Bernotas, Jim Palmer, and David Pope, this addition to the revolutionary Sound Innovations series will help your students create beautiful music.

Features:

- Thoroughly complements performance music for string or full orchestra by isolating and reinforcing each ensemble concept, focusing on improving blend, balance, intonation, phrasing, and articulation
- For intermediate through advanced string orchestra alone, full orchestra, or string orchestra with any combination of wind and percussion players
- Optional percussion parts are included
- Violin 3 book that replicates the viola book is available
- Optional piano and saxophone parts are included
- Teacher's scores are available for string orchestra or full orchestra

Sound Orchestra: Ensemble Development for String or Full Orchestra books are available for \$8.99 (String Orchestra Teacher's Score for \$29.99; Full Orchestra Teacher's Score for \$49.99) at music retail stores, online retailers, and alfred.com/SOFO.

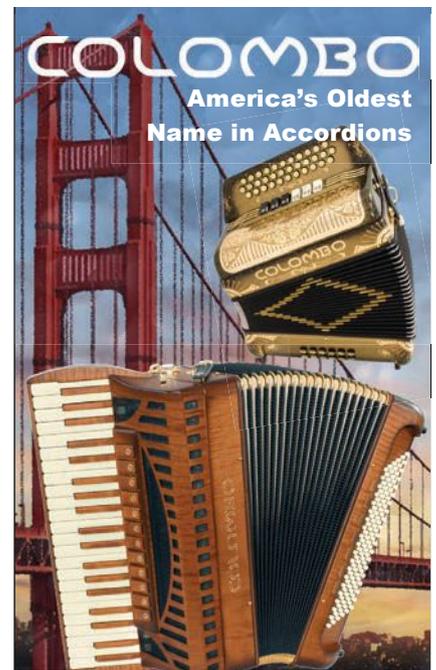
The International Suzuki Association, in conjunction with Alfred Music, is pleased to announce the highly anticipated recordings of the *Suzuki Violin School, Volumes 4–6* by internationally renowned violinist, Augustin Hadelich in collabora-

tion with pianist Kuang-Hao Huang.

The ISA Violin Committee is indebted to violinist Augustin Hadelich and pianist Kuang Hao Huang for their exacting standards during the exhausting recording sessions for Volumes 4–6. These performers brought tremendous energy, artistry, and dedication to bear in all aspects of their collaboration for these recordings. Augustin expressed many times his appreciation for the honor of being selected as the recording artist, and for the opportunity to make a lasting contribution to the world-wide Suzuki community. These are recordings that students, parents, and teachers will enjoy listening to for years to come.

The new recordings will replace all existing ones associated with the *Suzuki Violin School International Editions, Volumes 4–6*. Upon release, recordings will be available on CD and via digital download and for teaching and practice purposes within SmartMusic.

www.alfred.com



Accordions International
1760 South 450 West
Salt Lake City, UT 84115

For more information about
CONCERTO | COLOMBO | PIERMARIA
Or any of our products, visit us on the
Web at AccordionFactory.com
or call us at (801) 485-5840



BENJAMIN FRANKLIN, PRINTER, PHILADELPHIA

We're as
OLD
SCHOOL
as it gets

SINCE 1879, we've been the nation's premiere magazine covering the musical instrument trade. In our 143 years, we've seen overhyped technologies come and go. When's the last time you logged on to MySpace or sent a fax? But a quick glance at your desk confirms that, even in the digital age, print is here to stay. With more than 14,300 subscribers, no one beats our comprehensive coverage of industry news, trade shows and new products, as well as market analysis. When it's time to launch a new product or boost sales, we have your back. Contact a sales rep today to discuss how best to reach your customers with *MMR Magazine*.

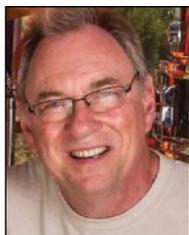


**PRINT IS HERE TO STAY.
BEN WOULD AGREE.**

MARI DEETZ ext. 1 MATT KING ext. 2
mari@mmrmagazine.com matt@mmrmagazine.com
cell 323-243-4413 cell 617-553-8066

Back in the Saddle Again

Some Thoughts on Your Time at NAMM



By
Menzie
Pittman

It certainly has been a long time coming. It's hard to believe it has taken this long to get back to "normal business," but that's exactly how we need to think about it, and while our Main Street experiences vary from town to town and state to state, "normal" is definitely the new sexy!

So how should we use our time at NAMM? The last NAMM Show in Anaheim was so crowded it was hard for us to check off our lists. Let me ask, what's on your list anyway?

To say the least, there are probably as many list variations as there are things to do at the NAMM Show. Some of us are gear-centric and we want to see the most innovative gear out there. For those attendees, it's easy to plan your show. With that in mind, find your suppliers, do your gear homework in advance, map your meetings, and: Ta-Da! You're done.

Ooops, wait a minute: That was the old way. In the past two years, the retail landscape has changed tremendously, so maybe this year we should re-think that – just a bit. I've always approached the NAMM Show a bit differently than the gear-centric method. Truth be told, I'm as much a gearhead as anybody, so I'm slightly jealous of that process because my shop's format is more eclectic than that. However, when I'm at the show, because our shop is a blend of gear, education, and performance, I have to think about every aspect of what the store does. Our students, along with our retail customers, make up the complexion of our model. Specialized knowledge is what we promote, and it's the one capital that you can't buy from a supplier. That said, you can garner that knowledge from conversations, and this is where the NAMM Show is king. Gear, specialized knowledge, education, and reuniting with industry friends is a winning hand – and a hard combination to beat.

The Idea Center and TEC Tracks are two of my most important undertakings when I attend a NAMM Show. Truthfully, one of the most important aspects of NAMM is conversations; and I'm not the only one who thinks that way. Conversations with other owners, manufacturers, and performers has a value too great to quantify.

The amount of specialized knowledge NAMM prepares for the show can be overwhelming, so this is where NAMM's website is invaluable. NAMM lists every business seminar with the location, the speakers, their expertise, as well as inside details on the topics.

The trade magazines also list the events, but your best bet is to spend a little quality time, when it's quiet, to review which seminars serve your business opportunities best. Also, don't forget the importance of attending as many performances as possible. If your business participates in music education, you need to be up to speed on the current trends in the business of performance.

If you are having trouble deciding how to spend your time, let

me share a few events this year that pique my interest, and I will share why I'm intrigued. However, keep in mind, there are many outstanding events that are appealing; pick what is unique to you.

● **Next-Generation Customers Are Taking Over:** What You Need to Know (Bailin) Idea Center

Description: Every business on the planet was, and continues to be, impacted by fallout from the pandemic. But the bigger story is how your customers have evolved since 2020. Consumer buying habits accelerated years into the future due to the global pandemic, worldwide lockdowns and living in a limited-supply world. Next-generation customers are changing the game.

My Interest: I can't name a business that hasn't been affected by the pandemic, so this session seems extremely valuable. Even if you get one solid take-away, it's worth your time.

● **How to make effective videos: Instagram - TikTok - YouTube** (Hoeft) Idea Center

Description: Video has become a critical success factor in marketing. Hoeft of Amplify 11 will reveal what's working in video marketing right now. Get a specific framework for making thumb-stopping videos, including tips and tricks specific to TikTok, YouTube, and Instagram.

My Interest: Our customers are the Instagram and TikTok generation. This session can help everyone navigate those waters.

● **Master Class: Rock 'n' Roll Photography** With Henry Diltz (TEC Tracks) Friday, June 3, 10:00 AM to 11:00 AM – Location, 204A

Description: Henry Diltz is an extraordinary and unique rock 'n' roll photographer. For more than 40 years, his photography has graced hundreds of album covers and has been featured in countless books, magazines, and newspapers. His unique artistic style has produced powerful photographic essays of Woodstock, The Monterey Pop Festival, Joni Mitchell, Crosby, Stills, Nash & Young, Jimi Hendrix, Billy Joel, and The Doors.

My Interest: This is the time when music stole my heart and rocked my entire world. I would walk all the way from Virginia to see this!

In Closing

On Friday at 1:30 in the Idea Center, I am facilitating a session on student retention, and I invite those interested to come. I will discuss some approaches that have worked well historically over the span of my teaching career. See ya at the show! 📷

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."

“You can garner that knowledge from conversations, and this is where the NAMM Show is king.”

Just Leave Me the *#%^ Alone!



By
Jaimie
Blackman

Have you ever noticed that a variety of sources like media, books, seminars, and educational events enjoy telling you what *you* should be changing or what *you* should be doing?

Dissonance is the result when the relationship between who you want to be and who others tell you to be is not aligned. This noise makes finding peace and harmony out of reach like an impossible dream.

This is especially true when it comes to the money conversation. Two decades ago

my financial advisory training was steeped in a fear narrative that went something like this: "If you don't make these changes, you will run out of money and have to move in with your kids." While fear is a great short-term motivator, one must consider its longer physical and emotional impact.

Decisions that are made from a place of calm open up more creative options and opportunities. Achieving true wealth happens when the energies of fear and survival are resolved – or at least managed. Then you can be open to receiving and creating more of the qualities and experiences that you want to create, and that's freedom

And, other than being afraid of a lion that wants to bite your leg off, what is the source of fear? Or, said another way: when are you least fearful? The more you are focused on your values, the less chance there is to have your values hijacked by a PowerPoint presentation steeped in fear.

Whether you will be interacting with the music community at NAMM 2022, or within your own MI store, it is wise to remember Socrates saying, "Know thyself." How does one know one's self? Knowing one's self begins and ends with self-acceptance.

Business owners are notoriously hard on themselves. For example, I was recently speaking with a professional who was really beating himself up and was probably doing a better job than the imaginary lion chasing you. Well, at least emotionally. This business owner felt he had made the wrong choices and started an internal narrative that he often repeated: "I hate when I make mistakes. I'm not good enough. Why do things only happen to me? It makes me so angry." And he went on and on...

Does this sound familiar? The Bible teaches us to treat others as we would like to be treated, ourself. Maybe it's time we start treating ourselves as kindly as we treat others. Sound decisions come from a place of self-acceptance and internal peace.

One of the more stressful decisions a business owner has to make is when to hire, and when to fire, an employee. When a CEO was asked about his process to fire an employee, his response was a bit comical, yet in a way completely honest.

"I only ask myself two questions regarding an employee's contribution," he said. "Does this employee contribute *value* to our organization? If the answer is "yes," the employee is well rewarded. If the answer is "no," I ask a second question. Is this employee *enter-taining*? For example, does the employee have a sense of humor, is the employee a team player who is well-liked by others, or has a charm that contributes to the culture of the organization? So if the employee is not contributing value, or at the very least not contributing positive energy by being well-liked by others, the employee is terminated."

I wonder if a similar metric works with any type of business relationship you may have. If the relationship is not adding value, or, at the very least, is not helpful in other ways, maybe additional options need to be considered.

This past year I've been enrolled in flight school, pursuing my lifelong dream. From this training, I have come to recognize that the most important decision a pilot must make is to determine if he or she is physical and emotionally healthy enough to act as the pilot in command (PIC). The IMSAFE checklist is a personal health assessment used to ensure the pilot is healthy before each flight. The acronym stands for, "Illness, Medication, Sleep, Alcohol, Fatigue, Emotions." It's a great way to determine if the pilot is fit to fly and helps to assess one's overall flight readiness.

This acronym could easily be adapted for business owners for self-assessment. After all, how can a business owner make sound decisions and improve their relationship with others, if they don't know their most important relationship, which is with themselves?

It's part of the human condition to be seduced into what we think may be good for us based on societal norms.

"You have been conditioned to hold on to whatever is 'normal' with every fiber of your being, even when normal is chaos, dysfunctional relationships, or lack of financial security. You cling to the familiar, even if it is just mediocre. You cling because the created self's greatest fear is the unknown." – Panache Desai.

We ought to keep in mind that these excursions which lead us away from our authentic selves leave us less energy and less time to pursue what matters most to us. So when the moment doesn't feel right, or if the relationship is not adding value, or at the very least is not entertaining, it is time to take back your sovereignty. We are enough. Just say, "Leave me *%!+ alone!" 🙏🏻

Jaimie Blackman – a former music educator & retailer – is co-founder of BH Wealth Management. The organization offers 401(k), insurance, and succession planning services. Download your complimentary copy of End Your War With Money at bhwealth.com/moneycapsules Registered Representative, First Allied Securities, Inc. Member FINRA/SIPC

“Dissonance is the result when the relationship between who you want to be and who others tell you to be is not aligned.”

Risks of Putting Your Small Business's Faith in Meta/Facebook



By Mike
Lawson

Since 2009, I've had an active Facebook page – thousands of friends; a musician page with around a thousand followers. The personal page was connected to my music education non-profit, my publications, over 13-years of connections, precious memories, and more.

I once was sentenced to “Facebook Jail” for saying, “Somebody deserves a beating” when commenting on a badly mangled Les Paul someone “modified,” posted (not by the mangler) to the “Ugly Guitars” group, which exists to “roast” ugly guitars. It used to be fun. I did 30 days in the hole.

Facebook's AI/bot has no sense of humor. If you had seen this guitar, you would get the joke directed at literally nobody. I'd used that line a hundred times. Another common joke I've used over the years was “I had to sell a kidney to buy _____,” such as this stupid expensive MacBook Pro, or Paul McCartney tickets.

On April 25th, I commented on a \$235k 1941 Martin D-45 for sale by my friends at Carter Vintage. “Will you accept a kidney for payment?” Less than one hour later I received this text message from Facebook, saying, “Your Facebook Page will be unpublished. Doesn't follow Community Standards on human smuggling.”

In an instant, after over a decade of using that dumb joke for expensive items, everything was gone. There was no appeal, the decision was final. It was an awful feeling. It took me days to think of anything I did warranting this. The best I came up with researching “human smuggling” community standards is their bot didn't like my joke. The phone number associated with my account was deactivated. The account vanished. There was no recourse. Did my comment on the guitar price cause this? Meta/Facebook won't say for “safety and security” reasons. Was it this comment? Was it a false report on me? I may never know.

Meta's Facebook is ubiquitous in our lives. I use it extensively for communicating with friends, clients, and colleagues. I've advertised for subscribers, promoted events, music releases, gigs – but, more personally, it contained memories, connections to people who passed away, condolences when my mother died, so much more. I used it like a diary, and it was destroyed as though by fire.

Everything I put into Meta/Facebook's platform, a platform I do not own, was gone. This is a business, not a government entity. I have no free speech rights there, and make no such claim. I will carefully watch my words now.

Facebook encourages businesses to use the platform, sells ads, creates wonderful ways to connect to customers, but there is a dangerous side to relying on it for your business. There is no help system that really works. Their AI/bots can shutter your

business, and there is little you can do. If you're lucky, you can appeal, but it will likely not be heard by a person, or reviewed by their “appeals board.”

You may have a successful retail operation connected with Facebook and say something completely outside of it from your personal profile, which is directly connected to your business – something innocent, without malice – and Meta/Facebook can remove your accounts, killing the business you create on their platform. You will be blamed for violating “community standards.”

Think very carefully about what you say on Facebook if you have a business presence there. If your eggs are all in their basket, they can kick the basket out of your hand and smash the eggs in a moment's time. You have no recourse. It's not your site, you are there at Meta/Facebook's pleasure, and at the mercy of their AI/bots attempting to reign in some bad behavior by bad actors. The problem is, the AI/bot can't discern the difference. You can lose everything you build on the Meta/Facebook platform. Your business can be ruined, or at least put into turmoil, while you try to recover your account.

I did get a reply from Facebook after finding a way to contact them via email as the owner of a media company, saying my page was deleted in error and was restored. At the time they wrote that, it was not, but within the week, it was. I was deleted for about two weeks.

I reached out to Meta's PR team for comment on this scenario facing small businesses who use Meta/Facebook to promote their business, engage customers, and generate revenues. Though in touch with me up until the account was restored, they did not respond to further questions about how small businesses should handle this situation.

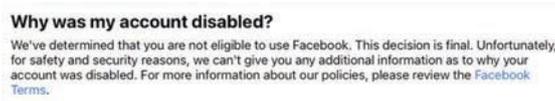
How much time out of touch with your customers can you afford to lose? If you manage to get your accounts restored, and it takes weeks, is that revenue you can afford to lose? How many times will you have to explain to customers that you are not out of business, if you are shut down?

Meanwhile, do not make any humorous comments or use even remotely questionable sarcasm as long as your business pages are tied

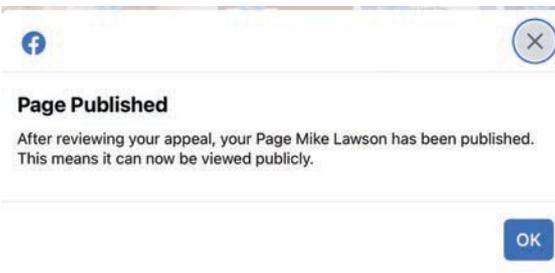
to your personal page. Facebook's AI/bot doesn't get it. If your business page was started from your personal account page, I advise you to archive it immediately, and start a new personal account, and scour your old personal account for anything their AI/bot might scrape and use to shut it down, then delete any remotely questionable posts. Never post to that page again, other than to tell people to go to your new personal page. If starting a new business page, create a new personal page to do so. There is plenty of good to come from Facebook for your small business, but there are also big risks. Caveat emptor.



Disabled, but I can seek help? Not really.



What I found on the “help page.”



I'm back, but not sure why I was gone.

What started in 1795 takes another big step forward today.



Introducing the Ritmüller Superior
RS173 5'7" & RS183 6' GRAND PIANOS

At the turn of the 18th century the Ritmüller *Pianofortefabrik* began producing instruments that soon captured the attention and praise of Johannes Brahms and other famous composers. Today, that world-class German lineage of the warm, rich singing tone, carries on in the new RS173 and RS183 grand pianos. Each moves forward towards perfection through traditional European craftsmanship and components merged with advanced CNC technologies. Learn more about us at RitmullerUSA.com

Ritmüller

Since 1795



R PEARL RIVER
PIANO

©Guangzhou Pearl River Piano Group Co., Ltd.



MIRC USED GUITARS

- AGGRESSIVE WHOLESALE PRICING
- 10,000 USED Guitars in Stock
- 40 Major Name Brands
- All Instruments "Retail Ready"
- Online Inventory and Daily Specials

(800) 573-9865
www.mircweb.com

50 YEARS OF MUSIC & COMMUNITY

50 Elderly YRS .com

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

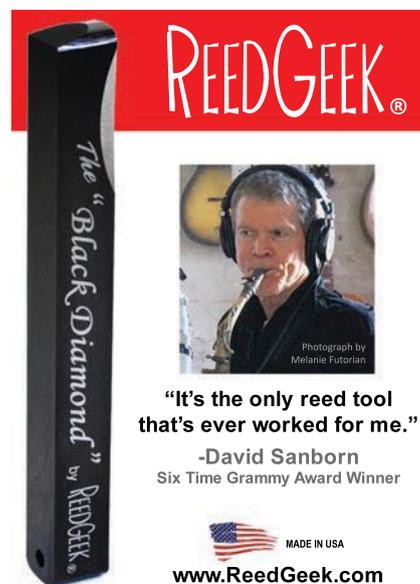
"The Freedom to Tune in Any Situation"
Available at RS Berkeley Retailers Everywhere

MADE IN THE USA

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

Adjusts from 60mm-70mm



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

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

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

COMPANY	PAGE	WEB
Accordions International	37	accordionfactory.com
Allen & Heath	C1	allen-heath.com
Amati's Fine Instruments	1	amatisonline.com
Armadillo Enterprises/Dean Guitars	3	deanguitars.com
Bourns Inc.	20	bourns.com
C.F. Martin & Co.	7	martinguitar.com
CE Distribution	23	cedist.com
CHAUVET DJ	27	chauvetdj.com
DAS Audio Group	9	dasaudio.com
EMG Inc.	25	emgpickups.com
F.E. Olds & Son Inc.	18	feolds.com
Fender Musical Instruments	31	fender.com
G7th Ltd.	15	g7th.com
Gator Cases Inc.	33	gatorcases.com
Grover Musical Products	35	grotro.com
Hal Leonard Corp.	44	halleonard.com
Hunter Music Instrument Inc.	36	huntermusical.com
IK Multimedia	C4	ikmultimedia.com
J.J. Babbitt Co. Inc.	19	jibabbitt.com
JodyJazz Inc.	10	jodyjazz.com
Kawai America Corp.	13	kawaius.com
KHS America	21	khs-america.com
Korg	5	korg.com
NAMM	C3	namm.org
National Educational Music Co.	2	nemc.com
Pearl River Pianos	41	pearlriverusa.com
Rovner Products	8	rovnerproducts.com
Xchange Market Corp.	11	xchangemarket.com
Yorkville Sound Corp.	C2	yorkville.com

MMR
MUSICAL MERCHANDISE REVIEW

mmrmagazine.com @mmrmagazine

facebook.com/mmmmagazine youtube.com/mmmmagazine

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

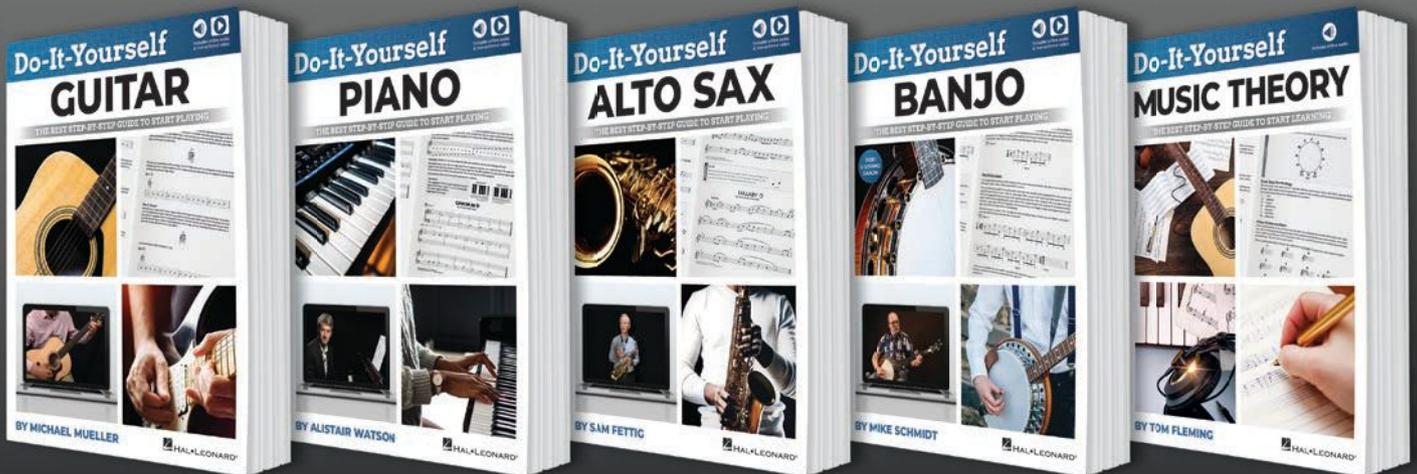


Do-It-Yourself Series

FROM HAL LEONARD

THE NEW
SERIES
FOR ADULT
BEGINNERS!

Featuring lessons with audio & video backup, *Do-It-Yourself* books give adults everything they need to learn to play. Once they build up that confidence, they'll be back in your store for more books, more gear, and maybe even some advanced private lessons!



- Thorough explanations & demonstrations guarantee self-teaching success
- Popular, copyrighted songs that students will want to play
- Video lessons in instrument books back up the written chapters
- Audio demos with **PLAYBACK+**, a multi-functional audio player
- More titles will be released throughout the year

CALL HAL LEONARD TO PLACE YOUR ORDER TODAY.
1-800-554-0626 | halleonard.com

 **HAL•LEONARD®**



2022
NAMM
Top 100
Dealer
Awards

The
NAMM
Show

**NAMM congratulates this
year's Top 100 Dealers!**

See them all at:

namm.org/top100

And see the future of music retail on display at The 2022 NAMM Show,
including the debut of the Top 100 Dealer Awards on

Thursday, June 2

namm.org/attend



X-SPACE
Reverb



X-TIME
Delay



X-VIBE
Modulation



X-DRIVE
Distortion

AmpliTube **X-GEAR** X-PLORE NEW SOUNDSCAPES

Four boutique, audiophile-grade digital effects pedals with 192 kHz converters, 4x oversampling and ground-breaking new algorithms for the finest and most creative distortion, reverbs, delays and modulations ever modeled.

Each pedal includes an exclusive plug-in version to use inside AmpliTube 5 (SE version included), letting you practice and record virtually then sync presets to the real pedal for live use.

Move from studio to stage seamlessly with world-class tone anywhere.

Plug-in for AmpliTube 5



AmpliTube
X-GEAR
BOUTIQUE DIGITAL PEDALS



IK Multimedia. Musicians First.



DISTRIBUTED BY
HAL•LEONARD
MI PRODUCTS
DISTRIBUTION

AMPLITUBE.COM/XGEAR

DESIGNED AND MADE IN ITALY