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MUSICAL MERCHANDISE REVIEW

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2022's Top Print Titles



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MUSICAL MERCHANDISE REVIEW

FEATURES

Vol. 181 DECEMBER 2022 No. 12

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A more robust return to in-classroom learning and the continued impact of the boost in music makers due to recent lockdowns have both contributed to a very solid year for print music publishers. We recently touched base with eight notable suppliers in this market segment to learn what titles were most embraced by customers in 2022.

30th Annual MMR Dealers' Choice Awards 15

It's now been three decades of our yearly roundup of the musical instruments, accessories, and related gear that stood apart from the pack. Unlike other awards, Dealers' Choice Award (DCA) winners aren't determined by editorial or sales staff, or management – these honors are determined by individuals who truly know the MI landscape: the retailers, themselves.

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Flattery and praise, particularly in reaction to a job done well, is excellent. Menzie Pittman explains how a "positive feedback loop," however, is an exponentially more powerful tool, as it creates a meaningful interaction between employees and management that can lead to greater creative collaboration.

The Sound of Money

How Do You Define Your Business? 36

Jaimie Blackman outlines why finding new ways to diversify your business offering, while increasing cash flow, is a formula for success. Defining – and, as critically – re-defining your business model is an important foundational step.

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Voices From the Trenches

By
**Christian
Wissmuller**

After 11 straight issues of *MMR* with this space being occupied by my own observations, ruminations, and speculations on our industry, I happily entrust this page to folks who actually know what's going on in MI retail: the dealers, themselves. I hope that 2022 was a profitable and enjoyable year for all of our readers. For those who met with success in the past 12 months, here's to more of the same! To those who have been struggling, I join you in hoping for brighter days in the coming year.

"We celebrated our best year in our 63-year history this fall. The supply shortages intensified the stress of the fall back-to-school season but we were able to navigate through it."
– George Quinlan, Jr., Quinlan & Fabish Music Co.

"2021 was a record year for The Music Shoppe, with gains seen in almost all departments. 2022 will likely match our 2021 performance. Given the decline in guitar sales seen by the industry as well as a lack of "double recruiting" for school bands in 2022, we are very proud of our team's efforts and results. We are most concerned about consumer fear being created by increasing inflation. If consumers are consumed with concern about their financial future, they may become conservative in their spending, which would likely mean fewer new instruments purchased or rented. We feel confident that 2023 will be a great year for our company."
– Jonathon Breen, The Music Shoppe, Inc.

"Considerable growth this year in Band/Orch. Guitars have cooled some. Pianos have had an uptick. Supply is still the number one problem in the industry. Long back-orders discourage customers." – Dave Krogan, Frank Rieman Music, Inc.

“For those who met with success in the past 12 months, here’s to more of the same! To those who have been struggling, I join you in hoping for brighter days in the coming year.”

"Strong execution of the model from our franchised system and a multichannel approach has generated positive customer count growth." – Eric Miller, Music Go Round

"2022 was much more successful than 2021! California, and the West Coast in general, are still struggling from the aftermath of all the COVID restrictions, but I finally feel like we are on an upward trajectory after two-plus years of struggles." – Laura Penrose, Nick Rail Music

"Retail sales and the school market has improved. [Concerns?] Two words: Inflation and Supply. Supply challenges really hit band instruments this year... hoping and planning for improvement in 2023." – Christopher White, White House of Music, Inc.

"It has been a fun and energizing year. We are fortunate to have great team members, customers, vendors & community collaborators! It was great to get events with Make Music Day going again and many other clinics, community programming and more... There are still some supply chain woes, as we all know. We cannot take any day for granted and need to work hard to retain our great folks and recruit additional strong culturally fit talent. And of course, the looming recession/price hikes on everything for operations is a lot to take on too!" – DeDe Heid, Heid Music

"Another record year here; so far, we are significantly up over 2021. We feel we are likely heading towards a recession and are anticipating reduced traffic and reduced spending in the coming year(s)." – Amanda Rueter, Ernie Williamson Music

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Search for the Next NAMM President and CEO Advances

The NAMM Executive Committee and executive search firm Russell Reynolds Associates have released the position specifications for the association's next chief executive officer. The search firm has detailed the position and related responsibilities which include carrying out the vision, mission, and objectives of the global association; directing professional and support staff in the creation, planning, and coordination of programs to meet objectives; serving as an advocate for core industry issues; and directing those engaged in building the industry's annual gathering, The NAMM Show, among other responsibilities.

Interested applicants are encouraged to read the complete position description here, and if of interest, to immediately send a confidential letter of interest and resume to NAMM@russellreynolds.com.

In 2021, Joe Lamond, NAMM president and CEO, shared his intention to step down as the leader of the 120-year-old trade association, effective spring 2023, after serving at the helm of NAMM for the past 22 years. The longevity of steady leadership is a hallmark for much of NAMM's history, with Lamond's predecessor Larry Linkin's appointment to the role in 1981 and William Gard in 1948.

Russell Reynolds Associates is a global leadership advisory and search firm that works across the public, private, and nonprofit sectors, with a focus on the recruitment of transformational leaders who can meet the challenges of today and tomorrow.

Applicants are encouraged to contact NAMM@russellreynolds.com with a confidential letter of interest, resume, or questions about the position. Additionally, the complete position specification can be found here: <https://russellreynoldsassociates.sharefile.com/share/view/scc9541c2f90b4fb7b-d7997e68c8b4bc9>

NAMM Presents Industry Coalition at CITES Conference of the Parties to Address Musical Instruments and CITES Protected Species

On November 14, at an official event of the Convention on International Trade in Endangered Species (CITES) Conference of the Parties (CoP) in Panama City, Panama, NAMM hosted a convening to address issues relevant to the music products industry. A coalition of industry members outlined specific concerns about a proposal for Pernambuco, the Brazilian wood of choice for stringed instrument bow makers, along with proposals to expand the musical instrument certificate program for musicians to travel internationally with instruments containing protected species, and the procedure for approving annotations for protected species.

At the CoP event, over 170 countries were represented to address these matters, including to review and create policy for global trade impacting endangered species.

Mary Luehrsen, NAMM's senior advisor for public affairs welcomed attendees at a mid-day gathering. Heather Noonan, vice president of advocacy of the League of American Orchestras, led a discussion with Matthew Strickler, Deputy Assistant Secretary, Fish and Wildlife and Parks at the U.S. Department of the Interior and the official representative from the United States to the CoP. Bob Taylor, co-founder



Michael Jousserand, Buffet Crampon and CAFIM; Mary Luehrsen, NAMM; Bob Taylor, Taylor Guitars; Heather Noonan, League of American Orchestras; Luisa Fiona Wilshire, Madinter Trade; Scott Paul, Taylor Guitars; Fanny Reyre-Menard, CSFI; and John Bennett, International Association of Violin and Bow Makers

of Taylor Guitars, spoke to his company's commitment to ethically and sustainably sourced tonewoods. John Bennett of the International Association of Violin and Bow Makers, Michael Jousserand of Buffet Crampon and CAFIM, and Fanny Reyre Menard of France's CSFI outlined specific impacts of policy proposal. The summaries and coalition recommendations are outlined on the NAMM website, here: <https://www.namm.org/issues-and-advocacy/regulatory-compliance/namm-members-represented-cop-19-cites-gathering>

Prior to the CoP, information on these topics was submitted to the CITES Secretariat, in the three working languages of the Convention: Spanish, French, and English, by a collective of more than 50 associations and companies. NAMM is a key member of the informal working group of music products industry stakeholders that drafted the statements and continues to closely monitor CITES activities.

2022 Music China Postponed, New Dates to be Announced

Formerly scheduled to take place in Nanjing from November 17 – 20, Music China will now be moved to a later timeslot with the new dates to be confirmed by the organizers at the earliest opportunity. The decision to postpone the fair is in support of the government's pandemic control measures following a recent increase in COVID-19 cases in the country.

"We know how significant the dates of Music China are in the calendar of everyone in the musical instruments industry, and for this reason we are doing our utmost to find a suitable set of dates for the fair to return as soon as possible," says Ms. Judy Cheung, deputy general manager, Messe Frankfurt (HK) Ltd. "Given the

hard work we have put in to hold the fair during November, the decision to postpone Music China was not easy, but we have a duty to support the government in its pandemic control measures. On behalf of the organizers, I would like to thank everyone involved for their support and patience while we secure a new timeslot for the fair to return."

Music China is organized by Messe Frankfurt (HK) Ltd, the China Musical Instruments Association and Shanghai Intex Exhibition Co Ltd.

For more details, visit www.musikmesse-china.com or email the show's organizers at music@hongkong.messe-frankfurt.com.

NAMM'S Million More Music Makers to Celebrate Guitar, Ukulele, and Bass in Classrooms and Communities

At The 2023 NAMM Show, the NAMM Foundation will launch NAMM's Million More Music Makers, a new initiative that offers hands-on training to expand guitar, ukulele, and bass music learning opportunities in schools and communities for people of all ages. Million More Music Makers will take place across the NAMM Show campus in Anaheim, California, April 13-15, and welcomes professional and amateur musicians, teachers, college students and faculty, school administrators and curriculum specialists, as well as community music organization leaders and participants, to take part in focused programming designed to build and encourage music makers at all stages of life.

This 2023 inaugural edition of Million More Music Makers will spotlight the teaching, learning, and playing of guitar, ukulele, and bass. Specialized programming will include teacher trainings for classroom and group instruction in schools and community organizations; a review of school curriculum planning and alignment with education standards; workshops and hands-on learning experiences; performance classes with artists open to players of all levels; and much more.

Joining the NAMM Foundation in this endeavor are the American String Teachers Association (ASTA); California Music Educators Association (CMEA); College Music Society (CMS); Guitars 4 Vets; Guitar and Accessories Marketing Association (GAMA); Guitars in the Classroom (GITC); Langley Ukulele Association; Music Will (formerly Little Kids Rock); National Association for Music Education (NAfME); Save the Music Foundation; Teaching Guitar Workshop; Technology in Music Education (TI:ME) and more.

"Music Will is excited to be a part of NAMM's inaugural Million More Music Makers initiative in April," said Dave Wish, CEO and founder of Music Will (formerly Little Kids Rock). "Creating hands-on learning opportunities for the hundreds of music teachers who attend the NAMM Show is a game changer and one that will allow us to reach more students and turn them into lifelong music makers."

The Million More Music Makers initiative will join the crossroads of the music products, pro audio, and entertainment technology communities, a vibrant exhibition of innovative new products and services, networking, events, and additional professional development opportunities. In addition, the Million More Music Makers programming will complement long-established NAMM Foundation signature programming, including GenNext, in collaboration with The College Music Society (CMS) for college music students and faculty; Music Education Days for music teachers and school administrators seeking what's next in music products and classroom technologies; The Nonprofit Management Institute for nonprofit arts organizations; and the annual Grand Rally for Music Education to celebrate the advocacy and impact of music education, educators, and advocates.

Teachers, students, leaders, and staff of community music organizations, and all who believe in music are encouraged to participate and accelerate the vision that all people of every age and ability can make music. Registration for The 2023 NAMM Show is now open at <https://www.namm.org/thenammshow/registration>

MMRglobal

Martin Audio Appoints Winther Sound Solutions as Swedish Distributor

Martin Audio has announced the appointment of Winther Sound Solutions (WSS) as its new distributor for Sweden.

Although a young company WSS already has an impressive track record with Martin Audio products having worked as a dealer for the last two years. During this time they have transacted some impressive business deals, resulting in system deployment in some prestigious sites. One such venue is the recently upgraded Circus in Stockholm where an immersive audio system has brought this legendary theatre arena into an all-Martin Audio domain, with the addition of CDD now supplementing their existing MLA array.

WSS is headed by Mattias Winther, Pontus Svensson, and Mårten Ihre – a team with an impressive heritage in the Swedish market. According to Flemming Bjerke, Martin Audio's sales manager for the Nordic region and Germany, they have more than proven themselves ready to take on the additional challenge of distribution responsibility and grow the full line of Martin Audio products in the territory.

"With the dedication of the WSS team I am looking forward to working with Mattias, Mårten and Pontus and being part of their success," he said. "The team's attitude, combined with their advanced technical knowledge, will help ensure their success as our distributor."

"This opportunity comes at just the right time for our company," added Mattias Winther, "The audio quality of Martin Audio products provides an exceptional listening experience in a wide fan of settings – from smaller background music systems to full blown concert sound for touring companies."

DPA Microphones Presented With Prestigious Danish Sound Award

Denmark's top sound companies gathered at the Technical University of Denmark's DTU Skylab last week in celebration of this year's Danish Sound Award recipient, DPA Microphones, the first-ever company to earn this recognition. Presented to professionals that drive innovation in the industry, the Danish Sound Award sheds light on the globally outstanding audio technology that is developed in the country.

The prize is awarded to those who have rethought the use and understanding of sound or have further developed and strengthened Denmark's position as a leading nation in the field of sound. Special attention is given to nominees that have contributed to the community with completely new paths in the use of sound or have done something remarkable to showcase Danish sound expertise on an international level.

"DPA has made an extraordinary effort to get Danish sound products known abroad and has, at the same time, had impressive financial results year after year," said Town of Struer Mayor, Mads Jakobsen, while presenting the award. "Building on a strong heritage, DPA has achieved a prominent market position because of high technical competencies. [It is] a well-respected brand used by well-known artists and organizations around the world. DPA is a solid and worthy representative for the Danish sound industry."



DPA Microphones CEO Kalle Hvidt Nielsen, Danish Sound Cluster CEO Torben Vilsgaard, and DPA Microphones vice president of Marketing Anne Berggrein

Renkus-Heinz Renames PCX Series as UBX Series

Renkus-Heinz is renaming its new PCX Series as the UBX Series to address a trademark issue that emerged after the product was initially named and launched.

Because of its strong support of trademark and copyright law and its legacy of integrity in the audio industry, Renkus-Heinz decided to rename the UBX Series after being recently alerted to the trademark issue. UBX stands for UniBeam Passive, highlighting Renkus-Heinz's all-new Passive UniBeam Technology featured in the UBX Series passive column loudspeakers.

The award-winning UBX Series brings Renkus-Heinz's industry-leading sound quality into the realm of passive arrays. Utilizing the same complex steering algorithms from the company's flagship ICONYX columns, the UBX Series' new Passive UniBeam Technology delivers pristine sound and consistent coverage with minimal distortions or side lobe artifacts. The UBX Series offers a new way for contractors and consultants to meet a project's unique needs with the performance, intelligibility and sleek design synonymous with Renkus-Heinz.

Hal Leonard to Distribute SlapKlatz Drum Dampeners in U.S.

One of the world's top drum dampener gel brands, SlapKlatz, will now be distributed to music stores across the United States by Hal Leonard. SlapKlatz was developed beginning in 2009 by Danish drummer and inventor Gunnar Kristiansen and can now be found in more than 35 countries around the world.



SlapKlatz features a prominent global artist endorsee roster including John J.R. Robinson, Tony Royster, Jr., Benny Greb, Anika Nilles, Gergo Borlai, and Craig Blundell.

SlapKlatz offers 3 models – PRO, MINI and Refillz – in four colors. The PRO and MINI products include a convenient carrying case, while the PRO Refillz are designed with minimal packaging to prevent excess plastic, meant as a refill option for the PRO package.

SlapKlatz drum dampeners come in several different sizes and can be used not just on drums, but on cymbals, timbales, or any percussion instrument that might require some vibration reduction. The products are washable, reusable, and extremely adhesive, so they'll even stick to a bottom head.

David Cywinski, Hal Leonard sales manager – drum & percussion, commented, "Bringing a proven great drum accessory like SlapKlatz into our company to complement the other brands we distribute like Gibraltar, Remo, and Canopus makes a lot of sense and we think there's tremendous growth potential for such a cool product in the U.S."

Gibson Completes Massive Expansion of Acoustic Facility in Bozeman, MT

Gibson has been in major investment expansion mode and prioritizing the acoustic facility and its skilled artisans in Bozeman who create our world-renowned acoustic guitar collections. For more than a century, Gibson acoustics have been played by the most talented and influential music artists who continue to shape sound through modern music.

In Bozeman, Montana, Gibson carries on a tradition of acoustic instruments that dates back to the 1890's. The world has changed, but this art has stayed much the same: Gibson acoustic guitars deliver a clear, rich sound from carefully chosen tonewoods crafted to improve with age and fit each dovetail neck joint by hand. While production of Gibson Acoustics started in Kalamazoo, MI and moved to Nashville, TN for a period, Bozeman was identified as an ideal location for the new acoustic facility after Gibson purchased the Montana-based Flatiron Mandolin company in 1987. The relatively stable and dry climate in Bozeman is advantageous in building acoustic guitars, which can be greatly affected by swings in temperature and humidity. The early days in Montana marked the rebirth of Gibson's flat-top guitars in the eyes and ears of artist, dealers, and fans.

To meet the booming demand for guitars, Gibson invested in construction to double the size of the acoustic factory. With more machine shop and manufacturing space, expanded Gibson Acoustic Custom Shop capabilities, and a new artist showroom, the modernized facility enables Gibson to increase production of its world renowned acoustic guitar models (J-45, Hummingbird, Dove, SJ-200, and more) and expand innovative offerings such as the new Gibson Generation Collection, without compromising on conditions of quality.

"Gibson acoustic guitars have earned their iconic status over



The Gibson Acoustic team in Bozeman, MT



A Gibson SJ-200 in Rosewood Burst makes its way through final set up

many generations and across many genres of music," says James 'JC' Curleigh (president and CEO of Gibson Brands). "This iconic status has turned into exceptional demand over the past few years. We recognized that we had an opportunity and an obligation to find a way to make more guitars by expanding the legendary Gibson Acoustic Craftory right here in Bozeman, Montana. We are proud of the expansion and excited for the future."

In November, Gibson opened the doors of its world-renowned acoustic guitar facility in Bozeman to celebrate the completion of a factory expansion which doubled the size of the facility which was originally built in 1988. Gibson global leadership and the local Gibson Bozeman teams were on hand with local Montana business leaders and ambassadors, and our skilled artisans who create our world-renowned acoustic guitar collections to view the new factory. Gibson is a preferred employer globally and with the massive expansion will be adding up to 100+ job opportunities and recruiting top talent on the local and national level. Gibson Acoustic in Bozeman currently employs 230 people.

NAfME Releases New Strategic Plan Moving the Music Education Profession Progressively Forward

The National Association for Music Education (NAfME) is proud to introduce to the association's members and the wider music education community a new strategic plan that will move the association and the music education profession forward in an intentionally progressive direction to ensure students from all walks of life, identities, backgrounds, and needs receive equitable access to music education.

On November 5, 2022, NAfME president Scott R. Sheehan introduced members to the new strategic plan at the NAfME National Conference which took place in National Harbor, Maryland, where it was well received. "After two years of conversation, soul-searching, and deep introspection," explained Sheehan, "NAfME has a new strategic plan that is unlike anything our association has created in its 115-year history. This new plan not only sets our direction for the future, but it also serves as a conceptual framework that outlines who we (NAfME members) are and why NAfME exists. What excites me the most about this plan is that it amplifies the advocacy work we're known for while also lifting up the voices of music educators, collegiates, and our higher education communities. Although our efforts will never be finished, our new plan sets a course for real progress."

The mission and vision statements bear this out. The mission statement indicates: *NAfME is a collaborative community that supports music educators and advocates for equitable access to music education.* And the vision statement describes an intentional ideal: *NAfME is an association where all people are heard, seen, and feel they belong throughout their lifelong experiences in music.*

The belief statement describes the association's approach to music education:

- Music is unique to the human experience and is essential to our humanity.
- Music communicates and connects people across all time and cultures.
- Music unlocks human creative expression and is a lens to the experiences and interpretations of the world.
- Music is basic to human wholeness through our emotions, intellect, and physical and spiritual well-being.

In a 10-page document, the strategic plan expounds on these statements with three cornerstones: advocacy and public policy; professional learning and growth; and music research and music teacher education. Each cornerstone has three to four related explicit goals and related action plans.

And the keystone of equity in music education is the lens through which the NAfME Strategic Plan operates:

Equity must remain a cornerstone from which decisions are made, plans are developed, and programs are designed to ensure accessibility to all students at the local, state, and national levels.

NAfME is committed to defining, developing, and promoting resources and frameworks that expand equitable access to music education. This equity work will not only support diverse curricula, repertoire, and musical opportunities, but will also provide a lens through which to examine policies, procedures, and practices. The creation of a NAfME Equity Resource Center will be an invaluable resource towards achieving these goals.

NAfME invites all music educators, supporters, and advocates to familiarize themselves with the new strategic plan and join in moving the music education profession forward in this exciting and crucial direction.

Reverb Sellers See Continued Demand for Well-priced Music Gear Heading into the Holidays

Reverb has announced that Reverb sellers continued to see demand for music gear online in Q3, with gross merchandise sales (GMS) up compared to the same period last year. Even as overall demand for musical instruments softened in Q3*, consumers continued to turn to Reverb sellers to find a wide range of well-priced musical instruments online, with brands and dealers that provided discounts or personalized offers seeing success throughout the quarter.

"Music makers are being more budget-conscious, but they're still shopping for musical instruments online. We're seeing well-priced music gear sell particularly fast – often within days of being listed on Reverb," said David Mandelbrot, chief executive officer at Reverb. "As buyers shop with a particular focus on finding good deals, our team is connecting those buyers with the inventory and sellers on Reverb that help them get the most music gear for their money."

In Q3, Reverb launched The Warehouse to highlight authorized dealers and brands selling well-priced instruments, including refurbished, B-Stock, and demo gear. The Warehouse allows dealers and brands to connect directly with buyers looking for deals and discounts from trusted sellers. As an example, Korg recently sold thousands of Opsix synthesizers on Reverb at a nearly 60% discount, selling out of the instrument in just two days. To make it easier for sellers to find the right price for their gear and help buyers feel confident in their purchases, Reverb revamped its Price Guide. The Reverb Price Guide uses sales data from millions of instruments sold on Reverb mapped to a database of over 240,000 products to provide more transparency to both sellers and buyers.

In Q3, the Reverb team also expanded its customer support channels, giving buyers and sellers the option to connect with a Reverb customer experience specialist live via phone support. The ability to request a call from Reverb follows the music gear marketplace's recent announcement that its customer support hours have expanded.

To share deals that you'd like Reverb to consider featuring in holiday promotions, contact geardeals@reverb.com.

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DAS Audio of America, the North American subsidiary of Valencia, Spain-based DAS Audio, a leading manufacturer of loudspeaker systems, power amplification, and related products for the sound reinforcement market, is pleased to announce the appointment of **Michael Palmer** to the position of vice president of Sales – Pro Audio. Palmer will be integral to the efforts of expanding the company’s sales channel through its representative and partner network. He will also have a direct impact on the company’s initiatives to grow its presence with products such as the recently introduced LARA cardioid line array system in addition to other forthcoming product groups – all with the goal of increasing DAS Audio’s brand recognition. He is based remotely out of San Antonio, Texas.



Palmer brings a wealth of experience to his new position with DAS Audio. Before joining DAS, he served as director of Sales for Eastern Acoustics Works (EAW) of Whitinsville, MA, where he oversaw the bilateral product sales and distribution efforts of EAW and dB Technologies. Prior to his time at EAW, Palmer served as the head of Sales for the United States and Canada at L-Acoustics, Inc. of Westlake Village, CA. In this capacity, he was charged with meeting and exceeding sales targets for the company’s product line. Palmer also worked for American Music And Sound of Newbury Park, CA where he spearheaded the sales efforts for the company’s Allen & Heath brand.

Hal Leonard has announced the promotion of two employees to new leadership roles within their choral division. **Stacey Nordmeyer** has been named general manager, Choral Publications. Stacey has been with Hal Leonard for twenty years and has worked in every area of the choral department as an editor of all levels of works for school, concert, and church repertoire as well as instructional publications. In addition, she’s been a workshop coordinator and recording session producer. She also is an accomplished composer, arranger, and clinician. In addition, she’s an active handbell and praise band director as well as a member of the Milwaukee Handbell Ensemble where she’s also currently serving as vice president.



Stacey Nordmeyer

has been named general manager, Choral Publications. Stacey has been with Hal Leonard for twenty years and has worked in every area of the choral department as an editor of all levels of works for school, concert, and church repertoire as well as instructional publications. In addition, she’s been a workshop coordinator and recording session producer. She also is an accomplished composer, arranger, and clinician. In addition, she’s an active handbell and praise band director as well as a member of the Milwaukee Handbell Ensemble where she’s also currently serving as vice president.

Luke Talen has been named creative director, Choral Publications. Luke has been with Hal Leonard for four years as a choral editor who has played a pivotal role with the company’s choral product development, digital expansion, and marketing efforts. He has taught at the Wisconsin Conservatory of Music and has been a music director at various high schools, colleges, and theatre companies in Wisconsin.



Stacey and Luke will lead the growing department as it continues to manage its roster of esteemed writers and arrangers, develop meaningful marketing events and promotions, and continue to expand its offerings in both print and digital forms for all types and levels of choirs.

The executive team at **NUGEN Audio** has announced the immediate promotions of its senior team members, **Charles Blessing** and **Sophie Guest**, who will be stepping into the roles of CEO and chief marketing officer (CMO), respectively. The changes come as NUGEN Audio co-founder Dr. Paul Tapper steps back from his position as CEO to focus on his new immersive gaming brand, Fruity Systems. Tapper will continue to serve as a director and CFO for NUGEN Audio. Additionally, Guest will join Blessing and Tapper on the company’s board of directors.

As CEO, Charles Blessing will continue to push forth the company’s forward-thinking efforts and provide the leadership needed to take NUGEN Audio into the future. Blessing, who previously served as the brand’s chief technology officer, first joined the company as a Software Engineer in 2013.



Sophie Guest has been promoted to CMO. She first joined NUGEN Audio in 2018 as Creative Marketing Manager and most recently served as Marketing Director. A creative thinker who moonlights as a radio presenter and voiceover artist, Guest is a graduate of Manchester Metropolitan University, from which she holds a degree in Hospitality and Events Management. After pivoting from her initial career path, Guest held various sales, marketing and promotions positions before coming to NUGEN Audio.



Genelec has deepened its commitment to the AV market by appointing **Kati Pajukallio** as AV business manager and **Sami Mäkinen** as AV sales manager for Finland. These new appointments will bring Genelec even closer to its key customers and help drive continued growth in both international and domestic AV markets.

Pajukallio joined Genelec last year, bringing with her a wealth of AV industry experience, having previously worked in marketing communications roles for Electrosonic and Audico Systems, both highly regarded integrators. As AV Business Manager, she will now lead Genelec’s global AV Installation business, helping to develop the company’s international presence by developing its AV portfolio and partner network. As well as strengthening Genelec’s reach and relationships with customers, Pajukallio’s strong marketing background will be fundamental in helping to shape the company’s profile in this key market segment.



Sami Mäkinen and Kati Pajukallio

Sami Mäkinen has been part of the Genelec sales management team since 2007 and has concentrated exclusively on the AV market for the last seven years.

American Music and Sound, an Exertis | JAM business, continues to expand its portfolio with the addition of Pro Audio Division national sales manager for BASSBOSS, **Samia Scoda**. Formerly VP of Sales for BASSBOSS, Scoda couples a lifelong love for music and sound with a successful sales and operations background across a diverse range of verticals. For well over two decades, Scoda has honed her sales management and business administration skills within the automotive aftermarket, outdoor sports, sound production, and pro audio industries. A graduate of Penn State, Scoda holds a Bachelor of Science in Business with a specialty in Marketing and Management. She brings a high level of dedicated customer service and expertise in operations management, strategic planning, team building, regulatory compliance, vendor relations, business development, logistics & expo planning, fulfillment oversight, and project management to the new role.



Formerly VP of Sales for BASSBOSS, Scoda couples a lifelong love for music and sound with a successful sales and operations background across a diverse range of verticals. For well over two decades, Scoda has honed her sales management and business administration skills within the automotive aftermarket, outdoor sports, sound production, and pro audio industries. A graduate of Penn State, Scoda holds a Bachelor of Science in Business with a specialty in Marketing and Management. She brings a high level of dedicated customer service and expertise in operations management, strategic planning, team building, regulatory compliance, vendor relations, business development, logistics & expo planning, fulfillment oversight, and project management to the new role.

2022 TOP PRINT TITLES

This year saw a more robust return to in-classroom learning, and also saw the continued impact of the boost in music makers

by ChristianWissmuller

due to recent lockdowns. Both factors contributed to a very solid year for print music publishers. We recently touched base with eight notable suppliers in this market segment to learn what titles were most embraced by customers in 2022.

ALFRED MUSIC

1. **Sound Innovations, Book 1 (Violin)** by Bob Phillips, Peter Boonshaft, and Robert Sheldon
2. **Alfred's Basic Adult All-in-One Course, Book 1** by Willard A. Palmer, Morton Manus, and Amanda Vick Lethco
3. **Cantina Band** Music by John Williams / arr. Michael Kamuf
4. **Memories** Arr. Andy Beck
5. **Dragonhunter** by Richard Meyer
6. **The Mindful Music Classroom** by Krista Hart
7. **Blinding Lights** Words and music by Ahmad Balshe, Oscar Holter, Max Martin, Jason Quenneville, and Abel Tesfaye / arr. Michael Kamuf
8. **Chameleon** by Herbie Hancock, Paul Jackson, Harvey Mason, Jr., and Bennie Maupin / arr. Victor López
9. **Dragon Run** by Chris M Bernotas
10. **Butter** Words and music by Jenna Andrews, Stephen Kirk, Sebastian Garcia, Robert Grimaldi, Ron Perry, Alex Bilowitz, and Kim Nam-Joon / arr. Michael Story



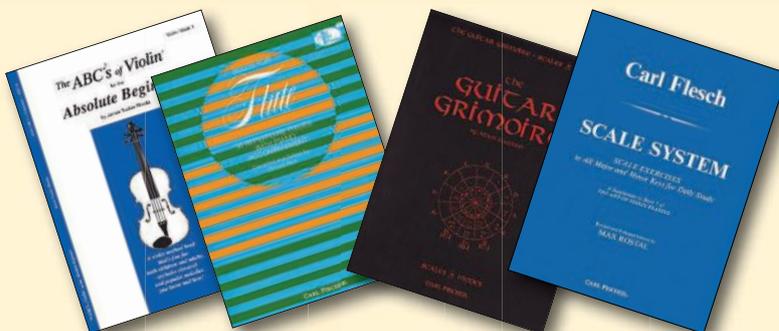
1. **Thundersnow!** by Katie O'Hara LaBrie (String Orchestra, Grade 2.5)
2. **Brace for Impact** by Christina Huss (Concert Band, Grade 1.5)
3. **Aliens in the Attic** by Tyler Arcari (String Orchestra, Grade 1)
4. **A Jubilant Spirit** by Carol Brittin Chambers (Concert Band, Grade 1)
5. **Aliens in the Attic** by Tyler Arcari (Concert Band, Grade 1)
6. **Flashpoint** by Tyler Arcari (Concert Band, Grade 2)
7. **Point Five** by Laura Estes (Concert Band, Grade ½)
8. **Reliance** (March) by Larry Clark (Concert Band, Grade 1.5)
9. **With a Vengeance** by Larry Clark (String Orchestra, Grade ½)
10. **Knight Racers** by Sean O'Loughlin (String Orchestra, Grade 1.5)



EXCELCIA MUSIC

CARL FISCHER MUSIC

1. **ABC's of Violin**
2. **Solos for Flute**
3. **Night Fury**
4. **Ad Astra (to the stars...)**
5. **Guitar Grimoire-Scales & Modes**
6. **Melodious Etudes for Trombone, Bk.1**
7. **Arbans Trumpet Method**
8. **Technical Studies – Cornet**
9. **170 Foundation Studies – Vol. 1**
10. **Scale System**



1. **Encanto**
2. **Hal Leonard Guitar Method**
3. **Taylor Swift – Midnights**
4. **Lin-Manuel Miranda Collection**
5. **Rush – Complete Scores**
6. **Minecraft**
7. **Beatles Sheet Music Collection**
8. **Do-It-Yourself Guitar**
9. **Faber Piano Adventures**
10. **The 40 Most-Streamed Disney Songs**



HAL LEONARD

1. **Winter Winds** by Randall Standridge (Grade .5)
2. **Santa the Barbarian and the Pirates of the North Pole** by Randall Standridge (Grade 1.5)
3. **Choose Joy** by Randall Standridge (Grade 3)
4. **Toboggan** by JaRod Hall (Grade 3)
5. **Tadpoles** by Randall Standridge (Grade .5)
6. **A Christmas Carol** by Randall Standridge (Grade 2.5)
7. **Shadow Fire** by Randall Standridge (Grade .5)
8. **Fragile** by Randall Standridge (Grade 1.5-2)
9. **Blue Sky Horizon** by Randall Standridge (Grade 2)
10. **Luz y Sombra** by Jorge Vargas (Grade 2)



(Top 10 Works for Concert Band)

1. **Fanfare for the Festival of Lights** by Evan VanDoren
2. **Tuba Christmas** by Robert W. Smith
3. **A Mother's Hymn** by Robert W. Smith
4. **Up on the Housetop** by Bryce Newton
5. **Patapan** Arr. Kurt Heinecke
6. **Where the Wild Things Dance** by Joseph Earp
7. **Celtic Holy Night** by Robert W. Smith
8. **Above the Line** by Bryce Newton
9. **Brazilian Bell Carol** by Robert W. Smith
10. **African Holy Night** by Robert W. Smith



1. **Regrets and Resolutions**
2. **Roma**
3. **Crucifixion**
4. **The Lamentations Of Jeremiah**
5. **Slap It!**
6. **Orchestral Excerpts for Flute**
7. **Mazzanti Method**
8. **Flute 101.5: Enrichment**
9. **The Richtmeyer Saxophone Method, Vol. 1**
10. **Melodia, Complete**

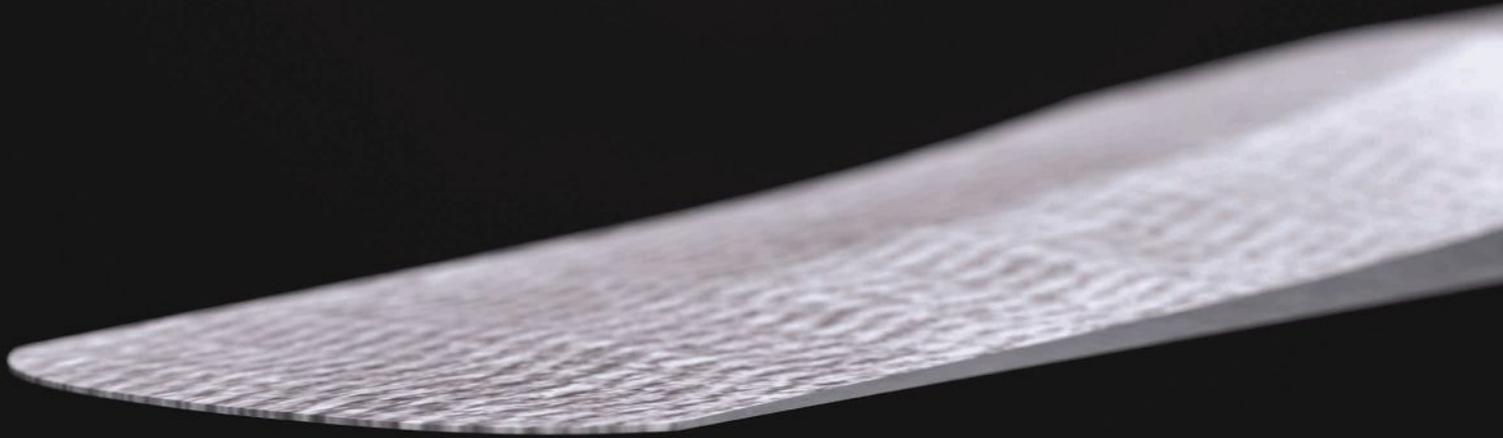


1. **Call of Heroes** by Christian A. Williams (String Orchestra, Grade 1.5)
2. **Down on the Delta (A Mississippi Tribute)** by Carol Brittin Chambers (Concert Band, Grade 2.5)
3. **Allegro** (from Beethoven's Symphony No. 5, op. 67) arr. Brian Holmes (Grade 3.5)
4. **Axiom**, Larry Clark (Concert Band, Grade 1)
5. **Abstraction** by Tyler Arcai (String Orchestra, Grade ½)
6. **Alley Cats** by Doug Spata (String Orchestra, Grade 3)
7. **Jazz for the Open Strings** by Jiyoung Um (String Orchestra, Grade ½)
8. **Peach Tree March** by Emily Golan (String Orchestra, Grade ½)

9. **After Pandora** by Mark Lortz (Concert Band, Grade 3)
10. **To Dream with Open Eyes** by Steven J. Pyter (Concert Band, Grade 3)



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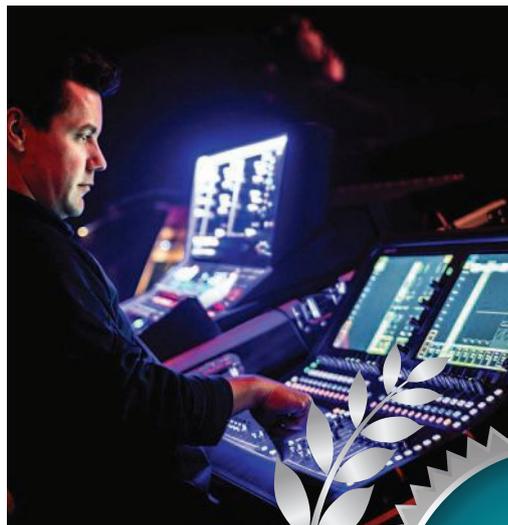
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Allen & Heath Avantis V1.2

This "Product of the Year" win for Allen & Heath marks the fifth year in a row that the company's line of mixers has taken the top spot – an impressive streak! The number of venues and touring acts who rely on the Avantis line grows by the day. Firmware V1.2 takes an already stellar product and adds enhanced functionality and versatility. The Bus Compressor delivers sonic cohesion on LR

and sub-mixes and minimizes pumping with sidechain filter controls, Source Expander reduces bleed and increases gain-before-feedback to enhance vocal performances and minimize the risk of feedback during live performance, and Dual Threshold Expander allows engineers to take control of stage acoustics and prevent chattering during performances. Time will tell what unfolds in 2023, but for now it seems that Allen & Heath have this category locked down.

Product of the Year



30th



Annual

Accessory Line of the Year

On-Stage

This is consistently a competitive market segment, but with such a wide array of products across a number of sub-categories, it comes as no surprise that On-Stage edged out the competition in 2022. From DI boxes to pedalboards, drum mats to bell kits, gig bags to power banks, this

brand really delivers. Musicians, podcasters, YouTube personalities, live-streamers, and engineers rely on On-Stage to take the hassle out of creating content or performing to sold-out crowds on stages of any size. MI retailers were vocal in their enthusiasm for the breadth of products available, the quality of construction and design, and support from the brand, itself. Well done, On-Stage!



DW

This makes four years in a row that voters have put the folks at DW at the top of the drums & percussion heap! Celebrating their 50th anniversary in 2022, DW released a stunningly gorgeous Collector's Series Limited-Edition 6-Piece Shell Pack crafted of persimmon and spruce. However, if you weren't one of the lucky 100 who snagged that instrument, Drum Workshop offers plenty of other drums to satisfy the needs of players of all stripes, from their Classics Series to the Jazz Series. If it's good enough for Dave Grohl, Roger Taylor, and Sheila E. it's probably good enough for pretty much anybody, right? Nicely done, DW team



Riversong P2P River Pacific GA

Every now and again, a smaller brand manages to sneak up and eke out a win in categories traditionally dominated by "the big boys" and this year Mike Miltimore's team of Canadian craftspeople did just that. Designed in Canada, the Riversong River Pacific P2P GA features the company's patented "Neck-thru" system which increases resonance by decreasing bulky bracing and allowing for accurate adjustment for intonation and action. Made of high-quality woods from the Great White North, these acoustic/electric six-strings also feature dual carbon fibre rods in the neck, side sound port, diffuser disc, and Fishman's innovative Flex pickup system. Arm rest and rib rest bevels make these instruments both visually stunning and remarkably comfortable to play. Importantly, with a list price of under \$1,500 the River Pacific P2P GA is a true "luxury" guitar that's within reach for many. The Riversong team really hit it out of the park with this one!





**Thank You
for Voting Us
Acoustic Guitar
of the Year**



Riversong
GUITARS



The River Pacific
P2P GA

www.RiversongGuitars.com

Kawai

Kawai is once again in the winner's circle as "Acoustic Piano Line of the Year" and, given the variety of excellent instruments available and the brand's stellar reputation, that isn't particularly surprising. Over nine decades of innovation have made this Japanese brand *the* go-to line for professionals, hobbyist players, and institutions the world over. Upright pianos, grands, and the top-of-the-line Shigeru Kawai grand offer an expansive swath of options to cover any possible needs. Dealers pointed to consistent build quality, value, and Kawai's industry-leading customer service as strong selling points with end-users. In a crowded field full of deserving product, Kawai stood out from the pack in 2022.



Buffet Crampon

Known in particular for the design and production of fine clarinets, Buffet Crampon also fields world-class English horns, bassoons, oboes, saxophones, accessories – they do it all, and *well*. With nearly two centuries of experience crafting musical instruments, the brand has the pedigree and knowledge that players seek and that MI dealers value. DCA voters in 2022 singled out the consistency of build, range of offering, and reputation as valuable selling points. Then there's the bands under the larger Buffet Crampon umbrella: Verne Q. Powell, Julius Kellwerth, Hans Hoyer, Besson, W. Schreiber – the list goes on, and each label represents unmatched excellence in this market segment. "Band & Orchestra Line of the Year" is always a tight race, but this year belonged to Buffet Crampon.



KAWAI



THANK YOU FOR CHOOSING KAWAI *Acoustic Piano Line of the Year*



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Acoustic • Digital • Hybrid

Kawai's expansive line up of pianos ideally blends tradition with innovation and are the top choice of pianists, teachers, students, and piano enthusiasts around the world.

KAWAI

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SHIGERU KAWAI

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Fender

Fender just does so much, so well in the realm of amplification that it's kind of a no-brainer that the company coasted to an easy win in this grouping. Looking for a workhorse bass amp with powerful tone and classic style? The Fender Rumble 800 delivers. How about a personal guitar amplifier featuring a wide selection of tones and effects that fits in your shirt-pocket? The Mustang Micro's got you covered. Or maybe it's a budget-friendly amp with intuitive design and features well beyond its price-point that you seek. The Frontman line can deliver on that (pardon the pun) "front." This isn't Fender's first time taking a victory lap in the "Amplifier Line of the Year" category and with innovative new models – and iconic legacy product – it seems highly likely the brand might be back here again.



Warwick Corvette

One of the most distinctive basses on the market, Warwick's Corvette line has been a fan-favorite for going on three decades. Players can choose from the Corvette Basic, Classic, \$\$, Taranis, Multiscale, or Premium meaning that a wide assortment of customer needs and ability levels can be satisfied. The distinctively bright, raw sound of the Corvette coupled with its aggressive and innovative styling makes this model a favorite of "heavier" (metal, hard rock) players, but it has been equally embraced by bassists in the realms of jazz, pop, R&B, and beyond. Voting in this category was *extremely* tight in 2022, but the Warwick Corvette took an early lead which it maintained for the duration. Congratulations Warwick!



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GRETSCH

Kala Archtop

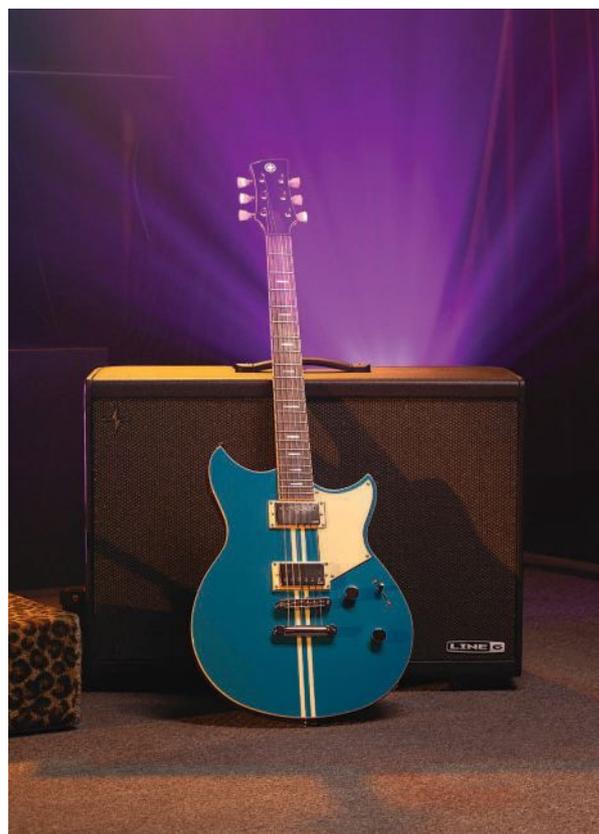
A new category for the Dealers' Choice Awards, "Ukulele of the Year" was created to reflect the enduring (and growing – still!) popularity of these diminutive fretted wonders. Kala's Archtop model features a smooth satin finish in a variety of colors and is notable for elegant F-holes, producing a classic, vintage look. Also available in a Tenor model with

built-in electronics, players have embraced this uke for its playability, versatility, and aesthetic appeal. Whether in Lake Shore Blue, Chicago Red, Tobacco Burst, Kalamazoo Gold, Brooklyn Green, these instruments make a visual statement before a single note is even played, and the attainable price-point makes them favorites for players who are looking to step up to the next level instrument. A worthy winner in this inaugural run for this new class – nicely done Kala!



Yamaha Revstar

Offering three tiers, two pickup choices, and an array of gorgeous racing-inspired finishes, Yamaha's Revstar series has been a massive hit with players and dealers since its launch in 2015. However, in 2022 the company introduced a completely refreshed lineup – and customers took note! Traditional artisanship paired with Japanese innovation results in a guitar with unmatched playability, tone, and versatility. Featuring a chambered body designed with the company's Acoustic Design process, Revstars boast reduced weight and optimized balance that lends itself particularly well to live performance and with the choice of chiming P90-style single coil or meaty humbucking Alnico V pickups, these guitars can match any sonic aesthetic. It doesn't take an expert to recognize that "Electric Guitar of the Year" is a congested field, but Yamaha definitely gave the people what they wanted in 2022 with the Revstar.





Thank You!

2022 Dealer's Choice Awards – Microphone Line of the Year

We are humbled to accept the 2022 Dealer's Choice Award for Microphone Line of the Year. For over 60 years we have dedicated ourselves to producing the highest-quality audio products for all. After all that time we feel we are just getting started.



Casio PX-S Series

Visually stunning, with next-level playability and sound, Casio's PX-S series of Privia keyboards was simply a juggernaut in 2022. With price-points ranging from the "quite affordable" to the... well, still pretty darn affordable, and available in an array of colors and configurations, these instruments ticked all of the boxes for many, *many* players and MI dealers. The style and modern design of the PX-S7000 borders on straight-up sculpture and has made that particular model the centerpiece of countless homes. Voters applauded Casio's engineers and craftsmanship, while also noting that the brand's flawless reputation and name-recognition make the PX-S Series an easy sell.



Nord

To say that this is a jam-packed field is something of an understatement. Digital keyboards are, in many ways, the cornerstone of all types of pop music and there are plenty of brands jousting with one another to come out on top. The DCA voters gave the nod in this especially crowded category to Nord in 2022, citing the Swedish keyboard supplier's groundbreaking design, the visual and sonic appeal of the instruments, and association with well-known artists as significant factors. From the Nord Stage 3 to the Nord Wave 2, these are distinctive, pioneering keyboards that can satisfy the demands of any performer.



Privia

PX-S7000



Style, Reimagined.

The new Privia PX-S7000 is simply the best-sounding, best-feeling, and best-looking Privia ever made. Its breathtaking 4-speaker sound system and Smart Hybrid Hammer Action Keyboard deliver a playing experience like no other instrument. With 400 Tones including three legendary grand pianos and 50 vintage electric pianos, inspiration is always at hand. Its luxurious design, in your choice of three finishes and with an included matching stand, breathes life into any room.



Chauvet DJ

With an impressive win streak of now 10 straight years, Chauvet DJ is the unquestioned leader in this market segment. While a few other brands did nip at Chauvet's heels in the 2022 DCA voting process, the company's expansive product offering and industry-leading design innovation and build quality once again kept them in the lead from day-one. After weathering the "no clubs/no shows/no concerts" et cetera of COVID related lockdowns, folks have been returning to venues and live performances in droves and Chauvet DJ has continued to light the way (literally!). A decade of dominance is nothing to be sniffed at – cheers, to the entire Chauvet team!

Lighting Line of the Year



Sound Reinforcement Line of the Year

QSC

A repeat winner, QSC continued to resonate with end-users in 2022 for all the same reasons that led them to the Dealers' Choice Award win in '21. Whether it's digital mixers, loudspeakers, power amps, signal processors, software, or really pretty much anything else, live sound engineers know that they can rely on QSC to provide the solution. After a somewhat tentative return to concert stages and club venues in 2021, the past year has seen a massive embrace of live performance by the public and QSC has been a vital part of many of those events.



Thank you.



We appreciate you
very much.

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Recording Equipment Line of the Year

Focusrite

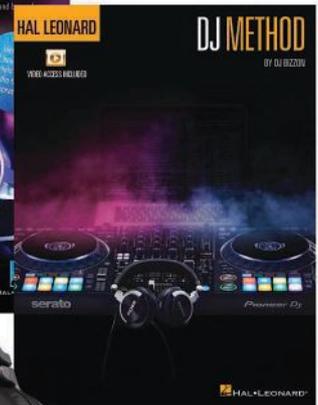
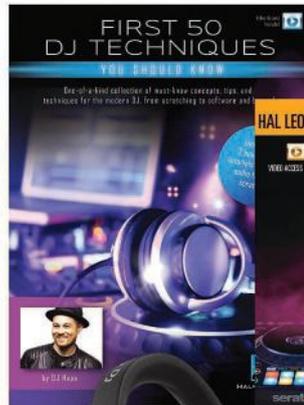
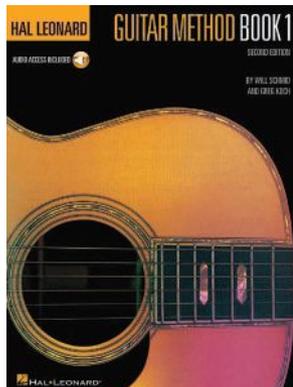
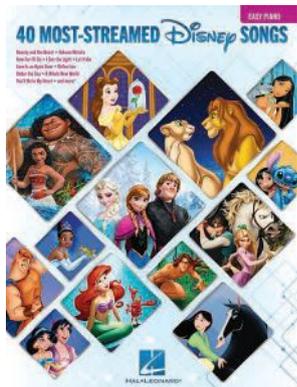
The already burgeoning home-creation market absolutely exploded during the pandemic and there's no reason to expect things to quiet down on that front in the coming months and years. Individuals have really gotten a taste for DIY generating and sharing their own creative endeavors. With an impressive line of USB interfaces, iOS interfaces, ADAT interfaces, mic pres, audio-over-IP interfaces, or Focusrite's Red-Net Control utility software, there's hardly any need that this brand doesn't address. Voters cited Focusrite's inventiveness, scope of product offering, and reliable customer support and compelling factors in handing the brand the 2022 DCA in this category.



Print Music Publisher of the Year

Hal Leonard

Honestly... after having written celebratory and congratulatory notices regarding Hal Leonard's many wins in this category, there's no way to *not* repeat myself. I've now logged 21 of these little "blurbs" in my time at MMR – and the scary thing is that Hal Leonard's win streak goes back *even further*. But it's hardly shocking; the largest library of the biggest hits and standards makes Hal Leonard tough to beat. Celebrating their 75th anniversary in 2022 (see our October cover story), the company continues to set new standards and provide the tools and resources for learning, teaching, and making music. Many congrats to the Hal Leonard team!





THANK YOU

For your continued support of our brand
and choosing Focusrite for
Recording Equipment Line of the Year!



Microphone Line of the Year

Audio-Technica

Another crowded field, another tight race, but Audio-Technica finds itself in the winner's circle this year as "Microphone Line of the Year." Offerings such as the AT2020USB-X have connected with content creators and podcasters flock to the AT2040, while the AT2020 is relied upon by recording engineers the world over and Audio-Technica's inventive wireless mic systems are put to use by countless performers on stages big and small. In a realm teeming with competing brands, A-T had the goods to earn this win in 2022 – congratulations!



MMR

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Band & Orchestra Issue



THE JANUARY ISSUE FEATURES

Industry Roundtable: Trumpet

We touch base with some of the major players in the realm of trumpet design and production to learn what trends are impacting this market segment in 2022 and how dealers can best maximize sales.



Dealer Survey: Trumpet Mouthpieces

MI retailers offer insights into what specific types and brands of mouthpieces are being embraced by end-users.



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41st

Annual America's Top Music Chains

PO	Piano/Organ
P	Piano
DP	Digital Piano
BO	Band & Orchestra
PC	Percussion
FA	Fretted Instruments/ Amplification
SR	Sound Reinforcement/ Recording Equipment
EK	Electronic Keyboard
PM	Print Music
DJ	DJ Equipment
LT	Lighting
IN	Installation

As the dealers represented in this report are privately held, the data being presented in "America's Top Chains" was supplied by the companies, themselves. In other instances, MMR made estimates based on data available to our research team.

Guitar Center, Inc.

PO, P, DP, BO, FA, SR, EK, PC, DJ, LT, IN, PM
(Including Music & Arts)
Total Units 555
Opened '22 25
Closed '22 0
Volume (est. '22) N/A
5795 Lindero Canyon Rd., Westlake Village,
Calif. 91362
(818) 735-8800 media@guitarcenter.com
www.guitarcenter.com
CEO: Ron Japinga

Sam Ash Music Corp.

DP, BO, FA, SR, EK, PC, DJ, LT, PM
Total Units 46
Opened '22 0
Closed '22 1
Volume (est. '22) N/A
278 Duffy Drive, Hicksville, N.Y. 11802
(516) 932-6400 sammy@samash.com
www.samash.com
CEO: Richard Ash

Music Go Round

PO, P, DP, BO, FA, SR, EK, PC, DJ, LT, IN, PM
Total Units 37
Opened '22 0
Closed '22 0
Volume (est. '22) \$41 MM

605 Hwy 169 N #400, Minneapolis, Minn.
55441
(715) 828-4047
emiller@winmarkcorporation.com
www.musicgoround.com
Director of Operations: Eric Miller

Steinway & Sons

P
Total Units 15
Opened '22 N/A
Closed '22 N/A
Volume (est. '22) N/A
One Steinway Place, Astoria, N.Y. 11105
(718) 721-2600 info@steinway.com
www.steinway.com
CEO: Ben Steiner

Schmitt Music Co.

P, DP, SR, EK, PC, BO, FA, PM
Total Units 12
Opened '22 0
Closed '22 1
Volume (est. '22) N/A
Butler Square, 2400 Freeway Blvd., Brook-
lyn Center, Minn. 55430
(763) 566-4560
peter.schmitt@schmittmusic.com
www.schmittmusic.com
CEO: Peter Schmitt

Brook Mays/H&H Music

BO, PC
Total Units 11
Opened '22 2
Closed '22 0
Volume (est. '22) \$20 MM
8605 John Carpenter Frwy., Dallas, TX
75247
(214) 905-4950 billeveritt@brookmays.com
www.brookmays.com
CEO: Bill Everitt

Eckroth Music Co.

P, DP, BO, FA, PC
Total Units 9
Opened '22 0
Closed '22 0
Volume (est. '22) N/A
1655 N. Grandview Lane, 102, Bismarck,
N.D. 58503
(701) 223-5320 jeff@eckroth.com
www.eckroth.com
CEO: Jeffrey Eckroth

Quinlan & Fabish Music

BO, PC, PM
Total Units 9
Opened '22 0

Closed '22 0
Volume (est. '22) N/A
6827 High Grove Blvd., Burr Ridge, Ill.
60527
(630) 654-4111 ggjr@qandf.com
www.qandf.com
CEO: George Quinlan, Jr.

Piano Distributors

P, DP
Total Units 8
Opened '22 0
Closed '22 1
Volume (est. '22) N/A
1475 12th St. E., Palmetto, Fla. 34221
(941) 729-5047
fharvey@pianodistributors.com
www.pianodistributors.com
CEO: Sandy Boyce

Menchey Music Service

P, DP, BO, FA, EK, PM
Total Units 8
Opened '22 0
Closed '22 1
Volume (est. '22) N/A
PO Box 474, 9 Barnhart Drive, Hanover, Pa.
17331
(717) 637-2185
jmenchey@menchey.com
www.mencheymusic.com
President: Joel Menchey

Bertrand's Music

DP, BO, FA, EK, PM
Total Units 8
Opened '22 0
Closed '22 0
Volume (est. '22) N/A
9906 Carmel Mountain Rd., Rancho Penas-
quitos, Calif. 92129
(888) 780-1812
www.bertrandmusic.com
CEO: John Bertrand, Sr.

Palen Music Center

PC, FA, SR, EK, PM
Total Units 8
Opened '22 0
Closed '22 0
Volume (est. '22) N/A
1560 E. Raynell Pl., Springfield, Mo. 65804
(417) 882-7000 www.palenmusic.com
CEO: Brett Palen

Fletcher Music Centers

PO
Total Units 7
Opened '22 0

Closed '22 0
 Volume (est. '22) N/A
 12717 59th Way N., Clearwater, Fla. 33760
 (727) 456-7134 jriley@fletchermusic.com
 www.fletchermusic.com
 CEO: John K. Riley

Marshall Music Co.

PO, BO, FA, SR, EK, PC, DJ, LT, PM
 Total Units 7
 Opened '22 0
 Closed '22 0
 Volume (est. '22) N/A
 3240 E. Saginaw St., Lansing, Mich. 48912
 (517) 337-9700 info@marshallmusic.com
 www.marshallmusic.com
 CEO: Dan Marshall

Jacobs Music

P, DP
 Total Units 7
 Opened '22 0
 Closed '22 0
 Volume (est. '22) N/A
 1718 Chestnut St., Philadelphia, Pa. 19103
 (215) 568-7800
 chris@jacobsmusiccompany.com
 www.jacobsmusic.com
 President: Chris Rinaldi

Nick Rail Music

DP, BO, FA, SR, EK, PC, PM
 Total Units 7
 Opened '22 0
 Closed '22 0
 Volume (est. '22) \$8 MM
 2291 Ventura Boulevard, Camarillo, Calif.
 (805) 309-5933 laura@nickrailmusic.com
 www.nickrailmusic.com
 CEO: Laura Penrose

George's Music Stores

DP, BO, FA, SR, EK, PC, DJ, LT, PM
 Total Units 6
 Opened '22 0
 Closed '22 1
 Volume (est. '22) N/A
 650 W. Swedesford Rd., Berwyn, Pa. 19312
 (610) 993-3110 www.georgesmusic.com
 CEO: George Hines

Ted Brown Music Co.

BO, FA, SR, EK, PC, DJ, LT, IN, PM
 Total Units 6
 Opened '22 0
 Closed '22 0
 Volume (est. '22) \$18 MM
 6228 Tacoma Mall Blvd., Tacoma, Wash.
 (125) 327-2321
 stephanie@tedbrownmusic.com
 www.tedbrownmusic.com
 CEO: Whitney B. Grisaffi

Saied Music

P, DP, BO, FA, SR, EK, PC, PM
 Total Units 6
 Opened '22 0

Closed '22 0
 Volume (est. '22) N/A
 3259 S. Yale Ave., Tulsa, Okla. 74135
 (918) 742-5541 info@saiedmusic.com
 www.saiedmusic.com
 CEO: Bob Saied

Frank Rieman Music, Inc.

P, DP, BO, FA, SR, EK, PC, LT, PM
 Total Units 6
 Opened '22 0
 Closed '22 0
 Volume (est. '22) \$10 MM
 4420 E. Broadway, Des Moines, Iowa
 50317
 (515) 262-0365 davek@riemans.com
 www.riemanmusic.com
 CEO: Pam Donahue

Tarpley Music Co.

P, DP, BO, FA, SR, EK, PC, IN, PM
 Total Units 6
 Opened '22 0
 Closed '22 0
 Volume (est. '22) \$13 MM
 2420 Commerce, Amarillo, Texas 79109
 (806) 355-0795 john@tarpleymusic.com
 www.tarpleymusic.com
 CEOs: David Tarpley & John Tarpley

Rettig Music

BO, PM
 Total Units 6
 Opened '22 0
 Closed '22 0
 Volume (est. '22) N/A
 6323 Sawmill Rd., Dublin, Ohio 43017
 (614) 792-2100 www.rettigmusic.com

Willis Music Co.

P, DP, BO, FA, SR, EK, PC, PM
 Total Units 6
 Opened '22 1
 Closed '22 0
 Volume (est. '22) \$11MM
 7380 Industrial Road, Florence, Ky. 41042
 (859) 283-2050 paulf@willismusic.com
 www.willismusic.com
 CEO: Kevin Cranley

Music Exchange

PO, P, DP
 Total Units 5
 Opened '22 0
 Closed '22 0
 Volume (est. '22) N/A
 1501 N. Main St., Walnut Creek, Calif.
 95696
 (925) 201-6959 www.muex.com

Heid Music

P, DP, BO, FA, EK, PC, PM
 Total Units 5
 Opened '22 0
 Closed '22 0
 Volume (est. '22) \$13.5 MM
 308 E. College Ave., Appleton, Wis. 54911

(920) 734-1969 dede.heid@heidmusic.com
 www.heidmusic.com
 CEO: Todd Heid

Ernie Williamson, Inc.

DP, BO, FA, SR, EK, PC, PM
 Total Units 5
 Opened '22 0
 Closed '22 0
 Volume (est. '22) \$9 MM
 1902 E. Meadowmere, Springfield, Missouri
 65804
 (417) 832-1665
 amanda@erniewilliamson.com
 www.erniewilliamson.com
 President: Donovan Bankhead

West Music Co.

P, DP, BO, FA, SR, EK, PC, PM
 Total Units 5
 Opened '22 1
 Closed '22 1
 Volume (est. '22) \$55 MM
 1212 5th Street, Coralville, Iowa 52241
 (319) 351-2000 rwest@westmusic.com
 www.westmusic.com
 CEO: Robin Walenta

Faust Harrison Pianos

P, DP
 Total Units 5
 Opened '22 0
 Closed '22 0
 Volume (est. '22) N/A
 1212 5th Street, Coralville, Iowa 52241
 (800) 723-1570
 www.faustharrisonpianos.com
 CEO: Joshua Faust

Portland Music Co.

DP, BO, PC, FA, SR, EK, PM
 Total Units 5
 Opened '22 0
 Closed '22 0
 Volume (est. '22) N/A
 16610 SE McLoughlin Blvd., Milwaukie,
 Ore. 97267
 (503) 226-3719
 www.portlandmusiccompany.com
 President: Mark Taylor

Steinway Hall – Dallas

P
 Total Units 5
 Opened '22 1
 Closed '22 0
 Volume (est. '22) N/A
 5301 N. Central Expressway, Dallas, Texas
 (214) 526-1853
 showrooms@steinwaypianos.com
 www.steinwaypianos.com
 CEO: Danny Saliba

Collins Music Center

PO, P, DP, BO, FA, SR, EK, PC, DJ, LT, IN, PM
 Total Units 4

Opened '22 0
 Closed '22 0
 Volume (est. '22) N/A
 706 W. Jackson, El Campo, Texas 77437
 (800) 365-9815
 randy@collinsmusiccenter.com
 www.collinsmusiccenter.com
 CEO: Randy Collins

Robert M. Sides Family Music Center

PO, P, DP, BO, FA, SR, EK, PC, IN, PM
 Total Units 4
 Opened '22 0
 Closed '22 0
 Volume (est. '22) N/A
 201 Mullberry St., Williamsport, Pa. 17701
 (570) 326-2094 psides@rmsides.com
 www.rmsides.com
 President: Peter Sides

C&M Music Center

DP, BO, FA, SR, EK, PC, DJ, LT, IN
 Total Units 4
 Opened '22 0
 Closed '22 0
 Volume (est. '22) N/A
 2515 Williams Blvd., Kenner, La. 70062
 (504) 468-8688
 cnaill4cmmusic@yahoo.com
 www.candmmusic.com
 CEO: Chris Nail & Melvin Volz, Jr.

Dietze Music P, DP, BO, FA, EK, PC, PM

Total Units 4
 Opened '22 0
 Closed '22 0
 Volume (est. '22) \$8 MM
 5555 S 48th St., Lincoln, Neb. 58516
 (402) 476-9730 tpratt@dietzemusic.com
 www.dietzemusic.com
 CEO: Tim Pratt

Keyboard Concepts P, DP, PM

Total Units 4
 Opened '22 0
 Closed '22 0
 Volume (est. '22) N/A
 5539 Van Nuys Blvd., Sherman Oaks, Calif. 91041
 (818) 787-0201
 Dennis.Hagerty@keyboardconcepts.com
 www.keyboardconcepts.com
 CEO: Dennis Hagerty

Portman's Music BO, PC, FA, SR, EK,

Total Units 4
 Opened '22 0
 Closed '22 0
 Volume (est. '22) N/A
 7650 Abercorn St., Savannah, Ga. 31406
 (912) 354-1500
 www.portmansmusic.com
 CEO: Jerry Portman

C.A. House Music P, DP, BO, FA, EK, PC, PM

Total Units 4
 Opened '22 0
 Closed '22 0
 Volume (est. '22) N/A
 3700 Cavalier Cir., Parkersburg, W. Va. 26104
 (304) 422-4676 www.cahousemusic.com
 General Manager: Steve Ceo

N Tune Music & Sound

P, DP, BO, FA, SR, EK, PC, LT, IN, PM
 Total Units 4
 Opened '22 0
 Closed '22 0
 Volume (est. '22) \$7.1 MM
 1141 E. 42nd St., Odessa, Texas 79762
 (432) 362-1164 info@ntunemusic.com
 www.ntunemusic.com
 CEO: Tim Jones

White House of Music, Inc.

DP, BO, FA, SR, EK, PC, PM
 Total Units 4
 Opened '22 1
 Closed '22 2
 Volume (est. '22) N/A
 2101 Springdale Rd., Waukesha, Wis. 53186
 (262) 798-9700
 chris@whitehouseofmusic.com
 www.whitehouseofmusic.com
 CEO: Christopher White

Jackson's Music P, DP, BO, FA, PC, EK, SR

Total Units 3
 Opened '22 0
 Closed '22 1
 Volume (est. '22) N/A
 1409 S. Stratford Rd., Winston-Salem, N.C.
 (336) 760-9635 www.jacksonsmusic.com
 CEO: Douglas J. Dryden

Kennelly Keys DP, PC, BO, FA, SR, EK, PM

Total Units 3
 Opened '22 0
 Closed '22 0
 Volume (est. '22) N/A
 4918 196th St. SW, Lynwood, Wash. 98036
 (425) 771-7020
 contact@kennellykeysmusic.com
 www.kennellykeysmusic.com
 CEO: William J. Kennelly

Riverton Music, Inc.

DP, BO, FA, SR, EK, PC, DJ, LT, IN, PM
 Total Units 3
 Opened '22 0
 Closed '22 1
 Volume (est. '22) N/A
 7742 S Campus View Dr., Ste. B-110, West Jordan, Utah 84120
 (801) 969-4358 www.rivertonmusic.com
 CEO: Kevin Rindlisbacher

Evola Music Center PO, P, DP, BO, PM

Total Units 3
 Opened '22 0
 Closed '22 0
 Volume (est. '22) N/A
 2184 S. Telegraph Rd., Bloomfield Hills, Mich. 48302
 (248) 334-0566 www.evola.com
 CEO: Jim Evola

Williamson Music 1st BO, PC, FA

Total Units 3
 Opened '22 0
 Closed '22 0
 Volume (est. '22) N/A
 1301 K Ave., Plano, Texas 75074
 (972) 516-1331 www.wm1st.com
 CEO: Brian Henderson

The Music Shoppe, Inc.

DP, BO, FA, SR, EK, PC, DJ, LT, IN, PM
 Total Units 3
 Opened '22 0
 Closed '22 0
 Volume (est. '22) \$8.75 MM
 1540 E. College Ave., Normal, Ill. 61761
 (309) 452-7436
 jonathon@themusicshoppe.com
 http://themusicshoppe.com
 CEO: Jonathon Breen

The Music Mart DP, BO, FA, PC, PM

Total Units 3
 Opened '22 0
 Closed '22 1
 Volume (est. '22) \$3.5 MM
 1014 North Riverfront Drive, Mankato, Minn. 56001
 (507) 345-1399 Joe@themusicmart.biz
 http://themusicmart.biz
 CEO: Joe Meidl

Piano Gallery PO, P, DP, EK, PM

Total Units 3
 Opened '22 0
 Closed '22 0
 Volume (est. '22) N/A
 5478 South Green Street, Murray, Utah 84123
 (801) 266-9550 www.pianogallery.com
 CEO: Stan Beagley

Henderson Music Co. P, DP

Total Units 3
 Opened '22 0
 Closed '22 0
 Volume (est. '22) N/A
 10869 Montgomery Rd., Cincinnati, Ohio 45242
 (513) 477-2224 www.hendersonmusic.com
 CEO: Brian Henderson

Hermes Music BO, FA, SR, EK, PC, DJ, LT, IN
 Total Units 3
 Opened '22 0
 Closed '22 0
 Volume (est. '22) N/A
 830 N. Cage Blvd., Pharr, Texas 78577
 (956) 904-4450 sales@hermes-music.com
 www.hermes-music.com
 CEO: Alberto Kreimerman

Playground Music Center
 BO, P, DP, BO, PC, FA, SR, EK
 Total Units 3
 Opened '22 0
 Closed '22 0

Volume (est. '22) N/A
 429 Mary Esther Cut-Off NW, Fort Walton
 Beach, Fla. 32548
 (850) 243-2514
 www.playgroundmusiccenter.com

Gadsden Music BO, PM
 Total Units 3
 Opened '22 0
 Closed '22 0
 Volume (est. '22) N/A
 607 Broad Street, PO Box 132, Gadsden,
 Ala. 35901
 (800) 264-7228
 www.gadsdenmusic.com

Dunkley Music P, DP
 Total Units 3
 Opened '22 0
 Closed '22 0
 Volume (est. '22) N/A
 3410 Eagle Rd., Ste. 150, Meridian, Idaho
 83646
 (208) 342-5549 info@dunkleymusic.com
 www.dunkleymusic.com
 CEO: Mark Dunkley

Meyer Music P, DP, BO, PM
 Total Units 3
 Opened '22 0
 Closed '22 0
 Volume (est. '22) N/A
 1512 W. Highway 40, Blue Springs, Mo.
 64015
 (816) 228-5656 www.meyermusic.com
 CEOs: Ted Meyer, Betty Meyer

Kessler & Sons Music BO
 Total Units 3
 Opened '22 0
 Closed '22 0
 Volume (est. '22) \$5.2 MM
 3047 E. Charleston Blvd. #C, Las Vegas,
 Nev. 89104
 (702) 385-2263 music@kesslerandsons.
 com www.kessleandsons.com
 CEO: Charles Kessler

Art's Music Shop, Inc.
 DP, BO, FA, SR, EK, PC, PM
 Total Units 3
 Opened '22 0
 Closed '22 0
 Volume (est. '22) N/A
 3030 East Blvd., Montgomery, Ala. 36116
 (334) 271-2787 paulf@artsmusicshop.com
 www.artsmusicshop.com
 CEO: Paul Freehling

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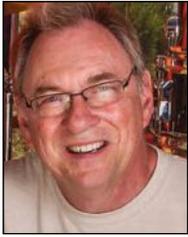
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The Feedback Loop

It's Not Just About Reviews



By
**Menzie
Pittman**

The personal, positive feedback loop has always intrigued me because of its power and effectiveness. As much as I want to talk about Jimi Hendrix, or Jeff Beck, they will have to wait because this irrefutable feedback loop overshadows anything else. It is based on a person showing someone else appreciation for something he or she has done. And from the moment the recipient receives that positive approval, respect and trust are born. The feedback loop is definitely the best tool in the toolbox, so I want everyone to turn it up loud, and let's talk about feedback.

Feedback is a two-way street, paved with gold. People sometimes confuse the idea with praise, but it's more dimensional and more powerful than praise. For example, praise is generally short and to the point: "Hey, great job on the display" or "The guitars look good; nice job." We use praise as a tip of the hat, or a nod of appreciation. So, praise is a "pat on the back" moment, and a good one!

Feedback, on the other hand, creates a loop, an interaction, between the source and the player. It's much more elastic, three dimensional, creative, and sustaining. Take the same scenario between two employees: "Man, the guitar display looks amazing. What made you think to do that? When I saw what you were going for, it made me think of how we could also..."

You see, with feedback you not only have the opportunity to engage and expand, but also to praise and inspire! Positive feedback gives us the chance to make someone feel better, and that can raise the energy in your business. It's at that point that communication reaches a new height. When we utilize this tool in a constructive way, we are sustaining growth in relationships. Think of affirmative feedback as an elixir; in fact, it's the best elixir (with the exception of the popular Elixir guitar strings!) because it changes the condition of people.

I like to think of the feedback loop as a 360-degree exchange, not much different than a reflection from a hall of mirrors. The trick is to inject appreciation with the hope of a positive response. When that happens, you have a volley beginning. It's through sustaining that volley, or feedback loop, that creative ideas can develop.

The posterchild for a feedback loop is social media. Don't believe me? Look me in the eyes and tell me that when you post something fun, you don't check your feed a hundred times a day, when your friends start leaving comments. Remember, I follow you, so don't lie! Everyone does it. Even the artist Weyes Blood



made her debut single about it. Check it out. The title is "It's Not Just Me, It's Everybody."

The trick is learning how to use the feedback loop to your advantage in business, or as a productive tool in relationships in general. If we think about the way great guitarists have used feedback through the years, we have a good map. They keep the technique in their pockets until that special moment arises, and then the magic happens. Just ask the Beatles ("I feel Fine," anyone?).

The idea for this topic came to me because of all the people who have taken time from their busy schedules and workdays to share with me when they have read something in the column that resonates personally with them. Talk about effective feedback. It takes the ideas from the paper and energizes the thoughts into working relationships. We call that a WOW moment! I would be remiss if I didn't follow my own advice and recognize the feedback loop that readers of this column have created. In my opinion this is what the column is all about: Small Business Matters!

I also want to shout out to the MMR team of Christian Wissmuller and Mike Lawson who have supported me at every turn. The way that I see it is this is your column, so thanks for letting me know when I get it right, and never hesitate to let me know if you feel otherwise. I'm a drummer; I can take it! My music teacher from years ago would never let me get away with anything, and you shouldn't either.

Thanks for the support! 🙏

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."

“With feedback you not only have the opportunity to engage and expand, but also to praise and inspire!”

How Do You Define Your Business?



By
**Jaimie
Blackman**

When I told my mom that I wanted to major in music and become a full-time musician, she made me promise that I would take education classes, so I could earn a livelihood. The universe had other plans for me. Music teaching jobs were scarce at the time I graduated, so after I took a few gigs having nothing to do with music I fell back on giving guitar lessons. My wife and I built up a fantastic business until I fell in love with the Kurzweil K250 and had the misguided and uninformed idea that I could be successful as a music retailer selling these costly instruments. I was wrong. By 2001, I was out of business, finding myself in a new profession as a financial advisor.

Once a musician, always a musician, so I started mustering up enough courage to marry my love of live music making, with my new love of financial education. This strange combination helped me stay engaged and create new clients. If you look at my website, bhwealth.com, you can see how this combination was implemented.

What I did not realize at the time was that my music parody about money was using a model similar to applied arts, which combines both aesthetic and functional purposes. Applied arts includes disciplines such as industrial design, graphic design, fashion design, and architecture. In the applied arts, the surplus of artists is not as large and income is more reasonable, unlike the performing arts where artists practically work for free. In other words, the value exchange for the visual artist is increased when the aesthetics are supporting the creation of a home, a plate, or a sweater and less so if their painting is simply sold on canvas.

So what does all this have to do with the music retailer whose core model is selling, renting, and teaching? Exactly that: trying to find new ways to diversify your business offerings while increasing your cash flow is sound financial advice. Start by asking what it is your customer wants, and determine if it makes financial sense to deliver a solution. It is a great way to step out of a myopic mindset.

Theodore Levitt, Harvard's legendary marketing scholar highlighted in his "Marketing Myopia" essay the following:

"Hollywood barely escaped being totally ravished by television. Actually, all the established film companies went through drastic reorganizations. Some simply disappeared. All of them got into trouble not because of TV's inroads but because of their own myopia. As with the railroads, Hollywood defined its business incorrectly. It thought it was in the movie business when it was actually in the entertainment business."

So how, exactly, would you define your business? Who are

your ideal customers?

Here are a few examples you can use to brainstorm with your team to create value added ideas.

Since profitable business and organizations can write large checks, if the corresponding value is delivered, why not help determine if they have a problem you can solve? Team and culture building are areas that harmonize well with music. For example, you can offer a workshop that is designed for employees to create lyrics for a corporate song, and sing it. Your team provides the music and you record it, for all to enjoy. Incorporate content from authors like Daniel Coyle, and David Friedman. I bet you have customers that are managers or owners of larger companies would be happy to help you.

Also check out how Alan Schaefer, a musician himself, and founder of Banding People Together has used his music talents and applied it to help business organizations with team building events. He describes his company as a performance improvement company that focuses on collaboration and the impact it makes on employee engagement, leadership, team performance, and change. Here is a link to their website: <https://www.bandingpeopletogether.com/about/>

Parents who have children who wish to pursue music as a profession are often concerned about how their child will obtain livelihood. Why not put educational resources together and conduct a workshop for parents. I love the title of Hans Abbing's book, *Why Are Artists Poor?* Abbing, a visual artist, answers this question from that particular perspective, which also pertains well to performing artists.

He wrote, "On the one hand, money and commerce are rejected. On the other hand, the temple of art cannot exist without trade. Moreover, the trade in art profits from the belief that art is sacred and beyond commerce. For art-dealers, denying the economy is profitable: it is commercial to be anti-commercial. Such denial and simultaneous embrace of money is present in almost any transaction in the arts. Does this double moral standard contribute to the strong contrast between wealth and poverty in the arts?"

Art encourages us to value our intuition and creativity, and to search for new ideas. Follow the trail of artists who have redefined their business model by combining the aesthetics with a functional purpose. The smart retailer will transcend myopia by expanding the way they define their business.

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

“The smart retailer will transcend myopia by expanding the way they define their business.”

ACCESSORIES

Buffet Crampon Announces Innovative 'ClariMate' Silent Clarinet Performance System

Buffet Crampon has announced the launch of ClariMate, an innovative and revolutionary new digital clarinet mute designed to allow clarinetists of all ages and abilities the opportunity to "play anytime, everywhere."

The ability to practice your instrument without disturbing others is an option that has eluded woodwind players for many years, but with ClariMate, the technology has finally arrived to allow clarinetists the capability to practice and play silently, anywhere. This innovation is the first of its kind for the clarinet and opens a new door for clarinetists of all ages and skill levels.

The ClariMate system integrates into any B \flat or A clarinet via a module positioned between the mouthpiece and tuning barrel. This module will detect the note fingerings as well as the player's breath and embouchure position when paired with an active reed (included in the box). Musicians can use ClariMate by itself in standalone mode with headphones or connect it to an app for more features. A linked computer or smart device can be used to customize the ClariMate playing experience and to connect to the digital world through Bluetooth play along features and MIDI. The app also displays the note being played, as well as the fingering on a clarinet chart. ClariMate is available now and sold exclusively through www.clarimate.us.

www.buffetcrampongroupp.com



On-Stage's Keeps Instruments Within Reach with New Percussion Mount

The Music People has introduced On-Stage's DPM2200 Percussion Mount, which securely holds two small percussion instruments in playing position. The new DPM2200 mount securely clamps onto drum kit hardware, mic stands and music stands for convenient placement near drummers and other musicians.

Two eyebolts accept percussion rods for mounting items, such as tambourines, woodblocks and cowbells, and, for a worry-free performance, tension knobs lock attachments firmly in place.

"The DPM2200 Percussion Mount easily clamps to hi-hat and cymbal stands and any other tubing up to 30 millimeters in diameter," explained Jason Joyal, On-Stage Product Line Manager. "As a result, the DPM2200 puts percussion instruments right at the fingertips of players, so they're never out of reach."

Full specs:

- Construction: Chrome-plated steel
- Color: Chrome / black
- Eyebolt Size: Fits percussion rods up to 11 mm in diameter.

www.musicpeopleinc.com



BOSS FS-1-WL Wireless Footswitch

BOSS announces the FS-1-WL Wireless Footswitch, a versatile multi-function foot controller for a wide range of applications. Users can control digital music score apps, YouTube videos, DAWs, and supported BOSS and Roland gear wirelessly over Bluetooth®. It's also possible to connect a MIDI cable to operate multi-effect processors, pedals, and other MIDI hardware. And with the dedicated editor/librarian app, the FS-1-WL can be customized to control nearly any software application or MIDI device.



Compact and durable, the FS-1-WL is an essential wireless partner for all types of creative situations. It can send keyboard commands over Bluetooth to smartphones, tablets, and computers and comes with three pre-loaded setups for popular apps. Users can also change presets, control effects, and more on Bluetooth-equipped BOSS products like Pocket GT, Katana-Air, and Waza-Air, or the GX-100 via the Bluetooth® Audio MIDI Dual Adaptor. In addition, the FS-1-WL supports communication with Roland's WM-1 Wireless MIDI Adaptor and WM-1D Wireless MIDI Dongle to control MIDI hardware devices and computers without built-in Bluetooth support.

With the FS-1-WL editor/librarian app on a Mac/Windows computer or iOS/Android mobile device, users can assign custom keyboard commands to the footswitches, either single key-strokes or combinations with modifier keys like shift and control. And in MIDI mode, custom PC and CC messages can be assigned. The app software also provides the ability to save and organize configurations for different needs.

Backed by decades of BOSS design expertise, the FS-1-WL is comfortable to use and built to last. The three onboard footswitches are quiet and easy to press. Status LEDs provide high visibility and can be set to different colors with the editor app. Two AAA alkaline batteries offer up to 14 hours of operation on the move, and AC power is supported with an optional BOSS PSA adaptor.

Up to two external footswitches can be connected to the FS-1-WL for expanded control, both with MIDI messages and keyboard commands. An external expression pedal can also be connected for continuous parameter control of any device that responds to MIDI CC messages. The FS-1-WL features a TRS MIDI jack for wired operation of MIDI hardware devices. It also functions as a plug-and-play MIDI input device for computers and mobile devices over USB. Price: \$129.99.

www.boss.info

Eventide Releases the H90 Harmonizer

Eventide Audio has introduced its latest addition to the storied Harmonizer® family, the H90 Harmonizer next-generation multi-effects pedal. Building on the foundation of the H9 Harmonizer multi-effects processor, the H90 offers 62 effect algorithms and hundreds of program combinations curated for a variety of instruments and genres. The compact H90 features include comprehensive I/O, flexible routing options, an intuitive UI designed for players, and a built-in tuner. Its modern ARM-based architecture, derived from the world's most powerful effects processor, Eventide's flagship H9000 Harmonizer, gives the H90 the power to accommodate the ongoing creation of advanced, next-gen effects never heard before.

Along with the iconic reverbs, delays, modulation, and pitch shifting effects of the H9 Max, the H90 offers 10 new powerful algorithms including state-of-the-art, fast-tracking, and warble-free Polyphonic Pitch Shifting using Eventide's proprietary SIFT (Spectral Instantaneous Frequency Tracking) technology.

Six additional H90-exclusive algorithms are: Prism Shift, which lets users generate three voices from a single chord with separated, staggered, and pitch-shifted intervals to create four arpeggio types spanning up to three octaves; Even-Vibe provides an authentic Uni-Vibe emulation reimagined in stereo with envelope followers; Wormhole is a mega-sized, hyper-modulated reverb with pitch warping performance; Head Space recreates a vintage four-head Tape Delay with classic and modern creative



tone shaping control; Bouquet Delay is a Bucket Brigade Delay (BBD) with modulation, LoFi and Modern flavors, enhanced for performance; and WeedWacker is a two-stage, serial overdrive reminiscent of a famous green pedal.

The H90 also places three legendary algorithms from Eventide's acclaimed rackmount processors at a player's feet: authentic emulations of the world's first studio phaser and flanger – Instant Phaser and Instant Flanger – and the iconic SP2016 Reverb with the Room, Stereo Room and Hi-density plate reverbs from the original studio rackmount device. The upgraded DSP power of the H90 enhances the performance of previous H9 algorithms.

With the H90 Harmonizer, two advanced algorithms can be combined into a Program to create novel, inspiring sounds. The H90's dual algorithm design features true spillover between Programs, and series or parallel effect routing. Two mono inserts can be positioned anywhere in the signal chain allowing users to incorporate outboard effects in any configuration, or the inserts can be combined for one stereo insert. Instrument or line level operation, full gain controls and Dual Mode lets players optimize their signal flow to incorporate H90 into an existing rig, sit on the desktop next to your DAW, or make it the centerpiece of a setup.

For unparalleled live performance power, the H90 front panel has been reimagined for expanded hands-on control and parameter feedback by way of five push knobs, seven LED buttons, and a hi-res OLED display. Two large push knobs allow players to switch between SELECT, BANK, and PERFORM modes with ease. In PERFORM mode, players have six programmable footswitches. Functions like tap tempo, preset, insert bypass, or momentary states can be mapped and used to engage options like reverb freeze, pitch flex or delay repeat, while multiple instantaneous parameter changes can be made with three HotSwitches.

Expression mappings can be hand-adjusted with the PERFORM HotKnob. Up to six individual assignable parameters can be engaged with the three push-button Quick Knobs. Even more control is possible via two inputs for either expression pedals, auxiliary switches with up to three buttons, or CV control, along with extensive MIDI control.

Organizing sounds for a gig is made easy by the H90's Playlist management. In SELECT mode, users can navigate their Playlist sequentially and in BANK mode, players can quickly load from a bank of three Programs – perfectly suited to cueing up a range of sounds for a song. The free H90 Control software for Mac and PC allows users to edit Programs, create lists, and update firmware.

The H90 Harmonizer is available immediately for \$899.

www.eventideaudio.com

Black Lion Audio Announces Auteur DT

Black Lion Audio has announced availability of its Auteur DT – designed as a robustly-built, versatile preamp/DI box to suit anyone's single-channel recording needs by bringing Black Lion Audio's acclaimed Chicago-style solid-state console detail, warmth, and dimension to the desktop, with anything plugged into it simply sounding better coming out of it.

Thanks to the front panel-positioned large, easy-grip control knob putting 60dB of Chicago console-style gain within easy reach alongside a 1/4" input, together with a rear-panel-positioned XLR MIC INPUT, Auteur DT will accurately capture and enhance anything anyone throws at it – from the crackling snap of a well-tuned snare to the thunder, resonance, and decay of



a Seventies acrylic kick drum getting hit hard! How about adding heat and texture to synths and mix-penetrating presence to vocals? It is fair to say that anything anyone plugs into Auteur DT will simply sound better coming out of it. Effectively existing to capture every bit of sweat equity that goes into making its user's recordings what they deserve to be should surely come as little surprise since bringing out the fully polished potential of final product provides inspiration for everything Black Lion Audio makes.

The tough-as-nails brushed black aluminum chassis book-ended by organic, vintage-style varnished maple side panels are indicative of Auteur DT being sturdily built for comfort, usability, and lasting performance – and also looking like it should cost twice what it does. It is, of course, what is on the inside that counts – and Auteur DT does not disappoint in that regard, being built around a robust US-made transformer combined with cherry-picked Nichicon and Vishay capacitors to ensure premium sound quality, long life, and low noise.

Auteur DT has been duly designed to exceed every expectation, with a back-lit classic-style VU (Volume Unit) meter and positive-locking LED (Light Emitting Diode) indicator –48V (phantom power), Ø (phase inversion), PAD, and HI-Z toggle – buttons combining with that Chicago console-style gain, XLR MIC INPUT, 1/4" Hi-Z (Instrument) input, and a 1/4" TRS OUT (BALANCED) to deliver a knockout desktop device. Auteur DT has a MAP of \$259.

www.blacklionaudio.com

Neutrik Americas REAN Power Connectors

Neutrik Americas has announced the X and G series Power Connectors from the company's REAN subsidiary. Offering a complete package optimized for digital signage and lighting applications, the new X and G Series products deliver the functionality and reliability professionals demand.



With their rugged, IP65 rating protection for dependable performance in outdoor environments, the REAN X Series Power Connectors offer CBC breaking capacity, enabling a technician to connect or disconnect under load / live conditions. The X Series Power Connectors encompass four products, the RRAC3F-X-000 lockable power outlet chassis connector, the RRAC3M-X-000 lockable power inlet chassis connector, the RCAC3F-X-000 lockable female cable connector, and the RCAC3M-X-000 lockable male cable connector.

Completing the REAN X Series connectors are the RA-X-001 and RA-X-003 rubber sealing covers. The RA-X-001 protects the Power X Series chassis connector RRAC3M-X-000 from dust and water with IP65 compliance while the RA-X-003 does the same for the RRAC3F-X-000 connector.

Consisting of four products, the REAN G Series Power Connectors encompass receptacles and cable connectors for inlet and outlet usage. The inlet connector and receptacle are identified by their blue color while the outlet connector and receptacle are identified by their grey color. The RCAC3I-G is a 3 pole AC power inlet connector, and the RCAC3O-G is a 3 pole AC power outlet connector.

Completing the REAN G Series connectors are the RRAC3O-G 3 pole AC power outlet receptacle and the RRAC3I-G pole AC power inlet receptacle. Both connectors are outfitted with a D-Size mounting flange that can be mounted from either the front or the rear.

www.neutrik.us

Maestro Releases Next Five Pedals for Endless Sonic Exploration

When Gibson originally brought Maestro into the world 60 years ago, no one could have predicted its trailblazing success. After decades, Gibson has revived the brand with the debut of the Maestro Original Collection line of pedals. Introducing five new pedals, the Agena Envelope Filter, Arcas Compressor Sustainer, Mariner Tremolo, Orbit Phaser, and Titan Boost—designed and styled for musicians looking to create a unique sound. The Maestro Original Collection pays tribute to the brand's pioneering and much beloved classic models, while staying true to Maestro's trailblazing spirit with modern features, expanded versatility, and advanced tone-tweaking capabilities.

The release of the five new pedals, the Agena Envelope Filter, Arcas Compressor Sustainer, Mariner Tremolo, Orbit Phaser, and Titan Boost, follows the Fuzz-Tone FZ-M, Invader Distortion, Ranger Overdrive, Comet Chorus, and Discoverer Delay, which were released earlier this year to rave reviews.

The Maestro Original Collection Fuzz-Tone FZ-M, Invader Distortion, Ranger Overdrive, Comet Chorus, Orbit Phaser and Arcas Compressor Sustainer are \$149, and the Discoverer Delay, Mariner Tremolo, Titan Boost, and Agena Envelope Filter at \$159.

www.maestroelectronics.com

SOUND REINFORCEMENT

Avid VENUE | Stage 48

Avid has introduced the new fixed-format Avid VENUE | Stage 48 remote I/O stage rack for live sound production. Designed to ensure 100% reuse of the renowned Avid VENUE | Stage 64 rack, the Stage 48 high-density, compact stage rack can connect with any Avid VENUE | S6L live sound mixing and recording system, and is ideal for mid- to large-scale productions operating with limited budgets. Stage 48 is equipped with the exact same high-performance preamp design of the Avid VENUE | Stage 64, Stage 32, Local 16, and all S6L consoles, so users enjoy the same quality of performance at a competitive price.

Like all other Avid | VENUE I/O devices, Stage 48 is compatible with the entire VENUE | S6L product line-up, allowing sound teams to easily add inventory to expand their current systems. The Stage 48 rack is a fixed-configuration analog in and analog out device. By removing the configurability, Avid has created a budget-conscious rack that delivers the same pristine sound as the Stage 64.

Key features of the new Avid VENUE | Stage 48 Remote I/O rack include:

- 48 mic-preamps
- 24 analog outputs
- 2 Ethernet AVB ports
- 2 fiber AVB ports
- MADI coaxial output split directly from the preamps with 48 channels at 96K, redundant 48 channels at 48K

www.avid.com

AMPLIFICATION

MESA/Boogie Badlander 25 Head & 1×12 Combo

The Rectifier Badlander 25 represents decades of research and refinement and is the latest in a long line of iconic Rectifier products that carry the tradition of high performance, high gain

forward with tight low end, an aggressive midrange character, and enhanced harmonic content. This tonal updating is accomplished by mating Badlander preamp circuits to a switchable 25 to 10 Watt EL84 loaded power section based on MESA's patented Dyna-Watt power. This dynamo delivers its own blend of Badlander tone with aggressive attack and percussive midrange while tucking up the low end in a definitive way that is addictive in both sound and feel. And best of all, this Badlander provides stunning performance in a package that is lightweight, compact and more clip-able than its higher power siblings, for times when power section character and/or overdrive is the call. While cut from much the same cloth as its forbearer, the original Dual Rectifier Solo Head from the early '90s, this model stakes new ground and pays homage to rock and heavy sounds in its own new distinctive and more percussive way.

Its tight low end, refined top end, and defined mids combine with MESA gain for huge tones that will appeal to rock leaning guitarists who like a bit of Brit influence with their American-voiced gain. The Badlander 25 Head uses the same straightforward channel format as its 50 and 100 Watt siblings, with 2 identical, footswitchable channels each containing Clean, Crunch, and Crush modes that feed an EL84 power section to deliver an unprecedented fierceness and harmonic complexity. The Badlander 25 Head combines these ingredients in a small package and power range that adds a raw character all its own, offering the essential voice, performance, and features of the Badlander 100 and 50 in a fiery-sounding, ultra-portable low-power format that'll gratify those not seeking big horsepower.

The new Badlander 25 1×12 Combo uses the same straightforward channel format as its 50 and 100 Watt siblings, with 2 identical, footswitchable channels each containing Clean, Crunch, and Crush modes that feed an EL84 power section to deliver an unprecedented fierceness and harmonic complexity. The Badlander 25 Combo combines these ingredients in a small package and power range that adds a raw character all its own, offering the essential voice, performance, and features of the Badlander 100 and 50 in a fiery-sounding, ultra-portable low-power format that'll gratify those not seeking big horsepower.

Badlander 25s employ a pair of EL84 power tubes operating in MESA's proprietary Dyna-Watt™ Class A/B Pentode for maximum power, punch, and clarity, producing 25 Watts or switched to its 10 Watt Class A/B Triode setting for lush harmonics and a sweet, liquid feel at lower volumes.

A UK-made Celestion Creamback 65 Watt speaker is MESA's driver of choice for this 1×12 Combo amp. G12M-65 Creamback is ideally suited for the Badlander 25 as its power handling permits added low-end grunt complementing the warm and vocal mids, crunchy upper-mids and sweet, refined highs.

www.mesaboogie.com

PIANO & KEYBOARD

Steinway & Sons Gran Nichetto Limited Edition Piano

In early November, Steinway & Sons announced its latest Limited Edition, Gran Nichetto. The piano is the collaborative work of award-winning designer Luca Nichetto and the master craftspeople at Steinway's historic factory in New York City. Only 50 Gran Nichetto Model B Steinway



grands are available, and each is equipped with Steinway's latest technological innovation, Spirio | r, the world's finest high resolution player piano with recording capabilities.

Steinway Limited Edition pianos are unique masterpieces created by some of the most notable artists and designers of our time. They are custom built to combine classic Steinway craftsmanship with inspired artistic concepts. The Gran Nicheetto, with its elegant aesthetic and contoured design, celebrates the famed shape of Venice's beloved gondola, and the incorporation of leather details adds to the Italian signature. Nicheetto approached the piano like he would a piece of furniture, dissecting and redefining all external elements in close collaboration with Steinway's craftspeople. He described the assembly of these elements as similar to a micro-architecture project, evolving the aesthetic of the Model B in a way that honors the history and tradition of Steinway & Sons.

Gran Nicheetto sits atop elegantly sculpted legs defined with brass or stainless-steel accents. The music desk is distinguished from the case's high-polish finish by the fine luster of Italian leather. The gracefully tapered top stick supports the piano lid, which is reinforced with brass or stainless-steel hardware integrated into the piano rim. The pedal lyre is a single piece of hand-crafted bent lamination. The Gran Nicheetto is accompanied by a matching bench.

The Steinway Gran Nicheetto Limited Edition comprises 50 Model B Spirio | r pianos in a range of finishes: midnight red, black polished, and walnut veneer.

www.steinway.com

SYNTHESIZERS The Minimoog Model D |

Originally released in 1970, the Minimoog Model D changed the face of modern music and has served as the archetype for all synthesizers that followed.



The all-analog instrument gained acclaim for combining the colossal sound of the 1960s Moog modular synthesizers with the accessibility of pre-wired modules, meaning that it could be played instantly and intuitively with no patch cables required.

More than a half-century since its invention, Minimoog Model D is back in production at the Moog factory in Asheville, North Carolina. An exceptional sonic tool and one of the most beloved and iconic synthesizers ever designed, it returns to inspire the next generation of electronic musicians.

Built to last a lifetime, each new Minimoog Model D delivers the revered quality, undefinable feel, and authentic sound of a pristine vintage Moog.

The coveted sound engine and audio signal path remain identical to the Model D that Bob Moog and his team engineered in the 1970s. This latest edition of the instrument also includes the series of popular functional modifications from the 2016 production run that expanded this storied synthesizer's capabilities. These modifications include a dedicated analog LFO with triangle and square waveshapes, a premium Fatar keybed with velocity and after pressure available via top panel CV jacks with onboard trimpots, MIDI integration, improved pitch wheel calibration, and a mixer feedback modification which allows the Minimoog Model D to overdrive and scream with the turn of a knob.

Plus, for the first time in its history, the Minimoog Model D now features a spring-loaded pitch wheel that returns to center upon release. This enhancement, a popular artist request, allows for improved playability and wild performance flourishes. This newest edition also includes updates to the MIDI functionality, allowing for improved modern studio integration.

The three-oscillator, monophonic, analog synthesizer is securely housed in a locally sourced Appalachian cherry cabinet with a legacy-inspired walnut stain and hand-finished aluminum chassis. Sounding as vibrant and deep as ever, its legendary low-pass ladder filter, powerful oscillators, and rich saturating mixer retain the exact component placement and through-hole design of a 1970s-era Minimoog Model D.

At the Moog Factory in Asheville, North Carolina, every Minimoog Model D synthesizer is built by hand to its original factory specifications.

Placing the utmost importance on high-quality materials, all components are carefully sourced and crafted to capture the indescribable feeling of the original Minimoog Model D. Each unit that travels through Moog's production floor sees identical component placement and through-hole design of the beloved 1970s Minimoog Model D in a hand-finished aluminum chassis, secured to a handcrafted Appalachian hardwood cabinet.

www.moogmusic.com

FRETTED Charvel Marco Sfogli Signature Model

Charvel has unveiled its new collaboration with PFM and Icfish guitarist Marco Sfogli. The Italian virtuoso is known for his progressive and genre bending take on heavy metal, and his influence has rippled far and wide throughout the guitar playing community.



To pay homage to a guitarist whose sonic capabilities seem to know no bounds, Charvel has sought out to create a signature instrument as limitless as the player who inspired it. A pair of active EMG SA single-coils in the middle and neck positions effortlessly evoke classic Stratocaster bell tones, while an EMG '89 bridge humbucker provides a powerful bite. The signature model's bolt-on maple neck has received a unique "caramelized" heat and drying treatment that imbues the wood with a warmth and comfort that is usually unique to expensive vintage instruments.

Key Features:

- Alder body with quilted maple top
- Scalloped lower back bout and cut heel
- Bolt-on maple neck with graphite reinforcement, 22 jumbo frets and Luminlay side dot inlays.
- EMG SA single coil neck and middle pickups, EMG '89 humbucking bridge pickup.
- Floyd Rose 1000 Series double-locking tremolo bridge system
- Five-way blade pickup selector, tone control, and volume control with push/pull coil splitting capabilities for the bridge pickup.

Marco Sfogli Signature Pro-Mod So-Cal Style 1 HSS FR CM QM: (\$1,599.99 USD, £1,629.00 GBP, €1,899.00 EUR, \$3,499.00 AUD, ¥225,500 JPY). Available in Transparent Purple Burst with black pickguard and chrome hardware.

www.fender.com

DOMINION



ddrum unveils the upgraded Dominion Birch Series, with reimagined shell-pack configurations, new hardware, and eye-catching finishes. The Dominion Birch Series unites the tonal dynamics of classic birch shells with cutting-edge design, and a splash of sophistication, to bring this popular drum series to a new level of performance and appearance. Featuring several different configurations, the Dominion Birch Series offers players of any genre a strong foundation for sound quality and the utmost style to let their drumming personality shine.



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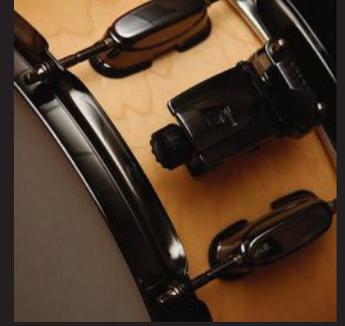
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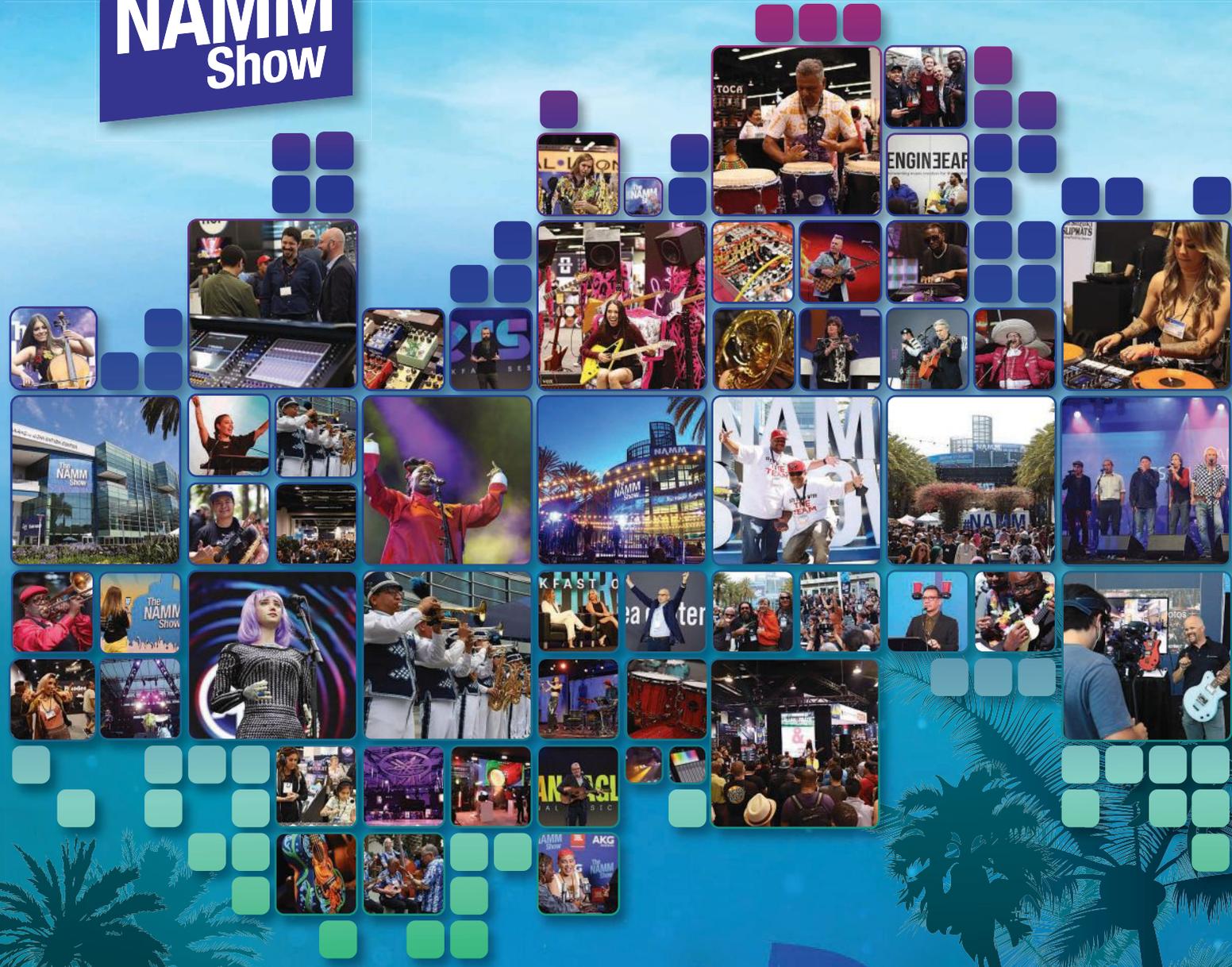
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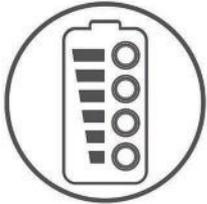
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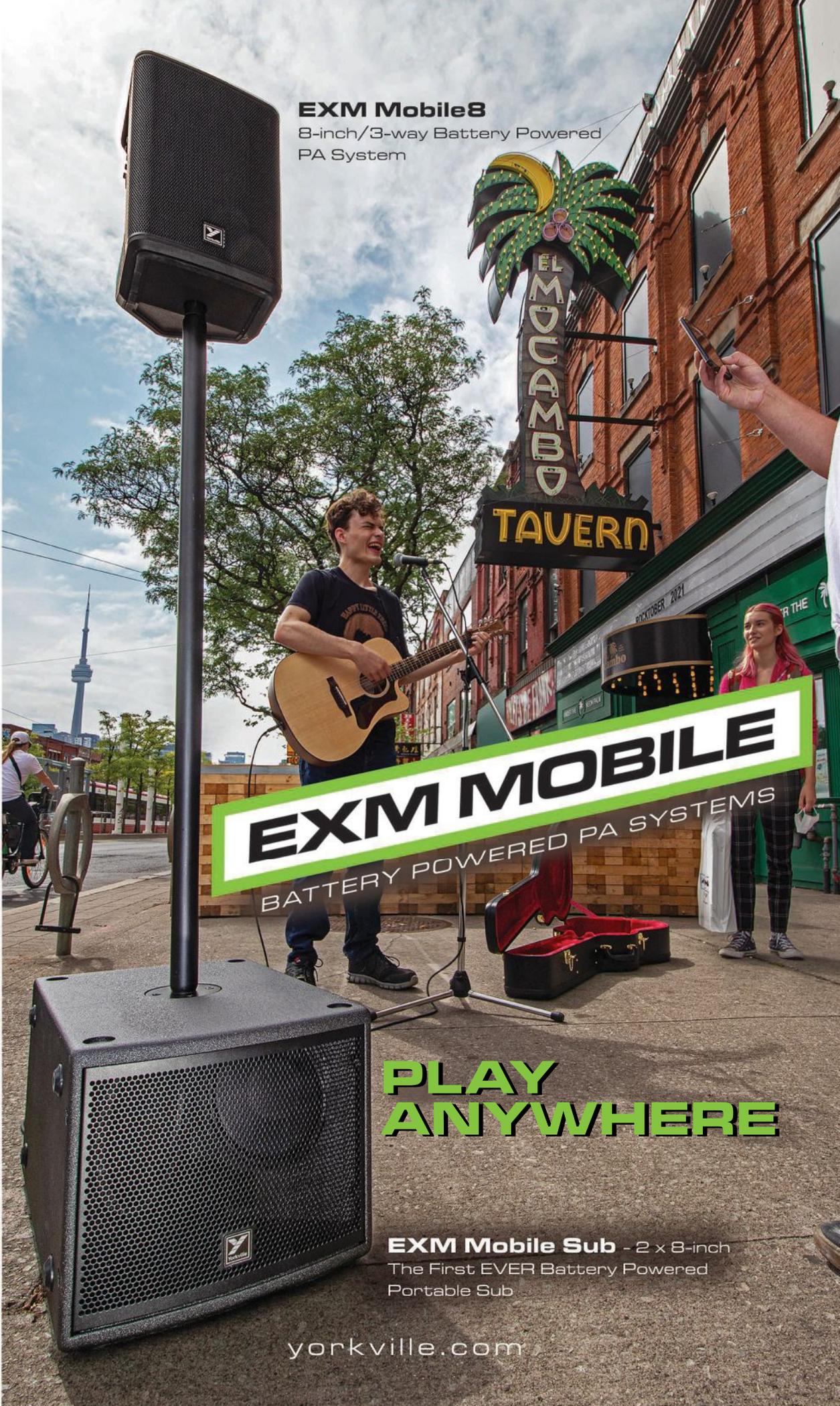
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