

# MMR

## MUSICAL MERCHANDISE REVIEW

55th Supplier Directory



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# C O N T E N T S

# MMR

MUSICAL MERCHANDISE REVIEW

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MMR Musical Merchandise Review® (ISSN 0027-4615), Volume 178, Number 5, May 2019, founded in 1879, is published monthly by Timeless Communications Corp., 6000 South Eastern Ave., Suite 14J, Las Vegas, NV 89119, (702) 479-1879, publisher of School Band and Orchestra, Choral Director and JAZZed. Periodicals Postage Paid at Las Vegas, NV and additional mailing offices. MMR is distributed free to qualified individuals and is directed to music dealers and retailers, wholesalers and distributors, importers and exporters and manufacturers of all types of musical instruments and their accessories, related electronic sound equipment, general musical accessories, musical publications and teaching aides. **POSTMASTER:** Send all UAA to CFS. **NON-POSTAL AND MILITARY FACILITIES:** send address corrections to Musical Merchandise Review, PO Box 16655 North Hollywood, CA 91615-6655. The publishers of this magazine do not accept responsibility for statements made by their advertisers in business competition. No portion of this issue may be reproduced without the written permission of the publisher. Copyright ©2019 by Timeless Communications Corp., all rights reserved. Printed in USA.



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# Technology is the Engine

**A**re you familiar with Billie Eilish? If not, don't feel too bad. While millions of high-schoolers consider the singer/songwriter to be amongst the most significant artists of their lifetimes, many (most?) over the age of 25 have never heard of her.

Eilish (né Billie Eilish Pirate Baird O'Connell) is amongst a new breed of breakthrough artists who first achieve notoriety without labels, traditional PR, or – and this is the part that's relevant to MI retailers – bigtime studios. "Ocean Eyes" was written by Billie's brother, Finneas, and recorded in his tiny bedroom studio within the siblings' modest, two-bedroom childhood home. The cramped space is packed with instruments, synths, a MacBook Pro, monitors, headphones, outboard effects, and microphones – some more high-end than others, but generally speaking it's all gear that a serious hobbyist with a modest budget could aspire to own. And it's not just financial considerations that make self-recording an appealing option to some. "There's a crazy intimacy to what we're doing," Finneas has said. "There's such a private feeling... because we're not at a recording studio where different people are there every day."

"Ocean Eyes" comes from humble beginnings, but doesn't necessarily sound as if that's the case. This is fairly "pro" final product.

Anyway, back in November of 2015, Billie Eilish did what innumerable bands and aspiring solo artists do each day: she posted her newly recorded track to SoundCloud and – just as Justin Bieber and Carly Rae Jepsen enjoyed massive viral exposure via YouTube early in their careers – the online streaming platform served as a launching pad. Within a year, Eilish had a contract and "Ocean Eyes" was released through Interscope Records imprint, Darkroom.

That the record industry is a shell of its former self isn't news, nor is it likely shocking to *MMR* readers that traditional recording studios are (for the most part) a dying breed and home-recording is on the upswing. Whether "breaking news" or not, however, the continued growth both in popularity and capability of affordable recording and mixing gear merits consideration. As more and more gold- and platinum-certified singles take shape in low-budget bedroom or basement "studios," the more ambitious musicians and producers will continue to take their own shots at the bigtime, and the more important it is that MI retailers stock – and understand – these products.

Randomly (honest!), Dan Daley also chose to examine aspects of home recording in this issue's "Last Word" (page 76) – though upon consideration our accidental synergy isn't really that surprising. Be it recording equipment, DJ gear (see my editorial from our March '19 issue), live mixers (see this month's Roundtable on page 32), or any of a number of other market segments, the rapid advancement of technology is *the* engine that is driving music creation, onstage and in the studio, as well as generating sales at music stores.

It's the dealers who keep pace with these innovations who will connect with today's music makers and MI customers. Those who don't do so, risk becoming shadows of their former selves – like the record industry.



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# Industry News



**Gottlieb Named President of Music & Arts**

Jeff Gottlieb

Guitar Center has announced the appointment of Jeff Gottlieb as president of its Music & Arts brand, specializing in band and orchestral instruments for sale and rental, serving parents, teachers, band directors, college professors, and students. The announcement was made by Guitar Center president and CEO Ron Japinga. Gottlieb will report directly to Japinga and will be based in Maryland at Music & Arts' headquarters (close to his original hometown of Philadelphia).

Gottlieb enters his new role with significant retail experience, including executive positions at Sur La Table, Jockey International, and Banana Republic. He is also an avid advocate for music education and plays guitar.

Gottlieb states, "I'm very excited to be joining Music & Arts. We have an incredible opportunity to continue to build a brand that is an extremely important part of people's lives. I have a deep appreciation for all different genres of music, and that appreciation is part of what attracted me to Music & Arts. This business is so much more than a retail store; as one of the largest music lesson providers, we offer tremendous value to our customers and students by giving them valuable skills they will use for the rest of their lives."

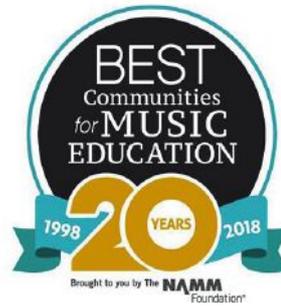
Japinga notes, "Jeff is a strong, confident and collaborative leader. One of the things that excites me about Jeff is his experience leading complex retail operations, including managing companies through strong growth initiatives. While his track record includes strong financial performance, it was very clear to me that Jeff has a people-first mindset and is passionate about customer service, both of which are critical for all leaders throughout the Guitar Center enterprise."

- Industry News
- Supplier Scene

- MMR Global
- People on the Move

## NAMM Foundation Recognizes Districts and Individual Schools in 20th Annual BCME

In late March, the NAMM Foundation recognized 623 school districts in 41 states as among the Best Communities for Music Education (BCME). Now in its 20th year, the program honors schools and school districts for outstanding efforts by teachers, administrators, parents, students, and community leaders and their support for music education as part of the core curriculum. "It's worth noting that we have some school communities that have received this recognition year-after-year. A few have been there for 20 years," said Mary Luehrsen of The NAMM Foundation. "But, every year, new schools and districts are upping their game when it comes to music and the arts, often despite budget and curriculum pressures."



In cooperation with researchers at The Music Research Institute at the University of Kansas, the BCME program evaluates schools and districts based on funding, staffing of highly qualified teachers, commitment to standards, and access to music instruction. For the 20<sup>th</sup> anniversary, a new survey was developed for use in the selection process under the advisory of music education leaders from across the nation.

Evidence continues to accelerate around the benefits of music education for students, schools, and communities. In 2018, *Music Matters*, the condensed guide from the Arts Education Partnership and co-sponsored by the Country Music Founda-

tion and The NAMM Foundation, was released. The report offered key findings including music students do better in English, math, and science than their peers without music; and more music and art equals fewer dropouts and a reduced number of suspensions.

"Even with compounding evidence of the benefits and importance of music education, many music education programs are not adequately funded and struggling for adequate resources for their proper place in the curriculum," confirmed Luehrsen. "The Best Community districts and SupportMusic schools show what can be done when teachers, school and community leaders, and parents all agree that music is essential and not optional as a learning force that must be available to all students. We dream of the day when all districts aspire to earn this distinction."

Over the past 20 years, the number of school districts gaining BCME recognition has grown from fewer than 100 in 1999 to more than 600 today. BCME designation has helped raise local awareness of quality music programs from coast to coast and has assisted communities in securing funds for music programs threatened by budget cuts.

A complete list of districts and schools receiving Best Community and SupportMusic designations from The NAMM Foundation in 2019 can be found at: [www.nammfoundation.org/articles/bcme-2019-districts](http://www.nammfoundation.org/articles/bcme-2019-districts)

## Powell Named President of Pioneer DJ Americas

Pioneer DJ Americas, Inc. recently announced that it has appointed industry veteran and California native, John Powell, to the position of president effective April 1, 2019. Powell will oversee all Pioneer DJ Americas operations, thus taking over responsibilities from current president, Yoshinori Kataoka. Further, Mr. Kataoka moved to the role of Pioneer DJ Corporation chairman and COO at Japan headquarters on the same date.



John Powell

Powell first joined Pioneer DJ in summer of 2017 as senior vice president of Sales and has implemented an innovative and successful sales strategy which has led to double-digit sales growth for the Torrance-based organization. Powell's appointment confirms Pioneer DJ's commitment to continuing its growth and reinforcing its market presence as the global leader in DJ technology and pro audio solutions.

"I am honored to be offered this opportunity. Pioneer DJ is a solid company with amazing growth potential. We have a strong team and will continue the success we have enjoyed under Mr. Kataoka's leadership" said Powell.



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# Make Music Day 2019 Returns on Friday, June 21

MAKE MUSIC  
JUNE 21



Make Music Day, the annual global celebration of music occurring on the summer solstice, returns this year on Friday, June 21 with over 5,000 free outdoor concerts, music lessons, jam sessions and other magnificent music-making events being held

in more than 80 U.S. cities. A worldwide phenomenon observed by hundreds of millions of people in more than 1,000 cities in 120 countries, the daylong musical free-for-all on June 21 brings musicians of all ages, backgrounds and skill levels to-

gether to make, enjoy, perform, teach and learn music. Among the U.S. cities hosting major celebrations are New York City, Los Angeles, Chicago, Boston, Buffalo, Hartford, Madison, Miami, Nashville, Phoenix, Salem, (OR), and San Jose – as well as the entire state of Vermont. Additionally, as part of the celebration, iconic buildings and landmarks in participating U.S. cities will glow orange for Make Music Day.

Completely different from a typical music festival, Make Music Day celebrates and promotes the natural music maker in all of us, regardless of ability. Reimagining their cities and towns as stages, every kind of musician – young and old, amateur and professional, of every musical persuasion – pours onto streets, parks, plazas, porches, rooftops, gardens and other public spaces to celebrate, create and share their music with friends, neighbors, and strangers.

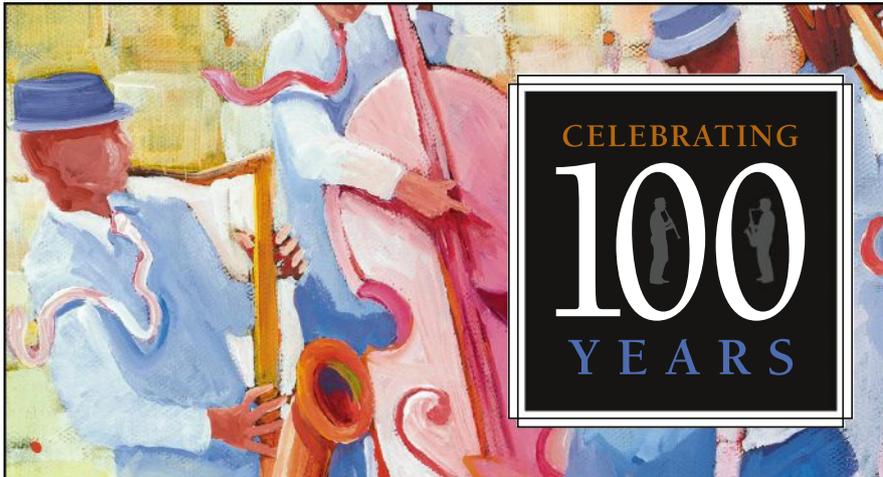
Launched in France in 1982 as the *Fête de la Musique*, Make Music Day is presented in the U.S. by The NAMM Foundation and coordinated by the nonprofit Make Music Alliance. In addition to massive citywide celebrations, Make Music Day will also include smaller festivities in other communities nationwide.

Returning highlights of Make Music Day in the U.S. will include Street Studios in New York, Los Angeles and Stamford, where world-class DJs and producers set up their gear on sidewalks and engage passersby and musicians to join in an entirely improvised music creation session; *Sousapaloozas* in Chicago, Hartford and Fullerton will bring together hundreds of brass and wind musicians to play the music of “March King” John Philip Sousa; and over 250 Mass Appeals that gather large groups of musicians to participate in impromptu performances using single instruments such as guitars, harmonicas, accordions, ukuleles, bucket drumming, double basses, kazoos, choral singers, and pBuzzes.

New national Make Music Day highlights will include:

**Bands Undercover** – Bands from dozens of U.S. cities, including New York, Long Beach (CA) and Montclair, will take to the streets to cover each other’s music, and live stream their performances to each other in a unique musical exchange. The program will connect musicians in distant places

See **MAKE MUSIC** page 10



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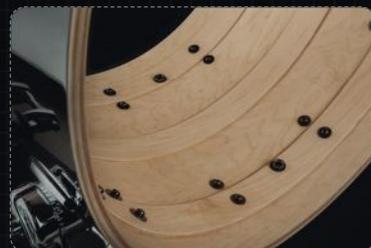
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## EarthQuaker Devices Awarded Exporter of the Year by U.S. SBA

EarthQuaker Devices, LLC has been awarded the 2019 Exporter of the Year by the U.S. Small Business Administration (SBA). Administrator Linda McMahon, the head of the SBA, announced the 2019 National Small Business Week awardees for 17 different categories ranging from research and development, exporting, outreach, contracting, lending, and disaster recovery to manufacturing and construction.

"The SBA works to connect entrepreneurs to counseling and funding opportunities that provide the boost they need, no matter what stage of the lifecycle their business is in. Together with our SBA lending and resource partners in communities across America, small businesses are able to confidentially drive our economy,"



McMahon said. "During National Small Business Week, the SBA will present well-deserved honors to the many individuals and organizations that have excelled at assisting small businesses, whether they are starting, growing, or recovering from disasters."

## MAKE MUSIC

Continued from page 8

through the power of songwriting. All creators of original music are invited to register by April 15 at [makemusicday.org/bu-register](http://makemusicday.org/bu-register).

**Drum Set Duos** – In Boston, Rochester (MI), St. Petersburg (FL), Salem (OR) and elsewhere, local drum shops will place two full drum sets on the sidewalk or parking lot in front of their store, and have a facilitator sit at one of the sets and invite passersby, students, and professional musicians to take a seat at the other set to join in a spontaneous drum set duo.

**Heart Chant** – In Chattanooga (TN), Hartford (CT), New York, Philadelphia, Fullerton (CA) and Appleton (WI), people will come together to perform the *Deep Listening® meditation*, an offering of sonic healing for all beings through vocalization and listening. The Heart Chant was written by Pauline Oliveros in response to the Sept. 11 terror attacks.

Many other countries around the world are deepening their Make Music Day involvement in 2019. On June 21, over 1,600 musical events are planned in the U.K., along with 3,000 concerts across 150 cities in China, events in over 1,000 cities and towns in Italy, and the first-ever celebration in Nicosia, the capital of Cyprus. Also, famed buildings and landmarks in participating cities worldwide will join their U.S. counterparts in shining orange in honor of Make Music Day. All Make Music Day events are free and open to the public. Participants who wish to perform, or to host musical events, may register at [MakeMusicDay.org](http://MakeMusicDay.org). A full schedule of events will be posted on the website in early June.



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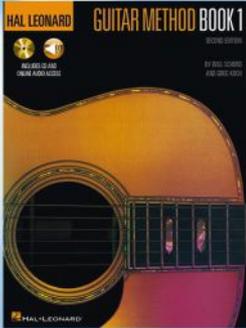
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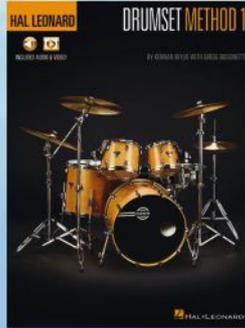
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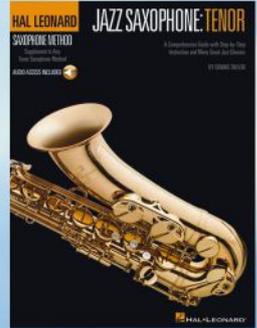
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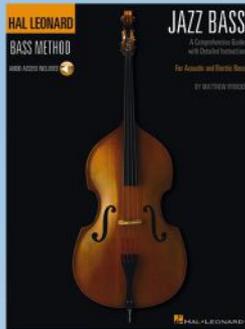
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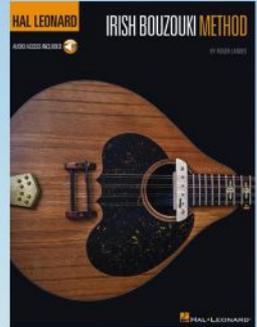
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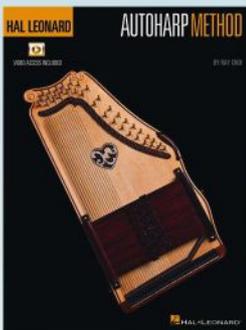
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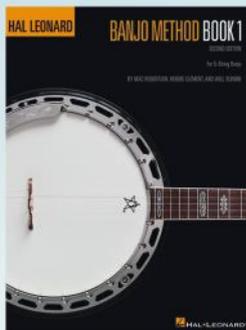
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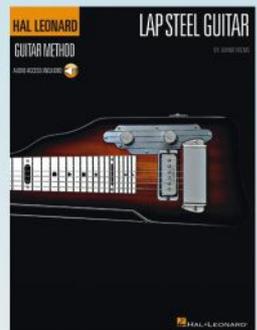
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# KORG's April Fool's Joke Goes Viral

In an attempt to have a little fun with their fan base on April Fool's Day, KORG creatively tricked unsuspecting social media followers with a fake announcement post launching a new addition to their volca series. What seemed like innocent fun, quickly turned into a public pandemic from fans and artists alike who enjoyed the product concept a little too much.

"Now introducing the volcassette; a cassette player and multi-track recorder that combines the best of both worlds with super-intuitive four track true-analog recording capabilities," noted in their official statement made across the brands official social media pages. KORG linked the post to a fake product page, full of



deceptive features including battery capability, an LED play counter with reset, and more.

The video to play the volcassette demo linked to the famous Rick Astley song "Never Gonna Give You Up," which has famously become an internet bait

and switch prank, leading trusting internet lurkers to become "Rickrolled."

Fans were quick to react to the post, resulting in a wide-spread campaign to make the volcassette real including Facebook groups and even a change.org petition.

"I know this is an April Fool's joke but this is not a stupid idea. People still use cassette multi-tracks for recording and no one is making them anymore," said one Facebook user.

"Don't play with our feelings KORG. Not funny at all. I thought this was real. Now you have to make this happen," noted popular electronic music artist Henry Saiz.

To view the fake announcement, visit [www.korgusa.com/volcassette](http://www.korgusa.com/volcassette). (Click at your own risk of getting rick-rolled).

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## NAfME Applauds Congresswoman Velazquez and Senator Tester on Introduction of GAAME Act

The National Association for Music Education (NAfME) applauds the introduction of, and endorses, the Guarantee Access to Arts and Music Education (GAAME) Act (H.R. 1676 and S. 885). NAfME thanks Congresswoman Nydia Velazquez (D-NY-7) and Senator Jon Tester (D-MT) for their support of music and arts education and looks forward to working with them to advance this bill in Congress.

If passed, this legislation would provide language articulating the ability for school districts to use their Title I, Part A funds to improve access to sequential music education, taught by certified educators, for disadvantaged and low-income students. The GAAME Act's reinforcement that Title I's school-wide and targeted assistance funds can be used to support music and arts education aligns with NAfME's mission, which is to advance music education by promoting

the understanding and making of music by all.

When students are denied a quality music education, they are denied the ability to hone skills valuable for success. Nationwide, over 1.3 million elementary students fail to receive any music instruction.

Research has shown that in-school music programs are highly valuable in engaging students by improving their overall participation and attendance, including for students deemed at-risk. Furthermore, the benefits of music programs transcend typical quantifiable markers of school success. Music education supports the development of essential 21<sup>st</sup> century skills, such as critical thinking, collaboration, and creative problem-solving, all of which are essential to future success in not only academics, but also the workforce.

Music education has a storied history



with Title I of the Elementary and Secondary Education Act. Upon ESEA's passage in 1965, Title I funds were used for music education programs in different parts of the country. The latest iteration of ESEA, the Every Student Succeeds Act, allows Title I-A funds to be used for well-rounded programs, including music education. The GAAME Act follows this path by making clear Title I-A funds can and should be used to provide equitable access to music learning across the country.



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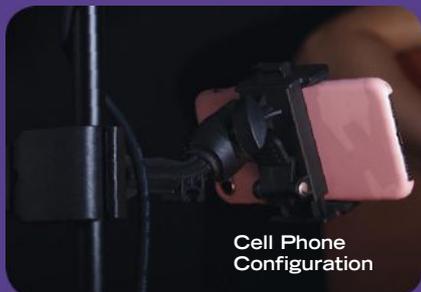




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## Supplier Scene

### Roland Hosting Jim Brickman's West-Coast Songwriters Bootcamp in August

Roland has announced that it will host the upcoming West-Coast edition of the Brickman Bootcamp For Songwriters in Los Angeles, August 1-4, 2019. Founded by multi-platinum, multi-GRAMMY-nominated recording artist and songwriter Jim Brickman, the boot camp is an intensive three-day event bringing together songwriters, lyricists, musicians, and singers to grow their skills, collaborate, and discover industry secrets to take their songs to the next level. Brickman and his expert team of music professionals coach attendees in songwriting, demo production, and navigating the music business.

The event will take place at Roland's Los Angeles Artist Relations Center and culminate at the GRAMMY Museum at L.A. Live.

Participants will get hands-on experience developing songwriting skills with one-on-one coaches and unique breakout sessions. Boot-campers can go solo or be matched up with collaborators to write in any style or genre. One of the highlights of the West-Coast boot camp will be the chance for

See **ROLAND** page 18



Jim Brickman

## Yamaha Ensembles Win 9 Medals at 2019 Winter Guard International Championships

Yamaha-equipped ensembles made a strong showing at the 2019 Winter Guard International (WGI) Percussion and Winds World Championships, with nine awards going to groups exclusively using Yamaha marching instruments.

The Championships were held at a number of venues located in and around Dayton, Ohio. The 2019 Championships featured over 250 percussion and wind ensembles from across the country, and a few around the world.

Ensembles compete in separate Scholastic and Independent divisions, each boasting a range of classes.

The WGI Percussion Championship honors include:

**Chino Hills High School Percussion Ensemble (California)** – Gold in Scholastic World

**Arcadia High School (California)** – Silver in Scholastic World

**Broken City Percussion (California)** – Gold in Independent World

**Pulse Percussion (California)** – Silver in Independent World

**Spirit Winter Percussion (Massachusetts)** – Bronze in Independent Open

**Norwalk High School (Connecticut)** – Bronze in Scholastic Open

**Grand Blanc High School (Michigan)** – Gold in Scholastic 'A'

**Railmen Indoor Percussion (Nebraska)** – Silver in Independent 'A'

**FIU Indoor Percussion (Florida)** – Fan Favorite in Independent Open

**Dartmouth High School (Massachusetts)** – Fan Favorite in Scholastic World

The WGI Winds Championship honors include:

**Chromium Winds (Illinois)** – Gold in Independent Open

**Avon High School (Indiana)** – Fourth place in Scholastic World

**Crossmen (Texas)** – Fifth place in Independent World

"For more than 20 years, many of WGI's top groups have been using Yamaha percussion, pro audio equipment, and more



recently, wind instruments. We continue to witness these impressive young performers and the results of their hard work and dedication to the 'Sport of the Arts,'" said Troy Wollwage, marketing manager, Drum and Percussion department, Yamaha Corporation of America. "Educators and performers rely on Yamaha to provide quality instruments so they may focus on performing to the best of their ability and it's incredibly rewarding to know that we are trusted by this caliber of talent."

At the WGI World Championship Finals, Yamaha continued its tradition of awarding scholarships to two deserving WGI performers. The 2019 Yamaha/Dennis DeLucia Scholarship recipient was Sean Chen from Homestead High School in Cupertino, California. This scholarship is named for the acclaimed teacher, arranger and clinician who continues to contribute both indoor and outdoor marching music. Hunter Mays from Licking Heights High School in Pataskala, Ohio won the 2019 Yamaha Music Education Scholarship, which supports students pursuing careers in music education.

In addition to Yamaha instruments being such a pervasive brand in WGI competition this year, dozens of Yamaha Performing Artists took part as instructors, adjudicators, ensemble directors and mentors throughout the season. These included Mike Jackson and Kevin Shah from Broken City Percussion and Matt Harloff from Avon High School Winds.

## Guitar Center Partners with D'Addario for Earth Day String Recycling/Replacement Event

For the second year in a row, Guitar Center partnered with D'Addario for a special event in celebration of Earth Day. Over Earth Day weekend at Guitar Center locations nationwide, musician who brought in a guitar for setup received complimentary D'Addario premium replacement strings – either NYXL or EXP Coated Acoustic strings – as part of the guitar tune-up, with the old strings being recycled.



This event was part of D'Addario's Playback Recycling + Replacement Program, as well as Guitar Center's year-round string recycling initiative.

"Last year's event was a resounding success, and we thank all who participated, as well as all those who have been turning to their local Guitar Center locations for recycling their used strings," stated Stacey Spencer, Guitar Center director, repairs & rentals. "Recycling strings is the responsible choice, and we encourage all musicians to recycle whenever and wherever possible. We are looking forward to serving our customers with premium setup service and replacement strings throughout Earth Day weekend at our stores nationwide."

## TransAudio Adds Mojave Audio Mics to its Roster

TransAudio Group will represent Mojave Audio starting April 1, 2019.

"David Royer is best known for his ribbon microphone designs, but he started out designing and building custom vacuum tube mics, preamps, and compressors for engineers in the Los Angeles area," said Brad Lunde, founder and president of TransAudio Group. "Large diaphragm condensers are in his DNA, and his designs alone would make Mojave a coveted name for serious engineers and musicians. But Mojave takes it to the next level with a manufacturing process that keeps prices unusually low without skimping one iota on quality. It starts with no-compromise components, like Jensen transformers and military-spec NOS tubes. Then a hybrid domestic-overseas



Dusty Wakeman, president of Mohave, with David Royer, co-founder and the engineer/designer behind Mohave microphones

manufacturing process leverages the strengths and efficiencies of different operations. Finally, each Mojave mic is thoroughly assessed for quality control, burned in for 24 hours, and personally checked by David Royer himself. Time and again, users rate their Mojave mic's performance at or above their most cherished vintage condensers, which, of course, cost a ton more."

Dusty Wakeman, Mojave's president added, "We at Mojave Audio are excited to begin our partnership with Brad and his team at TAG. We feel that it is exactly the right strategy for today's competitive marketplace."

## CruzTOOLS Rebranded as GrooveTech

Following the sale of its Powersports tool business, musician tool specialist CruzTOOLS has rebadged as GrooveTech.

The sale and name change allow GrooveTech to concentrate on its core business of developing innovative and practical tools for musicians. Leading the way are the recently introduced Acoustic Guitar Tech Kit and second-generation Drum Multi-Tool, with more products in the pipeline.



"It was a little difficult to let go of the Powersports business," stated Dan Parks, president of GrooveTech. "But we found a great home for it and can now fully dedicate our attention to the needs of musicians."

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## Ashly Audio Launches New Website

Ashly Audio has launched an all-new website that features a crisp design, intuitive navigation, and an increase in usable content – from direct support options and documentation, to solution-based application features.



“The site is a reflection of how we are envisioning Ashly’s future,” said Noel Larson, VP of marketing and business development at Ashly. “Everything we are designing today – from the long list of new products we are launching, to the new software offerings we will soon release, to the new website – is focused on making our

customers’ experiences with Ashly less complex while adding an unparalleled level of solution depth and customer support.”

One example of how the new site improves customer interaction with Ashly is easier contact with Ashly’s “Tech Support Gurus.”

“When you talk with one of our support team members you can be assured that not only are you getting someone with years of experience in the industry, but also that you can speak with the same person every time you call or email,” said Jim Schwenzer, the lead Tech Support Guru and a technician, engineer, and musician with more than 35 years of experience in the field. “When we talk about a support issue, you know I will be on the case until the problem is solved. And if you need support down the line on another issue, you can contact me directly knowing I’ll have a history with your integration and your business.”

Visitors can also easily browse through Ashly software and products, explore integration solutions and connect with sales teams direct.

## ROLAND

*Continued from page 16*

all participants to perform live at the GRAMMY Museum in downtown Los Angeles on the final day of the event (August 4).

“This experience is a fulfillment of my desire to encourage talented songwriters to follow their dream...If I could have had this opportunity when I was first starting to write songs, I’d jump at the chance to attend,” Brickman said.

Roland Corporation vice president of Key Influencers and Business Development Brian Alli added, “Jim is tremendously passionate about fostering creativity in musicians at any level, and it’s an honor to be a part of this unique experience and host his west-coast event.”

Space is limited. Scholarships are available for aspiring students under the age of 25 at [jimbrickman.com/scholarship-application](http://jimbrickman.com/scholarship-application). The final deadline for applications is June 1, 2018.

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**CELESTION**

## Mics from Royer Labs and Mojave Audio Used at 91st Academy Awards

For both the pre-records and live event, microphones from Royer Labs and Mojave Audio assumed a major role at the 91st Academy Awards in February.

Emmy and Grammy award winning recording engineer, scoring mixer, and record producer Tommy Vicari, working in conjunction with his brother Danny, were tasked with audio responsibilities for this year's show. Both for the pre-records and the live event, the Vicaris used a healthy assortment of microphones from both Royer and Mojave. These included Royer R-121s, R-122Vs, R-122 MKIIs, and an SF-24V, while the Mojave arsenal included MA-100s, MA-101s, and MA-200s. Both Tommy and Danny discussed the project and their preference for Mojave and Royer microphones.

"The pre-records for this year's show took place at Capital Studios in Hollywood," Danny reports. "As part of this effort, we used two R-122 MKII ribbon mics to capture French Horn, with the back of the mic positioned over the bells of the instruments, three R-122V ribbons on trumpets, three R-121 mics for the trombones, and two SF-24V stereo ribbons – one each for brass and woodwinds. On the Mojave side of the equation, we used five MA-200s and six MA-101s. The MA-200s captured saxophones while the MA-101s were placed on the flutes and piccolos."

When queried about the characteristics of these mics that made them so well-suited for this application, Tommy offered the following thoughts, "When you're recording various styles of music, including classical, pop, big band, and rock, you really need micro-



Danny and Tommy Vicari

phones that can capture and handle extremely loud music and very soft music. With both Royer and Mojave mics, the sound quality remains the same, no matter the dynamic range."

For the actual live show, the combination of Royer and Mojave mics was equally impressive. According to Danny, two Mojave Audio MA-100s were used for overheads on the drums while another two MA-100s captured a wide range of percussion instruments. Again, Mojave MA-101 mics were on flute and piccolo as well as six MA-101s for the saxophones. On the Royer side, three R-122V mics captured the trombones, three R-121s captured the trumpets while another three R-121 ribbons were used on the three French Horns.

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## L-Acoustics Debuts L-ISA Training Program

L-Acoustics has announced the availability of training programs for systems and mixing engineers seeking to implement L-ISA Immersive Hyperreal Sound technology, the market-leading object-based mixing technology for live events and installations. In the initial phase of rollout, training sessions will be available by invitation only in L-Acoustics locations in Marcoussis, France; New York City, New York, and Westlake Village, California, and at select partner facilities. Phase two, planned for the fourth quarter of 2019, will extend training to a wider audience.

Sherif El Barbari, director of L-ISA Labs, notes that the accelerated interest and adoption of L-ISA technology have created a real need for a global community of expert users. "L-ISA is gaining momentum everywhere: events, touring, and experiential venues. In addition to live events such as the upcoming Aerosmith Deuces Are Wild residency or Mark Knopfler's current tour, we're

seeing the technology installed as the 'house PA' in venues such as Earth in London, Theatre Rossiya in Moscow, and on two Princess Cruises vessels. The demand for festivals is growing, too," explains Sherif. "To accompany this industry shift to multidimensional audio, we want end users to feel fluent in designing systems and mixing with L-ISA. Having personally interacted with many systems and FOH engineers to date regarding L-ISA, I can say that inherent ease-of-use and intuitiveness make the technology quite approachable for new users. This said, object-based mixing is a different way of thinking. We know our end users want to give audiences the best possible experience and there is no substitute for hands-on training to help achieve that goal."

L-ISA training blends theory and hands-on practice in three-day seminars, dispensed in half-day sessions that bring together systems engineers and mixing engineers. Mixing engineers



Etienne Corteel (left), L-Acoustics Director of Scientific Outreach, supervises a pilot training session at L-Acoustics' headquarters in Marcoussis, France

will learn to prepare, encode and mix an L-ISA show. System engineers will learn to design, implement, calibrate, and operate a sound reinforcement project built around L-ISA technology and gain privileged access to the L-ISA Tools feature pack in Soundvision 3.1.0.

The sessions are structured to begin and end with a common core relevant to both certifications, introducing L-ISA technology in a full system approach through tutorials and best practices for live object-based mixing in static and dynamic settings. The program branches out mid-seminar to role-specific sessions for systems engineers and mixing engineers. See *L-Acoustics* page 24

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## The Retail Training Summit Returns to Summer NAMM

The Retail Training Summit returns to Summer NAMM (July 18-20) in Nashville as the premier one-day training opportunity for music retail businesses. Designed for all levels of retail expertise, the Summit



will offer four new trainings on retail management, content creation, marketing and the new tax laws impacting business and offer past popular tracks on retail sales and succession.

Industry-leading presenters will offer attendees hands-on, proven ideas and best practices designed to help grow retail business. Presenters include digital marketing pioneer, Larry Bailin; music retail financial experts, Alan Friedman and Daniel Jobe; social media guru, Jenn Herman; and sales and management leader, Thomas Post.

The Retail Training Summit will take place on Wednesday, July 17 before the opening of Summer NAMM. Participants can select one morning and one afternoon session, with lunch provided. Registration for both Summer NAMM and the Retail Training Summit is required to attend.

## L-Acoustics

*Continued from page 16*

engineers with differentiated tasks, learning paths and objectives. To conclude the seminar, systems and mixing engineers reconvene to discuss L-ISA project management, considering native L-ISA pre-production and guest engineer support, as well as the process of transitioning from stereo to L-ISA. Following the seminar, system engineers and mixing engineers will receive official certification from L-Acoustics acknowledging their completion of the program.

L-Acoustics director of scientific outreach Etienne Corteel adds, "Accompanying end users in the optimal operation of our systems through training has always been central to our vision as an organization. Offering L-ISA training worldwide is the next milestone in that ongoing effort. Furthermore, by offering sessions in small groups, we can provide highly relevant and personalized instruction that addresses individual end-user needs and questions. We believe this approach will serve the defined learning goals well, but also foster an environment of peer-to-peer exchanges and enrichment."

In 2019, L-Acoustics will issue 6,000 training certificates to participants in 50 countries in results-oriented sessions ranging from Systems Fundamentals and Variable Curvature Line Source to L-ISA technology and more.

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**MMR GLOBAL**

**JHS to Distribute MARCA Reeds in UK and ROI**

JHS has announced that they will be assuming the role of exclusive trade distributor throughout UK and ROI for MARCA Reeds, effective May 1, 2019.

Through the new deal the Leeds-based MI distributor will bring the French company's complete and extensive range of clarinet and saxophone reeds, including the Supérieure, PriMo, Jazz, and American Vintage collections, to the UK and ROI markets.

MARCA Reeds CEO Nicholas Righi said, "MARCA is the world's 3rd largest manufacturer of professional reeds for saxophone and clarinet. Based in Ollioules, it is here, in VAR region, among the fields of cane that grow so plentifully, that the Guccini Family has devoted four generations of expertise to the art of growing fine French cane and crafting it into the delicate sliver of wood that so many musicians depend on for their livelihood. Marca make the finest reeds for finest artists."

JHS managing director Dennis Drumm said "With a reputation for excellence, and a comprehensive catalogue of top quality products, MARCA Reeds is a world class addition to JHS's family of musical instrument brands. Through this new partnership we aim to establish MARCA Reeds as the number one reed of choice for saxophonists and clarinetists across the UK and ROI."



**Taylor Guitars Makes History with Largest Recorded Planting of West African Ebony Trees in Cameroon's Congo Basin**

Taylor Guitars has announced the successful planting of 1,500 West African ebony trees in Cameroon's Congo Basin region in an effort to help preserve the future of the species. The planting, part of Taylor's initiative called "The Ebony Project," is the largest known planting of West African ebony – the impact of which Taylor hopes will be felt for generations. The project also planted an additional 1,500 fruit trees. The planting is part of a larger effort to plant 15,000 ebony trees by the end of 2020.

Ebony has long been one of the most relied-upon tonewoods among makers of stringed musical instruments. In Western Africa agricultural land conversion, the bushmeat trade and logging have significantly reduced ebony populations. The International Union for the Conservation of Nature (IUCN) classifies the species as "Vulnerable."

As a company that relies on West African ebony and other tonewoods from around the world to craft its guitars, Taylor recognizes its responsibility to be an ethical steward of these natural resources. In 2011, Taylor Guitars and Spanish tonewood supplier Madinter International partnered to become the co-owners of Crelicam, an ebony sawmill in Yaoundé, Cameroon, with the goal of creating an ethical, socially responsible value chain for ebony musical instrument components. In 2016 Taylor partnered with the Congo Basin Instituteto learn more about ebony ecology. The collaboration took form as The Ebony Project and has since produced groundbreaking research, providing the most accurate estimates of the size and scope of ebony's native range, as well as capturing the first-ever images of insects that pollinate the ebony flower and mammals that distribute the ebony seed. The Ebony Project also led to the development of an innovative communi-

ty-based agroforestry program, which includes the planting of a number of locally used fruit and medicinal trees along with ebony. The project is fully funded by Bob Taylor, co-founder and president of Taylor Guitars.

"I've dedicated most of my life to building the best guitars I can make," Taylor said. "Taylor is known for its high standards of quality and performance, but now I want to make sure we're also creating a better future for ebony and leaving more than enough resources for generations of instrument builders long after I'm gone. That's why this planting is so meaningful."

The scope of Taylor's innovative work in Cameroon has attracted significant attention: the U.S. State Department recognized Taylor with its prestigious Award for Corporate Excellence (ACE), while interest from leading international institutions such as the World Bank resulted in the signing of a Public-Private-Partnership agreement between Taylor Guitars and Cameroon's Ministry of Environment. The agreement is exploring the feasibility of scaling up the Ebony Project across Southern Cameroon.

Over the course of several weeks in April, members of five different Cameroonian communities collectively planted 1,500 ebony trees and 1,500 fruit trees with assistance from members of the Congo Basin Institute and Taylor Guitars. There was a sense of enthusiasm and accomplishment as teams of villagers of all ages pitched in to help carry the young ebony seedlings into the dense rainforest where they were strategically planted to give them their best chance for growth and survival.

For more information about the Taylor Guitars and The Ebony Project, visit [taylorguitars.com/ebonyproject](http://taylorguitars.com/ebonyproject).

## Austrian Audio Makes Debut at Musikmesse 2019

Austrian Audio made its formal introduction at this year's Musikmesse gathering with eight products, including microphones and headphones, as well as digital control systems, software, and processing.

In the wake of Harman International's 2017 closure of AKG design and manufacturing facilities in Vienna, a group of former engineers and executives joined forces to form Austrian Audio with the goal of bringing handmade microphones back to Vienna.

The new OC818 and OC18 are large diaphragm condenser microphones that are built around a handmade capsule that Austrian Audio has developed: the CKR12 (Capsule Keramik Ring). This is a nod to AKG's CK12 capsule, but employs patent-pending ceramic rings in place of brass ones.

The more premium OC818 mic features 255 discrete polar patterns ranging from figure of eight through to cardioid and omnidirectional. It also has wireless pattern switching and selecting via an optional transmitter/receiver (OCR8), which can be fitted to the rear of the microphone.

The OC818 also features a secondary output that allows independent recording of the rear-facing capsule, or simultaneous recording of both. If the capsules



are recorded in stereo or dual-mono, the signal can be fed into the brand's free PolarDesigner plug-in for additional tailoring of polar patterns across up to five frequency bands.

The OC18, on the other hand, is a single-diaphragm, single-pattern, classic cardioid version of the OC818.

Both mics will be available as singles or matched pairs and with or without accessories.

Depending on the configuration you select, the OC18 is set to retail between €699-1399, and the OC818 between €999-1899.

Austrian Audio has also debuted a pair of headphones: Hi-X50 and Hi-X55. Both feature 44mm drivers and pro features, but the former is on-ear whereas the latter is over-ear.

## Chauvet Celebrates New French Subsidiary

Chauvet capped off the first full year of its French subsidiary's operation with a gala celebration. Over 100 guests attended the festive event, which was held on March 21 at the company's French headquarters in the south Paris suburb of



Chilly-Mazarin. They enjoyed an evening of food and beverages, live entertainment, games and a firsthand look at the company's latest offerings, including the new additions to its award-winning Maverick and Ovation series of LED fixtures.

"We were excited to welcome so many accomplished guests from the French entertainment lighting industry, very pleased to see their enthusiasm for our new products," said Albert Chauvet, CEO of Chauvet. "Since it was launched in 2018, Chauvet France has established a solid following throughout this market."

Guests at the event also got to tour Chauvet France's impressive facility, with its two showrooms totaling more than 100 square meters and its 70 square-meters service department. The spacious showrooms house an extensive array of fixtures from CHAUVET Professional and CHAUVET DJ. "This facility really reflects our commitment to serving the French market at the highest level, both in terms

## Game Changing Repairs. **DONE!**



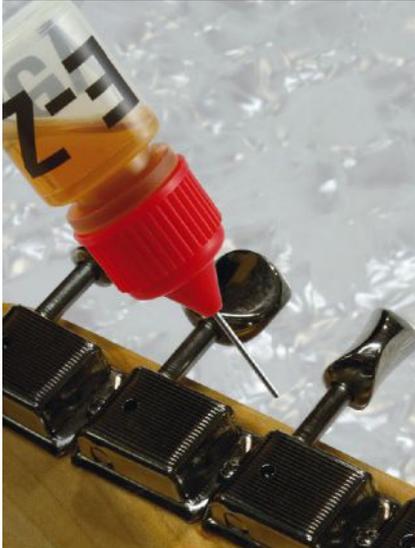
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## AES Dublin 2019

The Audio Engineering Society's 146th International Pro Audio Convention in Dublin, Ireland drew to a close on March 23, wrapping up four days of audio science and education that drew attendees from 47 countries to Europe's premier annual professional audio event. "It was a pleasure to bring the AES convention to Dublin for the very first time," commented Convention Co-Chair and Dublin resident Enda Bates, "and an excellent way to kick off the formation of the new AES Ireland regional section in style. It was also great to see a more diverse range of presenters and topics, something which was specifically highlighted by many attendees as a welcome development."

The Convention content was packed with options, notes co-chair Ben Kok, with 200 individual workshops, tutorials, paper and poster presentations, and special events held in parallel across the four days of AES Dublin in seven auditoriums in the Dublin Convention Centre. Hosting top minds in audio from around the world, this year's convention featured the AES Heyser Memorial lecture "Learning to Listen" by industry innovator and digital reverb pioneer David Griesinger and the keynote address – arranged by AES Dublin's third co-chair, Mariana Lopez – "Inclusive Sonic Interactions" presented by



**Stefania Serafin, professor in sonic interaction design at Aalborg University Copenhagen, delivers the Keynote Speech "Inclusive Sonic Interaction" during the AES Dublin opening ceremonies**

Aalborg University Copenhagen Professor Stefania Serafin.

The theme of diversity and inclusion was brought to the forefront of the Convention with co-chair Lopez's AES Dublin Opening Ceremonies challenge for support and participation of the Society's initiatives, and in the AES Diversity & Inclusion Committee's Town Hall dialog, which she moderated. Questions about how the Society moves forward towards equality, noted Lopez, "are ultimately about who we are, and who we hope to be."

As AES Dublin concluded, the site selection of Vienna, Austria, was announced for AES Europe in 2020 (May 25 – 28). Next on the AES Convention calendar is the upcoming AES New York International Pro Audio Convention (October 16 – 19, 2019).

### LP Celebrates 55th Anniversary in London at Famed Ronnie Scott's

Latin Percussion (LP) recently celebrated more than half a century as the largest hand percussion brand in the world by hosting a second Rhythm Jam concert at the world famous Ronnie Scott's jazz club in London. Special guests at the event were Grammy Award-winning percussionist Giovanni Hidalgo and Jamiroquai's Sola Akingbola with his band, Critical Mass.

LP's brand manager, Derek Zimmerman, commented, "Last year we celebrated LP's longstanding association with New York City by throwing a similar event at the Cutting Room in Manhattan. The positive energy and comradery were undeniable. Sola had wanted to include Giovanni at an event in the UK, so we decided to revisit the idea this year and invite our family to come jam with us at this incredible venue. Big thanks goes out to Ronnie Scotts for making this all possible!"

The entire concert was filmed and will be released on LP's YouTube channel later in the year. LP's social media platforms will be posting further information regarding the concert broadcast.

## CHAUVET

*Continued from page 27*

of products and service," said Michael Brooksbank, general manager of Chauvet Europe.

Eagerly embraced by the French Market, Chauvet fixtures have been used at

events in high-profile venues such as The Louvre and at leading retail establishments like Pirates Cove, as well as at concerts, schools and live music venues. "This has been a very good year for us in France," said Martin Fournier, European sales director of Chauvet. "Inspired to do better, our entire team intends to build on this success."

## Trade Regrets

On April 15, we received the following news from NAMM's Dan Del Fiorentino:

Rosi Johnson sent us the sad news that **Gary DeShazo** passed away yesterday.



Gary began his musical career as a Texas bandmaster and then worked with James Caldwell, the founder of Caldwell Music. With a great understanding of the educators' needs, Gary soon developed lasting relationships with band directors over the entire state and beyond. In 1969, he bought Caldwell Music and became devoted to music advocacy long before the phrase was widely used. He also became a fixture at NAMM shows and Texas Bandmaster Association meetings among others. He sold Caldwell Music to Brook Mays before retiring in 2005.

On March 26, NAMM historian Dan Del Fiorentino got in touch with sad news about the passing of violin-maker **Kurt Glaesel**:



Our dear friend Jean Johnson called today to let us know the sad news that Kurt Glaesel has passed away on March 21.

Kurt was born into a violin-making family which dates back to 1720, but it was Kurt who made his family name nationally known. After a noted 20 year career with Heinrich Roth, Kurt established Glaesel String Instrument Service, Inc. in 1973. The company was soon sold to Selmer, where Kurt remained making his handcrafted instruments for 15 additional years. During that time, Selmer marketed the string instrument line with a strong, worldwide campaign that featured Kurt's likeness on each ad and brochure.

Kurt was very proud that his daughter Judy, and her daughter, Hannah, followed in his footsteps and also work in the violin industry! He has left us with a very impressive legacy, one that continues to develop and contribute to the music industry.

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# ON THE MOVE

Timeless Communications has announced that **Lauren Byrge** has joined the sales team. "Timeless continues to grow, and serving our clients exceptionally well means we need to grow our team from time to time," says president and publisher Terry Lowe. "Lauren is exceptionally talented and brings a wide-variety of experience to the table. We're looking forward to her insights and contributions."



Byrge most recently was responsible for all sales and marketing efforts for Global Gaming Business Magazine, Casino Style, Tribal Government Gaming, G2E Preview, and all online advertising for the GGB websites. Prior to that she did a two-year stint as the U.S. Territory account manager for London-based *Gambling Insider* publication. Other positions include being partner/director of marketing for the Las Vegas-based ROI Marketing Group; business development manager for London-based Marketpoint Global; and an account executive for Greenspun Media Group.

She graduated from the University of Nevada, Las Vegas in 2007 with a Bachelor of Arts in Journalism and Media Studies. At Timeless her primary focus will be taking care of *Stage Directions* clients and growing that market. In addition to handling duties for *PLSN* and *FOH*, Byrge will also sell extensively into sister publications *MMR*, *SBO*, *Choral Director*, and *JAZZed*. She'll also be supporting the Parnelli Awards. Outside of work, she's an active member/volunteer for several organizations including Jr. League of Las Vegas and Clean the World, an international non-profit dedicated to savings lives around the world while simultaneously diverting hotel waste from landfills.

"We're glad to have Lauren on the sales team, and I look forward to working with her," says group publisher Greg Gallardo, who will directly supervise Byrge. "I predict clients will see a rise in customer service from Lauren, as she's dedicated to all our clients' success. I also see her 'thinking outside the box' approach developing opportunities we've yet to pursue."

Byrge, based in Las Vegas, can be reached at (702) 932-5585, ext. 168 and at [LByrge@timelesscom.com](mailto:LByrge@timelesscom.com).

**Robert Paterson** is the latest addition to KORG USA, Inc.'s growing sales force for SoundTree; the educational division of the developing distributor. Paterson has an extensive background in sound engineering, as well as music education where he taught private lessons at The Music Factory in Costa Mesa, California, helping students of all ages master their craft in guitar, bass, drums, keyboards, voice, and more.



As an inside sales representative, Paterson will work with dealers and schools alike to help build interactive keyboard labs and fulfill academic programs with the best suited gear.

"We are excited to welcome Rob Paterson to SoundTree as the Northeast Territory inside sales rep. Rob has a strong background in music and production professionally as well as plenty of experience teaching, so we are excited to see him use all of that expertise to make our team even stronger," says Tiffany Stalker, senior manager of KORG USA, Inc.'s Education Division.

KHS America, Inc. recently announced the addition of **John Harvill** as the company's new marching arts artist relations manager.



In this role, he will be solely dedicated to our marching ensembles in WGI, DCI, university bands, and more. John has been active in the marching arts for nearly 30 years. He was a charter member of the eight-time WGI Independent Class World Champions, Music City Mystique, from 1995–2000, and joined their staff shortly thereafter. Harvill was also a member of the Bluecoats Drum and Bugle Corps from Canton, Ohio. He has served on the percussion staff and design team for Father Ryan High School for the last 20 years, creating some of the most fun and memorable shows in WGI. Harvill is also an active design consultant for high schools, independent ensembles, and colleges all over the United States.

Maple Leaf Strings has named **Erin Kessler** as their marketing director. Kessler grew up in her family's business, Colonial Music, and continues the family legacy by serving in the music industry. She previously worked as the brass specialist and educational services coordinator for Buddy Roger's Music. Kessler has her Master's Degree in French Horn Performance from Louisiana State University and is currently a staff sergeant in the 122nd Ohio Army National Guard Band.



As marketing director, she will partner with retailers to develop and maintain their Private Label brand portfolios and empower their orchestral string marketing strategies and campaigns, while cultivating the growth of the Maple Leaf Strings brand.

Excelcia Music Publishing expands its leadership team with the appointment of music educator, violinist, and industry veteran, **Diana Traietta** as director of Sales and Marketing. With experience in both publishing and retail, Traietta is uniquely positioned to work with domestic and international music retailers, as well as educators, to advance Excelcia Music Publishing's sales and presence to the next level.



"I am thrilled to join the team at Excelcia Music Publishing," explains Traietta. "Fifteen years of experience in the music industry – in the classroom, at performances, as a retailer, and on the publishing side – has given me a diverse wealth of knowledge that I will apply in innovative and exciting ways to help Excelcia Music Publishing grow and become a key player in the music publishing industry."

"We are delighted that someone with Diana's passion and industry experience will help further our mission of inspiring students and educators and grow our company," remarks Larry Clark, founder and president of Excelcia Music Publishing. "As an educator and musician, Diana is a great addition to Excelcia Music Publishing's leadership team, which is comprised of those who know first-hand what music educators need and desire."

Prior to joining Excelcia Music Publishing, Traietta served as the educational sales representative at Carl Fischer Music and Theodore Presser Company, and educational sales representative for Northern Virginia for Music & Arts and then as the affiliate regional manager for Music & Arts.

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# In the MIX



Allen & Heath's dLive C1500 in action at this year's SXSW festival

## The Live Mixer Market in 2019

by Christian **Wissmuller**



PreSonus' StudioLive 32SX compact 32-channel digital mixer



Zoom's LiveTrak L-12

**T**his month's Roundtable feature is an intimate affair, with representatives from three major suppliers of live concert mixers sharing their thoughts on this market segment.

Ever-increasing technological and interconnective power is the name of the game with popular live consoles defined as feature-rich, flexible, and often fairly portable. As Jeff Hawley of Allen & Heath notes with regard to that last factor, "Small is Big."

**Have you been noticing any significant trends with respect to concert mixers – emerging technology, purchasing preferences on the parts of end-users, features, sizes, et cetera?**



Jeff Hawley, Marketing Manager, Allen & Heath USA

**Jeff Hawley:** We've seen trends emerge around compact mixing surfaces and "surfaceless" systems. It is becoming commonplace for festivals and high profile shows to be mixed on gear that can squeak in under the airline baggage limit. For example, a number of our dLive C1500 consoles were hand-carried from Southwest flights to stages supporting SXSW headline acts. Small is big.

As most audio professionals and dealers know, the iPad is well established as a go-to tool in the engineer's toolkit for roaming

around the venue to check levels from the audience or stage monitor vantage point. A cool new trend we're seeing takes this a step further for a road-ready, touch-screen-only rig, with 128 channels of full mix processing and not a physical fader in sight. Touring engineers are also taking a hybrid approach with large touchscreens for most mix functions and a smaller remote fader bank for key "money channels."

An Allen & Heath dLive MixRack, an off-the-shelf mini-PC, a couple of touchscreens, and an IP8 motorized remote combine to form one of many popular hybrid fly-rig configurations.



**Samuel Greene, Product Specialist, Zoom North America**

**Samuel Greene:** Customers always want more. Today more than ever end-users expect their purchase to be power-packed with features, and to utilize the latest technologies. In response, Zoom developed its LiveTrak consoles.

The Zoom LiveTrak series of digital consoles is a hybrid of music production technology. Preferred by many for their outstanding recording capabilities, for which Zoom is known, many musicians are finding the LiveTrak consoles to be a great solution for live mixing. We find that versatility, portability, recording, and remote mixing capabilities, as well as having an intuitive user interface, is a big factor in customer purchases.



**Ray Tantzen, Senior Product Manager, PreSonus Audio Electronics**

**Ray Tantzen:** One of the more exciting trends we've noticed is with networked audio. The technology has grown so much and there's now a lot more flexibility in terms of routing and connections. With the rise of AVB and Milan for interoperability, it really opens up a lot of cool possibilities. Technology has also allowed a lot more processing power in a smaller, more affordable package. With this trend we're seeing more end-users becoming interested in some of the more advanced mixing tools and processors. Our new StudioLive 64S capitalizes on both these trends as we strive to be at the forefront of what end-users want in a mixer.

**top-selling concert mixers?**

**RT:** Our current StudioLive Series III digital mixers are definitely our top sellers. Historically the 32-channel, 33-fader StudioLive 32 with 32 local preamps has been the top seller. Now with the introduction of the Series III S consoles, we expect to see the smaller format StudioLive 32SX with full 32 preamps in a 25-fader frame and the super powerful StudioLive 64S rise to challenge the historical champ.

**SG:** We currently offer two LiveTrak versions, the L-12 and the L-20, with a rack-mount version of the L-20 (L-20R) available later this summer.

**JH:** The big hit has clearly been the SQ Series, with dealers honoring it this year as the MMR Dealers' Choice Award Product of the Year. Sales have continued to be astounding and we saw another recent bump as we added a 16x8 96kHz Dante-native stage box option, the DT168. Our

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**For your brand, what are currently the**



The LiveTrak L-20 digital mixer/recorder from Zoom



The SQ-7 33-fader console from Allen & Heath



The PreSonus StudioLive 64S

entire flagship dLive range has also been growing at an amazing rate, with a particularly nice buzz around the compact C1500 as more and more engineers pick it for fly dates, bus tours and space-constrained applications.

### How would total live mixer sales break down, percentage-wise, for your brand in terms of whether they're analog, digital, or powered?

**JH:** The rough breakdown in the U.S. would be 80 percent digital, 20 percent analog. We've sold hundreds of thousands of analog mixers over the years and we continue to do well there. The classic MixWizard and the hybrid ZED series are great choices for rental companies and live venues looking for an analog option.

**RT:** Right now our balance is strongly in the digital side with the StudioLive mixers. PreSonus has just started selling analog mixers in the last couple years compared with a legacy of over 10 years with digital mixers. Over time we expect the analog mixer sales to grow in terms of overall percentage of mixer sales but given our software and digital technology within Engineering, the digital mixers will always command the larger share for PreSonus.

**SG:** The LiveTrak consoles are all digital.

### What are some habits and practices of MI retailers who are especially successful at serving this market segment?

**SG:** Seeing and touching is believing for many customers. Therefore, the retailers that do the best tend to have the product on display and powered, so customers can experience it. For online retailers, web presentations that include detailed images and informative videos see more success. For both online and in-store, the product knowledge of the sales staff can be the deciding factor.

**JH:** The most effective bit of brick and mortar merchandizing we've seen is simply to have a full system out on display. We always welcome and support listening tests and mixer shootouts. It is obvious customers are hungry for these types of hands-on experiences.

Expecting customers to make their purchase decision based purely off of the spec sheet or the box graphics is asking a lot. To borrow the classic saying, "Reading about a mixer is like dancing about architecture." Sometimes there is no substitute for feeling build quality and hearing the audio quality of different mixers.

There is also a good correlation between our top retailers and those who regularly present the entire Allen & Heath product ecosystem. Our plug and play ME personal monitoring system, the connectivity between our product lines, and our support of multiple popular audio networking standards (like Dante, Waves, et cetera) all present easy paths to grow and expand a system over time. We've seen many dealers get creative with product workshops to show off this compatibility and expandability across the line.

**RT:** You have to be knowledgeable about the products and helpful to the customers. With so many options of where to buy a mixer, it's the personal interaction that will make a retailer suc-

cessful. Live mixing systems now include more than just a mixer. You need to know about the stage boxes, personal monitor mixers, network cabling, remote software, recording software, plug-in options. It's a lot for many customers. They need help navigating what all is available and, even more so, what is right for their needs.

### Any info on upcoming or recent product releases that you'd like to share with our readers?

**JH:** We have a few interesting things in the works and just released four new products which happen to all be Dante-related. I mentioned the compact and surfaceless mixing trends before, but I'd also like to note a big uptick in the interest and use of Audinate's Dante protocol. With Dante, common network gear can be used to send and receive high channel counts at high sample rates for recording and virtual soundchecks and digitally splitting signals as needed.

Of course we've also been busy with a number of major updates on the firmware and software side of things and will continue to respond quickly to user requests and feedback to support engineers at the bleeding edge of mixing methods and tech approaches.

**RT:** We're really excited to share the newly shipping StudioLive 64S. This our new flagship digital mixer that was designed to be one of the most flexible and powerful mixers at an unheard of price. We outfitted it with our Quad-core FLEX DSP for an unprecedented 76 total mixing channels, 43 mix buses, and 526 simultaneous processors – including 8 stereo FLEX FX, and Fat Channel plug-in models on every input channel and mix bus. We also made it a true recording and network mixer with 64x64 USB and 64x64 AVB. We're breaking a lot of new ground with this mixer and look forward to all the ways it will be used in the field!

**SG:** We soft-launched the L-20R at the NAB show in April. We anticipate it being a big hit for those who want mobile recording and mixing solutions without dependency on FOH equipment and sound personnel.

### What are your expectations for sales of live mixing consoles in the coming months?

**RT:** This is a great time for live mixers. There are so many great amazing things you can do with the systems that are available today. With the new lineup of mixers and new firmware for the StudioLive Series III, we expect to see sales going up in the coming months.

**SG:** Being a relative newcomer to the live mixer world, Zoom has been extremely happy with the response we have received so far and expect sales to continue to grow in the coming months.

**JH:** We've all had to weather macroeconomic storms with tariffs and fluctuating consumer confidence numbers, but industry-wide the pro audio category appears to have had modest gains in 2018. Based on the historical strength of the category, live concert industry forecasts, industry surveys, dealer forecasts and our own internal planning and research, things certainly seem bright for 2019 Allen & Heath live mixing console sales. If every dealer reading this could add a couple more SQ to their next purchase order, that'd certainly help my prediction for a nice sales increase. DAVID RAY

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## Musikmesse and Prolight + Sound 2019

## A Changing Show Grapples with its Identity

by Christian Wissmuller

**T**hat the Musikmesse gathering has been going through a challenging “transitional period” for the past few years is no secret. Anyone who visited the show 10 or 15 years ago would likely be fairly shocked at the degree to which the event has contracted.

The team over at Messe Frankfurt continues to tinker with the format and schedule, though, and there were unquestionable bright spots at this year’s convention, even if the raw numbers are down, somewhat.

The organization reports that a total of more than 85,000 visitors made their way to Messe Frankfurt (down from just over 90,000 last year), while around 25,000 music fans enjoyed Musikmesse Festival events at a variety of clubs and hotels in Frankfurt. It’s further noted that emphasis on the exchange of ideas and information between specialists from the music and event business resulted in a high proportion of trade visitors – 76 percent – 45 percent of which are described as “top managers.” More than 50 percent of the trade visitors came from outside Germany, from 130 countries from Iceland to New Zealand.

However, many attendees and exhibitors noted the conspicuous absence of a number of “big name” brands. The electric guitar hall, for example, was particularly anaemic this year.

Messe Frankfurt remains optimistic, however, and note the ways in which the overall event was a success. “In five days, we have revealed the direction being taken by consumption and production in the music and entertainment business: towards greater dynamism, diversity and digitalisation. This was not only demonstrated by the large number of exhibitors and artists at the Exhibition Centre but also throughout the whole city. Together with partners from the industry, the creative business and the music scene, we will continue to take up the complex challenges facing the sectors and generate value added for them with our two trade fairs,” says Detlef Braun, member of the Executive Board of Messe Frankfurt.

### Prolight + Sound

Prolight + Sound – once sort of the “afterthought” when compared to the then-bigger Musikmesse – has really come into its own and the halls were consistently quite active. The show illustrated the innovative strength of the entertainment industry with spectacular product presentations and an even more extensive professional-development program. Clear was the trend to IP-based transmission

technology: complex media installations and stage set-ups are increasingly being controlled via central networks and thus promoting the spread of the Internet of Things in the event business. “The trend to connectivity is now really gaining ground and opening up completely new perspectives for us and our sector,” says Gunnar Eberhardt, head of Entertainment & Architecture Lighting at Osram GmbH. “We are very pleased with this year’s Prolight + Sound. It is the world’s most professional fair for the entertainment sector and has the broadest audience of visitors. With our products, we cover all parts of the entertainment-lighting segment: from show and theatre, via museums, to façade lighting. Here in Frankfurt, we meet the right people and customers for all areas of applications, and that from all over the world.”

For the first time, the new Hall 12 was integrated into Prolight + Sound. The Exhibition Centre’s biggest and most modern hall was deemed a great success among exhibitors confirmed Sabine Siller, marketing manager of cast C. Adolph & RST Distribution GmbH: “We like Hall 12 very much and it provided the perfect setting for our ‘Cast & Friends’ area. The proximity to our partners generated unrivalled synergies. This is also because Prolight + Sound is the fair with the most international brands on show.”

LED technology has been a vital driving force for growth in the sector for many years – and there seems to be no limit in sight on the positive development of this market segment. For example, suppliers of big screens and video walls benefited from the impetus of the sector at Prolight + Sound: “We are more than pleased with the result: our exhibition stand was very busy on all four days and we welcomed numerous international trade visitors. Particularly impressive was the high visitor standard. The advisory and sales discussions showed clearly that Prolight + Sound is the right place for us and the ideal business networking platform. We will certainly be back again in 2020,” said Christoph Pfäffle of Unilumin Germany GmbH.

### Upcoming Anniversaries

In 2020 Musikmesse will celebrate its 40<sup>th</sup> birthday and Prolight + Sound its 25<sup>th</sup>. Messe Frankfurt plans to soon announce details of the event concepts for next year, which “take the best possible account of the needs of manufacturers and professional market participants in the dynamic environment of today’s market.”

Further information about Musikmesse and Prolight + Sound can be found at [www.musikmesse.com](http://www.musikmesse.com) and [www.prolight-sound.com](http://www.prolight-sound.com).



Foot-traffic in Hall 3.1 picked up considerably on Thursday



Adam Hall's Nikke Blout



Felix Küssel of Alfred Music



Austrian Audio's Martin Seidl



Master luthier Ren Ferguson and Mary Faith Rhoads-Lewis of Breezy Ridge Instruments.

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Estonian hard rock band **Illumenium** drew a crowd to the Festival Arena on April 3



Onurhan Tamdeger of **Istanbul Mehmet Cymbals**



Scott Thompson and Vesna Tomić of **The Music Link**



**Hal Leonard Europe's** Jeroen Verbeek and Chris de Moor



Nils Westerwelle of **Klotz Interfaces**



**C.F. Martin & Co.'s** Steve Harvey



**D'Addario Europe's** Oliver Schütz and Dominikus Pult



Markus Landolt of **Musica Nova AG**



Bryan Vance and Theo Wanne of **Theo Wanne**



**Gibson** was represented in part by the "Gibson Les Paul – The Classic Years" exhibition organized in cooperation with No. 1 Guitar Centre Hamburg and Musikmesse.



## Voices from the Show Floor

"We had a successful show, meeting with customers and publishing partners from throughout Europe and the world. We found business to be strong with many of our customers and we were pleased with the results of the show, particularly in our educational and local-language publications. Following last year's announcement of our acquisition of the print music publishing division of Music Sales Limited, we had a much bigger and stronger offering of products at this year's Messe.

"However, we do have concerns about the long-term health of the Musikmesse show. With many larger MI suppliers not exhibiting, along with the Tuesday-Friday schedule, we found the overall show traffic and attendance to be less than last year. We're hopeful that next year will be a better overall show in terms of attendance and exhibitors."

— **Larry Morton, Hal Leonard**

"Musikmesse suffers from an identity crisis and the fact that it is, sadly, no longer an end-user oriented event. It suffers from this. Having been involved in manufacturing for 25 years, communicating directly with end-users is very important and it is the best way to get the message across to people correctly – doubly so with new technology. Although it was Austrian Audio's first show, most of us have been going to shows for at least a couple of decades. Although a lot of fun once set up, they are hugely complex affairs. We're lucky to have a team that shares the same

goals and everything worked out really well."

— **Kent Iverson, Austrian Audio**

"C.F. Martin & Co. has been exhibiting at the Frankfurt Musikmesse for decades – indeed, this year's was Chris Martin's 30th show. We've always seen the show as an important event to engage with our distributors – particularly in smaller territories that don't usually attend winter NAMM. Musikmesse has always served as a platform for some World or European product launches. Recent years, however, have seen what appeared to be a decline in attendance figures, coupled with feelings that the show is losing some of its identity and focus as a trade show. We have seen some of our key competitors withdraw completely, or drastically reduce their presence at the show, which is something of a two-edged sword for us. Losing A-Brands from the list of exhibitors is bound to affect attendance figures and give rise to questions about the importance of the show. On the other hand, being the only A-brand acoustic manufacturer exhibiting results in a busy booth and plenty of attention from attendees and press. No decision for [whether we exhibit at] next year's show has been made yet."

— **Steve Harvey, C.F. Martin & Co.**

"We need an EU trade show – period. Until someone figures that out I will be pushing to do the regional shows and trying to budget to visit dealers as much

as possible. Showing up is half the battle. The EU market is different than the U.S. You cannot just expect the same results. From a sales perspective the best thing you can do is listen to your trusted dealers and do your best to respond to the individual market's needs. We will see what they offer for next year. "Honestly we had a great show. I closed some deals and had some great meetings. But the absence for the 'big guys' that draw the real crowds was felt. We are still the brand that people say, "Cool... I have heard of this stuff. Happy I get to try it out." But you know, manufacturers need ROI on events like this. We need dealers to be there. It is a trade show... you know? We need to trade!"

— **Scott Thompson, The Music Link**

"There was business there to do... not a lot, but the companies who were there got the business. I had some interesting contacts. The attrition of companies is somewhat devastating. There were not as many international companies... it is becoming more of a European show, perhaps? Unfortunately, I never felt like I was that much [exposed to the] public, although that might be because I missed the information about the Saturday [events], which were well-attended from what I could see when I stopped in. I don't have any idea what people are going to do next year. Would I go again next year? With a tiny booth, maybe."

— **Mary Faith Rhoads-Lewis, Breezy Ridge Instruments, Ltd.**

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—Session / touring icon Paul Jackson, Jr.

# The Pride of Elkhart

## After 100 Years, jj Babbitt Still Embraces its Indiana Roots

by Victoria Wasylak

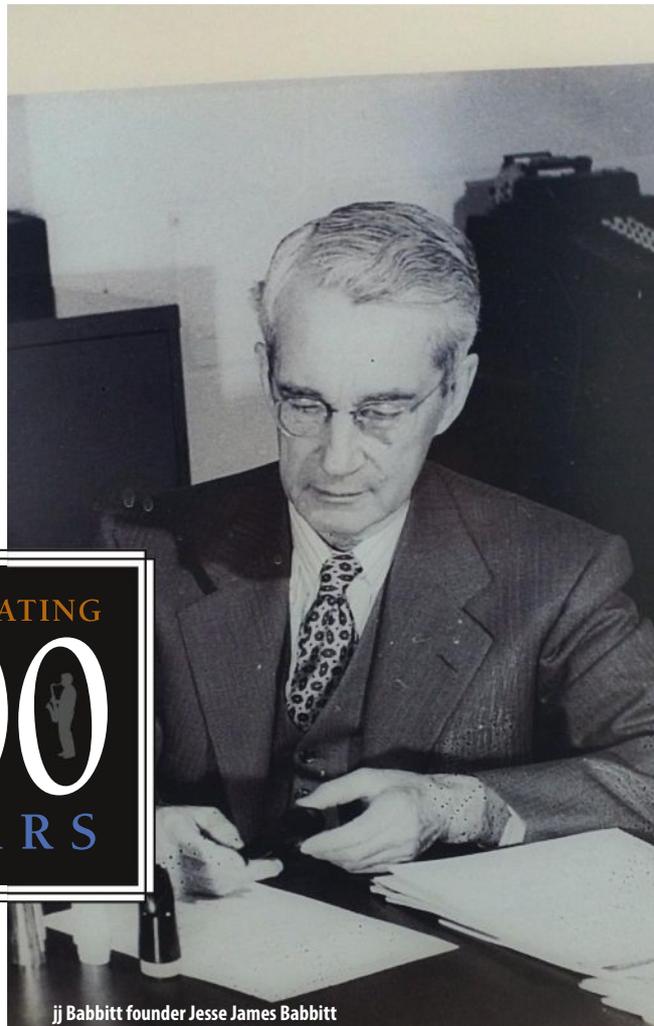
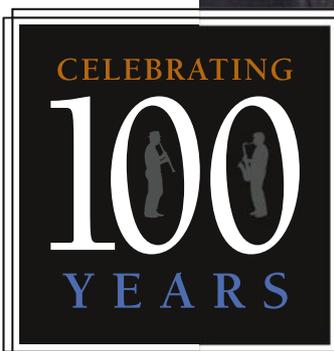
**100** years since the company's launch, jj Babbitt is proud to say that they've never grown too big for their hometown.

Founded in 1919 from the confines of Jesse James Babbitt's garage in Elkhart, Indiana, the esteemed mouthpiece company has expanded to include over 1,000 different products, but still sits in the Indiana city, content and delighted to be rooted in its original neighborhood.

"No, they've never considered moving," says Rocco "Rocky" Giglio, current president and chief operating officer of the company. "We have 40 employees who are highly skilled craftsmen, and many of them have been with us for 40, 50 years. We have a way of making mouthpieces that we really don't want to change because tradition is very important in our business. Players that want a mouthpiece, they want to be sure it's going to be what they want it to be, so we wouldn't think about moving the operation or changing the way we do things."

"Tradition" specifically comes up frequently in a conversation with Giglio, who eagerly acknowledges that while the number of available models has expanded to four digits in a century, jj Babbitt is still strictly making saxophone and clarinet mouthpieces.

"We have a philosophy: If it's not broken, don't fix it. And we have had great success with the way we do things right now. We want to continue doing that, being loyal not only to our em-



jj Babbitt founder Jesse James Babbitt

ployees but to our customers," he says, reflecting on their notable history. "That's all we do and that's all we've ever done. We're not into making musical instruments or accessories or anything like that."

Their consistency – in both quality and growth – it turns out, might just be the elixir for another hundred years of business.

### A Century of Family History

Dating back to that fateful garage workshop in Elkhart, jj Babbitt has been in the hands of the same family for the entire century, although some new names have come into the mix. In 1939, Jesse Babbitt's nephew, Eugene (Bud) Reglein, started working for the family business and, during his 65 years with the company, he would ultimately design and build several machines that are still used in the making of jj Babbitt products.

Bud's son, William (Bill) Reglein also came into the fold and started working for jj Babbitt as early as high school, spreading his time between manufacturing stations, shipping, sales, and design. He transitioned to president in 1999, and later, owner and chairman, bringing his time with the company to 40 years.

Giglio also was welcomed into the jj Babbitt family in 1999 and celebrates his own anniversary this year: an impressive 20 years with the company. Giglio himself even helped contribute to the creation of the FL Otto Link and the Meyer NY, RG, and G models.

"I've been in the music business for over 50 years, and I be-

The Otto Link FL (Florida) mouthpiece for tenor saxophone, released for the company's 100<sup>th</sup> anniversary



came friends with the Regleins – both Bill’s dad, Bud Reglein, and now Bill,” he explains. “I used to go over there to test mouthpieces for them occasionally, as there was no one there at the time that played. So when I decided to retire, Bill and Bud talked to me about helping them out at the factory because Bud had had a stroke and he wasn’t capable of going in every day, and Bill wanted me to help out with running the company. That’s how that all started. And, believe it or not, this October that will be 20 years ago.”

The next Reglein in line to continue the family business is Dominic, currently 23, who Giglio says has already been integrating himself into the jj Babbitt world for years.

“It’s just everyday hands-on learning, and that’s what Dominic is doing now. He’s been working out in the shop every summer while he was in college, and he has just graduated this past June and now is working full-time,” Giglio explains. “So it’s just learning everything there is about the business and all aspects of it.”

As far as a timeline goes, though, the lessons are just beginning, and learning the family business is a lengthy process for even folks like Giglio who have an extensive music background outside of jj Babbitt.

“I think it’s going to be a few years down the road before that happens,” Giglio says of Dominic taking the helm of the company. “He still has a lot to learn, and hopefully, he will, while there’s still people around to [teach him] – like the vice president of manufacturing, he’s working with him quite a bit and working with the customers. It’s going to take time. It’s not something you learn overnight. Even though I’ve been in the music business my entire life as a musician, as an executive of a musical instruments company, et cetera, I still had to learn the inner workings of jj Babbitt and understand its dedication to its models of mouthpieces.”

### Looking Beyond 2019

Scanning the timeline of jj Babbitt’s history – and even their catalogue – displays how many of the company’s competitors have sold their name and businesses to the Elkhart company. The Meyer line came in 1971, followed by Otto Link in 1971, Hite in 2006, and Portnoy in 2015. Yet Giglio affirms that going forward, he doesn’t want any sort of excessive expansions to take away from what the family has already cultivated for their customers.

“We haven’t really opened up a new account in several years because the pie is already just so big and we don’t want to take business from our customers that have been supporting us for all these years just to open up another business, when one would only be taking from the other,” he explains. “That’s the way we think. Now, what Dominic decides to do after he’s been there a few years [is to be determined] – maybe he’s got a better way.”

This June, the anniversary takes full form, as jj Babbitt throws an official “100 years” party – in Elkhart, of course – inviting associates and customers from all over the world to join in the celebration.

The festivities represent so much more than a century for the company, though – jj Babbitt still has over a million mouthpieces made and thousands of models released to

honor. But most importantly, it’s the understanding of the value of a good mouthpiece that gives the company its true distinction.

“I think [the key to 100 years] is simple, dedication to associates as well as customers, stick-to-it-ness, trying to please everybody with what it is they want,” Giglio notes. “Because a mouthpiece becomes part of a person. It’s just not something you press a button or you push a lever, you put it in your mouth and it becomes part of you.”

The NY (New York) Meyer mouthpiece for alto saxophone, another 100<sup>th</sup> anniversary release



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## Sounds Flat? Try Tuning up Your Brain

by Jaime Blackman

**L**istening is the musician's currency. When something interferes with listening, it can be torture, especially for the performing artist.

50 million people in America today have reported ringing in the ear – a definite problem for music listeners and music makers. This ringing is called tinnitus, a medical term for auditory perceptions usually heard in the ear(s), but not produced by external sound.

Since tinnitus can be brought on by exposure to loud sounds, it's no surprise that a disproportionate number of musicians have it. In fact, 50 percent of Rock & Roll Hall of Famers including Eric Clapton, Jeff Beck, and Phil Collins have complained about this condition. When tinnitus becomes bothersome, it interferes with the joy of performing and listening to music, which very well could end a musician's career.

After being diagnosed with tinnitus, I was introduced to Jennifer Gans, a clinical psychologist who created Mindfulness Based Tinnitus Stress Reduction (MBTSR) an eight-week online program based on a mindfulness meditation practice ([www.mindfultinnitusrelief.com](http://www.mindfultinnitusrelief.com)). As a long-term practitioner of transcendental meditation, I was very open to a mindfulness meditation practice, designed to help reduce the bothersome effects of tinnitus.

After completing the program, the outcome was surprising.

In addition to the tinnitus becoming much less annoying, my family members started telling me I was smiling more, seemed happier, and my listening skills had improved. I would have to agree.

Active listening is a challenge. That's probably why God gave us two ears and one mouth. Let's face it, it's harder to listen than to talk. Most of us speak at about 125 words per minute. The problem is we can mentally process someone speaking at 400-600 words per minute. So, what do we do with the idle time? We tune out. We interrupt the speaker, we daydream about the future, or the past. In essence, we are not present. That's costing us sales – and that's causing business owners stress.

According to Dr. Peter Senge, an MIT business professor known as the "Business Strategist of the Century," listening requires two steps: hearing and quieting the mind.

Slow our mind's hearing to your ears' natural speed, and hear beneath the words to their meaning. If you can't quiet the mind, you won't be a good listener.

The practice of mindfulness helps us to quiet the mind. The concept is simple to understand. Where the awareness goes, so does the mind. But it takes practice – lots of practice.

If you're scratching your head, try this: close your eyes and count to 20. Only think of the number that you are counting at the time. No extraneous thoughts. Bring all of your awareness to the count. If you're like me and most people, a thought is going to creep in before you get to number 20 – perhaps sooner. Maybe the thought is about your inventory, maybe it's about an employee who has been problematic, or maybe the thought is why you are counting 1 to 20 in the first place. The point is, most of us have very little control over our mind. It seems like thoughts and stories come and go as they please.

Gans, a musician herself, explained it to me during a phone call this way:

*"I look at the brain as though it were a symphony orchestra. No conductor would begin before tuning up each section of the orchestra with each other. Likewise, there are different sections of the brain and if one section is off, it doesn't sound like music any more. Tinnitus is a misunderstanding of a benign body sensation. It's as if the instrument is sharp or flat. The goal of a mindfulness practice is all about tuning our most important instrument: our brain. That's important because although tinnitus is often perceived in the ears, the source is actually in the amygdala, the emotional section of the brain responsible for detecting fear and preparing us for emergency events. The researchers tell us a mindfulness practice decreases the extent to which emotional stimuli hijacks us."*

**“We interrupt the speaker, we daydream about the future, or the past. In essence, we are not present. And that's costing us sales.”**

There are both personal and business reasons, MI Retailers ought to investigate a mindfulness practice. Firstly, for our own personal happiness and physical health. It's long been known that excessive stress causes physical problems, can lead to divorce, fatigue, and depression. What can be more important than our personal well-being?

For a business, nearly all owners and managers agree that good listening skills are a valuable asset both for operational and sales people. Effective listening is essential to motivating and engaging employees. Just as important, your employees' ability to connect to their customers relies on active listening skills.

For example, let's say you receive a customer complaint that one of your salespeople was not paying attention to their likes and dislikes about the guitar being demonstrated. Chances of a sale would be significantly reduced. Or how about an employee not listening to an owner's words of wisdom. Sounds familiar?

In the end, it's not about the tinnitus. It's about how you relate to everything in your life. Whether you have tinnitus or not, that's something to be mindful of.

*\*Impact of short-and long-term mindfulness meditation training on amygdala reactivity to emotional stimuli. [DOI:10.1007/s12671-018-1000-0](https://doi.org/10.1007/s12671-018-1000-0)*

*Jaime Blackman – a former music educator & retailer – is a financial advisor and succession planner. Blackman helps music retailers accelerate business value now through team building, coaching & mentoring. Blackman is a frequent speaker at NAMM's Idea Center. Visit [jaimieblackman.com](http://jaimieblackman.com) to preview his value-creation tools and to subscribe to Unlocking the Wealth newsletter and webinars. If you have ideas for a future column, email Jaime at [jb@jaimieblackman.com](mailto:jb@jaimieblackman.com)*

# The Magic Moment

By Menzie Pittman

**L**et's be honest: the music business is one made up of conversationalists and sales people. It is a marketplace of unusual buyers and sellers. As owners and managers, we must come to grips with the foreboding thought that we ourselves are the product, and, therefore, always selling ourselves every moment of the day. Once you sell yourself, selling music gear is cake because you have built customer trust.

This all takes place in an environment where customers not only judge us on what we say, but they also judge us on how we say it, and that truth certainly presents us with a daunting reality.

In addition, in sales everyone carries the burden of always having to appear to be "on." And when we engage our customers, we always want to be prepared and ready to say the right things in any and all conversations. But the reality is that no one is naturally "on" all the time, and saying the right thing sometime takes a second to consider.

## The Magic Moment

One practice I have learned to use over the years is to incorporate the "Magic Moment." The magic moment is knowing when not to speak and knowing what not to say. It is the idea of letting silence do the work. It is a chance to pause and say the most productive thing instead of the most obvious thing.

## Putting the Theory to the Test

Recently a potential adult student came in and spoke with me about taking lessons. She was excited by the idea of learning and happy that she had found a credible source to teach her. Oddly, she seemed eager to share that she had been mistakenly lured into taking a trial lesson from another area competitor, but she found it unsatisfying for a few different reasons that she was also glad to mention. So, here's lesson number one in embracing the "magic moment:" don't get pulled into the fool's game of trash talking the competitor. It's low-hanging fruit, and it demonstrates a complete lack of grace, and worse yet, it gains you nothing.

Take a page from my grandmother's book. When the potential customer verbalizes his or her dissatisfaction and mentions your competitor's name, pause, raise your eyebrows, and say, "I am sorry to hear that. Let's see if we can get your situation fixed, and get you learning to play." Put the focus of the conversation back on your business. The magic moment is the pause right before you speak. The pause shows that you have elected not to speak poorly of your competitor. The silence is very loud and does the talking for you. The eyebrows add a touch of Groucho-style marketing for a dramatic effect.

Think of the magic moment as the space between the notes in a piece of music. Isn't that what makes the music magical? If great musicians understand this, great communicators and businessmen should too.

**Another use of the "Magic Moment"** can occur when some part of your business is turbulent. Perhaps, as the owner or manager, you are dealing with another professional. The Magic Moment works here, too. When you have been in the business a long time, generally you have had many experiences, both good and bad. That truth can make you quick-tongued. It can also make your quips sting unproductively. Every owner or manager I have ever met is capable of a fast, stinging response whose velocity can knock someone over. The problem with fast and stinging is that it is generally considered mean-spirited. So, even though you feel vindicated, the damage from that approach can be long-lasting.

**Slowing the game down puts dignity back in the discussion.** Sometimes if you interject an idea into your conversation with the client such as, "It's an issue of core values," that short, simple sentence can leave consideration in the discussion. The determination of right or wrong is now mute and left up to the individual. I should note here that catching your breath and not responding quickly or in a negative way, be it right or wrong, enables silence to be respected. It's no different than a rest in a piece of music.

**The Grand Pause** is another term used in music that represents what I'm talking about. Whenever there is a dramatic pause – in a conversation or a piece of music or film – it creates tension and release. The tension enhances the drama, and the release brings relief.

Think about it from the perspective of a kid asking his parents if he can have a sleep-over. Every parent hesitates before he speaks. He takes the time to consider before giving the answer.

## In Closing

In today's marketplace, it seems everyone wants to tell you how much he knows about everything. Today "opinion is king," in a world where listening has become outdated. However, the best sales tools I know are focused engagement, attention, consideration, reflection, empathy, and suggestion. The color and tempo of how you interact with customers is where the playfulness comes in. Listen before you speak, and don't hesitate to... pause and embrace the "Magic Moment." 



*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" column.*



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## Note From Ray Williams

# New at Summer NAMM: Software.NAMM

IMSTA (International Music Software Trade Association) founder and music industry veteran, Ray Williams sat down with NAMM to offer his wisdom about the music software sector. Software.NAMM makes its Summer NAMM debut this year in Nashville, July 18–20.

### 1. How important has software become to the music products industry?

Software is the lifeblood running through the veins of the music production industry. You cannot make a record or MP3 without software. Your music cannot be heard outside of your immediate surroundings unless you use software. This fact has become obvious to many MI retailers who are determined to serve the needs of their customers. More and more we see digital software sales as the fastest growing sector in MI and certainly one of the most profitable.

### 2. What should someone expect from Software.NAMM?

Software.NAMM is an exhibit community of like-minded companies. It is a place where businesses can participate in one of the most important promotional vehicles in our industry—The NAMM Show. It is the must-go place for everyone in MI. You can announce yourself as an important part of the industry, state your case and show your wares. There will be other similar companies in the community striving for the same thing—to reach the important retailers and grow their businesses. Everyone is at NAMM. For software companies, the needs are sometimes different from a company making guitars or drums. Software.NAMM understands and caters to those needs.

### 3. And, how can music retailers benefit from visiting Software.NAMM?

The best music retailers know that to keep a customer you must take care of their needs. Since we know that every musician needs music software, it is wise to make sure your store can cater to their software needs and retain your customers. Some MI retailers are more in tune with digital software sales than most, and for them, they capture a larger than average share of this business. What a music retailer would find at Software.NAMM are the brands that are leading the charge along with some of the most forward-thinking up and comers. It's a chance to build a relationship early with the next big thing. The next big thing is usually hiding in plain sight among the tables at Software.NAMM.

### 4. What inspired you to found an organization like IMSTA?

IMSTA was an attempt to form a counterweight to dongles and supply side action against pirates. I believed that it would always be difficult to maintain a technological solution to piracy. On top of that, it was a huge cost. I believed that we should also work on the demand side and make people not want to consume pirated material. This was the galvanizing cause that cemented so many companies together under the IMSTA banner. I took inspiration from the battle to get people to recycle or to

not drive drunk—all of which relied on long-term, consistent education. We thought of IMSTA and its “Buy The Software You Use” message as a 20-year project, which if we could just get this message everywhere, we could have an impact. Before this, the music software community did not have a conversation with its customers about this important issue. IMSTA was the start of this. We can see from our annual survey that in some areas we have made a difference, as using crackz (pirated software) is frowned upon. There is still a long way to go, but we have started.

**5. Can you describe your journey, both as an entrepreneur and as an educator at York University?**

I am my customer. I am a musician, songwriter and synthesist. I still get a thrill when I see a new software tool that does something new and great. I love to use it to make my own music. I feel no different from when I brought home a Korg Poly-800 decades ago. I believe this genuine excitement and love of our industry is something others can see and feel. I began as a fanboy of Steinberg Cubase to running Steinberg Canada, starting in 1991. This led me to meet a ton of people who are at the epicenter of the industry. I was asked by several universities, including York University, to help them set up MIDI labs back in the 90s. I ended up teaching at York beginning in 1999—which I still do today. My current courses are in music history. As an entrepreneur, I have always just done what I thought was necessary to move the industry forward. I can say that it's been relationships that have propelled me in these directions—people believe I can get things done, and they put me in positions of trust. A lot of the time I take these responsibilities on because I feel someone has to, and I ask why not? I think a lot of what we have done has come from belief and confidence that we can do things and do them well.

**6. Do you have any advice for a young professional starting their career in the industry?**

Do not try to be the best in your town or your country—strive to be the best in the world. Don't believe everything you read on the internet. Don't always follow the crowd, as many times crowds get things wrong.

**Ray Williams • Managing Director • IMSTA**

*Read more at [namm.org/software](http://namm.org/software).*



“Buy The Software You Use.” IMSTA encourages legal use of software through education instead of legal action, urging users to do the right thing and respect their craft.



In January 2016, NAMM and IMSTA, the International Music Software Association, partnered to create Software.NAMM, helping software developers of all sizes participate in NAMM trade shows. Software.NAMM offers a platform for quality demonstrations of software, generating excitement for products, building relationships and closing sales.

To learn more, visit [imsta.org](http://imsta.org).

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## Accessories

### D'Addario Accessories' Braided and Coiled Cables



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[www.daddario.com](http://www.daddario.com)

### Stedman Corporation's PureConnect Cleaner Kit Line



Stedman Corporation's PureConnect connector cleaner kit line includes the Gig Pack (GP-1), Studio Kit (SK-1), and Pro Kit (PK-2).

PureConnect kits are designed to improve and maintain connection reliability and eliminate noisy and intermittent audio connections, and are intended for use in any home, studio, or live sound application. All kits include custom Micro-felt cleaning tips and pads with a supply of DeoxIT connector cleaner/conditioner fluid. Both the SK-1 and PK-2 PureConnect kits provide all the components needed to thoroughly clean XLR and 1/4 inch male and female audio connectors. The GP-1 kit is designed for 1/4" male and female connectors and comes in a portable tin that will fit inside any guitar case. The cleaning kits range from \$26 to \$116. Tips and cleaner refill kits are also available and can be purchased from Stedman dealers.

[www.stedmanusa.com](http://www.stedmanusa.com)

### Remo's External Sub Muffl Bass Drum System

The new External Sub Muffl Bass Drum System from Remo is a bass drum dampening accessory that features a free-floating external design that works with all bass drum heads that do not have external dampening.

Constructed with an external plastic profile and a slip-resistant dampening foam, the Sub Muffl allows the Drumhead full contact with the bearing edge, enabling the head and drum shell to maintain their full character of sound with additional attack and subsonic lows without frequency manipulation of glued on dampening profiles. The dampening sections slip in and out of the tray for easy adjustability in studio or live situations.



[www.Remo.com](http://www.Remo.com)

### ZOOM GCE-3 Guitar Lab Circuit Emulator



Zoom North America's ZOOM GCE-3 Guitar Lab Circuit Emulator is a compact USB audio interface that gives musicians easy access to ZOOM Guitar Lab's collection of guitar effects, amps and cabinets. The GCE-3 is designed to work with ZOOM's new and improved Guitar Lab 4.0 software. Guitar Lab's free management tools let you download new sounds and edit/save custom patches and effects-chains to take on the go. \$99.99.

[www.zoom-na.com](http://www.zoom-na.com)

### Maxon's 40th Anniversary OD808-40 Overdrive

Godlyke, Inc. has partnered with the OD808's designer, former Maxon engineer Susumu Tamura, to release the limited-edition OD808-40 Anniversary model.

Featuring a circuit modified to Tamura's specifications, the OD808-40 features more output with superior note articulation and an improved dynamic response. Production of the OD808-40 will be limited to 400 pieces and each unit will be serial numbered and come with a certificate of authenticity. In addition, the first 40 units will be hand-signed by Tamura himself. Street price for the OD808-40 is \$199 for unsigned version and \$400 for signed version.



[www.godlyke.com](http://www.godlyke.com)

### RockBoard DUO 2.0 from W-Distribution

The brand new RockBoard DUO 2.0 is the smallest model of the series, but offers all the features of the other current RockBoards (except the slots for optional MOD modules) and comes with a high-quality gig bag. The RockBoard DUO 2.0 is a pedal board for three to five effect pedals (depending on size) and offers a torsion-resistant and lightweight aluminum construction, a sophisticated slot design for easy pedal assembly, and is made from a single cold-rolled aluminum sheet. The RockBoard DUO 2.0 is equipped with additional stiffening by a U-shaped support strut and an absolutely flat, 10° angled board surface without welds.

It also offers a robust black powder-coated surface, is 320 mm wide, 140 mm deep and 35 - 58 mm high including rubber feet. Includes a gig bag, self-adhesive hook, loop tape (50 mm wide), and fleece tape (25 mm wide), as well as cable ties.



[www.w-distribution.de](http://www.w-distribution.de)

## Accessories

### Marching Series Mallets from The Cleveland Drum Company



The Marching Series of Cleveland Mallets is a collection of proven models featuring durable construction, which are manufactured in Cleveland, Ohio. Three sizes of bass drum mallets are available with either aluminum or hardwood shafts. Each pair features solid felt beater heads and rubber grips.

The timp-tom mallets have aluminum shafts, vinyl grips, and either solid felt, Delrin, or rubber beater heads.

[www.grotro.com](http://www.grotro.com)

### New BD1-H Mallet from Los Cabos Drumsticks

Los Cabos Drumsticks' new BD1-H mallet features a tapered hickory handle to reduce damage from rim shots and improve product lifespan, as well as a hard-felt ball head for quick rebound and pronounced articulation. The BD1-H mallet is the first product from Los Cabos Drumsticks specifically made for use on a marching bass drum and perfectly complements their existing marching drumstick models, the Parade and the Concert. Dimensions: 14" long x 1.6" (diameter at ball head).



[www.loscabosdrumsticks.com](http://www.loscabosdrumsticks.com)

### RS Berkeley's Eddie Daniels Signature Series Ligature



Eddie Daniels Signature Series Ligature was designed in collaboration with renowned jazz icon Daniels himself. Its innovative "air channel" design offers unique reed holding pressure points resulting in greater sense of balanced overtones and warmth in tone. The ligature is available in two versions, Carbon Fiber and Gold Series, and is available for clarinet, soprano, alto, and tenor saxophones.

[www.RSBerkeley.com](http://www.RSBerkeley.com)

### Electro-Harmonix's Switchblade Pro Pedal

Electro-Harmonix's Switchblade Pro is a compact switching pedal with advanced features including true mechanical bypass, soft switching, high quality/low noise buffers, volume controls for all input signals, and high headroom.

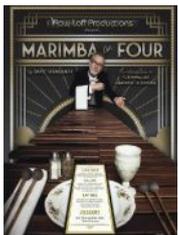
The Switchblade Pro's versatility enables it to perform a variety of functions, including switching between two different amplifiers, or turning both on at once. Footswitchable effects loops can run in series or parallel, and can swap order when run in series. Dry Level makes it ideal for bass players by mixing in the dry and processed signals to keep the low-end clear and focused, and true bypass helps avoid "tone suck" and noise from vintage pedals placed in the Switchblade Pro's FX loops. Comes with an EHX 9.6DC200mA power supply. \$123.50 street price.



[www.ehx.com](http://www.ehx.com)

## Print & Digital

### Row-Loff's New Book *Marimba for Four*



*Marimba for Four* by David Steinquest is a concise method for teaching 4-mallet technique. This book includes stroke types, exercises, etudes, and solos, as well as an instructional video for the stroke types.

[www.rowloff.com](http://www.rowloff.com)

## Band & Orchestra

### B&S MBX Heritage Trumpet from Buffet Crampon



The B&S MBX Heritage Trumpet from Buffet Crampon features a quick responding and free-blowing leadpipe, along with a lightweight gold brass bell and several sets of weighted top and bottom caps to help customize the player's specific style. The MBX Heritage comes in four finishes: the traditional clear lacquer and silver plating, as well as the unique "Vintage" surface treatment, or a brushed gold lacquer.

[www.experience.buffetcrampon.com](http://www.experience.buffetcrampon.com)

### E.K. Blessing's New Instruments



The Blessing BBCL-1287E bass clarinet provides durable construction along with a rich, earthy bass sound that helps stabilize a concert band's woodwind section. It offers a two-piece ABS resin body with nickel silver, neck, keys, and bell. It is lightweight and convenient for transport and storage. With a range to low E $\flat$ , the BBCL-1287E is easy to play allowing for immediate success and confidence.



Pitched in B $\flat$  and designed with a trumpet valve block, the valve fingerings of the BVT-1470 Valve Trombone are identical to the trumpet, but the sound is one octave lower. It is the perfect double for a trumpeter or affordable alternative for members of the low brass section that prefer the traction valves provide, particularly for fast passages that may be problematic for a hand slide. With its bell forward projection, the BVT-1470 provides the playability desired in school marching, pep, or jazz band settings.

[www.blessingbrass.com](http://www.blessingbrass.com)

## Cases & Stands

### Expanded Drum Racks from Pearl



Pearl's original DR-1 Drum Rack was the first free-standing, frame-based drum support system available. Today, in celebration of 35 years of pioneering the drum rack, Pearl's ICON (short for Independent CONtrol,) Rack systems are being greatly expanded with a new selection of clamps and accessories.

All new pre-configured single and three-sided rack packages and individual ICON components have been upgraded to include a rotating support foot. In addition, eight new accessory clamps have been developed for the slip-free ICON square rack rail and round support pipe, dramatically increasing the level of set-up flexibility and function variety.

[www.PearlDrum.com](http://www.PearlDrum.com)

## Fretted

### Framus Stormbender 7 String



The Framus Stormbender 7 String is a Devin Townsend Masterbuilt Custom Shop Signature model. This guitar is equipped with carbon fiber center, maple top with mahogany back with matching wooden electronic compartment cover, flamed maple neck with tigerstripe ebony fingerboard with 22 Jumbo frets and fluorescent side dots, Graph Tech Ratio locking mechanics with wooden knobs, Graph Tech Black Tusq Low Friction saddle, active Fluence humbuckers, controls for volume and tone (push/pull for voice selection), toggle switch for pickup selection, Evertune Bridge system, and Warwick Security Locks. Comes with handmade Rock-Bag leather bag.

[www.framus.de](http://www.framus.de)

## Fretted

### The Bedell Brazilian Collection

Bedell Guitars will share its Bedell Brazilian Collection in 2019, featuring four unique purpose built limited editions of eight each, individually released each quarter throughout 2019. The collection includes the Bedell Forte Dreadnought (Adirondack Spruce/Puerta d' Iglesia Brazilian Rosewood), Bedell Serenade Orchestra (Sitka Spruce/Unique Brazilian Rosewood), Bedell Cadanza Parlor (Ocean Sinker Redwood/Espanza Brazilian Rosewood), and Bedell Overture Dreadnought (European Spruce/Milagro Brazilian Rosewood).



[www.bedellguitars.com](http://www.bedellguitars.com)

## Pro Audio

### New TF Series Digital Mixers from Yamaha



Yamaha TF Series Digital Mixers with intuitive touch-panel operation gain enhanced control and versatility with firmware update version 4.0.

Firmware update V4.0 adds a Selected Channel View that provides access to the main parameters for the currently selected input channel in a single display. Combined with the mixer's Touch & Turn Knob, this new view provides even more intuitive, efficient operation. V4.0 also adds a scene fade time function that offers new

flexibility for scene management, particularly in theatrical applications. Support for DZR-D and DXS-XLF-D Series speakers has been expanded with speaker amp mute control directly from the mixer display.

The TF StageMix iPad app also gets an upgrade and allows control of playback from and recording to a USB storage device connected to the mixer. The TF StageMix update also adds User Defined Button functionality to the iPad for enhanced remote-control versatility.

[www.yamaha.com](http://www.yamaha.com)

### Whirlwind's ISOPODci Audio Interface

New from Whirlwind is the ISOPODci, a professional audio interface that's optimized to connect the headset jack of personal mobile devices to professional audio systems. It can be used to connect mini headphone audio outputs to professional equipment with balanced inputs such as a mixing console or used to connect professional balanced audio sources to the headset mic input. Signal is connected via a 3.5mm, four-conductor TRRS jack. Balanced connections to professional audio equipment are via XLR jacks. Headset signals are balanced and passed through with minimal loss from input to the return XLRs.

Send input signals are attenuated approximately 40 dB for the mic connection of the headset jack. Features a "STEREO/MONO" switch to combine stereo returns into a mono signal and a 10 dB "PAD" switch for reducing the return level, if required. A "GROUND LIFT" switch disconnects input ground from the outputs to help eliminate hum and buzz. A 3.5mm TRS "SEND MONITOR" jack allows use of mini headphones to monitor the audio being sent into the mic input. A four-conductor 3.5mm TRRS cable is included.



[www.whirlwindusa.com](http://www.whirlwindusa.com)

- Worldwide acceptance, decades of performer and luthier experience
- Christopher basses in Gamba, Busseto or Violin shape; in  $\frac{1}{10}$  to  $\frac{7}{8}$  size,  $\frac{5}{8}$  and  $\frac{7}{8}$  5-strings, fully carved and laminated instruments (environment-friendly!)
- Christopher replica Amati and Gofriller bass models
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**LUTHIER SUPPLIES IN STOCK**  
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CASE

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Christopher Cello  
VC600F

H. Löwenthal  
Panormo model



# 55th Annual Supplier Directory

*ED. NOTE: Every effort has been made to ensure the accuracy of this user/supplier-generated Supplier Directory. However, the reader is cautioned that further verification may be required, as contact information is subject to change. Manufacturers, wholesalers/distributors, and organizations not listed are urged to fill out the form online at [mmrmagazine.com/directory](http://mmrmagazine.com/directory) for future installments of this annual Directory. Unpaid listings may have been removed due to space limitations.*

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 Fender Music Foundation  
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 Get Banded.com  
 Let My Children Hear Music/The Charles Mingus Institute  
 NAMM  
 PMC - Percussion Marketing Council

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Edward Jones / Jeff Ponte

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 Line 6  
 Lipe Guitars USA  
 Lollar Pickups  
 Loog Guitars  
 Luna Guitars  
 Musical Instrument Reclamation Corp.  
 MV Pro Audio  
 NEMC  
 NS Design  
 Ohana Music, Inc.  
 OMG Music  
 Parker Guitars  
 Players Music LLC  
 Prestige Guitars  
 Riversong Guitars  
 Roland Corporation U.S.  
 Sadowsky Guitars  
 Saga Musical Instruments  
 St. Louis Music  
 Taylor Guitars  
 The Gretsch Company  
 Thomas Knatt Guitars  
 Timberline Guitars  
 Ventura Guitars  
 Walden Guitars  
 Washburn Guitars  
 Yamaha Corporation of America  
 Yorkville Sound

### Print Music

A.D.G. Productions  
 Alfred Music  
 Barr None Music Publishers/Learn To Play  
 Beard Guitars, LLC  
 Charles Dumont & Son, Inc.  
 Chesbro Music Co.  
 David E. Smith Publications, LLC  
 Five Pin Press  
 Hal Leonard Corporation  
 Let My Children Hear Music/The Charles  
 Mingus Institute  
 Sher Music Co.  
 Small World MUSICFOLDER.com Inc.

### Pro Audio / Sound Reinforcement

Acoustics First Corporation  
 Adam Hall Group  
 Akai Professional  
 Alesis  
 Alto Professional  
 American Music & Sound  
 American Recorder Technologies, Inc.  
 Anchor Audio  
 Ansmann USA  
 Audio-Technica  
 Audiofly USA Inc.  
 Avid  
 Avlex Corporation  
 Barbetta Technical Design  
 BASSBOSS  
 Beard Guitars, LLC  
 Beglec SA

Bittree Patchbays  
 Blue Microphones  
 Bourns, Inc.  
 CAD Audio  
 Celestion  
 Celestion USA  
 Connolly Music Company  
 D.A.S. Audio of America, Inc.  
 Dana B. Goods  
 Dangerous Music  
 Dawn Pro Audio  
 Dealer Direct  
 Denon DJ  
 Digital Audio Labs  
 DPA Microphones  
 Earthworks Inc  
 Electro-Voice  
 EMD Music Inc  
 Eminence Speaker  
 ETI Sound Systems, Inc  
 FDW Corp  
 Fender Musical Instruments Corporation  
 Focusrite Novation  
 Galaxy Audio  
 Gemini  
 Genelec Inc.  
 GHS Strings  
 Gibson Brands, Inc.  
 Grundorf Corporation  
 Hal Leonard Corporation  
 Harman  
 Hear Technologies  
 Hosa Technology, Inc.  
 inMusic Brands, Inc.4  
 ISP Technologies, LLC  
 Konig & Meyer  
 Korg USA, Inc.  
 Line 6  
 Mackie  
 MV Pro Audio  
 NOMAD Stands  
 Peterson Electro-Musical Products, Inc.  
 PreSonus Audio  
 QSC Audio, LLC  
 RCF  
 Roland Corporation U.S.  
 Shaker Microphones, Inc.  
 Sound Projections  
 Stedman Corporation  
 The Music People, Inc.  
 TMP Pro Distribution  
 VocalBooth.com, Inc.  
 Whirlwind  
 WhisperRoom, Inc.  
 Yamaha Corporation of America  
 Yorkville Sound  
 Zoom

### Racks, Cases & Stands

A&S Case Company, Inc.  
 A&S Crafted Products  
 Access Bags and Cases  
 ACE Products Group  
 Adam Hall Group  
 American Recorder Technologies, Inc.  
 AP International  
 Arriba Cases / Arriba Products LLC  
 Bam France  
 Calton Cases  
 Calzone Case Company  
 Cedar Creek Custom Cases  
 Concord International Group, Inc.

CooperCopia LLC  
 Corbin Musical Instruments  
 D.A.S. Audio of America, Inc.  
 Dana B. Goods  
 Dealer Direct  
 DigitalDeckCovers Inc  
 EMD Music Inc  
 EurekaSound  
 FDW Corp  
 Framus & Warwick Music USA  
 Gemini  
 Georgia Case  
 Godin Guitars  
 Grundorf Corporation  
 GTR Store  
 Guitar Liquidators  
 GuitarGrip by Grip Studios Inc  
 Hal Leonard Corporation  
 Hosa Technology, Inc.  
 Juan Orozco LTD., INC.  
 KHS America  
 Manhasset Specialty Company  
 NEMC  
 Nuvo Instrumental LLC  
 On-Stage  
 Prentice Practice Pads  
 Roland Corporation U.S.  
 SKB Corporation  
 Small World MUSICFOLDER.com Inc.  
 The Music People, Inc.  
 TKL Products Corp.  
 TMP Pro Distribution  
 WD Music Products  
 Whirlwind

### Retail Displays & Business Products / Services

A & D Music, Inc. Appraisals  
 A.C. Pianocraft, Inc.  
 American Way Marketing, LLC  
 Barr None Music Publishers/Learn To Play  
 BEPeterson Inc.  
 CenterPoint Marketing  
 Chesbro Music Co.  
 Cut Sheet Labels  
 Dealer Direct  
 DFC Tank Pressure Vessel Manufacturer  
 Co., Ltd  
 Ferree's Tools, Inc  
 GluBoost  
 Guitar Liquidators  
 GuitarPR  
 Lone Wolf Trucking  
 Nuvo Instrumental LLC  
 Players Music LLC  
 Reverb  
 Walking Bird Publications  
 WD Music Products  
 Yorkville Sound

### Traditional Folk Instruments

AP International  
 Beard Guitars, LLC  
 Cleartone Strings  
 Collings Guitars  
 Dealer Direct  
 Drumskull Drums  
 Dusty Strings Company  
 EMD Music Inc  
 Everly Music Company

George Lowden Guitars  
 German American Trading Company Inc.  
 Giannini Guitars USA  
 Guitar Liquidators  
 Hohner, Inc.  
 Lee Oskar Harmonicas (A division of Lee  
 Oskar Enterprises Inc.)  
 Roland Corporation U.S.  
 Saga Musical Instruments  
 Tombo Harmonicas (Distributed by Lee  
 Oskar Enterprises Inc)  
 Washburn Guitars

### Videos / DVDs

Alfred Music  
 Beard Guitars, LLC  
 Charles Dumont & Son, Inc.  
 Dealer Direct  
 Drum Channel  
 Drum Workshop Inc.  
 Drumskull Drums  
 eMedia Music Corporation  
 Fretlight Guitar  
 Guitar Liquidators  
 Hal Leonard Corporation  
 JodyJazz Inc.

### Woodwinds

Altus Flutes  
 American Way Marketing, LLC  
 Antigua Winds, Inc.  
 Azumi Flutes  
 Backun Musical Services Ltd.  
 Best American Craftsman  
 Braithophone Musical Instrument  
 Company, Inc.  
 Buffet Crampon USA  
 Cannonball Musical Instruments  
 Cecilio Musical Instruments  
 Claude Lakey Woodwinds  
 daCarbo AG  
 Dakota Saxophones  
 E.A.G. INTERNATIONAL - Wood for Music  
 Eastman Music Company  
 EMD Music Inc  
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 Fibereed  
 German American Trading Company Inc.  
 Giannini Guitars USA  
 Hohner, Inc.  
 JodyJazz Inc.  
 Jupiter Band Instruments  
 KHS America  
 Marlin Leshner Reed Co.  
 NEMC  
 Nuvo Instrumental LLC  
 PJLA Music Sales & Marketing  
 Players Music LLC  
 ReedGeek, Inc.  
 rentMyinstrument.com  
 Rovner Products  
 Roy Benson USA  
 RS Berkeley  
 St. Louis Music  
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 The L.A. Sax Company  
 Theo Wanne Mouthpieces and Instru-  
 ments  
 Veritas Instrument Rental Incorporated

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## Directory

### 3 Monkeys Amps

6213-B Angus Drive  
Raleigh, NC 27617  
**P:** (919) 787-1911  
**E:** info@3monkeysamps.com  
**W:** www.3monkeysamps.com  
**Business Type:** Manufacturer  
**Amplifiers**

### 3 Zigma Audio

2542 Orchard Hill Lane  
Portland, OR 97035  
**W:** www.hybridmic.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Microphones**

### 5 Starr Music Products

39 Windham Ln  
Grand Island, NY 14072  
**W:** www.5starrproducts.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Accessories**

### A & D Music, Inc. Appraisals

668 N Coast Hwy  
260  
Laguna Beach, CA 92651  
**P:** (949) 768-7110  
**E:** admusic@cox.net  
**W:** www.admusic.net  
**Business Type:** Other  
**Retail Displays & Business Products / Services**

### A&S Case Company, Inc.

5260 Vineland Avenue  
North Hollywood, CA 91601  
**W:** ascase.com  
**Business Type:** Manufacturer  
**Racks, Cases & Stands**

### A&S Crafted Products

PO Box 26731  
Elkins Park, PA 19027  
**P:** (267) 626-6123  
**E:** info@ascraftedproducts.com  
**W:** www.ascraftedproducts.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Racks, Cases & Stands**

### A+ Guitars & Bluegrass Instruments

12020 Eastgate Blvd.  
Mt. Juliet, TN 37122  
**P:** (615) 773-9900  
**E:** webinfo@hohnerusa.com  
**W:** http://us.playhohner.com/instruments/guitars/a-guitars  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments:** A+ Resonator Back 5 String Banjo, A+

Open Back 5 String Banjo,  
A+ 5 String Travel Banjo, A  
& F Style Mandolin

### A.C. Pianocraft, Inc.

42-24 Orchard Street  
Suite # 4B  
Long Island City, NY 11101  
**P:** (718) 361-9112  
**E:** alex@acpianocraft.com  
**W:** www.acpianocraft.com  
**Business Type:** Other  
**Keyboard Instruments**  
**Retail Displays & Business Products / Services**

### A.D.G. Productions

15517 Cordary Ave.  
Lawndale, CA 90260  
**E:** adgordon@adgproductions.com  
**W:** www.adgproductions.com  
**Business Type:** Manufacturer  
**Print Music**

### Access Bags and Cases

8202 NE State Hwy 104  
Suite 102 #23  
Kingston, WA 98346  
**W:** www.carryaccess.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Accessories**  
**Racks, Cases & Stands**

### Accordions International

1760 South 450 West  
Salt Lake City, UT 84115  
**P:** (801) 485-5840  
**E:** paul@accordionfactory.com  
**W:** www.AccoridonFactory.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Keyboard Instruments:** Concerto, Piermaria, Colombo, Mic-7, Borsini, Scandalli, Orla, Roland, Hohner

### AccuGroove LLC

PO Box 990697  
Redding, CA 96099  
**W:** www.accugroove.com  
**Business Type:** Manufacturer  
**Amplifiers**

### ACE Products Group

3920 Cypress Drive  
Suite B  
Petaluma, CA 94954  
**P:** (800) 950-1095  
**E:** sales@aceproducts.com  
**W:** www.aceproducts.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Accessories**  
**Racks, Cases & Stands**

### Acoustic Science Strings

PO Box 309  
Eldersburg, MD 21784  
**W:** www.acoustic-science.com  
**Business Type:** Manufacturer  
**Accessories**

### Acoustics First Corporation

2247 Tomlyn Street  
Richmond, VA 23230-3334  
**P:** (804) 342-2900  
**E:** nick@acousticsfirst.com  
**W:** www.acousticsfirst.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Pro Audio / Sound Reinforcement:** The Art Diffusor®, Cutting Wedge®, Sonora®, Cloudscape®, HiPer Panel®, Acoustical materials

### Adam Hall Group

Adam-Hall-Str. 1  
Neu-Anspach, Hessen 61267  
**P:** (060) 819-4190  
**W:** www.adamhall.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**DJ & Lighting Equipment:** Cameo Light, Adam Hall Stage Equipment, Gravity Stands  
**Pro Audio / Sound Reinforcement:** LD Systems  
**Accessories:** Adam Hall Stage Equipment  
**Racks, Cases & Stands:** Gravity Stands, Adam Hall Stage Equipment  
**Amplifiers:** Audac  
**Microphones:** LD Systems  
**Effects & Pedals:** Palmer MI

### ADK Microphones

2542 Orchard Hill Lane  
Portland, OR 97035  
**W:** www.adkmic.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Microphones**

### Affixit LLC

6005 Cimmaron Trail  
AUSTIN, TX 78645  
**W:** www.picstix.com  
**Business Type:** Manufacturer  
**Accessories**

### Aguilar Amplification

599 Broadway, 7th FL.  
New York, NY 10012  
**W:** www.aguilaramp.com  
**Business Type:** Manufacturer  
**Accessories**  
**Amplifiers**  
**Effects & Pedals**

### AIM Gifts

3001 Penn Avenue  
Pittsburgh, PA 16066  
**W:** aimgifts.com  
**Business Type:** Wholesaler/Distributor  
**Accessories**



### AirTurn, Inc.

1668 Valtec Lane  
Unit G  
Boulder, CO 80301  
**P:** (888) 247-1223  
**E:** lester@airturn.com  
**W:** airturn.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Media & Software:** MusicReader, Power Music, goSTAND  
**Accessories:** AirTurn, MANOS, DIGIT, DUO, PED, QUAD, STOMP, goSTAND  
**Effects & Pedals:** AirTurn

### Akai Professional

200 Scenic View Drive  
Cumberland, RI 02864  
**W:** www.akaipro.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**DJ & Lighting Equipment**  
**Keyboard Instruments**  
**Media & Software**  
**Pro Audio / Sound Reinforcement**  
**Accessories**  
**Effects & Pedals**

### AL Cass

P.O. Box 412  
Milford, MA 01757  
**P:** (508) 473-3572  
**Business Type:** Manufacturer  
**Accessories:** AL Cass Valve-Slide oil

### Alesis

200 Scenic View Drive  
Cumberland, RI 02864  
**W:** www.alesis.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Keyboard Instruments**  
**Pro Audio / Sound Reinforcement**  
**Percussion Instruments**  
**Amplifiers**



Alfred Music  
P.O. Box 10003  
Van Nuys, CA 91410-0003  
**P:** (818) 891-5999

**E:** customerservice@alfred.com  
**W:** alfred.com  
**Twitter:** https://www.twitter.com/alfredmusic  
**Facebook:** https://www.facebook.com/AlfredBandOrchestra  
**Business Type:** Manufacturer  
**Media & Software:** Make-Music, Finale, Garritan  
**Print Music:** Alfred's Basic Piano Library, Premier Piano Course, Music for Little Mozarts, Alfred's Basic Guitar, Sound Innovations, Accent on Achievement, Suzuki, Belwin, Highland/Etling, Kalmus, Warner/Chappell Music, Faber Music, Jamey Aebersold Jazz, advance music, Jazz at Lincoln Center, Penguin, Dover Publications, Indent Publishing, and more.  
**Accessories:** Pocket-Strings, SnakePick, Gorrilla Tips, Alfred's Care Kit Complete, Alfred's Music Note Teacher, Alfred's Key Signature Teacher, Alfred's Music Scale Teacher

**Videos / DVD:** Guitar World, Drum Channel

### Allen Guitars & Luthier Supplies

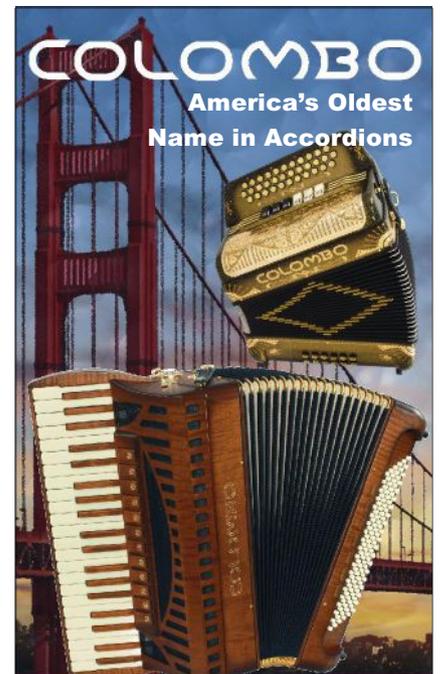
PO Box 1883  
Colfax, CA 95713  
**W:** www.allenguitar.com  
**Business Type:** Wholesaler/Distributor  
**Plucked / Fretted Accessories**

### Allen Organ Company

150 Locust St.  
Macungie, PA 18062  
**P:** (610) 966-2202  
**E:** aosales@allenorgan.com  
**W:** www.allenorgan.com  
**Business Type:** Manufacturer  
**Keyboard Instruments**

### Allied Supply Corp.

510 County Road H  
Elkhorn, WI 53121  
**P:** (262) 723-5455  
**E:** techhelp@alliedsupplycorp.com  
**W:** www.alliedsupplycorp.com  
**Business Type:** Wholesaler/Distributor,



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

For more information about  
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or call us at (801) 485-5840

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Accessories****Allparts**

13027 Brittmoore Park Dr.  
Houston, TX 77041  
**P:** (713) 466-6414

**E:** allparts@allparts.com  
**W:** www.allparts.com

**Business Type:**

Wholesaler/Distributor,  
Manufacturer

**Accessories:** Allparts, ABM hardware, Joe Barden bridges, Bartolini pickups, Bigsby vibratos, Bullet tool, Burns pickups, CTS pots, Dan Electro parts, Delta Series tuning keys, Gotoh keys & hardware, Graph Tech, Grover tuning keys, Hipshot hardware, Lace pickups, Omega Bridges, Schaller keys & hardware, Snapz, Sperez tuning keys, Switchcraft, Tone Pros, Tremol-No, Vibramate, Wilkinson

**Alto Professional**

200 Scenic View Drive  
Cumberland, RI 02864  
**W:** www.altoproaudio.com

**Business Type:**

Wholesaler/Distributor,  
Manufacturer

**Pro Audio / Sound Reinforcement Amplifiers****Altus Flutes**

12020 Eastgate Blvd  
Nashville, TN 37122  
**P:** (615) 773-9900

**W:** www.altusflutes.com

**Business Type:** Manufacturer

**Woodwinds:** Altus

**Amati's Fine Instruments and Amahi Ukuleles**

7605 Production Drive  
Cincinnati, OH 45237

**Contact:** Michael Shear,  
President

**P:** (888) 262-8471

**P:** (513) 679-7747

**F:** (513) 679-7746

**E:** amatisfine@msn.com

**W:** www.amatis.org, www.amahiukuleles.com

**Business Type:**

Wholesaler/Distributor,  
Manufacturer

**Plucked / Fretted Instruments:**

Amahi Ukuleles, Snail Ukuleles, Penguin Ukuleles, Rainie Ukuleles, **Brass Instruments:** Amati Winds

**Bowed Instruments:**

Amati, Ming Jiang Zhu, Sacconi Strad

**Accessories:** FOM, Hamilton Music Stands, Dominant Rosin, Pops Bass

Rosin, Bernadel Rosin, Larsen Rosin, RDM Rosin, Amahi Ukulele Straps, Amahi Ukulele Cases.

**American Music & Sound**

925 Broadbeck Dr. Suite 220  
Newbury Park, CA 91320

**W:** americanmusicand-sound.com

**Business Type:** Wholesaler/Distributor

**DJ & Lighting Equipment:** XONE, reloop, Fostex.

**Keyboard Instruments:** Nord, Kurzweil, Studio-logic.

**Pro Audio / Sound Reinforcement:** Allen & Heath, beyerdynamic, Fostex.

**Microphones:** beyerdynamic, Lewitt.

**American Recorder Technologies, Inc.**

1872 Angus Ave.  
Simi Valley, CA 93063

**Contact:** Alan Adelstein,  
President

**P:** (805) 527-9580

**P:** (805) 527-9580

**E:** info@americanrecorder.com

**W:** www.AmericanRecorder.com

**Business Type:** Manufacturer

**Pro Audio / Sound Reinforcement:** American Recorder, Lowell, RDL

**Accessories:** American Recorder, PowerClean, Smart Bracket, Snakeskin, Regrip, Gruv Glide, Liver-pool, RMV

**Racks, Cases & Stands:** Odyssey, Peak Music Stands

**Amplifiers:** Carver, Lowell

**Microphones:** American Recorder, CAD

**American String Teachers Association**

4155 Chain Bridge Rd  
Fairfax, VA 22030

**P:** (703) 279-2113

**E:** asta@astaweb.com

**W:** www.astaweb.com

**Business Type:** Other Associations / Organizations

**American Way Marketing, LLC**

Wholesale distributor of quality musical instrument accessories including All Cass, BG France, Blue Juice, Claude Lakey, Fibracell, Legere, Meyer/Otto Link, MTS, Mutec, Neotech, Richards Reeds, Rovner, Runyon, Tom Crown, Ultra Pure, Yamaha and home of Superslick, FAXX and 1st Lesson. Your source for private labeled and custom packaged musical instrument accessories.

400 Pine Creek Court  
Elkhart, IN 46516

**P:** (574) 295-6633

**E:** info@awmlc.net

**W:** www.americanwaym-

ktg.com

**Business Type:**

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Manufacturer

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**Woodwinds:** Woodwind Accessories: Mouthpieces (FAXX, AWM, 1st Lesson Econo), Meyer, Otto Link, Babbitt, BARI, Guy Hawkins, Wolfe Tayne, Portnoy, Yamaha, Claude Lakey, Warburton, Ted Johnson, RS Berkeley, Vandoren, Rico), Mouthpiece Cushions (BG, FAXX), Ligatures (Rovner, BG, FAXX, Amplate, Rico, Vandoren), Mouthpiece Caps, Cane Reeds (FAXX, 1st Lesson, Rico, Hemke, Lavozy, Vandoren, FAXX, MARCA), Synthetic Reeds (Legere, BARI, Fibracell, Bravo), Double Reeds (FAXX, Emerald, Richards, Jones, Meason, Legere), Straps (Neotech, FAXX), Instrument Stands (K&M, Hamilton), Music Stands & Lights, Palm & Side Key Risers, Key Clamps, MTS Cases, Case Tags, Maintenance/Care Kits (Superslick, Reka, Yamaha), Cleaning Swabs (Superslick, BG, Hodge, Yamaha), Cleaning Brushes & Snakes, Polish

Cloths (Superslick, Blitz), Valentino Repair Items, Mouthpiece & Pad Savers, Pad Paper, Lip Protectors, Reed Cases

**Bowed Instruments:**

String Accessories: Strings (Red Label, Senciore, Pinnacle, Old Fiddler, Dominant, Black Diamond, D'Addario), String Adjusters, Bows (Glasser), Shoulder Rests & Pillow Pads (Muco, Artino, Motrya, Kun, Superslick), Chin Rests, Bridges, Mutes, Humidifiers, Rosin (Superslick, Clarity, Supersensitive), Luthiers Choice Peg Compound, Luthiers Choice Wood Polish, Fingerboard Tape, End Pin Holders, MTS Cases, Case Tags

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**Amprx Power Solutions**

10398 Meadow Head Circle  
Frederick, MD 21774

**P:** (301) 461-1250

**E:** amprx.1@gmail.com

**W:** www.amprx.net

**Business Type:** Manufacturer

**Accessories Amplifiers**

**Amptweaker, LLC**

3482 Keith Bridge Rd,  
#345  
Cumming, GA 30041

**W:** www.amptweaker.com

**Business Type:** Manufacturer

**Effects & Pedals**

**Anacleto Accordions**

12020 Eastgate Blvd  
Mt. Juliet, TN 37122

**P:** (615) 773-9900

**E:** info@anacletoaccordions.com

**W:** http://us.playhohner.com/instruments/accordions/anacleto-collection

**Business Type:** Manufacturer

**Keyboard Instruments**

**Anchor Audio**

5931 Darwin Court  
Carlsbad, CA 92008

**P:** (800) 262-4671

**E:** sales@anchoraudio.com

**W:** www.anchoraudio.com

**Business Type:** Manufacturer

**DJ & Lighting Equipment:** Bigfoot Line Array, Beacon Line Array, Liberty, Go Getter

**Pro Audio / Sound Reinforcement:** Bigfoot Line Array, Beacon Line Array, Liberty, Go Getter, MiniVox, ProLink 500, PortaCom, AN-1000X+, AN-135+, AN-130+, AN-30, Assistive Listening

**Amplifiers:** Bigfoot Line Array, Beacon Line Array, Liberty, Go Getter, MegaVox, MiniVox

**Microphones**

**Ansman USA**

1001 Lower Landing Rd  
Ste 101  
Blackwood, NJ 08012

**P:** (856) 481-3504

**E:** dschliep@ansmannusa.com

**W:** www.ansmannusa.com

**Business Type:** Manufacturer

**Pro Audio / Sound Reinforcement:** Fischer Amps

**Accessories:** Ansmann Rechargeables

**Antigua Winds, Inc.**

5806 La Colonia  
San Antonio, TX 78218

**Contact:** Amanda Arnold,  
Customer Service Coordinator

**P:** (210) 661-6505

**F:** (210) 661-6702

**E:** amanda.arnold@antiguawinds.com

**W:** www.antiguawinds.com

**Business Type:** Manufacturer

**Brass Instruments:** Antigua, Antigua Vosi

**Woodwinds:** Antigua, Antigua Vosi, Antigua Backun, Antigua Power Bell, Antigua Pro-One

**Antoine Courtois**

7255 Salisbury Rd  
Jacksonville, FL 32256

**W:** www.a-courtois.com

**Business Type:** Wholesaler/Distributor, Manufacturer

**Brass Instruments:** Flugelhorn, Saxhorn, Trombone, Trumpet

**AP International**

5044 Industrial Rd.  
Unit D  
Wall Township, NJ 07727

**W:** www.apintl.com

**Business Type:** Whole-

saler/Distributor  
**Plucked / Fretted Instruments Accessories**  
**Racks, Cases & Stands**  
**Traditional Folk Instruments Effects & Pedals**

**Applied Acoustics Systems**

486 Ste Catherine W  
suite 301  
Montreal, QC H3B1A6

**P:** (514) 871-4963

**E:** marcpverge@gmail.com

**W:** www.applied-acoustics.com

**Business Type:** Manufacturer

**Media & Software**

**Aria Lights**

244 Southern Hill Dr.  
Duluth, GA 30097

**P:** (678) 636-9852

**E:** info@arialights.com

**W:** www.arialights.com

**Business Type:** Manufacturer

**Accessories**

**Arriba Cases / Arriba Products LLC**

15308 East Vallry Blvd  
City of Industry, CA 91746

**W:** www.arribacases.com

**Business Type:** Manufacturer

**Racks, Cases & Stands**

**Atlantic Music Center**

25 S Wickham Rd  
Melbourne, FL 32904

**W:** www.atlanticmusic-center.com

**Business Type:** Wholesaler/Distributor

**Keyboard Instruments**

**Audio-Technica**

1221 Commerce Drive  
Stow, OH 44224

**P:** (330) 686-2600

**W:** www.audio-technica.com

**Business Type:** Manufacturer

**DJ & Lighting Equipment**

**Pro Audio / Sound Reinforcement**

**Accessories**

**Microphones**

**Audiofly USA Inc.**

23421 South Pointe Drive  
Suite 260  
Laguna Hills, CA 92653

**P:** (949) 716-7479

**E:** sales@audiofly.com

**W:** www.audiofly.com

**Business Type:** Wholesaler/Distributor, Manufacturer, Other

**Pro Audio / Sound Reinforcement**

**Audix Corporation**

9400 S.W. Barber St  
Wilsonville, OR 97070

**P:** (503) 682-6933

E: info@audixusa.com  
W: www.audixusa.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Microphones:** Audix

**Avedis Zildjian Co.**  
22 Longwater Dr.  
Norwell, MA 02061  
P: (800) 229-1623  
E: zcustomer@zildjian.com  
W: www.zildjian.com  
**Business Type:** Manufacturer  
**Marching Percussion:** Zildjian Cymbals  
**Accessories:** Zildjian Drumsticks  
**Percussion Instruments:** Zildjian Cymbals, Gen-16

**Avid**  
75 Network Drive  
Burlington, MA 01803  
P: (978) 640-6789  
W: www.avid.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Media & Software**  
**Pro Audio / Sound Reinforcement**

**Avlex Corporation**  
6655 Troost Ave.  
Kansas City, MO 64131  
P: (816) 581-9103  
E: sales@avlex.com  
W: www.avlex.com  
**Business Type:** Wholesaler/Distributor  
**Pro Audio / Sound Reinforcement**  
**Microphones**

**AweSome Musical Instruments**  
P.O. Box 1  
Detroit, MI 48164  
W: www.AweSomeGuitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**  
**Accessories**  
**Effects & Pedals**

**Azumi Flutes**  
12020 Eastgate Blvd  
Nashville, TN 37122  
P: (615) 773-9900  
W: www.azumiflutes.com  
**Business Type:** Manufacturer  
**Woodwinds**

**B&S**  
7255 Salisbury Rd  
Jacksonville, FL 32256  
W: www.b-and-s.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Brass Instruments:** Trumpets, Cornets, Flugelhorn, Trombones, Background Brass, Tubas

**B-Band, Inc.**  
P.O. Box 342394

AUSTIN, TX 78734  
P: (512) 266-3820  
E: sales@b-bandusa.com  
W: www.b-band.com  
**Business Type:** Wholesaler/Distributor  
**Accessories**

**Backbone Guitar Products, LLC**  
4125 Durham Chapel Hill Blvd.  
Suite 4A, Box 11  
Durham, NC 27707  
P: (919) 477-9775  
E: mmiller805@get-a-backbone.com  
W: www.Get-A-Backbone.com  
**Business Type:** Manufacturer  
**Accessories**

**Backun Musical Services Ltd.**  
6750 Cariboo Road,  
Suite 1  
Burnaby, BC V3N 4A4  
P: (604) 205-5770  
E: sales@backunmusical.com  
W: www.backunmusical.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Woodwinds**  
**Accessories**

**Bam France**  
143 Lawrence street  
Hackensack, NJ 07601  
W: www.bamcases.com  
**Business Type:** Wholesaler/Distributor  
**Racks, Cases & Stands**

**Barbetta Technical Design**  
65 West Easy Street  
Suite 107  
Simi Valley, CA 93065  
P: (805) 991-6850  
E: ops@barbetta.com  
W: www.barbetta.com  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement**  
**Amplifiers**

**Bari Woodwinds**  
5002 US Highway 41  
North  
Palmetto, FL 34221  
P: (941) 212-2122  
E: ron@bariwoodwind.com  
W: www.bariwoodwind.com  
**Business Type:** Manufacturer  
**Accessories:** Bari Woodwinds mouthpieces & synthetic reeds, Espirit mouthpieces

**Barr None Music Publishers/Learn To Play**  
1833 Valley Vista Dr.  
Borden, IN 47106  
P: (502) 413-5443  
E: jbarr@learntoplay.biz

W: www.learntoplay.biz  
**Business Type:** Wholesaler/Distributor, Manufacturer, Other  
**Media & Software**  
**Print Music**  
**Retail Displays & Business Products / Services**

**BASSBOSS**  
9501 Cargo Ave Ste 600  
Austin, TX 78719  
Contact: Lian Amber  
P: (512) 368-3268  
E: family@bassboss.com  
W: www.bassboss.com  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement**

**Beard Guitars, LLC**  
21736 Leitersburg Pike  
Hagerstown, MD 21742  
W: www.beardguitars.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Plucked / Fretted Instruments**  
**Pro Audio / Sound Reinforcement**  
**Print Music**  
**Accessories**  
**Traditional Folk Instruments**  
**Amplifiers**  
**Videos / DVD**  
**Effects & Pedals**

**Bedell Guitars**  
61573 American Loop  
Bend, OR 97702  
P: (541) 385-8339  
E: info@twooldhippies.com

com  
W: www.bedellguitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments:** Bedell, Breedlove

**Beglec SA**  
9 Island Business Park  
23 Flanders Drive  
Durban, KZN 04301  
P: (+27) 877-0268  
E: info@beglec.co.za  
W: www.beglec.co.za  
**Business Type:** Wholesaler/Distributor  
**DJ & Lighting Equipment**  
**Pro Audio / Sound Reinforcement**  
**Accessories**  
**Amplifiers**  
**Microphones**

**Benedetto Amps**  
7942 SW 115th Loop  
Ocala, FL 34476-4111  
P: (912) 663-3075  
E: benedetto@mind-spring.com  
W: www.benedettoamps.com  
**Business Type:** Other  
**Amplifiers**

**Benedetto Guitars, Inc**  
10 Mall Terrace  
Suite A  
Savannah, GA 31406  
W: www.benedettoguitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**BEPeterson Inc.**  
Avon Industrial Park, 40  
Murphy Drive  
Avon, MA 02322  
P: (508) 436-7900  
E: bepeter123@gmail.com  
W: www.bepeterson.com  
**Business Type:** Manufacturer  
**Retail Displays & Business Products / Services**

**Besson**  
7255 Salisbury rd  
suite 4  
Jacksonville, FL 32256  
P: (904) 821-0234  
W: www.besson.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Brass Instruments:** Baritone, Cornet, Euphonium, Tenor Horn, Trombone, Trumpet, Tuba

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1219 Lydia Ave.  
Kansas City, MO 64106  
P: (816) 479-2639  
E: mike@bacmusic.com  
W: www.bestamericancraftsman.com  
**Business Type:** Manufacturer  
**Brass Instruments:** BAC Student & Professional Series

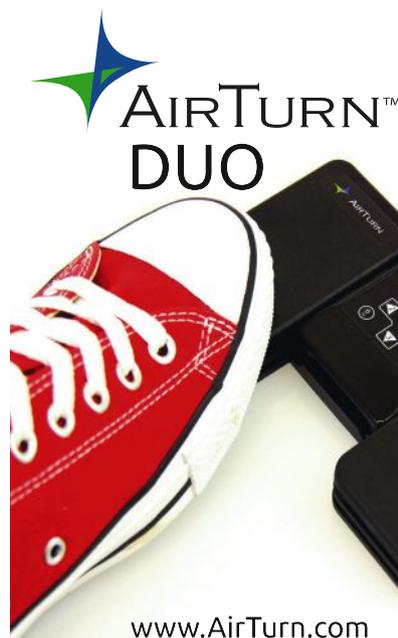
**Woodwinds:** BAC Student Series

**Bill Lawrence Pickups**  
862 Muirlands Vista Way  
La Jolla, CA 92037  
P: (866) 280-1076  
E: Jim@BillLawrencePickups.com  
W: BillLawrenceUSA.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**  
**Accessories**

**Bittree Patchbays**  
600 West Elk Ave  
Glendale, CA 91204  
P: (818) 500-8142  
E: ari@bittree.com  
W: www.bittree.com  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement**  
**Accessories**

**Black Ice Enterprises LLC**  
419 Richland Boulevard  
Brightwaters, NY 11718  
P: (631) 376-2284  
E: info@blackiceoverdrive.com  
W: www.blackiceoverdrive.com  
**Business Type:** Manufacturer  
**Effects & Pedals**

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**Plucked / Fretted Instruments**

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 1580 Batavia #4  
 Orange, CA 92867  
**W:** blastcult.com  
**Business Type:** Manufacturer  
**Bowed Instruments Accessories**

**Blizzard Lighting**  
 N16 W23390 Stoneridge Dr.  
 Suite E  
 Waukesha, WI 53188  
**W:** www.blizzardlighting.com  
**Business Type:** Manufacturer  
**DJ & Lighting Equipment Media & Software Accessories**

**Blue Microphones**  
 5706 Corsa Ave  
 Ste 102  
 Westlake Village, CA 91362  
**P: (818) 879-5200**  
**E:** orders@bluemic.com  
**W:** www.bluemic.com  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement Accessories Microphones**

**bo-pep**  
 PO Box 144  
 South Thomaston, ME 04858  
**P: (207) 596-6595**  
**E:** bopep@roadrunner.com  
**Business Type:** Manufacturer  
**Accessories**

**Bohemian Guitars**  
 2144 Hills Ave  
 Atlanta, GA 30318  
**P: (404) 409-0530**  
**W:** www.bohemianguitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**BONE Custom Drums**  
 10670 Independence CT.  
 Redlands  
 San Bernardino, CA 92374  
**W:** www.bonedrum.com  
**Business Type:** Manufacturer  
**Percussion Instruments**

**Bootleg Guitars**  
 3635 Perkins Ave  
 STE 1D  
 Cleveland, OH 44114  
**W:** www.bootlegguitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**Born To Rock Design Incorporated**  
 51 Ryan Drive  
 West Hurley, NY 12491

**W:** www.BornToRock.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments Media & Software Bowed Instruments Accessories Amplifiers**

**Boso Drumsticks**  
 1300 Hudson St.  
 A-6  
 Hoboken, NJ 07030  
**P: (971) 975-3327**  
**E:** dave@bosomusic.com  
**W:** www.bosodrumsticks.com  
**Business Type:** Manufacturer  
**Percussion Instruments**

**BOSS**  
 5100 S. Eastern Avenue  
 Los Angeles, CA 90040  
**W:** www.BossUS.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Plucked / Fretted Instruments: Roland DJ & Lighting Equipment:** Roland, BOSS, AIRA  
**Accessories:** Roland, BOSS  
**Percussion Instruments:** Roland  
**Amplifiers:** Roland, BOSS  
**Effects & Pedals:** Roland, BOSS

**Boulder Creek Musical Instruments, LLC**  
 5810 Obata Way Suite #1  
 Gilroy, CA 95020  
**P: (408) 842-0222**

**E:** info@bouldercreekguitars.com  
**W:** www.bouldercreekguitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**Bourns, Inc.**  
 1200 Columbia Avenue  
 Riverside, CA 92507  
**W:** www.bourns.com  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement**

**Braithphone Musical Instrument Company, Inc.**  
 163 Castleton Avenue  
 Staten Island, NY 10301  
**P: (347) 247-9800**  
**E:** emorse5457@aol.com  
**Business Type:** Manufacturer  
**Woodwinds**

**Breedlove Stringed Instruments**  
 61573 American Loop  
 Bend, OR 97702  
**P: (541) 385-8339**  
**E:** info@twooldhippies.com  
**W:** www.breedlovesound.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments:** Breedlove Acoustic Guitars, Acoustic/Electric Guitars, Mandolins, Acoustic Bases

**Breezin' Thru Inc.**  
*Breezin' Thru, Inc. offers two easy-to-use and engaging resources to teach music theory and composition. These two award-winning products are accessed 100% online through breezinthru.com. Breezin' Thru Theory's all new 'Next Gen' Edition can be used on any device including smartphones, tablets, Chromebooks and computers. Its scaffolded content includes lessons, auto-assessed student tracked drills, supporting games and a new play that tune feature that allows students to make the musical connection to what they are learning in each chapter. Breezin' Thru Composing has 15 chapters of interactive lessons that teach compositional concepts in a media rich interactive environment. Students learn how to create their own melodies with notation software tools and music production tools of their choice. Both products are curriculum aligned and suitable for middle and high school.*  
 471 Woburn Ave.  
 Toronto, ON M5M 1L6  
**Contact:** Jean Mcken, Co-Founder  
**P: (855) 265-3805**  
**E:** info@breezinthrutheory.com  
**W:** breezinthru.com  
**Twitter:** twitter.com/BreezinThruT  
**Facebook:** www.facebook.com/breezinthrutheory  
**YouTube:** www.youtube.com/user/BreezinThruTheory  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Media & Software:** Breezin' Thru Theory, Breezin' Thru Composing

**Burns Engineering**  
 2426 Canada Blvd. #7  
 Glendale, CA 91208  
**W:** www.bass-plate.com  
**Business Type:** Manufacturer  
**Accessories Percussion Instruments**

**Burriss Amps & Effects Pedals**  
 750 Enterprise Drive  
 Lexington, KY 40510  
**W:** www.burrissamps.com  
**Business Type:** Manufacturer  
**Amplifiers Effects & Pedals**

**C.F. Martin & Co, Inc.**  
 510 Sycamore St.  
 Nazareth, PA 18064  
**W:** www.martinguitar.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments:** Martin Guitars  
**Accessories:** Martin Strings, Vega and Darco Strings

**C.R. Alsip Guitars**  
 14453 8TH Street  
 Arkansas City, KS 67005  
**W:** www.cralispiguitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**CAD Audio**  
 6573 Cochran Road  
 Solon, OH 44139  
**P: (800) 762-9266**  
**E:** mcarr@cadaudio.com  
**W:** www.cadaudio.com  
**Business Type:** Manufacturer

**Buckle-Down, Inc.**  
 470 Smith Street  
 Farmingdale, NY 11735  
**P: (631) 420-4238**  
**E:** JasonDorf@Buckle-Down.com  
**W:** www.Buckle-Down.com  
**Business Type:** Manufacturer  
**Accessories**

**Buffet Crampon USA**  
 7255 Salisbury Rd.  
 Suite 4  
 Jacksonville, FL 32256  
**P: (904) 821-0234**  
**F: (904) 821-0234**  
**E:** matt.vance@buffet-crampon.com  
**W:** www.experience.buffet-crampon.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Brass Instruments:** Antoine Courtois, Besson, B&S, Hans Hoyer, Scherzer, Melton Meinl Weston.  
**Woodwinds:** Buffet Crampon, J. Keilwerth, W. Schreiber

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 510 Sycamore St.  
 Nazareth, PA 18064  
**W:** www.martinguitar.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments:** Martin Guitars  
**Accessories:** Martin Strings, Vega and Darco Strings

**C.R. Alsip Guitars**  
 14453 8TH Street  
 Arkansas City, KS 67005  
**W:** www.cralispiguitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**CAD Audio**  
 6573 Cochran Road  
 Solon, OH 44139  
**P: (800) 762-9266**  
**E:** mcarr@cadaudio.com  
**W:** www.cadaudio.com  
**Business Type:** Manufacturer

**Burriss Amps & Effects Pedals**  
 750 Enterprise Drive  
 Lexington, KY 40510  
**W:** www.burrissamps.com  
**Business Type:** Manufacturer  
**Amplifiers Effects & Pedals**

**C.F. Martin & Co, Inc.**  
 510 Sycamore St.  
 Nazareth, PA 18064  
**W:** www.martinguitar.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments:** Martin Guitars  
**Accessories:** Martin Strings, Vega and Darco Strings

**Pro Audio / Sound Reinforcement  
Microphones****Calton Cases**

3412 E. 4th Street  
Austin, TX 78702  
**P:** (516) 241-3715  
**E:** social@calton-cases.com  
**W:** www.calton-cases.com  
**Business Type:** Manufacturer

**Racks, Cases & Stands****Calzone Case Company**

225 Black Rock Ave.  
Bridgeport, CT 06605-1204  
**P:** (800) 243-5152  
**E:** JoeC@CalzoneCase.com  
**W:** www.CalzoneandAnvil.com  
**Business Type:** Manufacturer

**Accessories  
Racks, Cases & Stands****Cannonball Musical Instruments**

625 E Sego Lily Drive  
Sandy, UT 84070  
**W:** www.cannonballmusic.com  
**Business Type:** Manufacturer

**Brass Instruments  
Woodwinds****Caparison Guitar Company Ltd.**

PO BOX 80  
Cardiff, Wales CF11 1SA  
**E:** info@caparisonguitars.com  
**W:** www.caparisonguitars.com  
**Business Type:** Manufacturer

**Plucked / Fretted Instruments****Carlingford Music Centre**

320 Pennant Hills Road  
Sydney, NSW 02118  
**P:** (02) 987-3 23  
**E:** contact@carlingfordmusic.com.au  
**W:** www.carlingfordmusic.com.au  
**Business Type:** Wholesaler/Distributor

**Plucked / Fretted Instruments  
Keyboard Instruments****Carol Brass -USA Doug Teeter-Dist.**

5491 N. Wilson Ave  
Fresno, Ca.  
Fresno, CA 93704  
**W:** www.carolbrass.com  
**Business Type:** Wholesaler/Distributor

**Brass Instruments****Casio America Inc**

570 Mt. Pleasant Ave.  
Dover, NJ 07801  
**P:** (973) 361-5400  
**E:** gdean@casio.com

**W:** www.casiomusicgear.com  
**Business Type:** Manufacturer

**CE Distribution**

6221 South Maple Ave  
Tempe, AZ 85283  
**P:** (480) 755-4712  
**E:** sales@cedist.com  
**W:** www.cedist.com  
**Business Type:** Wholesaler/Distributor

**Amplifiers: Vacuum Tubes  
Effects & Pedals****Cecilio Musical Instruments**

8676 Rochester Avenue  
Rancho Cucamonga, CA 91730  
**W:** www.ceciliomusic.com  
**Business Type:** Wholesaler/Distributor, Manufacturer

**Plucked / Fretted Instruments  
Brass Instruments  
Woodwinds  
Bowed Instruments  
Percussion Instruments****Cedar Creek Custom Cases**

PO Box 362  
2551 Turkey Creek Road  
Richmond, VA 23129  
**P:** (800) 370-2991  
**E:** sales@cedarcreekcases.com  
**W:** www.cedarcreekcases.com  
**Business Type:** Manufacturer

**Accessories: Historic Collection, Saddlebrook Series, AVS Series, GEC Series  
Racks, Cases & Stands****Celestion**

Claydon Business Park  
Great Blakenham  
Ipswich, S IP6 0NL  
**P:** (44-) 147-3835  
**E:** info@celestion.com  
**W:** www.celestion.com  
**Business Type:** Manufacturer

**Pro Audio / Sound Reinforcement: Celestion  
Accessories: Celestion****Celestion USA**

10 Timber Lane  
Marlboro, NJ 07736  
**P:** (732) 683-2356  
**E:** sales@celestion.com  
**W:** www.celestion.com  
**Business Type:** Manufacturer

**Pro Audio / Sound Reinforcement: Celestion  
Accessories: Celestion****CenterPoint Marketing**

375 Rivertown Drive  
Woodbury, MN 55125  
**P:** (651) 578-3600  
**E:** info@centpoint.com  
**W:** www.centpoint.com

**Business Type: Manufacturer  
Retail Displays & Business Products / Services****Charles Dumont & Son, Inc.**

1085 Dumont Circle  
Voorhees, NJ 08043  
**W:** www.dumontmusic.com  
**Business Type:** Wholesaler/Distributor

**Media & Software  
Print Music  
Videos / DVD****Chauvet DJ**

5200 NW 108th Ave.  
Sunrise, FL 33351  
**P:** (954) 577-7000  
**W:** www.chauvetlighting.com/dj-club.html  
**Business Type:** Manufacturer

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1335 Lynch Ave., Ste 112  
Savannah, GA 31408

**Contact: Colin Schofield, VP**

of Sales & Marketing  
**E:** Contact via email  
**P:** (912) 964-4702  
**F:** (912) 233-4991  
**W:** www.chedeville.com  
**Business Type:** Manufacturer

**Woodwinds:** Chedeville Elite Series Clarinet mouthpieces, Chedeville RC Series Saxophone mouthpieces, Chedeville Barrels and Accessories, Kaspar Mouthpieces, Barrels and Accessories, Selecta Accessories.

**Chem-Pak, Inc.**

242 Corning Way  
Martinsburg, WV 25405  
**P:** (304) 262-1880  
**E:** info@chem-pak.com  
**W:** www.chem-pak.com  
**Business Type:** Manufacturer

**Accessories****Chesbro Music Co.**

327 W Broadway St  
PO Box 2009  
Idaho Falls, ID 83403  
**P:** (208) 522-8691  
**E:** sales@chesbromusic.com  
**W:** www.chesbrowhole-sale.com

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 2903 Mount Royal Drive  
 Castle Rock, CO 80104  
**P: (800) 645-6673**  
**E:** info@ChopsBuilders.com  
**W:** www.ChopsBuilders.com  
**Business Type:** Wholesaler/Distributor, Manufacturer, Other  
**Marching Percussion**  
**Accessories**  
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 1416 NW 46th St  
 Ste 105 Pmb 126  
 Seattle, WA 98107  
**P: (425) 861-5920**  
**E:** info@claudelakey.com  
**W:** www.claudelakey.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Woodwinds**

**Accessories**  
**Cleartone Strings**  
 827 Hollywood Way #420  
 Burbank, CA 91505  
**P: (818) 503-2700**  
**E:** tone@cleartonestrings.com  
**W:** www.cleartonestrings.com

**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**  
**Traditional Folk Instruments**

**Cline Pianos**  
 PO Box 1130  
 Richland, WA 99352  
**W:** www.cline-pianos.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Keyboard Instruments**

**Cling On Tuners**  
 PO Box 3841  
 Fullerton, CA 92834  
**P: (855) 354-8344**  
**E:** sales@clingon.com  
**W:** www.clingon.com  
**Business Type:** Wholesaler/Distributor, Manufacturer, Other  
**Accessories**

**CMG Guitars**  
 1993 Randy Lowery Road  
 Statesboro, GA 30461  
**P: (912) 541-0649**  
**E:** chris@pladdmusic.com  
**W:** www.cmgguitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**Colby Amplification**  
 P.O. Box 199  
 Bronx, NY 10464  
**W:** www.colbyamps.com  
**Business Type:** Manufacturer  
**Amplifiers**

**Cole Clark Guitars**  
 7 Clare Street  
 Bayswater, VIC 03153  
**W:** www.coleclarkguitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**Collings Guitars**  
 11210 W. Hwy 290  
 Austin, TX 78737  
**W:** www.collingsguitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**ments**  
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 East Northport, NY 11731  
**W:** www.connollymusic.com  
**Business Type:** Wholesaler/Distributor  
**Bowed Instruments:** Heinrich Gill, Bernd Dimbath, Revelle, The Realist  
**Pro Audio / Sound Reinforcement:** Konig & Meyer  
**Accessories:** Thomastik-Infeld Strings, Konig & Meyer Stands, Revelle Bows, The Realist Acoustic Transducers, Wanka Bows, Georg Werner Bows, Tempel-Germany Fine Fittings, Baroque Bling Swarovski Mutes & Tailpieces

**CooperCopia LLC**  
 160 South Oak Street  
 #146  
 Sisters, OR 97759  
**P: (615) 604-4498**  
**E:** cooperCopia@gmail.com  
**W:** www.cooperstand.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Racks, Cases & Stands**

**Corbin Musical Instruments**  
 5550 Este Ave  
 Cincinnati, OH 45232  
**P: (615) 133-7811**  
**E:** mdrGUSA@fuse.net  
**W:** www.corbinguitar.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Plucked / Fretted Instruments**  
**Accessories**  
**Racks, Cases & Stands**

**Cordoba Guitars**  
 1455 19th St.  
 Santa Monica, CA 90404  
**W:** www.cordobaguitars.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Plucked / Fretted Instruments**

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 700 West Pete Rose Way  
 Building B #155-159  
 Cincinnati, OH 45203  
**P: (866) 817-3822**  
**W:** www.cortguitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**Crafter Guitars - 1st Chair Accessories**  
 325 Hill Carter Parkway  
 Unit K  
 Ashland, VA 23005  
**P: (804) 798-2006**  
**E:** acrafter1usa@aol.com  
**W:** www.crafterusa.com

2380 Vantage Drive  
 Elgin, IL 60124  
**Contact:** Chi Yang, President  
**P: (847) 836-8688**  
**F: (847) 836-8288**  
**E:** info@concordgroup.com  
**W:** www.concordgroup.com  
**Facebook:** www.facebook.com/concord-internationalgroup www.facebook.com/christopherinstrument  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Bowed Instruments:** Christopher, ALTA, Eminence  
**Racks, Cases & Stands:** Concord

**Conklin Guitars and Bases**  
 PO Box 1394  
 Springfield, MO 65801  
**P: (525) 525-3525**  
**F: (525) 525-3525**  
**E:** conklin@conklinguitars.com  
**W:** www.conklinguitars.com  
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**W:** www.CraviottoDrums.com  
**Business Type:** Manufacturer  
**Percussion Instruments**

**Creative Tunings / SpiderCapo**  
 31 Murizi Lane  
 Woodstock, NY 12498  
**P: (845) 679-3391**  
**E:** spidercapo@gmail.com  
**W:** www.spidercapo.com  
**Business Type:** Manufacturer  
**Accessories Effects & Pedals**

**Cusack Music**  
 4585 60th. St.  
 Holland, MI 49423  
**P: (616) 546-8888**  
**E:** sales@cusackmusic.com  
**W:** cusackmusic.com  
**Business Type:** Manufacturer  
**Effects & Pedals:** Cusack Music, Mojo Hand FX, AJ Peat

**Cut Sheet Labels**  
 55 West Sheffield Ave., NJ 07631  
**E:** victoria@cutsheetlabels.com  
**W:** www.cutsheetlabels.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Retail Displays & Business Products / Services**

**CYMPAD**  
 Birkenweg 4  
 Biel, BE 02504  
**W:** www.cympad.com  
**Business Type:** Manufacturer  
**Accessories Percussion Instruments**

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**W:** www.daddario.com  
**Business Type:** Manufacturer  
**Accessories:** DiAddario Strings and Accessories, Evans Drumheads, Promark Drumsticks, Puresound Snare Wire, DiAddario Woodwinds, DiAddario Orchestral*

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 400 Christian Lane  
 Berlin, CT 06037  
**P: (860) 828-6501**  
**E:** sales@dandreausa.com  
**W:** www.dandreausa.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Accessories**

**D'Angelico Guitars**  
 141 W 28th Street 4th Floor  
 New York, NY 10001  
**W:** www.dangelicoguitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**D.A.S. Audio of America, Inc.**  
 6900 N.W. 52nd Street  
 Miami, FL 33166  
**P: (305) 436-0521**  
**E:** infousa@dasaudio.com  
**W:** www.dasaudio.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Pro Audio / Sound Reinforcement Racks, Cases & Stands Amplifiers**

**daCarbo AG**  
 Beulweg 58  
 Lachen, SZ 08853

**P: (+41) 554-4218**  
**E:** info@dacarbo.ch  
**W:** www.dacarbo.ch  
**Business Type:** Manufacturer  
**Brass Instruments Woodwinds**

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 22159 North Pepper Road  
 Barrington, IL 60010  
**P: (847) 382-3210**  
**E:** pjlabiz2@aol.com  
**W:** www.saxdakota.com  
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 Camarillo, CA 93036  
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**P: (805) 218-0057**  
**F: (805) 218-0057**  
**E:** Katie@danabgoods.com  
**W:** www.danabgoods.com  
**Business Type:** Wholesaler/Distributor  
**Plucked / Fretted Instruments Pro Audio / Sound Reinforcement Racks, Cases & Stands Effects & Pedals**

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 231 Stevens Rd  
 Edmeston, NY 13335  
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**E:** info@dangerousmusic.com  
**W:** www.dangerousmusic.com  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement**

**DANSR, Inc.**  
 4110 Fieldstone Road  
 Champaign, IL 61822  
**P: (217) 531-0620**  
**E:** information@dansr.com  
**W:** www.dansr.com  
**Business Type:** Wholesaler/Distributor  
**Accessories:** Vandoren, Denis Wick, Jones Double Reeds

**Dava Company**  
 9615 Cochiti Rd Ste B  
 Albuquerque, NM 87123  
**P: (505) 292-4578**  
**E:** davacompany@aol.com  
**W:** www.davapick.com  
**Business Type:** Manufacturer  
**Accessories:** Dava

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 1527 Stockton St  
 2nd Floor  
 San Francisco, CA 94133

**P: (707) 963-7006**  
**E:** mail@davesmithinstruments.com  
**W:** www.davesmithinstruments.com  
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**W:** www.despub.com  
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**Print Music**

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**P: (480) 675-8888**  
**E:** wexlermusic@aol.com  
**W:** www.wexlermusic.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Accessories**

**Dawn Pro Audio**  
 3015 Kustom Dr.  
 Hebron, KY 41048  
**W:** www.dawnproaudio.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**DJ & Lighting Equipment Pro Audio / Sound Reinforcement**

**ddrum**  
 4924 W. Waters Ave.  
 Tampa, FL 33634  
**P: (773) 793-6667**  
**W:** www.ddrum.com  
**Business Type:** Manufacturer  
**Percussion Instruments**

**Dealer Direct**  
 17162 Murphy Ave.  
 Suite B  
 Irvine, CA 92614  
**P: (949) 752-0050**  
**E:** info@OrderDealerDirect.com  
**W:** www.OrderDealerDirect.com  
**Business Type:** Wholesaler/Distributor  
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**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**Dean Markley USA**  
 17505 N 79th Ave  
 Glendale, AZ 85308  
**P: (925) 548-7400**  
**E:** jawdms@gmail.com  
**W:** www.deanmarkley.com  
**Business Type:** Manufacturer  
**Accessories Amplifiers**

**Decibel Eleven**  
 25129 The Old Road  
 Suite 305  
 Valencia, CA 91381  
**P: (661) 964-0217**  
**E:** laura@myeclubtv.com  
**W:** www.decibel11.com  
**Business Type:** Manufacturer  
**Accessories Effects & Pedals**

**Demeter Amplification**  
 6990 Kingsbury Road  
 Templeton, CA 93465

**Contact:** James Demeter  
**P: (805) 461-1028**  
**E:** james@demeteramps.com  
**W:** www.demeteramps.com  
**Business Type:** Manufacturer  
**Amplifiers Effects & Pedals**

**Denis Wick Products Ltd**  
 19 Dawkins Road  
 Unit 19  
 Poole, UK BH15 4JY  
**P: (012) 02-6651**  
**E:** tradesales@deniswick.com  
**W:** www.deniswick.com  
**Business Type:** Manufacturer  
**Accessories**

**Denon DJ**  
 200 Scenic View Drive  
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**E:** chris@pladdmusic.com  
**W:** www.devilcatamps.com  
**Business Type:** Manufacturer  
**Amplifiers**

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Guangzhou, Guangzhou  
051330  
**P:** (863) 118-5150  
**E:** dfctank@jeawin.com  
**W:** www.dfctank.com  
**Business Type:** Manufacturer  
**Retail Displays & Business Products / Services**

**Diamond Amplification, Inc.**  
707 N Shepherd Dr  
Ste 300  
Houston, TX 77007  
**P:** (713) 934-0100  
**E:** jeff@diamonddamplification.com  
**W:** www.diamondamps.com  
**Business Type:** Manufacturer

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**Amplifiers**

**Diamond Guitars (f/k/a DBZ/Diamond)**  
707 N Shepherd Dr  
Ste 300  
Houston, TX 77007  
**P:** (713) 934-0100  
**E:** jeff@diamonddamplification.com  
**W:** www.guitarsbydiamond.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**Digital Audio Labs**  
1266 Park Road  
Minneapolis, MN 55317  
**P:** (952) 401-7700  
**E:** jgedden@digitalaudio.com  
**W:** www.digitalaudio.com  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement Accessories Amplifiers**

**DigitalDeckCovers Inc**  
PO Box 100203  
Denver, CO 80250  
**P:** (720) 545-9766  
**E:** sales@digitaldeckcovers.com  
**W:** www.digitaldeckcov-

ers.com  
**Business Type:** Manufacturer  
**Accessories Racks, Cases & Stands**

**DigiTech**  
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**E:** usm.info@usmusiccorp.com  
**W:** www.digitech.com  
**Business Type:** Manufacturer  
**Effects & Pedals**

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1170 Cohutta Beaverdale Rd.  
Cohutta, Ga, GA 30710  
**W:** www.dmcmusical-products.com  
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**Accessories**

**DOD**  
1000 Corporate Grove Dr.  
Buffalo Grove, IL 60089  
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**E:** usm.info@usmusiccorp.com  
**W:** dod.com/en-US  
**Business Type:** Manufacturer  
**Effects & Pedals**

**Dog Days Vintage Guitar Straps**  
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**W:** www.dogdaysvintage.com  
**Business Type:** Manufacturer  
**Accessories**

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1811 SW 42nd Ave.  
Ocala, FL 34474  
**Contact:** Kevin Donohue, President  
**P:** (352) 369-5552  
**E:** Donarra\_Extrusions@yahoo.com  
**W:** http://www.donarraextrusions.com  
**Business Type:** Manufacturer

**Donovan Leah Guitars**  
26 Ravine Edge Drive  
Richmond Hill, ON L4E 4J2  
**E:** info@donovanleahguitars.com  
**W:** www.donovanleahguitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**DPA Microphones**  
1500 Kansas Avenue  
Suite 3A  
Longmont, CO 80501  
**P:** (303) 485-1025  
**E:** info@dpamicrophones.com  
**W:** www.dpamicro-

phones.com  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement Microphones:** DPA

**DR Strings, Inc.**  
7 Palisade Avenue  
Emerson, NJ 07630  
**P:** (201) 599-0100  
**E:** drstaff@drstrings.com  
**W:** drstrings.com  
**Business Type:** Manufacturer  
**Accessories**

**Dr. Z Amps Inc**  
17011 Broadway Ave.  
Maple Heights, OH 44137  
**P:** (216) 475-1444  
**E:** drz@drzamps.com  
**W:** www.drzamps.com  
**Business Type:** Manufacturer  
**Amplifiers**

**Dragon's Heart Guitar Picks**  
4712 Baytree Dr  
Fort Worth, TX 76137  
**P:** (817) 849-2688  
**E:** corey@dragonsheart-guitarpicks.com  
**W:** www.dragonsheart-guitarpicks.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Accessories**

**Dream Cymbals and Gongs**  
616-R St. Clarens Ave.  
Toronto, ON M6H 3W9  
**W:** www.dreamcymbals.com  
**Business Type:** Manufacturer  
**Marching Percussion Percussion Instruments**

**Drum Channel**  
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Oxnard, CA 93030  
**W:** www.drumchannel.com  
**Business Type:** Manufacturer  
**Accessories Percussion Instruments Videos / DVD**

**Drum Workshop Inc.**  
3450 Lunar Ct.  
Oxnard, CA 93003  
**W:** www.dwdrums.com  
**Business Type:** Manufacturer  
**Percussion Instruments Videos / DVD**

**Drumdots**  
P.O. Box 227, West Falls NY  
Buffalo, NY 14170  
**P:** (716) 253-1162  
**E:** Contactus@drumdot.com  
**W:** www.drumdot.com  
**Business Type:** Manufacturer  
**Accessories Percussion Instruments**

**DrumLite**  
5115 Excelsior  
#218  
Saint Louis Park, MN 55416  
**E:** info@getdrumlite.com  
**W:** www.getdrumlite.com  
**Business Type:** Manufacturer  
**DJ & Lighting Equipment Marching Percussion Accessories Percussion Instruments**

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**W:** www.drumskulldrums.com  
**Business Type:** Manufacturer

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**W:** www.jimdunlop.com  
**Business Type:** Manufacturer  
**Accessories Effects & Pedals**

**DuraSticks**  
2903 Mount Royal Drive  
Castle Rock, CO 80104  
**P:** (800) 645-6673  
**E:** info@DuraSticks.com  
**W:** www.DuraSticks.com  
**Business Type:** Wholesaler/Distributor, Manufacturer, Other  
**Marching Percussion Accessories Percussion Instruments**

**Dusty Strings Company**  
3450 16th Ave W Ste 200  
Seattle, WA 98119  
**P:** (206) 634-1656  
**E:** handcrafted@dustystings.com  
**W:** www.dustystings.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Plucked / Fretted Instruments Traditional Folk Instruments**

**E Lombardo Guitars**  
22 Andrea Drive  
Stony Brook, NY 11733  
**W:** www.elombardoguitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

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teros, Owner  
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**W:** www.eag-international.com  
**Business Type:** Wholesaler/Distributor,

Manufacturer  
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Casselberry, FL 32707  
**P:** (407) 339-2422  
**E:** heatherc@earasers.net  
**W:** www.earasers.net  
**Business Type:** Manufacturer  
**Accessories**

**EarthQuaker Devices, LLC**  
350 W Bowery Street  
Akron, OH 44307  
**P:** (330) 252-9220  
**E:** info@earthquakerdevices.com  
**W:** www.earthquakerdevices.com  
**Business Type:** Manufacturer  
**Effects & Pedals**

**Earthworks Inc**  
37 Wilton Rd.  
Milford, NH 03055  
**P:** (603) 654-2433  
**E:** megan@earthworksaudio.com  
**W:** www.earthworksaudio.com  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement Microphones**

**Eastman Music Company**  
2158 Pomona Blvd  
Pomona, CA 91768  
**P:** (800) 789-2216  
**E:** info@eastmanmusic-company.com  
**W:** www.eastmanmusic-company.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
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**Woodwinds:** Andreas Eastman, Eastman Winds, Wm. S. Haynes,  
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**Accessories:** Andreas Eastman, Eastman Strings, Eastman Guitars, Eastman Winds, Wm. S. Haynes, S. E. Shires

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**F:** (888) 731-8230  
**E:** jeffrey.ponte@edwardjones.com  
**W:** www.edwardjones.com  
**Business Type:** Other Insurance

**Electra Guitars**  
P.O. Box 341258  
Tampa, FL 33694  
**W:** www.electraguitar.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments Accessories**

**Electro-Voice**  
12000 Portland Ave.  
South  
Burnsville, MN 55337  
**P:** (800) 392-3497  
**W:** www.electrovoice.com  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement**

**Elixir Strings**  
201 Airport Rd  
Elkton, MD 21921  
**W:** www.elixirstrings.com  
**Business Type:** Manufacturer  
**Accessories**

**EMD Music Inc**  
PO Box 487  
La Vergne, TN 37086  
**P:** (866) 871-5800  
**E:** usa@emdmusic.com  
**W:** www.emdmusic.com

**Business Type:** Wholesaler/Distributor, Manufacturer  
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**Effects & Pedals**

**eMedia Music Corporation**  
664 NE Northlake Way  
Seattle, WA 98105  
**W:** www.emediamusic.com  
**Business Type:** Wholesaler/Distributor, Manufacturer

**Plucked / Fretted Instruments**  
**Keyboard Instruments**  
**Media & Software**  
**Accessories**  
**Videos / DVD**

**Emerald Reed Co., Inc**  
PO Box 1422  
Port Townsend, WA 98368  
**P:** (800) 359-1279  
**E:** reed@cablespeed.com  
**Business Type:** Manufacturer  
**Woodwinds**  
**Accessories**

**Emerson Piano Company**  
PO Box 1130  
Richland, WA 99352  
**W:** www.emerson-piano.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Keyboard Instruments**

**EMG, Inc**  
P.O. Box 4394  
Santa Rosa, CA 95402  
**P:** (707) 525-9941  
**E:** sales@emgpickups.com  
**W:** www.emgpickups.com  
**Business Type:** Manufacturer  
**Accessories**

**Eminence Speaker**  
838 Mulberry Pike  
P.O. Box 360  
Eminence, KY 40019  
**P:** (502) 845-5622  
**E:** cobistein@eminence.com  
**W:** www.eminence.com  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement**

 **Epilog Laser**  
16371 Table Mountain Pkwy  
Golden, CO 80403  
**P:** (303) 277-1188  
**E:** amy@epiloglaser.com  
**W:** www.epiloglaser.com  
**Business Type:** Manufacturer  
**Accessories:** Epilog Zing 16, Epilog Zing 24, Epilog Mini 18, Epilog Mini 24, Epilog Helix, Epilog Fusion M2 32, Epilog Fusion M2 40, Epilog FiberMark

**Epiphone**  
309 Plus Park Blvd.8  
Nashville, TN 37217  
**P:** (800) 444-2766  
**E:** info@epiphone.com  
**W:** www.epiphone.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**Ernie Ball, Inc.**

4117 Earthwood Ave.  
San Luis Obispo, CA 93401  
**P:** (805) 544-7726  
**W:** www.ernieball.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**  
**Accessories**

**ESP Guitars**  
10913 Vanowen St.  
North Hollywood, CA 91605  
**W:** www.espguitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**ETI Sound Systems, Inc**  
3383 Gage Ave.  
Huntington Park, CA 90255  
**P:** (323) 277-4100  
**E:** sales@b-52pro.com  
**W:** www.b-52pro.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Pro Audio / Sound Reinforcement**  
**Amplifiers**

**Euphonic Audio**  
18 Newtown Blvd  
Robbinsville, NJ 08691  
**P:** (609) 920-2005  
**E:** contact@eaamps.com  
**W:** www.eaamps.com  
**Business Type:** Manufacturer  
**Amplifiers**

**EurekaSound**  
112 Mellott Lane  
Pittsburgh, PA 16033  
**W:** www.eurekasound.com  
**Business Type:** Manufacturer

**Everly Music Company**  
827 Hollywood Way #420  
Burbank, CA 91505  
**P:** (818) 503-2700  
**E:** tone@cleartonestrings.com  
**W:** www.cleartonestrings.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**  
**Accessories**  
**Traditional Folk Instruments**

**Fantastix Drum Stick Company**  
539 N 4th. Street  
Steubenville, OH 43952  
**P:** (740) 424-0908  
**E:** davidavogel@cs.com  
**W:** www.newfantastix.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Marching Percussion**  
**Accessories**  
**Percussion Instruments**

**FDW Corp**  
9770 Silicon Prairie Pkwy  
Madison, WI 53593-8442  
**W:** www.fdwcorp.com  
**Business Type:** Wholesaler/Distributor  
**DJ & Lighting Equipment**  
**Keyboard Instruments**  
**Media & Software**  
**Pro Audio / Sound Reinforcement**  
**Accessories**  
**Racks, Cases & Stands**  
**Amplifiers**  
**Microphones**

**Fender Music Foundation**  
PO Box 67  
Agoura Hills, CA 91376  
**E:** shannon@fendermusic-foundation.org  
**W:** www.fendermusic-foundation.org  
**Business Type:** Other  
**Associations / Organizations**



**Fender Musical Instruments Corporation**  
17600 N. Perimeter Drive  
Suite 100  
Scottsdale, AZ 85255  
**P:** (800) 488-1818  
**E:** consumerrelations@fender.com  
**W:** www.fender.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Plucked / Fretted Instruments:** Fender, Gretsch, Jackson, EVH, Charvel, Squier, Takamine Guitar, Ovation  
**Pro Audio / Sound Reinforcement:** Fender Audio, Fender Passport  
**Accessories:** Fender, Gibraltar  
**Percussion Instruments:** Latin Percussion, Toca Percussion, KAT Percussion, Gretsch Drum  
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Battle Creek, MI 49014  
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**E:** ap.ferreestools@live.com  
**W:** www.ferreestoolsinc.com  
**Business Type:** Manufacturer  
**Accessories**  
**Retail Displays & Business Products / Services**

**Fiberreed**  
Paracelsusstrasse 26  
LE-Oberaichen  
Stuttgart, B-W 70771  
**E:** mail@Fiberreed.com  
**W:** www.fiberreed.com  
**Business Type:** Manufacturer  
**Woodwinds**  
**Accessories**

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**Percussion Instruments**

**FireBelly Amps**  
 2530 Wilshire Blvd.  
 3rd Floor  
 Santa Monica, CA 90403  
**Contact:** Steven Cohen,  
 Owner  
**P:** (310) 701-1950  
**F:** (310) 573-3841  
**E:** scohen@litigation-busters.com  
**W:** www.firebellyamps.com  
**Business Type:** Manufacturer  
**Amplifiers**

**Fishman**  
 6 Riverside Drive  
 Andover, MA 01810  
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**E:** sales@fishman.com  
**W:** www.fishman.com  
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**Accessories:** Fluence Multi-Voice Pickups for Electric Guitar, TriplePlay Wireless MIDI Guitar Controller, Aura Acoustic Imaging, Platinum Analog Preamps, Matrix Infin-

ity, Rare Earth, Neo-D, Nashville Series Bluegrass Pickups, Strings Series Pickups, Ellipse Preamp Systems, Prefix Preamp Systems, Powerbridge  
**Amplifiers:** Loudbox Acoustic Instrument Amplifiers

**Five Pin Press**  
 11108 Ferndale Road  
 Dallas, TX 75238  
**W:** www.solostudiobook.com  
**Business Type:** Manufacturer  
**Print Music**

**Flash Music USA**  
 7810 S 15th Way  
 Phoenix, AZ 85042  
**P:** (747) 254-0840  
**E:** stuartfoster@flashmusicusa.com  
**W:** flashmusicusa.com  
**Business Type:** Manufacturer  
**Accessories**

**Floyd Rose**  
 5044 Industrial Rd.  
 Unit D  
 Wall Township, NJ 07727  
**W:** www.floydrose.com  
**Business Type:** Wholesaler/Distributor

**Plucked / Fretted Instruments Accessories**

**Focusrite Novation**  
 840 Apollo St.  
 Suite 312  
 El Segundo, CA 90245  
**P:** (310) 322-5500  
**E:** us.sales@focusrite.com  
**W:** www.focusrite.com  
**Business Type:** Manufacturer  
**Keyboard Instruments Pro Audio / Sound Reinforcement**

**Ford Drums**  
 13132 Yorba Street  
 Santa Ana, CA 92705  
**P:** (714) 904-0945  
**E:** imaginethatone@gmail.com  
**W:** forddrums.com  
**Business Type:** Manufacturer  
**Percussion Instruments**

**Framus & Warwick Music USA**  
 1922 Air Lane Dr.  
 Nashville, TN 37210  
**P:** (629) 202-6790  
**E:** info@framuswarwick-usa.com  
**W:** www.framuswarwick

usa.com  
**Business Type:** Wholesaler/Distributor  
**Plucked / Fretted Instruments:** Framus Guitars, Warwick Basses  
**Accessories:** RockBoard by Warwick  
**Racks, Cases & Stands:** RockStand by Warwick, RockBag by Warwick, RockCase by Warwick  
**Effects & Pedals:** RockBoard by Warwick

**Fretlight Guitar**  
 2020 S Edmonds  
 Reno, NV 89701  
**E:** support@fretlight.com  
**W:** www.fretlight.com  
**Business Type:** Manufacturer  
**Media & Software Videos / DVD**

**G.H. Reno Custom Guitars**  
 5725 E. Admiral Place  
 Tulsa, OK 74115  
**P:** (918) 831-9000  
**E:** Jerry@GHReno.com  
**W:** www.ghreno.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Plucked / Fretted Instru-**

**ments Accessories**

**Galaxy Audio**  
 Po Box 16285  
 All, usa 67216  
**P:** (316) 263-2852  
**E:** sales@galaxyaudio.com  
**W:** www.galaxyaudio.com  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement Microphones**

**Gallien-Krueger**  
 2234 Industrial Dr.  
 Stockton, CA 95206  
**W:** www.gallien.com  
**Business Type:** Manufacturer  
**Amplifiers**

**GAMA**  
 875 W. 181st St. # 2D  
 New York, NY 10033  
**P:** (212) 795-3630  
**E:** robsulkow@discoverguitar.com  
**W:** www.discoverguitar.com  
**Business Type:** Other

**Gatchell Violins**  
 400 Stan Drive Unit 2  
 Melbourne, FL 32904  
**Contact:** James Phillips,  
 Operations Manager  
**P:** (327) 733-1499  
**E:** jphillips@gatchellviolins.com  
**W:** www.gatchellviolins.com

**Business Type:** Wholesaler/Distributor, Manufacturer  
**Bowed Instruments:** Ametto, H Luger, Nicolas Parola, Keith-Curtis and Clifton, KCC, Stefan Petrov, Rudolph Fielder, Viktor Kereske, Ricardo Galaini, Plamen Edrev, Radiana Edreva, Barbara Piccinotti, Roberto Cavagnoli, Guangzhou Consortium, Nicolo Marcasti  
**Accessories:** CFX, Hermann Luger, Stradpet, Pirastro, Doux Strings, SUMI Rests, GVC Rosin

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 PO Box 949  
 50 Bordeaux Terrace  
 West Milford, NJ 07480  
**E:** info@gluboot.com  
**W:** www.gluboot.com  
**Business Type:** Manufacturer  
**Accessories:** GluBoost®, Fill n' Finish®, MasterGlu®

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 107 Trumbull St  
 BLDG F8  
 Elizabeth, NJ 07206  
**W:** www.geminsound.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
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**ment Pro Audio / Sound Reinforcement Accessories Racks, Cases & Stands Amplifiers Microphones**

**Genelec Inc.**  
 7 Tech Circle  
 Natick, MA 01760  
**W:** www.genelec.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Pro Audio / Sound Reinforcement**

**Generalmusic Corp**  
 605 F Country Club Drive  
 Bensenville, IL 60106  
**W:** www.ahlborn-galanti.com  
**Business Type:** Wholesaler/Distributor  
**Keyboard Instruments**

**George Lowden Guitars**  
 22 Down Business Park  
 Down Business Centre  
 Downpatrick, NI BT30 9UP  
**W:** www.georgelowden.com  
**Business Type:** Manufacturer  
**Traditional Folk Instruments**

**Georgia Case**  
 2052 Mountain Industrial Blvd  
 Tucker, GA 30084  
**P:** (770) 938-0707  
**E:** brian@georgiacase.com  
**W:** www.georgiacase.com  
**Business Type:** Manufacturer  
**Racks, Cases & Stands**

**German American Trading Company Inc.**  
 P.O. Box 17789  
 Tampa, FL 33682  
**P:** (813) 961-8405  
**E:** germanamer@msn.com  
**Business Type:** Wholesaler/Distributor  
**Keyboard Instruments Woodwinds Bowed Instruments Accessories Traditional Folk Instruments**

**Get Banded.com**  
 12020 Eastgate Blvd  
 Nashville, TN 37122  
**P:** (615) 773-9900  
**W:** www.getbanded.com  
**Business Type:** Other  
**Associations / Organizations:** GetBanded.com

**Getzen Company Inc.**  
 P.O. Box 440  
 530 S. Hwy. H  
 Elkhorn, WI 53121  
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**W:** www.ghsstrings.com  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement Accessories Amplifiers Effects & Pedals**

**Giannini Guitars USA**  
87 North Industry Ave Suite D  
Deer Park, NY 11729  
**P:** (855) 442-6646  
**E:** rlandis@giannini-usa.com  
**W:** www.gianniniguitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments Woodwinds Bowed Instruments Accessories Traditional Folk Instruments**

**Gibson Brands, Inc.**  
309 Plus Park Blvd.  
Nashville, TN 37217  
**P:** (800) 444-2766  
**E:** service@gibson.com  
**W:** www.gibson.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments DJ & Lighting Equipment Keyboard Instruments Pro Audio / Sound Reinforcement**

**Gig Gear LLC**  
463 Quentin Road  
Brooklyn, NY 11223  
**P:** (718) 569-5345  
**E:** info@gig-gear.com  
**W:** www.gig-gear.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Accessories**

**GJ2 Guitars by Grover Jackson**  
23286, Del Lago Drive  
Laguna Beach, CA 92653  
**W:** www.gj2guitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**GluBoost**  
652 Primrose Lane  
River Vale, NJ 07675  
**P:** (201) 331-3730  
**E:** info@GluBoost.com  
**W:** www.GluBoost.com  
**Business Type:** Manufacturer  
**Accessories Retail Displays & Business Products / Services**

**Godin Guitars**  
19420 Clark Graham Ave.  
Baie D'Urfe, QC H9X3R8  
**W:** www.godinguitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments Racks, Cases & Stands Percussion Instruments Amplifiers**

**Gold Tone, Inc**  
3656 S Hopkins Ave  
Titusville, FL 32780  
**P:** (321) 264-1970  
**E:** arogers@goldtone.com  
**W:** www.goldtone.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Plucked / Fretted Instruments Accessories Percussion Instruments**

**Gon Bops**  
219 Main Street  
Meductic, NB E6H2L5  
**P:** (506) 272-2019  
**E:** luis@gonbops.com  
**W:** www.gonbops.com  
**Business Type:** Manufacturer  
**Accessories:** Gon Bops  
**Percussion Instruments:** Gon Bops

**Gorilla Inc.**  
570 W. Cheyenne Ave.  
Suite 80  
North Las Vegas, NV 89030  
**E:** hchatt@aol.com  
**W:** www.pignoseamps.com  
**Business Type:** Manufacturer  
**Amplifiers**

**Grabbit, Inc**  
17929 Cinnamon Trail  
Cleveland, OH 44023  
**P:** (440) 289-8819  
**E:** jgeorgian@grabbitinc.com  
**W:** www.grabbitinc.com  
**Business Type:** Manufacturer  
**Accessories**

**Graph Tech Guitar Labs**  
7551 Vantage Way  
Delta, BC V4G-1C9  
**P:** (604) 940-5353  
**E:** sales@graphtech.com  
**W:** www.graphtech.com  
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**W:** http://www.gogreentones.com  
**Business Type:** Manufacturer  
**Percussion Instruments**

**GretschGear**  
PO Box 2468  
Savannah, GA 31402  
**P:** (912) 748-7070  
**E:** info@gretschgear.com  
**W:** www.GretschGear.com  
**Business Type:** Other  
**Accessories:** Gretsch, Leedy, Sho-Bud

**GRK Manufacturing Co**  
1200 Dayton ST  
Hamilton, OH 45011  
**P:** (800) 289-2362  
**E:** gkilday@grkmfg.com  
**W:** www.grkmfg.com  
**Business Type:** Manufacturer  
**Accessories**

**GrooveTech Tools, Inc.**  
PO Box 250  
Sonora, CA 95373  
**W:** www.groovetechtools.com  
**Business Type:** Manufacturer  
**Accessories:** CruzTOOLS, GrooveTech, Stagehand

**Grundorf Corporation**  
721 9th Avenue  
Council Bluffs, IA 51501  
**P:** (712) 322-3900  
**E:** sales@grundorf.com  
**W:** www.grundorf.com, www.grundaudio.com  
**Business Type:** Manufacturer  
**DJ & Lighting Equipment Pro Audio / Sound Reinforcement Accessories Racks, Cases & Stands**

**GSM Multimedia GmbH**  
Siemensstrasse 10  
Landau an der Isar, Bavaria 94405  
**W:** www.gsm-multimedia.de  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Accessories**

**GTR Store**  
141 W 28th Street 4th Floor  
New York, NY 10001  
**W:** www.gtrstore.com  
**Business Type:** Whole-

saler/Distributor  
**Amplifiers**

**GtrWrks LLC**  
11501 Lochwood Dr #711  
Yukon, OK 73099  
**W:** www.gtrwrks.com  
**Business Type:** Manufacturer  
**Accessories Effects & Pedals**

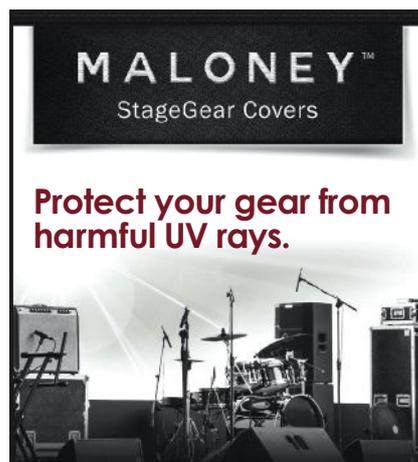
**Guitar Liquidators**  
17162 Murphy Ave Suite B  
Irvine, CA 92614  
**P:** (949) 752-0050  
**E:** Info@guitarliquidators.com  
**W:** GuitarLiquidators.com  
**Business Type:** Wholesaler/Distributor, Other  
**Plucked / Fretted Instruments Bowed Instruments Accessories Racks, Cases & Stands Percussion Instruments Traditional Folk Instruments Videos / DVD Microphones Effects & Pedals Retail Displays & Business Products / Services**

**GuitarGrip by Grip Studios Inc**  
743 Wing St.  
Rear Bldg  
Plymouth, MI 48170  
**W:** www.guitargrip.com  
**Business Type:** Manufacturer  
**Racks, Cases & Stands**

**GuitarPR**  
1048 Irvine Avenue  
#922  
Newport Beach, CA 92648  
**P:** (888) 777-2404  
**E:** gpr@guitarpr.com  
**W:** GuitarPR.com  
**Business Type:** Other  
**Retail Displays & Business Products / Services**

**Guptill Music**  
3621 W MacArthur Blvd Ste 119  
Santa Ana, CA 92704  
**P:** (714) 556-8013  
**E:** info@guptillmusic.com  
**W:** www.guptillmusic.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Accessories**

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**W:** http://hjimenezinstruments.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

## Hailun USA

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Richland, WA 99352  
**P:** (509) 946-8078  
**E:** hailunusa@gmail.com  
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**Accessories:** AirTurn, Artiphon, Axe Heaven, ChordBuddy, Fret Butter, g7th Capos, Geerfab Acoustics, Griffin, Hamilton Stands, IK Multimedia, Korg, Line 6, Marlo, Mighty Bright, Samson, SwirlyGig, Ugo  
**Racks, Cases & Stands:** Grundorf, Hamilton  
**Percussion Instruments:** Alesis, CB Drums, Gibraltar Hardware, Gretsch, KAT, Remo, Paiste, Percussion Plus, Tycoon, Vater, Waltons Irish Music  
**Amplifiers:** Hartke, Hotone, Line 6  
**Videos / DVD:** Home-spun, Hudson, Rock House, Centerstream, Magnolia, Fret12  
**Microphones:** Blue Microphones, MXL, Samson, Solomon  
**Effects & Pedals:** Air Turn, F-Pedal, Hotone, IK Multimedia, Line 6, Morley, Walrus Audio

## Hammond USA

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Addison, IL 60101  
**W:** www.hammondorg.com  
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**W:** www.harmonmutecompany.com  
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**F:** (847) 498-5370  
**E:** lgoldstein@westheimercorp.com  
**W:** www.harmonyguitarsusa.com  
**Business Type:** Manufacturer  
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**W:** us.playhohner.com  
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**F:** (866) 431-6983  
**E:** customerservice@houseoftroy.com  
**W:** www.houseoftroy.com  
**Business Type:** Manufacturer  
**Accessories:** House of Troy Piano Lamps

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**W:** www.huntermusical.com  
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**Facebook:** https://www.facebook.com/hwproducts  
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**E:** Contact via email  
**P:** (912) 964-4705  
**F:** (912) 233-4991  
**W:** www.jodyjazz.com  
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**Accessories:** DrumClip  
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**Keyboard Instruments:** Kawai

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**W:** www.KenSmithBasses.com  
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**W:** lonewolftrucking.com  
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**W:** www.mackie.com  
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**P:** (615) 773-9900  
**W:** www.majesticpercussion.com  
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**Marching Percussion:** Majestic  
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 Eden Prairie, MN 55344  
**P:** (952) 906-3606  
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**W:** www.mojaveaudio.com  
**Business Type:** Manufacturer  
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**YouTube:** https://www.youtube.com/user/TheNAMMShowChannel  
**Business Type:** Other  
**Associations / Organizations**

**NEMC**  
*Quality, brand name instruments and accessories for students and schools, backed by repair, service, as well as flexible rental and sales options from a trusted source with over 50 years in the industry. 1181 Route 22, Box 1130 Mountainside, NJ 07092  
**P:** (908) 232-6700  
**E:** Lgraham@nemc.com  
**W:** www.nemc.com  
**Business Type:** Wholesaler/Distributor  
**Plucked / Fretted Instruments**  
**Marching Percussion**  
**Brass Instruments**  
**Woodwinds**  
**Bowed Instruments**  
**Accessories**  
**Racks, Cases & Stands**  
**Percussion Instruments***

**New Sensor Corp.**  
*For over 45 years, Electro-Harmonix has been an*

*innovator in guitar and sound effects pedals. From the legendary Big Muff Pi Fuzz to our new line of Organ and Keyboard emulation pedals, EHX continues to fuel the creativity of musician and inspire new generations to come. 55-01 2nd St Long Island City, NY 11101  
**P:** (718) 937-8300  
**E:** info@ehx.com  
**W:** www.ehx.com  
**Twitter:** https://twitter.com/EHX  
**Facebook:** https://www.facebook.com/Electro-Harmonix  
**YouTube:** https://www.youtube.com/user/EHX  
**Business Type:** Manufacturer  
**Accessories:** Electro-Harmonix, Sovtek, Tung-Sol, Genalex, Mullard, Svetlana  
**Effects & Pedals:** Electro-Harmonix*

**NOMAD Stands**  
12020 Eastgate Blvd  
Nashville, TN 37122  
**P:** (615) 773-9900  
**W:** www.jupitermusic.com

**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement:** Nomad  
**Accessories:** Nomad

**NS Design**  
*NS instruments, designed for professionals working in an amplified stage or studio environment, set a world standard for performance versatility and quality, for ergonomics, and for aesthetic appeal.*

*NS instruments are noted for their tone and versatility, extraordinary performance in amplified and recording applications, and exceptional ergonomic design. 134 Back Meadow Road Nobleboro, ME 04555  
**P:** (207) 563-7705  
**E:** info@nedsteinberger.com  
**W:** thinkns.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Plucked / Fretted Instruments:** NS Design  
**Bowed Instruments:** NS Design*

**Nuvo Instrumental LLC**  
100 Cummings Ctr  
Suite 141Q  
Boston, MA 01915  
**P:** (978) 530-5070  
**E:** jordan@nuvo-instrumental.com  
**W:** www.nuvo-instrumental.com  
**Business Type:** Wholesaler/Distributor, Other  
**Woodwinds:** Nuvo Instrumental  
**Accessories:** Nuvo Instrumental  
**Racks, Cases & Stands:** Nuvo Instrumental  
**Retail Displays & Business Products / Services:** Nuvo Instrumental

**Ohana Music, Inc.**  
3350 E. 7th Street, #105  
Long Beach, CA 90804  
**W:** www.ohana-music.com  
**Business Type:** Wholesaler/Distributor  
**Plucked / Fretted Instruments**

**OMG Music**  
1530 Endeavor Dr STE 800  
Noblesville, IN 46060  
**W:** www.omgmusic.com  
**Business Type:** Wholesaler/Distributor,



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Instrument:  
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Photo by Betsy Newman

**Manufacturer  
Plucked / Fretted Instruments****On-Stage**

154 Woodlawn Rd.  
Suite C  
Berlin, CT 06037  
**W:** On-Stage.com  
**Business Type:** Manufacturer

**Accessories:** On-Stage, u-mount, Hot Wires, DrumFire, Hennessey  
**Racks, Cases & Stands:** On-Stage, On-Stage Stands, On-Stage Cases

**OnBoard Research Option Knob, Inc.**

2200 8th St  
Tuscaloosa, AL 35401  
**P:** (800) 398-8501  
**E:** info@optionknob.com  
**W:** www.optionknob.com  
**Business Type:** Manufacturer

**Accessories****PageFlip, Inc.**

111 Woodmere Blvd  
South  
Woodmere, NY 11598  
**P:** (212) 650-6160

**E:** sales@pageflip.com  
**W:** www.pageflip.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Accessories**  
**Effects & Pedals**

**Paiste America, Inc.**

460 Atlas St  
Brea, CA 92821  
**P:** (714) 529-2222  
**P:** (310) 488-3066  
**E:** ashreve@paiste.com  
**W:** www.paiste.com  
**Business Type:** Manufacturer  
**Percussion Instruments**

**Parker Guitars**

1000 Corporate Grove Dr.  
Buffalo Grove, IL 60089  
**P:** (800) 877-6863  
**E:** usm.info@usmusiccorp.com

**W:** www.parkerguitars.com  
**Business Type:** Manufacturer

**Plucked / Fretted Instruments****Peak Music Stands**

13430 Alondra Blvd  
Cerritos, CA 90703  
**P:** (877) 754-4681  
**E:** info@peakmusicstands.com  
**W:** www.peakmusicstands.com  
**Business Type:** Wholesaler/Distributor  
**Accessories:** Peak, Anfree

**Pearl Corporation**

Distributor of Pearl acoustic drum sets, ePro electronic drums, hardware, Pearl hand

*percussion and accessories, Adams percussion, Adams Marching Brass, Sabian Band & Orchestra Cymbals and Pearl Flutes.*

549 Metroplex Dr  
Nashville, TN 37211  
**P:** (615) 833-4477  
**E:** Customer.Service@PearlDrums.com

**W:** www.pearldrums.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Marching Percussion Accessories**  
**Percussion Instruments**

**Pearl River**

GW Distribution, LLC  
P.O. Box 329  
Mahwah, NJ 07430  
**P:** (845) 429-3712  
**E:** info@pearlriverusa.com  
**W:** www.pearlriverusa.com

**Business Type:** Wholesaler/Distributor, Manufacturer  
**Keyboard Instruments:** Pearl River, Ritmuller, Kayserburg

**Peterson Electro-Musical Products, Inc.**

11601 South Mayfield Ave  
Alsip, IL 60803  
**P:** (708) 388-3311  
**E:** mlj@petersonemp.com  
**W:** www.petersontuners.com

**Business Type:** Wholesaler/Distributor, Manufacturer  
**Pro Audio / Sound Reinforcement**  
**Accessories**  
**Effects & Pedals**

**Petrof America - Piano**

**Royale Prague, LLC**  
PO Box 1130  
Richland, WA 99352  
**W:** www.petrof.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Keyboard Instruments**

**Phaeton Trumpet Company**

22159 N Pepper Road,  
Unit 1  
PO Box 550  
Barrington, IL 60010  
**P:** (847) 382-3210  
**E:** pjlabiz2@aol.com

**W:** www.phaetontrumpet.com  
**Business Type:** Manufacturer  
**Brass Instruments:** Phaeton Professional Trumpets, Flugelhorns, Pocket Trumpets, Piccolo Trumpets, FX-Custom Trumpet

**Pioneer DJ Americas, Inc.**

1925 E Dominguez St  
Long Beach, CA 90810  
**P:** (310) 952-2000

**W:** www.pioneerdj.com  
**Business Type:** Manufacturer  
**DJ & Lighting Equipment**

**PJLA Music Sales & Marketing**

22159 N Pepper Road,  
Unit 1  
PO Box 550  
Barrington, IL 60010  
**W:** www.pjlamusic.com  
**Business Type:** Manufacturer  
**Brass Instruments**  
**Woodwinds**  
**Accessories**

**Players Music LLC**

PO Box 9210  
Tempe, AZ 85214  
**P:** (480) 833-2500  
**E:** sales@playersmusic.com  
**W:** www.playersmusic.com

**Business Type:** Wholesaler/Distributor, Manufacturer  
**Plucked / Fretted Instrument**  
**Marching Percussion Brass Instruments**  
**Woodwinds**  
**Bowed Instruments**  
**Accessories**  
**Retail Displays & Business Products / Services**

**PMC - Percussion Marketing Council**

P.O. Box 33252  
Cleveland, OH 44133  
**P:** (440) 582-7006  
**E:** kbustman@aol.com  
**W:** PlayDrums.com  
**Business Type:** Other  
**Associations / Organizations**  
**Percussion Instruments**

**Prentice Practice Pads**

33815 Golden Lantern st  
Dana Point, CA 92629  
**Contact:** Colin Hilborne  
**P:** (714) 296-8870  
**E:** willitlast@cox.net  
**Business Type:** Manufacturer  
**Accessories:** Prentice, Partridge  
**Racks, Cases & Stands:** Prentice, Partridge  
**Percussion Instruments:** Prentice, Partridge

**PreSonus Audio**

18011 Grand Bay Court  
225.216.7887  
Baton Rouge, LA 70809  
**P:** (225) 216-7887  
**E:** info@presonus.com  
**W:** www.presonus.com  
**Business Type:** Manufacturer  
**Media & Software**  
**Pro Audio / Sound Reinforcement**

**Prestige Guitars**

1332 Main St. North  
Vancouver

Vancouver, BC V7J 1C3  
**W:** www.prestige guitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**QRS Music Technologies, Inc.**

269 Quaker Dr  
Seneca, PA 16346  
**P:** (800) 247-6557  
**E:** qrssupport@qrsinc.com  
**W:** www.qrsmusic.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Keyboard Instruments:** Story & Clark Pianos, Gulbrandsen, PNOmation, Pianomation PNOscan  
**Media & Software**  
**Bowed Instruments:** Virtuoso Violin

**QSC Audio, LLC**

1675 MacArthur Blvd.  
Costa Mesa, CA 92626  
**P:** (714) 754-6175  
**E:** info@qscaudio.com  
**W:** www.qsc.com  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement**  
**Amplifiers**

**RCF**

110 Talmadge Rd.  
Edison, NJ 08817  
**P:** (732) 902-6100  
**E:** info@rcf-usa.com  
**W:** www.rcf-usa.com  
**Business Type:** Manufacturer  
**DJ & Lighting Equipment**  
**RCF**  
**Pro Audio / Sound Reinforcement:** RCF  
**Amplifiers:** RCF

**ReedGeek, Inc.**

P.O. Box 3569  
Carson City, NV 89702  
**W:** www.reedgeek.com  
**Business Type:** Manufacturer  
**Woodwinds**  
**Accessories:** ReedGeek "Universal" reed tool, woodwind products

**Remo, Inc.**

28101 Industry Drive  
Valencia, CA 91355  
**P:** (661) 294-5600  
**E:** customerservice@remo.com  
**W:** www.remo.com  
**Business Type:** Manufacturer  
**Marching Percussion**  
**Accessories**  
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**P:** (816) 842-0240

**E:** sales@rentmyinstrument.com  
**W:** www.rentmyinstrument.com  
**Business Type:** Wholesaler/Distributor  
**Brass Instruments:** BAC, Jupiter, Conn, Selmer, King  
**Woodwinds:** BAC, Jupiter, Selmer, Artley, Armstrong  
**Bowed Instruments:** Eastman

**Revelle**

8 Vernon Valley Rd.  
East Northport, NY 11731  
**W:** www.revellestrings.com  
**Business Type:** Manufacturer  
**Bowed Instruments:** Student to professional level violin outfits.  
**Accessories:** Performance bows for violin, viola and cello.  
Professional and student level violin cases.

**Reverb**

3345 N Lincoln Ave  
Chicago, IL 60657  
**Contact:** Pierce Codina, Social Media Coordinator  
**P:** (888) 726-2728  
**W:** www.reverb.com  
**Business Type:** Other  
**Retail Displays & Business Products / Services**

**Rhythm Band Instruments, LLC / Boomwhackers International**

1316 E. Lancaster Ave  
Fort Worth, TX 76102  
**E:** bfgogle@rhythmband.com  
**W:** www.rhythmband.com  
**Business Type:** Wholesaler/Distributor  
**Accessories**  
**Percussion Instruments**

**Riversong Guitars**

1305 battle st  
Kamloops, BC V2C2N9  
**P:** (250) 319-5050  
**E:** Mike@riversongguitars.com  
**W:** www.RiversongGuitars.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Plucked / Fretted Instruments**  
**Accessories**  
**Microphones**

**Roland Corporation U.S.**

5100 S. Eastern Avenue  
Los Angeles, CA 90040  
**W:** www.RolandUS.com  
**Business Type:** Wholesaler/Distributor, Manufacturer

**Plucked / Fretted Instruments**

Roland  
**DJ & Lighting Equipment:** Roland, BOSS, AIRA  
**Keyboard Instruments:** Roland  
**Pro Audio / Sound Reinforcement:** Roland  
**Accessories:** Roland, BOSS  
**Racks, Cases & Stands:** Roland  
**Percussion Instruments:** Roland  
**Traditional Folk Instruments:** Roland  
**Amplifiers:** Roland  
**Effects & Pedals:** Roland, BOSS

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For decades the reliable, easy-to-use Rovner Dark has been the "go to" ligature for band directors, and it remains our best seller. Our "Next Generation" ligatures, to include the Star Series for beginners and the Versa-X for high school and beyond, expand the options available for helping students perform to the best of their ability no matter where they are in their musical development. With nine patented ligature models in all, plus our new PROTEUS Rectangular Bore Clarinet Barrel, Rovner offers superior performance in any setting and at every level of experience. Reliable, durable, affordable, patented and made in the USA... that's Rovner Products! P.O. Box 4116 Timonium, MD 21094  
**P:** (410) 252-7750  
**E:** info@rovnerproducts.com  
**W:** www.rovnerproducts.com

**Business Type:** Manufacturer  
**Woodwinds:** Rovner Ligatures, Rovner Rectangular Bore Clarinet Barrel, Rovner Mouthpieces.  
**Accessories:** Rovner Dark Ligature, Rovner Light Ligature, Rovner MKIII Ligature, Rovner Versa Ligature, Rovner Star Series Ligature, Rovner Legacy Ligature, Rovner Platinum Ligature, Rovner Versa-X Ligature, Rovner Van Gogh Ligature, Rovner Rectangular Bore Clarinet Barrel, Rovner Mouthpieces.

**Roy Benson USA**

864 North 12th Street  
Niles, MI 49120  
**P:** (888) 943-1452  
**E:** support@roybensonusa.com  
**W:** www.roybensonusa.com  
**Business Type:** Whole-

saler/Distributor  
**Brass Instruments**  
**Woodwinds**

**RS Berkeley**  
PO Box 715  
Scotch Plains, NJ 07076  
**P:** (908) 790-9499  
**E:** info@rsberkeley.com  
**W:** www.rsberkeley.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Brass Instruments**  
**Woodwinds**  
**Bowed Instruments**  
**Accessories**  
**Percussion Instruments**

**SABIAN**

219 Main Street  
Meductic  
Entire Province, NB  
E6H2L5  
**P:** (506) 272-2019  
**F:** (506) 470-4152  
**E:** customerservice@sabian.com  
**W:** www.sabian.com  
**Business Type:** Manufacturer  
**Accessories:** SABIAN  
Performance Accessories,  
Gon Bops  
**Percussion Instruments:**  
SABIAN, Gon Bops

**Sadowsky Guitars**  
2107 41 Ave FL4  
Long Island City, NY  
11101

**P:** (718) 433-1990  
**E:** roger@sadowsky.com  
**W:** www.sadowsky.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**  
**Amplifiers**

**Saga Musical Instruments**

137 Utah Ave.  
South San Francisco, CA  
94080  
**P:** (650) 588-5558  
**E:** info@sagamusic.com  
**W:** www.sagamusic.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Plucked / Fretted Instruments:** Blueridge  
Acoustic Guitars, Gitane  
and Cigano Gypsy Jazz  
Guitars, Kentucky Mandolins,  
Gold Star Banjos, Regal Resophonic  
Guitars, Prudencio Saez, Catala  
and J. Navarro Classical Guitars,  
Diamond Head and Hamano Ukuleles.  
**Bowed Instruments:** Cremona,  
Cervini, and Anton Breton String  
Instruments  
**Accessories:** Golden Gate  
Acoustic Guitar, Mandolin,  
Banjo, and Electric Guitar  
Parts, Cases and Bags;  
Superior Instrument Cases  
and Bags; Anton Breton Violin  
Parts and Accessories; Baker Street

and Travelite Instrument Cases.

**Traditional Folk Instruments:** Trinity College  
Concertinas, Schwartz  
Jaw Harps and Musical  
Spoons, Cusco Ocarinas  
and Panpipes.

**Schimmel Piano Corporation**

329 N New Street  
Lititz, PA 17543  
**W:** www.schimmel-piano.de  
**Business Type:** Wholesaler/Distributor,  
Manufacturer  
**Keyboard Instruments**

**Shaker Microphones, Inc.**

PO Box 1070  
Diamond, AR 72630  
**W:** www.shakermicrophone.net  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement**  
**Microphones**

**Sher Music Co.**

P.O.Box 445  
Petaluma, CA 94953  
**E:** shermuse@sonic.net  
**W:** shermusic.com  
**Business Type:** Manufacturer  
**Print Music**

**Shure Inc.**

5800 W. Touhy Ave.  
Niles, IL 60714  
**W:** www.shure.com  
**Business Type:** Manufacturer

**SKB Corporation**

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Orange, CA 92867  
**Contact:** Jerry Andreas, Sr.  
V.P. Music Pro AV Division  
**P:** (714) 637-1252  
**F:** (714) 283-0425  
**E:** questions@skbcases.com  
**W:** www.skbcases.com/  
music  
**Twitter:** www.twitter.com/skbmusicCases  
**Facebook:** www.facebook.com/skbmusic  
**YouTube:** www.youtube.com/skbcases.com  
**Business Type:** Manufacturer  
**Racks, Cases & Stands:** SKB, GigRig, Studio Flyer, iSeries Watertight Guitar Cases, ATA Cases

**Small World MUSIC-FOLDER.com Inc.**

Box 60582 RPO Granville Park  
Vancouver, BC V6H 4B9  
**Contact:** Ian Bullen, President  
**P:** (604) 733-3995  
**F:** (877) 246-7253  
**E:** sales@musicfolder.com  
**W:** www.MusicFolder.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Print Music**  
**Accessories**  
**Racks, Cases & Stands**

**Sonor Drums**

12020 Eastgate Blvd.  
Mt. Juliet, TN 37122  
**P:** (615) 773-9900  
**E:** info@sonorusa.com  
**W:** us.sonor.com  
**Business Type:** Manufacturer  
**Percussion Instruments:** SQ≤ Drum System,  
Vintage Series, ProLite  
Series, Ascent Series, Select  
Force Series, Essential

Force Series, Smart Force  
Series, Smart Force Xtend  
Series, Special Edition  
Series, Snare Drums, Hardware,  
Accessories Cymbals, Orff,  
Glockenspiels, Xylophones,  
Metallophones, Concert  
Mallets, Chime Bars, Timpani,  
Trolley Systems

**Sound Projections**

1815 w. 205th st. # 103  
Torrance, CA 90501  
**P:** (888) 291-1288  
**E:** info\_sp@soundprojections.com  
**W:** www.soundprojections.com  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement**

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3404 84th St. E.  
Tacoma, WA 98446  
**Contact:** Russell Reed, CEO

**E:** russ@soundsynergies.net

**W:** www.soundsynergies.net  
**Facebook:** www.facebook.com/soundsynergies  
**Business Type:** Manufacturer  
**Accessories:** STRINGTone,  
BRITETone, PROcussionCare,  
LECTRICare

**St. Louis Music**

1400 Ferguson Avenue  
St. Louis, MO 63133  
**P:** (314) 727-4512  
**E:** info@stlouismusic.com  
**W:** www.stlouismusic.com  
**Business Type:** Wholesaler/Distributor  
**Plucked / Fretted Instruments:** Alvarez,  
Alvarez Yairi, Austin, Sigma,  
Yairi  
**Marching Percussion:** Evans,  
Vic Firth, Dixon, Rogers,  
Innovative Percussion,  
Sabian  
**Brass Instruments:** Zonda,  
P. Mauriat  
**Woodwinds:** Zonda,  
P. Mauriat

**Bowed Instruments:**  
Knilling, Suzuki, Sebastian  
**Accessories**

**Percussion Instruments:**  
Dixon  
**Microphones:** Audio-Technica

**Stedman Corporation**

4167 Stedman Dr  
Richland, MI 49083  
**W:** www.stedmanusa.com  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement**  
**Accessories**  
**Microphones**

**Steinway & Sons**

1 Steinway Place  
Long Island City, NY  
11105  
**W:** www.steinway.com  
**Business Type:** Manufacturer  
**Keyboard Instruments**

**Stomplight International LLC**

PO Box 365  
El Granada, CA 94018  
**P:** (650) 533-1408  
**E:** mja@stomplight.com  
**W:** www.stomplight.com  
**Business Type:** Manufacturer  
**DJ & Lighting Equipment**

**Taylor Guitars**

1980 Gillespie Way  
El Cajon, CA 92020  
**W:** www.taylorguitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments:** Taylor Guitars

**Ted Klum Mouthpieces LLC**

101 East Main st Bldg #5  
Unit #4  
Little Falls, NJ 07424  
**P:** (973) 890-8755  
**E:** tedk@tedklummouthpieces.com  
**W:** www.tedklummouthpieces.com  
**Business Type:** Manufacturer  
**Woodwinds**  
**Accessories**

**The Gretsch Company**

PO Box 2468  
Savannah, GA 31402  
**W:** www.Gretsch.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments:** Gretsch  
**Percussion Instruments:** Gretsch

**The L.A. Sax Company**

864 North 12th Street  
Niles, MI 49120  
**P:** (888) 943-1452  
**E:** sales@lasax.com  
**W:** www.lasax.com  
**Business Type:** Manu-

facturer  
**Woodwinds**

**The Music People, Inc.**  
154 Woodlawn Rd.  
Suite C  
Berlin, CT 06037  
**W:** www.musicpeopleinc.com

**Business Type:** Wholesaler/Distributor,  
Manufacturer

**Pro Audio / Sound Reinforcement:** TMP Pro  
Distribution

**Accessories:** u-mount,  
DrumFire, Hot Wires, Audio  
Spectrum, Hennessey, TMP  
Pro Distribution.

**Racks, Cases & Stands:**  
On-Stage, On-Stage Cases  
Stands, On-Stage Cases

**Theo Wanne Mouthpieces and Instruments**

1221 Fraser Street  
Suite E2  
Bellingham, WA 98229  
**E:** info@theowanne.com  
**W:** www.theowanne.com  
**Business Type:** Wholesaler/Distributor,  
Manufacturer  
**Woodwinds:** Theo  
Wanne® Legendary Saxophone  
Mouthpieces  
**Accessories:** Theo  
Wanne® SD Systems  
**Microphones:** SD  
Systems

**Thomas Knatt Guitars**

687 Townsend Rd.  
Groton, MA 01450  
**P:** (978) 448-9663  
**E:** Thomasknatt@yahoo.com  
**W:** www.thomasknatt.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**Timberline Guitars**

PO Box 2983  
San Diego, CA 92131  
**P:** (888) 610-5551  
**E:** timberlineguitars@me.com  
**W:** www.timberlineguitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**TKL Products Corp.**

2545 Turkey Creek Rd  
Oilville, VA 23129  
**P:** (804) 749-8300  
**E:** info@tkl.com  
**W:** www.tkl.com  
**Business Type:** Manufacturer  
**Racks, Cases & Stands:**  
LTDô, Conceptô, Vectra®,  
Zero Gravity®, Performerô,  
BlackBelt®

**TMP Pro Distribution**

154 Woodlawn Rd.  
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By Dan Daley

# Home Studios Are Becoming Hubs for the Next Generation of Media

The People Who Own Them Are Already Your Customers

**P**rofessional audio is one of the more difficult markets to measure. Drummers buy sticks and guitarists buy strings, but at a time when every guitarist, keyboardist, drummer, and vocalist is also his or her own engineer and/producer, buying a microphone or computer interface cuts across the old boundaries. Pro audio and MI are intertwined like never before.

A recent market survey by U.K. firm Futuresource Consulting underscores that synergy. Home studios, of the sort that musicians set up for themselves, make up 21 percent of total pro-audio market revenue. But what's more interesting – and unexpected – is that those same studios account for more than half – 54 percent, by Futuresource's reckoning – of what ends up in broadcast and related media, such as streaming. And to raise eyebrows further, 26 percent of survey respondents creating content in their home studios *did no music at all*. Instead, they are creating media like spoken-word podcasts, which are often scored using library music rather than original recordings. In other words, the home studios that can seem so hobbyist are actually becoming hubs for the next generation of media. And the people who own them are already your customers. You knew that, but now we have a better idea of what they're doing in those spare bedrooms and garages.

What we also know is that this new cohort of entrepreneurial home-studio users buy a lot of stuff. Futuresource's research indicates that more than 40 percent of them own at least one pair of professional-grade headphones. When it comes to microphones, nearly 60 percent of them are using USB mics. That's a product category that barely existed a decade ago and now has new and familiar brands scrambling for a piece of it. Furthermore, almost 90 percent of audio-mixer unit shipments to the studio/broadcast industry are now attributable to the home-studio segment. That's at a time when conventional studios, which tend to shop at more specialized

pro-audio retail outlets, like Dale Pro Audio or Westlake Pro, are actually dispensing with hardware consoles and increasingly doing their editing, mixing, and mastering "in the box" – i.e., inside the computer/software environment.

Applied to NAMM's numbers, this market survey underscores both pro audio's robustness and its inherent ambiguity. The organization's 2018 annual report shows what it regards as the "pro audio" category as basically flat from 2017, with multitrack recorders – long considered a signature product under that rubric – down nearly three percent. Yet the separate computers and recording products rubric saw a five-percent increase in sales for the year.

“Pro audio and MI are intertwined like never before...”

So while the pro audio market presents somewhat murky metrics, it does seem clear that recordists are doing a lot more than music with that gear. Podcasts, which have skyrocketed in popularity and diversity – leading podcast producer Midroll Media estimates the number of people in the U.S. listening to podcasts at nearly to 68 million in 2017, up 45 percent from 2015 – likely have a lot to do with both sets of survey findings: they require less-sophisticated equipment, and even those that do use original music recordings can easily accomplish professional results on the growing array of table-top multitrack devices like iZotope's Spire Studio. And musicians are using them in innovative ways, such as to promote themselves as educators and influencers.

MI retailers can and should leverage this trend. The home studio, which for the past 20 years or so was mostly an adjunct market for MI retail, is in the process of becoming a portal to a much larger media business that their existing customer base is already moving towards. Let them know that you know where they're going, and that you'll be along for the ride. 



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