

M M R

MUSICAL MERCHANDISE REVIEW

Survey: Cases & Bags for Fretted Instruments



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You're Hired!
If You Can Find Them



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Master of All Things Stringed: Michael Schear of Amati's Fine Instruments and Amahi Ukuleles



Roundtable

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'THERE IS TRULY NO END IN SIGHT'

Ukulele Market Holding Strong in 2019



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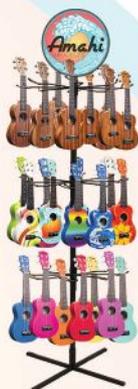
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New Ukuleles Fall 2019

C O N T E N T S



MUSICAL MERCHANDISE REVIEW

FEATURES Vol.178 SEPTEMBER 2019 No.9



Best Practices

You're Hired (If You Can Find Them) 30

The good news is that unemployment is down across the nation. The bad news? It's harder to find and retain good, new workers



Roundtable

'There is Truly No End in Sight:' Ukulele Market Holding Strong in 2019 32

MMR recently touched base with reps from five major suppliers of ukuleles to get their take on this still-going-strong phenomenon



Fretted

Master of All Things Stringed: Michael Schear of Amati's Fine Instruments and Amahi Ukuleles 38

Schear shares some of the best sales tactics that keep the uke trend flying high, as well as the trends he sees within this mighty subsection of the MI market and Amahi's bestsellers

Cover image courtesy Amahi Ukuleles

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Survey

'They Want Something Better:' Fretted Instrument Players are Willing to Pay More for a Superior Case or Gig Bag 40

With nearly 90 percent (86.7) of participants in this month's survey reporting that sales of cases and bags for fretted instruments are either up or level when compared to 2018, this market segment is certainly a bright spot in the world of MI

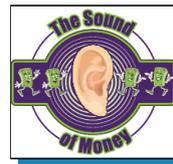
2019 Holiday Buying Guide 44

Start planning out your inventory for the fall and winter with MMR's annual buying guide, sorted conveniently by price to help you cater to every customer

Small Business Matters

MSFQ: More to Start, Fewer to Quit 52

Menzie Pittman explains how this useful mantra and mindset of NAMM president Joe Lamond can help your store – and the MI industry at large



The Sound of Money

The Art of Music Retail 54

Using music-based metaphors may help you (and your employees) understand and be proactive about common workplace issues

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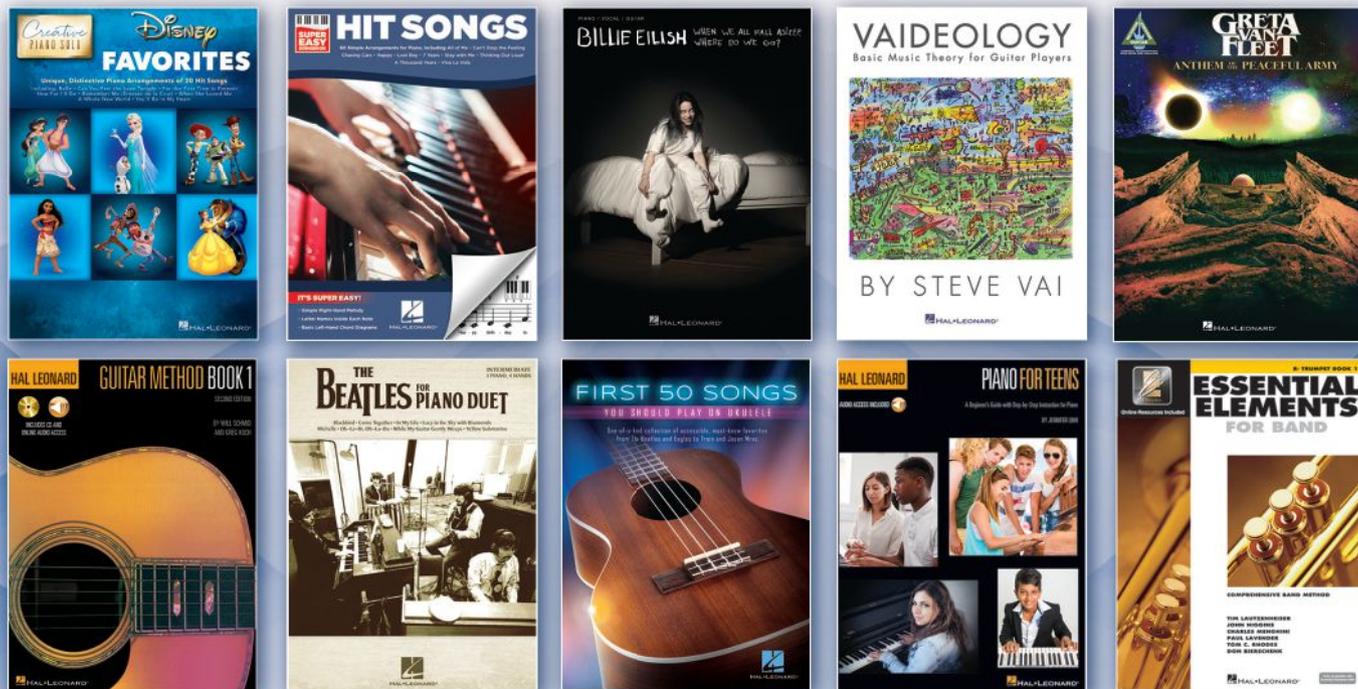
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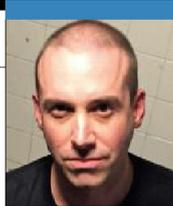
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Capitalize on Delays

“We expect that the 2019 holiday season will see healthy U.S. retail spending growth of 3.7 [percent] to \$1.035 trillion,” offered eMarketer in a late February, 2019 forecast. “However, with several economic factors now weighing on the consumer economy, this growth rate represents a noticeable deceleration vs. 2018.”

by Christian Wissmuller

Indeed, if things were to ultimately pan out as per the above prediction, that uptick in spending is considerably less than the 5.4 percent increase in retail purchases that occurred leading up to the holidays in 2018. And the likelihood of that comparatively modest 3.7 percent growth prediction may be growing slimmer.

At the beginning of August, a proposed 10 percent tax on \$300 billion worth of Chinese imports, initially to go into effect on September 1, had many predicting a downright dire holiday buying season.

In a *Washington Post* article from August 2 of this year, authors Abha Bhattari and Taylor Telford observed, with respect to ongoing trade skirmishes between the U.S. and China and additional tariffs then-slated to go into effect in the fall, “While consumers have been largely shielded from earlier tariffs, the newest round would raise prices on just about everything Americans buy. More than 60 percent of the affected items are consumer goods, according to an analysis by Goldman Sachs.”

However, it was than announced on August 13 that the imposition if those tariffs would be delayed until December 15. “I think the president wanted to avoid being the Grinch who stole Christmas,” speculated Mark Zandi, chief economist of Moody’s Analytics. “These delayed tariff hikes would have landed squarely on American consumers.”

How is MI effected? Well, a lot of that depends on what instruments and gear you stock and where those items are sourced from. Taxes, tariffs, and trade wars may exert pressures on the musical instrument industry, but it’s far less vulnerable than, say, makers of shoes, video game consoles, clothing, and toys.

What this does mean – regardless of your personal politics or philosophies – is that the time to get going with your holiday sales promotions is sooner than later. Some folks may grumble about seeing Christmas decorations put up in stores and malls earlier and earlier every year, but in 2019 there may be quite fewer last-minute holiday shoppers and many more who aim to completely wrap up their gift purchasing prior to mid-December.

In light of that, do be sure to check out our 2019 Holiday Buying Guide on page 44 for some great ideas on what to stock in order to capitalize on what could turn out to be something of a truncated season!


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Industry News

- Industry News
- MMR Global
- Trade Regrets
- Supplier Scene
- People on the Move

Etsy Completes Acquisition of Reverb

Etsy, Inc. has completed its acquisition of Reverb Holdings, Inc. for \$275 million in cash, subject to certain adjustments with respect to cash, debt, working capital, transaction expenses, and the value of equity awards granted in connection with the transaction.

Josh Silverman, chief executive officer of Etsy, commented, "We are excited to officially welcome Reverb's employees and the entire Reverb community to Etsy. We see significant potential in the Reverb marketplace and look forward to supporting them as they enable more and more music lovers around the world to buy, sell, connect, and learn. It is our goal to unlock further value in what is already a strong and vibrant business with key competitive differentiation."



As previously announced, Reverb will continue to operate as a stand-alone business. There are a number of similarities between Etsy and Reverb's businesses, such as the focus on improving search and discovery, making selling and buying easier, and growing their global brands and communities. The two companies will share knowledge and best practices, and Etsy plans to leverage its marketplace expertise to help Reverb further scale and grow.

Etsy will provide an update on the impact of Reverb to its 2019 financial guidance in conjunction with the release of its third quarter 2019 earnings. In addition, Etsy will file Reverb's historical financial statements on Form 8-K/A within the time period required by the U.S. Securities and Exchange Commission.

Yamaha Hosts Political Leaders in Visits to California Headquarters

State Senator Bob J. Archuleta and U.S. Representative Gilbert R. Cisneros, Jr., who represent the city of Buena Park in the California State Senate and U.S. House of Representatives, respectively, met in early August with senior management at Yamaha Corporation of America (YCA) headquarters on a number of topics of common interest, including support for music education and efforts to help suffering veterans.

The meetings were intended to explore in greater depth the company's pursuit of its role as a good corporate citizen in the region, its support for the local economy in terms



Matt Searfus, VP of marketing, YCA; Jeff Scott, corporate VP, finance and administration, YCA; Garth Gilman, corporate VP; Tom Sumner, president, YCA; State Senator Bob Archuleta; David Jewell, partnerships and alliances manager, YCA; Masa Koike, treasurer and senior VP, YCA.

of jobs and tax revenue, and how Yamaha may work more closely with the State Assembly and U.S. Congress to further these goals. Yamaha representatives first met both Sen. Archuleta and Rep. Cisneros, whose respective districts contain YCA headquarters in Buena Park, as part of this year's Stand Up 4 Music Day in Sacramento

and the National Association of Music Merchants' (NAMM) annual Music Education Advocacy D.C. Fly-In held in Washington.

Sen. Archuleta visited first with YCA President Tom Sumner and other senior leadership on Monday, July 29. Following an overview of Yamaha and an update on the company's future plans to bring further jobs and revenue to the district, the senator was treated to a tour of the YCA campus.

"I was very impressed with the tour of Yamaha Corporation of America's headquarters, which I am proud to say is located in the 32nd Senate

District," Archuleta said after the meeting. "Not only does Yamaha produce an array of excellent instruments – from pianos to guitars, saxophones and many others – used by professional and amateur musicians alike, but I was also captivated by the strong philanthropic component to the

See **YAMAHA** page 14

NAMM Foundation Awards \$675,000 in Grants

The NAMM foundation has announced grants to 28 music-making organizations totaling \$675,000. The beneficiaries count 21 domestic and seven international music service organizations, and each provide access to music-making opportunities across a variety of different communities and demographics.

"Through the transformative work of these organizations, thousands of people will discover or advance their love and desires for making music," said Mary Luhrsens, executive director of The NAMM Foundation. "And these projects also advance new music learning experiences and capacity – all essential for creating more music makers."

This year, three, new beneficiaries were selected as grantees: First Nations De-

velopment Institute, Music Haven, and UCLArts & Healing. These beneficiaries, as well as the others, were chosen as each organization's mission aligns with the Foundation's commitment to creating and supporting access to quality music education programs to inspire a life-long love of music-making.

Since its inception in 1994, The NAMM Foundation's annual grant program has donated more than \$18 million in support to domestic and international music education programs, scientific research, advocacy and public service programs related to music-making. The grants are funded in part by donations from the National Association of Music Merchants and its 10,400 member companies worldwide.

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RPMDA Board Meets in New Orleans to Plan for 2020 Convention

The board of directors of Retail Print Music Dealers Association (RPMDA) recently held its annual summer board meeting at the Hyatt Regency Hotel in New Orleans. The resort is the site of RPMDA's upcoming annual convention, to be held April 30 – May 3 next year. At this meeting, board members scheduled an exciting program for next year's convention, including educational sessions, informative guest speakers and clinicians, and entertaining activities at an exciting venue in one of America's renowned historical cities. The board is comprised of David Jahnke of Hal Leonard (president), Mike Watson of Remenyi Music (VP/Convention), Ron Manus of Alfred Music (VP/secretary-treasurer), Don Langlie of Poppler's Music (past president), and Karl Kjos of Neil A. Kjos Music Company and Tracy Leenman of Musical Innovations, members-at-large.

The RPMDA Convention is unique in that it provides a meeting that encourages product knowledge, networking, and camaraderie among publishers, retailers and others in the music industry to discuss the important issues facing music retailers today. As the organization's website states, "RPMDA is a group like no other when it comes to idea sharing and the nurturing of lifelong business and personal relationships. Our members consider this organization to be a 'second family,' a constant support for nearly all of their business needs, and one of the best investments they could ever make."

The 2020 Convention will feature the unique Power Hour,

where retailers and publishers can talk face-to-face; as well as educational sessions focusing on social media, copyrights, and other important issues facing retailers today. The Board works hard to provide educational events for retail owners, managers, print, and other store employees, and publishers alike; and social events that benefit members and their entire families. While the program is still being finalized, plans are being made for a very special group visit to attend the famed New Orleans Jazz and Heritage Festival, held at the Fairgrounds, an event that attracted over 475,000 last year.

The Hyatt Regency Hotel is located next to the Mercedes-Benz Superdome, close to the Smoothie King Center and Lafayette Square. Just a short walk from the French Quarter and Bourbon Street, this four-star hotel features an outdoor pool and a 24-hour fitness center. Additional amenities at this hotel include complimentary wireless Internet access, concierge services, and gift shops/newsstands.

RPMDA is a group of music retailers, publishers and others, committed to "providing a common meeting ground for the interchange of ideas among dealers, to promote ethical standards and policies in dealing with music publishers, and to promote better and more meaningful dealer-publisher relations." Its first convention was held in 1976, and the group has been a strong voice in the music industry ever since. For more information, go to www.printmusic.org.



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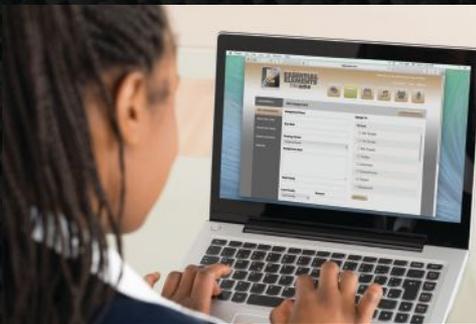


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Music China Provides Multifunctional Platform for Brands

Music China is drawing closer and as the exhibition space fills up, the show looks forward to welcoming both exhibitors and visitors to the fairground at the Shanghai New International Expo Centre from October 10 to 13. The 2019 edition promises to deliver yet again with 13 exhibition halls, over 2,300 domestic and international manufacturers, brands

and suppliers, and more than 1,000 live performances and events. In an ever-evolving industry, Music China aims to be a multifunctional platform that allows professionals to connect and stay ahead of the changes that disrupt the market.

The fair aims to create added value by focusing on quality, innovation, and prominent industry topics. This way, market

evolution and disruption can be opportunities that allow companies to connect with their customers even better. Exhibitors can leverage their participation to their advantage, by strengthening their brand awareness internationally, introducing new topics or products, or gaining a foothold in the Asian market.

Roland is one of the long-term exhibitors at Music China. While the fair continues to expand its influence on the market, it contributes a great deal to the global branding of the company.

Akira Nishizawa, chairman of Roland China, explained: "There are many ways to appreciate music. Our mission at Roland is to bring the thrill and excitement of creative experiences to imaginative people all over the world. As overseas interest in Music China is growing, the fair contributes to our global branding. We also utilize it as an opportunity for press releases to introduce new topics, such as collaboration projects with other companies. The show is one of the largest events that can truly reach musical instrument and music fans, online as well as offline."

Music China also welcomes new exhibitors, like German piano manufacturer C. Bechstein. For C. Bechstein, China is one of the most important markets. Exhibiting at Music China allows the company to work on its brand awareness in the region, while tapping into the huge potential of this growing industry.

Zhou Xianghao, general manager, C. Bechstein China, said: "The Chinese market has great potential, and Music China is more than just an exhibition for the country and its surrounding markets. It is one of the most important musical exhibitions in the world. The Chinese market has a huge consumption base and as a result, the musical instrument market here is quite big. With the development of China's economy and the improvement of the consumption level, the demand for quality has begun to rise. For Chinese customers, buying a musical instrument more than a decade ago may have been the difference between being able to afford it or not. Today, it's the difference between buying something good or buying something better. For C. Bechstein, this is a positive evolution."

Music China will take place from October 10-13. For more details, see www.musikmesse-china.com or email the show's organizers at: music@hongkong.messefrankfurt.com.

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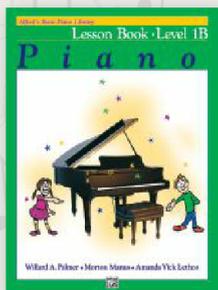
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Making music education accessible is the core mission of the D'Addario Foundation, a 501(c)(3) non-profit that provides support to hundreds of highly effective, socially impactful non-profit partners in areas of need who, through music, are changing the trajectory of children's lives.

In 2019, over \$565,000 in financial grants and D'Addario & Co. product donations have been awarded to 232 non-profit programs that are greatly improving outcomes of marginalized and impoverished children through an immersive education in music. These grantees spread out over 39 states, 141 cities, and deliver on-average nine hours of instrument instruction per child each week for 31 weeks out of the year.

"Thanks to the D'Addario Foundation grant, we were able to bring in extra instructors to conduct 23 sessions of group lessons to help with our students as they practiced for their end-of-year performances," remarks Andrew Johnston, founder/executive director of Jazz Empowers, a first-time grantee of the D'Addario Foundation. "Thank you for your support this year, it made a significant impact on our programs."

The D'Addario Foundation conducts two grant cycles per year where organizations may apply for support after first submitting an initial letter of inquiry.

Gibson Responds to Viral Firebird X Video

On July 31, Gibson explained that the Firebird X destruction video that caught the attention of many in late July and early August of this year was, "an isolated batch of Firebird X models built in 2009-2011 which were unsalvageable and damaged with unsafe components."

The viral clip showing of hundreds of instruments being walked on and then crushed by a backhoe caused many to question why so many seemingly-usable guitars weren't donated to underprivileged students or school districts.

"This isolated group of Firebird X models were unable to be donated for any purpose and were destroyed accordingly," explained Gibson's statement.

Former Gibson employee BJ Wilkes had an interview with *The Guitarologist*, in which he said, "They literally could not sell these guitars and they were on the books. Investors were all trying to clean up the mess before the end of the fiscal year."

Gibson recently announced its re-launch of the Gibson Foundation. Since 2002, the Gibson Foundation has provided thousands of guitars and donations to schools and charities in excess of \$30 million. As a starting point, Gibson committed to giving a guitar-a-day away over the next 1,000 days. 100 percent of donations to the Gibson Foundation go directly towards giving the gift of music, re-affirming Gibson's commitment to giving back, helping under-served music education programs, empowering music culture and encouraging the creation of music.

Yamaha continued from page 8

company through its Yamaha Cares foundation."

YCA hosted Rep. Cisneros two days later on July 31 for a similar meeting and campus tour with Sumner and the Yamaha leadership.

At the end of his visit, Cisneros said, "Yamaha Corporation of America is not only a dynamic part of our local economy – employing hundreds of our neighbors in good paying jobs – but also provides essential support to veteran programs, arts in schools and the next generation of musical artists."

During both meetings, topics important to the company and the community were explored, including the importance of music instruction and appreciation as a crucial component of a well-rounded education. Both Archuleta and Cisneros voiced support for robust funding for education, and YCA expressed eagerness to work with their respective legislatures on the state and federal levels in maximizing the impact of the federal Every Student Succeeds Act (ESSA) so that music and the arts may be a ready part of any student's schooling.

In addition, as Archuleta and Cisneros sit on their respective Veterans' Affairs Committees in Sacramento and Washington, they took particular interest in the company's philanthropic work for veterans. They paid special attention to the long-standing relationship between YCA and the nonprofit veteran-rehabilitation organization Guitars for Vets, which with the company's assistance provides new guitars and a forum to play for veterans who suffer from post-traumatic stress disorder as a way for them to heal and cope.

"The Yamaha team is grateful that both Senator Archuleta and Representative Cisneros took the time to visit us here in Orange County," said Sumner after the meetings. "When Yamaha has the opportunity to work with our state and federal representatives to further our common goals for the betterment of our community and nation, we don't hesitate to step up. We look forward to working closely with them both in the future."

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Supplier Scene

Excelcia Music Receives Paul Revere Award

The music industry honored Excelcia Music Publishing's high-quality engraving with a first place Paul Revere Award in the category of "Graphic Excellence: Collated Music Notesetting (i.e. Engraving)" for the recently released concert band piece, "Tower of Inspiration," by Robert Thurston. The award ceremony took place at this summer's annual meeting of the Music Publishers Association in New York.

"In our first year, we are so proud to be recognized by our peers in the music industry for the high-quality of our engraving and entire production team," states award recipient Tyler Arcari, instrumental music editor at Excelcia Music Publishing. "Here at Excelcia Music Publishing, it is our priority to publish meticulously-edited and beautiful pieces, and Tower of Inspiration is no exception." The award recognizes production lead and notesetting by Arcari and graphic design by Harrison Morgan.

Yamaha Celebrates Outstanding Achievements at DCI Championships

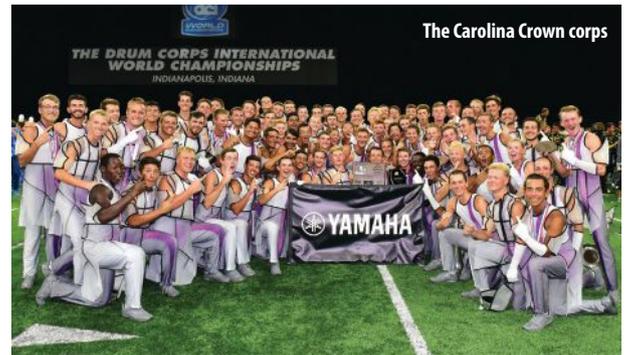
Yamaha Corporation of America recently celebrated 35 years of sponsorship with Marching Music's Major League at the Drum Corps International (DCI) World Championship finals at Lucas Oil Stadium.

In the 20 years since Yamaha brass first entered the drum corps activity, Yamaha corps have won a total of 13 Jim Ott High Brass Awards. Additionally, since Yamaha support first began, corps equipped with the company's instruments have won 19 DCI Championships, 15 Fred Sanford High Percussion Awards, and 50 gold, silver or bronze medals in total. This season, 15 Yamaha Performing Artists worked on the educational faculties of 8 corps, helping them refine their musical abilities.

Yamaha is the official brand for nine All-Yamaha World Class drum corps. Additionally, 15 corps chose to use Yamaha brass or percussion instruments this year. These corps include The Blue Stars, The Bluecoats, Boston Crusaders, Carolina Crown, The Colts, The Crossmen, The Madison Scouts, Santa Clara Vanguard, The Seattle Cascades, The Cadets, The Cavaliers, The Troopers, Colt Cadets, Legends, and The Battalion. Numerous corps selected

Yamaha Professional Audio speakers and/or mixers, as well.

"We are immensely proud to celebrate 35 years of an incredible sponsorship with Drum Corps International, and to continue our unwavering support for music education in the marching arts," says Brian Petterson, senior marketing manager, Winds & Strings, Yamaha Cor-



poration of America. "By participating in this life-changing program, students gain incredibly valuable educational experience, and often move on to become developing leaders in their communities and schools. Giving so many talented individuals the exposure to educational opportunities perfectly aligns with what we believe in as a company and is precisely why we have been supporting the drum corps activity for so many years."

See **YAMAHA** page 14

Taylor Launches Stella Falone Kitchen Woodcrafts Line

Bob Taylor, co-founder and president of Taylor Guitars, has launched Stella Falone Kitchen Woodcrafts. The new brand debuts with a line of reversible cutting boards featuring exotic ebony wood ethically sourced in Cameroon and processed at an ebony sawmill co-owned by Taylor in Cameroon's Congo Basin in West Africa.

For centuries, instrument makers have used ebony wood for fingerboards on violins, guitars, piano keys and more because of its beautiful dark color, remarkable durability, and favorable tonal characteristics. However, ebony has not always been sourced using ethical and sustainable practices. To help change this, Taylor Guitars became the co-owner of a small ebony sawmill in Yaoundé, Cameroon. Their goal was to create a more socially responsible and environmentally sustainable value chain for this ebony wood.

In the process of cutting ebony for musical instrument parts,



there are pieces that don't fit the precise specifications for a guitar or violin, but whose exotic beauty and durability make them wonderfully suited for other types of products. Enter Stella Falone Kitchen Woodcrafts. As a longtime lover of food, cooking and quality kitchen products, Taylor was inspired to use this ebony to develop a line of premium kitchen woodcrafts, starting with cutting boards.

ing boards.

"I've devoted my career to the pursuit of my passions – woodworking craftsmanship and guitars," says Taylor. "After more than four decades of crafting beautiful, high-performance guitars that have inspired generations of musicians all around the world, I'm excited to apply that same craftsmanship expertise to another passion of mine: food! I love quality kitchen tools, and I especially love the idea of blending beauty and function to create exceptional kitchenware products that support a more sustainable future."

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CELESTION

Shure Hosts Student Education Event with Lollapalooza Artists

With one of the most popular global music festivals happening in its own backyard, Shure wanted to take the opportunity to leverage its 94-year-old history with audio equipment to educate local music students.

Students from Chicago-area music organizations, including Drum Chicago and People's Music School, got a behind-the-scenes overview on the differ-

ent types of microphones, receivers, and other Shure equipment used by musicians at Lollapalooza, along with the unique challenges of maintaining audio quality in an open field with so many stages, performers, and city frequency interference as factors in production.

The students were also able to the meet with and hear stories from Lollapalooza artists Chelsea Cutler and Jeremy

Zucker, who each performed separately at the festival.

"As a young person with a dream to be successful in music, it was a surreal experience to hear directly from two artists about what they had to do to get to this point," said Kaylle Flores, student from People's Music School. "Before the event I felt my dream was far-fetched and unattainable, but Jeremy and Chelsea made me realize it's possible to pursue a career in music and encouraged me to find my place in this industry."

The students not only had a chance to ask questions during a group chat, they also had some one-on-one time with the artists to talk to them more in-depth.

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"I had so much fun spending time with everyone at the house," said Cutler. "I love having the opportunity to connect with young people who are so dedicated to making music."

The artist event took place at Shure's "For Those Who Tour" House, a specially-decorated home in one of Chicago's most iconic neighborhoods, designed to provide an inspirational place for artists to stay when they are visiting the city.

"It's our mission at Shure to advocate for artists and the communities we serve," said Brooke Giddens, head of artist marketing at Shure. "The 'For Those Who Tour' House serves as a peaceful haven for artists, giving them a place to stay while passing through Chicago on tour."

The three-bedroom house includes specially-themed rooms and music equipment, including a mini-studio set up for mixing music. The house marks the third location for The Participation Agency's "For Those Who Tour" program.

"So often, the cost of staying in hotels while on tour can be burdensome to many up-and-coming artists," said Jessica Resler, co-founder and creative director at The Participation Agency. "The Shure 'For Those Who Tour' House is a great way to provide a way for artists to relax in a really inspirational setting, while being more connected to the community in a neighborhood just outside of downtown."

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Country Star Morgan Tours with Allen & Heath

Country artist Craig Morgan is on the road this summer, touring with new gear in the form of an Allen & Heath dLive S5000 console/DM0 MixRack at front of house, an SQ-7 for monitors, and four DX168 I/O expanders on-deck.

"I had been looking for a new console since last year," Morgan's FOH engineer Robert Harmon relates. "I narrowed down my search to three, but none of them worked out. Then I ran across a console I didn't recognize online. It looked high-end. It turned out to be an Allen & Heath S5000. Having logged thousands of hours on a GL2400 and other Allen & Heath analog products in the past, I have to admit my mind was having a hard time wrapping itself around this new digital offering."

Harmon agreed to try the desk following a conversation with Allen & Heath's Eastern regional sales manager, Kevin Madden. He wound up using it for two shows and never gave it back, choosing to send the company a check instead. "They told me it could be customized any way I wanted," he recalls. "I heard that before, but this time it was true. Using a show file I wrote at home, it loaded correctly the first time and sound check went quickly for starting at zero. I configured the desk to mimic the layout of my old one exactly, that made the transition seamless. I also brought things to the top surface I never could before. I always wanted my matrix out with my VCAs and channels, and I didn't want to sift through



Monitor engineer Marshall Bastin, Craig Morgan, and FOH engineer Robert Harmon with the Craig Morgan tour's FOH dLive S5000 console from Allen & Heath.

layers and layers constantly. I was able to do all that, plus retain the familiarity of my old desk. Everything felt the same, but now I had so much more right at my fingertips, and the complexity of making that happen was about as difficult as using a smartphone."

Marshall Bastin lends direction to the Allen & Heath SQ-7 now residing in monitor world, while four Allen & Heath DX168 expanders bring 96kHz I/O to the stage. "The SQ-7 sounds like a dLive but has a smaller screen," Harmon adds. "Like everything else we bought from Allen & Heath, you get a lot more than you pay for."

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D'Addario Percussion Groups Take Top Two Spots at DCI World Championships

D'Addario Percussion endorsed groups took home the gold and silver medals at the 2019 Drum Corps International World Championships. In world class medals, The Blue Devils took home gold (Evans & Pro-mark), and Bluecoats took home silver (Evans).

D'Addario Percussion also had a successful week taking over the lot at Military Park with partners Music & Arts, Gridbook Percussion, and Lot Riot. In the lot, attendees were treated to mini-clinics with Mark Perrett, and Harvey Thompson & Ralph Nader of BYOS. Additionally, various ensembles like The Blue Knights and The Blue Devils warmed up in the performance space, letting participants get up close and personal with their favorite drum corps.



PhotoSavings.com Wins Hagstrom Fantomen Guitar in KMC Promotion

KMC Music has announced that Brooklyn, New York-based retailer PhotoSavings.com is the lucky winner of a Hagstrom guitar autographed by Ghost frontman Cardinal Copia. PhotoSavings.com was selected at random from a pool of KMC dealers who ordered six in-stock Hagstrom guitars between May 15 and May 31, 2019.

The Hagstrom Fantomen guitar was custom designed through a collaboration between Hagstrom and the Swedish metal band, and is a highly recognizable on stage with the band's two Nameless Ghouls guitar players.

"This exciting promotion was designed for the right guitar brand at the right time, given the growing success and popularity of both Hagstrom Guitars and Ghost," KMC vice president of merchandising Roger Hart said. "This is another great example of how KMC creates sales promotions that benefit dealers and musicians while staying up-to-date with the latest gear and popularity trends in the music industry."



KMC awards PhotoSavings.com with the special autographed Hagstrom guitar

Yamaha *continued from page 8*

This year, several groups equipped with Yamaha brass instruments were awarded for their musical achievement. Carolina Crown, The Bluecoats and The Cavaliers finished the season on a high note by placing first, second and third in brass on finals night, respectively. Carolina Crown was awarded the Jim Ott High Brass Award, marking their seventh time winning this recognition in the past 11 years. This win for Carolina Crown also marks the ninth consecutive year that the group has finished in the top two of the brass standings.

Matt Harloff, brass caption head, Carolina Crown, says, "At Carolina Crown, we strive for the highest levels of excellence in brass performance. To achieve the Crown Brass sound, we need reliable instruments that allow us to focus on making music and since 2007, our choice has been Yamaha. The results truly speak for themselves."

"It's incredibly rewarding to witness such talented performers compete with Yamaha instruments at the highest level," says Troy C. Wollwage, marketing manager, drum & percussion, Yamaha Corporation of America. "We at Yamaha are committed to supporting music education and providing educational performance opportunities, along with the tools needed for success. Our goal is to support these young musicians so that, in turn, they inspire others to join in on the joy of making music."

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Gon Bops Welcomes Castro to Artist Family

Gon Bops has welcomed Lenny Castro to their artist family. He can be heard on many of the best-selling albums and tracks of all time, like Michael Jackson's *Off The Wall*, Toto's "Africa," Christopher Cross' "Ride Like the Wind," and Randy Newman's "I Love L.A.," as well as many successful movie soundtracks like "Close Encounters of The Third Kind," "The Fugitive," "9 to 5," and "The Lion King."



"I am very excited about this, I feel like I'm coming home to Gon Bops," comments Castro. "These are the very first instruments I played when I began my career many years ago."

Sennheiser Launches Pro Talk Homepage

Sennheiser's Pro Talk Series features audio professionals sharing their insider tips and describing their paths to success. Now, Sennheiser has made this essential collection of video interviews available in one central location at www.sennheiser.com/protalkseries. As well as the series of Pro Talk videos, the new site also includes articles with key insights taken from the interviews to provide audio enthusiasts with a unique and valuable resource.

By visiting www.sennheiser.com/protalkseries, audio enthusiasts can discover stories from engineers, producers, and other professionals whose passion and expertise has shaped successful careers in music production and live sound. Visitors can tap into a wealth of information, insider tips, and expertise that makes the Pro Talk Series page a reference for audio devotees who would love to take time to virtually get to know some of the world's most renowned producers, musicians and engineers. The site provides brief introductions to each individual, allowing visitors to easily browse a broad range of professional disciplines and subject matters before going in depth with each expert in their video interviews.



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Note From Joe

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A Sincere Thank You to All Our Exhibitors

Through the innovation and drive of thousands of manufacturers and distributors, our global industry moves forward.

One of our great honors in serving the more than 10,000 members of NAMM has been the ability to focus on growing our industry and helping to create more music makers of all ages. We're committed to providing platforms and education to help our members be more successful, but perhaps even more importantly, we're also passionate about expanding our advocacy efforts, championing school music programs and building awareness of the benefits of making music for all people.

At NAMM Shows, industry gatherings and in countless conversations with the NAMM team, we've had the opportunity to regularly hear from our members around the world. And, through our conversations, I've come to understand that we're all united in our belief that music is a force for good. As such, our industry is engaged in an incredibly simple yet powerful initiative. We call this more to start, fewer to quit (MSFQ), encouraging more people to start making their own music and then retaining these musicians throughout their lives. As the number of music makers grows, together we achieve our vision of a more musical world.

This shared purpose reminded me of a concept made popular by Jim Collins, author of the #1 bestseller *Good to Great*. Collins likened business success to that of a massive flywheel, gaining speed with each successive push before reaching a

critical mass and becoming self-sustaining. The collective effort adds up to become more than the sum of its parts. In other words, greatness equals teamwork plus time.

It occurred to me that this metaphor is exactly like NAMM's Circle of Benefits business model—an initiative to reinvest the proceeds from each NAMM Show back into programs, grants, scholarships and music education advocacy and therefore increasing demand for music, sound and entertainment technology products around the world.

All NAMM members contribute to this shared effort, but the momentum has to start somewhere. By exhibiting at The NAMM Show in January, our manufacturing community pushes the boundaries of innovation, jumpstarts its own success and drives the industry's flywheel and NAMM's Circle of Benefits model forward.

It is quite something to see the creativity of our commercial members, from raw material suppliers to component makers, to finished products. We are humbled and grateful that more than 7,000 brands exhibit at The NAMM Show each year, which in turn draws interest from tens of thousands of buyers and influencers looking for the latest products and ideas to engage their communities and customer segments.

And while we're all experiencing the incredible energy of the NAMM Campus, the global media also turns its attention to the innovations of our exhibiting members, generating mainstream stories, blogs, podcasts and billions of media and social media impressions. Our retail members are likewise creating an incredible amount of exciting content at the show to build excitement in their channels, further driving demand in the marketplace.

All of this activity kicks off the year in a way that is simply unfathomable without the collective energy created when a global industry all gathers at one time, in one spot—a literal flywheel that would make Jim Collins proud!

And as The NAMM Show grows, we are ultimately able to invest more into music grants, advocacy, music-brain research and a diversity of programs to help bring the joys of music making to more people. As we expand the overall access to music making, our members find shared success—and the achievement of our shared vision of a more musical world.

Through NAMM's Circle of Benefits model, millions more people around the world now have access to music and music education. So as we all look forward to an exciting 2020 NAMM Show, our members can also feel proud that, through their participation, we are achieving our collective goal. And that is the power of an industry to change the world!

See you in Southern California,



Joe Lamond
NAMM PRESIDENT AND CEO

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GLOBAL NEWS

QSC Consolidates Distribution in Australia with TAG

QSC recently announced that TAG began distributing its Live Sound and Systems solutions in Australia, effective August 7, 2019. As a leading full-line supplier of professional audio equipment, TAG will stand as the single, strategic distribution partner for Australia, offering a complete portfolio of award-winning loudspeakers, digital mixers, power amplifiers, audio processors, and software-based audio, video & control processing with remote monitoring and management capabilities.



"We are thrilled to expand our 25-year strategic partnership with TAG," says Andy Pearce, QSC director of sales for APAC, who will be managing the transition. "TAG brings the same level of expertise and passion to the new CP Series loudspeakers, the expanding "World of K" loudspeakers/subwoofer portfolio and TouchMix Series, as it brings to the Q-SYS Ecosystem."

"Our customers in Australia are comprised of sophisticated users who demand solutions that are innovative, simple to use, and help them create the exceptional experience end customers have come to expect," says Giles Brading, national sales manager, Technical Audio Group. "We can now offer those customers a more holistic offering spanning the entire QSC portfolio and a singular focus on delivering the right solution. We value our relationship with QSC and are proud to be brand ambassadors for one of the most trusted and innovative manufacturers in our industry."

Martin Audio WPL's Season-Long Deployment in Russian Eco Park



A&T Trade and Music Trade have deployed Martin Audio's premier WPL PA on the main stage of the Zolotoy Gorod eco park – one of the largest country parks in Russia, located near the city of Tula.

The park operates all year round and receives guests from all over the world. Music Trade, A&T Trade's Tula-based partner wanted to design a sound system that would serve artists all summer long.

The main stage of the Zolotoy Gorod presents a multi-genre line-up featuring artists for pop, folk, orchestra, rock, electronic and theatrical performances.

"We needed a universal speaker system that would sound great for any challenge," stated Sergey Bobrov, owner of Music Trade.

The scalable resolution of WPL offers greatly improved coverage consistency and control compared to a standard line array and provides a flexible pathway to advanced array control.

The main PA comprises 10 Martin Audio WPL elements flown on each PA wing, with eight further WPC each side as outfills. A cardioid array of 12 SXH218

subwoofers stretched across the entire width of the stage provide low frequency support.

"With WPL we made the perfect choice and are delighted with the result," Bobrov confirmed. "We are also grateful to the engineers from A&T Trade for their comprehensive support in system design."

The season opened on June 1 with a series of retro music artists headlining that included Natascha Wright (ex La Bouche), Sheyla Bonnick of Boney M, and Pupo.

The stage has been operating every Saturday since, and will run until September. It is expected to have received audiences of around 350,000 by the time the season ends.

"Projects like this highlight the true versatility of WPL," said Martin Audio managing director, Dom Harter. "The Scalable Resolution of WPL will deliver consistent, even coverage across the whole audience area, and the classic Martin Audio sound will be beneficial to every genre of music. The main stage at Zolotoy Gorod eco park will be sounding good all summer long."

KORG USA, Inc. Named Darkglass Electronics Distributor in Canada

Further expanding its sales and distribution efforts in North America, KORG USA, Inc. recently announced that it is now exclusive Canadian distributor for Darkglass Electronics, effective August 1.

Since its origin in 2009, Darkglass's innovative products have been making waves in the industry, attracting a loyal fan base. "It's a combination of stealth looks, solid build, and an incredible sound and player-centric design," shared Brian Piccolo, director of guitar brands at KORG USA, Inc.

Darkglass was founded on progressive thinking and progressive products for bass players worldwide. "Everything we do is meant to be a stepping stone to something bigger and more ambitious en-

gineering-wise, so expanding our efforts with KORG USA, Inc. is an exciting move for the brand," stated Darkglass CEO and co-founder Douglas Castro.

"We're thrilled to announce this exciting global change and look forward to supporting Darkglass in their quest to take over the bass world with their line of unique pedals and amps. We strongly feel that the Canadian market will love everything Darkglass has to offer and we're looking forward to the next phase," Piccolo said.

KORG USA, Inc. will handle all sales and distribution of the Finnish brand's premium bass gear in both their U.S. headquarters and at their new distribution center in Toronto, Canada.



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Ghent's Gentse Feesten Festival Enlists Chauvet Fixtures

Saint Bavo's Cathedral in Ghent, Belgium recently took part in the Gentse Feesten, an annual music and theatre festival. Lighting the way for visitors at this year for the 176th edition of the festive event was a massive collection of CHAUVET Professional fixtures that were used at over 15 stages and other venues. Among the fixture brightening Belgium's second largest city during its annual escape from the ordinary were the Maverick MK1 Spot, Maverick Storm 1 Wash, Maverick MK1 Spot, Rogue R3 Wash, Rogue R2 Wash, and the COLORado Solo Batten. Additionally, over 200 COLORdash Par H12IP fixtures were used throughout the festival site.

Sono brought lighting excitement to the festivities at Korenmarkt with BSL using the COLORdash Par-Hex 12IP, while Phlipppo Productions supplied the stage with Rogue R1 FX- B fixtures. Sono also used the COLORdash Par-Quad 12 IP at Nordic House and A-Pluss.

At Saint Bavo's, Euro P.A. enlivened the whole square with COLORado Panel Q40 fixtures. The flexible and power-packed stage rig consisted of Maverick MK1 Hybrid,



Maverick MK2 Spot, Maverick MK2 Wash, STRIKE 1, and STRIKE P38 units controlled by a ChamSys MagicQ MQ500 Stadium console. The versatile Maverick Storm 1 Wash did double duty at Saint Bavo's, lighting the square, and also being redirected to serve as a front light during some performances.

In the shadow of the Saint Jacob's Church, Matthieu Verpoort ran a powerful show on his ChamSys MagicQ MQ500 Stadium console at the Trefpunt Stage that featured 10 Rogue R3 Wash, and 12 Rogue R2 Wash fixtures as well as one Amhaze Stadium haze machine supplied by John & Jane.

Meanwhile at the popular and lively Mardi Gras stage, Solico lit up the action with the Rogue R2 wash, Rogue R1 Spot, and Rogue RH1 hybrid. Other CHAUVET Professional sightings included 50 COLORdash Par Quad 12 and 70 COLORdash Par H12 IP fixtures to light the historic waterfront buildings; the Maverick MK2 Spot, Mav-

erick MK2 Wash, and COLORdash Par H12IP; nine Maverick MK1 Spot and nine Rogue R2 Wash fixtures; the COLORdash Par H12 IP; and the F4 IP.

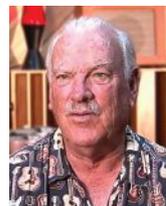
Trade Regrets

Super-Sensitive Musical String Co.'s **Ellen June Cavanaugh**, a 50-plus year Music Industry veteran, passed away peacefully on July 23, 2019 after a three-year hard-fought battle with ovarian cancer. She was surrounded by her family in her final moments at the Hospice House of Sarasota. Cavanaugh was born August 25, 1945 in Milwaukee, Wisconsin.



Ellen and her husband John founded Super-Sensitive Musical String Co. As vice president, she oversaw the accounting and conventions. She also served as president and board member of the Music Distributors Association (MDA).

Aspen Pittman, the founder of Groove Tubes and Aspen Pittman Designs, passed away August 10, 2019, as the result of injuries suffered from an automobile crash in Southern California the day before. He was 70.



Aspen Pittman's designs for guitar amplifiers, live and studio microphones, vacuum tubes and the M-S principle Center Point Stereo technology (U.S. patent #6219426) for guitar speakers have been lauded by top engineers, producers, and musicians for nearly 40 years. He also won the prestigious Microphone of the Year TEC Award for one of his innovative microphone designs. Pittman's best-selling and now classic *Tube Amp Book* has sold more than 140,000 copies worldwide.

On August 20, we received the following from NAMM's Dan Del Fiorentino:

*Our friend Dave Fletcher informed us today that **Jack Martin** passed away. Jack was 96 years old.*



Jack was a leading piano sales rep for Wurlitzer from 1959 until 1963. Although he spent most of his career in the music industry it was those four years that Jack cherishes the most. During the early part of his career with Wurlitzer, Jack took part in the training classes that Wurlitzer provided its staff. These classes are legendary within the industry boasting of attendees who would go on to become leaders throughout the industry. Jack also worked for Aeolian in East Rochester, New York and the Hammond Organ Company.