



Know someone else who might benefit from

**MMR?**  
MUSICAL MERCHANDISE REVIEW

Share your copy with a colleague!



**Click here for a subscription link,  
or forward the one above to someone  
you think would appreciate a copy of  
MMR.**





**TIMELESS**  
COMMUNICATIONS, CORP.

**Producers / Publishers of:**

**PLSN**  
PROJECTION LIGHTS & STAGING NEWS

**FOH**  
FRONT OF HOUSE

**SD** STAGE DIRECTIONS

**MMR**  
MUSICAL MERCHANDISE REVIEW

**SBO**  
SCHOOL BAND AND ORCHESTRA

**Jazz**ed

**Choral Director**  
THE NATIONAL CHORAL & GLEE CLUBS ASSOCIATION

**PLS**  
PRO LIGHTING SPACE



**PAS**  
ProAudioSpace

**WE**  
TWEATRETFAC.COM

**SD PLSN FOH**  
STAGE DIRECTIONS  
**BOOKSHELF**

**BACKSTAGE  
EMPLOYMENT  
NETWORK**  
www.benjobs.com

**JAZZ  
FESTIVALS  
WORLDWIDE**

**EPD**  
EVENT PHOTO COLLECTION DIRECTORY

# MMR

## MUSICAL MERCHANDISE REVIEW

**Upfront Q&A:**  
U.S. Music Corp's  
Gil Soucy



28

44

Show Report:

Summer <sup>16</sup>  
**NAMM**

40

Dealer Survey:

B&O Accessories

46

**BEST & WORST**

in Show Awards:



**They're Back**  
**(Almost...)**  
Making the Most of  
Back-to-School Season **50**



Cindy Cook,  
The Candyman  
Strings & Things



Kevin Cranley,  
Willis Music



Lori Supinie,  
Sensene Music



Joel Menchey,  
Menchey Music  
Services



Production  
**Power.**

CHAUVET DJ Fixtures.  
Big Production Power.

See them in action at  
DJ Expo Booth #712



# 1,000,000 units sold.

The direct box that started an industry.

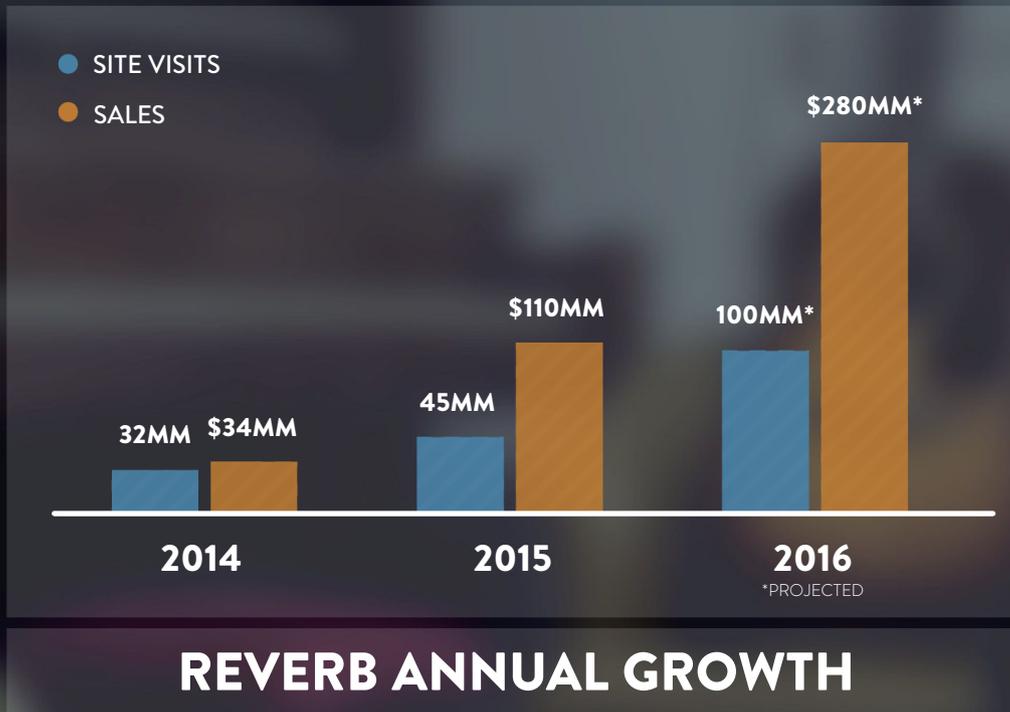
In 1975 when we created the first commercial direct box, we didn't realize we were creating an industry. Well this industry standard has remained the go to direct box for 40 years, and continues to be the standard that all direct boxes are measured against. A million units later, this tireless work-horse is still hand-built the way it was when we first invented it. The Imp 2, another timeless classic from the company that invented the direct box.



## whirlwind

# Reverb.com

THE WORLD'S MOST POPULAR MUSIC GEAR WEBSITE



**7MM**  
MONTHLY VISITORS

**550K**  
EMAIL SUBSCRIBERS

**500K**  
SOCIAL FOLLOWERS



**ARE YOU SELLING ON REVERB YET?**

Reach out to [sales@reverb.com](mailto:sales@reverb.com) to start growing your business today.

# CONTENTS

# MMR

MUSICAL MERCHANDISE REVIEW

Vol.175 AUGUST 2016 No.8

## FEATURES

### 28 UpFront Q&A: U.S. Music Corporation's Gil Soucy

U.S. Music Corporation's Gil Soucy discusses Washburn Guitars – acoustic guitar making, playing, and sales – and his outlook for the rest of 2016.

### 34 Roundtable: Nylon-String Acoustics

Executives from top names in nylon-stringed acoustics sound off on everything from the “new” nylon-string customer to effective marketing and sales strategies.

### 40 Survey: B&O Accessories

Globally, this issue's survey was sent to over 300 MI dealers. Find out how sales of B&O accessories are faring, what brands are emerging as category leaders, and what trends are on the rise.

### 44 Show Report: Summer NAMM 2016 - Hot Times in 'Music City'

Summer NAMM featured 517 exhibiting companies representing upwards of 1,650 brands and 14,055 registered attendees, a 1 percent increase compared to last year and a 14 percent increase over 2014.

## Summer 16 NAMM®

### 46 2016 Summer NAMM: Best & Worst in Show Awards

Highlights and low moments from this summer's gathering in Nashville.

### 49 Small Business Matters: Make Each Customer's Experience Amazing – Part I

Tracy Leenman of owner and CEO of Greenville, South Carolina's Musical Innovations offers ways to create customer loyalty to the point where “they will shop with your company and nowhere else.”

### 50 Back to School: They're Back (Almost)...

Eliahu Sussman talks to retailers about building relationships, back to school prep, and trends this back-to-school season.

“It's all about the relationships. A whole lot of work goes into it before the back-to-school season even starts.”

– Kevin Cranley,  
Willis Music

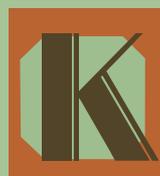
50

## COLUMNS

- 4 Editorial
- 6 UpFront
- 14 Supplier Scene
- 22 MMR Global
- 26 Trade Regrets
- 27 People on the Move
- 53 New Products
- 56 Classifieds
- 59 Ad Index
- 60 The Last Word

Cover design by Garret Petrov

MMR Musical Merchandise Review® (ISSN 0027-4615), Volume 175, Number 8, August 2016, 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 ©2015 by Timeless Communications Corp., all rights reserved. Printed in USA.



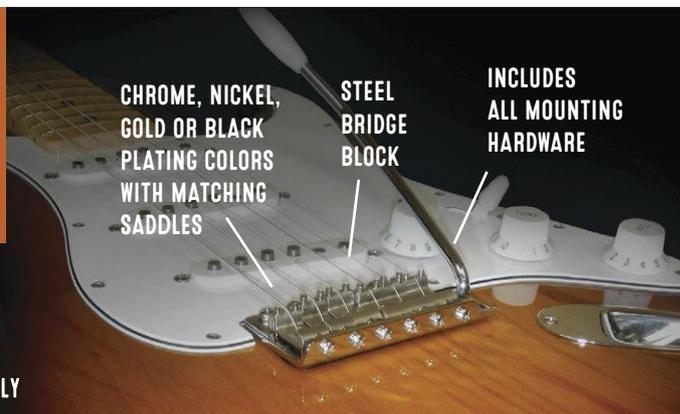
MAKING TOMORROW'S HISTORY TODAY

# KLUSON®

## DIRECT REPLACEMENT VINTAGE TREMOLO BRIDGE

ALL COMPONENTS MATCH ORIGINAL SPECS AND ARE AVAILABLE SEPARATELY

TO ORDER: [WDMUSIC.COM/KLUSON](http://WDMUSIC.COM/KLUSON) | 800-449-9348 | [SALES@KLUSON.COM](mailto:SALES@KLUSON.COM)



KLUSON LIFETIME WARRANTY



# MAP: MAXIMUM ADVERTISING POTENTIAL



Nickel Bronze Acoustic Guitar Strings  
MAP: \$11.99



NYXL Electric Guitar Strings  
MAP: \$11.99



Select Jazz Mouthpieces  
MAP: \$149.00



Varigrip Hand Exerciser  
MAP: \$14.99



Reserve Clarinet Mouthpieces  
MAP: \$99.00



Rico & Rico Royal 3-packs & 10-packs  
MAP: \$8.99 - \$35.99

Get the maximum  
out of your ad dollars  
with D'Addario's  
Minimum Advertised  
Pricing (MAP) policy.  
Designed to keep  
you and your  
customers happy.

800.323.2746

[SALES@DADDARIO.COM](mailto:SALES@DADDARIO.COM)

[HTTPS://B2B.DADDARIO.COM](https://B2B.DADDARIO.COM)

**D'Addario**

# Let Your Voice be Heard



by Christian Wissmuller

**I**n this election year – a pretty wacky one, by anyone’s estimation – you might take solace in participating in another voting process with considerably less associated angst and confusion: Indeed, it’s time once again to select the nominees for *MMR*’s annual Dealers’ Choice Awards (DCAs).

While supporters on each side of the political spectrum (and everywhere in-between) are keeping busy accusing their opposition’s party and/or nominee of corruption and dirty dealing in getting to their own, official presidential nomination in 2016, I’m happy to assure all of our readers that whoever winds up being selected as nominees across the DCA’s 17 product categories will get there because folks actually voted for them! It’s a fair and legit – and verifiable! – process: no ballot-stuffing allowed (only one vote per *MMR* subscriber), no “fudging the numbers” to suit our own ends. And the proof is in the pudding, when you consider some of the (then) out-of-left-field brands which have won in the past.

**“We at *MMR* may have our own perception as to what instruments and gear are setting the world on fire in 2016, but only MI dealers know.”**

Consider the 2010 DCAs: Who would’ve thought that the Snark Tuner (Evets) would bump regular-winner D’Addario from the winners circle as Accessory Line of the Year? I was only recently particularly aware of Snark Tuners, myself, but dealers knew that the little clip-on was flying off the shelves and they spoke with their votes. Or how about, just two years later, when Hailun Pianos knocked virtual lock, the Kawai K-3, from the top perch in the Acoustic Piano Line of the Year category. Only this past year, MI retailers gave the nod to the Ibanez PS10 as the Electric Guitar of the Year, over the near-perennial winner, Fender’s Standard Strat.

We at *MMR* may have our own perception as to what instruments and gear are setting the world on fire in 2016, but only MI dealers know what’s moving, what’s affording big profit margins, what’s helping forge meaningful and lasting relationships with customers and community – and this is your chance to tell us (and everyone).

I hope you’ll visit [mmmagazine.com/2016-dealers-choice-nominations.html](http://mmmagazine.com/2016-dealers-choice-nominations.html) (or just go to [mmmagazine.com](http://mmmagazine.com) and look for the DCA nominations tab) and share your insight. Let your voice be heard!

Christian Wissmuller  
cwissmuller@timeless.com



MUSICAL MERCHANDISE REVIEW

Published Since 1979

**PRESIDENT**

Terry Lowe .....tlowe@timeless.com

**GROUP PUBLISHER**

John Pledger .....jpledger@timeless.com

**EXECUTIVE EDITOR**

Christian Wissmuller .....cwissmuller@timeless.com

**MANAGING EDITOR**

Sharon Paquette Lose .....sharon@timeless.com

**ASSOCIATE EDITOR**

Mike Lawson .....mlawson@timeless.com

**AUDIO / MI ADVISOR**

George Petersen .....george@timeless.com

**LIGHTING / STAGING ADVISOR**

Nook Schoenfeld .....nook@timeless.com

**CONTRIBUTING EDITOR / DIGITAL MEDIA ADVISOR**

Jacob Coakley .....jcoakley@timeless.com

**CONTRIBUTING EDITOR**

Dan Daley .....dandaley@timeless.com

**WEB DESIGNER**

Josh Harris .....jharris@timeless.com

**ADVERTISING / MARKETING DIRECTORS**

Mike Devine .....md@timeless.com

Greg Gallardo .....gregg@timeless.com

Matt Huber .....mh@timeless.com

Dave Jeans .....djeans@timeless.com

Matt King .....mking@timeless.com

**GREAT CHINA**

Judy Wang, Worldwide Focus Media  
C: 0086-13810325171 E: judy@timeless.com

**ART DIRECTOR**

Garret Petrov .....gpetrov@timeless.com

**PRODUCTION MANAGER**

Mike Street .....mstreet@timeless.com

**GRAPHIC DESIGNER**

Angela Marlett .....amarlett@timeless.com

**VICE PRESIDENT**

William Hamilton Vanyo .....wvanyo@timeless.com

**OFFICE ADMINISTRATOR / CIRCULATION**

Naomi Crews .....ncrews@timeless.com

Timeless Communications, Corp.  
6000 South Eastern Ave • Suite 14-J  
Las Vegas NV 89119, TEL 702.479.1879



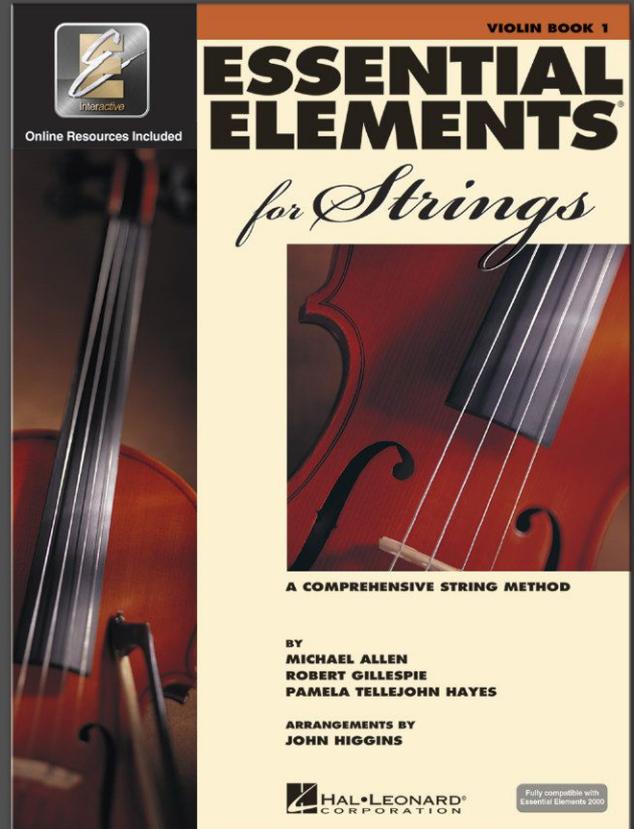
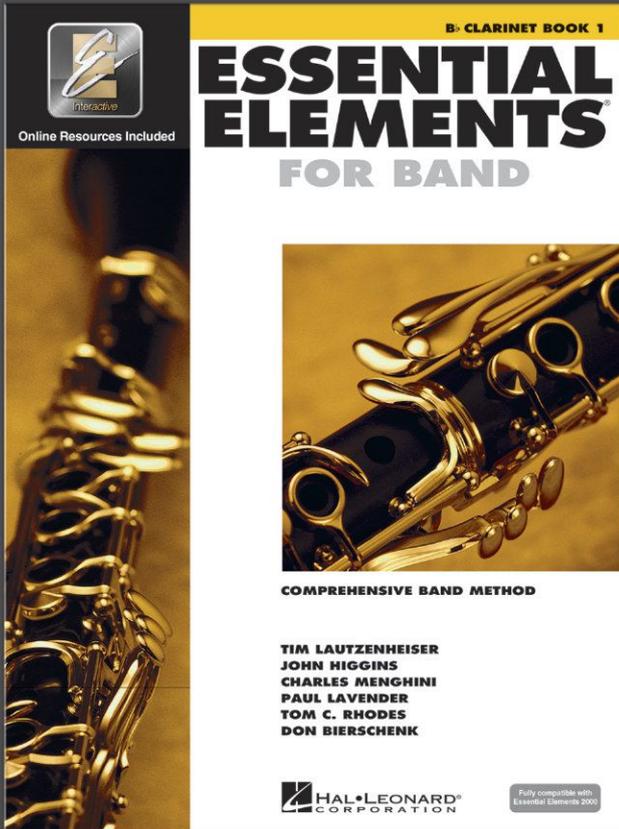
Enhance. Express. Impress.

[www.bourns.com/proaudio](http://www.bourns.com/proaudio)

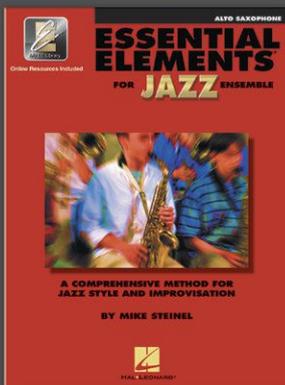


# ESSENTIAL ELEMENTS®

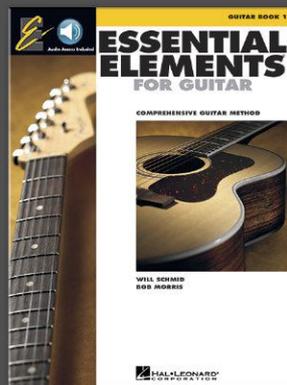
It's Time to Stock Up on Today's #1 Methods



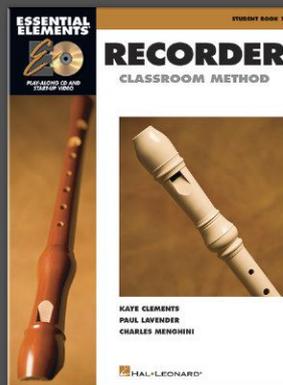
The Best-Selling Family of Method Books Keeps Growing!



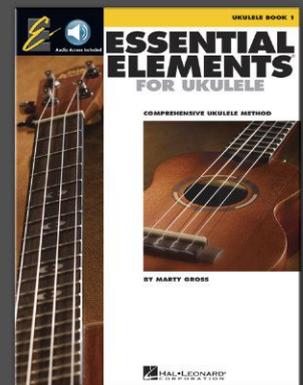
00841347.....\$13.99



00862639.....\$17.99



00860561.....\$7.99



00116015.....\$12.99

Call Now for Stock Order Specials  
Hal Leonard E-Z Order Line  
**1-800-554-0626**

 **HAL•LEONARD®**  
[www.halleonard.com](http://www.halleonard.com)

# Industry News

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

## Hvidt Nielsen to become DPA Microphones' CEO

DPA Microphones has announced that Kalle Hvidt Nielsen will become the company's new chief executive officer on September 1, 2016.

At this time, Nielsen will succeed interim CEO, Thorsten Reuber, who has managed the company since January 25, 2016.

"I'm thrilled to join such a strong and talented team," says Nielsen. "DPA sets the standard for professional-quality microphone solutions and I am thrilled to lead the company as it continues to innovate the audio industry."

Nielsen is accustomed to heading up companies that focus on high-quality solutions and cutting-edge technologies. He brings over 15 years of experience in directing technology-focused Danish companies. Nielsen comes to DPA Microphones from Topsil Semiconductor Materials A/S, where he has held the CEO position since 2011. Previously, Nielsen occupied CEO positions at Bang & Olufsen A/S and Brüel & Kjær Sound & Vibration Measurement A/S. During his time at the latter two compa-

nies, he gained extensive knowledge of running businesses in the high-quality audio business, which will bring value to DPA.

"Kalle Hvidt Nielsen is a proven executive, who has managed to inspire the companies he has led as well as delivered both short-term and long-term growth," says Karsten Langer, chairman of the Board of Directors for DPA Microphones. "We are fortunate to welcome such a strong leader to the company. I am sure he will be a driving force behind DPA's next period of growth."



## Strand Named CEO of LunaStone



After 17 years with TC Electronic/TC Group, former VP of marketing Allan Strand now invests in and takes on the key role of CEO at the growing Danish guitar pedal brand LunaStone.

Guitarist and engineer, Steen Grøntved, founded LunaStone Guitar Pedals in 2012, but quickly realized it was necessary to ex-

pand the team and that it was key to find someone experienced who could take the lead on a strategic level as well as operationally.

"I've known Allan Strand personally for quite some time and have always found that we shared a lot of common values and ideas," says Steen Grøntved. "Therefore, I am very excited that Allan believes so much in LunaStone that he not only accepted to come on board, but also decided to invest in the company and become a co-owner. Obviously, it gives me great confidence that the head of the depart-

ment that marketed TC Electronic products like PolyTune, TonePrint, and Ditto Looper is now a significant part of LunaStone."

The timing was also ideal for Allan Strand: "I was ready to take on some new endeavors and have always had a strong desire to build up a brand from the early stages. I am also extremely excited about taking on a wider range of responsibilities including not only marketing but also sales, production and finance. It will be a great challenge, but I believe so much in Steen's approach to guitar pedals, guitar tone and high sense of quality that I had no hesitation when the opportunity to actually invest and become a co-owner of LunaStone arose."

Allan Strand was with TC Electronic for more than 17 years, and he was a key driver in bringing new generations of TC Electronic and TC-Helicon products to market, including PolyTune, TonePrint pedals, Ditto Looper, VoiceLive Play, et cetera, as well as taking the company from traditional marketing approaches towards a stronger social media and content-driven direction.



**ANYONE WHO'S HEARD A Z DOESN'T NEED ANY OTHER REASON, BUT JUST IN CASE ...**

28 Years in business. A trend setter and pioneer in the boutique amp industry.

Recognized on the largest concert stages, late night TV, and awards shows.

A fully staffed organization with great technical support and on-time shipping.

Active social media following, a favorite among lovers of hand made USA-built amps.

We don't even have the room here to drop all the famous names of Pro Dr. Z Patients!

Great terms and policies to help all the brick & mortar stores succeed.

If you're thinking of adding a boutique amp line to your store, now is the time.

**HAND MADE IN THE U.S.A.**  
SEE FULL SPECIFICATIONS, REVIEWS, AND VIDEO DEMOS OF OUR ENTIRE PRODUCT LINE AT  
[WWW.DRZAMPS.COM](http://WWW.DRZAMPS.COM)





Gerald Albright at the 2016 Légère NAMM Jazz Jam

# FREEDOM *to* PERFORM



“I trust Légère reeds completely, in any situation.  
All I have to do is play.”

- Gerald Albright

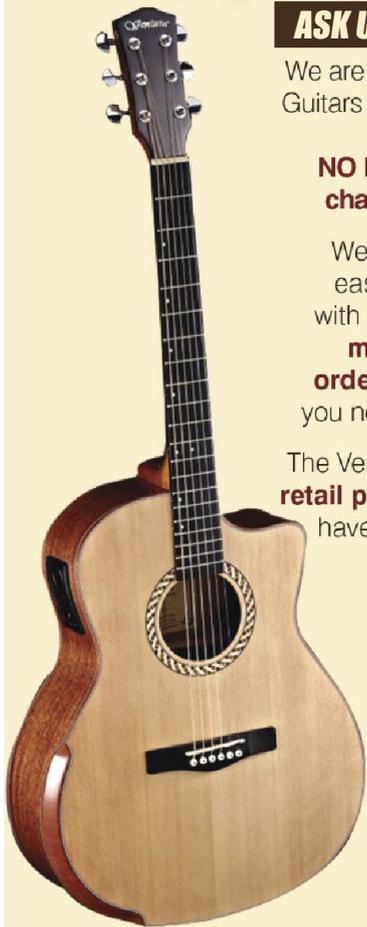
[legere.com/freedom](http://legere.com/freedom)

**Légère**<sup>™</sup>  
REEDS LTD.



# Ventura Guitars

Tired of Matching Internet prices...  
competing with the local GC?



## ASK US ABOUT OUR FREIGHT PROGRAM

We are proud that for the past **14** years Ventura Guitars have only been sold to brick and mortar independent music stores.

**NO Internet web sites! NO national music chains! NO big box stores or other retail!**

We understand your business and make it easy and desirable for you to do business with us: **NO buy-ins! NO annual requirements to keep the line! NO minimum orders!** Just buy only what you need, when you need it! And, a **LIFETIME WARRANTY!**

The Ventura Guitar Line is designed mostly for **retail price points of \$100-\$300**. We usually have most everything in stock, and ship the same or next day. All products have a lifetime warranty, without exclusions, and it is your call!

### AND NO APPLICATION PROCESS:

if I know you are a brick and mortar independent store, that is all I need!

Our only requirement is that you not sell any of the Ventura product on the internet. That's all...that simple!

### Tom & Lily Oliphant, Owners Ventura Guitars

Many of you may have seen us in your store already. We spend several weeks a year out in the field and from that perspective we understand the independent store operation, your problems, concerns and needs. You have told us what your customer wants and what they are willing to pay and Ventura Guitars are designed with the features and value to meet these requirements and allow you the reasonable profit your store needs to stay in business.



At a Customer's Store, The Music Store, Rockwall, TX

## Let's get started,

**Tom Oliphant** (817) 689-7732 or [venturaguitars@gmail.com](mailto:venturaguitars@gmail.com).  
**Check out our catalog at** [www.venturasoundideas.com](http://www.venturasoundideas.com)

**Warehouse:** Austin, Texas

**Office:** 4925 S. Meadow Ridge Cir., McKinney, Texas 75070

## Rane Acquired by InMusic



Rane Corporation has announced that cofounders Linda Arink and Dennis Bohn have agreed to sell Rane Corporation to InMusic LLC.

The transaction is set to be completed this summer. After the sale Ms. Arink and Mr. Bohn plan to step down and retire.

"Rane will continue some operations out of the Mukilteo, Washington headquarters," says Ms. Arink.

Ms. Arink feels that with the added resources, engineering talent, and additional IP, InMusic is an ideal buyer for Rane Corporation and will help it grow now and in the future.

## Select the Nominees for the 2016 MMR Dealers' Choice Awards

Once again we invite all MI retailers who subscribe to *Musical Merchandise Review* to participate in the selection of the nominees for the 24<sup>th</sup> annual Dealers' Choice Awards.

For nearly a quarter-century these awards have honored suppliers of musical instruments and related gear who have excelled in their respective categories.

To make your choices in all product categories relevant to your retail operation, please visit: <http://mmrmagazine.com/2016-dealers-choice-nominations.html>



# We Take Full Responsibility

— For Protecting the Environment —

Like you, Yamaha employees around the world want to live in an environment with clean air and water. So we created a wide range of initiatives that embrace our corporate responsibility and address vital issues, like global warming and biodiversity. For instance, we recycle and reuse factory waste water, plant trees in growing forests, build instruments from eco-friendly materials, cut emissions of greenhouse gases from manufacturing and shipping, and employ ISO 14001 environmental management systems worldwide. We thought you'd like to know because we don't just work together, we all live together.

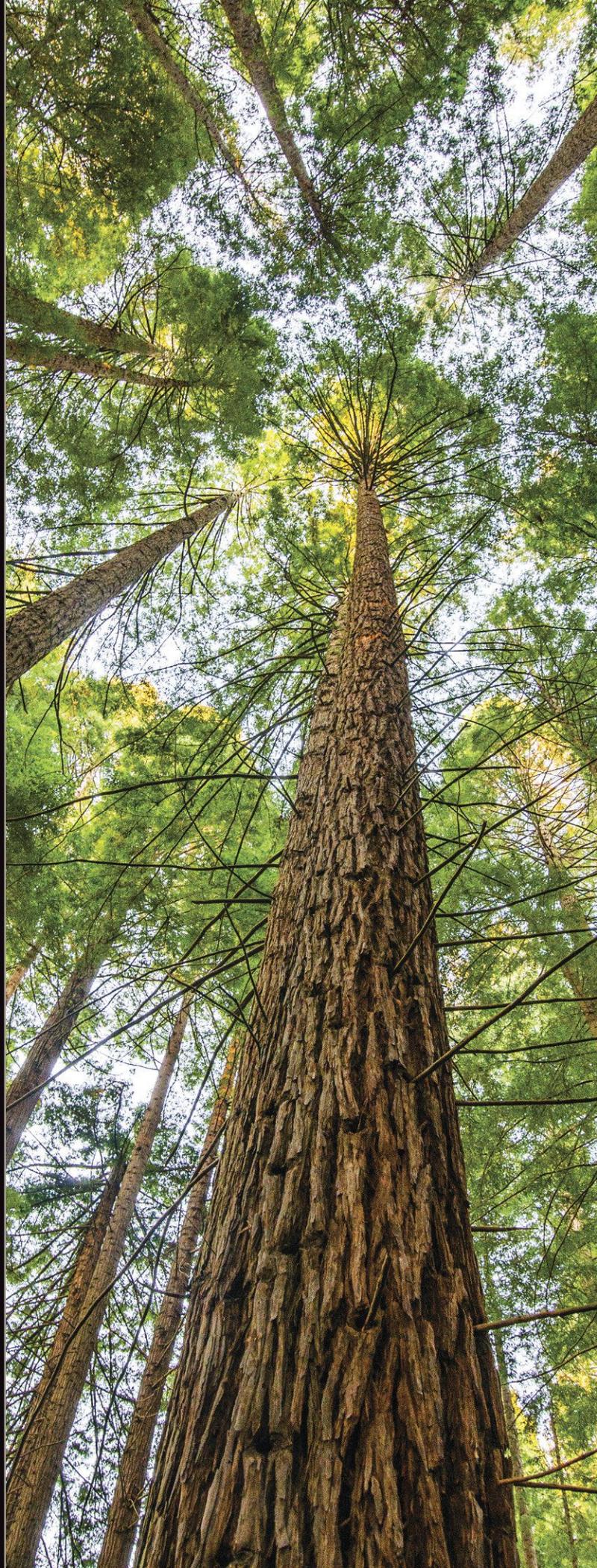


*Planting new trees is one of many Yamaha eco initiatives.*



SHARING PASSION & PERFORMANCE

YamahaCorpUS



# NAMM Announces Visa-Assist Program

NAMM has announced Visa Assist, a new support program designed to help international members of the pro audio and music products industry attend and conduct business at the 2017 NAMM Show.

The new program aims to offer helpful guidance for international attendees and to streamline the visa acquisition process.

"The music products industry is truly a global community and no place better exemplifies that than the NAMM Show," shared Joe Lamond, president and CEO of NAMM. "Our goal with Visa Assist is simple: to ease the red tape in acquiring a visa so that every member feels at home in Anaheim in January."

The Visa Assist program is set to launch on Wednesday, July 27 as part of the 2017 NAMM Show badge registration. Located at [namm.org/visa-information](http://namm.org/visa-information), Visa Assist will offer attendees and exhibitors a letter of invitation to attend the show along with

critical advice and assistance in the visa process. International NAMM members and other industry professionals interested in participating in the program are encouraged to visit the webpage to request a letter of invitation before October 1, 2016.

The 2017 NAMM Show will be held January 19-22 at the Anaheim Convention Center in Anaheim, California. Annually, the show draws nearly 100,000 attendees from 125 countries. Badge registration and housing requests for all 2017 show attendees opened on Wednesday, July 27 on [NAMM.org](http://NAMM.org).

For additional information, visit [www.namm.org/visa-information](http://www.namm.org/visa-information)



## Samson to Upgrade Distribution and Corporate Operations **SAMSON**

Samson Technologies will relocate its 100,000 sq. ft. distribution center to the Los Angeles, California area to increase efficiency and improve its supply chain management.

The new distribution center will feature WMS, automation, multiple shifts, and a variety of cost effective benefits.

"Samson's expansion in the consumer, MI, and education markets have created a need for more sophisticated logistical capabilities," says Samson president Jack Knight. "And we're excited about

this move so we can better serve our customers and get products to them in a more timely and efficient manner."

In addition, Samson will be relocating its corporate operation to a brand new state-of-the-art facility in Hicksville, New York. This will include the company's Executive, Sales, Marketing, R&D, Customer Service, and Finance departments.

Operations at the new distribution center in California will commence in September 2016, with the corporate headqua

# M 18

## DIGITAL MIXER

*The new generation of digital mixers*

- 18 input – 10 output channels
- 2 Hi-Z inputs
- Dual band Wi-Fi
- 18 simultaneous studio effects
- Overloud & MarkBass modeling
- Footswitch & MIDI controllable
- Assignable in-ear monitoring
- USB 2.0 port accepts 4x1 hub

*The ultimate solution for musicians*

[www.rcf-usa.com](http://www.rcf-usa.com)

sound culture

# Breedlove

*Distinctively Crafted Sound*

**THE OREGON SERIES**  
**PENDLETON BLANKET GIVEAWAY**

*Purchase ANY  
Oregon series guitar  
& get a FREE Pendleton  
Blanket. (\$120 VALUE)  
Valid through August 31st.*

**OREGON CONCERT LTD**  
**MADE IN BEND, OR USA**

**LEARN MORE AT [BREEDLOVESOUND.COM](http://BREEDLOVESOUND.COM) | 877.800.4848**

## Daisy Rock Signs Global Licensing Agreement with KMC

Daisy Rock Girl Guitars, the line of guitars developed by Tish Ciravolo in 2000, has inked a new licensing agreement with KMC Music.

Under the terms of the agreement announced by KMC Music vice president of merchandising Roger Hart, KMC Music will re-introduce a mix of the all-time favorite Daisy Rock guitar models in time for Winter NAMM 2017.

"Our plan is to bring back all of the most popular models that made Daisy Rock a market sensation," explained Hart. "In the future, we plan to compliment these models with new models that incorporate the latest in design, materials, and finish technologies. The result will be the best line of female-centric guitars ever to be brought to market!"

According to Hart, Daisy Rock founder Tish Ciravolo will be involved with the launch of the new Daisy Rock guitar



line and serve as brand ambassador at trade shows, special events, and in marketing programs. "Tish is the heart and soul of the line," Hart emphasized. "She is going to continue to be the voice of this vitally important brand!"

Amplifying Hart's point, Ciravolo noted that, "I am so excited to be part of the KMC family! This is the next chapter for my company, Daisy Rock Girl Guitars, and I firmly believe this partnership will take our innovative concept in the musical instrument industry to a higher level. I am really looking forward to the new innovations in the Daisy Rock line geared towards the professional guitarist and bassists. Daisy Rock started and marketed a new standard 16 years ago – to encourage more females to play guitar and, now, the KMC team will take our line to a new level of market success."



### CHANGE YOUR TUNE.

#### THE KYSER® QUICK-CLIP MAGNETIC CHROMATIC TUNER

Fits on Kyser® Quick-Change® Capos

- Screen flips and rotates 360° •
- Easy to use – press it on with the palm of your hand •
- Not visible from the audience •
- Detach and magnetically reattach •

To view a demo scan here



www.kysermusical.com



KYSER® MUSICAL PRODUCTS

KYSER HANDLES IT™

# WANTED ALIVE

## PENGUIN PLAYING UKULELE!



*Package includes the following:*

- 2 pcs of traditional Tenor UK120T**
- 3 pcs of traditional Concert UK120C**
- 5 pcs of traditional Soprano UK120S**
- 1 pc of Elephant design Soprano UK130S**
- 1 pc of Pineapple Soprano UK140S**
- 1 pcs of Peanut soprano UK150S**



**ALL 13 PEICES WITH MATCHING VINYL BAGS**

**\$399**

**Plus Free  
Freight!**



**888-262-8471**

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

[www.amatis.org](http://www.amatis.org)



# Supplier Scene

## D'Addario String Recycling at XPoNential Music

D'Addario recently provided two string recycling boxes backstage at WXPN/Philadelphia's XPoNential Music Festival presented by Subaru this July, allowing all the artists to deposit their used strings on site. In D'Addario's quest to recycle 300,000 strings by the end of 2016 (having already reached 50,000), this will help get the word out to not only the artists playing, but guitarists nationwide. D'Addario has been a pioneer in sustainability for decades. From environmentally responsible packaging to a robust tree re-planting program, D'Addario is further elevating their environmental commitment in 2016 by introducing Playback, a safe and independent way to recycle and up-cycle instrument strings. Currently, municipal recycling systems in the United States do not accept instrument strings because of the metals and alloys they are made from. Approximately 150 million pounds of strings end up in the landfill every year. However, with Playback, in partnership with TerraCycle, artists at this year's XPoNential Music Festival presented by Subaru will now be able to recycle their used strings.

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



Stringdusters© BENKO 2016

## Hal Leonard Launches Enhanced Dealer Access Website

Hal Leonard has launched a redesigned mobile-friendly website specific for their retailers. The website makes it easier to place and track orders, research Hal Leonard titles, and interact with a variety of tools to help retailers market Hal Leonard products.

The new dealer site features include the ability to browse products and categories just like on [hal-leonard.com](http://hal-leonard.com), add items to an order as you browse or search on the website, review your store's order history to know what's selling, browse corporate best-seller lists to see what's missing from your store, review orders, back orders, and special imports, download valuable marketing tools, live chat with sales reps during business hours, and use the site on any device, including desktop computers, iPads or other notebooks, and mobile phones



[dealers.halleonard.com](http://dealers.halleonard.com)

## TMP Adds Four MI Brands to Its Line Card

The Music People (TMP) adds Mérida Guitars, LuLu Ukuleles, MJC



Ironworks, and ddrum to its musical instrument brand lineup. "Adding MI brands to our distribution line card, which already consists of over 180 brands, is something relatively new for us. Our goal is to be a complete solution for our customers and we believe that this fills some gaps in our offering" says TMP's Tom Tedesco, vice president of sales & business development. "We have full-line access to these brands, and each manufacturer brings a unique line of products to the mix."

[tmpro.com](http://tmpro.com)

## Légère is Giving Five Schools 20 Limited Edition Mouthpiece Kits

Légère is giving five schools 20 limited edition mouthpiece kits. Go to [legere.com/win](http://legere.com/win) to enter as a bandmaster. Contest closes August 31, 2016. Open to all bandmasters in the U.S. and Canada, excluding Quebec.

One mouthpiece kit includes: either an alto sax or B $\flat$  clarinet mouthpiece, either an alto sax or B $\flat$  clarinet Légère synthetic reed, one premium ligature, one mouthpiece cap, and one mouthpiece cushion. The value of 20 kits is roughly \$4,850 each for a total value of \$24,250.



[legere.com](http://legere.com)

## Point Source Audio Mics Selected for Philly POPS

Point Source Audio (PSA) SERIES8 microphones have been selected for the Philly POPS. Houser Audio, the official audio provider for the Philly POPS picked the CO-8WL omnidirectional lavalier microphone to amplify the string ensemble of the Philly POPS' 65-piece orchestra.

The SERIES8 lavalier microphones were put to task at the Philly POPS recent world premiere of *Cirque Goes to the Movies* featuring Cirque's breathtaking acrobatics punctuated with music from blockbuster movie classics, including "Star Wars," "Harry Potter," "Titanic," "Mission Impossible" and more. The mics are wired to the instruments by adding PSA's X-CON-EXT, a two-foot extender cable to the microphones then mounts the XLR connectors to the mic stands.

[point-sourceaudio.com](http://point-sourceaudio.com)



Point Source Audio joins the circus for Philly POPS world premiere of *Cirque Goes to the Movies*.

BACHRACH PHOTOGRAPHY



BAND

# SOUND<sup>TM</sup> INNOVATIONS

B $\flat$  CLARINET 1

## ENSEMBLE DEVELOPMENT

Chorales and Warm-up Exercises for Tone, Technique and Rhythm

**INTERMEDIATE CONCERT BAND**

Peter **BOONSHAFT** | Chris **BERNOTAS**



## WARNING

Selling print music may increase foot traffic. Your business may experience side effects including, but not limited to: new students, untapped market segments, and potentially a marching band invasion.



# The power of print.



**Alfred Music**  
LEARN • TEACH • PLAY

Phone: (800) 292-6122  
Email: [sales@alfred.com](mailto:sales@alfred.com)  
Web: [alfred.com/dealer](http://alfred.com/dealer)

**Perrico Presents Master Class Featuring New Phaeton Trumpet and Flugelhorn**

Las Vegas trumpet/flugelhorn artist Dave Perrico and his ensemble, Pop Strings Evolution, presented a master class featuring two new Phaeton models at Family Music Center in Las Vegas.

The two new Phaeton models featured were the PHT-LV 1200 Trumpet and the PHTF-LV 2800 Flugelhorn. More than 60 visitors, educators, and players were in attendance. Perrico demonstrated both horns and explained the new features of each in detail.

The LV trumpet, designed by Perrico, has a conical design whereby the bore size at the piston cluster starts at .460 and graduates to a .470 beyond the main tuning slide. The PHTF-LV 2800 Flugelhorn has a reconfigured trigger mechanism designed to play smooth. Both horns come in our exclusive hand-finished brush brass and a custom designer case. Perrico has been an endorsing Phaeton artist since 2010 and is looking forward to great success with the new Las Vegas Trumpet and Flugelhorn. The two new Las Vegas horns will be available sometime in August.



David Perrico playing Phaeton's new Las Vegas Trumpet.

[phaetontrumpet.com](http://phaetontrumpet.com)

**Manhasset Stands Feature New Colorful Packaging**

Manhasset Stands announced that new color cartons will be used for their single cartons for the majority of their music stand models. "We are very pleased to offer our music stands in these new cartons. They are designed to command more attention at retail, provide more dealer and consumer interaction with Manhasset through QR codes and website information, and most importantly, the cartons are approximately 9 percent smaller in their cubic dimensions than our previous boxes were. However, the integrity of these new boxes are excellent, just as the previous cartons were," according to Dan Roberts, president of Manhasset. "We wanted to make reshipping of Manhasset single music stands easier and even more cost-effective for our dealers when we redesigned this packaging. Manhasset was diligent in its testing of the cartons, making sure that the boxes would arrive in excellent shape after multiple re-shipments," added Roberts. Manhasset has also updated the graphics on its six pack cartons to provide more information for dealers and purchasers of its stands. This carton also contains interactive links to the company's website to provide more helpful information on the company's products.



[manhasset-specialty.com](http://manhasset-specialty.com)



**One for All™**

Precision-engineered to fit the most popular dreadnought-style guitars.

**TKL 8710**

TKL... the case manufacturer for the world's finest instruments.

Increase your profits | Reduce your inventory

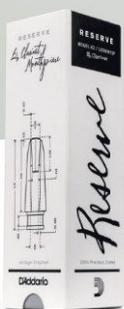
Email: [info@TKL.com](mailto:info@TKL.com) or Call: 804-749-6220

- Light Weight
- Destructive Tested
- Musician Approved



**Made in the USA**

**PAINSTAKINGLY  
HANDCRAFTED  
BY ROBOT ARMS.**



REINVENTING CRAFTSMANSHIP FOR THE 21ST CENTURY.

**D'Addario**  
WOODWINDS

## Vic Firth Launches #LiveToPlay Campaign

Vic Firth Co. celebrates drummers everywhere with their latest community engagement campaign, #LiveToPlay.

Recently launched, Vic Firth's #LiveToPlay campaign aims to bring the



drumming community together by celebrating all aspects of music mak-

ing, including the many sacrifices and hardships that might come along with it. A short-form documentary and responsive website inspire participation by highlighting relatable stories from everyday drummers. The campaign will grow over the course of the year to include participation from Vic Firth's worldwide roster of endorsers, as well as the company's own employees. Drummers worldwide are encouraged to show the world what being a drummer means to them by posting their stories using #LiveToPlay on Instagram. Vic Firth will share their favorites with the drumming community. Follow the #LiveToPlay movement online at [www.vicfirth.com/livetoplay](http://www.vicfirth.com/livetoplay) and on Instagram under the #LiveToPlay hashtag.

[vicfirth.com](http://vicfirth.com)

*Ohana*  
ukuleles

Long Beach, California

Quality. Playability. Value.



(562) 997-9080

[www.Ohana-Music.com](http://www.Ohana-Music.com)

## KLOTZ StraightLink Input Stage Boxes Upgrade

KLOTZ StraightLink series of floor stage boxes have been redesigned with a minor facelift including the addition of a new logo and the boxes now conform better to their CI. They are designed to be invisible on stage and the housing



is now slightly wider to allow space for horizontal and vertical labelling and for individual labelling tape up to 19 mm wide. KLOTZ labelling tape is now laser engraved. They've retained the slim, compact design, with its rugged feel and weight-saving aluminium construction. The internal cabling is digital-ready, designed for characteristic impedance of 110 ohms. The stage box can handle both analogue and digital signals. The new StraightLink floor stage boxes are now available for 8, 12 and 16 channels with RMP connector (25p., 37p. and 54p., male) in line with KLOTZ F/M multicore philosophy.

[klotz-ais.com](http://klotz-ais.com)



**BOSS**  
**ACCESSORIES**



Premium quality solutions.

[BossUS.com/Accessories](http://BossUS.com/Accessories)

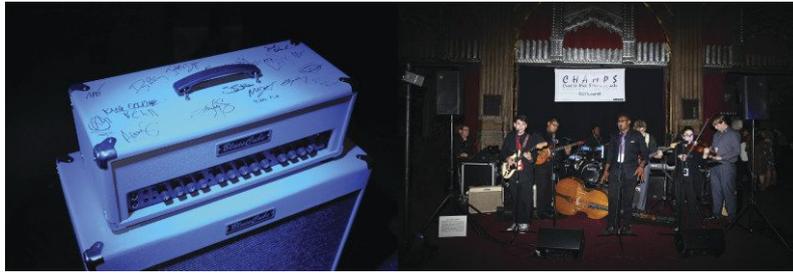
# Roland Supports Light Up the Blues Concert

Autographed musical instruments were donated by Roland for silent auction in support of Autism Awareness event, Light Up the Blues concert.

Hollywood's famed Pantages Theatre was host to the fourth annual Light Up the Blues concert, as several rock legends and Hollywood celebrities came together to help raise awareness for autism.

As part of its ongoing initiative to help raise awareness of autism, Roland Corporation U.S. donated a dozen musical instruments – ranging from pianos and keyboards, to percussion instruments, to guitar effects and amps – that were hand-signed by the performers, as well as a Rock n' Roll Fantasy Camp package, tickets to future shows at The Pantages, and autographed Light Up the Blues posters, all of which were included in a silent auction to benefit Autism Speaks. Autism currently affects 1 in 68 children in the United States and millions more worldwide.

This year's event was again hosted by Kristen and Stephen



Autographed Roland Blues Cube Amp ready for bidding

CHAMPS students entertain the attendees with gear donated by Roland.

Stills, and featured a performance by the students from CHAMPS (Charter High School of the Arts Multimedia and Performing). This all-student band performed on instruments provided by Roland and BOSS, entertaining attendees in the lobby before the main Light Up the Blues event

and during intermission. A highlight of the evening was a special set of performances by three artists with autism: Nikki Nik, Soulshocka, and Kyle Cousins.

The concert spotlights Light It Up Blue, Autism Speaks' annual global awareness and fundraising campaign celebrated by the international Autism community during World Autism Awareness Day and throughout Autism Awareness Month each year. Proceeds from the concert go toward Autism Speaks' research and advocacy efforts for families and individuals impacted by the disorder.

**rolandus.com**  
**autismspeaks.org**

Glow-in-the-Dark Aqua Matte    Sea Foam Green Matte    Pale Yellow Matte    Tomato Red Matte    Soft Pink Matte    Black Matte    Ice    Grape    Watermelon    Orangesicle    Sour Apple    Blue Raspberry

## The WATERMAN UKULELE

by KALA

### NEW COLORS & PACKAGING!

**Excellent for School Programs!**  
 Easy to Keep Clean  
 High Quality Nickel Plated Open-Gear Tuners  
 Aquila Super Nylgut Strings  
 Tote Carrying Bag Included  
 Free Tuning App & Online Ukulele Lessons

The durable, water-resistant instrument. Plays perfectly anywhere!

[www.kalabrand.com](http://www.kalabrand.com)    (877)853-3853

## Little Kids Rock is Named a Grant Recipient of The NAMM Foundation

The work of Little Kids Rock has been recognized with a generous grant from The NAMM Foundation. The grant will allow Little Kids Rock to present its 4th annual Modern Band Rockfest, Little Kids Rock's national teacher conference and movement-building convention. A portion of the grant will also fund program evaluation efforts in support of Little Kids Rock-Philadelphia. Annually, The NAMM Foundation allocates \$600,000 in funding to support music education programs to advance access, facilitate new initiatives and to support the missions of organizations like Little Kids Rock.

Modern Band Rockfest is the only national teacher conference focused on advancing Modern Band in the U.S. public school system. This year's conference (July 19-22) brought together more than 300 music teachers, district arts administrators, higher education leaders, and policy advocates from across the country to share ideas, develop new resources, and collaborate to advance the cause of Modern Band. See more at [www.littlekidsrock.org](http://www.littlekidsrock.org).

org/modernbandrockfest2016. Currently, more than 240,000 students receive a Modern Band music education in more than 1,700 classrooms in 29 cities all across the country.

Since its inception in 1994, The NAMM Foundation's annual grant program has donated more than \$16 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 NAMM and its 10,300 member companies worldwide.



[littlekidsrock.org](http://littlekidsrock.org)

# SCHOOL SUPPLIES.

So Students Can Do Their Best Work When Its Time TO PLAY.

HIGH SCHOOL & COLLEGE

BEGINNERS & MIDDLE SCHOOL

Van Gogh



PROTEUS Rectangular Bore Clarinet Barrel

Star Series



Versa-X



Dark

Covered by one or more U.S. patents. See website for details.

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

D'Addario PLANETWAVES



NOW YOU SEE IT.

800.323.2746 | [sales@daddario.com](mailto:sales@daddario.com) | <https://b2b.daddario.com>

## MMR GLOBAL



by Ronnie  
Dungan

## Source Powers Up Sales and Marketing

Source Distribution has appointed Darren Power to the newly created position of director of sales and marketing.



Darren Power

Power, who joins from Yamaha, where he was European director, will be in charge of overall strategy and management of Source's sales, marketing and admin teams, as well as the development of new initiatives to grow the business.

He additionally brings experience as both a senior manager and sales manager for Yamaha Pro Audio in the UK.

Commenting on his appointment, he said: "I am both delighted by and very much looking forward to the prospect of heading up Source Distribution. The opportunity to work for a company with such an entrepreneurial ethos, matched by the fantastic and market leading lines it distributes, is very attractive and exciting."

Source Distribution director Steve Angel, added: "Darren's appointment comes at a time when the company is experiencing year-on-year growth, and as we move to a major new facility to accommodate this expansion, the opportunity to appoint Darren who brings with him nearly thirty years experience of large-scale distribution, sales and marketing to a World-Class standard, is perfect timing. Darren's extensive management experience and his passion for this industry, its technology and its people is a huge benefit for Source. We are excited to work with him as we continue to move the business forward."

## Marshall Gains Record Label, Loses Clapham

Marshall's latest diversification has seen it announce the creation of its own record label.

Marshall Records is headed up by producer Rob Cass, music industry veteran Steve Tannett and Marshall brand licensing director, Grace Pantony.

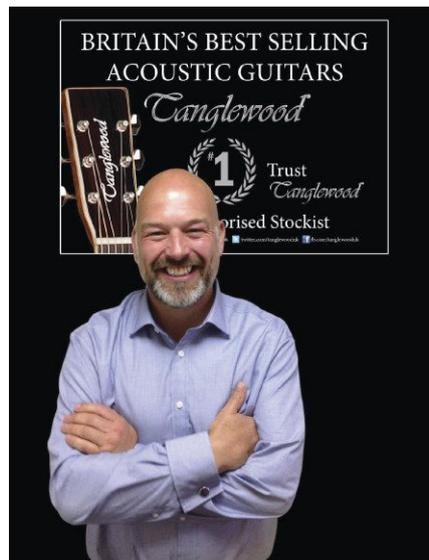
The move follows similar sideways forays into home audio and even the smartphone sector.

"If we make the amplifiers that enable guitarists to make music, and we produce products for their fans and music lovers to listen to their music, then it makes sense that we join those two things together and help bands and musicians record, promote and perform their music," said the firm.

"And that is exactly why we have created Marshall Records. Marshall Records is the next logical step in Marshall's evolution and is a keystone in the Marshall story.

"Now, through the Marshall brand the medium of creation is manufactured, music is made and music is brought to the people."

There's no news yet on which acts will be signed to the label.



Michael Clapham

number one acoustic guitar brand.

"We needed to strengthen our team to address the needs of our partners and I think Michael choosing to join us, in this tough economy, bolsters our own company confidence and sends the strongest message of intent that we really mean business."

Director Shea Rider, added: "I am certain that Michael will be a major asset in the years to come in the business development and the future vision and direction of Tanglewood both in the UK and globally. Michael will join myself, Paul and Tony in championing the interests of our retailers far and wide, the loyal retailers who built our brand and now need our support and creative input in these ever challenging times... and I'm very excited by that prospect. To all who know him, Michael's positive outlook, energy and passion are unequivocally second to none and he has a desire to champion the bricks and mortar establishments within MI."

"Tanglewood have always steadfastly supported retailers and have a great range of products with healthy margins," explained Clapham. "That makes every salesperson's job a little easier... But there is a worrying trend towards multi platform product channels bypassing the traditional retail route and goods being sold direct to both consumer and Internet marketplaces which is frankly killing our industry.

"Tanglewood's unique and enviable reputation for supporting MI dealers chapter and verse sits well with my own integrity and means I can go out across the sales territory with great confidence and partner with like minded people."

Meanwhile, the firm has lost its UK sales manager, Michael Clapham, who has joined Tanglewood as regional sales manager. He joins the acoustic guitar specialist after a two and a half year stint at Marshall and prior to that, Yamaha.

Tanglewood MD Tony Flatt, commented: "Paul Newton and I have personally known Michael for over 20 years and have watched with great interest as he took on ever more significant roles, growing in stature with each new appointment. In all cases, in every company, Michael has grown the business, whilst building and maintaining key relationships with his MI retail partners. Michael's levels of integrity, professionalism, aptitude and work ethic mirror our own philosophy and it is with pride and great pleasure that we welcome him into the heart of Britain's

## Mini Moog Makes a Comeback

Moog Music has resumed production of the Mini-moog Model D synthesizer after more than 30 years.

The portable synth will be shipping in the UK next in August from its UK distributor Source Distribution.

Introduced in 1970, the Minimoog Model D was the first portable synthesizer and served as the archetype for all electronic keyboards that followed. Conceived as a response to the large-scale modular synthesizers of the 1960's, the Minimoog's portability, affordability and accessibility made it the go-to instrument for musicians looking to expand their range of sounds.

Bernie Worrell used the Minimoog to establish Parliament Funkadelic's futuristic funk sound, while Kraftwerk employed the Minimoog on the successful concept album Autobahn. Gary Numan, Michael Jackson, Dr. Dre, and Bob Marley are among the myriad artists that have used the pioneering synth.

Each Minimoog Model D is made at the Moog factory in Asheville, North Carolina. It has a hand-finished aluminum chassis and locally sourced Appalachian hardwood enclosure. The firm has preserved the component placement and through-hole design of the original analog circuit boards, employing precision resistors and custom-reissued transistors to complete the circuit.

Though no changes have been made to the original sound engine or audio signal path, the Model D now includes a series of functional modifications to expand its sonic capabilities beyond the factory specifications of a 1970s production unit. These include a premium Fatar keyed with velocity and after pressure available via top panel CV jacks, a dedicated analog LFO with triangle and square waveshapes, CV outputs for pitch, gate, velocity and after pressure, basic MIDI integration, and a mixer overload modification, which allows the Minimoog Model D to conjure thicker and far more overdriven sounds than before.

The Model will have an RRP of £3599 inc VAT / SSP £3249 inc VAT. Stock will be limited each month.



## Beaumont Seeks International Expansion

The Beaumont Music accessories brand has seen huge growth in the last year, agreeing exclusive distribution rights across Japan with Nonaka Boeki and national distribution across the U.S. with American Way Marketing.

Now, the accessories manufacturer is seeking UK and European distribution partners to further the reach of the brand across the continent.

"This is an exciting time for Beaumont and we're actively seeking the right partner to represent our brand" said Thea Paraskevaides, director, "Having spoken to many retailers we know that customers often buy more than one of our cloths, bags or slings - people are buying a second accessory not because they need it but simply because they want it."

Beaumont follows the fashion industry to get a feel for the material and patterns for the upcoming seasons before pushing designs across the range of products. It has recently introduced a line of uke and guitar bags.

"We've been asked to make cases and accessories for every instrument under the sun," added Paraskevaides. "The next step is to integrate more technology into our products to help parents and musicians going about their day".

The Beaumont range includes clarinet bags, flute cases, polishing cloths, saxophone slings, clarinet slings, music bags, ukulele bags, guitar bags, and more.

For enquiries email [trade@beaumontmusic.co.uk](mailto:trade@beaumontmusic.co.uk)

**D'Addario**  
PLANET WAVES™

## NOW THEY DON'T

The **NS Micro Soundhole Tuner** is nearly invisible in any soundhole. Its luminous display is visible only to you, the player, without distracting from the look of your instrument or the strength of your performance.

800.323.2746 | [sales@daddario.com](mailto:sales@daddario.com) | <https://b2b.daddario.com>

## Second Portuguese Deal for Audio Technica

Audio-Technica has continued making inroads into the Portuguese market, appointing NAN Audiovisuals as its Portuguese distributor in the PA rental, theatre and concert hall sectors.

It follows the recent appointment of Total Music as non-exclusive distributor for Audio-Technica's MI and entry-level installation products in Portugal.

Founded in 1995, NAN Audiovisuals counts MA Lighting, d&b audiotechnik, Robe Lighting, ETC and Avid among others in its current portfolio.

Dré Klaassen, Audio-Technica export sales manager, said: "We're very pleased to be working with NAN Audiovisuals, with their expertise in both rental and installation in these key market segments. I

am very much looking forward to developing Audio-Technica's business in Portugal with them."

Correia Neves, NAN Audiovisuals' commercial director added: "Over the years, NAN has carefully chosen its business partners in order to establish lasting and solid business relationships that are profitable for both parties. As one of the world's leading microphone brands, Audio-Technica is well recognised and appreciated in the marketplace - we look forward to building awareness and acceptance of the brand and we are very pleased to add another market leader to our portfolio."



## Three Territory Deal for Blackstar

Blackstar has struck a new distribution partnership with Spanish distributor Grupo Adagio in Spain, Italy, and Portugal.

**Blackstar®**  
AMPLIFICATION

Alex D'Arcy, Blackstar's export sales manager, explained: "Grupo Adagio are a dynamic company looking to the future and recognizing the rapid evolution taking place in European MI distribution. Blackstar are proud to align their vision for innovation and business expansion in Italy, Spain and Portugal with Adagio's professional and progressive structure.

As a direct implication of Grupo Adagio's organizational scale and brand portfolio, dealers should anticipate improved service, marketing support and value added packages ensuring maximum benefit as a Blackstar dealer.



### The Player's Choice

Designed specifically for the Player looking for a COOL, THICK, WARM, DARK, SWEET SOUND! G by Meyer is the mouthpiece for you. G by Meyer is available for both Alto and Tenor.

Visit [jjbabbitt.com](http://jjbabbitt.com)



**jj Babbitt**  
[jjbabbitt.com](http://jjbabbitt.com)

MOUTHPIECES FOR ALL CLARINETS AND SAXOPHONES

# MAKE IT A SIGNATURE YEAR

With New Signature Sticks from VIC



**Keith Moon THE WHO**

Medium shaft with a fast-sloping medium taper for optimal balance.



**Ray Luzier KORN**

Thick neck with a short taper. Great for heavy back beats with the perfect sound and feel.



**Chris Coleman**

Short taper with an oval tip. Bold design for a full tone on drums and cymbals.



**Jen Ledger SKILLET**

Unique medium-length taper flanges back out for excellent response and sound clarity.



For full specs, descriptions and more go to [vicfirth.com/new-products](http://vicfirth.com/new-products)

©2016 Vic Firth Company

**VIC FIRTH**  
THE PERFECT PAIR™

Trade Regrets

Piano industry veteran **Paul Monachino** passed away on July 5th at the age of 92.



The American Piano Company hired Monachino in 1946, after serving during World War II. For over 50 years he held several factory positions before later working in the office and representing factory workers whenever possible.

**“USED BY THE ‘FASTEST’  
BRASSMEN IN THE WORLD”**



Sold Only To Distributors And Manufacturers  
Direct Only From

Al Cass • P.O. Box 412 • Milford, MA 01757  
508-473-3572 • FAX 508-473-0768



Letters

**Christian Wissmuller:**

Your May issue of *Musical Merchandise Review* was particularly special for our company as you spotlighted Chesbro Music Co. as part of your “Century Club”. Thank you so much for the article of all the companies in the “Club” and especially for including Chesbro Music Co. We were honored to be included along with all the other huge, successful companies in your magazine.

We are humbled to continue to be a part of the music industry, through the ups and downs in the economies and changes over so many years. Our family values of integrity, heritage, and hard work in business are our core motivators. We continue to strive for excellence in distribution to our dealers, customers, and in working with our loyal employee team. Our employees and customers have made our business what it is today and we love working with them. We appreciate your presentation in the magazine.

Keep up the good work to bring great information and editorial insight to our industry.

**Tana Jane Stahn, President  
Chesbro Music Co.**

#iplay

EASTMAN

#handcrafted

EastmanGuitars.com



## ON THE MOVE

**Genelec** has appointed **Dave Maclaughlin** to the position of education sales director. Based in Florida, Maclaughlin will be in charge of educational sales for the entire U.S., as well as a direct sales rep for the state of Florida. The announcement was made by Will Eggleston, Genelec Inc. marketing manager, and underscores the importance Genelec places on the educational market sector nationwide. In his new position, Maclaughlin will help Genelec focus on sales to educational institutions and students, as well as present seminars and act as brand ambassador to the educational market. He will report to Lisa Kaufmann, Genelec Inc. managing director, and work closely with Paul Stewart, Genelec Inc. Eastern Territory sales man-



ager, on new and ongoing sales initiatives.

For the past four years Dave Maclaughlin has served as the vice president of Sales for Parsons Audio. For the prior 24 years, he served as the executive director of Audio Engineering at Husson College's New England School of Communications (Nescom) in Bangor, Maine.

**DPA Microphones** has welcomed **René Mørch** as the company's new product manager. Mørch previously worked for DPA Microphones from 2006 until 2009 as the Research & Development manager.



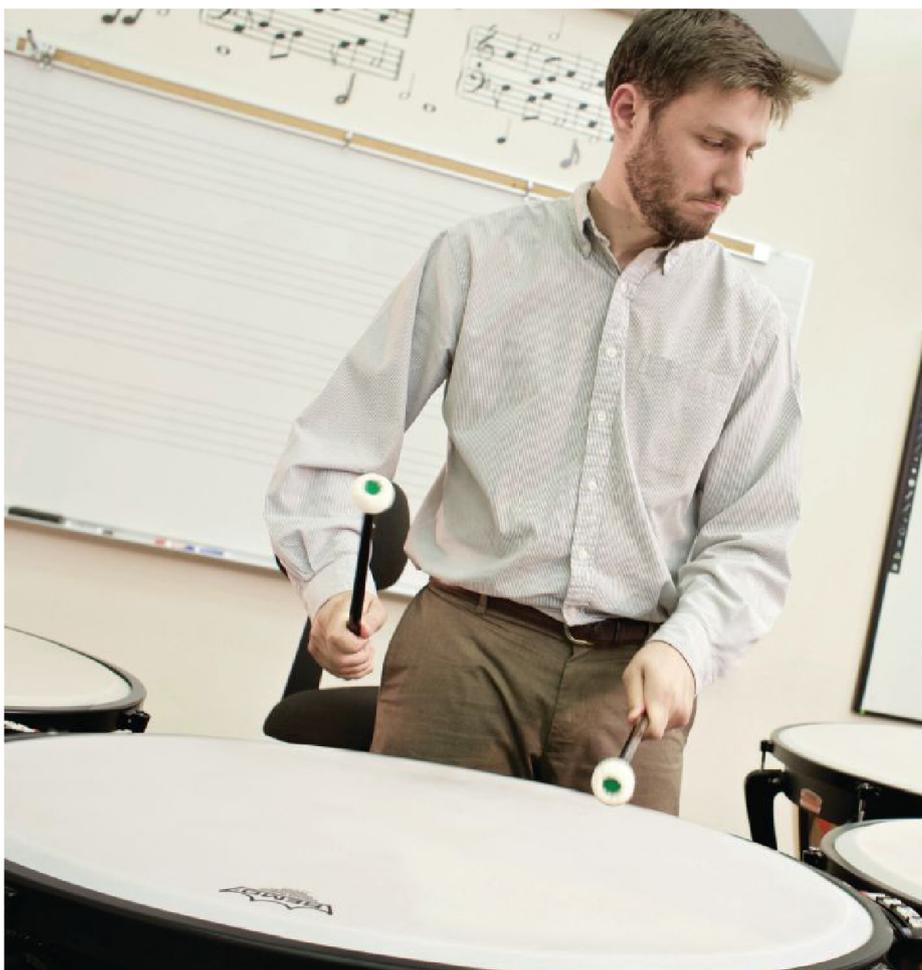
As product manager, Mørch will act as the bridge between the Sales, Marketing, and Research & Development departments. He will gather information from the market through internal and external sources, and will be a part of the team that decides short- and long-term product strategy. Taking an active role

on the management team, Mørch will work to secure the continued growth of DPA.

**D'Addario** has announced the appointment of **Matthew Hickman** as a new member of their international team as D'Addario's European marketing manager, reporting directly to Simon Turnbull, managing director of D'Addario UK.



In his new role with D'Addario, Matt will lead the management and execution of all European Marketing activities. Moreover, he will provide an essential bridge between Europe and the U.S. in terms of the alignment, consistency and appropriate coordination and messaging of D'Addario's brand. Additionally, he will work with the New York marketing team to ensure the timeliness and success of product launches, campaigns and other marketing initiatives.



### SURFACE TENSION TIMPANI DRUMHEAD

SCORE	EVALUATION
SUPERIOR	Easy Installation
SUPERIOR	Achieves Basic Tension Quickly
SUPERIOR	Eliminates Lengthy Clearing
SUPERIOR	Increased Tuning Stability

Comments

**BAND DIRECTOR FRIENDLY  
HIGH STRENGTH FILM  
ULTRA LOW INSERT RING  
SIZES 22", 25", 28", 31", 34"**

# U.S. Music Corporation's Gil Soucy Discusses Washburn Guitars

By Christian Wissmuller

**W**ashburn Guitars is one of the most storied American brands, long favored by a number of prominent artists across many genres. *MMR* recently had the pleasure of speaking with Gil Soucy, vice president and general manager of parent company U.S. Music Corporation, about Washburn's history, evolution, and present-day developments.

**Most *MMR* readers are probably fairly up to speed on the topic, but can you briefly discuss the history of Washburn Guitars, taking us from the late 19th century origins in Chicago through to the current ownership by U.S. Music?**

Washburn is the second oldest guitar company in the country. Some of the most significant music has been played by the greatest musicians of their day with a Washburn in their hands.

Washburn began in Chicago over 130 years ago in 1883 as the result of a collaboration between George Washburn Lyon and Patrick Joseph Healy as an offshoot of the East Coast publishing house, Oliver Ditson. Throughout its early history, the Lyon & Healy group would expand to build guitars, mandolins, banjos, and zithers. As George Washburn Lyon was the guitar builder of the pair, Lyon & Healy chose Washburn as their brand name. Washburn's focus was producing instruments for the common man and Washburn was sold through both dealers as well as its extensive Lyon & Healy catalog. Surviving numerous fires, Washburn would be played by musicians from coast to coast and eventually grow to eclipse all other U.S. manufacturers combined, becoming the largest manufacturer of stringed instruments in the world. In the 1940s, Washburn would have a role in creating resources to support the war effort.

Beginning in the 1970s, Rudy Schlacher, a luthier from Austria, reawakened the Washburn name and formed Washburn International in Chicago. Washburn would again build acoustic and electric guitars, basses, mandolins and banjos. In addition to its U.S. manufacturing and supply operations, Washburn would become one of the first brands to source instruments in Asia. By the 1990s Washburn had become one of the largest manufacturers of electric guitars, embraced by some of the most popular acts of the '80s. Its acoustic-electric models became a staple of MTV's famed Unplugged series and the Washburn D10S would become known as the "Best selling acoustic guitar in the world."

Crossing numerous genres, Washburn would be seen on stage in the hands of numerous artists along their path to stardom such as Sammy Hagar, Bob Dylan, George Harrison, Robert Plant, Nancy Wilson, Howard Leese, Ace Frehley, Leslie West, Gregg All-

man, and Clarence Gatemouth Brown, to name only a few. Be it heavy metal, rock, roots or Americana styles of music, Washburn has had a place in assisting artists to create some of the most significant music of today.

In 2003 Washburn and its associated brands were united under the moniker of U.S. Music Corp and in 2009, Washburn was purchased by JAM Industries, Washburn's distributor in Canada and major supplier of musical instruments to the Canadian market. Washburn continues to provide high value instruments to the working musician. Notable products are the Comfort Series, the Parallaxe line of metal/shred guitars, Lakeside Jumbo, Solo Deluxe and Vintage Parlor reissues. The company continues to strive to create the best quality, innovation, and value for the working musician.

**How many are currently employed by Washburn?**

Washburn continues to be a division of U.S. Music Corp. and is a part of the JAM USA Music Group of companies that also include KMC Music and Davitt & Hanser. As such, we are an integrated team of hundreds of people with operations throughout the country. We manage all things Washburn in Chicago which includes marketing, design and development, and international sales. USA made custom Washburn guitars are built at our shop in Ohio. We have numerous folks working in our setup and repair facility located in our South Haven, Mississippi fulfillment center where we inspect and setup every Washburn. Sales and distribution is handled through KMC Music in Connecticut. Outside of the United States, we have a team specifically handling European sales as well as an Asia based Quality Assurance team.

**Can you describe the present-day facilities?**

Washburn's product development and marketing teams are housed in U.S. Music Corp's Chicago area headquarters, which also serves as the headquarters for the international sales team. In addition we have a sales office located in the Netherlands that supports our business throughout Europe and Asia. Washburn is sold in the United States by our sister company, KMC Music, located in Connecticut. The Washburn sales team at KMC Music includes a blend of 10 highly skilled outside sales reps and more than 24 inside sales specialists. With KMC Music's decades of experience in distribution, dealers can enjoy the benefit of all the programs KMC offers making it easier to buy Washburn, plus receive prompt support from KMC's terrific customer service staff. Domestic shipping for Washburn is provided by JAM's massive 300,000+ square foot warehouse in Southaven, Mississippi. Also located in the Southaven facility is our team of highly skilled QC technicians and luthiers. Every Washburn guitar goes through a complete inspection and setup before being shipped to our dealers. This is done in addition to the initial inspections conducted at the factory level. We have full time QC staff in our factories overseas that perform a rigorous QC process before the instruments are shipped to the United States or any other part of the world. All of this is done to ensure the best possible experience for consumers whether they are purchasing from their local music store or from an on-line retailer. Right out of the box, Washburn instruments play and sound as fantastic as they look.



Washburn's Wing Series Eagle model

**Can you comment on the Lakeside Jumbo model and its significance to acoustic guitar making and playing, in general?**

Prior to Washburn's Lakeside Jumbo, most guitars made by competitors were smaller, quieter parlor-style instruments. The Lakeside Jumbo was first introduced by Lyon & Healy in 1912. Its body dimensions, 16-1/4" across the lower bout, 20-1/2" in overall length and 5-1/4" deep were largely similar to the instrument that would eventually become known as a "Dreadnought." It was designed to have more volume and have a bold voice. Perhaps being a manufacturer of mandolins and banjos too, Washburn was intimately aware of the challenges guitars faced in competing volume-wise.

Interestingly, Washburn was sold by the Oliver Ditson company who also had their own Ditson line of guitars made by Martin. In 1916 Oliver Ditson had a larger guitar similarly dimensioned to Washburn's Lakeside built for them by Martin; however, it was not named a Dreadnought at this time. When Ditson went out of business in the 1930s Martin introduced their own D-1 and named it the Dreadnought after the great battleships of its time. So, one can openly wonder where the original inspiration for the modern dreadnought came from. Without the Lakeside Jumbo, perhaps Oliver Ditson would have copied one of our Monster Bass models and the modern guitar would look totally different. An interesting side note is that in the 1930s Washburn also had its Super Auditorium and Solo DeLuxe body shapes, both of which are quite similar to the Auditorium shapes of today.

Washburn has been responsible for a number of design innovations – VCC, Buzz Feiten tuning, the Festival series of acoustic/electrics, et cetera. Can you talk about which have had the most lasting effect, which have been most significant?

Washburn has been on stage for many of the musical revolutions throughout the development of American music. Of course when one thinks of the acoustic-electric revival of the '70s and '80s, the Festival comes to mind. At that time, many of the most famous musicians played Washburn. Later into the '90s and the next millennium, Washburn was adopted by hard rocking musicians.

**As you already mentioned, plenty of notable musicians have embraced Washburn guitars over the years. In your mind, who are – or were – the players associated with the brand that you feel had the greatest impact on Washburn's image and sales?**

We have been fortunate to work with so many great and iconic players over the past 130+ years we have been in business that it's hard to pin the success to any individual or small group of artists. Washburn was one of the first brands ever to feature artists in their marketing efforts dating back to the early part of the 1900s, so we have always recognized that artist relations is an important part of building your brand, and we continue today with that same philosophy. We have had a terrific longtime relationship with virtuoso Nuno Bettencourt who has been playing our guitars since 1989. His N Series of signature electric guitars and signature acoustic guitars are among the longest running models of our lineup. A few years ago we were fortunate to partner with metal guitarist and YouTube sensation Ola Englund. Ola has been great partner and a big part of the success of our new Parallaxe line of electric guitars. Ola's SOLAR series guitars sell-through incredibly well. With the launch of Parallaxe we also have joined forces with Jennifer Batten, Trevor Rabin, Michael Sweet, Marc Rizzo, and Marzi Montazeri to name a few. In addition to signature artists, we are also seeing an increase in the numbers of artists approaching us to play our core models on tour. For example, the upcoming Kenny Rogers tour will feature acoustic guitars and Americana instruments that are part of Washburn's core line up. Working with many various

artists over the years has helped guide us with product design. We feel our current lineup has some of the best playing and sounding guitars Washburn has ever produced. With input from our artists, we have developed great feeling necks that are easy to play, and compliment them with the premium tone woods and other meaningful features that the artists have shared with us from their years of recording and playing live. Our goal is to provide instruments across our lineup that are truly performance ready regardless of price point – guitars that are truly a working man's guitar... and listening to the needs of our artists have really paid off in this regard. We see the results of partnering with our artists extending beyond the sales of their signature models, and create a halo effect and overall lift to sales across the brand.

**In broad stroke terms, can you break down current Washburn sales, by instrument type?**

Washburn acoustic and acoustic-electric guitars make up most of our sales, with the second largest segment being electric guitars, which would also include our hollow body and jazz instruments as well as electric basses. The rest of our sales are in the bluegrass-Americana segment, which would include mandolins, banjos, and resonators.

**Currently, what are the absolutely top sellers for Washburn?**

Washburn's Comfort Series consistently performs well. All models in this series focus on ergonomic solutions that reduce right hand fatigue and shoulder and forearm pain. They all have features such as a "Drop Top" soundboard similar to what's seen on electric guitars, a

# SHUBB

CAPOS



After **40** years

*still the best!*

---

info@shubb.com • www.shubb.com  
707-843-4068



*Note From Causby*

ADVERTORIAL • AUGUST 2016 • [NAMM.ORG](http://NAMM.ORG)

## Making of the Band We Call NAMM

**NAMM members are difference-makers. They are passionate companies as alike as they are different: loyal, dedicated, small, medium, large, family-owned, brand new start-up or multi-generational and centuries old. You'll find them in every state in America and 102 countries and territories around the world. And while all of our member's stories are unique, they each represent a single vision: a world in which music making is a precious element of daily life. As your industry trade association, NAMM is dedicated to helping to make this vision a reality.**

The music products industry is local, regional, national and global. NAMM members touch people from all corners of the world, connecting and collaborating to bring music and music education to everyone within reach.

For more than a century, NAMM has provided a stable platform upon which our members can meet, learn, and advocate for the industry. Looking for that next big idea or to connect with another business? You're in luck because there are many businesses similar to yours that belong to NAMM...and they're happy to share best practices.

The NAMM community is designed for members to get to know each other, and support one another's success. Being a part of NAMM enhances every business and gives each company the opportunity to actively commit to the industry it serves.

Business consultants say, *"85% of all business failures occur in firms that are not members of their industry trade association."* That's because, with an association in your corner, you're never on your own.

NAMM helps its members to expand their business potential by attending world-class trade shows, developing their employees through free NAMM U professional development training, and uniting on important issues through organized advocacy efforts. NAMM Membership also enables MI pros to network with peers, access valuable industry information, find support, attract new customers and progress within their industry.

We want to thank all of our NAMM members for their continued support throughout the years. If you're not currently a member, we invite you to join—or rejoin—our tight-knit community of music product companies. A community that believes in music...just like you.

**Causby Challacombe, CAE**  
NAMM Director, Membership

**"So, who should join NAMM? Anybody that's connected to the music industry! It's the best deal going—even if you don't get to the NAMM shows. There's a host of valuable information on the NAMM website, covering everything from marketing to store design, music lessons, accounting and more."**

**Dick Puccio • Marich Music, NY**

## NAMM Member Benefits

When you become a member, you're no longer on your own. Instead you become part of a worldwide organization dedicated to protecting and advancing the needs of the industry.

### Trade Shows

Receive free badges to attend NAMM's trade shows, connecting you with key vendors, cutting-edge products and the global music products community.

### A Sense of Community

NAMM is a tight-knit community built by members, for members. This is your opportunity to connect with like-minded and passionate professionals, to learn from others who can share their best practices and build business relationships that will support your success.

### Promoting Music Education

NAMM is your champion for music advocacy, fighting for music education on Capitol Hill and making a difference—as demonstrated by the recently passed ESSA. The association also advocates for music education across the life span, helping to create more music makers in every demographic.

### Professional Education

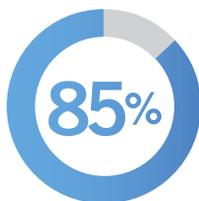
Choose from free, best-in-class education and resources you won't find anywhere else on topics relevant to your business, including retail, finance, marketing, management, lesson programs, pro audio and more.

### Helpful Research

Access industry research and statistics that can help you make more informed business decisions, including the NAMM Global Report, a comprehensive study of the global state of the industry and upcoming trends.

### Money-Saving Member Discounts

Recoup your membership dues through savings on business services you use every day. Visit [namm.org/membership/endorsed-providers](http://namm.org/membership/endorsed-providers) to see how you can save through our endorsed business providers.



**85% of all business failures occur in firms that are not members of their industry trade association.**

Business consultants research

“For retailers, commercial producers, and educators, NAMM membership is central to their success. NAMM’s networking opportunities, cost-saving shipping programs and professional development sessions help Easy Music Center to thrive. The association puts on an amazing trade show twice a year, but NAMM is so much more than a trade show—NAMM is a community.”

Peter Dods • Easy Music Center, HI



the **music** begins here

OPPORTUNITY • COMMUNITY • PROFITABILITY

Register for Badges and  
Book Your Hotel Now  
[namm.org](http://namm.org)

THE **NAMM** SHOW

JANUARY 19–22, 2017 • ANAHEIM, CALIFORNIA  
[NAMM.ORG/THEAMMSHOW](http://NAMM.ORG/THEAMMSHOW)

Join the Conversation #NAMM



“binding relief” which is a dramatic rollover of the edge right under the player’s arm, or the deluxe Ergonomic Armrest Bevel where the lower bout is fully beveled; a feature most commonly found on handmade, luthier built instruments and costing thousands of dollars.

The D10S has been one of the top selling solid top guitars in history. The latest iteration of this guitar is represented in our Heritage and Woodline Series, where the Heritage HD10S is created for the strummer, roots or country artist, and the Woodline Series, a WLD10S for example, imagined for the finger-style player, singer-songwriter, and church musician. Models in these series focus on affordability, tonal excellence, structural stability and compelling cosmetics. In addition to the Dreadnought, various other body shapes are available including Grand Auditorium, Orchestra, the larger Jumbo and the intimate Folk. Really, the Heritage and Woodline Series comprise Washburn’s “meat and potatoes,” there’s something for everyone, and there’s simply not a better features-for-benefits option out there.

**What are some recent or upcoming instrument introductions from the brand?**

A notable recent introduction is the Comfort Series WCG20SCE. This solid Sitka spruce top-rosewood back and side acoustic-electric is a more affordable version than our popular Comfort Deluxe WCG25SCE and has been very well received by dealers and players.

We’re excited to broaden our all-solid line of instruments beyond the all-solid Dreadnoughts and Vintage Parlor that we offer. This might include deepening our offerings in all-solid mandolins. Much is in the planning stages but what we might see are vintage reissues

of historically significant instruments, luthier inspired designs priced for the lay-person, and some cool projects we’re working on related to sourcing some real special materials – stay tuned!

**What’s your outlook – both for Washburn and the industry, in general – for the coming months?**

For Washburn, 2016 will prove to be our best year ever. Despite the general economic challenges we are seeing in some foreign markets, we continue to see respectable growth for the brand. Domestically, we are seeing similar results as well. Our new Woodline, Heritage, and Comfort Series have already exceeded our initial expectations, and refinements we have made to our lineup are making it easier for dealers and consumers alike to find the Washburn that’s right for them. The addition of KMC Music has been a huge win for the brand, and we are truly seeing huge upside potential we hadn’t experienced in the past.

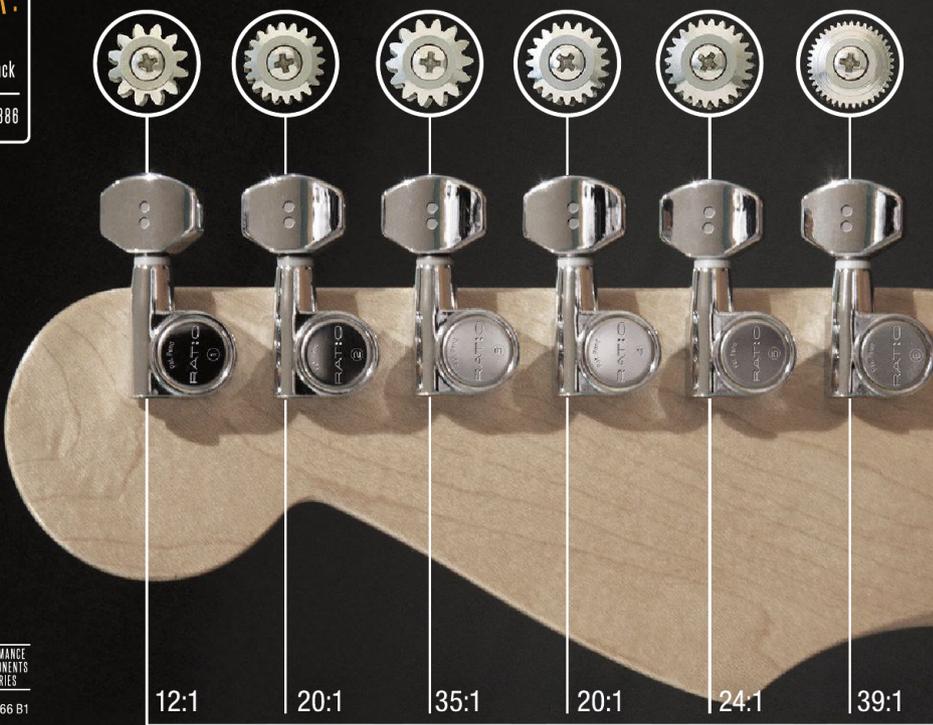
As for the industry in general, I hear a lot of mixed reviews about the current business climate from our dealers and have to keep in mind while some businesses may be seeing challenges from the traditional peaks and valleys of seasonality, things always come back around. The market, and the ways in which we sell, is changing all the time, but there is always a tremendous amount of opportunity for those willing to think creatively and passionately push for success. This year is no different. I believe staying focused on the things that are meaningful to your profitability and the overall health of your business along with careful planning for back to school and Q4 will really pay off throughout the remainder of the year. I’m confident the industry will see an increase year over year as we head into 2017! **MMR**



**RAT:O**  
BALANCED-GEAR TUNING TECHNOLOGY

## The Perfect Balance of **SPEED & PRECISION** on Every String

**AVAILABLE FOR:**  
Acoustic | Electric  
Locking | Non-Locking | Open-Back  
[www.graphtech.com/mmr888](http://www.graphtech.com/mmr888)



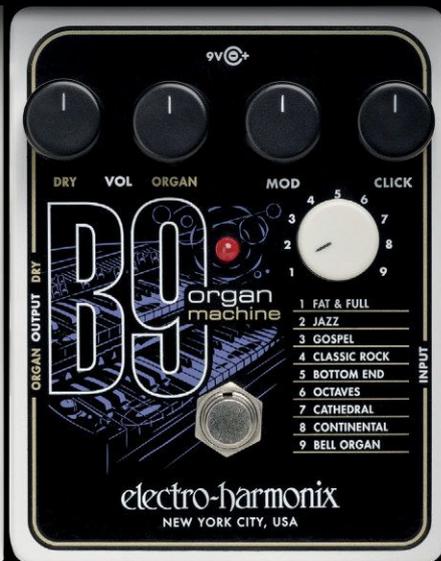
12:1
20:1
35:1
20:1
24:1
39:1



**HIGH PERFORMANCE  
GUITAR COMPONENTS  
& ACCESSORIES**

US Patent: 8,859,868 & US Patent: 9,240,166 B1  
International Patents Pending

# 4 PEDALS, 36 SOUNDS, 100s OF HITS.



From the game changing B9 and C9 Organ Machines to the KEY9 Electric Piano Machine and MEL9 Tape Replay Machine, EHX gives you the sounds of enough legendary keyboards to fill a stage and then some!

Each polyphonic pedal provides a unique collection of classic sounds in a simple plug-in-and-play package. No modifications, special pickups or MIDI implementation is required, and tracking is impeccable.

Whether you want to cook up some hot Green Onions, lay down a cool Riders on the Storm style groove, take a trip to Strawberry Fields or spend some time at the House of the Rising Sun, EHX has the keys!

electro-harmonix  
WWW.EHX.COM

# 'That UNIQUE Sound'

## Nylon-Stringed Acoustic Guitars Take Center Stage By Christian **Wissmuller**

**T**he nylon-string, "classical" guitar – it's no longer just for acolytes of Andrés Segovia and Paco de Lucía. The venerable instrument is not only essential to traditional flamenco and classical playing, it's also the choice of many in other formats due to its distinctive tone. Jazzer Charlie Byrd embraced the nylon-string, as did (and does!) Willie Nelson, not to mention newer acts such as Jason Mraz and Diana Krall, among many others.

Whether this nylon-string renaissance will wind up being a blip on the pop culture radar, or something more lasting is yet to be seen, but *MMR* recently asked a few big-name suppliers in this arena to chime in on the state of the market and other trends...

**Interest in nylon-string guitars has gone beyond just classical and flamenco players. Have you also noticed that and, if so, to what do you attribute the shift?**

**Chris Meikle:** Yes, our sales of classical guitars have risen over the past three years. I would attribute this to a few things. Ourselves and other brands have placed more focus and offered more models of classical, especially models that aren't such a departure from a steel string, which may influence an acoustic player to pick up a classical.

**Dennis Webster:** Over the past five years, Yamaha has seen a new nylon-string customer emerge. Generally, this newer customer is an intermediate-to-professional acoustic and electric player who is looking to increase their guitar arsenal with an instrument that will give them a unique sound. To find this sound, they are turning to non-traditional, cutaway, nylon-string guitars with electronics at prices ranging from \$499 to \$899. For this price, the customer demands a quality instrument that fits their image and playing style, and delivers a great tone.

**Jonathan Lee:** The shift can be attributed to the popularity of more modern acts like Rodrigo y Gabriela who started using nylon-stringed guitars and flamenco techniques to cover modern metal songs while folding their own flamenco flavored originals into their sets. Their energetic live performances, from jumping and head-banging, crowd participation, along with their active light show are much more typical of a rock show than the more formal classical settings. Then there's the popular YouTube video, currently at 1.6 million views, of Metallica's bassist Robert Trujillo showing historically influential guitar players James Hetfield and Kirk Hammett his flamenco themed prowess on a six-string classical, resulting in the two of them jamming along on their electrics. Many more popular YouTube videos showing kids from around the world playing popular modern songs at more advanced levels have all seeped into the public conscious the past few years.

In addition to greater media coverage in general,

the recent increase in popularity of the 'finger-style' technique has caused many beginner players to explore playing nylon-strings. All of these factors have all contributed to the increase in popularity of nylon-stringed guitars.

**Andy Dacoulis:** This is true. The nylon-string guitar has recently been enjoying resurgence in popularity. It's tough to pinpoint one exact reason but it could very well be due to its popularity in pop music today. You can hear it featured in the music of artists as diverse as Diana Krall, Jason Mraz, and the Zac Brown Band. It's a type of guitar that appeals to a wide variety of guitar players.

**Have you been noticing any other significant trends in the nylon-string acoustic market? Any particular body styles or materials resonating with buyers?**

**JL:** The effort to make classical guitars louder has resulted in more modern techniques and materials like the 'double top,' lattice bracing and carbon/balsa laminated soundboards – all of which have increased guitar volume, but sacrificed tone. Like anything, I expect the trend will revert to more traditional materials and building styles.

From a body shape and size perspective, the traditional concert shape as popularized by Torres continues to dominate to this day. Perhaps the most significant change in body shape is the acceptability of thin-line classicals that are optimized for stage play, however, the soundboard side continues to appear quite traditional. For entry and mid-level priced instruments, construction techniques and materials also continue to be quite traditional. Yet, things get interesting in the upper-level, luthier-built instruments. The use of Nomex as a center core laminated to thin layers of soundboard material, such as cedar and spruce, results in incredibly light, stiff and responsive tops. The use of materials within this lamination can also be varied as well to take advantage of the sonic properties of the various tone woods.

Unfortunately, this process is incredibly difficult to do well, and as such, is only seen on very pricey instru-



ments.

Another trend in acoustic guitar making that has been compelling us guitar builders is torrefaction; essential vacuum drying woods at high heat to remove suspended cellular water and crystallization of cellulose, hemicellulose and other internal resins. Through this process, we are experiencing tops that perform as if they've been dried for ages; they're lighter, more responsive and more stable. I wonder if the classical builders have begun using torrefied tops. I can only imagine that a torrefied Engelmann or European spruce would benefit; Cedar, perhaps not so much.

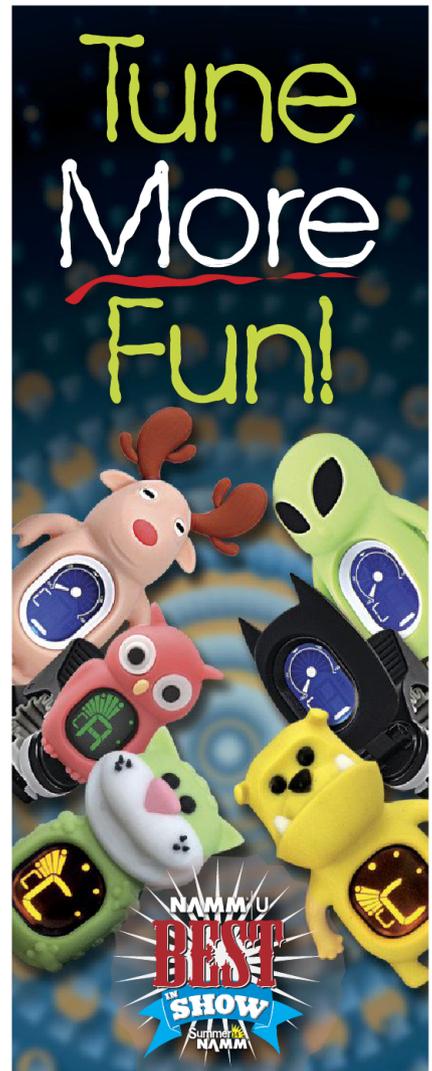
**AD:** One thing that we have noticed is that a lot of nylon-string guitars are being purchased by steel-string acoustic and electric guitar players. As the typical classical guitar neck-width is little larger than these players are accustomed to, our nylon-string necks are a little slimmer to make the transition from acoustic to nylon a little easier. Also, we offer electronics on every model of our nylon guitars. Many players want the option of plugging in their guitars for live use. Taking the idea of amplifying the nylon-string guitar even further, we created our Multi-ac line of nylon-string guitars. These are small-bodied acoustic/electric guitars that resemble electric guitars but are strung with nylon-strings. They play easily like an electric guitar and have powerful electronics that enable the guitar to be amplified at loud volumes without any problems with feedback.

**DW:** Now more than ever, the nylon-string acoustic market is branching into traditional (classical) and contemporary.

For the traditional nylon-string market, education continues to be the strongest sector. We are experiencing growth in the education market with the expansion of classroom lessons led by GAMA and the National Guitar Workshop, as well as other programs such as Lead Guitar and Crown of the Continent. In these programs, 1/2, 3/4, and 7/8 size instruments are key to getting the beginner started on a properly sized instrument. They provide the winning combination of comfort and playability that motivates students to practice and learn. In addition, mariachi programs have been on the rise in schools over the past decade, exposing more and more students to guitar.

The contemporary nylon-string market consists of experienced players trending away from classical specifications to instruments with a thinner body, as well as a narrower neck with a tapered neck profile and 14 frets to the body. In terms of materials, a rosewood or mahogany body with a solid spruce or cedar top is still the most popular choice.

**CM:** I think the hybrid style nylon-string guitar has helped the nylon-string be adopted by more steel string players. These guitars have nylon-strings, but are more like a steel string in that they have a radiused fingerboard, 14<sup>th</sup> fret neck joint, and narrower nut width.



Charactune™

Tune Style!



Exclusive Distributor for Christopher™ Referencing Speakers

Tune Life!™



**Charity CD**  
Featuring:  
Bobby Kimball, Bernard Fowler,  
Walfredo Reyes Jr.,  
Michael Landau, Neil Stubenhaus,  
John Jorgenson,  
Joshua Seth Eagan & Many More!

A portion from each sale will go to a fund to help cancer patients and their families



IMS TECHNOLOGIES, LLC  
www.imstechnologies.net



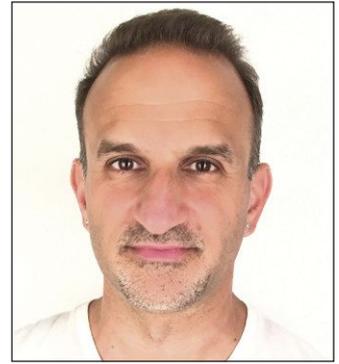
Chris Meikle, head of development at Alvarez and senior vice president, St. Louis Music



Dennis Webster, manager of marketing, Yamaha Corporation of America



Jonathan Lee, director of design and development, Washburn Guitars



Andy Dacoulis, customer service, Godin Guitars

## For your brand, specifically, what nylon-string model is selling best?

**AD:** Our best-selling nylon-string guitar is the La Patrie Concert guitar. It has a solid wood construction and a 24" radius neck profile. It sounds great acoustically and is comfortable to play.

**CM:** Our AC65HCE, Artist series, solid cedar top hybrid is the best selling Alvarez nylon-string guitar."

**JL:** The C5CE, which features a spruce top, Graphtech nubone nut/saddle, Daddario EJ46 hard tension strings, preamp with volume control, and built-in tuner leads the pack for Washburn due to its high value proposition.

This is followed by the C80S, which has been a mainstay for our

brand for more than two decades. The C80S features Solid Cedar top, Rosewood back/sides, Graphtech nubone nut/saddle, Gold machine heads, Daddario EJ46 hard tension strings, and has remained unchanged since it was first release in the 1980s.

Other notable models are the C40S and C5, and our newest thin-line electric acoustic cutaway model the model EACT42S. In addition to a comfortable to hold thin-line body and narrow neck profile, the EACT42S has a small upper bout sound hole that rejects feedback incredibly well, making it the perfect choice for any live performance in louder volume environments.

**DW:** We are fortunate that Yamaha is a trusted name in education. Our C40 guitar is known as the classroom guitar, and continues to be the top selling model in schools. Demand is growing for the fractional-size nylon-string instruments, such as the CGS102All (1/2 size) and the CGS103All (3/4 size).

In the contemporary market, the NTX700 and NTX1200R are the most popular models. These are both thin-line bodies with a narrower neck and 14 frets to the body. In addition to the NTX Series, the Yamaha nylon-string Silent Guitar (SLG200N) is also very popular.

## Are there any particular marketing strategies that you've seen being effective for those dealers who do especially well in terms of selling nylon-string guitars?

**JL:** America is heavily weighted towards the steel string and electric guitar sides. As such, none of the "big box" style retailers specialize in classical guitars. Dealers who do well in classical guitars are primarily independent dealers.

When I think of healthy independent dealers they all seem to have robust teaching programs with students constantly coming in and out throughout the day. These dealers also tend to serve as community centers, often hosting performances and providing opportunities for the students to perform and show off the skills they've acquired through the hard work of learning to play the instrument. What's nice is that, at least for the moment, there seem to be quite a few independent dealers following this formula and, anecdotally, they seem to be quite healthy.

**DW:** For the traditional nylon-string instruments, a focus on education and lesson programs yields great results in the under-\$500 market. It is very important to have knowledgeable staff and teachers on hand who can provide the right guidance to the student and any others involved in the purchasing process. When done correctly, this guidance cultivates a guitar player who will purchase multiple instruments over the course of their lifetime.

As for the contemporary nylon-string instruments, the key is not to market them as a traditional nylon-string guitar, but rather to position them as a fourth or fifth guitar for the more advanced player to

**AIRTURN™**  
*freedom to perform*

Your **Tablet Accessory Profit Center**

- Portable Telescoping Boom 16"-27" **\$19**
- MANOS Universal Tablet Holder Holds almost all tablets With or without protective case **\$49**
- Steel Side Mount clamp has Standard Mic Thread **\$15**
- goSTAND Portable Mic and Tablet Stand 18"-57" **\$49**
- DUO Wireless Foot Switch turns pages, triggers effects and more **\$99**

**Solutions for the Digital Musician**  
[www.AirTurn.com](http://www.AirTurn.com)

**Free In-store Display with min. purchase**  
**888-247-1223**



## THE MAN WHO DROVE A NAIL

*with a dream.*

MARTY WAS AN ASPIRING SONGWRITER. ONE DAY, HE DECIDED TO HAMMER A NAIL INTO A WALL. "THIS IS WHERE I WILL HANG MY FIRST GOLD RECORD," HE DECLARED—WHICH WAS A BOLD PROCLAMATION, ESPECIALLY COMING FROM A GUY WHOSE NEXT BEST OPTION WAS A JOB WRITING TOASTER MANUALS. FOR SIX LONG YEARS HE WALKED BY THAT EMPTY NAIL. AND SO DID HIS WIFE AND THREE KIDS. THIS TOOK GUTS. PARTICULARLY AFTER EATING MASHED POTATOES COVERED IN 69-CENT GRAVY FROM A PACKET. BUT MARTY PERSEVERED. FOCUSED ON SUCCESS. UNTIL ONE DAY, A GOLD RECORD HUNG ON THAT NAIL, AND THEN A PLATINUM NEXT TO IT. HIS STORY REMINDS US THAT THE WORLD COULD USE MORE DREAMERS LIKE MARTY. *For more on Marty and other stories of courage that inspire us, visit [taylorguitars.com](http://taylorguitars.com).*



*Step forward.* MUSIC IS WAITING.™

round out his collection. Add an educated sales staff that can explain and demonstrate how these models are solutions to your customers' needs, and you will see your nylon-string guitar business take off.

**CM:** Not specific marketing strategies,

but upon request we have supplied more nylon-string guitars to some of our dealers. We also have spent more time in our R&D to improve our classical range. I think others have done that, too, so better designed, better sounding instruments are on the

market these days, which is certainly something to shout about."

**AD:** Many dealers are forward-thinking and do quite a bit of their advertising online through product demos. Additionally, the dealer that stocks many guitars at a varied price point will have the best chance at making a sale. Some pro players will easily spend more than \$2,000 on a quality guitar. Alternatively, a beginner wants a great entry-level guitar that can be purchased for under \$500. Most successful dealers will carry guitars at both ends of the spectrum.

### What are your expectations for the nylon acoustic guitar market in the coming months?

**CM:** We think the nylon-string guitar will continue to become more popular. Many guitarists look for something different and new to try, especially if they already have one or two steel strings, and the nylon-string guitar seems to be meeting that curiosity and demand more and more."

**DW:** In the coming months, I believe current growth trends will continue for both markets. As the school season starts in August and September, there will be a spike in education-related business from school districts and private lessons. During the holidays, the fractional sizes and entry-level (under \$299) traditional nylon-string instruments will also see a significant spike in sales. These will be mostly impulse purchases, so retail locations will need to make sure their stock levels are appropriate.

The contemporary nylon-string market is steadier, with knowledgeable buyers making purchases for themselves after extensive research. As there is a spike in sales during the holidays, this business will remain steady as long as retail locations have the inventory and an educated sales staff.

**AD:** We expect the nylon guitar's popularity to continue to grow. These guitars produce a beautiful sound that resonates with many people in a variety of styles – not simply classical music. Our company has spent the summer making major redesigns to our nylon-string guitar line and that confirms our commitment to cultivating that market.

**JL:** I expect it will continue grow in popularity as more and more modern songwriters and modern rock bands use it to color their music. Much in the same way that ukes and traditional Americana instruments have been incorporated into the modern rock "tool bag." Only time can tell if this is a trend or if it will plateau and remain a steady part of our current cultural offering. **MMF**

**Enhance. Express. Impress.**

**BOURNS<sup>®</sup> PRO AUDIO**

[www.bourns.com/proaudio](http://www.bourns.com/proaudio)

GUITAR, BASS,  
Violin, CELLO, SAXOPHONE  
MADE IN THE U.S.A. **Elegant**  
HAND-CRAFTED  
EASY BUY-IN FOR RETAILERS  
MAPLE, CHERRY,  
Mahogany AND WALNUT  
The Perfect **Upsell**  
THE HIGH-END ADD-ON  
YOUR CUSTOMERS  
WILL LOVE

Shown in Mahogany

[zitherusa@yahoo.com](mailto:zitherusa@yahoo.com)  
979-820-7010  
[zitherusa.com](http://zitherusa.com)



**Zither**  
Music Company

### INTRODUCING ZITHER MUSIC STANDS

Elegant, hand-crafted stands for discerning customers like yours.

#### Made in the USA

for Guitar, Bass, Violin, Cello and Saxophone.

Easy buy-in for retailers.

The perfect up-sell or add-on. Oh, not found at GC.

**Become a dealer today!**

THE WHOLE IS GREATER THAN  
THE SUM OF ITS PARTS



*Altus*

*Anacleto*



AZUMI



green tones

*H. Jimenez*



HOHNER

HOHNER kids



JUPITER

*Kohala*  
A stylized logo symbol for Kohala, resembling a person or a figure.

*LANIKA*

*majestic*



N-FUZ  
AUDIO

N-MAD  
STANDS

*Quantum*

**ROCKWOOD**

A logo symbol for SONOR, featuring a stylized drum head.

*Sonor*  
*Orff*

*NO*

KHS-AMERICA.COM

# It's in the Details B&O Accessories Sales in 2016

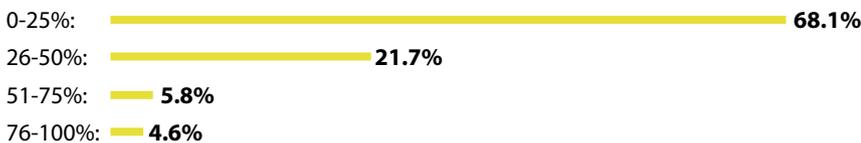
By Christian **Wissmuller**

**B**and & Orchestra accessories: that's a "big tent" right there – we're talking reeds, mallets, tuners, drumheads... Suffice to say, this month's retailer survey was something of a bear, but in the end (we hope) worth the effort.

For one thing, due to the expansive nature of the topic, instead of providing brand options (see question #2), we left it up to the participants to tell us which were selling best for their stores, across a number of categories. Related: some chose as their "top selling brand" companies who field a number of different lines (e.g. Conn-Selmer), so to preserve the integrity of the responses without drawing assumptions, we're presenting them as received.

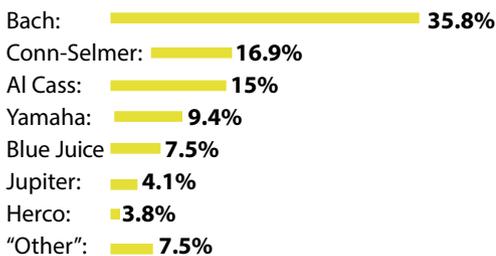
Internet competition, emerging technologies (smartphone tuner and metronome apps), and shrinking margins are topics of the day for the over 300 dealers we reached out to. Read on...

## B&O accessories represent what percentage of your business' total sales?



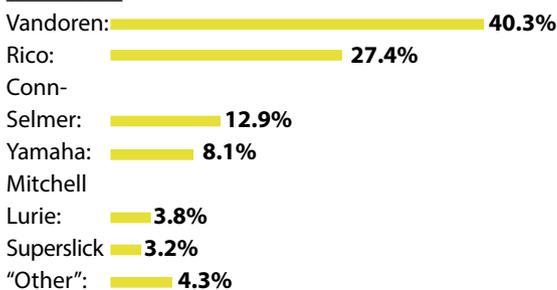
## What is your store's top-selling brand of B&O accessories in the following categories

### **Brass**



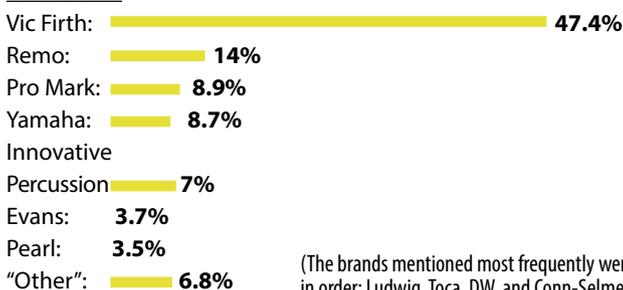
(The brands mentioned most frequently were, in order: Blessing, Hercules, Pro Tec, and Schilke)

### **Woodwind**



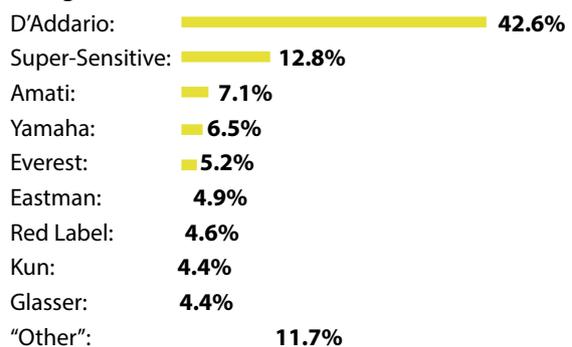
(The brands mentioned most frequently were, in order: Jupiter, Juno, and Buffet)

### **Percussion**



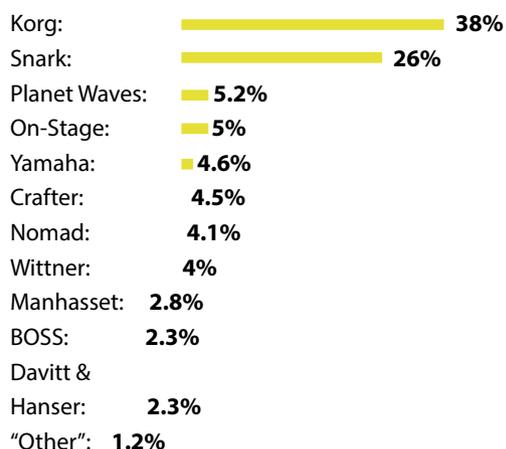
(The brands mentioned most frequently were, in order: Ludwig, Toca, DW, and Conn-Selmer)

### **Stringed (Bowed)**



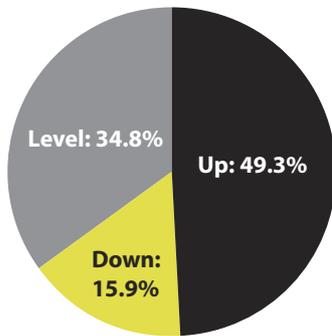
(The brands mentioned most frequently were, in order: Saga, Eastman, Astrea, and Thomastik)

### **"Related" (metronomes, tuners, batons, et cetera)**



(The brands mentioned most frequently were, in order: Mollard and Accent)

**Compared to this time in 2015, sales of B&O accessories are...**



*"[The] B&O Department is continuing to grow each year for our location."*

Chris Teesdale  
Willis Music Company  
Lexington, Kentucky

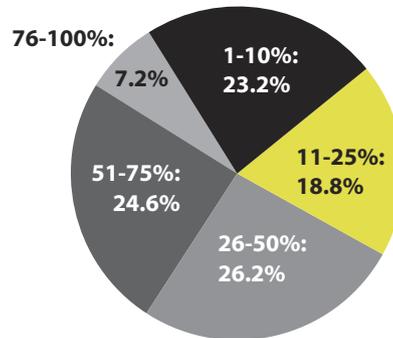
*"Woodwind mouthpieces (especially Vandoren) are having a strong year so far."*

Kurt Witt  
Woodwind & Brasswind  
Frederick, Maryland

*"Local Control Money in the School budgets is the main source of new school revenue. Also, the Fed's categorizing music as a common core subject has forced the hand of school administrators."*

Pete Van Alstyne  
Pete's Music Center  
Yuba City, California

**What percentage of your customers specifically requests these types of product by brand?**



*"Most of our orders come brand specific from the school district purchase orders. These are brands we recommend to the teachers who, in turn, request from their district."*

David St. John  
Gard's Music, LLC  
Glendora, California

*"It is rare for a customer to request an accessory by brand, unless it is a repeat sale."*

Robert Christie  
A&G Central Music  
Madison Heights, Michigan

# REPAIR & RENTAL PROBLEM SOLVER

**BRITeTone® dry-lubricant conditioning for Band & Orchestra instruments.**

**NAMM show<sup>17</sup>**  
Exhibitor 2016-2017

**BRITeTone® micro-film prevents friction and cures slow response.**

- Penetrates to protect against corrosion & pitting from oxidation
- Dry-to-the-touch micro-film outperforms oil-based lubricants
- Improves elasticity of metal surfaces to make dent repair tools & techniques more effective

See Our HOW-TO Videos  
[SoundSynergies.net](http://SoundSynergies.net)

**HEAR AND FEEL THE DIFFERENCE®**  
Comprehensive Maintenance Technologies.  
*Lowest cost per use.*

Dealers/Distributors/  
Manufacturers inquiries:  
Russell Reed:  
[russ@soundsynergies.net](mailto:russ@soundsynergies.net)  
**1-800-825-9256**

# First String

**Applause®** might be Ovation's entry line, but our first goal is profitability. So many changes have been made. Improved build quality, D'Addario strings, new headstock, and all-new finishes. And the margins are killer. There is no guitar like an Ovation, and there's no affordable guitar like an Applause.

See them at the all-new [www.ovationguitars.com](http://www.ovationguitars.com) and don't let your customers settle for second string acoustics.

**Ovation GUITARS**

Applause 6-String in Transparent Black Flame with Black Nickel Hardware  
AE44IIP-TBKF  
©2016 Drum Workshop, Inc. All Rights Reserved.

**What larger trends have you been noticing with respect to B&O accessories?**

*"Sales of care kits and music stands have increased. [We are] still selling a large number of tuners and contact microphones but online apps are gaining interest."*

Mike Guillot  
Mississippi Music, Inc.  
Flowood, Mississippi

*"We are seeing more customers going online to purchase accessories. Due to the rapid response of sites such as Amazon, they are able to get product usually with 24-48 hours."*

Spidey Mulrooney  
The Music Shop  
Southington, Connecticut

*"In spite of the Internet, customers take our advice or that of the school director when choosing brands and products."*

Drew Parker  
Separk Music  
Lewisville, North Carolina

*"Lower margins due to several online retailers getting sweetheart deals from manufacturers and selling items at or below the average retailers cost."*

Robert Josjor  
Lou Kraus Music  
Ogallala, Nebraska

*"Maintenance products. [Customers are] not buying new horns, so taking care of the ones they have is important. Repair shop is busier than ever. 13 full time repair staff up from last year by four repairers."*

Daniel Parker  
Colorado Institute of Musical Instrument Technology  
Castle Rock, Colorado

*"Many orchestra-accessories manufacturers have abandoned the retail dealer. With no margins on their product, these manufacturers have decided to go direct to the consumer. It is extremely frustrating."*

Anthony Mantova  
Mantova's Two Street Music  
Eureka, California

*"Metronome and tuner sales are down due to smart phones."*

Jerry Rowden  
Jerry's Instrument Repair, LLC  
Columbia, Missouri

*"With the expansion of information on the Internet, customers are asking for an increasingly specific and wider range of brands and products. Since our B&O base is rather small, holding it all in stock is cost ineffective. However, then more people are buying off the 'net, as opposed to us special ordering it for them."*

Sam Atkinson  
The Candyman Strings & Things  
Santa Fe, New Mexico

*"Fewer tuners and metronomes [are sold] with improving phone apps."*

Pat Crumpley  
Gilliam Music  
Norman, Oklahoma

**PageFlip FireFly**  
Hands-Free Page Turner



**\$109.95**  
Free shipping in US and Canada

Enjoy hands-free page turning with the **PageFlip FireFly** Bluetooth pedal!

Compatible with select iPad and Android apps. Works on all Windows and Mac computers.



[www.pageflip.com](http://www.pageflip.com) [sales@pageflip.com](mailto:sales@pageflip.com)

**Spit is gross...  
CLEAN YOUR HORN!**



**HW PRODUCTS, INC.**  
[www.hwproducts.com](http://www.hwproducts.com)



# PROone

S A X O P H O N E S

Redesigning a musical instrument is a daunting and delicate challenge. Peter Ponzol has been designing saxophones for more than three decades, in addition to being a well-traveled and experienced player. Very few people have Peter's understanding of the design principles of the instrument, and the Antigua Pro-One is the ultimate expression of his concepts. As Peter says, "This collaboration finally gets a lifetime of ideas out of my head and into reality."



*Antigua*  
PRO

To learn more about Antigua please visit  
[www.antiguawinds.com](http://www.antiguawinds.com) or contact us at  
[info@antiguawinds.com](mailto:info@antiguawinds.com)



"Industry conditions continue to change rapidly, and this year's Summer NAMM Show provided a unique platform for our members to better understand the impact of these changes," observes NAMM's Joe Lamond.

14,055 registered attendees (representing a 1 percent increase compared to last year and a 14 percent increase over 2014) seemingly agreed, with a commonly reported assessment that this year's gathering in Nashville was the strongest in quite some time. Evidence of this was borne out, in part, by the return of a handful of significant exhibitors which had been no-shows in recent years, joining returning companies and new faces. In total, this Summer NAMM Show featured 517 exhibitors, an increase of five percent compared to '15.

NAMM reports that this year's convention had a similar number of registered buyers as at the 2015 event, though with a slight dip in community music stores, but an uptick in buyers from Asia and Europe and strong representation from larger U.S. dealers.

"Armed with stronger relationships between retailer and vendor, the latest in product offerings, and a clearer sense of fall and holiday inventory needs, I believe that the companies who were with us in Nashville are better prepared for the coming months," adds Lamond. "The great energy of the NAMM community could be felt from the opening Breakfast Sessions to the fantastic evening events."

*The 2017 NAMM Show will take place January 19-22 at the Anaheim Convention Center in Anaheim, California.*

## Voices from the Show Floor

"The show was great for us, and the [Ernie Ball] party was a blast. We didn't exhibit last year, so I can't really speak to any improvement but the show definitely improved from when we last came.

The overall vibe to our new products was amazing. Dealers who hadn't seen the St. Vincent/Valentine/Cutlass/Sting Ray got to see them in person for the first time, as many of them didn't attend winter NAMM show.

The new expression pedals were also a huge hit. Most important, the quality of conversations definitely was better at this show than in the madness of Anaheim.

We're definitely happy to be back, and hope the show continues to grow."

**- Brian Ball, Ernie Ball, Inc.**

"This year's Summer NAMM was terrific! As can be expected in a steamy, hot environment, the vibe of the show was slow and calm.

Happily, the business was brisk and solid! A steady flow of retailer traffic gave us our best order writing summer show in the last five years. We met with many new dealers and had plenty of time to talk and socialize in the evening with existing dealers. Overall the show was an improvement of the recent past shows, and seems to be getting better each year. We were very happy with the results of this year's NAMM Show and thank the entire NAMM team for another great event!"

**- Stephen Schmidt, Casio America, Inc.**

"We seemed to be getting a lot more recognition from people and therefore a lot more interest – but I assume that's because there's been a whole year for the market to learn about the BeatBuddy."

**- David Packouz, Singular Sound**

"This was our first Summer NAMM at our new distributor's booth, so it's hard to compare... Time will tell if business was up, too."

**- Rafael Atijas, Loog**

"The Summer NAMM Show is always good for us. We are able to meet and interact with over 100 of our customers, both big and small. Nashville is a great host and we had almost 1,000 people attend our annual Summer BBQ on Wednesday night.

It felt like there was more vendor and dealer participation, but that's anecdotal."

**- Peter D'Addario, D'Addario & Co.**

"Hosa had a great show this year. We saw an increase in business compared to last year, with more quality visits with dealers. Summer NAMM is still one of the best ways for us to connect with smaller shops that don't necessarily make the trip out to Anaheim. If a prospective dealer, or someone who is currently buying through distribution, stopped by the booth, we had an unhurried opportunity to walk them through the product line and necessary steps to going direct.

"The overall vibe is that of a regional guitar show, with a casual nature that makes it easy for both exhibitor and attendee. Also, the continuation of 'public day' helped to avoid the dreaded last day crawl that can happen at other trade shows. Overall, the trip made for a successful show and an easy decision for Hosa to keep coming back to Nashville.

**- Kyle Lassegard, Hosa Technology, Inc.**

"I thought it was a good show. It was good to see a few more manufacturers back supporting the show. Hopefully this will motivate some more dealers to visit, as well, in the future. As far as comparing to last year on a business level it was pretty similar. We have plans to continue to support the Summer show."

**- Tim Pfouts, S.I.T. Strings Co., Inc**

"I felt a better openness and willingness from other attendees to discuss ideas, whether that was dealer to dealer, or manufacturer to dealer. There was a sense that some of the hot air had left the balloon, and a refreshing sense of humility was making its way back into conversations. It appeared that everyone was a bit more open, and I believe that is because in the music business we are currently in a time of rediscovery; it's no longer just about sales and big name lines. The industry seems to be looking for leadership and vision and innovative thinking. The art form of music making has begun to re-enter the discussion and, funny enough, that will eventually lead back to sales."

**- Menzie Pittman, Contemporary Music Center**



1. Dan Laufman of **Emotiva Audio**. 2. Kimberly Lewis and Karrington Williams of **George L's**. 3. **The Show floor was already buzzing early on Friday morning**. 4. Andy Powers of **Taylor Guitars**. 5. **SBO's** Mike Lawson (center) with Dirk Friel and Gear Fisher of **Peakware**. 6. Dillon Johnson and Dennie Fransen of **Adoro Drums**. 7. Loren Molinare of **Korg USA, Inc.** 8. Christian Martin of **Martin Guitars**. 9. Brian and Scott Ball of **Ernie Ball, Inc.** with Jimmy Dunlop of **Dunlop Manufacturing** (center). 10. **MMR's** Terry Lowe and John Pledger with Lynn Martin of **American Music & Sound** (center). 11. Jay Wanamaker, Brian Alli, and Chris Halon of **Roland Corporation**. 12. **The D'Addario team**: Steve Loud, Brian Vance, Brandon Medici, Peter D'Addario, John Pizzirusso, and Chris Griffiths. 13. Gordon O'Hara of **Retail Up!** 14. Alan Cabasso of **Floyd Rose Marketing**. 15. **NAMM's** Joe Lamond with Susy Lowe and John Pledger of **MMR**. 16. **Hal Leonard's** David Jahnke and Larry Morton with Lori Supinie of **Sensene Music**. 17. **Hosa Technologies'** Hoyt Binder and Kyle Lassegard with Michael Newman (center) of **Caig Laboratories**. 18. Brian Strong and Tim Pfouts of **S.I.T. Strings**. 19. **Perrri's Leathers Ltd.:** Lou Perri, Anthony Perri, and Andrea Basilone. 20. Don Lace of **Lace Music Products** with Hap Kuffner of **Kuffner International**. 21. Tony Meeks of **Zither Music Company**. 22. Michael Mostert and Abby Newberry of **GoGo Tuners**. 23. Ralph Chavarria, Josh Huckabee and Jonathan Tai of **Peak Music Stands**. 24. Jed Robertson and Don Olster of **Chesbro Music**. 25. Ted Burger, Harvey Levy, Jessica Lemieux, Michael Gross, Suzy McDaniel, Glen Booth, and Bill McDaniel of **Levy Leathers**. 26. Mike Orgeron, Dave Tamkin and Lester Karplus of **Airturn Inc.** 27. Heather Far and Jim Turek of **Reverb.com**. 28. Orin Portnoy of **CE Distribution**. 29. Thomas Pickels and Mark Jacobs of **ChordBuddy**. 30. Rick Carlson of **Kala Brand Music**. 31. Craig Denny of **St. Louis Music**. 32. Mike Miltimore of **Riversong Guitars**. 33. Max Lintner and Meredith Hamlin of **Kyser Musical Products**. 34. Dan Roberts of **Manhasset Specialty Co.** 35. David Gartland and Don Moser of **Saga Instruments**. 36. Gary Moble and Gary Swallows of **Shubb Capos**. 37. Todd Newman and Mary Faith Rhodes-Lewis of **Breezy Ridge Instruments**. 38. Michael Ahern owner of **StompLight**. 39. David Packouz of **BeatBuddy**. 40. Terry Clark T. Lewis and Richard Lewis of **Players Music**. 41. Gregg Dean and Mike Martin of **Casio**. 42. Steve and Linda Schafer with John Eberl of **Drumdots**. 43. Dan Parks of **CruzTOOLS Inc.** 44. Jon Cusack and Mark Huizenga of **Cusack Music**. 45. Peter Melton of **Quilter Labs**. 46. Brian King of **Rain Retail Software**. 47. Brian Martin of **Praxis Musical**. 48. Bryan Bedson & Tom Bedson of **Dialtune**

# 2016 Summer NAMM Best & Worst in Show Awards



## Best Big Win

The Top 100 Dealers awards presentation is always great fun and this year's even moreso when regular **MMR contributor Menzie Pittman's Contemporary Music Center** was named **Dealer of the Year**. All stores represented were (and are!) deserving, but it was particularly gratifying to see Menzie pick up the trophy.



Menzie Pittman receiving the Dealer of the Year award from NAMM chair, Mark Goff.



## Best Kickoff

It may feel like a broken-record type situation to include this event once again, but what can I say – it's just that good. **D'Addario's Pre-NAMM Party** set things off on a great note with mouth-watering BBQ, local beers, goodie bags, and great live music (pictured: The Mojo's All-Star Bluegrass Band).



## Worst 'Commute'

I don't mind walking, personally. I walk all the time – pretty long distances, too. You wouldn't think the 1.5 city block trek from my hotel to Music City Center would be any big deal, but in the **insanely oppressive heat** hitting Nashville this June, even a few steps outside was brutal.



## Best Mid-Day Concert

On Friday afternoon, legendary guitarist **Robben Ford put the Roland Blues Cube through its paces** – you can't ask for much better lunchtime listening than that!



## Best Return

They'd been gone from the Nashville get-together for a few years, but **Ernie Ball returned to Summer NAMM** – and they came back with a bang.



Mick Mars

The company hosted "Picker's Paradise" at Mercury Lounge, introducing new gear and featuring performances by a ton of impressive musicians, including a white-hot set from Motley Crue lead guitarist, Mick Mars.



## Worst No-Show

A byproduct of a show that was busy at all hours of the day and night (a good thing!): **I had no "free time" to hit up my beloved Springwater Supper Club**. Oh well – there's always next year!



Quality Instruments

That Your School and Students Can Afford



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

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

### Hunter Music Instruments

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

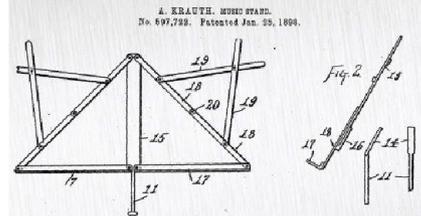


49. Jonathan Park, Dusty Moore and Ron Pushak of **Evolution Guitars**. 50. Kevin White, Jason Jordan, Rayne DuPaul, and Bob Valyou of **Fishman**. 51. Andy Clark, Ken Haas and Penny Haas of **Reverend Guitars**. 52. Greg Grieme, Gary Winder, Stephanie Murphy, and Michael Skinner of **DANSR**. 53. **Hunter Music Instruments Inc's** Paul Chu. 54. **SwirlyGig's** Amy Moriarty, Mary Jo Moriarty, Sid Tincher, and Heide Goss. 55. Danny Shatzkes of **Gig Gear**. 56. Simon Godin and Doyle Dykes of **Godin Guitars**. 57. Allen Gatchell and Steve Crisafulli of **Gatchell Violins**. 58. Mike Kurkdjian and Adrian O'Brien of **Prestige Guitars**. 59. Bob Amada and Ruth Lyons of **A&S Crafted Products**. 60. Joshua Ciminnisi, Matt Heldman, and Hunter Marlowe of **Jambourine By Marlowe**. 61. Peter and Wendy LaPlaca of **Dakota Sax/Phaeton Trumpets**. 62. Gard Lewis of **Roscoe Guitars**. 63. Autumn Schear, Madeline Young, and Amanda Brock of **Amahi Ukuleles**. 64. Jeff & Juli Strametz of **Boulder Creek Musical Instruments**. 65. Larry Greene, Chester Myron, Eglah Blasko, Chris Macomber, Mark Blasko, Darren Roberts, Ben Myron, Justin McGowin, Fred DiTomasso, Scott Blasko, Alicia Macomber, Brett Marcus, and PJ Sanger of **OMG Music**. 66. James Brawner of **Journey Instruments**. 67. Tyler Mechem of **LM Products**. 68. Tom Nicholson with Kevin and Tom Dougherty of **TKL Products Corp.** 69. Rafael Atijas of **Loog Guitars**. 70. Arnie McClerran, Steve Hendee, Joe Colantonio, and Chris Celtrick of **Yorkville Sound, Inc.** 71. Dariush Rad, Westin Rad, and Dean Kline of **Asterope**. 72. Michael Berg of **Humes & Berg**. 73. Don and Heather Campbell of **Erasers**. 74. Rock Clouser, Drew Lewis, Gary Ingrassia, Angelica Lattimore of **KHS America**. 75. Miles Benefield, Tom Bedell, Sami Mulhern, and Suz Cecliani of **Breedlove Stringed Instruments**. 76. Tom Tedesco, Vin DeLaria, Jeremy Payne, and Jon Caruso of **On-Stage/The Music People**. 77. Rick Murray, Luis Cardoso, and Tim Morris of **SABIAN**. 78. Joey Dahlia of **KLOPS**.

# The Legacy Continues

**DEFINING INNOVATION**  
SINCE 1883

*Hamilton* STANDS



1883 - THE FIRST FOLDING SHEET MUSIC STAND

1978 - FIRST NECK-SUSPENDING GUITAR STAND  
2010 - MOST USER-ADJUSTABLE WIND INSTRUMENT STANDS



2015 - FIRST HYBRID COLUMN/X STYLE KEYBOARD STAND

*Hamilton* STANDS  
[www.hamiltonstands.com](http://www.hamiltonstands.com)



ST. LOUIS MUSIC IS THE PROUD OWNER OF THE HAMILTON BRAND, WHICH IS AVAILABLE FROM ST. LOUIS MUSIC OR YOUR FAVORITE DISTRIBUTOR.

# NOMINATIONS OPEN

## MMR DEALERS' CHOICE Awards

We'd like to invite you to participate in the selection of the nominees for MMR's 24th Annual Dealers' Choice Awards.

# 2016

PLEASE VISIT

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

to make your choices in all product categories that are relevant to your business.



PRODUCT OF THE YEAR • ELECTRIC GUITAR LINE OF THE YEAR • ELECTRIC BASS LINE OF THE YEAR • ACOUSTIC GUITAR LINE OF THE YEAR • SOUND REINFORCEMENT LINE OF THE YEAR  
AMPLIFIER LINE OF THE YEAR • MICROPHONE LINE OF THE YEAR • RECORDING EQUIPMENT LINE OF THE YEAR • BAND & ORCHESTRAL INSTRUMENT LINE OF THE YEAR • ACOUSTIC PIANO LINE OF THE YEAR • PERCUSSION LINE OF THE YEAR • HOME DIGITAL KEYBOARD OF THE YEAR • LIGHTING LINE OF THE YEAR • PRO DIGITAL PIANO LINE OF THE YEAR • DJ LINE OF THE YEAR • PRINT MUSIC PUBLISHER OF THE YEAR • ACCESSORY LINE OF THE YEAR • WEBSITE OF THE YEAR

# Make Each Customer's Experience Amazing – Part I

By Tracy Leenman

**R**etailers often say they want their customers to be “100 percent satisfied.” But, really, that’s not enough to make customers *loyal* – loyal to the point of *exclusivity*, where they will shop with your company and nowhere else. As Simon Sinek, in *Start With Why*, notes: “Loyalty is when people are willing to turn down a better product or a better price to continue doing business with you. Loyal customers often don’t even bother to research the competition or to entertain other options.” At Musical Innovations, that’s our “why” – we strive for this type of loyalty. *Why* are we doing what we do? Our goal is to make every customer’s every interaction with us not just “satisfactory,” but *memorable*. Exceeding their expectations, every time. That’s a challenging task! When we start using superlatives like “exclusive” and “exemplary,” that forces us to eliminate certain other descriptors like “apathetic,” “mediocre,” and “acceptable.” In other words, “acceptable” becomes no longer acceptable to us. We are looking instead for “WOW” – for *amazement*, for *magic*.

Loyalty is not always based on rational thinking (like comparing brands and specs). It’s based on a feeling that the buyer has about the seller, and how the buyer perceives that the products being presented will meet his or her needs. Notice, it’s not about what the seller thinks, but about the emotional value brought to the buyer – about things that can’t always be seen – as *The Little Prince* says, “That which is essential is invisible to the eyes”. Giving customers something to believe in – the value of music education, for example – or in our case, the story of *The Little Engine That Could*, the story of the little music store that began in the midst of the Great Recession, in a mere 1,300 square-foot storefront, and only six years later is grossing over \$1.5 million and was named NAMM’s 2015 Dealer of the Year.

That being said, we measure our “success” not in terms of dollars, but through the eyes of our customers. Our customers know they are a huge part of our success, and they are enjoying the “train ride.” We see each interaction as a wonderful opportunity to make that interaction magical, amazing. Even if the customer has a hard-to-find special request, or a grievance – what a great opportunity to go out of our way, to show how different, how *customer-focused* we are. Here are some of the things we love to hear our customers say on their way out the door, and how we strive to create an exemplary experience for every customer, every time:

## 1) **WOW!** *That was easy!*

Corollary: *They really care about me!*

The lifetime value of a customer is always way more than the value of any one transaction. Keep the big picture in mind. People do business with a company primarily because of the people who work for that company, the people with whom they interact, whether in person or on the phone, or even by e-mail. That means each employee has to represent our company – and our “Why” – consistently. That’s a huge responsibility, but also a marvelous one.

Default to “Yes.” If it’s at all possible, make it happen. It may not be convenient, or even profitable, but remember... (see #1,

above). Customers come in to our store looking for answers, and “no” is hardly ever the best answer to give them.

Empower and train your employees to provide exemplary service. Build your own “Customer Amazement Team” (note use of the word “team,” a team working together to share their passion for music). We have created what we call the “\$50 Lifeboat,” an idea taken from the book, *Amaze Every Customer Every Time* by Shep Hyken (p. 31). Each employee has up to \$50 they can use, at his or her discretion, without prior approval and without repercussion, to make a customer happy if needed – this can be free merchandise, comping a repair, offering a gift certificate, or whatever it takes to have that customer leave the store impressed, rather than vowing never to come back. As Hyken says, “Service recovery is more than just fixing the problem. It’s also about restoring confidence.” (p. 161) It’s a fallacy that the “customer is always right;” but even when a customer is wrong, he or she must be treated courteously and with respect. When our

children were small, one of our child-rearing axioms was, “Being right is not as important as being nice” (see #1, above).

Role-playing is a great way to train employees to respond to customers properly. Employees who have “been there” can act as customers and give feedback to your newbies about how to turn a bad situation into a good one, or how to deal with parents who may not even know what questions to ask [What store hasn’t had a parent come in asking for “reeves?”].

Rather than asking, “May I help you?” our staff strives to initiate a real conversation, to make eye contact. Not only to minimize shoplifting (which it does), but also to engage the customer. “What school does your child attend? Oh, Mr. Kilgus is a wonderful band director - your son will love band!” Or, “How old is your little one? Did you play in orchestra when you were in school, too?”

Everything you do and say has to be consistent with your “Why.” As Hyken, in *Amaze Every Customer Every Time*, notes, it takes only one “Moment of Misery” to erase countless “Moments of Magic.” Let’s face it: filet mignon doesn’t taste as good if it’s mixed with even one bite of sewage. First impressions are important, but so are last impressions – which is why our employees often help customers carry purchases out to their cars, or offer to stay and wait after closing time if a customer is running late. **MMR**

**Look for Part II in the September 2016 issue of MMR.**



Tracy Leenman is the owner/CEO of Greenville, South Carolina’s Musical Innovations – named NAMM’s 2015 Dealer of the Year. Leenman has over 40 years of experience as a music educator and over 15 years in the music industry. Tracy has been a longtime, valued contributor of articles and editorials to both MMR and our sister publication, SBO.

# They're Back (Almost)...

Promos are Nice, but Relationships Reap the Rewards By Eliahu Sussman



The Willis Music team gives the thumbs-up.

**T**he brief back-to-school season represents a one-time chance to secure a year's worth of business in what some call the music products industry's most stable market segment. Just how important is the period of late summer promotions for school music retailers and suppliers? "Critical," says Lori Supinie of Senseney Music in Kansas, NAMM's 2011 Dealer of the Year.

More than half of Senseney Music's revenue comes from the school market, and Supinie credits the store's success in this area to a comprehensive approach to building buzz for the back-to-school rush. To get the word out, her team utilizes a wide array of tactics, including a traditional brochure, online rentals, billboard advertising, local media webpage takeovers, Google Adwords, and Facebook ads. "We kind of throw a big bag of tricks at it," she explains.

A flexible rental program is the centerpiece of Senseney Music's back-to-school business. "We offer starter packs that have all of the supplies that beginning music students will need," says Supinie. "Whether they are visiting the store, online, or at a rental night, we try to make it a one-stop-shop. We build that starter pack into our rental program, so that makes it very easy for parents to get their kids started in band or orchestra." The best way to know just what to include in those starter packs is to build strong ties with area school band and orchestra directors – i.e., getting to know your customers and doing market research.

Kevin Cranley of Willis Music, a retail outfit with five stores across Kentucky and Ohio and generates a little more than a quarter of its revenue from the school market, calls consistency a key part of his process in planning back to school events. "We have a formula that we've been using for a number of years. We've been growing consistently, so we're not changing up that formula too much every summer. It's all about the relationships. A whole lot of work goes into it before the back-to-school season even starts."

Those labors can lead to big dividends, when done properly. "I cannot overstate the importance of what we like to call our 'harvest,'" says Supinie.

The "harvest" analogy makes perfect sense considering the

months and months of planning and countless hours of research that go into making this brief flurry of activity successful. Indeed, the school rental market can be a full-time, year-long activity. Cranley describes it with the phrase "46 and 6," a concept that he attributes to industry legend George Quinlan of Quinlan & Fabish Music Company: it takes a full 46 weeks to prepare for the six-week back-to-school rental period.

So what do those preparations entail? The first step involves developing relationships and building trust with music educators, administrators and parents. To accomplish this, retailers need to demonstrate that they are interested in more than just pushing product.

## Building Relationships

"We've planted the seeds all year with our road service, building relationships with band and orchestra directors, and this is the time to reap, to bring the crop in," says Lori Supinie. "There's only one shot at this, for us and the directors – we are all trying to get kids to start band and orchestra. We very much feel like it's a combined effort between us and the directors."

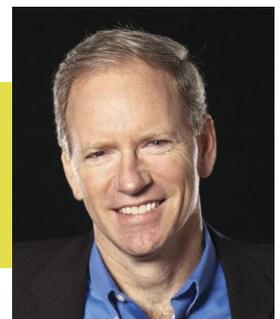
The symbiotic connection between dealers and directors runs deep. To keep it healthy, many music dealers support their local school programs through advocacy, outreach and other activities. This can prove invaluable in being seen as a resource rather than simply a retailer. It also helps build credibility among educators and parents if you can talk the talk.

"We really try to be mentors, advisors, shoulders to cry on, and to have their back as much as we can," says Supinie, who notes that all Senseney Music road reps and most staff are former music educators. When school music directors ask for advice, her staff is able to offer it, along with helping educators navigate some of the finer points of the business side of music, literature selection, unusual instrumentation, and even classroom management. "That's really the cornerstone of our relationship – our road reps have all been in the band and orchestra directors' shoes, so we can build credibility from that."

Another invaluable trait in rela-

"It's all about the relationships. A whole lot of work goes into it before the back-to-school season even starts."

– Kevin Cranley, Willis Music



**"We really try to be mentors, advisors, shoulders to cry on, and to have their back as much as we can."**

**– Lori Supinie, Senseney Music**



tionship building is integrity. "So many times in life, people commit things to you, but then they don't follow through," says Kevin Cranley. "A band director just won't take that for very long. All of our people know that the most important thing is that we do exactly what we say we're going to do and always communicate. So if they're looking for something unusual and we're having trouble locating it, we have to get back to them and let them know what's going on."

Cranley attributes the strengthening of relationships between Willis Music staff and area music directors to the trust that has been built between them over the past five years. That, in turn has had a dramatic impact on the business side of things. "The school music market is one of the strongest parts of our industry," he says. "Band and orchestra has been great for us. We continue to grow."

In terms of specific activities, music retailers can nurture relationships with educators throughout the year by offering clinicians to school programs and supporting music education association clinics, workshops, and reading sessions.

One particularly challenging area facing directors is recruitment – the more students they can bring in, the stronger their program will be. Retailers can assist by spending time trying to help directors become better recruiters, and pointing them towards tools and resources that educators can use to demonstrate the value of music education.

"It's not just an alternative to playing basketball or running track; it has to be a part of every student's education," says Cranley, who cites NAMM's Music Achievement Council and SupportMusic.com as two treasure troves of usable material. Cranley, who is himself a NAMM past chairman, often attends school or district gatherings involving people in the music and the arts. His goal at those events is to educate people on the efforts that industry groups have undertaken on behalf

of school music initiatives, such as the annual NAMM advocacy fly-in in Washington DC. "They don't all realize that there are groups fighting for them and that they can speak up for themselves," he continues. "We can't just sit back and say, 'Well, if you want to rent an instrument, we have it here.' We have to really go out and make people realize how important music is."

"We just try to let them know that the industry is in their corner when it comes to advocacy and advocating for music education," agrees Supinie. While these activities can take up a lot of time, they are essential to maintaining a healthy partnership with school music programs. "It's just all part and parcel with the services that we provide. We just very much try to live support for music education in how we interact with the community and the activities and organizations that we support in our local and regional community. We make it part of who we are."

Even for retailers who aren't heavily involved in the school market, nurturing these relationships can be pay off

long-term. While the Santa Fe Public School District in New Mexico purchases instruments for its students from out of state, Santa Fe music store The Candyman Strings & Things still gets involved in some of the back-to-school events.

"We host the public school music department's new school year kick-off meeting and training, and give all the teachers a gift card to our store to help with school room supplies," says co-owner Cindy Cook. "We also give them a nice food and beverage reception at our store after hours, so they can mix and mingle after their training." In addition to being supportive of local school programs, these events position The Candyman Strings & Things as a go-to spot for students in need of accessories and music all year long.

#### Back to School Prep

While it's easy enough to say that back to school events are a full-year endeavor, different retailers take dif-

## WHOLESALE USED GUITARS



- ✓ 10,000 brand name instruments
- ✓ Over 45 major brands to choose from
- ✓ Serving the industry since 1992
- ✓ All instruments setup and ready to sell


www.mircweb.com


**“ We host the public school music department’s new school year kick-off meeting and training, and give all the teachers a gift card to our store.”**

**– Cindy Cook, The Candyman Strings & Things**



DAVID GOLDBERG

ferent approaches as to when they start their planning and when they begin taking action.

The folks at Willis Music begin their preparations in December. Cranley says that’s when his team has an annual planning meeting where they lay out the steps. The objective is to make sure that when July 1 rolls around, everything is ready – from product to road crew to the stores. They pore through the history of what’s worked and what hasn’t from a sales perspective, and they also spend a lot of time going over each of the area districts and the schools, looking for opportunities and areas that might need some bolstering. “We bring in our road reps, who have all been with us a while, and we lay out what our goals are for the year,” he says. “We try to identify where we can help grow programs and where we can get into new programs. We have it all spelled out.”

At Senseney Music, Lori Supinie takes more of a rolling approach to planning, keeping notes throughout the year about what has worked and what they want to change. The action, she says, starts in late spring. “In May, we get serious about anything we want to change or tweak with our program, rental rates, and so on, and then we start getting the brochure and agreements printed. Everything needs to be ready to go by the middle of July.”

### Trends in the School Market

All retailers need to stay current with the latest tools for marketing to, learning about, and communicating with their customers. In the school music segment, that also means keeping an eye on the latest technologies that band and orchestra directors are using to manage their programs, including teaching tools.

“Band directors are always very interested in new technology and new ways of teaching,” Supinie says. “Recording their groups is big, as are teaching through apps and that sort of thing. We’ve had clinics on apps for band directors at our band director workshops.”

Beyond new ways of teaching, educators, like everyone else, are also constantly utilizing new tools in how they communicate. “Communications methods have changed so dramatically,” says Cranley. “It’s important to stay up to date on that. We’ve really upped our game on the technology side of online rentals.” Willis Music converted to the AIMsi system several years ago, and Cranley says that that has been a great



tool for communicating with the customer. “However,” he cautions, “with directors, you communicate with them however they like, whenever they want. You can’t force your preferred method on anyone.” The other game changer for Cranley and his team is social media, which has blown open the doors for how retailers can share information with and hear back from consumers.

No examination of trends in the school music market would be complete without mentioning school budgets. “I don’t think they’re going to return any time soon to where they were before the recession,” says Supinie. “We just have to adjust inventory and work with the educators as best we can to have quality products, affordable services, and help them make their budget dollars go as far as we can.”

While budgetary pressures in education vary state by state, the biggest concern for Joel Menchey of Menchey Music Services, which has seven stores in Pennsylvania and Maryland, is not so much about the cuts impacting school purchases, but the potential weakening of programs. “A teacher might retire from a system, and then not be replaced,” Menchey says. “That spreads the workload over fewer teachers. We have had several strong programs that have learned to live with two or three fewer bodies on the teaching staff, and it’s a major concern because while those programs might not go away, the kids aren’t getting the same learning time that they would have gotten with more teachers on staff.”

However, when program cuts are on the table, there is a crucial opportunity for local music stores to step in and offer assistance. “We always try to get involved and be good advocates” when we hear about that happening, says Menchey. “We have helped several schools weather those storms successfully. We’ve acted as a liaison in getting the parents involved, so they can voice their opinion on the value of music education.”

Whether a retail outfit is fully invested in the school rental market with full-service repair, road reps and a slew of customizable offerings or is simply trying to tap into a young customer base for accessories and literature, there is ample opportunity, as long as you keep in mind that you get what you give. Educators are looking for support first – prove your mettle and the business will follow. It’s with this in mind that Willis Music employs a full-time music education specialist. As Kevin Cranley puts it, “We can’t give up teaching people the joy of playing music. And we can’t just be selling product.”

MMF

**“A teacher might retire from a system, and then not be replaced.”**

**– Joel Menchey, Menchey Music Services**

## ACCESSORIES

**Tonebone BigShot ABY rev 2**

Radial Engineering Ltd. Tonebone BigShot ABY rev 2 is an updated version of the company's guitar amp switcher. This compact true-bypass ABY switcher is completely passive meaning that there are no tone altering buffers in between the guitar and the amp. The BigShot ABY is also equipped with a separate tuner out. This output feeds the user's tuner for constant monitoring while keeping it out of the signal chain. Should the user experience hum and buzz problems due to ground loops, the BigShot ABY has with a built-in isolation transformer and ground lift switch. Once engaged, you can toggle the polarity of the second amplifier to ensure both amps play in absolute phase. When powered by an external 9V supply or pedalboard power brick, full-size super-bright LEDs to provide instant on-stage amplifier status readout. When power is unavailable, the passive audio signal path still works, unaffected. The compact yet ultra-rugged design makes the BigShot ABY ideal for pedalboards where space is at a premium. Made in Canada from 14-gauge steel, the BigShot ABY is supported with a three-year transferable warranty. MAP: \$89.99



radialeng.com

**BOSS Waza Craft CE-2W Chorus Pedal**

The new Waza Craft CE-2W Chorus is a premium analog pedal made exclusively in Japan to honor the 40th anniversary of BOSS effects. Introduced in 1976, the CE-1 Chorus Ensemble was not only the first BOSS effects pedal, but also the world's first chorus effect in pedal form. The Waza Craft CE-2W brings the sounds of these pedals together in one stompbox with enhanced features. The mono CE-2 provides a variation of the CE-1's "Dimensional Space" chorus effect in a smaller, battery-powered stompbox. Using analog components and BBD circuitry, the Waza Craft CE-2W brings BOSS classics to today's players. Standard mode reproduces the original CE-2 sound, which can now be further enhanced with the CE-2W's stereo output capability. CE-1 mode includes both chorus and vibrato, authentically reproducing the original's distinctive sounds. Rate and depth knobs provide effects adjustment in both modes. In CE-1 mode, these controls offer more sound variation than the original pedal, which was not equipped with a depth control.



bossUS.com

**J. Rockett Audio Designs Tranquilizer Phase/Vibe Pedal**

J. Rockett Audio Designs Tranquilizer Phase/Vibe pedal is capable of classic phase 45 sounds, classic Univibe sounds, classic Leslie sounds, and classic vibe only sounds. The key to everything morphing is in the Focus control, which is an external biasing feature. The tranquilizer also allows for the control of low-end "whomp," unlike the classic 45 pedal. The Tranquilizer Phase/Vibe carries a \$199 street price.



rockettpedals.com

**On-Stage Guitar/Keyboard Pedal Board GPB4000**

The GPB4000 is a pedal board for both guitarists and keyboard players. This 28" x 14 1/2" pedal board holds 20 or more effect pedals and fits over all On-Stage X-style keyboard stands - including 2nd and 3rd tiers. The GPB4000 has enough Velcro to cover both board and pedals, non-slip rubber to protect the corners and a slotted surface for painless cable management. It also comes with its own heavy-duty gig bag, which is insulated with foam padding. Its inner pocket is sized for cables and accessories. List Price: \$149.99, MAP Price \$99.95



on-stage.com

## New Products

54 AUGUST 2016 • mmmagazine.com



### E-Z KEY™ Vintage Tuner Lube

Multi-purpose mineral lubricant for tuners, bridges, and tremos. Safe for all metal finishes.

## ACCESSORIES

### GluBoost Glue Dry Accelerator

GluBoost Glue Dry Accelerator is a non-blushing glue dry accelerator in the GluBoost family of products. Glue Dry is formulated to dry all CA glues instantly with a clear finish every time. Unlike other accelerators, build and repair work can be accomplished with no bubbling, pitting, hazing, blushing, or yellowing. Master luthiers and stringed instrument techs have weighed in by singing the praises of GluBoost Glue Dry's as the ideal CA glue dry accelerator. Some of these industry pros include; Rick Turner, Pat Wilkins, Paul Miles, Joe Glaser, Tracy Longo, Scott Holyfield, and Linda Manzer. Glue Dry speeds up your builds, fills and repairs by requiring less sanding time, thereby contributing to cleaner and safer workplace.

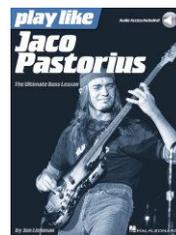


gluboot.com

## PRINT & DIGITAL

### Hal Leonard Jaco Pastorius Titles

*Play like Jaco Pastorius*, is a new book with online audio that helps players learn his technique. Written by Jon Liebman, *Play like Jaco Pastorius* (HL00128409/\$19.99) features the trademark songs, lines, and tones of Jaco. It provides analysis of his gear, techniques, styles, songs, riffs, and more. The book features music spanning his career, including five full songs: Birdland • The Chicken • Donna Lee • Portrait of Tracy and Teen Town.



halleonard.com

## BAND & ORCHESTRA

### Vandoren Introduces New Jazz Alto Mouthpiece

Vandoren is the next evolution of the V16 mouthpiece – the S+ chamber for alto saxophone. The newly designed S+ chamber optimizes airflow which is designed to allow players to use more air than typical small chamber mouthpieces, creating a sound with more body, depth, and flexibility while maintaining the free-blowing nature of the V16 family. The S+ chamber takes the place of the current alto S series mouthpiece and is available in all V16 alto facings, A5 through A9.



dansr.com

### Phaeton PHT-2060 Trumpet

This newest PHT-2060 trumpet model comes complete with "Triple Play" adjustable weighted mouthpiece receiver which replaces all existing mouthpiece add-on weights. It includes 3 screw-in inserts of select alloys: stainless steel, aluminum, and bronze - each of a different weight. This model comes standard in black/copper antique finish. Specs are: .462" bore, 128mm 1piece rose brass bell plus fast taper lead pipe. Advertised selling price: \$2,785



phaetontrumpet.com

**DAVA**®  
**Multi-gauge Guitar Picks**  
A Very Cool Invention!  
Grip Tips  
Jazz Grips  
Original Control  
Rock Control  
Master Control Nickel Silver  
**Dava Anniversary CELEBRATING 20 YEARS! 1996 - 2016**  
DISTRIBUTED BY:  
Kaman, St Louis, Harris Teller, Chesbro, Tone King, Jam.

ACCESSORIES

**Aquila Kids Educational Ukulele Strings**

Aquila releases Aquila Kids colorful ukulele strings for the earlier age, where colors are used to represent notes when learning to play. Aquila's unique colored string sets are available for educational purposes only. Each pack contains 20 strings and will retail for \$2.20 per pack.



[aquilacorde.com](http://aquilacorde.com)

**Tronical Tune Plus Type C6 - Gibson Firebird**

Tronical's new Type C6 tuner has been specially designed for the Gibson Firebird series. It's includes extra-long axes and Tulip key's. Firebird model's: V, VII, III & I (Custom shop) reversed types only.



[tronical.com](http://tronical.com)

FRETTED

**Ibanez Iron Label S Series Models SIX6 and SIX7**

Ibanez releases new S series models SIX6 and SIX7. The new models blend the S Series body with the Iron Label design aesthetic. The SIX6 has a mahogany body with a flamed maple top treated "Blue Space Burst." The 3-pc Maple/Bubinga Nitro Wizard neck features a bound ebony fingerboard with jumbo frets that are designed to enhance playing speed and articulation. The SIX6 also features the Edge Zero II bridge, with its locking system. The SIX7 model is a hardtail 7-string.



[ibanez.com](http://ibanez.com)

CASES

**Whirlwind Cyclone Cases**

Whirlwind, which makes everything from cables to concert splitters to electrical distribution systems, is venturing into the case-building business. The Cyclone brand, the cases features Colson casters, flush mounted MOL latches and Marine grade HDPE panels. The company expects to be bringing the new Whirlwind Cyclone case brand to house products beyond what Whirlwind itself manufacturers in the near future.



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

GLU BOOST



"I use MasterGlu for all inlay work."

- John Gaudesi

Schecter USA Custom Shop



Super Strong, Super Fresh, Ultra Clear!!!

Watch Us Work!  
[GluBoost.com/videos.html](http://GluBoost.com/videos.html)



Contact: (201) 331-3730

GluBoost®, MasterGlu™ and Fill n' Finish™ are Trademarks of Gear Up Products, LLC

We have spent a long time working on new packaging for our John Pearse® Strings. Not new color covers or boxes. You might not even see the change but the packaging provides better protection from the moment they are born. You will notice John Pearse® Strings lasting longer! Just the best strings. Now even better.



Breezy Ridge Insts., Ltd.  
[www.jpstrings.com](http://www.jpstrings.com) 610.691.3302

# CLASSIFIEDS

## BUSINESS OPPORTUNITIES



**RENT MY INSTRUMENT.COM**  
AFFILIATE NETWORK

### SEEKING AFFILIATE LOCATIONS

CLAIM YOUR SHARE OF THE SCHOOL RENTAL MARKET

- TURN KEY PROGRAM - OFFER RENTALS IMMEDIATELY
- RMI HANDLES ALL PROCESSING, BILLING & COLLECTIONS
- RTO PROGRAMS FOR BEGINNER & STEP UP INSTRUMENTS
- NAME BRAND NEW & LIKE NEW INVENTORY PROVIDED
- EXCLUSIVE AND PROTECTED TERRITORY
- BRANDED ON LINE SITE FOR SALES 24/7
- EXPEDIENT, NO HASSLE REPAIR & REPLACEMENT
- PROFIT SHARING COMMISSIONS PAID MONTHLY
- NO START UP COSTS OR FEE
- CANCEL ANY TIME WITH NO PENALTY

Proud Member Of: **NAMM**  

[www.rentmyinstrument.com](http://www.rentmyinstrument.com)  
3124 Gillham Plaza - Kansas City, MO 64109  
877-569-0240

- **PREMIUM RATES:**  
Available for extended ad placements.  
Just call the number listed below!
- **PAYMENTS: ALL ADS ARE PREPAID.**  
Charge on Mastercard, Visa  
or American Express.
- **SEND YOUR ADVERTISEMENT TO:**  
6000 South Eastern Ave., #14-J  
Las Vegas, NV 89119
- **QUESTIONS?**  
Call **702-479-1879**

## ACCESSORIES



**AcousticsFirst.com**  
Materials to Control Sound & Eliminate Noise.™

**MADE IN THE USA**

Toll-Free Number: **888-765-2900**

## Join Our Team!



We're looking for friendly, customer service oriented, self-motivated, proven closers with good listening skills and 2+ years experience. Availability for flexible scheduling a must. Bilingual a plus.

We offer competitive non-commission based pay, medical/dental coverage, 401(k) plan, vacation/holiday/sick time, and room for advancement.

**View current job listings and apply online at [kenstanton.net/join-our-team/](http://kenstanton.net/join-our-team/)**

**ken stanton music**

## MERCHANDISE

**Hunter Music Instrument Inc adds in an accordion line.**

From button accordion to Piano accordion, from Kid's to adult, from entry level to professional, from solid color to combo, we have a wide selection for the accordion player.

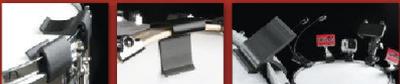



**718-706-0828**  
[www.huntermusical.com](http://www.huntermusical.com)



**DRUM CLIP**  
EXTERNAL DRUM RING CONTROL  
ACCESSORY ADAPTOR

Simple • Effective • Versatile



[TheDrumClip.com](http://TheDrumClip.com)

## VINTAGE INSTRUMENTS



**WE BUY**  
Guitars • Mandolins  
Banjos • Ukuleles  
From all known makers, especially  
**GIBSON • VEGA  
MARTIN • FENDER**

Toll-Free **888-473-5810**  
or **517-372-7880 x102 outside USA**  
[swerbin@elderly.com](mailto:swerbin@elderly.com) • [elderly.com](http://elderly.com)

## HELP WANTED



**HAUTE COUTURE FOR GUITARS™**

**RITTER USA LLC** is looking for Independent Sales Representatives throughout the USA. Martin Ritter's Gig Bag Couture is already successfully established in well over 40 countries.

Please email your details to:  
[ritter@ritterusa.com](mailto:ritter@ritterusa.com)

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

## Freedom Barrel

Adjustable Clarinet Barrel

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



**MADE IN THE USA**

**RS Berkeley**  
musical instruments  
1-800-974-9909 [RSBerkeley.com](http://RSBerkeley.com)

"It gives me the opportunity to play in tune in any situation. The tone is beautiful and its durable construction seems like it will last a lifetime."  
Sherman Irby  
Jazz at Lincoln Center Orchestra

Adjusts from 60mm-70mm

MERCHANDISE

BEST AMERICAN CRAFTSMAN

COOL IS BAC

Find out why music stores across the country are now making the B.A.C. Apprentice Series student instruments the preference in their rental pool ...that's pretty COOL!

The B.A.C. Apprentice Series was inspired by Master Craftsman, Michael T. Corrigan. Practicing the same attention to detail as with the development of B.A.C. Custom Instruments, the Apprentice Series demonstrates the durability needed for a younger musician, the playability desired by a music educator and the exceptional value required by your music store.

- COOL IS.....Superb Craftsmanship and Quality Materials
COOL IS.....Rigorous Quality Control Standards by our Kansas City-based craftsmen
COOL IS.....Competitive Pricing For Price Conscious Customers
COOL IS.....Pro Deluxe Cases - Exceptional Appeal and Durability
COOL IS.....Student Instruments Approved and Endorsed By Music Educators Nationwide

www.bestamericancraftsman.com
1219 Lydia - Kansas City, MO 64106
913-390-1776



APPRENTICE SERIES

HELP WANTED

whirlwind

The worldwide leader in interface technology, is looking for an Electrical Engineer / Director of R&D.

Direct resumes to: Joe Barnes at joe@whirlwindusa.com

See link for job requirements and duties: http://whirlwindusa.com/media/uploads/jobdescription.pdf



Follow us on twitter MMR MUSICAL MERCHANDISE REVIEW twitter.com/mmrmagazine

MMR MUSICAL MERCHANDISE REVIEW on the iPad Look for it on the App Store!

FOR SALE

WE BUY, SELL, TRADE, and ship worldwide. Gruhn Guitars Nashville, Tennessee Established 1970 ONLINE APPRAISAL SERVICE guitars.com/appraise

REPAIR

Ferree's Tools, Inc. 1477 E. Michigan Ave. Battle Creek, MI 49014 World's Largest Manufacturer of Quality Band Instrument Repair Tools Pads, corks and many other supplies also available Contact us today to place an order Ph:800-253-2261/269-965-0511 Fax:269-965-7719 E:ferreestools@aol.com www.ferreestools.com See our website for our catalog and up to date price lists!! Contact us for a FREE printed catalog Tech Questions: repairtips@aol.com Find us on Facebook

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

ADD US! Linked in MMR MUSICAL MERCHANDISE REVIEW MMR's Musical Merchandise Professionals



## Your Band Rental Business Start or Expand with our Flexible Plan

No fees, shipping charges or chargebacks. You set the rental rates.  
You take the profits on step-up instruments. We pay for all repairs.  
We carry only top brands. You may quit at any time without penalty.

Your area is protected – we don't operate retail stores.

We pay our commissions on time, every time.



**HARMONY**  
MUSIC

**1.800.356.2826**

WILL SIMMONDS AT EXT. 105

17725 NE 65th, Suite B235  
Redmond, Washington 98052  
wsimmonds8@gmail.com

# Make Money Renting School Band & Orchestra Instruments



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

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

### Shopping Rental Programs? Ask These Questions:

*Are there chargebacks to me when a customer stops paying?  
Do you send road reps or operate retail stores in my area?  
Operate websites that compete with my combo business?*



**Veritas Instrument Rental Incorporated**  
Call us today at 877-727-2798 Ext 14  
[www.veritas-online.com](http://www.veritas-online.com)



COMPANY	PAGE	WEB
AirTurn	36	airturn.com
Al Cass	26	alcassmouthpieces.com
Alfred Music Company, Inc.	15	alfred.com
Allparts Music Corp	54	allparts.com
Amati's Fine Instruments	13	amatis.org
Antigua Winds, Inc.	43	antiguawinds.com
Bourns Inc.	4, 38	bourns.com
Breezy Ridge Instruments	55	jpstrings.com
Chauvet	C1	chauvetdj.com
D'Addario & Co.	3, 17, 21, 23	daddario.com
Dava Company	54	davapick.com
Dr. Z Amplification	6	drzamps.com
Drum Workshop/Ovation Guitars	41	ovationguitars.com
Eastman Music Company	26	eastmanmusiccompany.com
Gear Up Products, LLC	55	gearupproducts.com
Graph Tech Guitar Labs	32	graphtech.com
Hal Leonard Corp.	5	halleonard.com
Hunter Music Instrument Inc.	46	huntermusical.com
HW Products	42	hwproducts.com
IMS Technologies	35	imstechnologies.net
J.J. Babbitt Co. Inc.	24	jjbabbitt.com
JodyJazz, Inc.	60	jodyjazz.com
Kala Brand Music Co.	20	kalabrand.com
KHS America	39	khs-america.com
Kyser Musical Products Inc.	12	kysermusical.com
Legere Reeds Ltd.	7	legere.com
MIRC	51	mirweb.com
NAMM	30, 31	namm.org
New Sensor Corp.	33	newsensor.com
Ohana Music	18	ohana-music.com
PageFlip, Inc.	42	pageflip.com
RCF USA Inc.	10	rcf-usa.com
Remo Inc.	27	remo.com
Reverb.com	1	reverb.com
Roland Corp. U.S./BOSS	19	bossus.com
Rovner Products	21	rovnerproducts.com
Shubb Capos	29	shubb.com
Sound Ideas Music LLC	8	venturasoundideas.com
SoundSynergies	41	soundsynergies.net
St. Louis Music/Hamilton Stands	47	stlouismusic.com
Taylor Guitars	37	taylorguitars.com
TKL Products Corp.	16	tkl.com
Truetone	C4	truetonemusic.com
Two Old Hippies/Breedlove	11	breedlovesound.com
Vic Firth Company	25	vicfirth.com
W.D. Music Products Inc.	2	wdmusic.com
Whirlwind Music Inc.	C2	whirlwindusa.com
Yamaha Corporation of America	9	yamahaca.com
Zither Music Company	38	zitherusa.com

TEACHING



TEACH AT MUSIC & ARTS



BECOME PART OF THE NATION'S LARGEST LESSON PROVIDER

Benefits of Teaching at Music & Arts include:

- 🎵 Set your own rates
- 🎵 Teach from your own curriculum
- 🎵 Focus on teaching - Music & Arts manages all administrative tasks
- 🎵 Quickly access books and teaching aids right outside your studio

APPLY NOW

Send your resume to [Lessons@musicarts.com](mailto:Lessons@musicarts.com)

For more information on open positions visit [MusicArts.com/LessonTeacher](http://MusicArts.com/LessonTeacher)

INSTRUMENTS | LESSONS | RENTALS | REPAIRS

[MusicArts.com](http://MusicArts.com)

Looking for Suppliers? - MMR Has Them For You!



The Directory For Musical Instrument Products

OVER 1,000 Companies ACCESSIBLE with a Click of a Mouse!

Easy to Use...

Search By: Company - Brand - Location Product Category



[mmrmagazine.com/directory](http://mmrmagazine.com/directory)

Clean, bright, powerful sound  
with effortless altissimo.  
Luscious, full low notes  
in the same mouthpiece.

**Impossible?  
Not anymore.**



## JODYJAZZ JET

Now in Tenor as well as Alto



**You have to play it to believe it.**

## The Last Word

60 AUGUST 2016 • mmmagazine.com

# Brexit is Served



By Dan Daley

**W**hen attendees and exhibitors walked onto the show floor at NAMM in Nashville on that Thursday, they saw a summer show that continues to expand and look healthier each year. By Friday, there was a creeping sense of doom in the room. That's because the news that the U.K. had voted to pull out of the European Union (EU) – the so-called “Brexit” – had tanked the financial markets. Stock markets were down over four percent in a day, with the British pound hitting a 31-year low. There was more bloodletting to follow on Monday, when markets reopened.

In the wake of the Great Recession, the initial reaction to a market swoon like that was automatic: smartphones were whipped out and apps from Charles Schwab and Vanguard were launched, as people peeked tremulously at their 401ks and other holdings. The novelty of Brexit added its own level of horror – we were entering unknown territory here and no one knew how deeply the implications of this event could reach.

### A Bad Dream!?

By Tuesday, however, markets and currencies were already recovering, and by week's end the broader markets had returned to their pre-Brexit levels and then some. By then there was the sense that Brexit was just an added pressure on an annual financial-markets phenomenon known as “Sell in May and go away,” thereby avoiding the typically volatile May-October seasonal window. In fact, by the time you're reading this, the U.K. (or what's left of it – the “leave” vote prompted Scotland and Northern Ireland to consider striking out on their own and staying in the EU) may still not have yet pulled the trigger on the complex set of levers needed to formally end their inclusion in the EU (“buyer's remorse” was already setting in by Monday), and it may even have found some ways to get around the outcome of the vote, including holding a second referendum.

However this *mishigas* turns out, it also underscored how globalized the MI industry has become. One of the first things that people thought about were the implications for British brands, like Marshall, Orange and Trace Elliot. One early realization is that there simply aren't that many of those anymore; of 10,300 members, NAMM lists 219 members based in the U.K.; a quick page-through of manufacturers on the website of MIA, the U.K. counterpart of NAMM, takes less than a minute, and nearly half of its roster are the U.K. outposts of global brands like Yamaha and Korg. Even in pro audio, where U.K. manufacturers like Solid State Logic, Allen & Heath, and Focusrite are still formidable, they're just a small slice of what's become a

much larger pie that includes a growing number of Japanese, Chinese and European brands. At Summer NAMM, international attendees accounted for 12 percent growth over 2015 (versus one percent overall) and 59 percent growth since 2014, the largest number of international participants at Summer NAMM in over a decade, and an increase in buyers from Asia and Europe.

It's not to diminish the U.K.'s contributions to the MI universe – thanks to the Beatles, et al. they're responsible for just about every guitar sold since 1963 – but to put it into perspective: MI has been one of the biggest beneficiaries of globalization: the access to a greater array of more affordable instruments and other products has vastly broadened the choices for retailers and consumers.

### Bigger Picture

But let's also look at what Brexit also represents. The economic arguments for it were skewed pretty early on – as it turns out the U.K. got back nearly as much as it put into the EU – so those advocating for it instead emphasized it as a means to regain sovereignty, to take back legal autonomy from the EU's capital in Brussels. It's an argument that's been made here for years, just replace “Brussels” with “Washington.” In fact, our own imminent referendum in November will turn on similar themes. Put in those terms, the perspective of supporters of a more nativist approach to social issues becomes more understandable. The recovery after the Great Recession here hasn't been as evenly distributed as one would have hoped or expected. The same anger that was manifest in Brexit – a female member of Parliament was murdered in the street putatively over the contest – is palpable here, as well. It's possible that its outcome could be one that also reflects the same forces that were behind Brexit.

So it's worth watching to see how this all turns out. Brexit was in part an argument against relentless globalism, and that genie is not going back into the bottle. The globalization of commerce has helped at least as many people as it's hurt, even as that's cold comfort for those who have been damaged by it. Bigger pictures are always harder to see close up, and as Brexit unfolded in the news during Summer NAMM, it might have seemed like the sky was falling. But things were already looking and feeling differently the next morning. What it reminds us is that do-overs are rare at this level of social tectonics, so it's best to make decisions in such a way as to not have to hope you need them later. **MMA**

# Get jazzed about **Jazz**ed magazine...

**JAZZed** is the **PREMIER MAGAZINE** about jazz and jazz education that you do not want to be without.



**Each Month, JAZZed brings you the latest Industry News, Education, Performance, Music & Much More!**

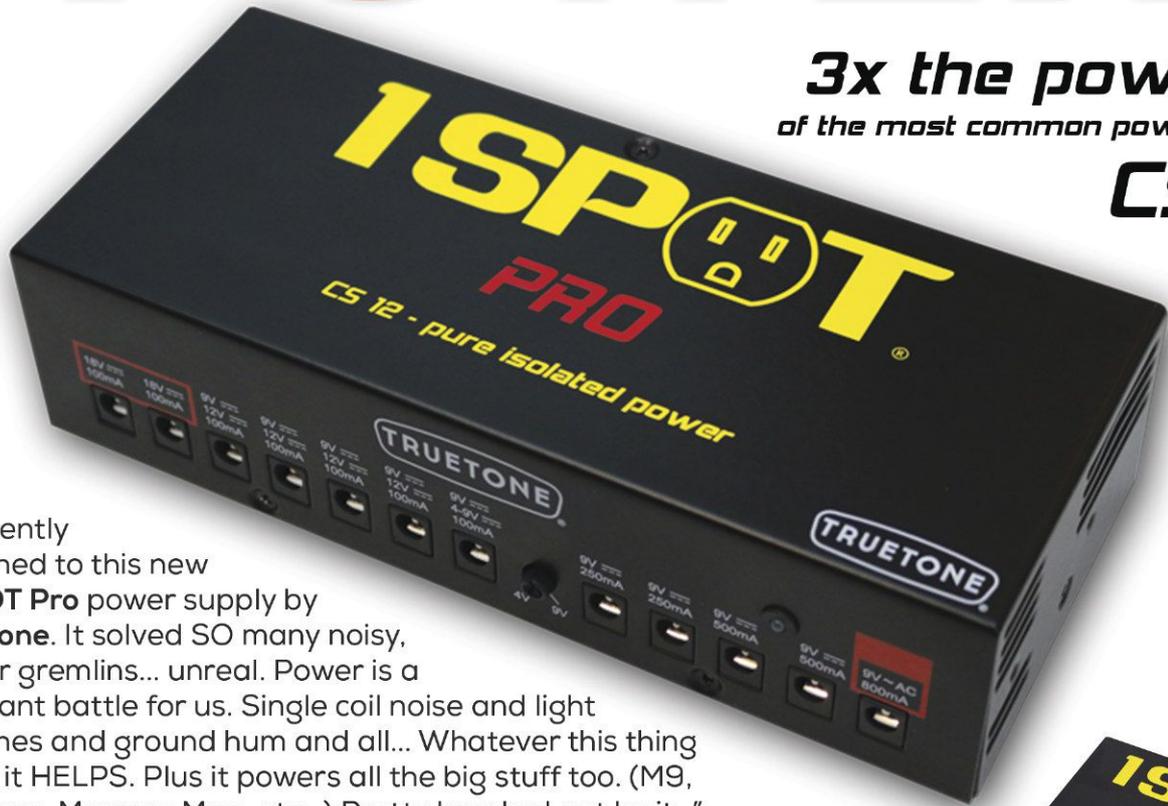
SPOTLIGHT FEATURE • HOT WAX • BASIC TRAINING & FOCUS SESSION  
LESSONS LEARNED • WHAT'S ON YOUR PLAYLIST? • JAZZ FESTIVAL PREVIEWS & CALENDARS  
UP & COMING • GEAR CHECK • NOTEWORTHY

**GO ONLINE TO SUBSCRIBE:**

**[JAZZEDMAGAZINE.COM/SUBSCRIBE](http://JAZZEDMAGAZINE.COM/SUBSCRIBE)**

# PURE POWER

*3x the power...*  
*of the most common power brick*  
**CS12**



"I recently switched to this new 1 SPOT Pro power supply by Truetone. It solved SO many noisy, power gremlins... unreal. Power is a constant battle for us. Single coil noise and light switches and ground hum and all... Whatever this thing does, it HELPS. Plus it powers all the big stuff too. (M9, Strymon, Memory Man, etc...) Pretty knocked out by it..."



- **Derek Wells**  
 Winner 2016 ACM  
 Guitar Player of the Year

**CS7**  
 Also Available



## PLUG INTO OUR AWARD-WINNING V3 SERIES PEDALS



[truetone.com](http://truetone.com)

