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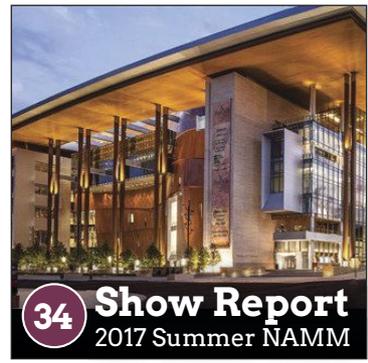
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# M M R

## MUSICAL MERCHANDISE REVIEW



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2017 Summer NAMM

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and What Flopped  
at Summer NAMM



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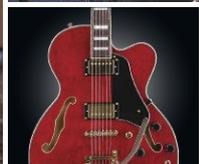
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Eight Electric Guitar Brands Making Waves this Year



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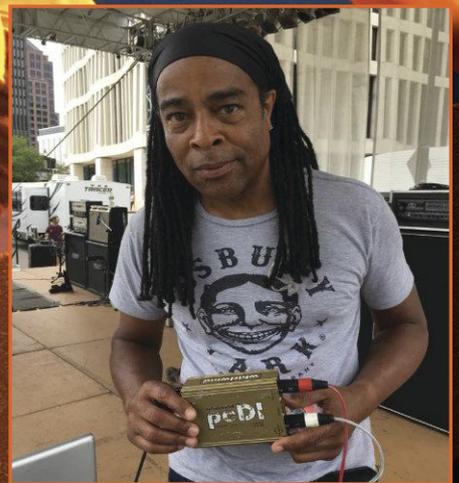


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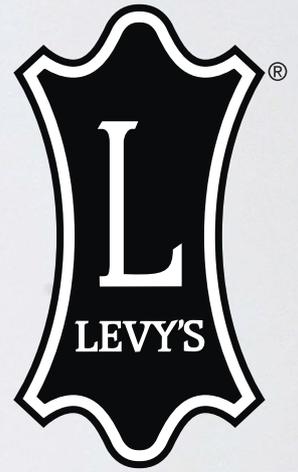
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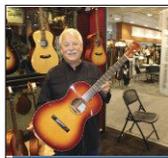
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MMR Musical Merchandise Review® (ISSN 0027-4615), Volume 176, Number 8, August 2017, founded in 1879, is published monthly by Timeless Communications Corp., 6000 South Eastern Ave., Suite 14J, Las Vegas, NV 89119, (702) 479-1879, publisher of School 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 ©2017 by Timeless Communications Corp., all rights reserved. Printed in USA.



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# Nightclubbing



by Christian Wissmuller

**W**hile in Nashville for the Summer NAMM Show, I was able to carve out 20 minutes and meet up with a buddy – a Nashville local – for coffee. In the course of our brief catch-up session, talk turned to venues he and I had gone to in the past which have shuttered their doors (he may have lived there for a few years, but I’ve been going to the annual NAMM gathering along the banks of the Cumberland since 2002, with the notable exceptions of the Indianapolis and Austin years). The Muse, City Hall, Blue Sky Court, and the Stone Fox have all closed down in the past decade or so.

Talk of clubs and other spots for live music closing in cities and towns around the country isn’t really new. In my own hometown (Boston), I’ve watched plenty of places I used to frequent and play – places which I once assumed would be around forever (The Rat, Abbey Lounge, TT The Bear’s, The Linwood, Bunratty’s) – give in to ever-increasing rents and declining public interest in attending live performances.

But if places are having trouble staying open in “Music City,” that feels somehow more dire.

A major economic impact study on the music industry in New York City from the Mayor’s Office of Media and Entertainment was published this past spring. Among the findings: 20 percent of NYC’s smaller venues had closed within the last 15 years. The report cited as the major obstacles to long-term success of such operations in today’s climate as being, “the rising real estate prices, zoning pressures, increasing operating costs and financial risks, noise complaints, and licensing problems.”

The malady isn’t limited to the U.S., either. A November 2016 article in *Metro* reported that, “In the last decade, 40 percent of grassroots music venues in London have shut down, and unfortunately this pattern is echoed in many

other towns and cities across the country.”

Why do I care about all of this? Why should you?

Well, odds are if you’re involved in MI, you actually, y’know, *enjoy* listening to music and going to shows. So there’s that angle. Then there’s the fact that if there are no places to play out live, then fewer bands will bother forming (meaning they won’t be shopping to buy gear at your store) and folks won’t be going out to see bands, becoming inspired to acquire and learn an instrument (meaning *they* won’t be shopping at your store, either).

But there are less ominous angles out there to embrace.

As anyone who was at the recent Summer NAMM gathering can attest, it’s not as if it’s particularly difficult to track down live music in Nashville. In fact, an article in *The Tennessean* last April postulated that the city’s live music scene may be “oversaturated.” Additionally, the reality is that businesses do close and businesses do open. A music venue (or restaurant, furniture store, car dealer, et cetera) that’s been around for 50-plus years is the exception, not the rule – and that’s always been the case.

Nonetheless, smaller local venues truly are *the* lifeblood of the music industry. It’s where future legends take their first steps and where future hobbyists first get the itch to join the race. Keeping a mindful eye towards the support and preservation of these businesses is good for the local communities they inhabit – and good for (our) business.

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Published Since 1979

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# Industry News

## American DJ, AtlasIED, and Quest Join KMC Pro Audio Portfolio

KMC Pro Audio has announced that American DJ, AtlasIED, and Quest have joined its expanding roster of pro audio brands.

The announcement follows last month's appointment of KMC Pro Audio by Tascam, the professional audio division of TEAC, and Mackie, part of Loud Technologies.



"The addition of these five new brands to our portfolio underscores the fact that KMC Pro Audio is now strategically positioned to meet the needs of a broader range of our customers who are involved in a wider range of pro audio applications," KMC vice president of merchandising Roger Hart said. "We are honored to be named a distribution partner for these innovative brands and we are fully committed to becoming an integral part of their sales and marketing teams."

In addition to American DJ, AtlasIED, Mackie, Tascam and Quest, KMC Pro Audio's brand portfolio also includes AKG Acoustics, Ashly Audio, Audio Technica, Audix, Crown, dbx, Focusrite, Galaxy, JBL Professional, MBT Lighting, Monster Cable, PowerWerks, RCF, Samson Technologies, Sennheiser, Shure, Soundcraft and Ultimate Acoustics.

"We are strengthening our promise to serve our dealers as a "one stop" source for all of their pro audio needs, and these new additions to our portfolio really demonstrates just how fast we are achieving this goal," Hart emphasized.

➤ Industry News

➤ MMR Global

➤ Trade Regrets

➤ Supplier Scene

➤ People on the Move

## Chad Smith Visits Hal Leonard to Celebrate New Distribution Deal

Drummer Chad Smith of the Red Hot Chili Peppers recently visited the Hal Leonard corporate headquarters to kick off their distribution of Vater Percussion.

Smith has been an endorsee of Vater since 1992 and has his own line of Funkblaster sticks with the brand. The Red Hot Chili Peppers were in town for a headlining performance at Milwaukee's Summerfest music festival.

Smith met with the Hal Leonard "Drum Dream Team" of sales reps that represent the variety of drum-related gear that Hal Leonard distributes.

David Jahnke, Hal Leonard senior vice president of national sales, commented, "We've been having a lot of fun growing the drum-related distribution side of Hal Leonard. We've been distributing Tycoon Percussion, Gretsch Drums, Gibraltar Hardware, and several other lines, so it was a nice fit to add premier sticks to our roster. We feel like we're a one-stop shop now for retailers looking for anything drum related. With our dedicated six-person drum team we're confident we can



Chad Smith (top) visits the Hal Leonard drum team. L-R: Joe Hujet, David Cywinski, Tyler Bartelt, Brandon Lorenz, David Jahnke, and Randy Foot.

service all drum shops or departments."

The Vater Percussion brand is celebrating its 25th anniversary in 2017 and the Vater family has been making drumsticks for decades before that. With a roster of influential artists, world-class educators, and a team of craftsmen with decades of stick making experience, Vater prides itself on manufacturing the highest quality drum sticks and drum accessories.

Alan Vater said, "We are very pleased to be

working with the Hal Leonard sales team. Their dedicated sales force in the field and their knowledgeable Drum Team reps will effectively cover both our band/orchestral and combo sides of the market. Hal Leonard's recent entry into the world of percussion gear has been a great success and further cemented their excellent reputation as a first-stop source for dealers. Vater is so proud to be among the great product lines that Hal Leonard has chosen to represent, and we look forward to an excellent and fruitful partnership going forward."

## Workers at Guitar Center Stores Ratify First Union Contract

On July 11, the Retail, Wholesale and Department Store Union's (RWDSU) newly unionized Guitar Center workers at four stores in New York, Chicago, Danvers, (Massachusetts), and Las Vegas, unanimously ratified their first contract.

Guitar Center and the RWDSU, which represents retail workers in a variety of industries across the nation, reached agreement for contracts for over 100 of Guitar Center's employees who work in the four stores. The contract was finalized as part of the global settlement agreement reached last month between the parties. Under the new contract,

workers will receive guaranteed base wage increases over the three-year term of the contract and access to union-provided healthcare insurance.

"The contract that was ratified tonight wrote the song book for workers in the retail music industry," said Stuart Appelbaum, president, RWDSU. "Workers from all four stores fought to ensure the voices of their over 100 co-workers were heard – and the company listened. I am extremely proud of the negotiations team involved in this first contract and the provisions they reached in union."

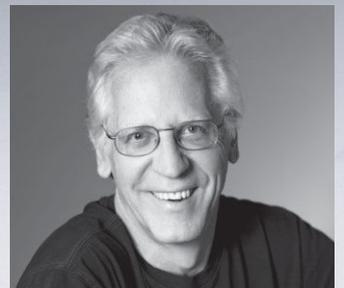


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## NAMM Foundation Awards \$675,000 in Grants to Music Ed Programs

The NAMM Foundation has announced that the organization will benefit 24 different music education programs with \$675,000 in grants, an increase made possible by NAMM Foundation donors. The beneficiaries, located both domestically and abroad, provide access and instruction to a variety of different communities and demographics. While unique in instrumentation and location, each organization's mission underscores the Foundation's commitment to creating and supporting access to quality music education programs to inspire a life-long love of music making.

"From France to Brazil, to Canada and Great Britain and beyond, the recipients of our grants are working to create access and opportunities for all people to experience the joy of making music," stated Mary Luehrsen, executive director of The NAMM Foundation. "It is through the transformative work of nonprofit music service organizations that thousands of people will discover their own musical talents."

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 the National Association of Music Merchants (NAMM) and its 10,300 member companies worldwide.

## Morley/Ebtech Partners with Hal Leonard as Distributor

Sound Enhancement LLC, manufacturer of Morley and Ebtech brand products, has announced their recent agreement with Hal Leonard MI Distribution to serve as master distributor for the majority of dealers in the U.S.

The partnership aims to expand the company's ability to service U.S. dealers and tap into the excellent resources from a seasoned music industry distributor.

While the Morley staff will be available, Hal Leonard will be handling everything in regards to placing orders, order fulfillment, marketing, promotions, invoicing, ongoing communications, etc.

Morley U.S. sales manager Bill Wenzloff said, "Their sales and fulfillment services are award-winning. Their sales team is full of musicians, experts and passionate individuals whose continued hard work drives their ongoing success. We are confident that this partnership will pave the way for product innovations, improved service overall and step up our already excellent dealer & customer service."

Dealer pricing and terms should generally stay the same; by consolidating orders with other Hal Leonard products, there is an opportunity to save money with reduced freight and payment terms.



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# BandLab Introduces New Hardware Range

BandLab, the social music platform, introduces a new hardware division BandLab Machines, and at the same time launches its first product lineup of affordable, high quality audio interfaces.

This move to include physical products along with their existing digital offering sees BandLab further empowering music makers with an enhanced recording

connection which feeds directly into the BandLab social music platform (or any other DAW). This is the next step in the company's push to streamline the creative process for music makers.

BandLab Machines' new Link series lets users immediately start recording into a phone or computer without any hardware installation or set-up required, and enables



high quality, affordable music recording anytime, anywhere. The initial product lineup consists of three audio interfaces: the BandLab Link Analog (a single input analog audio interface), the BandLab Link Digital and the BandLab Link Digital Duo (digital USB audio interfaces with single and double inputs respectively).

## Sweetwater's GearFest 2017 Draws Record Crowds and Sales

Sweetwater Sound has announced that GearFest 2017 was a bigger success than ever, breaking every record established by previous GearFest events.

Launched in 2002, Sweetwater's annual GearFest is the nation's largest customer-focused music and pro audio festival and trade show, featuring exhibits from manufacturers, workshops, clinics, seminars, live demos, special performances, a musician's flea market, and much more.

This year's two-day event took place June 23 and 24 at Sweetwater's corporate headquarters in Fort Wayne, Indiana. Attendance was record-breaking, with more than 14,000 participants, up 20% over 2016, and with sales up by 44% over last year.

Sweetwater founder and president Chuck Surack remarked, "One of the most exciting and humbling experiences I enjoy every year is personally greeting thousands of our customers at the front door as they arrive. Their enthusiasm for Sweetwater and GearFest is astounding and they really appreciate our incredible employees and their personal, caring, and welcoming interactions with each and every attendee. All this, plus its continued growth in overall attendance and sales, has made GearFest a unique event in the music retail business."

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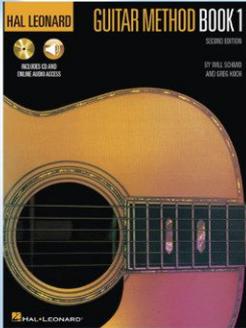
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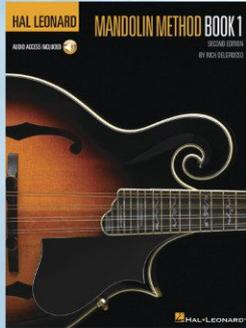
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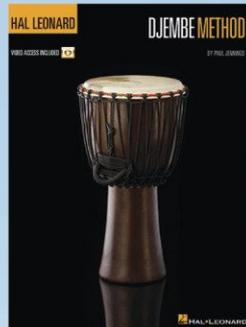
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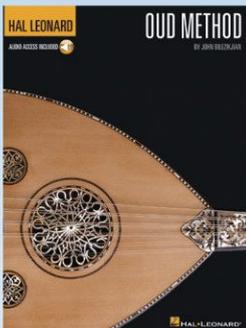
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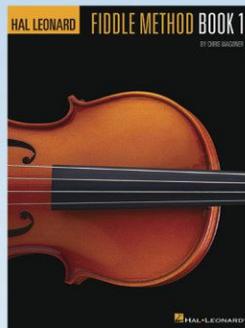
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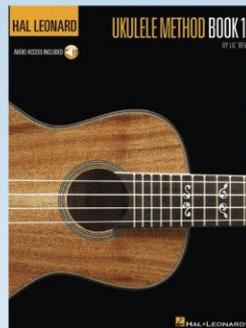
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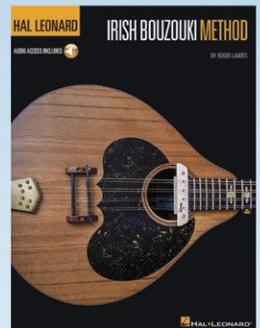
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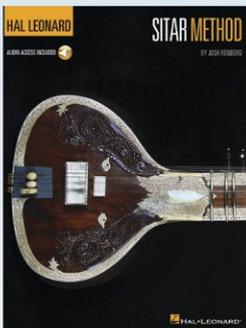
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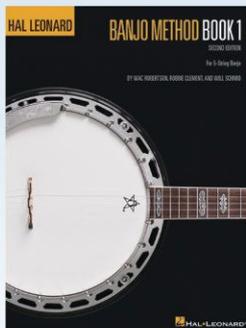
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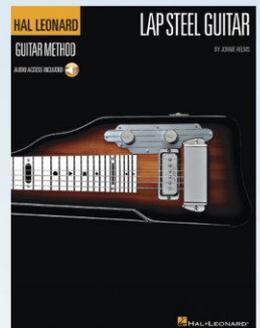
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# The 2017 SBO Scholarship Essay Contest Winners

By Sidney Davis

Several thousand entries were submitted as students competed for ten, \$1,000 scholarships. The awards were given to five students grades 4 to 8 and five students grades 9 to 12. Their respective school music programs received a matching award of music products from co-sponsors NAMM, Alfred Music Publishing, EPN Travel Services, Sabian Ltd., Woodwind & Brasswind and Yamaha Corporation of America.

Three students from the Indianapolis area were selected, two from the same school. The music directors from the winning schools were a husband and wife, Candi and Rick Granlund. For the second straight year a student was chosen from the Floyd Middle Magnet School, Montgomery, Alabama. Other states represented were California, Colorado, Connecticut, Massachusetts, Texas and Wisconsin. The music students received their scholarship awards from local music dealers representing NAMM, a major co-sponsor of the program.

Participating music dealers were:

- Art's Music Shop**, Montgomery, Alabama
- Sam Ash Music**, Canoga Park, California
- Guitars, Etc.**, Longmont, Colorado
- Paige's Music**, Indianapolis, Indiana

"A Note to My Parents: I Love My School Music Program Because..." was the theme of the 17<sup>th</sup> annual scholarship essay contest held by MMR's sister publication, *School Band & Orchestra (SBO)*. Since its inception, the scholarship program has awarded \$340,000 in funds and matching music products to the student winners and their schools.

- Falcetti Music**, Springfield, Massachusetts
- Alamo Music Center**, San Antonio, Texas
- White House of Music**, Waukesha, Wisconsin

The winning students and their music directors are:

- Isabella Woodham**, Floyd Middle Magnet School, Montgomery, Alabama and music director Coleman Woodson
- Laurent Chang**, William Howard Taft Charter School, Woodland Hills, California, and music director Daniel Gruber
- Ty Mortensen**, Longmont High School, Longmont, Colorado and music director David Merrill
- Rhea Bhatia** and **Georgia Bott**, Sycamore School, Indianapolis, Indiana and music director Candi Grandlund
- Kathryn Peterson**, North Central High School, Indianapolis, Indiana and music director Rick Granlund
- Skyler Acconcio**, Minnechaug Regional High School, Wilbraham, Massachusetts and music director Margaret Reidy
- Samuel Garcia-Rodriguez**, Pleasanton High School, Pleasanton Texas, and music director Ralph Unger
- Isabelle Kramar**, Lake Shore Middle School, Mequon, Wisconsin and music director Kirsten Ertl.



SBO Essay Scholarship Presentation at spring concert. Anita Cooper, Minnechaug Regional High School Choir Director; Tony Falcetti, Falcetti Music; and Skyler Acconcio, 12th grade student winner.



Longmont High School music teachers Daryl Abrahamson and David Merrill flank Ty Mortensen, SBO student scholarship winner and Todd Skaw of Guitars Etc. who presented the check.



Daniel Gruber, essay winner Laurent Chang, William Howard Taft Charter High School, Woodland Hills, California, and TJ Millian, Sam Ash Music, Canoga Park, California.



L to R: Rick Granlund, Director of Bands at North Central High School; Tim Dawson, Paige's Music, Indianapolis; Kathryn Peterson, essay winner, Andy Brinkman, Assistant Director of Bands; Mike Akers, Assistant Principal at North Central High School.



Adriana Flores, Alamo Music, San Antonio; Samuel García-Rodríguez, 10th grade scholarship winner at Pleasanton High School, Pleasanton, Texas and Band Director Ralph Unger.



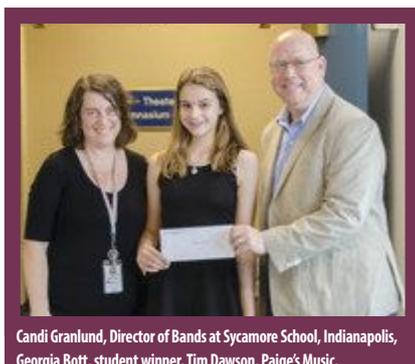
L to R: Scholarship winner Lindsay Haukom, Plainfield Central Middle School, Plainfield, CT; Music & Arts Educational Sales Representative Clyde Proch and Music Director Megan Nelson



L to R: Matt King, Art's Music Shop; Isabella Woodham, contest winner; and Coleman Woodson, Band Director, Floyd Middle Magnet School.



Candi Granlund, Director of Bands at Sycamore School, Indianapolis with scholarship winner Rhea Bhatia and Tim Dawson, Paige's Music, Indianapolis.



Candi Granlund, Director of Bands at Sycamore School, Indianapolis, Georgia Bott, student winner, Tim Dawson, Paige's Music, Indianapolis.



Kirsten Ertl, Music Director Lake Shore Middle School with 8th grade SBO essay winner Isabelle Kramar. The check presentation was made by Chris White, White House of Music, Waukesha, WI.



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# Supplier Scene

## Heritage Guitars Partners with MONO

Heritage Guitar, Inc. has partnered with MONO, which will be effective August 1. Starting next month, all Heritage guitars will ship with a MONO Betty Strap, and customers will be entitled to a discount off a MONO case to match their new guitar. The discount can be used instantly in-store from selected Heritage and MONO dealers, or direct from [mono creators.com](http://mono creators.com).



"Heritage is an incredible brand, with a long history of industry-leading craftsmanship and an ongoing dedication to handcrafting the best guitars in the world from the legendary factory at 225 Parsons Street in Kalamazoo," Meng Ru Kuok, head of MONO, said. "This partnership draws on a shared commitment to ensuring our customers have the best products possible. We are proud to be the case of choice for Heritage, a brand that puts real love into building their instruments."

"We're excited to be working with MONO, with their perfect balance of quality, protection and style in their company DNA," said Archie Leach, president & CEO from Heritage. "We take such care while handcrafting our instruments - and knowing that musicians can keep their guitars in perfect condition in an innovative MONO case helps us deliver on our promise of long-living quality. As for the Betty Strap, it's well known by guitar lovers for its excellent construction and extreme comfort, which allows for the best playing experience, even if you're jamming for hours everyday."

## Roland Partners with Carnival Cruises

Roland Corporation U.S. and Carnival Cruise Line have partnered to improve Carnival's entertainment options on the company's 25 ships. This new alliance will provide Carnival's bands and technical teams musical equipment, training, and technical support solutions in an effort to give guests new and improved entertainment. The partnership also coincides with the opening of Carnival Studios in Davie, Florida.

The 44,500-square-foot rehearsal venue was built so that more than 500 entertainers from Carnival's fleet could rehearse. The facility comes equipped with 12 Roland RD-2000 stage pianos, 12 Roland TD-50KV V-Drums, and 28 Roland stools. These products, and other equipment from Roland will be added onboard Carnival Cruise Line ships in the near future.

"Carnival Cruise Line recently invested in a modern and sophisticated dedicated rehearsal facility that will facilitate a heightened passenger entertainment experience," said Chris Halon, Roland Corporation U.S. vice president of marketing. "As a complement to that, our growing

partnership with them will enable their entertainers to take their performance to the next level through the use of Roland products, training, and more."

"Whether it's our elaborate production shows, our popular rock bands or solo artists performing throughout the ship, entertainment is a huge part of the Carnival vacation experience, and this spectacular rehearsal space featuring Roland's most

innovative flagship instruments gives our musical acts unprecedented opportunities to develop exciting entertainment experiences for our guests," said Sarah Beth Reno, Carnival's vice president of entertainment.

"Musicians love engaging with new technologies, so we are proud to incorporate

Roland's newest flagship V-Drums and stage pianos, the TD-50KV and the RD-2000, into our existing musical platform," said David Brady, Carnival's manager of music direction. "It's amazing how our teams create sounds and textures with these new instruments that perfectly complement our shows."



Pictured L to R: executive vice president guest shipboard operations Gus Antorcha; senior vice president human resources Ron Phillips; vice president of entertainment Sarah Beth Reno; president Christine Duffy; senior vice president Hotel operations Richard Morse; chief information officer Sean Kenny

## NEMC Hosts Summer Workshop for Teachers

On June 27, the National Educational Music Company (NEMC) hosted the 2017 Summer Workshop for Music Teachers, which was co-sponsored by Alfred Publishing and KHS Alliance for Music Education.

At the event, teachers earned professional development hours while being trained on new techniques for rehearsals, articulation for woodwinds, basic band instrument repairs, and budgeting and management for first year teachers.

Experts in the field and guest speakers included Dr. Peter Boonshaft, director of education for KHS America, Anthony J. Orecchio, master of music of Barnegat High School, and Dr. Marian Stewart of the College of New Jersey.

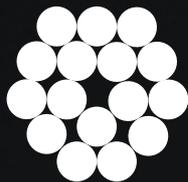
The event also included smaller

breakout sessions on basic band instrument repair, technique issues of woodwind players, and budgeting,

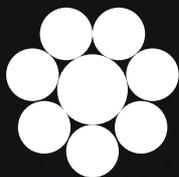
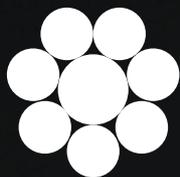
expectations and time management for new teachers. Teachers were also able to try out new Jupiter student instruments provided by KHS America.

"This event represents NEMC's ongoing commitment to supporting music education, and the many educators we are privileged to serve. We look forward to continuing these efforts to plan and host similar events in 2018, and beyond," said Matt Griffith, NEMC director of sales.

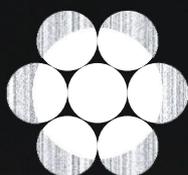
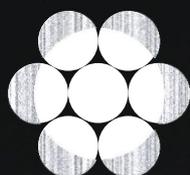




RUTE  
16 dowels



RUTE 202  
7 dowels surrounding  
thicker center dowel



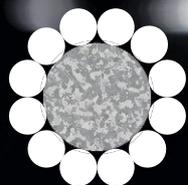
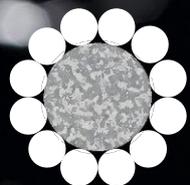
RUTE 303  
7 dowels with bevel



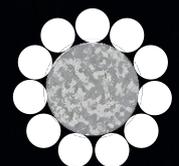
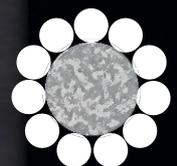
RUTE 505  
31 plastic bristles



RUTE 606  
19 dowels



Steve Smith Tala Wands TW11  
12 birch dowels with foam center



Steve Smith Tala Wands TW12  
11 bamboo dowels with foam center



Steve Smith Tala Wands TW4  
4 bamboo slats with foam center

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## Sabian Education Network Holds Panel at University of the Arts

The Sabian Education Network (SEN) recently hosted a panel discussion for drum teachers at the University of the Arts in downtown Philadelphia.

SEN director Joe Bergamini served as the event moderator, and Marc Dicciani (Dean of the College of Performing Arts at University of the Arts) was the host for the day.

Teachers from New Jersey, Pennsylvania, Delaware, and Maryland attended to see eminent artist/educators and Sabian endorsers Sherrie Maricle and Jeremy Hummel, U Arts/Drummers Collective instructor Jason Gianni, and Dicciani present on topics to assist teachers with teaching drum lessons and technique.

Afterwards, members were able to network with each other and the panel, and also received a special package of Sabian swag designed for educators. Drummer Rich Bradley won the grand prize of a free 18" AA Apollo cymbal.



## D'Addario Announces Launch of NYXL #Commit Campaign

D'Addario has announced the launch of its NYXL #Commit campaign, which will offer new print and digital advertising featuring Tosin Abasi, Nile Rodgers, and Chris Sholar.

The new print campaign will be featured in guitar print publications and will run throughout the year, while digital ads on guitar and gaming sites have also ran online.

The NYXL #Commit social campaign began on June 16 with the launch of Facebook.com/PLAYNYXL.

D'Addario's Twitter, Facebook, Instagram pages will now be sharing exclusive video content featuring Nile Rodgers, Tosin Abasi, and Chris Sholar, including performance footage, interviews, and various "tips and tricks" behind-the-scenes content.

Artists using NYXL include Keith Urban, Michael Landau, Mark Holcomb (Periphery), Misha Mansoor (Periphery), Brent Mason, Paul Franklin, Monte Pittman, Oteil Burbridge (The Dead), Rudy Sarzo, Robert DeLeo, Michael Rhodes, Rhonda Smith, Reeves Gabrels (The Cure), John Scofield, Wayne Krantz, Alex Skolnick, Brad Fernquist, Kiko Louriero (Megadeth), Nick Johnston, Kerry McCoy (Deafheaven), Nita Strauss (Alice Cooper), Adrian Belew, Richard Fortus (Guns 'n Roses), Scott Ian (Anthrax), John Oates, and Leni Stern.



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## Presidio Brass Added to the KHS America Academic Alliance

KHS America has added Presidio Brass to the KHS America Academic Alliance. The band will now be performing exclusively on XO Professional Brass Instruments.

"Continued dedication to music education is extremely important to us," said Steve O'Connor, trumpeter in the group. "The type of support that KHS offers to help school band programs provide a quality musical experience to their students was a huge draw. They always just seem to do the right thing and truly understand how to make a difference."

Among the group's upcoming educational performances is an event at KHS World Headquarters in Taipei.

"We can't wait to get our next tour going so we can perform on these horns," said Josh Bledsoe, trombone player. "We recently visited KHS America, tried a bunch of different models and played a concert for their employees. The thought that went into the design of these XO models was immediately apparent. We all sensed a new level of control and felt at ease playing at all dynamics. These instruments really bring the Presidio sound to life!"



Presidio Brass has performed and offered educational outreach programs throughout North America and China. Their masterclasses have been taught in colleges across the country.

"We are really excited to work with an ensemble that brings youthful excitement and a high level of passion to their performances and educational outreach," said Rick DeJonge, KHS America artist and educator relations manager. "The group sounds fantastic on their XO horns and will be a natural draw for the next generation of student musicians."

"After we do a clinic at a school, we like to invite attendees to 'Pizza with Presidio.' It gives us the chance to just hang with the kids," added O'Connor. "We like to get to know the students, form friendships, and talk about the life changing experiences that music provides."

The group's 2018 season will feature a brass quintet composition contest sponsored by the KHS America Academic Alliance. The winning student composer have their piece premiered by Presidio Brass and will receive a concert at their school.

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~ Larry Fine

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## Yamaha Celebrates International Music Day

On June 21, more than 200 Yamaha employees performed “Twist and Shout” at Yamaha headquarters in Buena Park, California, in honor of International Make Music Day. As the employees formed Yamaha’s tuning fork logo, a drone captured the performance from above.

“Music and Sound is what we do here at Yamaha, so what is more fitting than celebrating with all of you, and making our own music,” said Tracy Bargielski, Yamaha vice president of human resources. “Creating music takes dedication, perseverance and passion. Today, we get a chance to share our passion for what we do because at Yamaha, every day is Make Music Day.”

“Yamaha is highly involved in music education and the legislation to support such efforts,” said Elizabeth Swift, mayor of Buena Park. “As a former educator and school board member, I believe that all students deserve a well-rounded education that includes music and the arts. I want to thank each one of you employees for displaying your talents today and celebrating the power that music possesses to bring joy to the world.”



## Alfred Music Partners with Make Music Alliance for Make Music Day

Alfred Music partnered with Make Music Alliance on June 21 in an effort to support guitar and ukulele Make Music Day events nationwide.

The event, which started in 1982 in France as the Fête de la Musique, is a free celebration of music that is now celebrated in more than 750 cities.

This year, Alfred Music provided free songbooks were distributed in different cities to be used at free lessons and community performing events on Make Music Day.

This year’s songs included “Margaritaville,” “Blue Moon,” “I Can See Clearly Now,” “Somewhere Over The Rainbow,” and “New York New York.” Alfred Music also provided free copies of “It’s Ukulele Time” at Mass Appeal Ukulele events.



## Korg Sponsors Keyfest



Last month, Korg was a sponsor of Keyfest, a weekend-long festival for keyboardists from all over the U.S. As a sponsor, Korg contributed the minilogue analog synthesizer, an MS20 Mini, and a few of their keyboard models such as the Kross, Krome and King Korg.

“We were thrilled to partner with Keyfest for a second year,” says director of technology brands at Korg USA, James Sajeve. “To help keyboardists of all ages and skill levels was very rewarding. We especially loved the chance to showcase the Korg Kronos LS, opening a new world of music for most of the event attendees. It was a great experience and we look forward to doing it again next year.”

Korg also supplied the Kronos LS for one-on-one tutorial sessions with Korg’s on-hand product specialist, Jack Hotop. Jordan Rudess also taught multiple master classes and coordinated group jam sessions for students to join.



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by Ronnie Dungan

## Getting Busy With It

I wrote last month of the summer slowdown and how retailers and suppliers should work together to keep things ticking over during the hotter months of the year. From a purely selfish point of view it would provide us with something to write about at least.

And, not that it was anything to do with our plea for collaboration, I'm sure, but the last few weeks have been busy, with JHS occupying itself with its now annual roadshow event, encouraging dealers with competitions and offers and launching new additions to its Vintage, Supro and Danelectro brands as well doing deals to expand distribution of its Odyssey brass range into Canada and adding exclusive distribution of the Floyd Rose tremolo range in the U.K.

Other brands have shifted around, with Stentor taking on distribution of the Jupiter and XO brass brands from Korg, which has itself been busy celebrating its 60th anniversary with an event at its Milton Keynes HQ and launching new hand-wired versions of old favorites the AC15 and AC30.

So, much has been going on, which is encouraging for suppliers and dealers alike and demonstrates that you don't have to put on your flip flops during the summer months and resign yourself to the fact that the business is so seasonal. There is still busy to be had and people paying attention if you put in the effort.

# Stentor Adds Jupiter and XO Brass Brands

Stentor has taken on the distribution of brass and woodwind instrument brands Jupiter and XO, in the U.K. and Republic of Ireland.

Korg U.K. previously handled the brands supplying the U.K. and Irish market with student and professional instruments.

Korg U.K. MD, Rob Castle commented: "Korg U.K. have been increasingly focusing on our premium brands in our three core areas of expertise: Hi-Tech (Korg), guitars (Vox and Takamine) and percussion (Mapex, Vic Firth, and Paiste). Jupiter and XO need to be part of a portfolio of education and orchestral instruments. The move to Stentor makes per-

fect sense. We have a long history with KHS and Jupiter and we want to see the brand do well."

The Jupiter range is mainly student-level instruments, and XO is for professional brass instruments. Following the agreement with QS-Music, Stentor will start distribution from July 1st, 2017.

"Stentor is proud to be representing Jupiter and XO wind instruments in the U.K. and Republic of Ireland. It is an exciting addition to the many well-known brands we distribute. We look forward to offering our outstanding sales and service support to Jupiter and XO instruments," said Liz Wilkes, marketing director of Stentor.



JUPITER

www.jupiter.info

## Joyo Adds to Hybrid Tube Amp Lineup

Adding to its line of compact hybrid tube amplifiers, Joyo has unveiled banTamP Atomic - mimicking one of the classic American tones.

The amp operates with a single 12AX7 tube in the preamp and uses a solid state power amp. An FX loop enables the user to put time-based effects (e.g.: Phasers, Flangers and Chorus) behind the drive section and keep the effects sharp and not prevent them from being too muddy. The amp has a speaker out rated at 8 ohms, but can also be operated at 16 ohms with less power. It also features Bluetooth connectivity, enabling the device to play music.



Features:

- Preamp circuit: JFET+ 1 x 12AX7
- Power amp: CLASS D
- Channel mode: CLEAN / OD
- Amp power: 20W(RMS)
- Aux in function: Bluetooth music

playing

- Bluetooth version: 4.0
- Input: AC 110-240V 50/60Hz
- Output: DC18V/2.0A
- Size: 163mm x 110mm x 140mm
- Weight: 1200g

banTamP Atomic will be available from Joyo dealers and distributors worldwide at a street price of \$150 each.

## Alberta Boffins Create Nanolog Tech

Former scientists at the University of Alberta have used nanotechnology to create a guitar pedal that duplicates the warmth of tube circuits without the inconvenience and expense.

Rick McCreery, a University of Alberta chemistry professor and researcher at Edmonton's National Institute for Nanotechnology, and his colleague Adam Bergen, developed a circuit just a couple of molecules – billionths of a meter – thick. The team

eventually created a non-linear circuit in a guitar pedal that responded just like a tube.

The pedal, dubbed the Nanolog and built in Edmonton, is already commercially available and made its industry debut this week at Summer NAMM.

McCreery said the business, Nanolog Audio, hopes to sell complete pedals and license the nanocircuitry to other companies.



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# Faith Guitars Reveals New Naked Models

Faith Guitars has announced a number of new additions to its Naked guitar series. The brand has now been expanded to include the established Mars drop-shoulder dreadnought and Saturn dreadnought acoustic shapes.

Notable for their stripped back, natural soundboards featuring solid Englemann spruce tops, Indonesian mahogany back and sides matched with premium fittings such as ebony bridge pins, abalone rosettes and precision chrome machineheads, Faith Naked series guitars are pitched as offering specifications above and beyond what is expected at their price range.

With the brands Mercury, Neptune and Venus shapes making up the series to date – the latter having historically been awarded the ‘U.K.’s Best Acoustic Guitar’ – the new drop-shoulder and conventional dreadnought additions are designed to appeal to players who value naturally resonant and responsive solid tonewoods and traditional acoustic guitar aesthetics.

Available both as non-electro and electro acoustic versions, the new Mars model is based upon the classic drop-shoulder ‘Kanuga’ model from Faith Guitars designer Patrick James Eggle. Also available in non-electro and electro forms, the Faith Naked Saturn guitar delivers a strong low-end tone with a driving midrange and lively treble notes synonymous with the dreadnought shape.

Both Faith Naked Mars and Saturn non-electro guitars retail for £479 with electro versions retailing at £529. They are available to order now in limited quantities exclusively from Barnes & Mullins.

In addition, the firm has announced a number of upgrades to its trade website – [www.bandm.co.uk](http://www.bandm.co.uk) – to include main brand dealership prices and bulk quantity discounts.

Every customer who has a brand main dealer agreement with a Barnes and Mullins area sales manager can now benefit from instant access to their individual brand dealership prices. Using their secure website log in, the new service offers all retailers the opportunity to view their individual ‘main dealer’ prices when ordering online.

If a retailer does not have any assigned main dealerships, they can still benefit from the new upgrades, as for the first time, quantity discounts are published in the form of percentage savings on qualifying products when ordered in specified quantities.

The website now clearly indicates a “main dealer” price, if applicable, alongside standard trade and MSRP prices. It offers an overview of where main dealers are making financial savings, and where a retailer takes advantage of a quantity discount, these savings will be visible at the checkout process.



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## Source Signs Expressive E Distributor Agreement

Source Distribution has been appointed as the exclusive distributor in the U.K. and Ireland for Expressive-E products, maker of the Touché expressive instrument and controller.

Touché translates gestural control, from broad movements to an extremely light touch, into complex modulation in a fashion that would be difficult to achieve via traditional input methods such as dials, pads and buttons.

Customers can take advantage of the multi-dimensional capabilities of Touché by installing the included Lié virtual instrument, which works standalone or in all modern DAWs.

With USB, MIDI output and four Control Voltage outputs, Touché is able to add value to work with nearly any third party device. It adds expressive control to third-party software via USB, but can also operate standalone to enhance MIDI-controllable synthesizers, and output control voltages to compatible hardware such as vintage synthesizers and modern modular synthesizers.

Source Distribution brand manager, Alex Theakston said: "We've been absolutely blown away by the results we've seen



Touché is capable of - there are extraordinary, evocative patches in Lié, and you can be up and running out of the box with them in minutes. But more than this, once you start to interface Touché with other devices, it also has the power to unlock new sounds from all your old equipment. Touché does not replace any existing device, it works in combination with your existing synthesizers, MIDI key-

boards, software and modular synths, enormously enhancing what they do in a way that is highly configurable and flexible. A Touché would enhance any studio. As such, Touché is an excellent complement to Source's existing portfolio of compatible synthesizer brands, and we're excited to be bringing this forward-thinking new brand to the U.K. and Ireland."

On top of that, the firm has been appointed the official distributor in the U.K. and Ireland for Townsend Labs, maker of the Sphere L22 Microphone Modeling System.

The Sphere aims to set a new gold-standard in microphone modeling technology, "Delivering the real three-dimensional characteristics of the most sought-after microphones ever produced".

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\*50 Golden Tickets are randomly hidden in the Ozzy Osbourne harmonicas. Find a ticket to win one Special Edition harmonica, signed and played by Ozzy.

## Adam Hall Boosts International Team

Adam Hall is continuing its restructuring, developing its Global Business Development division with the appointment of the experienced Alessio Foti.

Foti has several years' experience as brand manager for leading companies in the pro-audio sector, where his principal responsibilities included business development, product management and sales in Asia, the US and Europe.

Bodo Falkenried, head of Global Business Development: "As a fast-growing, innovative company with an international orientation, Alessio will provide urgent support in meeting the demanding requirements for strategic and operative business development. His excellent knowledge and experience in international markets and the development of brands and their specific legal aspects will play an important role in consolidating our further expansion."

"The Adam Hall Group, with its history of more than 40 years, its wide range of products, services and its increasing significance in the international market for modern event and building technology, offers me the perfect arena in which to successfully implement my experiences and skills, in an environment in which I have been working for many years", added Foti, who will be based at the headquarters of the Adam Hall Group in Hessen at Neu-Anspach, near Frankfurt.

Markus Jahnel, managing partner of the Adam Hall Group, added: "We are growing steadily and are becoming increasingly international."

## Trade Regrets

Collings Guitars founder and CEO, **Bill Collings** passed away at the age of 68 on July 14.



A statement posted on the firm's Facebook page on July 15, reads: "We lost our dear friend and mentor Bill Collings yesterday. He was the amazingly creative force behind Collings Guitars for over 40 years. Through his unique and innate understanding of how things work, and how to make things work better, he set the bar in our industry and touched many lives in the process. His skill and incredible sense of design were not just limited to working with wood, but were also obvious in his passion for building hot rods. To Bill, the design and execution of elegant form and function were what mattered most."

"Perhaps even more exceptional than his ability to craft some of the finest instruments in the world, was his ability to teach and inspire. He created a quality-centered culture that will carry on to honor his life's work and legacy. He was loved by many and will be greatly missed. Our hearts are with his family."

**Brian Jemelian** provided two decades of distinguished service to Yamaha Corporation of America (YCA) and leadership as the company's senior vice president, finance and administration. He died on July 7 in Irvine, California after a brief illness, at the age of 53.



Jemelian led the finance, information technology, operations, human resources, logistics, legal, tax, and credit teams at YCA since joining the Buena Park, California-based company in March of 1996. He also served as secretary for the company, as well as on the board of directors for Line 6, Inc., and the Yamaha Music and Wellness Institute.

"Brian was an extraordinary business leader, as well as an exceptional husband and father to his three daughters. Speaking on behalf of Yamaha, I want to express our most sincere sympathies to his family during this difficult time," said Hitoshi Fukutome, president, Yamaha Corporation of America. "There are no words for how Brian influenced Yamaha and so many of our employees in such a special and unique way. His vast contributions to Yamaha over the past 20 years have been key to our growth, and his legacy will have a positive impact on everyone whose lives he touched for many years to come."

Jemelian joined Yamaha in 1996 as corporate controller/general manager, finance division. He was promoted to vice president, finance & regulatory in 2000, corporate vice president, finance & administration in 2003 and finally to senior vice president, finance & administration in 2007.

Jemelian is survived by his wife, Pam and three daughters, Tonya, Alisha, and Julia.
















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## ON THE MOVE

**Yamaha Corporation of America** (YCA) announced that **Yoh Watanabe** has been promoted to director of marketing for the company's Pro Music division.



In this newly formed position, Watanabe will lead the company's guitar, drum, and music production teams in the development of new initiatives to support the division's marketing and financial objectives. He will report to John Shalhoup, general manager of the Pro Music division.

"Yoh's successful tenure with the Yamaha AV division, combined with his extensive background in marketing and gaming technology, make him well-positioned to create a substantial impact on the Pro Music division," said Shalhoup. "He is the perfect addition to our team."

Possessing a unique combination of classic and digital marketing skills, Watanabe is well-versed in the development and implementation of high-profile marketing campaigns, including marketing strategy and tactics planning, market research, product positioning, packaging design management, and vendor management.

A proven strategy leader with more than 15 years of marketing experience, Watanabe previously served for five years as the marketing communications manager for the Yamaha AV division. There, he oversaw the marketing staff responsible for all tactical marketing initiatives, including advertising, website maintenance, content marketing, event marketing, and dealer support.

Prior to joining Yamaha, Watanabe enjoyed a long career in the gaming industry, including 12 years with Vivendi Universal Games, where he served in numerous roles in the areas of brand management and field sales. Additional engagements included stints with the video game manufacturers Tecmo, Inc. and UTV Ignition Games, as sales analysis and strategic planning manager, and marketing manager, respectively.

Watanabe earned a Bachelor of Arts degree in communications from California State University, Dominguez Hills,

and a Certificate of Completion from Musician's Institute's Bass Institute of Technology.

"As the world's largest music products manufacturer, Yamaha has had unparalleled impact on the evolution of music creation, performance and education worldwide," said Watanabe. "Working for Yamaha inspires me, and challenges me, to continually expand and evolve professionally. I am thrilled to begin this new chapter."

**Shure Incorporated** has announced an expanded, global role for **Mark Humrichouser**, as vice president of its Americas and Asia/Pacific sales organizations.



In this role, Humrichouser leads the sales, marketing, customer training and education, customer service, and product technical support functions for these regions.

Prior to this appointment, Humrichouser served as VP and general manager of the company's Americas Business Unit. His other positions at Shure were general manager of the U.S. business unit and director of U.S. sales.

Humrichouser began his career at Shure in 2006, after a nine-year tenure at Sennheiser U.S., where he served in several roles, including team manager for professional systems and the music industry, regional sales manager, and regional market development manager.

"Mark provides valuable and successful sales and marketing leadership," said Ray Crawford, senior vice president, global marketing and sales. "His impressive knowledge of our industry has been instrumental in helping Shure achieve its strategic sales objectives in the Americas. I am confident that Mark will lead Shure sales in the Americas as well as in Asia with the same ability and resolve that he has demonstrated so effectively, and I congratulate him on this expanded position."

**J.W. Pepper** has announced that **Nick Buddock** has been named vice president of operations.

In his new role, he will provide corporate executive leadership over Pepper's distribution centers in Atlanta, Georgia

and Salt Lake City, Utah. Several operations responsibilities Buddock will be in charge of include: overseeing warehouse operations service levels, strategy development and execution, human capital management, working with inventory management to ensure supply chain service levels and performance, streamlining workflows, developing supply chain improvements and vendor relationships. Additionally, Buddock will provide executive management oversight of Pepper's media department to ensure the proper operation of the company's internal and external printing needs, print-on-demand, digital asset induction and management and video production.

"Nick has a proven record of managing complex business needs and developing highly efficient solutions to better improve our levels of customer service and internal processes," says Glenn Burtch, president and CEO. "We are thrilled to have Nick leading our operations department."

Buddock graduated from West Chester University with a degree in communication studies. He is still active with the university by being on the percussion staff of the West Chester University Golden Rams Marching Band. He has been an essential part of Pepper for 16 years, beginning as an order filler. During his time with the company, he helped start print-on-demand and was involved with the launch of My Score. Buddock has held the role of manager of the media department, formerly known as the print services department, for the past nine years.

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# The Music Begins Here

Note From Joe

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## A Special Thank You to Our Exhibiting Members

We're just a few months away from The 2018 NAMM Show, and our exhibiting members deserve a huge "thank you" for their commitment and leadership to the growth of our industry. The stable and reliable platform that they have come to depend on to build their brands will once again be a "gathering of the tribes" for the global music, sound and event technology products business.

This January, member companies large and small, from over 130 countries, will come together to see the latest product innovations, experience a vast array of education opportunities and enjoy the exciting networking and musical events that only happen at The NAMM Show.

While being predictable in a very unpredictable world has been a good thing at The NAMM Show, we're excited about the many changes in store for this upcoming year. Thanks to feedback from exhibitors and buyers alike, we have taken big steps to improve the show experience and increase the ROI for everyone. The addition of the new 200,000 square foot North Hall at the Anaheim Convention Center will give us a much-needed opportunity to "remodel the store." There will be more space to network and meet as well as improved food areas, easier aisle movement and a big commitment to contain sound levels on the show floor to make it easier to conduct business.

In addition, with the fruition of some important strategic alliances, NAMM will be virtually tripling our educational offerings. NAMM University, which includes the Breakfast Sessions and Idea Center, will offer up a whole new slate of relevant and high value education for our retail members.

Furthermore, TEC Tracks will help our members build a bridge

to the exciting future opportunities that music technology brings to our industry.

We'll also round out the missing piece of our musical puzzle and attract live sound, lighting, staging, touring and event technology professionals to The NAMM Show with enhanced education opportunities. By working together with AES and ESTA, our show will truly be the crossroads of all professionals who influence how music is made, heard, and enjoyed around the globe.

Music educators, music business majors and national and international educational policy leaders will also have special education opportunities, bringing the entire musical ecosystem together.

In a day where technology makes every individual a thought leader and communicator, bringing all the "musical tribes" together has never been more important. Who knows—the person visiting your booth could be an influential social media star with a million YouTube or Twitter followers! And the world's media will be watching too, giving our members and our music-making message unprecedented coverage.

We are grateful for your support and eager to see each and every one of you in January. Thank you!



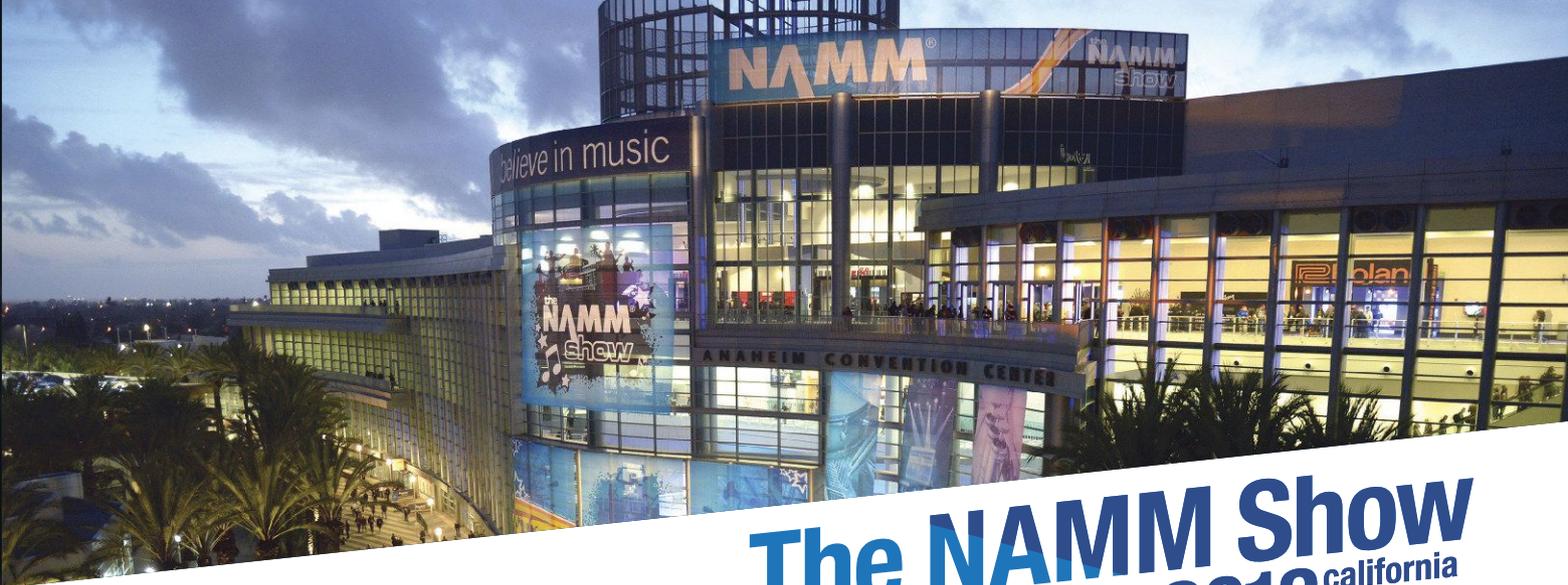
Joe Lamond  
NAMM PRESIDENT AND CEO

The common denominator is (and always has been) music, and that is what The NAMM Show is all about—the "crossroads" of our global musical ecosystem.

Joe Lamond



To view the recently released 2018 NAMM Show map and peruse the new campus layout, visit [NAMM.org/map](http://NAMM.org/map)



# The NAMM Show

January 25/28 2018 <sup>california</sup>



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## Connect with Your Customers

Your best customers and partners will take part in this annual “family” reunion, creating an international platform to discuss sales, understand product and distribution challenges, explore marketing programs and take industry cues. This face-to-face interaction with your brand is critical in building business relationships that last.



**100,000+ Attendees  
139 Countries**

## Find New Buyers

The robust show floor, world-class education and unique show experience draws the best of music retail and distributors, as well as venues, schools, studios, theaters, cruise ships, amusement parks, houses of worship and other businesses, utilizing the show to find the latest in music, sound, and event technology products.



**1,500+ Media**

## Influence Media

The NAMM Show attracts 1,500 media outlets from around the world, across newspaper, TV, print, radio and digital, helping NAMM exhibitors not only generate momentum for new products, and highlight brand benefits, but also increase industry demand at the start of each business year.



**Millions of  
Social Media  
Impressions**

## Expand Your Reach

An international collective of artists, celebrities and influencers share their NAMM experiences with millions, helping exhibitors demonstrate and position their brand within the marketplace. And our new partnerships with the livestream leader, Twitch.com, creates a virtual experience that extends the show's reach to even more potential customers.



**Thousands of  
Content  
Opportunities**

## Create Relevant Content

With the music, sound and event technology industries gathered in one place at one time, there are ample opportunities to create custom content for promotions across multiple media platforms that are in line with the hottest trends. Utilize your NAMM Show experience in real time to reach a broader global audience in year-long sales and marketing efforts.



**Countless  
Customer  
Interactions**

## Refine Your Team

See first-hand how your team interacts with each other and with customers as they promote your brand. First-hand observations can lead to improvements through industry education, training and role-playing, allowing you to establish the right unified approach for working with customers, handling objections and closing the sale.

# Sittin' Pretty in 'Music City'

## Summer NAMM 2017 Keeps Up Momentum

By Christian Wissmuller

**"T**wo things stand out in my mind from this year's Summer NAMM," says NAMM president and CEO, Joe Lamond. "The dealers I spoke with were so incredibly earnest about improving their businesses, the NAMM U and TEC Track sessions were packed all three days. And secondly, there were a large number of young and up-and-coming dealers – very exciting. They expressed to me how much they appreciated being to meet with their current and new vendors, often meeting with the leaders of these companies themselves, something that might be difficult to do in the hustle and bustle of Winter NAMM. I imagine these relations will prove beneficial to our exhibiting members for many years to come."

The 2017 Summer NAMM Show welcomed a number of buyers, exhibitors, artists, industry veterans, and music professionals at Music City Center in Nashville, Tennessee from July 13-15.

14,284 industry members attended, representing a 2% increase from 2016. Significantly, international attendees accounted for a growth of 14% over 2016, and nearly 28% growth over 2015. This year's gathering welcomed a slight increase of 1% buying firms to the show; an increase attributed to multi-line carriers from the U.S. and Europe, and large ecommerce and click and mortar warehouse retailers populating the show floor with buying power.

The 1,650 brands fielded by 505 total exhibitors this July were comparable to 2016's figures, but represent a 2% uptick when compared to 2015.

More than 60 professional development sessions, designed to enhance skills and businesses across the industry, were presented by NAMM U and TEC Tracks. Hot topics included innovative store

design, video marketing secrets, and differentiating your lesson program, as well as a variety of technology focused sessions including the art of music production, audio for VR and live sound essentials.

The show kicked off Thursday morning with a session from futurist and "Retail Prophet" Doug Stephens in a session titled "The Retail Store of the Future." In the NAMM U Breakfast Session, Stephens shared his thoughts on what awaits retail and how the music products industry can begin to chart the future now. Friday's Breakfast Session welcomed customer experience expert Doug Fleener as he presented "The Connected Consumer: Customer Experience in an Online World." Fleener offered best practices for creating a valued customer experience in-store and online.

Friday evening gathered the industry to honor their peers in the Top 100 Dealer awards. Now in its seventh year, the Top 100 applaud the excellence and innovation found in music products retailing and this year, recognized A&G Central Music with the prestigious "Dealer of the Year" award. The event was hosted by Country Music Television personality Cody Alan and featured music from Tim Akers and The Smoking Section featuring "American Idol" finalist, Melinda Doolittle.

*The 2018 NAMM Show will take place January 25-28 in Anaheim. The NAMM Show campus will be expanded and reimagined with the addition of 100,000 square-foot building, new alliances with ESTA, AES and others, new exhibitors in the lighting, live sound and event technologies areas, as well as new networking opportunities and events, such as the Parnelli Awards, designed to serve the crossroads of the industry.*



1: Jeff Slingluff of **BOSS** pedals 2: **MMR's** Matt King presents **Blackstar's** Loren Molinare with a plaque commemorating the company's 10th anniversary 3: Brian Piccolo of **Vox** receives a plaque in recognition of the brand's 60 years from **MMR's** Matt King 4: Jeff Millar-Sax of **IMS Technologies** 5: Heather McNeely, Tracy Leenman, and Kory Vrieze of **Musical Innovations** 6: Dawn McMahon and Michael Ahern of **Stomplight International** 7: **Lace Music Products's** Don and Jeff Lace 8: Lauren Hendry Parsons of **BandLab** and **Mono Cases** 9: **Aria Lights's** Peter Hildebrandt 10: **The Hal Leonard** team 11: John Schauer of **Yamaha Corporation of America** 12: **MMR's** Terry Lowe with Lilliana Urošević of **Saga Musical Instruments** 13: Andrew Papiccio and James McCaffrey of **AP International** 14: Alan Cabasso of **Floyd Rose Marketing** 15: Tom Bedell of **Bedell Guitars**, **Breedove Guitars**, and **Weber Mandolins** 16: **Blackstar Amplification's** Joel Richardson, Ian Robinson, Paul Hayhoe, Paul Stevens, and Loren Molinare 17: **Casio America, Inc.'s** Mike Martin 18: Billy Martinez of **Fender Musical Instruments** 19: Jason Isbell with Christian Martin of **C.F. Martin & Co.**, holding the D-18 Jason Isbell Custom Signature Edition 20: **Relish Guitars Switzerland's** Silvan Küng 21: Rachel and Sammy Ash of **Sam Ash Music Corp.**



22: S.I.T. Strings' Brian Strong and Tim Pfouts 23: Yamaha's Dennis Webster 24: Scott Follweiler of C.F. Martin & Co. 25: Clinton Brady and Brian King of Rain Retail Software 26: Dawson Flinchbaugh and Robert Troke of Veritas Instrument Rental 27: Amanda & Chad Smith of Option Knob 28: James Brawner of Journey Instruments 29: Terry Bisette of Ludwig Drums and Colin Schofield of JodyJazz 30: Paul Chu of Hunter Music Instrument Inc. 31: Ralph Trimarchi, Owen Matthews, and Kevin Jolly of Electro-Harmonix 32: Dean Kline and Dariush Rad of Asterope 33: Jake Davis and Rafael Atijas of Loog Guitars 34: Adrian O'Brien and Mike Kurkdjian of Prestige Guitars 35: Carole Boutry and Steven Santa of Bam Cases 36: Amanda Brock, Madeline Young, Autumn Lambert, Océane Lambert, Vincent Lambert, Jackie Schear of Amahi Ukuleles 37: James Phillips and Allen Gatchell of Gatchell Violin Company 38: Colin Hilborne of Prentice Practice Pads 39: Brett Marcus, Mark Torstenon (of the Fret Shop), Fred Ditomasso (of D'Andrea USA) Larry Greene, and Mark Blasko of OMG Music 40: Beau MacDougal, Jeff Lace, Don Lace, Howard Yearwood and Hap Kuffner of Lace Music Products. 41: Don & Heather Campbell of Earasers. 42: Hap Kuffner, Nick Livolsi, Tony Livolsi, and freakin' Scott Quinn of LOKNOB 43: Ron Van Ostenbridge, John "Sax" Williams and Gary Spears of Bari Woodwinds 44: Selena & Anthony Perri of Perri's Leathers, Ltd. 45: Vinny DeLaria, Rob Morales, Sharon Hennessey, Fiona Lenaire, Aleks Miglowiec, and Tom Tedesco of The Music People/On-Stage 46: Tommy Dougherty, Tom Nicholson, Kevin Dougherty, Tom Dougherty, Richard Markus of TKL Products Corp 47: Dave Koltai of Supro/Pigtronix 48: Rock Clouser, Gilbert Reyes, Gizzy O'Toole, Mike Robinson, Andy Strayer, Jerry Goldenson and A.K. Kist of KHS America 49: Tim Morris, Rick Murray, Luis Cardoso, Stacey Montgomery-Clark, Mark Haines-Lacey of Sabian 50: Alfred Publishing: Ron Manus, Mike Lawson and Alex Ordenez 51: Ansmann's David Schliep 52: Artiphone's Will Podolak 53: Sam Risorborough, Dave Thompson and Jenni Oldridge of Audiofly 54: BOSS 40th Anniversary: Jay Wanemaker, MMR's Terry Lowe, and Yoshihiro Ikegami 55: Calton Cases: Andrew Pressman, Steph Lewis, and Robert Steel 56: Casio America: "2017 leadership in Music" award, Mark Amentt, Stephen Schmidt, Chiho Feindler, and Yuji Sasajima 57: Cole Clark's Miles Jackson 58: Cruz Tools: Dan Parks



Tom Sumner, Joel Menchy, Robin Walenta, Chris Martin, and Joe Lamond

## NAMM Board Elects New Executive Committee Members

The NAMM Board of Directors unanimously voted in the next slate of officers on July 15 at Summer NAMM in Nashville. At the meeting, the board officially welcomed each industry leader to new roles, representing a balanced composition of retail and commercial members. The 2017 Executive Committee includes chair Robin Walenta, vice-chair Chris Martin IV, treasurer Joel Menchy, and secretary Tom Sumner.

Outgoing chair Mark Goff was honored during the meeting and applauded for his eight-years of service on the Executive Committee. Reflecting, Goff offered, "It has been an incredible honor to represent my fellow NAMM members as Chair over the past two years. During my tenure, I have been privileged to see our association at work across the globe and I'm extremely proud of the positive impact we are making as we help more people make more music every day."

In other NAMM board-related news, the NAMM Young Professionals welcomed Mark Despotakis of Pennsylvania-based Progressive Music as president. Despotakis succeeds Ryan West of West Music Co.



**59: Cusack Music:** Mark Huizenga and Jon Cusack **60: D'Addario & Co.'s** Matt Budd **61: D'Angelico Guitars'** Jessica Cambeiro **62: Drumdots:** Linda, Steve Schaffer, and John Eberle **63: Graph Tech's** Jesse Parks and Gary Lambert **64: IMS Technology's** Lulu Thomsett and Jeff Miller-Sax **65: John Packer LTD's** Brad, Rob Hanson **66: Kyser Musical Products:** Max Lintner and Meredith Hamlin **67: Levy's Leathers LTD:** Top: Dennis Levy, Glen Booth, George Rose, Tom Lanaham, Errol Joki, Ted Burger, Bill McDaniel Bottom: Domenic Trolio, Suzy McDaniel, Harvey Levy, Jessica Lemieux, Gene Griffith **68: Ohana Ukuleles:** Steve Daugherty and Stephanie Snell **69: Peak Music Stand's** Pamela Liu **70: Players Music:** Terry Lewis **71: Quilters Labs:** Larry Schara, Christian & Chris Parks, Pat Quilter **72: Reverb's** Kevin Drost **73: Riversong Guitars'** Mike Miltimore **74: Shubb Capo:** Gary Swallows, Gary Mobley, and Charles Davis **75:** David Chiappetta and Jes Saito of **ToneGear** **76: Breezy Ridge Instruments:** Karl Broderix, Todd Newman, Jamie Harrison, Mary Faith Rhoads-Lewis, and Michael Curtis **77: Voodoo Labs:** Tony Motta, Josh Fiden, and John Clark **78: Zinc Platform:** Darren Craft, Paul Sarraam **79: Zither Music Company:** Tony Meeks **80: McPherson Guitars:** Laurie Abshire and Larry Klenc **81: Optima:** Andre and Claudia Schneider and Marie Towler **82: Ortega's** Jeremy Page



During the Summer NAMM Show, The Guitar Accessories and Marketing Association (GAMA) honored James Burton with the first annual GAMA Guitar Ambassador Award. In this photo, Hal Leonard's Brad Smith presents Burton with the award.

## Voices from the Show Floor

"Well, Blackstar was in a much larger booth this year compared to last year when we were just by ourselves. Because this year Korg USA had the bigger booth with the other brands under the KORGUSA umbrella which brought more traffic for Blackstar and our fellow brands.

"Overall, this year's show felt great and I think the summer show in Nashville is building. I feel it's an important way for companies to get closer to dealers and end-users in a more relaxed and cool setting – after all, it's Nashville!"

**Loren Molinare**  
Blackstar Product Manager  
Artist Relations

"The show was great, with nice feedbacks from customers and the industry overall has a good impression of Relish. We got some new sales reps and sold a few guitars, compared to [Winter] NAMM. The dealers network was very low and [there were] not so many visitors from there. I guess many dealers focus [more] on the Winter NAMM show. The show was great branding-wise for us.

**Silvan Küng**  
Founder & President  
Relish Guitars Switzerland

"The show was one of the busiest Summer NAMM shows on record for BOSS in terms of new product offerings. With more than ten new BOSS products unveiled this summer, the level of excitement in the booth was very high for us, and it's always great to see people experiencing our new gear in person for the first time. The Compact Pedal 40th Anniversary Box Set was a crowd pleaser – BOSS has never offered a pedal box set or a re-issue, so it was an

exciting first for us. The Katana-Mini was also a standout, as were all of the new BOSS products, but the common comment about the Katana-Mini was that, despite it being a mini amp, it could be mic'ed and used on stage because the tone was that good. We were of course delighted to hear this."

**Jay Wanamaker**  
President and CEO North America  
Roland Corporation

"The Summer NAMM show was a great success for the Floyd Rose Audio Headphones. We made great contacts with some very large dealers and distributors. The floor traffic was strong and we busy throughout the show. Summer NAMM needs to bring back some of the pro audio and lighting companies to increase the awareness, dealer, and sales rep presence.

"My feet are aching – wish the aisles were foam padded under the carpets!"

**Alan Cabasso**  
CEO, SECA-Group, LLC  
Floyd Rose Marketing

"NAMM was good this year. The traffic was a little thin at times, but we still saw the dealers we wanted to see at the show. I would rate it about the same as last year. Nashville is still a great town and the Music City Center is a top-notch venue."

**Tim Pfouts**  
Vice President  
S.I.T. Strings Co., Inc.

# Instruments That Give Plastic a Good Name

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Best & Worst in Show



Best Signs of Things to Come

The future of MI is seemingly in good hands. Here we see **Adderly Surack, daughter of Sweetwater founder and President Chuck Surack**, getting up close with the Gator Cases mascot. Aged 10, Adderly already has her own business card. Her title? "CEO In Training." Then there was the youngest red-badger, **Océane Lember of Amahi Ukuleles**.



Best 'Cinematic Backdrop'

A free show celebrating Summer NAMM, sponsored by Asterope, Seymour Duncan, Kyser, and Wampler, among many others was held at Little Harpeth Brewing over on Oldham Street. The view out the backdoor – **train tracks and rows of storage containers in the foreground, the city skyline in the background** – while Diarrhea Planet ("Worst Band Name" winners? Or maybe BEST!) was pretty remarkable.



Best Attention-Getter

As with the gathering in Anaheim, **The Boutique Guitar Showcase** was one of the more consistently packed spots on the show floor.

Worst Job

You couldn't help but feel badly for those **unfortunate vendors tasked with manning the food booths inside Music City Center**. It's not that the work, itself, is bad and I have no idea what the pay is, but an \$8 cold turkey wrap is a tough sell when all one has to do is step outside to get some legitimately great BBQ or chicken for the same price or less.



Best Retail Display  
MJC Ironworks' in-store display setup is built to last!

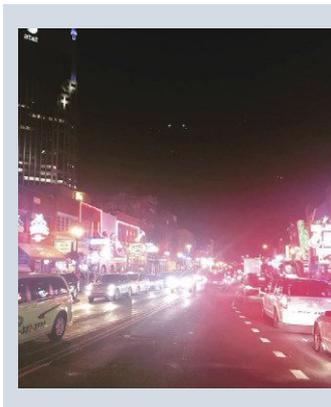
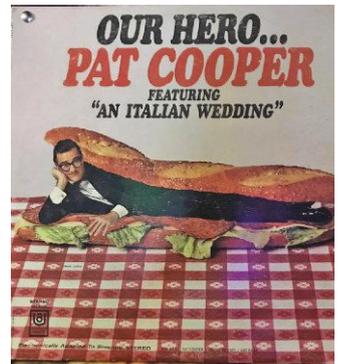
Worst? Best? Dining Choice

Other than partaking in the delicious BBQ provided at the D'Addario pre-SNAMM party (another "Best of," but seeing as they've gotten the nod for the past three years...), I managed to **only eat chili cheese dogs the entire time** I was in Nashville. That many steps closer to the grave, perhaps, but it was delicious!



Best Interior Décor

The event hosted by Bose Professional, Martin Guitars, Telefunken, Chauvet DJ, and IndyMusicSales at 632 Fogg Street would've been a hit already, thanks to lively sets from Jamie Kent and Paul Childers, but the real "win" was **this Pat Cooper album cover** hanging in the hallway (alongside many other classic covers, but nobody could touch Cooper).



Worst Place to Drop a Hotel Key

The main drag of Broadway has its appeal – yes, I can hear all the old-timers (me, included!) saying, "It's way different than it used to be!" – but **trying to retrieve my keycard after dropping it on the street on a busy Friday** was... challenging!



# OUR NEW LOOK. TUNED UP AND READY TO TAKE THE STAGE.

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# The Class of 2017

## Eight Electric Guitar Brands Making Waves This Year

By Victoria Wasylak and Christian Wissmuller

**B**ack in September of 2013, *MMR* decided to single out eight up-and-coming guitar brands that we felt were poised to make a significant impact in the market that year.

With four years having passed, we're revisiting the concept – again shining the spotlight on eight brands you may not be familiar with (yet!). To be considered for inclusion, a company didn't need to be "brand new" – our lead-off subject is Michael Kelly Guitars and they began back in 1999, after all; they just need to be making a push, innovating, expanding their reach, or otherwise going down a path that may well lead to big things.

Read on to meet the "Class of 2017."

### Michael Kelly Guitars

**T**racy Hoeft started Michael Kelly Guitars in 1999 in his own garage, starting out with a focus on niche product categories, such as acoustic basses and f-style mandolins.

"We focused on those categories going deeper and wider than the competition at the time. This worked well and we gradually expanded into other categories. We are not afraid to try new products, even if they address a niche," says Hoeft. "Too many brands focus on the race to the bottom, downgrading instruments to hit a lower price point. We dig deep trying to find ways that we can offer consumers something special. That has worked for our brand and has worked really well for our Michael Kelly dealers who share our passion for offering their customers something special."

Michael Kelly Guitars keeps its main office in Clearwater, Florida, where they work on product development and customer support, while a small Kentucky location helps with repairs and support. Their partnership with KMC, however, has helped to bring the company to Memphis, where KMC keeps their products stocked. It's that kind of small-business quality with accessibility that gives the company what they call "boutique within reach."

"This allows us a small company to offer our customers a really high level of support related to shipping, QC [quality control], terms and other critical elements," Hoeft explains. "In the last few years we have seen a really strong growth rate, especially here in North America. While our core niche products like acoustic basses and mandolins have remained pillars of our line the biggest factor of our growth has been in the more com-



The staff at Michael Kelly Guitars

petitive segments of acoustic guitars and electric guitars. In each we have found a set of products that really fit the Michael Kelly brand promise. We call our offering Boutique Within Reach to highlight our focus on products that follow the lead of small boutique builders rather than chasing the large brands."

Most recently, Michael Kelly Guitars launched a new group of six-pound electric guitars called the Enlightened Collection, their take on the ultra-light guitar.

"We are seeing an increasing demand for products like this that appeal to an aging demographic of players," Hoeft says. "We will continue to address this and other underserved markets. Even to this day our initial concept of finding smaller underserved instrument categories and really focusing on them is a key to what we do."



Michael Kelly Guitars founder Tracy Hoeft

## PureSalem Guitars

**P**ureSalem Guitars might be one of the few companies that's willing to come out and say that they're not looking to reinvent the wheel. In fact, Richard Sell, founder of the company, actually did.

"PureSalem is a small family-run affair and not some faceless, soulless corporation. I design and sell quality electric guitars. That's what I do, and I am passionate about it," Sell says. "I wake up every morning inspired and I go to bed at night and dream about new creations. I treat my customers the way I would want to be treated and I still believe that a person's handshake is their word. I hope every other guitar company owner out there feels the way I do. This is a great community to be a part of. I'm not looking to reinvent the wheel."

When Sell retired from a 21-year career in the police force in 2013, he decided it was finally time to pursue what his heart had been pining for: designing and selling instruments. Four years later, the company has plenty to offer, and the list keeps growing; soon to be added to their product roster are basses and 12-string guitar models, as well as two new fuzz pedals (named Desperation Fuzz and Indiana DeerHead Fuzz), all of which will debut at Winter NAMM in 2018.

"2018 is set to be a big year in growth for us. We just did three big pre-order runs for new models," Sell says. "We are introducing our first bass and 12-string and we are doing a limited custom V style model. These will go out to customers who pre-ordered them first and then we will officially debut the bass and twelve string at Winter NAMM."



PureSalem Guitars founder Richard Sell

"We have also teamed up with Dwarfcraft Devices and have created a video series called ECHOS that showcases beautiful performances filmed in unique locations," Sell adds. "Another exciting development was being picked up by Maniac Music Factory in Australia. They will be the exclusive distributor for PureSalem Guitars."

One more thing – PureSalem Guitars has sympathy for the lefties of the world.

"PureSalem is lefty owned and all our models will always come in a lefty and at no additional BS up charge," he says. "In the end, it all comes down to the player making a connection with the instrument regardless of the name on the headstock. If you're doing everything else, right that's all that matters."

## Sire Guitars

**W**hen three broke student musicians launched Sire Guitars seven years ago, their goal was to make state-of-the-art instruments that everyone and anyone could afford. In 2017, they've gotten far more than that; their self-made instruments are distributed in 50 countries, with warehouses in both the U.S. and Korea.

"Sire is a company that started with the imagination that anyone would be able to play such a product, and everyone would be able to experience the joy of music through a quality instrument," says Anna Sohn, global sales department manager of Sire Revolution. "We also felt this idea would be a great way to enrich lives in younger generations, who nowadays are limited to smartphones and tablets."

Keeping true to its DIY roots, all Sire guitar parts are uniquely designed, and the company runs a factory in Indonesia that solely produces Sire products.

"Unlike other factories that produce several different brands, by producing only Sire products, we can maintain a high quality," Sohn adds. "In 2012, we had a chance to meet and collaborate with Marcus Miller, and unlike any existing brands, we decided to create a company that does not take the benefits, but a brand that gives the benefits back to the players. For two years, we started to develop various technologies and after overcoming many difficulties, the first product was completed by the end of 2014. Since then, we have entered into contracts with Thomann, one of the world's leading online companies based in Germany, and several overseas dealers."



Mickey Cho, Marcus Miller, and Kyle Kim

Most recently, Sire Guitars released their Miller7 Earphones and Monster7 Red Microphones in July, and hope to release their acoustic guitar line by the end of 2017.

"As a result of explosive positive response and popular sales, we have become one of the hottest bass brands in the U.S. and Germany," Sohn explains. "Today, we have more than 150 experts working in each specialized field. We have representatives in the United States, Indonesia, Korea, China, Thailand, and the Philippines."



Mickey Cho, managing director of Sire USA, and Marcus Miller

## Prestige Guitars

Almost in their 15th year of building guitars, Prestige Guitars continues to reach further and further across the globe, this year landing a dealer in Holland with hopes to expand to the United Kingdom and Australia next. But the Vancouver-based company didn't land overseas overnight.

"We started with an electric guitar only lineup, to which we added acoustic guitars in 2011. In short, if you try to learn to play on a cheap, poorly set up guitar, the chances of you seeing improvement and sticking with that instrument are significantly lower," says Adrian O'Brien, vice president of marketing and sales at Prestige Guitars. "Our guitars will go head to head on every level, with many guitars available for two to three times the price and that is precisely what we set out to create."

While the company usually announces one to two new models every year, 2017 has been especially bountiful for Prestige Guitars; they've announced six new models this year, including two completely brand new body shape designs.

"We are now in the midst of designing two new Signature models, one of which will be a bass and both of these will aim at a NAMM 2018 release," adds O'Brien. "We are working to develop our bass lineup and to expand on our acoustic guitar offer-



ings as well. Further to that, we'll be looking to add new versions of the Anti-Star VI with different hardware and finish options."

"Prestige Guitars are basically a custom shop instrument, straight off the rack, for well under \$1,500," O'Brien says. "That value proposition is what sets us apart from the pack. It has been our mission from day one and we don't plan to stray from that path as it has been key to developing such a loyal following."

## DiPinto Guitars

"My wife Sophy and I started DiPinto Guitars in 1995 as a music store," explains co-founder Chris DiPinto. "We did everything, including repairs and custom guitar building. Previous to that, I had been making guitars for myself and using them in the band that Sophy and I had. Being left handed, I could never find the guitars that I wanted, and at the time I was super into weird '60s pawnshop guitars, which are even harder to find in left handed. The first guitar I built was made out of extra oak floorboards from my dad's kitchen remodel. That first guitar spurred four or five orders right off the bat. We did the 1995 NAMM show on a whim, sharing a booth with someone. Out of hundreds of guitars at the show, *Guitar Player* magazine selected only six guitars to be in their NAMM show issue, and our Satellite model was one of them. I think the success of our guitars can be attributed to the fact that we were the first 'all retro' guitar company. No one else was doing that in 1995, I know, because I would have bought their guitars if they were. We didn't make a lot of sales in the beginning, but we caught the eye of Rick Nielson, Jack White, Elliot Easton, Earl Slick, Dick Dale, and David Bowie, to name a few. After some big names started using our guitars, the company grew. We have watched the whole retro guitar market grow with us and it's been very exciting."

While the brand has grown quite a bit since the early days, they're, "still a very mom and pop business," says DiPinto. "We never have more than a half a dozen people working for us at any one time. We outsource the construction of the guitars. In the past they had all been manufactured in Korea. Now we are having all our production done in the U.S."

"Being a combination of a music store and guitar company, we essentially run two business under one roof. We have a 3,000 sq. ft. location in Fishtown, which is an up and coming neighborhood with artists and musicians in Philadelphia. The front is a storefront retail outlet that specializes in vintage, used, and of course, DiPinto Guitars. We are also the premier guitar repair shop in the city, and we do all our repairs on site. The back half, is warehousing and light guitar construction



and the final set-up facility for all DiPinto Guitars. All the major guitar construction takes place off site."

"The Galaxie Los Straitjackets has been our most popular model so far, it's the signature model for Los Straitjackets, the largest surf band touring right now. However the Galaxie (formerly the Satellite) has also been adopted by many other artists of other genres; Jimmy Vivino of Conan O'Brien's band uses it for a bluesy tone, Kurt Vile, indie-rock hero uses one for jangly indie rock tones. Players like Nels Cline, Steve Wynn, and Elliot Easton have used them to get their own tones."

As far as how to become a DiPinto dealer, Chris and Sophy aren't looking for just anyone.

"We've been a little particular about who can carry our guitars," he says. "We'd rather deal with other family owned, or small shops. We will not sell to Guitar Center or Sam Ash or other corporate big-box outlets. We have done business with Musician's Friend in the past, and we found their high-volume sales model was difficult to align with our smaller scale production. Also, we are trying to support the small owner. We want to preserve our personal touch by selling through stores that also offer that same interaction with their customers. We also make it very affordable for our dealers. 3 pieces is all you need to open a dealership and there are no minimums to re-up every year. We do offer greater discounts for higher quantity orders."

## Wallace Detroit Guitars

**W**allace Detroit Guitars started on a back porch of a house in the Corktown neighborhood of Detroit, and the company carries its same love of Detroit in its core to this day – literally. The company makes guitars from repurposed wood from old buildings of the American city, and cut their first guitar body in 2014.



Founder of Wallace Detroit Guitars, Mark Wallace

"I had moved to Detroit in 1999 and it's hard not to become obsessed with the abandoned buildings in city, since there are so many of them," founder Mark Wallace says. "A friend of mine took me on a tour of a warehouse where a non-profit was taking apart houses and selling the reclaimed wood, and I dawned on me that a guitar made out of reclaimed wood would be the coolest thing I could think of. I spent about a year making a prototype and talking to everyone I could find who knew how to make guitars. And over the past three years I've assembled a team of people who love these instruments as much as I do."

Thus far, the company has built guitars from many different Detroit landmarks, such as the Brewster Wheeler Recreation Center, the Theodore Levin Courthouse and the former Detroit Fire Department Headquarters. In 2016, the modified the guitar's body style and began using "cap" style end grain pattern.

"We are working on prototyping a bass and building a fully custom "build your own" module for our website," he adds. "We're hoping to sell basses in the fall of 2017 and to start selling bodies by themselves for people who want to make their own guitars."

"Our guitars are beautiful, they have amazing mojo that comes from the source of the wood, and they are amazing to play," Wallace adds. "We are at the high-end of finish, hardware, and craftsmanship, without being insanely artistic about it. Every guitar is built to be beautiful, and built to be played."

## Relish Guitars Switzerland



Relish's Jane model

**"W**e have a great growth in sales of about 200% every year since 2014," says Silvan Küng, managing partner and co-founder of Relish Guitars Switzerland, whose innovative design approaches have already gained the company quite a following. "The brand is still young, new, and is not known to a big amount of potential customers, so there is a huge potential for us! Together with a new distribution company from Chicago we are able to conquer new markets in the U.S., overall, and Canada. Even sales reps are involved, as they have shown interest in unique products and the only part of the industry which is growing!"

The specific details of Relish's new distribution partner in Chicago will be released soon, but "customers and dealers will be assured constant service and contact." To arrange a partnership with Relish as either a dealer or sales rep, interested parties should email Rick Hall: [totalrickhall@gmail.com](mailto:totalrickhall@gmail.com)



Silvan Küng

"We will launch a great new model soon, The Mary ONE, which will be one of a kind with unique color and surface for about \$3,000," continues Küng. "The guitar will be stunning and we will come up with an online custom shop where colors of the middle aluminum plate, body color, and engraving on the aluminum frame can be ordered."

"Relish will provide innovations to the guitar world constantly. That's what drives us – we want to inspire musicians again!"

## Chapman Guitars

**A**nyone who's a regular reader of *MMR* is already familiar with Chapman Guitars, as they were the subject of a fairly sizable feature in our January 2017 issue. But as managing director Matt Hornby notes: "Since I last talked to you guys at the end of last year, we re-launched the brand with 29 new guitars, a company rebrand, and new website at the NAMM show in January. The guitars were designed with over 18 months of suggestions and input from our fans – the response has been amazing so far and 2017 is set to be our biggest year yet!"

"It's been a very busy year for us since then, and we have some more great new guitars on the horizon, new retailers across the world, new artists and some great plans for our guitar-playing fans. Specifically this year we'll be bringing back our popular basses, new left-handed models and delv-



Standard Series ML3 Modern



Standard Series ML3 Modern

ing again into the world of seven strings.

"The U.S. market has received and supported Chapman Guitars extremely well since the earliest days of the company. Many of the early adopters on our forum and on YouTube are from the U.S., and even now, the majority of our audience across YouTube and web platforms is from the U.S. and we're building on this every year.

"Our model is factory-direct to retail. We're looking to work with established retailers with both brick-and-mortar stores, as well as their own website for online sales. The guitars must be set up and checked on arrival and excellent customer service is a must! We offer great margins and online promotion - interested dealers can contact us for more information at [dealers@chapmanguitars.co.uk](mailto:dealers@chapmanguitars.co.uk)"

# March 'Em Off to Class

Back to School Season and Marching Band Instrument Sales By Christian Wissmuller

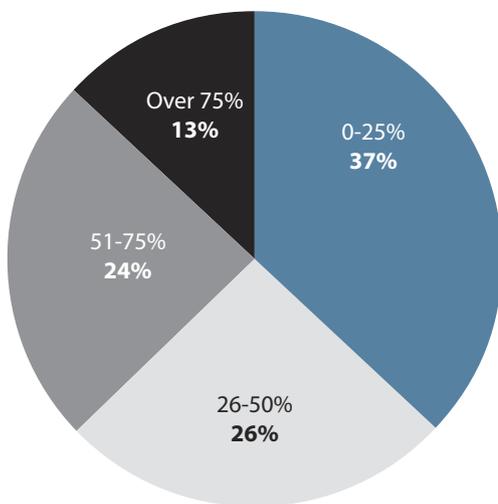
**W**ith nearly 40 percent of participants in this survey claiming that “Back to School” business accounts for between 50 to 100 percent of their total annual sales of marching band related gear, it’s safe to say this season is a crucial one for those retailers heavily invested in this segment.

While there wasn’t any one, single theme that seemed to unite our poll’s respondents – it was a predictable mix of “the usual” (internet competition, school district budget challenges,

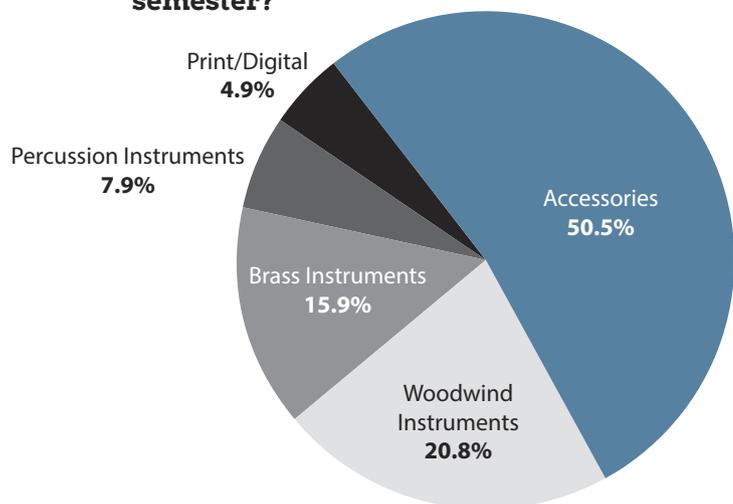
hit-or-miss instrument quality levels) – one interesting factoid emerged: over half (50.5 percent) participating in this month’s survey indicated that accessories account for the greatest amount of marching band-related sales during the Back to School months. Let’s hope everyone’s stocked up on clip-on tuners, cleaning materials, drum sticks, and the like.

Read on to learn more about what’s driving Back to School, marching band gear sales...

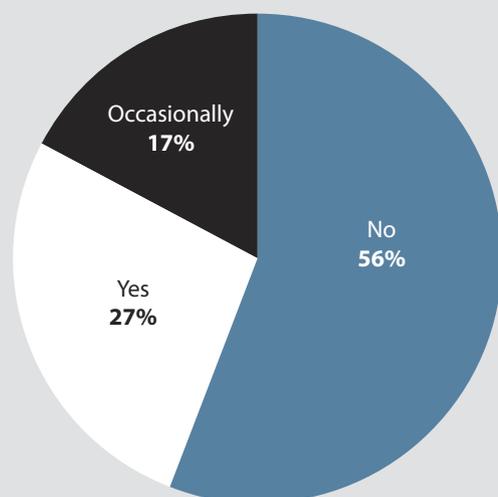
## “Back to School” season represents what percentage of your annual marching band instrument and related products sales?



## What category of marching band gear do you sell most of during the period when students, parents, and teachers are preparing for the fall semester?



## Do you engage in any special promotions or marketing campaigns to promote Back to School marching band sales?



*“Blast local social media with welcome back and band camp specials.”*

Paul Lewis  
Lewis Music Store  
Kissimmee, Florida

*“Facebook and Google.”*

Dana Treidel  
Bethel Music Center  
Bethel, Connecticut

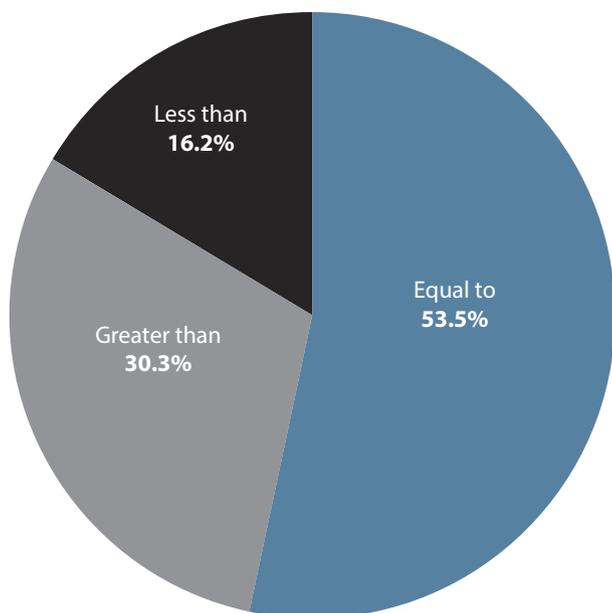
*“Booths at marching band shows”*

Scott Mandeville  
Tim’s Music  
Carmichael, California

*“On-site sales at schools.”*

Avi Rostov  
Click Music, LLC  
Oak Harbor, Washington

**Are you expecting sales of marching band instruments leading up to the fall semester of 2017 to be greater than, less than, or equal to such sales in the summer of 2016?**



*"Unfortunately the school marching band and percussion instructors do not keep us informed of their needs for the season, so it is difficult to carry the products they sent their students to purchase."*

Jim Lase  
Universal Music Ct.  
Thornton, Colorado

*"In our case, we sell very few marching instruments to students. Most are sold direct to schools, and not during marching season."*

Kerry Gheesling  
Atlanta Band Center  
Stone Mountain, Georgia

*"June '17 sales of marching brass and percussion were our best in three years. Additionally, we have a rosy sales outlook for July."*

Robert Christie  
A&G Central Music, Inc.  
Madison Heights, Michigan

**Are there any larger trends you've been noticing with respect to marching band-related gear sales?**

*"Schools [are] providing more instruments to students for free of charge usage, not ownership."*

Paul Durand  
Family Piano Company  
Waukegan, Illinois

*"Acrylic reeds are coming on bigger this year."*

Paul Lewis  
Lewis Music Store  
Kissimmee, Florida

*"Following DCI's lead, they are incorporating more electronics into the shows. Synths, keyboards, mics, basses, guitars, et cetera."*

Beth Houlihan  
Kidder Music Store  
Peoria, Illinois

*"Seeing more repairs of old instruments."*

Dan Yadesky  
Yadco Music  
North Versailles, Pennsylvania

*"Instrument prices going up, quality going down."*

Midwest Music, LLC  
Enid, Oklahoma

*"We're seeing local band directors requiring Open hole - B Foot flutes for first time students."*

Glenn Jones  
Woody's Music  
Rock Hill, South Carolina

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# Higher-Quality Instruments, Broad Consumer Base, Concerns about CITES Fallout...

## The 2017 Acoustic Guitar Market

By Christian Wissmuller

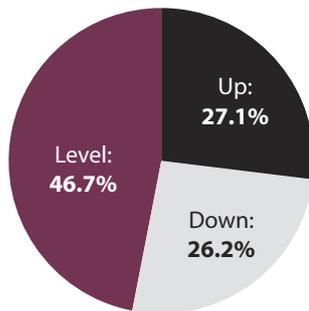
Overall, the acoustic guitar market seems to be a relatively rosy segment for MI retailers in 2017, with nearly 75 percent of participants in this month's survey reporting that sales are either up or level when compared to this same time last year.

"Guitars with rosewood components are becoming difficult to obtain in a timely manner," observes Mundt Piano & Organ Co.'s (Burlington, Iowa) Timothy Dehner, who was just one of

many who expressed frustration and concern with enhances CITES regulations and their impact on making, selling, and owning acoustics – probably the topic most frequently commented upon by those taking part in this poll.

Other commonly cited trends included an increased consumer preference for smaller-bodied instruments and a noticeable uptick in the quality of acoustic guitars being produced today.

### Compared to Summer of 2016, sales of acoustic guitars for your store are...



*"Customers have begun to shop new, instead of used or repair to an older instrument."*  
 Dan Patterson  
 Roger's Music  
 Ft. Payne, Alabama

*"Everyone owns two guitars either from Craigslist, Musician's Friend, or Maury's and they want the third in the set for nothing."*

John Diffley  
 Diffley Guitar Studio  
 Stewartville, Minnesota

*"We are unique because last summer we had an abundance of 'Trimmigrants' – younger people from around the world that trim Marijuana in the hills. Due to state legalization, we have 90% less Trimmigrants this year. While the store smells much better, I am losing out on 'green' sales!"*

Anthony Mantova  
 Mantova's Two Street Music  
 Eureka, California

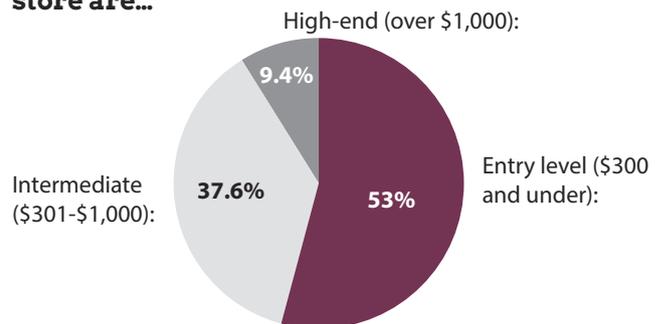
*"Most of the independents in Queens have ridden off in to the sunset... It's basically me, Ash, and GC. Survival of the fittest in the small pond."*

Dave Caldwell  
 Caldwell Connection  
 Whitestone, New York

*"Acoustics are improving in quality and becoming more affordable. The offerings are also growing, with Taylor offering guitars at \$499, guitar sales are just sky rocketing for us."*

Jericho Sombrio  
 Easy Music Center  
 Honolulu, Hawaii

### The majority of acoustic guitar sales at your store are...



### Describe your "typical" acoustic guitar customer.

*"20-50 years old, male. Home player, studio player."*  
 Wes Smedsrud  
 Uptown Music  
 Keizer, Oregon

*"Male, accomplished guitar player, over 25 years old."*  
 Wildwood Music  
 Coshocton, Ohio

*"18-30. A lot of beginning players or people who are just wanting a new guitar, not a particularly good guitar."*  
 Greg Lyons  
 Royal Music Co., Inc.  
 Bowling Green, Kentucky

*"Late teens, early 20s, buying their first guitar."*  
 Shelly Morris  
 Morris Music Store & Studio  
 Sheridan, Wyoming

*"Our 'typical' acoustic customer is a beginner looking for a first entry-level instrument (or the occasional broke jamoke looking for something cheap). Age and income levels of the beginners are all over the map – no real set demographic. We get some more advanced players looking at intermediate price points, but they tend to just be 'tire-kickers' and not buyers more often than not."*

Timothy Dehner  
 Mundt Piano & Organ Co.  
 Burlington, Iowa



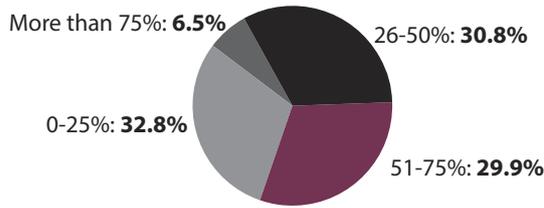
THE FOREST  
AND THE CHAINSAW  
*in perfect harmony.*

THIRTY YEARS AGO, WHEN STEVE McMINN STARTED SOURCING WOOD FOR GUITARS, FINDING THE RIGHT LOGS WAS AN EASY TASK. BUT WITH A DEPLETING FOREST, FINDING THOSE SAME LOGS TODAY IS INCREASINGLY DIFFICULT. A GENERATION FROM NOW, WHO KNOWS? SO, TO ENSURE WE HAVE GUITARS TOMORROW, STEVE IS STEPPING INTO THE UNKNOWN, TODAY. HE IS PIONEERING NEW FORESTRY TECHNIQUES TO GROW AND CUT TREES JUST FOR GUITARS, SECURING THE FUTURE OF THESE WOODS. STEVE CONTINUES TO INVEST HIS PASSION, TIME AND MONEY TACKLING PROBLEMS THAT WILL TAKE GENERATIONS TO SOLVE. AND WHILE STEVE WON'T EVER MEET HIS SON'S GRANDCHILDREN, HE KNOWS THEY'LL HAVE A GUITAR TO PLAY. THIS STORY INSPIRES AND REMINDS US THAT THE WORLD NEEDS MORE VISIONARIES LIKE STEVE. *For more information about Steve and others with the courage to step forward, visit [taylorguitars.com](http://taylorguitars.com).*

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**What percentage of your acoustic guitar sales are acoustic/ electric models?**



**Have you been noticing any significant shifts in the acoustic guitar market – either on the supplier or consumer sides?**

*“Quality is getting better with broad selection of colors and body sizes. Smaller body sizes are popular.”*

Wesley Edwards, Sr.  
Draisen Edwards Music  
Anderson, South Carolina

*“Yes, because of the woods import issue [it’s] hard to get certain instruments, period.”*

Donald Whalen  
Swansboro Music & Pawn  
Swansboro, North Carolina

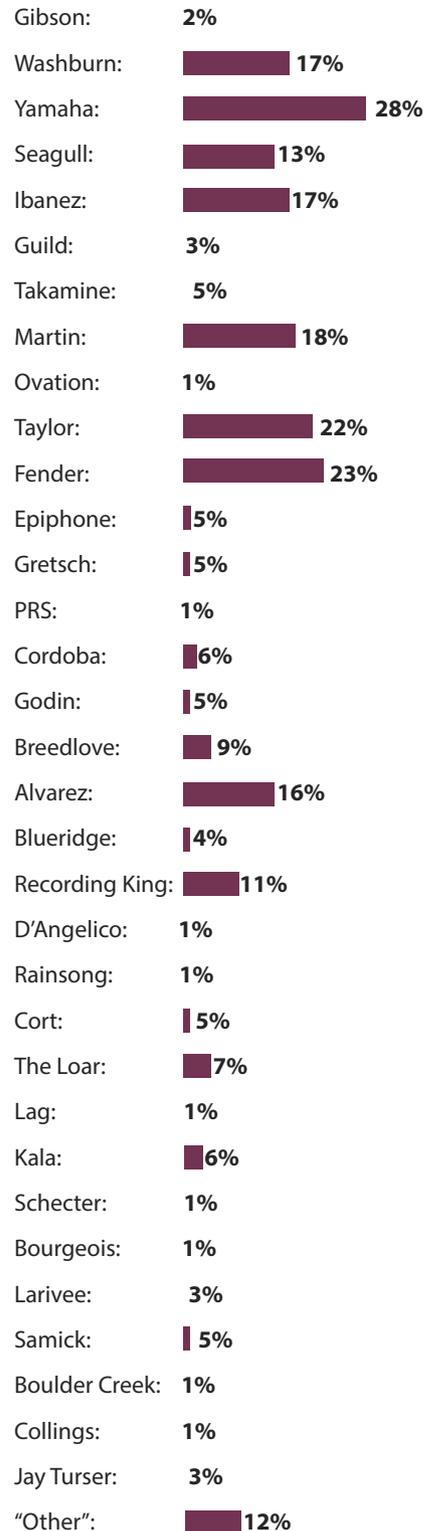
*“Reduced vendor SKUs and improved quality make it easier to stock wide selection of model variations vs. finish variations of the same model.”*

Eric Murphy  
Firehouse Guitars and Music  
Decatur, Georgia

*“Quality is the best ever but customers still need to be educated about humidity control.”*

Bob Willcutt  
Willcutt Guitars  
Lexington, Kentucky

**What brands of acoustic guitar are generating the most profit for your store?**



(The brands most commonly mentioned by those who selected “other” were, in order: McPherson, Teton, Eastman, National, Dean, Luna, Heritage, Walden, and Stag)

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## Musicwood, Part II – The Rest of the Story

### Stop Using Old Growth, Clear-Cut Sitka Spruce in Musical Instruments

By Tom **Bedell**, Owner of Bedell Guitars, Breedlove Guitars, and Weber Mandolins



**A**merica's largest national forest – the Tongass in south-east Alaska – is the only national forest where commercial clear-cutting continues. This forest treasure has stood magnificently for thousands and thousands of years. Trees growing as little as six inches a year have fought their way through the dense temperate rainforest for 400 to 600 years and tower as tall as 300 feet. Tight-grained. Straight. Unique strength-to-weight ratio. Incredible music wood.

More significantly, the impact on the unique ecosystem and culture of the dense old growth rainforest; the salmon, sea life, birds, wildlife – the interdependent environment – stand as America's unique natural resource in a world where tropical forests are threatened throughout the world. We advocate for saving the rainforests of the Amazon Basin, the Mayan Biosphere, the exclusive ecosystem of Madagascar, and the belt of tropical forests across Africa, Asia, and the Pacific. Yet, here at home, with our very own treasure, we turn a blind eye, allowing the devastation of forests that have existed for thousands of years. Once clear-cut – they are gone forever.

Alone, the music industry will not stop the plunder. But together, we can stand tall in setting an example of respect in honoring the old-growth Sitka spruce forests of our country. *We can all join together in not using any clear-cut, old growth Sitka spruce in our products!*

Over four years ago, Martin Guitars, Taylor Guitars, and Gibson Guitars cooperated in a Musicwood Coalition. They were part of an excellent film, "Musicwood." They spoke eloquently about the devastation caused by clear-cutting in the Tongass. Yet, sadly, today they continue to build acoustic guitars using clear-cut Sitka.

In the film, Forest Stewardship Council (FSC) is mentioned as a mitigation solution. Unfortunately, this is not the answer. FSC accommodates clear-cutting where the forests are able to regenerate. But once an old growth Sitka forest is clear-cut, not only is the entire eco-system neighborhood devastated, but also the second growth Sitka trees have no old-growth competition. The rapid growth trees regenerate a different forest.

It is estimated the USA acoustic guitar industry consumes the equivalent of only 200 Sitka trees a year. There are sufficient blow-down, dead, and salvageable trees to meet this supply. Additionally, if individual harvest were necessary, it avoids plundering the entire forest neighborhood.

We have created a website, [musiciansforforests.com](http://musiciansforforests.com). Please learn how easy it can be for all of us in the music industry to protect our old-growth Sitka forests. If musicians, retailers, and builders would insist that once all current Sitka inventory is consumed, no more clear-cut trees would enter the supply chain, we can stand tall in living our values and setting an example, that hopefully, other industries will follow. **MIMR**

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# Five Values and Guiding Principles of Leadership

By Menzie **Pittman**

**T**o be an effective leader in the music retail business, you need beacons and guiding principles to get you through the difficult job to which you committed yourself. In the beginning, quite often the leadership role feels as if it is deserved – as if you have earned the right to be the boss or the head voice. Fun, right?

But after you have been in a leadership position for a while, you soon sober to the truth that your skill set may need new and more sophisticated tools, and certainly sharpening of the tools that got you noticed in the first place.

## 1) Testing

When you are new to a leadership/management position, realize that all kinds of “stuff” comes your way. Because no one has had the chance to trust or not trust in your leadership, no one in your circle knows how you will choose to lead or what your methods and approaches might be. Therefore, people will put you on trial.

## 2) Consistency

In the beginning, as the person in charge, even when you solve problems, many people aren't convinced yet that you are “their leader,” so some may double down and re-test you. Consequently, your second stage of judgment will come in the form of examining your consistency.

This phase occurs when you must show that leadership for you is a way of life, not a subject you have studied or a diploma that you wave. It is innate to you. You have a clear vision that you share with others, providing them with resources to realize your vision and you ultimately inspire them to engage in the achievement of your passion. Therefore, the rule at this point is consistency; if you truly have a solid vision, consistency should come easily.

## 3) Values

The principal of values separates a truly great leader from a good leader. Interestingly, the longer you lead others, the more patient you become. You have had time to try and enjoy successes, as well as try and fail. Even in failure, though, you persevere, acting creatively to continue to inspire others to help achieve your dream. I think one thing many of us will agree on is that the very best leaders are all true to their *values*. Circumstances will morph, environments will ebb and flow, and conditions will be inconsistent, but values will always be at the core of any and all good, effective decisions.

You will really need your values when the decisions don't seem obvious.

Although you have worked your way into the leadership position, what you need to remember is the reward you have earned is the responsibility to make the hard calls. At this point you need your very best moral compass at hand. Great leaders always step up and act – and act with integrity.

## 4) A Few Truths

There is fresh hope in the beginning of any new business, but there is no guarantee that you will be financially successful. There

is no assurance you won't struggle or fail. There is one constant though, and that is that you will be tried, and not just a few times. You will be tried over and over throughout your career. Making bold decisions can be exhilarating. For example, you will inevitably make a choice regarding store expansion, a new retail line, or your store design. But what about when things are outside your control, like people-related problems where the lives of many may be affected? When it's a personnel problem, it's a more challenging decision, and that's when your values play such a critical role.

“If you truly have a solid vision, consistency should come easily.”

## 5) The Final Tally

Some business people believe that a fast decision shows strength, while others believe that a controlled response is the right way to show that you are an effective leader. Some people in leadership positions snipe (not a big fan of that method) and some quip with humor (guilty). But no matter your method, if your values are not ethical, your method is irrelevant because it won't hold up.

Your values are your guide to a gut check.

I always review my business decisions with great scrutiny. I ask myself, “Have I done everything I know how to do to improve a troubling situation?” Then I bounce the ideas off my most trusted allies (people both inside and outside my profession). I seek people with different styles, different experiences and often different opinions. But the decision I make is always based on one important and consistent truth: Are the values of the person or company in question congruent with mine? Do they inspire me? Do I admire them and the way they conduct themselves and conduct business? Would I be proud to say they represent my company and my values? If that test isn't met, I know it's time to make a change, or not engage in the first place.

At the end of the day, business isn't about money, and those who think it is are foolish. The capital that should drive the important business decisions you make should be integrity based. Yes, they should be based on solid *values*. **MMR**



*Menzie Pittman is the owner and director of education at Contemporary Music Center in Virginia (CMC). Following a performance and teaching career spanning more than 32 years, he founded CMC in 1989 and continues to perform, teach, and oversee daily operations. He has 50 years of musical experience as a drummer and drum instructor. Menzie is a frequent speaker at NAMM's Idea Center, and a freelance writer for MMR's “Small Business Matters” column.*

## ACCESSORIES

## Select Jazz Tenor Mouthpiece from D'Addario

The Select Jazz Tenor Mouthpieces from D'Addario Woodwinds are milled from solid rod rubber using D'Addario's precise computer-controlled mouthpiece-making technology. These mouthpieces capture the classic sound and response of vintage mouthpieces and are available in tip openings 6, 7, 8, 9, making them ideal for professional players or students.



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## D'Addario Premium Leather Guitar Straps

These premium leather guitar straps from D'Addario Accessories are made in the USA from the highest quality of padded, comfortable garment leather. The line of straps uses precision stitching and cutout applique designs and are available in onyx black, rustic brown, and crimson burst red. Straps are fully adjustable from 49" to 58."



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

## The Solderless Pedalboard Cable Kit from Boss

The Solderless Pedalboard Cable Kit from Boss is an easy-to-assemble kit that allows players to configure their pedalboards to suit their individual needs. Musicians can use these kits for custom pedalboard wiring and saving pedalboard space without sacrificing tone. No cable stripping is required, and the system only requires the tightening of a single ground screw on each connector. The kit includes compact bi-directional 1/4" plugs, 24K gold-plated contacts, and studio-grade cable that is manufactured using oxygen-free copper and braided shielding. Individual kits are available with a variety of cable lengths and connectors, including 2-ft. (\$19.99), 6-ft. (\$49.99), 12-ft. (\$89.99) and 24-ft. (\$149.99).



[www.boss.info](http://www.boss.info)

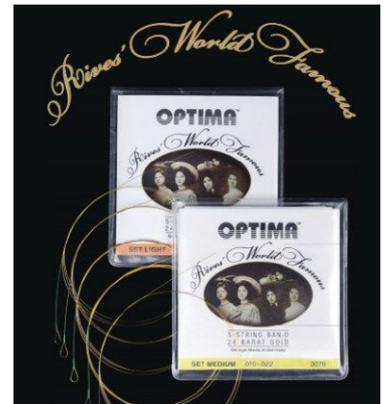
## ROK Remote Outlet Kontroller from Whirlwind

The ROK1 and ROK2 from Whirlwind are UL-listed devices that can turn power on and off for equipment in remote locations. These units are for controlling AC power to projectors, video displays, powered loudspeakers, and lighting fixtures.

The ROK1 switches can be used for single-phase 120 VAC, and the ROK2 can be used for switching single-phase 240 VAC or two legs of 208 VAC three-phase. Both devices are rated for switching 20-amp AC branch circuits.



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



## Optima 24K Banjo Strings

These banjo strings from Optima use gold to make the strings soft to the touch, and are handmade in Germany. The strings produce warm and unique overtones, while also protecting against tarnishing and corrosion, and come in full sets for five-string banjos.

[www.optima-strings.com](http://www.optima-strings.com)



## Model PSP60 Motorized Slide Potentiometer from Bourns

Bourns, Inc. has released the Model PSP60, a 60mm motorized slide potentiometer that features a longer lifespan, a touch sense lever allowing for quick adjustments during live shows, a servo track for console automation, and a snap-in connector for ease of assembly in production. The Model PSP60 is available in resistance values from 10kΩ to 100kΩ, as well as in a variety of standard taper options. Its long-life carbon element offers up to 1,000,000 cycles.

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

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## New Products

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### FRETTED

#### 362ce and 352ce Models from Taylor Guitars

The new 362ce and 352ce models from Taylor Guitars are the newest guitars in the company's 12-string guitar line. The 362ce's compact cutaway grand concert shape features solid Tasmanian blackwood back and sides and a mahogany top. The 12-fret neck and the 24-7/8-inch scale length also makes fretting easier. Other features include Italian acrylic small diamond fretboard inlays, black binding with crisp white top trim, a three-ring rosette, a black pickguard, and Taylor's ES2 electronics.



Conversely, the 352ce pairs Sitka spruce with sapele back and sides, as well as a gloss-finish top. The 362ce and 352ce will both be available at retail in August 2017 for \$2,099 and \$1,999 respectively, and come in a Taylor deluxe hardshell case.

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

#### Tim Armstrong Ruby Red Hellcat Guitar from Fender

The new, limited edition Tim Armstrong Ruby Red Hellcat guitar from Fender boasts a new and exclusive ruby red finish, inspired by the popular Rancid song, "Ruby Soho." The guitar features a matte ruby red finish and matte headstock and truss rod cover, as well as classic Hellcat inlays and a rosewood fingerboard. The model is based on Armstrong's own signature acoustic Hellcat, and all finishes on the guitar were selected by Armstrong himself. The guitar also features vintage-style frets and tuning machines and a Fishman Isys III.



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

### BAND & ORCHESTRA

#### Vosi TR2560LQ Trumpet from Antigua Winds

The Vosi TR2560LQ trumpet from Antigua Winds features a .460" bore, red brass leadpipe, an adjustable third valve slide finger ring, and stainless-steel pistons. These pistons not only provide a closer tolerance for more responsiveness and accurate performance, but they also require less maintenance than nickel-plated or Monel pistons and are more resistant to corrosion. The trumpet comes with a premium ABS case and is covered by a five-year limited warranty.



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

#### Vosi TB2211LQ Trombone from Antigua Winds

The Vosi TB2211LQ trombone from Antigua Winds features a .500" bore, a chrome plated nickel silver inner slide, and a nickel silver outer slide. The nickel silver outer slide is more durable and more resistant to corrosion than brass, and also has a quicker response and a fuller sound. The trombone comes with a premium ABS case and is covered by a five-year limited warranty.



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

AMPLIFICATION & EFFECTS

**The Platform Pedal from Electro-Harmonix**

The Platform pedal from Electro-Harmonix is a fully-featured stereo compressor/limiter that also includes an overdrive section and volume swell function. With the Platform's compressor/limiter, users can tune their instrument's dynamics and control volume, attack, release and sustain. Users can also control swell with a knob that increases swell from zero and notes fade in more gradually, and other dedicated controls alter volume, tone and drive. Other features include a three-color, bar graph LED array with eight LEDs that display the compressor's actual gain reduction in real-time, and mono in and out, mono in and stereo out, or stereo in and stereo out options. Price: \$212.



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

**D'Addario Chromatic Pedal Tuner**

The D'Addario Chromatic Pedal Tuner features a rugged aluminum enclosure, fast note detection, superb accuracy, wide calibration range, and a foot switch. The tuner's full-color vertical display allows players to quickly tune their instrument at home, in the studio, or onstage.



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

**BIAS Twin Pedals from Positive Grid**

The BIAS Twin Delay, Modulation, and Distortion pedals from Positive Grid are a new line of professional effects stompboxes designed for maximum tone versatility. All three pedals in the new line feature the same tone of the BIAS Pro pedals in a compact two-button pedal format. Each pedal includes nine presets that can be modified with six tweak knobs, and the pedals feature USB and Bluetooth connections that make them compatible with Positive Grid iPad, PC or Mac BIAS Pedal software. The pedals weigh 0.85 kg each and include ¼ TRS input and ¼ stereo outputs.



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

**1699R Statesman from KMC Musical Instruments**

The 1699R Statesman from KMC Musical Instruments is a two-channel, 50W amplifier that offers A/B/Both channel switching operation, tube-driven spring reverb, and variable send-and-return levels.

The Statesman's red channel uses the two-knob preamp from the Supro Thunderbolt amplifier for high-headroom power, while the blue channel contains the high-gain preamp, 2-band EQ, and all-tube reverb section of Supro's Comet model. In addition, both the effects loop and the reverb on the Statesman feature a relay-controlled spill-over effect. It is available in a 1x12 combo format or as a compact head.



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

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The 17" & 19" XSR Fast Crashes and the 22" XSR Ride are the newest models in Sabian's XSR line. Both the 17" & 19" Fast Crashes are hammered, as well as shaped and designed to accelerate the overall sound for a quick response with penetrating definition and power. The new 22" Ride is a mid-size bell that offers versatility and affordability.



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

**DR-01S Rhythm Partner from Boss**

The DR-01S Rhythm Partner from Boss features an integrated sound system and includes ready-to-play rhythm patterns that complement unplugged acoustic instruments. Users can access simple patterns and variations that are optimized for acoustic music styles, while dedicated buttons can adjust volume and tempo. Other features include a standard metronome for basic music practice, a sophisticated audio system, an aux in jack that allows users to play backing music from a smartphone, and a line out jack to use for connection to a larger sound system. The DR-01S can also support optional footswitches for start/stop, tap tempo, and triggering sounds.



[www.boss.info](http://www.boss.info)

**CASES & STANDS**



**Live Sampler/ Sequencer Cases from SKB Cases**

These two new Live Sampler/Sequencer Cases from SKB Cases offer quality form-cut PE foam designed specifically to house either the Akai MPC Live or Akai MPC X. The 3i1813-5MPCL iSeries Akai MPC Live Sampler/Sequencer Case can hold the Akai MPC Live and includes a large recessed compartment below the sampler/sequencer for cables and other accessories. The 3i2421-7MPCX iSeries Akai MPC X Sampler/Sequencer Case can carry the Akai MPC X and features an oversized carry handle, a user-friendly push button release tow handle, and convenient in-line wheels.

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

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**PRINT & DIGITAL**

**A Turkish Concerto for Trumpet from Schott Music**

A Turkish Concerto for Trumpet from Schott Music is a concerto in 3 movements that includes parts for both C and Bb trumpet.



Written by Fazil Say, the concerto was inspired by Say's Turkish origins, which can be seen in the characteristic metrical shifts and Eastern-inspired harmonies.

[www.en.schott-music.com](http://www.en.schott-music.com)

## ACCESSORIES

### GTA4500 Rechargeable Clip-on Tuner from TMP-Pro

The GTA4500 rechargeable clip-on tuner from TMP-Pro comes complete with a 410Hz -450Hz pitch range and +/- .5 cents detection accuracy between AO (27.5Hz) - C8(4186.0Hz). The GTA4500 features chromatic tuning modes for guitar, bass, violin, and ukulele, and a fully adjustable, four color, high-contrast display. The tuner is compact, measuring up at 1.3" x 1.2" x 3.7," yet supplies 5.5 hours of continuous use with the included 3.7V/110mAH included power supply.



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

## PRINT & DIGITAL

### Traveler for Symphonic Wind Ensemble from Carl Fischer

*Traveler for Symphonic Wind Ensemble* from Carl Fischer was composed by David Maslanka. The work was commissioned in 2003 by the University of Texas at Arlington Band Alumni Association, the Delta Sigma chapter of Kappa Kappa Psi, and the Gamma Nu Chapter of Tau Beta Sigma, in honor of the career contributions of Ray C. Lichtenwalter, retiring director of Bands at UT Arlington. This piece is now available to wind ensembles everywhere, along with an optional large full score.

David Maslanka

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### 92 Progressive Exercises for Cello – Volumes 1 & 2 from Schott Music

*92 Progressive Exercises for Cello – Volumes 1 & 2* from Schott Music by Friedrich August Kummer is ideal for students at all levels and is separated into two volumes by difficulty. These studies by Friedrich August Kummer are perfect for music lessons because they introduce the circle of fifths and offer exercises at all levels of difficulty. Both editions are based on the first edition, which was published in 1839, and have adopted the original fingerings and bowing indications.



[www.en.schott-music.com](http://www.en.schott-music.com)

### SnapCards from Carl Fischer Music

SnapCards, Sight-Reading Skill Building Flashcards in a "Snap"! by Theresa Pritchard from Carl Fischer Music is a series of skill-building flashcards that helps students learn to sight read. This method simplifies the subject and includes exciting suggestions for using the cards in class for teaching and assessing reading skills. SnapCards features intervals inherent to the given voice sight reading skill set (upper treble clef [soprano and tenor]; lower treble clef [alto]; and bass clef), grouped into ten groups of five, with each pitch set building upon the previous one.



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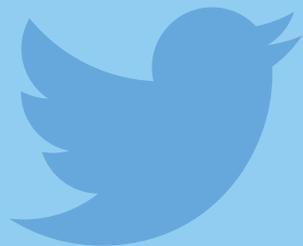
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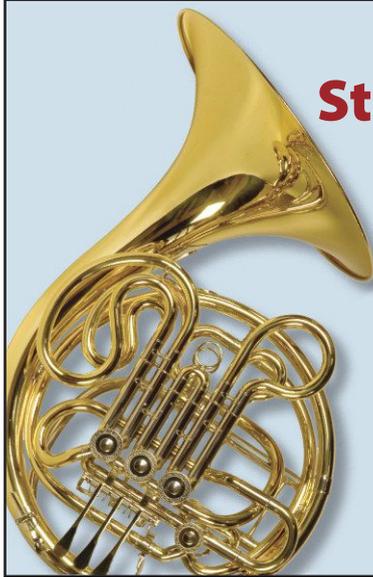
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By Dan **Daley**

# Smarter PA Systems Will Offer MI Retailers a New Opportunity

**H**istorically, one of the hardest things for performing musicians has been getting the PA sound right. Two things have been happening to make that less of a problem, and they may combine to make more musicians more interested in buying their own sound systems.

First, as it's become clear that performing live is the primary way to make money in music, as opposed to selling recorded music, there are far more resources available now to the average musician now that can help him or her recreate on stage what they did – or would have done – in a studio. (It's surprising how many songs now exist first as live recordings.) These range from entire curricula at media-technology schools like SAE, Full Sail, Blackbird Academy, and others based on live sound, to online courses that cover everything from the basics of live sound to advanced mixing and system design. As with recording, which went through this same academic arc over the last two decades or so, a little knowledge can be a dangerous thing, but overall the median live-sound IQ of the average musician has been headed in an upward direction.

## Live And User Friendly

At the same time, pro audio product developers have been working on making new live-sound systems that are ever simpler and more foolproof to use. Earlier this year, Harman introduced the Connected PA, marketed as “a complete, integrated system of live sound products that allows musicians and performers at any skill level to quickly and easily get professional results.” Using app-based control and Harman's ioSYS software, musicians can determine speaker and mixer placement, use the app's presets to quickly get vocal and instrumental EQ and dynamics settings in place, and connect external devices effectively. The key phrase here is “any skill level,” and the use of an iOS or Android app as the control hub that act as dog whistles for Millennial-generation customers.

We've seen other PA solutions with simplified operation; most notably, Bose's original L1 and its various successor models made plug-and-play live music a reality when the line first appeared in 2003. The L1 solved perhaps the most common issue in DIY live sound: feedback. In doing so, it also largely negated the need for monitors, since the L1's speakers could be placed behind the vocalists, further reducing the workload on musicians who mixed their own live sound.

There are others of varying levels of automation, but if the imminent era of the self-driving car has taught us anything, it's that we'll soon be seeing on the horizon some remarkably capable automixing

features, with automation taking over that most fundamental functions of live sound. In other words, portable PA systems are only going to get smarter (and if Moore's Law continues to maintain validity, they'll get cheaper, too). Automixing devices are reaching new levels of sophistication in the installed-sound and event-AV sector, allowing a single FOH mixer to run multiple stages and systems for relatively simple productions. These will find their way into the portable MI PA sector in short order. We already have studio monitors and home-theatre speakers that can automatically calibrate themselves for the particular environment they're being used in; that same technology is imminent in the portable PA category. And networked

**“Overall the median live-sound IQ of the average musician has been headed in an upward direction.”**

audio is fast filtering downward in product cycles; Harman has already announced future plans for its Connected PA ecosystem to be able to automatically recognize new devices on its network, which augurs for plug-and-play sound-system design sooner than later. These are collateral to the kind of practical AI research and implementation that's already changing how we do other things in life, from driving to shopping.

MI retailers can insert themselves into this evolving proposition. Pro audio departments already show and sell portable PA systems – JBL's own EON system, which used injection-molded plastic to make the speakers as bump-proof as they were easy to hump when they were introduced in 1995, were an early entry into MI-channels for live sound. The number of products in the category keeps growing with new ones in evidence at the recent InfoComm and Summer NAMM expos. The inflection to note is the integration of smart DSP with portable PAs. Retailers are urged to stay out in front of this one, because it's rare that a trend makes itself this apparent and potentially far-reaching this quickly. (Sold many auto-tuning guitars lately?) Pointing out the benefits of smarter PA systems to customers can help position a store as a technology resource as well as a product supplier.

Pro audio products will keep getting smarter. People? Maybe. Now that's an equation that's begging to be solved. **MMF**



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