

M M M R

MUSICAL MERCHANDISE REVIEW



showreport

BACK in the Saddle

Summer NAMM 2021 Puts the Spotlight on a Resilient and Rebounding MI Industry

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Small Business Matters: Embracing Change



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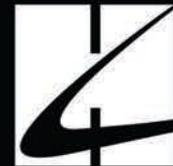
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Vol.180 AUGUST 2021 No. 8

Show Report

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The first major in-person industry event in a year and a half was both more vibrant and better-attended than some may have predicted.

Survey

'Has to Be Better than Last Year': MI Retailers Look to Capitalize on a Return to In-Person, Classroom Schooling **17**

The 2020 academic year was challenging in a number of respects and school music programs – and the MI dealers who serve them – felt the crunch. With in-class learning returning in the fall (fingers crossed), retailers are planning “back to school” sales and promotions.

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We sit down with Yuji Hanabusa, president and CEO of TEAC Corp., to discuss TASCAM's 50th anniversary, his own history with the company, and expectations for the future.

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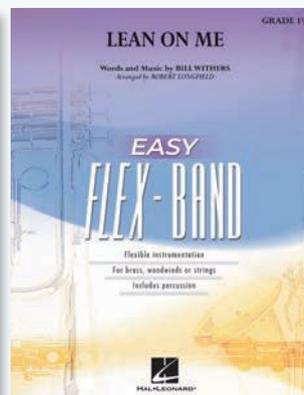
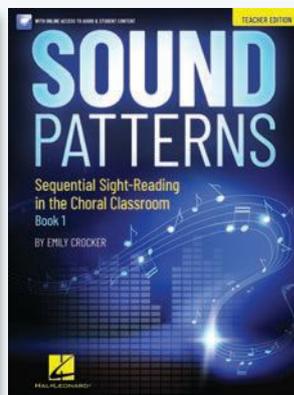
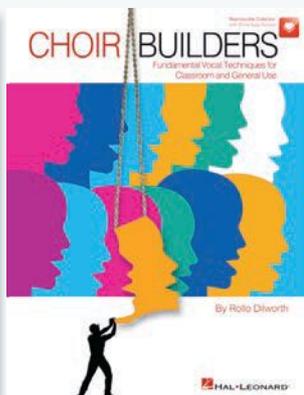
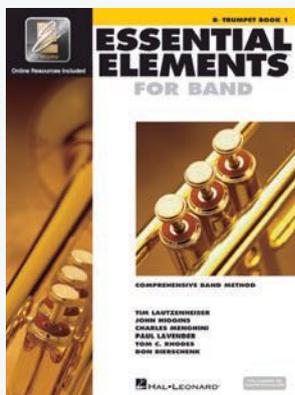
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Please Allow Me to (re)Introduce Myself...



By Christian Wissmuller

Here we are, smack-dab in the middle of summer, and I'm about to ask you to think about events in December. Hey, it's only fair – if I've got to be mindful of this stuff, you could at least come along for the ride, too.

Nominations for *MMR's* 29th annual Dealers' Choice Awards (DCAs) are now open. Hit up <https://mmr-magazine.com/site/dca/> to let your voice be heard! While the voting for final winners across all categories (later this fall) will be limited to current *MMR* subscribers only, this part of the process is open to *all*. Know of a recent product or instrument introduction that has been ringing the register at your MI retail business? Now would be the time to share that info with us and your fellow readers and dealers.



As usual, we'll be announcing those who worked their way to top honors in our December issue, but before we get there, you all need to help determine who deserves to be considered across each of the 17 categories. If you're exclusively, say, a Band & Orchestra retailer, simply nominate brands and models relevant to your business and leave the rest blank – couldn't be easier! If you don't have much to say about electric guitars or sound reinforcement, but lots to suggest when it comes to home digital keyboards, that input is not only welcome, but essential. Please join the fun and help determine what brands will ultimately wind up with pretty, pointy, heavy crystal trophies (the things could truly do some serious damage and are *brutal* to lug around the Convention Center) come Winter NAMM-time when we hand out the things.

Oh, yeah – the *other* "big news": *MMR*, along with sister titles, *School Band & Orchestra*, *JAZZed*, and *Choral Director* recently went through a change in ownership (see page 8 for more details), but it's pretty much business as usual over here – only more focused, more determined, and... well, *better*. All the usual hoo-ha, such as the annual Dealers' Choice Awards, remains as it ever was. I've been through four of these "transitions," myself, and I can say with absolute honesty and no small degree of pride (Humility? Pfft... What good has that overrated character trait ever done me?) that we remain dedicated to covering and serving the MI community at the highest level and look forward to continued and strengthened relationships with all of our readers and partners in the industry. The *MMR* of today is now staffed exclusively by musicians, gearheads, nerds, geeks – we're all lifers who "get" both you and your customers and have the piles of gear, tales from the road, and diminished checking accounts to prove it.

Summer NAMM (see page 12) was a welcome reminder of why ours is the business I want to be involved in. I ain't goin' nowhere. *MMR* has been around for over 140 years and I'll be damned if that noble lifespan is going to be cut short on my watch. With Mike Lawson at the helm as publisher (Do ask him about his eight billion guitars – assuming you have three hours to spare) it's a safe bet that we'll be doing everything we can possibly think of to help advance music making and music education in the months and years to come.

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artistpro, LLC Acquires Timeless Communications MI/Education Trade Magazines

Terry Lowe, of Timeless Communications Corp. (TCC) – a Nevada corporation – announced on June 23, 2021 that longtime music industry publisher and then-current employee Mike Lawson had acquired *Musical Merchandise Review*, *School Band & Orchestra*, *JAZZed*, and *Choral Director* and will produce all issues from August, 2021 forward. Lowe will advise Lawson’s company, artistpro, LLC – a Tennessee Limited Liability Company – as a consultant to help ensure their ongoing successes.

Said Lowe, “Mike is an old friend and experienced publisher who loves the MI trade and music education. This profitable group of publications have been in tremendous hands the past several years since we acquired them, and both Mike and Christian have worked diligently to get our company through the COVID-19 crisis with great success. With the touring and performance businesses rematerializing now to pent-up demand, I want to put our full focus on *FRONT of HOUSE (FOH)* and *Projection, Lights & Staging News (PLSN)*, so the time was right to pass the torch and allow Mike and his team to see them into the next generation, while we help our mutual reemerging markets grow in this new normal era we are entering.”

MMR was founded in 1879 and publishes a monthly print magazine, website, and newsletters for music retailers and musical instrument manufactures. It continued in print throughout the COVID-19 crisis and continues to be the market-leading publication in the music products industry.

Boston-based executive editor Christian Wissmuller says, “In early 2002 I began what has shaped up to be a colorful and rewarding two-decade journey reporting on the MI industry. It’s been an honor to serve as one of the stewards of *MMR*, the longest continuously published trade magazine with the largest readership in the business. Now, as one of the most challenging times the market has faced in a century is ending (fingers crossed...), ownership of this 142-year-old title is passing into the capable hands of Mike Lawson. I’m pleased to remain a key part of the team as we collectively look towards celebrating a rebounding and vibrant market.”

Nashville-based Lawson served as of editor-in-chief of *SBO*, *Choral Director*, and associate editor of *JAZZed* since 2014. He has a rich 30-year history in print, digital, video, and periodical publishing, with deep experience in management of business operations, plus a devoted interest in supporting music educators. Since 2011, Lawson has also served as executive director of Technology in Music Education (TI:ME), helping produce countless professional development sessions, and intends to continue in that role.

Previously, he launched MixBooks in 1996, acquiring it with partner Brad Burkhart and forming artistpro Publishing in 2000, then led its sale to Thomson Learning in 2004. When Thomson abandoned the brand name, trademark, and URL, then exited the music reference book business, Lawson formed a new entity as artistpro, LLC in Tennessee in 2016, helping former authors regain their rights to the vast catalog they published together.

The magazines will continue uninterrupted, with artistpro retaining the same editorial, art, sales, and fulfillment services that have long produced the publications.

artistpro, LLC can be reached at artistpro.com

Musikmesse Announces Dates and First Details for 2022

The next Musikmesse will take place from April 29 to May 1 2022. With a new, audience-oriented sequence of days (Friday to Sunday), Messe Frankfurt is underlining the path it has already taken in previous years. In this way, the event wants to open itself up even more than before to people interested in music and musicians of all proficiency levels. In terms of content, Musikmesse 2022 will also focus on new themes that go far beyond the presentation of musical instruments and accessories. In this context, the Musikmesse Festival (April 28 to May 1) and the Musikmesse Plaza (April 30 to May 1) will also enter a new round.

“As hard as the crisis has been felt in the music and event industry, we are going full steam ahead to lead Musikmesse into a successful future,” says Wolfgang Weyand, director Musikmesse and Festival. “Against the backdrop of the upheaval in the instrument trade and the continuing tense market situation overall, there is no question that this will also require adjustments to the trade fair concept in the future.” The latest information about Musikmesse is available online at www.musikmesse.com.

Lamond to Step Down as President and CEO of NAMM

On June 28, at the annual NAMM Board of Directors meeting, Joe Lamond, NAMM president and CEO, shared his intention to step down as the leader of the 120-year-old trade association, effective spring 2023. Lamond, who has served at the helm of NAMM for the past 20 years, will work with the NAMM Executive Committee over the next two years to ensure a smooth transition of leadership for the association, The NAMM Show and Summer NAMM, and its other member activities.



“Serving our global membership and working with the talented NAMM team has been an absolute honor,” shared Lamond. “However, I’ve always thought of my life in terms of chapters, the musician and touring chapter, the music retail chapter, this amazing NAMM chapter, and now perhaps one more mountain ahead left to climb. One thing is for sure, we’re going to take the time to get this transition right. We are committed to finding the best possible CEO for NAMM, one who can lead this great organization and industry and serve our global membership in the years ahead.”

During his announcement, Lamond noted that the longevity of steady leadership seemed to be a hallmark for much of NAMM’s history, with his predecessor Larry Linkin’s appointment to the role in 1981, and before that, William Gard in 1948.

The NAMM Executive Committee will undertake the search for the next president and CEO to lead the organization. After the leadership transition is complete, Lamond is committed to remaining active with the NAMM Foundation and its work in support of music and music education.

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Music & Arts Welcomes Mississippi Music to its Retail Family

Music & Arts has acquired the four Mississippi Music stores, located in Flowood, Biloxi, Hattiesburg and Meridian, Mississippi. These acquisitions represent the very first Music & Arts locations in the state of Mississippi.

Mississippi Music has had a rich history in these communities serving families and schools, and the locations have now been welcomed into the Music & Arts family of stores. The agreement was finalized and went into effect on July 21, 2021 and the terms were not disclosed.

"After 75 years, it was time to come up with a plan to transition Mississippi Music's business in a way where it could continue to scale and grow to keep up with the demand of our beloved and loyal customers," said Rosi Johnson, owner of Mississippi Music and former NASMD president and NAMM board member. "This acquisition is the best of all possible

outcomes as Music & Arts will bring more diversity, more options and continue to be located across our areas to serve our musicians, school music programs, and customers. This is not the end but a new beginning."



In transitioning to Music & Arts, all of the Mississippi Music retail staff, education reps and repair techs have the option to remain in their current positions. Five dedicated education reps will continue to work based out of these locations – one apiece at Hattiesburg, Biloxi, and Meridian, and separate primary and secondary education reps at Flowood. These reps maintain an intensive strategy of meeting one-on-one with every music educator possible in their communities.

people on the move

JodyJazz, Inc. has announced that Tyler Schaefer has joined the company in the role of product specialist for the Rousseau and Chedeville Brands. Schaefer has a Masters Degree in Saxophone Performance from Illinois State University. He is also an accomplished classical clarinet player.

In this new role, Schaefer will support numerous important company functions through the provision of specialist product expertise. He will be the key liaison for the Rousseau and Chedeville artist endorsers, represent the two brands at tradeshow and educational events, and will work directly to expand relationships with schools and colleges. He will be responsible for developing training programs to support the company's sales activities and will also assist company president Jody Espina in the expansion and development of the Rousseau and Chedeville product ranges.



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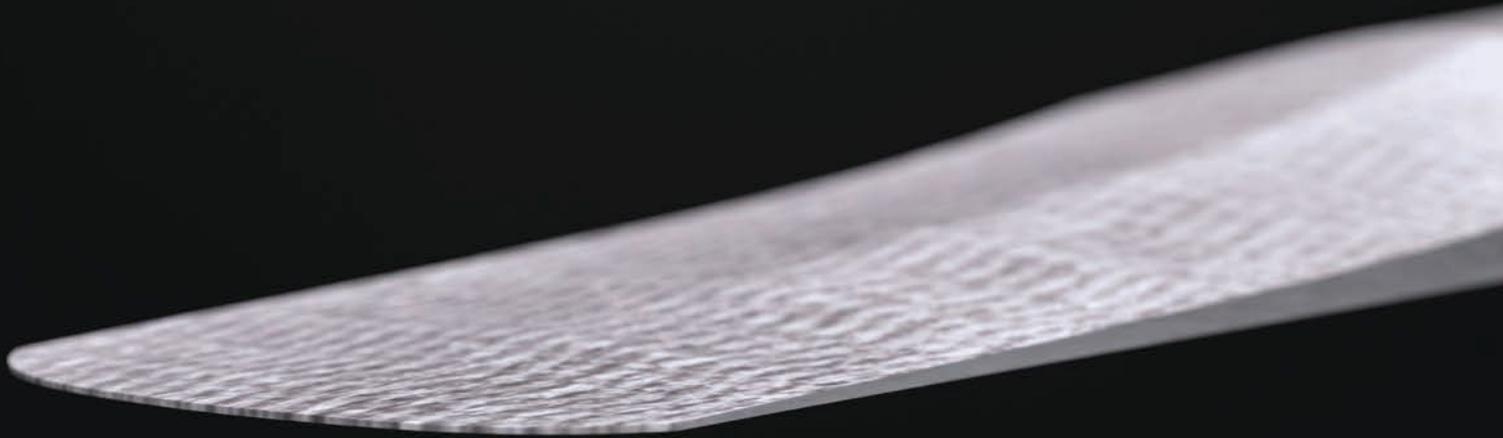
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BACK

in the saddle

“From the moment I arrived in Nashville on Monday and attended the NASMD opening reception to the final NAMM YP session Friday afternoon that featured Andy Zildjian, Summer NAMM reminded me once again of the passion and energy of this industry,” says NAMM president and CEO Joe Lamond. “I have no doubt that others felt it, too, and that the competitive edge our members left with will follow them through the second half of the year and propel us all into Winter NAMM 2022.”

Based on the feedback we at *MMR* received from both exhibitors and attendees, nearly everyone did, indeed, feel that passion and energy. The first major in-person industry event in a year and a half was both more vibrant and better-attended than some may have predicted, with an active floor and numerous off-site celebrations.

The weeklong gathering, which took on a pandemic protocol-dictated size and approach, welcomed fellow industry associations the Alliance of Independent Music Merchants (AIMM), the Event Safety Alliance (ESA), the Music Achievement Council, the National Association of School Music Dealers (NASMD), Retail Print Music Dealers Association (RPMDA), and Show Makers in co-located yet socially distanced

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By Christian **Wissmuller**

conferences and events. In total, 5,671 influential NAMM members representing a cross-section of buyers, independent music retailers and commercial members in music products, pro audio and technologies took part in the conference, which convened more than 700 brands represented by nearly 300 exhibitors.

NAMM U and TEC Tracks

Across the two days of Summer NAMM, NAMM U and TEC Tracks welcomed a convergence of established and emerging professionals and thought-leaders and experts transforming the industry to share in big, actionable ideas, new perspectives, and future-focused outlooks to help members meet the challenges of today and position their businesses for the future.

Each day of the show started with a special NAMM U opening session in the NAMM Event Center. On Thursday, a panel of manufacturers and retailers joined Joe Lamond for the “2021 State of the Industry Address.” In a series of one-on-one interviews, Lamond welcomed Sammy Ash, Sam Ash Music; Jamie Deering, Deering Banjos; Chris Martin, C.F. Martin and Co.; Laura Penrose, Nick Rail Music and Penrose Strings; and Barbara Wight, Taylor Guitars, to explore the state of business, the future and lessons learned from a once-in-a-lifetime pandemic.

Reconnecting and Celebrating at Special Events

Summer NAMM networking events and traditions, including the American Eagle Awards and the Top 100 Dealer Awards, returned on Thursday of the show. The American Eagle Awards recognized iconic a cappella group Take 6 and music educators across America for their extraordinary service during the pandemic. The awards are presented each year in recognition of long-term contributions to American musical culture, the idea of music education for all children, and the need to protect creators’ rights both locally and internationally.

Later that evening, members gathered to celebrate and applaud the accomplishments, resilience, and commitment of music retailers in serving music makers in communities around the world at the Top 100 Awards. Now in its 11th year, this year’s awards recognized West Music Co. with the “Dealer of the Year” award, the top honor. View the full list of Top 100 Award honorees at www.namm.org/summer/2021/top-dealer-awards/winners

The 2022 NAMM Show will take place January 20-23 in Anaheim, California. Registration will open in the fall. www.namm.org

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Voices from the Show Floor

"The Taylor Guitar booth seemed 'alive' from the opening to closing bells. It was great seeing our dealer partners who thanked us for the support we gave them through both our on-line training program (Taylor Guitar University) as well as helping them keep customer engagement high via an aggressive sales promotion we implemented at the beginning of the pandemic. We responded to that with our utmost appreciation for everything they had to navigate through! They were 'on the front lines' – learning new ways of communication and marketing via their websites and social media... Taylor Guitars had a great show, and we thank NAMM for helping draw dealers to Nashville!"

Richard Casciato, Taylor Guitars

"This was one of the first NAMMs where we really didn't know what to expect! We made the commitment to support the industry regardless of how it actually played out. With that being said, it ended up exceeding our expectations. Sometimes events shouldn't be judged on the quantity of people, but the quality of people. The dealers that were able to make the journey to SNAMM showed optimism and were ready to discuss ways to collaborate for the future. SNAMM's theme of We Are Better Together resonated throughout the convention and it was amazing to connect in person with our industry family. We had a lot of fun and the conversations were beneficial which leads us to believe that Winter NAMM will be unlike any we've ever seen."

David Jahnke, Hal Leonard

"Our AIMM Summit, NASMD, and RPDMA were really nice to have at the same time as the Summer NAMM Show. Though the actual NAMM Show was light in many ways, including attendance

by vendors and dealers, having the other events combined with it made for a very beneficial week. Very few actual sales were written, but that's partially due to changes occurring in our company structure. Overall, it was a very positive at the Show, but mainly from the standpoint of time to get out and get together again after 15-18 months of being locked up and meeting via ZOOM."

Mike Guillot, Mississippi Music, Inc.

"I think Summer NAMM was extremely successful for us. Traffic exceeded expectations, we got to meet with a lot of quality dealers and quite strong interest in our new product announcement. Overall, everyone seemed to be playing it cautious (smaller booths, fewer staff) but we were busy throughout the show. Absolutely no regrets in attending whatsoever!

Daniel Boatman, IK Multimedia

"I was pleased with the Summer NAMM show and the efforts made by the NAMM team. The attendance was good and there were many happy exhibitors speaking with attending dealers, and fewer guest badges that often distracted from them doing business with buyers."

Mike Lawson, artistpro

"I expected it to be different. The rapidly changing restrictions and levels of concern about COVID-19 among the attendees and the organizers of the show made planning the show very difficult, I'm sure. I think everyone did their best. There were more people attending than I anticipated – lots of buyers, ready to go. I enjoyed that everyone we talked to was serious and in a position to do something.

"Like many of our contemporaries, our production is sold out well into the future – and due to extreme logistics issues, giving dealers accurate delivery time projections is impossible. If we could increase our supply and solve these issues to meet our demand, we would have written many sales at this show. I thought the vibe was good. I enjoy NAMM – it's how we maintain many friendships and stay in touch with people in the industry. I think the organization is important beyond just the trade show."

Ken Haas, Reverend Guitars

"This was SoundOn's first Summer NAMM Show, and we were glad to lend our support to NAMM by participating in the first face-to-face show since the pandemic. We were also proud to showcase Audio Design Desk, which we believe is the future of audio for video production software."

Gabe Cowan, SoundOn



Bari Woodwinds' Gary Spears and Ron Van Ostenbridge



Gibson Guitars' James "JC" Curleigh



Taylor Guitars' Rick Casciato

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Theo Wanne and Brian Vance of **Theo Wanne**



Wayland Winston of **TKL Products Corp.**



Early Thursday morning on the Show floor

"The show was a little better than I expected. Everyone was dipping their toe in the water and it felt just fine. Not a mask in sight and it didn't seem to bother anyone."

"Gibson under JC and Cesar has the brand back and are doing a splendid job of returning to the former glory. I have nothing positives to report and I am looking forward to what's next. I am not used to the honesty and refreshing vision this company lost over the past few decades."

"Everyone I spoke to realized we were in the same boat, so instead of bitching to the manufacturers, we were all just glad we were able to see the light of day and the light wasn't on oncoming train. So many were grateful to still be standing. No one has gear, no one's getting gear, no one's getting parts from overseas, no one can get the parts off the docks, the insane prices of a containers, the future with imminent price increases that have to be passed on, and so many similar instances present challenges."

Sammy Ash, Sam Ash Music

"Regarding NAMM: It was smaller than I expected... Overall, I thought the vibe was positive, but hampered by attendance post-COVID. We are very hopeful for Winter NAMM, but not sure that we would return to Nashville next year."

David Law, NoisyClan

"I have nothing to compare since this was my first NAMM Show, but was glad to have a place to meet vendors and see their products first-hand. I was able to connect with several vendors that I plan to do business with and feel that my time was well spent."

RJ Sutton, RJ's Hand Picked Guitars and Gear

"Honestly, I wasn't sure what to expect from summer NAMM. Part of me felt it would be almost normal, but as we inched closer to the date, my expectations kept changing. Some of my friends in the industry were certain about going and some were hesitant about it. I knew Nashville was quickly getting back to "normal" because I have friends and family there, and I had just recently visited there... The show was definitely lighter in attendance, but this gave smaller dealers a better chance at quality face time with suppliers. At this show everyone that attended was noticeably appreciated, and there were lots of people from all around the country. I am sure Nashville's allure helped that, and the Top 100 event helped too. But importantly, industry leaders were definitely in attendance."

Menzie Pittman, Contemporary Music Center

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'Has to be Better than Last Year'

MI Retailers Look to Capitalize on a Return to In-Person, Classroom Schooling

By Christian Wissmuller

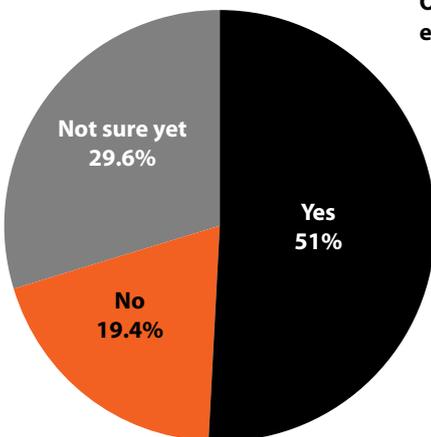
The 2020 academic year was challenging in a number of respects (maybe you noticed?) and school music programs – and the MI dealers who serve them – felt the crunch.

While there are, unfortunately, signs that we're all not quite in the clear and "back to normal" yet, it nonetheless seems probable that in most areas of the country, in-class learning will once again become the rule, rather than the exception. Many retailers are anticipating this shift back to more familiar territory by planning accordingly. More than half of the participants in this month's dealer survey (51%) report that they'll be hosting

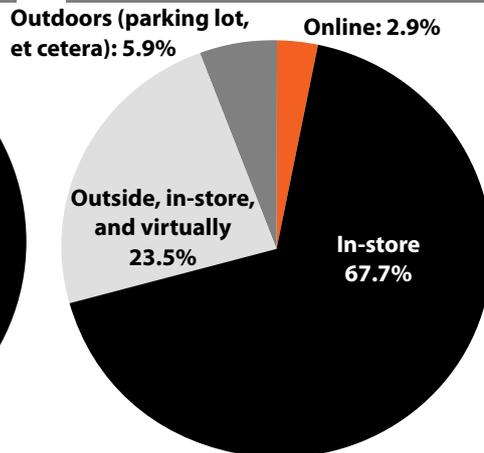
some type of "Back to School" sale or promotion – a complete 180-degree shift from last summer, when just over half (50.8%) said they had no plans to launch any initiative in advance of the fall semester.

"Lots of unknowns still, but we are thinking positively and trying to be as 'normal' as possible," offers Drew Parker of Separk Music in Lewisville, North Carolina, while David Garmon of Elberton, Georgia's Dave's Music perhaps sums up the overall hopes for the coming school year most succinctly: "Everyone I talk to is ready to get back to business!"

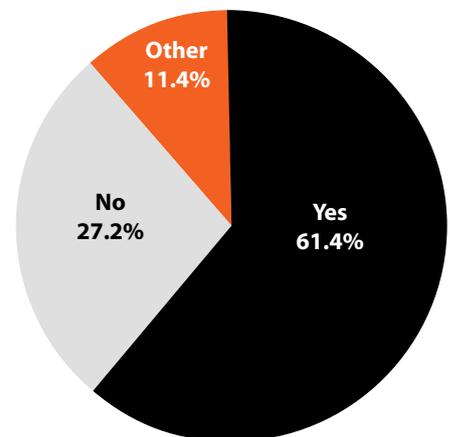
Are you planning any special "Back to School" sales, events, or promotions for the upcoming school year?



If you are holding a specific event or sale for the upcoming fall semester, it will be held...



Do you have a direct, formalized relationship with school districts and band directors in your area?



What are your overall expectations for "Back to School" sales this summer?

"Schools are spending leftover cash from '20-'21. We expect '21-'22 to be strong with re-recruiting in multiple grades."

Dave Krogan
Frank Rieman Music, Inc.
Des Moines, Iowa

"Increased from last year (pandemic)."

Ruth O'Neil
Song-a-Day Music
Coventry, Connecticut

"A great year. Everyone I talk to is ready to get back to business!"

David Garmon
Dave's Music
Elberton, Georgia

"We are expecting them to be up (fingers crossed)"

Pat Bowles
Saied Music Company
North Little Rock, Arkansas

"I think things are slowly getting back to normal. We are planning on starting next year like a normal school year."

Bart Breber
Breber Music Co.
Elkhorn, Wisconsin

"Looks better than 2020. We expect music enrollment down 20 percent [though]."

Ted Kuehnert
Jim's Music Center
Tustin, California

"Over the summer, sales are shaping up to be a bit thinner than prior to the pandemic. We do anticipate a strong fall and holiday season, however."

Jonathon Breen
The Music Shoppe, Inc.
Normal, Illinois

"YTD sales are record-setting, we are more concerned with keeping the supply of products flowing than discounting merchandise."

Geoff Metts
Five Star Guitars
Beaverton, Oregon

"Has to be better than last year. Hoping we can get people excited about getting back to music."

Richard Frankel
Musical Offerings
Derby, Kansas

"We sell pianos and along with supporting local music festivals, we have scheduled early summer visits with local school districts and colleges."

Dave Bender
Cunningham Piano Co.
King of Prussia, Pennsylvania

"Hopefully much better than last year."

Ron Shuff
Shuff's Music
Franklin, Tennessee

'What Kinda Funny-Lookin' Saxophone is That?'

The Robust Bass Clarinet Market in 2021 is No Joke

By Christian Wissmuller

The bell makes a great duck-call! Almost no tuning needed! Clicking the keys just right sounds just like a galloping horse! What's the purpose of the bell, aside from storing the ashes from the rest of the instrument?

There are plenty of jokes about bass clarinets, but it's no laughing matter that, along with the B \flat , A, and E \flat varieties, these single-reed woodwind instruments are versatile, indispensable tools within the worlds of classical and jazz music – and even have a frequent role in many rock, klezmer, and Brazilian songs. In other words, my friends, they are popular (read: they generate profit).

MMR recently touched bass (pun unintended, but it stays) with three major players in this market segment to see how bass clarinet sales fared during the pandemic-related lockdowns of the past 15-plus months, what specific models are driving sales, and what the near-future likely holds. Read on...

For your brand, what's currently your "hottest" bass clarinet model (or models)?

Matt Vance: Right now, the Buffet Crampon Tosca professional bass clarinet (BC1195-2-0) has the most interest from a consumer standpoint, although the Prestige (to low C, BC1193-2-0) remains the sales backbone of our professional bass clarinet family. The Tosca bass was introduced in 2015 and was notable for the "bright B \flat " register key innovation and adaptation of the bore/sound from the Tosca B \flat , A, and E \flat models. Many of our prominent bass clarinet artists have adopted the Tosca as their instrument choice; however, there is still a large segment of artists, professional players, and educators that prefer the Prestige. The 1180 student/performance bass clarinet (BC1180-2-0) is also extremely popular in the school music segment. It is one of the only basses in that range with an African blackwood body and silver-plated keywork.

Scott Campbell: We are very fortunate to have two legendary clarinet brands, Selmer and Leblanc. Our most popular Leblanc bass clarinet is the L7168 student model, while our most popular Selmer models are the legendary Selmer 67 Privilege low C professional bass clarinet and the 1430LP student bass clarinet.

Brian Petterson: Yamaha bass clarinets provide exceptional value to players at every level. Each model is designed to deliver what the player needs most. The professional models, with range options to low E \flat or low C, excel when used in high school and college ensembles. However, it is the durable and reliable YCL-221II student bass clarinet that has helped thousands of beginning



“Expectations are to see a steady increase over the coming months and leading through Q4 that will lead into exciting new products for the coming year!”
 – Scott Campbell, Senior Category Manager - Woodwinds, Conn-Selmer, Inc.

clarinetists succeed from the start. This model is the foundation of the Yamaha bass clarinet line – and the foundation of clarinet sections all over the world.

Many segments of MI experienced quite robust sales during the pandemic-related lockdowns of 2020 and beyond. How did bass clarinets fare during that time?

SC: Though the B&O side of the industry did not see the robust sales found on the combo and electronic side of the industry, our bass clarinet sales did very well with our professional bass clarinets sales seeing the most growth over previous years. This would be connected to school-related purchases, as well as professional and amateur musicians taking the opportunity to upgrade their instruments.

BP: The bass clarinet market remained active throughout the last year and has been tracking above our expectations. Some educators have used economic stimulus funds during this time to purchase bass clarinets, limiting the need to share instruments and maintaining the best possible health and safety situation for students. It is still possible for educators to secure ESSER funds for this purpose – to improve their programs and address learning loss from the past year. These are billions of dollars in funding that can be used for instrument purchases and maintenance, but many music teachers still do not know they have access to them.

MV: Like many of our professional instrument segments, Buffet Crampon bass clarinets performed very well during the lockdowns and continue to show strong sales. Sales were especially encouraging in the school bid, military bid, and specialty shop categories.

Have you been noticing any significant trends when it comes to buying habits of end-users for these instruments? Are any particular features, finishes, et cetera resonating with players?

“Like many of our professional instrument segments, Buffet Crampon bass clarinets performed very well during the lockdowns and continue to show strong sales.”

– Matt Vance, Woodwind Product Specialist, Buffet Crampon USA



Buffet Crampon's 1180 Bass Clarinet



Conn Selmer Paris 67 Bass Clarinet

Yamaha's YCL-622II Bass Clarinet



“It is still possible for educators to secure ESSER funds for this purpose – to improve their programs and address learning loss from the past year.”

– Brian Petterson, Sr. Marketing Manager,
Winds & Strings, Yamaha Corporation of America



BP: Key features that bass clarinetists look for are durability, precise intonation, and quality of sound and ease of response in all registers. The Yamaha YCL-622II bass clarinet with range to low C is the main choice for professionals since many orchestral, wind band, and solo works now require the use of this extended range. However, many professional jazz players (as well as students) prefer a bass clarinet with range to low E \flat since it is smaller, easier for travel, and lighter.

MV: Most professional players gravitate to the low C models, like the Prestige and Tosca. However, we introduced a “convertible” model in 2017 – the Prestige bass with a removable extension (BC1183R-2-0). The unique design allows the player to configure the bass for either low C range (with the extension), or range to low D with the extension removed. The obvious benefit with the extension removed is a more free-blowing and less resistant instrument, which can be useful on certain orchestral literature, solo literature, or in playing jazz. The Green Line basses (Prestige low C and low E \flat) also appeal to certain players and music programs due to their stability and resistance to temperature and humidity variations; some also like the tone quality the Green Line instruments provide.

SC: For the professional market, the end result is what matters most. An instrument that has incredible tone, consistency throughout the registers, and great ergonomics are the most important. Finishes and special features are auxiliary concern to the primary of tone and overall playability. With that said, in addition to the world-class tone and playability, the Selmer Privilege offers all the bells and whistles one would want in a bass clarinet. For the classical market, the low C is a must whereas the jazz market still has an overall affinity for the low E \flat . Our pro line are available with silver-plated keys and black keys and, though the black key model is a showstopper, the traditional silver still wins out as the majority of sales. For the student market, in addition to tone and playability, being able to play the instrument right out of the box and durability are key. With our new double set-up

process within our manufacturing on all woodwind instruments, this has been a game-changer resulting in a massive uptick in overall quality and playability right out of the box and Conn-Selmer is being rewarded for this extra effort from the marketplace

What are your expectations for bass clarinet sales in the coming months?

SC: Expectations are to see a steady increase over the coming months and leading through Q4 that will lead into exciting new products for the coming year!

BP: We expect the bass clarinet market to continue strengthening. There is great optimism about the broader return of school music activity this year, and this optimism has been supported by continued institutional purchasing activity. We’re excited to help get instruments in the hands

of all the new and returning bass clarinetists, from durable student bass clarinets for middle schoolers to responsive and affordable wood models for college and university ensembles.

MV: Like everyone in the music industry, we are hopeful and cautiously optimistic heading into the fall and new academic year. As the pandemic restrictions continue to ease, we look forward to more and more music education programs and performing ensembles resuming normal, safe operations. Assuming everything continues to trend in a positive direction, it’s our hope these programs will be able to restart their performance and rehearsal schedules and, along with that, improve their instrument inventories. We also hope players of all levels will look to Buffet Crampon for their next bass clarinet.

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50 Years of 'Sound. Thinking.' at TASCAM

By Christian Wissmuller

It's frequently noted that over 60 percent of restaurants fail within the first 18 months. I don't have any handy statistics that provide such a broad-stroke summary of the life-expectancy for MI suppliers, but even a casual knowledge of the industry would suggest that reaching the 50-year milestone is something of an anomaly – but TASCAM is one of those made for such longterm success.

We recently sat down with Yuji Hanabusa, president and CEO of TEAC Corp., and discussed this significant anniversary, his own history at TASCAM, and expectations for the future.

It's been half a century. First off, congratulations! Going back to the beginning, though, what prompted the decision to found an American branch of this then-new pro audio division of TEAC?

At that time, we already had been very successful with our reel-to-reel recorder sales under the brand name of TEAC in Japan. And we realized the huge business opportunity for reel-to-reel multi-track recorder sales in the United States where music production is the largest in the world. That was the core reason top management made the decision to create TASCAM (TASC of America) which was founded by TASC (TEAC Audio Systems Corporation), a team of techs and marketing pros in Japan. Their mission was to develop TEAC's reel-to-reel recorders to completely meet US music production demand. Soon TASCAM became an iconic brand started in the United States.

How many employees, total, were on board in the beginning? How big was the first TASCAM HQ in Los Angeles?

In 1971, TASCAM's first home was on the west side of Los Angeles. It is safe to say that everything was small. It consisted of a small group of techs and marketing staff.

What were some of the significant early product introductions that helped to define TASCAM in the '70s? As the product offerings expanded, what were some other milestones for the company in the '80s, '90s, and beyond?

For the '70s, I would certainly pick our reel-to-reel 8-track recorder called 80-8. This was used for the original "Star Wars" movie to create the special sound effects of R2-D2. For the '80s, it would be the cassette multitrack recorder, Porta One. I still remember the moment I was assembling a part of the Porta One on the production line at our factory when I was a brand new employee, and participating in a job training program for new employees. That was only a three-month program, but it means

a lot to me because I started my career there. For the '90s, I would pick the DA-88 which became the game changer of pro audio multitrack recorders all over the world.

After 2000, we continued our innovation with the launch of the digital Portastudio series, and handheld recorders. Currently, we consider the Model series a remarkable product of TASCAM. They inherit the core technologies from our own historical products and simultaneously address the needs of today's modern audio creator. The Model series are the ones we are most proud of for now.

Can you talk about the (relatively brief) ownership of TEAC (and consequently TASCAM) by Gibson? How did the company regroup following Gibson's bankruptcy?

We became a part of Gibson group in May 2013. Since then, we had been finding business opportunities with them, but eventually our business collaboration ended up being limited. However, we learned a lot from Gibson, as the top guitar brand, about their marketing and product planning, sales, and their management views. That experience and knowledge may help our company growth in the future. Now we are an independent public company in Japan.

Any recent or upcoming product introductions or developments you'd like to draw MMR readers' attention to?

Our Model 12 combines several TASCAM digital technologies with the user interface of an analog mixer, the heart of a Portastudio, the control surface of legacy TASCAM controllers, and the value that TASCAM is known for. We intend to totally re-invent some of our product lines in 2021 and also enter into new markets. Stay tuned in 2021 and then into 2022.



TASCAM Model 12

Yuji Hanabusa, president and CEO of TASCAM parent company, TEAC



A TASCAM Porta One Ministudio from the late '80s

“TASCAM provided affordable solutions that enable customers to achieve professional quality work without large expensive equipment or big studio rooms.”

– Yuji Hanabusa, TASCAM President & CEO

“We honestly underestimated the impact TASCAM has had these last 50 years. We asked several famous artists to make a comment on TASCAM, and the response has been overwhelming.”

– Yuji Hanabusa, TASCAM President & CEO

Does TASCAM have any 50th anniversary events or promotions planned?

We honestly under-estimated the impact TASCAM has had these last 50 years. We asked several famous artists to make a comment on TASCAM, and the response has been overwhelming. There is a special web page with many of these heart felt videos. Also, we are asking our customers to post a picture of them and their TASCAM. It's on Instagram and we have many so far. Finally, stay tuned for a special retro item we will offer later in 2021.

Expectations for the future?

At the beginning of our history, TASCAM provided affordable solutions that enable customers to achieve professional quality work without large expensive equipment or big studio rooms. A good example is Portastudio, which is our iconic product. We downsized the mixer and recorder section and integrated both into a compact audio recording studio. That is the Portastudio's concept, which allow musicians to make high quality music at home. That is the essence of TASCAM. So I would like to keep being innovative and offer customers better solutions to create, record, and become empowered. Thank you to all our customers and supporters worldwide.



TASCAM's DP-32SD Digital Portastudio



Still Playing Pin the Tail on the Donkey?

Stop Being an Ass

Do you have enough compassion for yourself to align your financial decisions with what you feel is right, rather than what others are obligating you to?



By
Jaimie
Blackman

Pin the tail on the donkey is a children's party game that dates back to 1899, and is attributed to Charles Zimmerling. A blindfolded player, holding a paper "tail," is turned around several times until the player is disoriented, and attempts to place said tail on a large picture of a donkey. For the child it's a double whammy; the child is blindfolded and then disoriented. The entertainment factor is seeing the children stumble around, trying to put the tail in the right place. Perhaps it's how you feel when deciding out of obligation

rather than making decisions that are aligned with your heart. In essence, you become the entertainment for your employees. All the fun is at your expense.

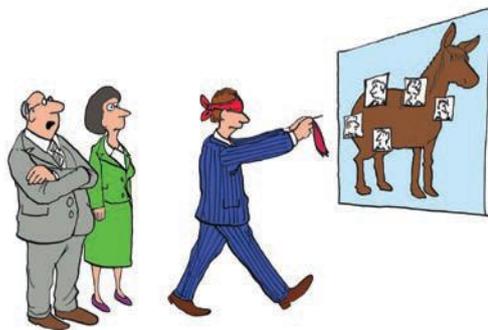
How often do you feel like you're disoriented and walking in total darkness when having to make quick decisions in your music business? It's like one stress-ball coming at you after another. Often decisions are made quickly simply because we feel obligated, not because the decision is aligned with our heart, creating internal dissonance which leads to stress. It's time to stop playing that game.

According to Dr. Joe Dispenza, author of *Becoming Supernatural*, recognizes that the elevated feelings of the heart connect us to the consciousness of love, compassion, gratitude, joy, unity, acceptance, and selflessness. These are feelings that fill us up and make us feel whole and connected, rather than the feelings of stress that divide communities and drain us of vital energy. The problem is that these elevated feelings of the heart often occur through chance-dependent upon something external in our environment- rather than as something we can produce for ourselves on demand.

In my "Hello" column for *MMR* Magazine published in November of 2017, I wrote the following.

My column will offer sound advice to help the MI retailer:

- Grow and monetize its intellectual capital; its knowledge assets
- Train employees to be Value Creators
- Get profitable customers to keep coming back
- Build a culture of knowledge sharing
- Implement a customer learning-process
- Accelerate business value now and maximize value when it's time to exit



It all sounds great, right? But I was missing the most important part: your own personal wellness. How do you feel? Are you happy? Are your financial decisions in harmony with your heart? From the outside, you might appear successful. Your numbers are great. You have all the trappings, but still, you feel a gap. You already have everything you need to feel complete. Looking at people and things outside of you is never sustainable for your inner harmony. In your moments of silence, you know this is true from your own experience. For some, the tension is in their chest. For others in their stomach. You can feel the dissonance. It is as real as the chair you are sitting on. Over time, stress can be the cause of physical or mental disease.

My recommendation is simple. When you feel like a top spinning around without direction, take a breath. The breath is magical. It's your entry point to calm. Then use your five senses and just observe. When you feel like you are spinning around, just breathe, observe, and listen. Listen to your inner voice.

You can't succeed your way into feeling calm, happy, and fulfilled. No amount of education, motivational talks, or books can do it unless you realize that you already have inside of you what we all yearn for... peace and harmony.

Making decisions about your employees, customers, and information systems ought to be aligned in your wellness capital where decisions can be made from a place of calm rather than fear.

This same calmness principle applies equally to your personal finance behavior.

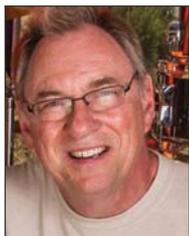
As a result of making fear-based decisions, from September 1986 to October 2008, Dalbar's Quantitative Analysis of Investor Behavior Study found 70 percent of average investors sold at the wrong time and, as a result, underperformed others who stayed in the market. During the 2009 financial crisis when the market declined 30 percent, the investors that didn't make fear-based decisions to sell would have fully recovered their investments by 2010. In other words, there are real-world financial implications for tuning into your feelings when making important decisions.

What sound do you attribute to the financial decisions you make: dissonance or harmony? Let your heart be your guide and the money will follow. 🎵

Jaimie Blackman – a former music educator & retailer – is co-founder of BH Wealth Management. The organization offers 401(k), insurance, and succession planning services. Download your complimentary copy of End Your War With Money at www.bhwealth.com/moneycapsules. Registered Representative, First Allied Securities, Inc. Member FINRA/SIPC

“ Let your heart be your guide and the money will follow. ”

Embracing Change



By
Menzie
Pittman

I think we would all agree, it's encouraging to see a recovery from the recent pandemic taking place. Most owners will readily admit it has been quite a storm for small businesses. Understandably, the aftermath of a storm does bring change. The first change we must accept is that what was "normal" is no longer normal. Therefore, the new challenge we face will be defining the "new normal."

During the pandemic, some predicted that the future lesson preference of the consumer would permanently remain a virtual format. But, in an instant, in-person lessons have come roaring back, increasing at least two-fold in demand! New reports just released show brick and mortar locations are leading the charge in the last quarter as the favorite consumer choice. Many businesses are experiencing entire families signing up to study, and further, they are also experiencing a boom in adult interest in music lessons.

Personally, I am elated by this shift – the key now is to capitalize on it. So, while there was definitely a change in the delivery mechanism during the pandemic, just as quickly as it began, the trend has morphed back to consumers embracing and requesting the traditional format of in-person lessons. Note the twist, however. Video is here to stay, and that's a good thing. The more tools we have in our toolbox that encourage consumers to study music, the better, and it is this virtual format that allows by business' Virginia-based guitarist Matt Mills to connect and teach his student in Italy along with students in other countries. Pros such as Dom Famularo have long embraced this approach. Remember, though, it is the consumer who ultimately chooses the method of study and the energy of in-person lessons still has a special and unique allure.

A second change I am seeing is the noticeable increase in the number of adults who are rethinking their life priorities. They are no longer willing to postpone self-gratification.

Now that people are returning to life and reclaiming a "new normal," a large part of that definition is self-fulfillment. I only wish I could share all the conversations I have heard in the last thirty days about "life's priorities." Folks are no longer willing to postpone personal gratification just for the sake of making more money. Perhaps that is one reason the adult market is back with a vengeance. Now that they've purchased guitars online, they want in-person education! They want an experience, and the talent pool of adults is very diverse and includes every profession from grad students to attorneys, architects, SWAT team members, even videographers for the Associated Press. Adults are definitely rethinking their priorities and showing up in droves.

Ironically, those that once laughed at my pursuing music as my livelihood now view that life choice as visionary! Of course, they are always the first folks I call when my car breaks down and I need a ride, so not everything has changed all that much.

Another evident transformation is the changing face of leadership in the MI world.

- Chris Martin recently announced he will step down as

CEO of Martin Guitars, remaining Martin's chairman of the Board.

- Joe Lamond recently announced that in 2023 he will step down as president and CEO of NAMM, while remaining involved with the NAMM Foundation.
- Dr. Bob Fisher, president of Belmont University, in Nashville also recently announced his retirement.

These are three incredibly unique leaders, and their contributions to the music industry and education have been immeasurable. Their quality leadership has touched and influenced countless people, and in their retirement, they leave a void which will be difficult to fill. All of these men have such integrity and high standards that it goes without saying that the only upside of their leaving is that they are deeply involved in the transition process.

“Change is the only constant in life.”
– Heraclitus

As I began to think about their leadership styles and the legacies they will leave behind, I thought it was fitting to share what came to mind.

I would call all of these great leaders' solution-based thinkers. All have a sense of patience when solving problems. They listen first and speak last because to solve problems they need to understand the impact of the problem on others. Sometimes they don't speak at all; they allow their silence to carry the moment. They have empathy for everyone's position and avoid making themselves the center of the conversation. They are never haughty, always maintaining eye contact with the person or persons with whom they are speaking. They are humble to be in a position of leadership, but they are never weak. They are comfortable speaking in public even though they have no desire to be the center of attention. They remember details – and if by chance they have overlooked something, they are quick to apologize if it's appropriate to do so.

- They are visionary.
- They are sensitive.
- They are compassionate.
- They are always authentic.

It is true: change is the only constant in life.

It is human to be wary of the unknown; we often view it as frightening, and the reason is fairly simple: change casts a big shadow, and shadows make us uncomfortable. But what makes us uncomfortable can also enable us to grow. For many years, we have had the benefit of these leaders guiding us through multiple changes, and in return, we owe them a nod of appreciation for the manner in which they have led the music industry. Hopefully, we will do our best to emulate them and maintain their standards through the next years of change.

©

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."

PRINT & DIGITAL

Choral Part Track Bundles for Virtual & In-Person Use from Excelcia Music Publishing

Accessible new choral bundles are now available for each work in Excelcia Music Publishing's 2021-22 Choral Music catalog. Each *Part Track Bundle* (\$39.99), for use by up to 50 students, includes part dominant recordings for all voicings, a full live recording and a piano accompaniment recording where applicable. Each *Virtual Choral Bundle* (\$49.99) includes everything in the *Part Track Bundle* plus Click Track recordings for all voicings so that students can record at home and educators can easily set up virtual choir recordings. Separate piano accompaniment tracks are individually available for \$9.99, and full live recordings for \$1.99. In addition to the *Part Track Bundle* and *Virtual Choral Bundle*, the publisher is providing free ScoreVideos and preview scores for each piece on its website.



Excelcia Music Publishing's 2021-22 release features new inspiring choral pieces, including two new pieces from Voctave, from many beloved composers as well as talented and wonderful new voices. Excelcia Music Publishing's *Part Track Bundles* and *Virtual Choral Bundles* are available from music retailers everywhere and from the publisher.

www.excelciamusic.com

Kendor Music Complete Catalog Now Available Via Hal Leonard Digital Retailer Program

Kendor Music is well-known in the jazz education community and has gained prominence in all areas of school music publishing.



Since 2012, Hal Leonard has partnered with Kendor Music as their exclusive distributor for digital downloads. Now for the first time, the entire Kendor catalog is available digitally through the Hal Leonard Digital Retailer program. This program allows retailers to sell digital downloads of sheet music, scores, and parts to their customers in-store or from their own websites so that their entire catalog is accessible 24/7 from anywhere at any time!

Featuring over 2,500 educational editions for jazz ensemble, string orchestra, instrumental solo & ensembles, and books, the Kendor catalog includes music from all genres and levels. Founded in 1954, Kendor Music is also the exclusive distributor of Doug Beach Music and Sammy Nestico Music.

www.halleonard.com

ACCESSORIES

IK Multimedia Announces AmpliTube X-GEAR Digital Effects Pedals

IK Multimedia announces AmpliTube X-GEAR pedals. Each high-performance pedal features 16 different effects, drawn from the most popular AmpliTube models and all-new reverb and delay algorithms, bringing IK's industry-leading effects out of the computer and onto pedalboards.



And each pedal is accompanied by an exclusive virtual X-GEAR version of the exact same effects for use in AmpliTube 5 (SE version included). This lets users record, tweak settings and save presets back to the hardware pedal.

AmpliTube X-GEAR pedals cover the four realms of guitar effects processing. There's X-DRIVE distortion and X-VIBE modulation, which offer a range of iconic, must-have analog pedal effects – all recreated with IK's finest algorithms ever.

Custom-created by the IK team just for these pedals, X-TIME delay and X-SPACE reverb feature cutting-edge, studio-grade effects algorithms. All four X-GEAR pedals share the same high-performance hardware and pioneering DSP for unsurpassed sound quality.

AmpliTube X-GEAR pedals will be arriving in August and are currently available for pre-order from the IK Multimedia online store and from IK authorized dealers worldwide for \$/€299.99.*

*All pricing excluding taxes

www.amplitude.com/xgear

On-Stage's New PS9500 Pedal Power Supply Powers Wide Range of Effects Pedals

The Music People has released the new On-Stage PS9500 Pedal Power Supply, which enables players to use their effects pedal without a battery.



When the PS9500 is plugged into a standard electrical outlet, it provides plenty of current to power a wide range of pedals, including digital effects. The connector is compatible with the majority of pedal power-input jacks.

The PS9500's horizontally orientated adapter doesn't block obstruct neighboring wall outlets.

Full specs:

- Standard 9 V power supply to power guitar pedals
- Input: 100–240 V ac, 50/60 Hz, 0.3 A
- Output: 9 V dc, 500 mA
- Plug Outer Diameter: 5.5-mm
- Plug Inner Diameter: 2.1-mm

www.musicpeopleinc.com

HexHider Magnetic Hex Wrench Featured on Schecter Guitars

HexHider developer SmallStage LLC and Floyd Rose tremolo manufacturer International have teamed up with Schecter Guitars to provide their magnetic allen wrench with new Floyd Rose-equipped Schecter instruments. This unique collaboration makes Schecter the first manufacturer to offer the HexHider on their guitars, opening up a new frontier for the aftermarket product.



The patented HexHider design uses a powerful Neodymium magnet to hold the tool in place when in use and to store the wrench by magnetically gripping onto any metal tuning machine on the back of the headstock without permanent installation. The 3mm wrench works to unlock the nut for easier fine tuner resets, loosen the string lock screws at the bridge for quicker string changes, and make bridge post height adjustments on all authentic Floyd Rose Tremolos as well as many licensed versions.

Select guitars have already begun shipping with accompanying HexHiders beginning in June 2021 and will be available at a wide variety of retailers, both in-store and online.

www.floydrose.com

JodyJazz Introduces New HR* Clarinet 'Once' Model

JodyJazz has expanded its selection of HR* Series Clarinet mouthpieces with the introduction of the new HR* Clarinet 'Once' model. 'Once' is the Spanish word for 11. The new model has been developed in response to requests from the Banda Music community for an HR* Clarinet mouthpiece with an even larger tip open-

ing than the 10 model which was previously the largest tip opening available. The new HR* Clarinet 'Once' model has the largest tip opening of any commercially available clarinet mouthpiece on the market.



The HR* Clarinet models in tip openings 1–5 have a classical sound and feel while being nice and free-blowing. Tip openings 6–10 are brighter and louder to cut through many live situations that clarinetists find themselves in. The new HR* Clarinet 'Once' has a tip opening size of 0.085"/2.16mm and is the brightest and loudest of them all.

JodyJazz wishes to give special thanks to Sofia Zumbado of the SZ Music Shop in Mexico City for her support and help in spreading the word about the new HR* Clarinet 'Once' mouthpieces.

Like the other HR* Series Clarinet models the new HR* Clarinet 'Once' mouthpiece has an MSRP of \$189 and is available now.

www.jodyjazz.com

PIANO & KEYBOARD

Casio PX-S1100 Digital Piano Provides Improved Tone, New Bluetooth Capability

Casio America, Inc. recently announced the release of the PX-S1100, the latest addition to the award-winning Privia PX-S series of digital pianos.



The PX-S1100 replaces the PX-S1000, which has become one of the top-selling digital pianos on the market today and earned its reputation for sound and features that punch far above its price class. The new model retains its stylish design in the world's slimmest body while offering an inviting keyboard touch and stunningly realistic piano sound, making it the ideal instrument for the home, recording studio or stage.

The new PX-S1100 makes the most of Casio's advanced technology with a sophisticated design and boasting the world's slimmest depth. The svelte, contemporary design complements the interior of any home and makes the most of rooms with limited space. With gold accents and three color variations – black, white, and red – the PX-S1100 has a minimalist, elegant and clean appearance, featuring a mirror-like, flat control panel. All settings are handled by touch buttons that disappear when the piano is powered off. What's more, the PX-S1100 boasts the simplest interface in the Privia family.

The PX-S1100 will be available for purchase in September at Music retailers nationwide and CasioMusicGear.com.

www.casiomusicgear.com

FRETTED

Peavey Electronics Debuts Delta Woods Series Acoustic Electric Guitars

Peavey Electronics returns to the roots of an American tradition with the introduction of the new Delta Woods acoustic guitars. The DW series is designed to be the best-sounding, easiest-playing, full-size acoustic guitars Peavey has ever built. The three new models – two acoustic, one acoustic-electric – are made using only high-end materials and a



minimalistic satin finish, resulting in excellent tone and volume. Whether players are casually strumming a traditional 12-bar blues riff or exercising modern fingerpicking techniques, Peavey's Delta Woods acoustic guitars deliver rich tonal resonance and premium playability.

The three new Delta Woods guitars, the DW-1, DW-2, and DW-2 CE, all offer a spruce top with mahogany back and sides for premium tone. The most notable material difference among these models is that the DW-2 and DW-2 CE both offer a solid spruce top, which offers incomparable resonance and sustain. On each DW series model, hand-carved bracing provides even tone distribution throughout each guitar's range. Each model also has a bound fingerboard and body along with a fanciful rosette, rosewood fretboard, and pearloid inlays for a premium look and feel. Other high-end appointments for the DW series include sealed tuning machines for precise and accurate tuning, pre-installed strap buttons, a compensated saddle for ideal intonation, and a wood truss rod cover for the dual-action truss rod, designed to ensure a lifetime of playability.

The three models in the Delta Woods series are available in a satin-finish. The luxury finish offers a rustic appearance, with beautiful, natural wood grain on the back and sides, and headstock. The DW-1 comes with a carry bag and the DW-2s are available with or without a case.

DW-1 with bag retails for \$169.99 USD

DW-2 without case retails for \$199.99 USD

DW-2CE without case retails for \$249.99 USD

www.peavey.com

Dean Guitars Releases Kerry King V Black Satin Signature Guitar

Dean Guitars is honored to release the Kerry King V Black Satin Signature Guitar. King, Slayer's founding guitarist, is one of the most instantly recognizable and revered musicians in the industry. Over the past 40 years, his brutal riffs helped write the history of heavy metal and create the uncompromising thrash metal genre, making him one of the most respected guitarists on the planet.



The Dean Kerry King V Black Satin Signature Guitar features a mahogany body with a beveled flat maple top, and a three-piece maple set-thru neck with a 24.75 scale length, Kerry King C-shape satin-finished neck, ebony fingerboard, 24 jumbo frets, and King's crossed nail inlays.

In addition, the guitar is loaded with an EMG 81 bridge pickup complete with PA2 Preamp Booster, an EMG 85 neck pickup, a Kahler Hybrid tremolo system with a Floyd Rose nut, a volume/PA2 (on/off) and tone knob, three-way switch, Grover tuners, and black satin finish with black hardware.

The Dean Kerry King V Black Satin guitar features a hardshell case and is available for \$1,399 at authorized Dean dealers.

www.deanguitars.com

New Dinosaur Design from Amahi

New for 2021, Amahi introduces yet another fun and playful model with the DDUK19 Dinosaur design. Custom designed locally in Cincinnati, Ohio this colorful and playful design is sure to wow dinosaur lovers of all ages! Featuring new colorful fret and bridge inlays, with matching bag and brightly colored packaging. Available in soprano size. MAP \$49.



www.amahi.com

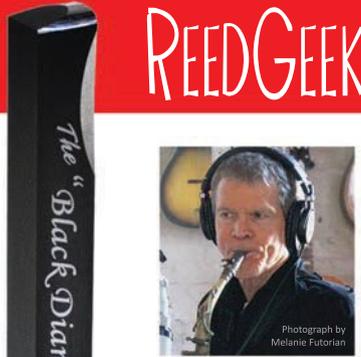


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