

MMR

MUSICAL MERCHANDISE REVIEW



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MMR
MUSICAL MERCHANDISE REVIEW

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MUSICAL MERCHANDISE REVIEW

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2013



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Report: 30th Annual 50 Dealer 50 State Review & Forecast

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MMR's nationwide survey of musical instrument dealers marks its third decade.

FEATURES

28 2013 U.S. Musical Instrument Imports for Consumption

Our yearly look at MI products imported to America in the past year, broken down by country and instrument category.

52 32nd Annual America's Top Chains

2013 saw the departure of Sherman Clay and Best Buy from the retail landscape, while Guitar Center continued to expand at an aggressive rate. This year's tally sees a handful of newcomers to the list, as well.

58 21st Annual Dealer's Choice Awards

Once again we polled MI retailers to learn what products in a number of key categories were deserving of praise in the past twelve months.

62 Musicwood Director Maxine Trump

Maxine Trump's documentary about the legal and environmental challenges facing guitar manufacturers has been getting a good deal of mainstream media attention. MMR catches up with the director to learn of her motivations in making the film and what she learned in the process.

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When Worlds Collide

Prior to Timeless acquiring Symphony Publishing, I lived in two different, distinct worlds. As a freelancer for *MMR*, I'd write about that new nine-channel mixer and interview that independent music storeowner on why he or she chose to take on *that* particular line of entry-level woodwinds.

Meanwhile, as senior writer for Timeless's *Projection Lights & Staging News* and *Front of House* magazines, I'd write about that new 96-channel digital sound console and interview Michael Bubl 's video director on why he chose *that* particular SL-Pro 8mm video wall for their international tour. In addition, I have for the past seven years, had the honor of producing the Parnelli Awards for Timeless, a "Grammy's for roadies." (This year's 13th gala ceremony was on November 23rd).

Recently one Dan Del Fiorentino bridged those worlds. Dan, who runs NAMM's Oral History program, reached out for help in setting him up for interviews with high-level production and touring professionals, people who have moved the tours of U2 and Bruce Springsteen across continents, people who were at Woodstock warning audience members about a certain brown acid... I was happy to help, but pointed out that these people could be considered out of the realm of the MI world. After all, aren't they "just" roadies? He sent me to Joe Lamond.

"After all, aren't they 'just' roadies?"

"The NAMM Show is made up of people who all love music, but for many reasons decided to pursue a career in the business side of the industry," NAMM CEO Lamond explained to me. "We are all cut from the same cloth."

The concert and live event world is huge and still growing. "In a world of social media and technology that can tend to isolate, bringing people together through live events becomes more important. Concert and live event professionals make purchasing decisions, probably hundreds of millions of dollars' worth each year. We want those folks at the NAMM Show."

Lamond was once a roadie himself, and feels a connection to the people who would be hard pressed to be able to strum an Em7 chord on the guitar, but who are vital to our MI food chain. "While the pop star of the moment gets the glory, these guys work 20-hour days to make sure the show goes on without a hitch so that millions of fans can create memories that will last a lifetime." (And be inspired to pick up an instrument themselves, no?)

So go to NAMM.org's Oral History page, and see who Dan has interviewed from the live event industry. I also invite you to go to Parnelliawards.com and learn more about what Timeless is doing to foster, promote, and honor those who – while not inclined to be dedicated music makers themselves – are nonetheless joined arm in arm with us to foster music making. **MMR**



Kevin M. Mitchell

Kevin M. Mitchell
kmitchell@timeless.com

by Kevin M. Mitchell

PRESIDENT

Terry Lowe
tlowe@timeless.com

ASSOCIATE PUBLISHER

Rick Kessel
rkessel@timeless.com

EDITORIAL DIRECTOR

Kevin M. Mitchell
kmitchell@timeless.com

EXECUTIVE EDITOR

Christian Wissmuller
cwissmuller@timeless.com

ASSOCIATE EDITORS

Matt Parish
mparish@timeless.com
Eliahu Sussman
esussman@timeless.com

AUDIO / MI ADVISOR

George Petersen
george@timeless.com

LIGHTING / STAGING ADVISOR

Justin Lang
jlang@timeless.com

CONTRIBUTING EDITOR / DIGITAL MEDIA ADVISOR

Jacob Coakley
jcoakley@timeless.com

WEB DESIGNER

Josh Harris
jharris@timeless.com

ADVERTISING / MARKETING DIRECTORS

Matt King
mking@timeless.com
Dave Jeans
djeans@timeless.com

CLASSIFIED ADS

Erin Schroeder
erin@timeless.com

ART DIRECTOR

Garret Petrov
gpetrov@timeless.com

PRODUCTION MANAGER

Mike Street
mstreet@timeless.com

GRAPHIC DESIGNERS

Tony Calvert tcalvert@timeless.com
Jay Savage jsavage@timeless.com

VICE PRESIDENT

William Hamilton Vanyo
wvanyo@timeless.com

OFFICE ADMINISTRATOR / CIRCULATION

Erin Schroeder
erin@timeless.com

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



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Industry News

- Industry News
- Trade Regrets
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D'Addario Showroom Opens in Manhattan

On November 13, D'Addario opened a posh new showroom in the heart of Manhattan featuring D'Addario Orchestral Strings and Woodwinds products. To celebrate the grand opening, D'Addario hosted a soiree with top endorsing musicians and industry professionals including D'Addario personnel. The kickoff was topped off with a champagne toast and a jam session.



John D'Addario III with Marc Nuccio – clarinetist with the NY Philharmonic, Jim D'Addario, and Robert Polan.

Located at 153 W. 36th Street, 5th Floor in NYC, the space will be a home away from home to D'Addario's Woodwind and Orchestral Strings' products, serving as a spot where musicians can try, by appointment, the entire line of reeds, mouthpieces, strings, and other accessories by D'Addario. In addition, clinics, concerts, and master classes will be held at this facility.

153 W 36th is located near Pennsylvania Station and is also headquarters to Buffet Group and Josh Landress Brass.

"This area is fast becoming the heart of music for serious woodwind and orchestral string players in Manhattan," says Robert Polan, D'Addario Woodwinds product manager.

The D'Addario showroom is open by appointment only. To schedule a visit, send an email to either nycww@daddario.com for Woodwinds, nycorch@daddario.com for Orchestral Strings, or call (631) 414-3446.



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Vic Firth Celebrates 50th at PASIC



Vic Firth celebrated the 50th anniversary of the business bearing his name with a gala at the Indianapolis Hilton on Thursday, November 14, 2013. Speeches by Craigie Zildjian, Remo Belli, and Vic himself were followed by guest performances from some of Vic's hand-picked favorite percussionists, includ-

ing Stanton Moore, Ndugu Chancler, Peter Erskine, Stefon Harris, Dave Weckl and more, who took turns sitting in for house drummer Steve Houghton to play with pianist Steve Allee and bassist Jeremy Allen.

Look for full coverage of PASIC 2013 in our January issue.

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AES Welcomes New President Dr. Sean Olive

Following closely on the heels of the 135th Audio Engineering Society (AES) Convention, held Thursday, October 17, through Sunday, October 20, 2013, at the Javits Center in New York City, the AES welcomes Dr. Sean Olive as its new president, taking over from outgoing president Frank Wells. Currently serving as director, Acoustic Re-

search, Harman International, Olive is based in Northridge, California, placing him in an ideal location to guide the AES into the 137th Convention, which will take place in Los Angeles in the fall of 2014.

Olive's experience is wide-ranging: his education includes a B. Mus. from University of Toronto, a M. M. in sound recording from



McGill University and a PhD in sound reproduction from McGill. He served as an audio research scientist for the National Research Council of Canada for several years, before joining the Harman team in 1993. He has stayed active in academia, teaching classes at UCLA on occasion, and has been involved in various aspects of the AES's technical committees and research initiatives. He displays an unwavering passion for audio and the AES organization, and his unique perspective as a musician, educator, recording engineer/producer, audio researcher and consumer places him in an ideal position to guide the course of the society through the next year and help plot that course for coming years.

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FMIC Appoints Terry to President of KMC

Fender Musical Instruments Corporation (FMIC) has appointed Mark Terry to the position of President of KMC Music.

Terry has more than 37 years of music industry experience, including his own global consulting firm, president of The AVC Group, president of Harman Pro Group, president of JBL Professional and vice president of Sales for New England Digital Corporation.

Terry has extensive experience and contacts in the industry and a track record of success, and will have full responsibility of all KMC functions.

"I am pleased to announce the appointment of Mark Terry to the position of President of KMC," said Larry Thomas, CEO. "Mark is a highly accomplished and respected music industry executive and will be able to bring his extensive musical instrument industry experience and expertise to help KMC meet and exceed its business goals."

Terry will report to Thomas and will be based in Bloomfield, Conn.





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Yamaha Expands L.A. Atelier Facility

Yamaha Corporation of America has added a new strings facility within the 5,000 square foot Los Angeles Atelier. Located at Yamaha's headquarters, the Atelier serves the artist and education community with a venue for designing, creating, testing, servicing and restoring band and orchestral instruments.

With the increased growth of Yamaha Strings in electric and acoustic markets, along with the desire to better service customers with spacial set-up configurations, the company designed and built a dedicated workspace for these instruments.

At the new facility, artists and visitors will have the opportunity to



work with Yamaha's top technicians. The new resource also features movable acoustic panels, industry-leading sound processing technology and advanced video conferencing capabilities, allowing users to consult with Yamaha's experienced instrument designers and repair experts around the globe.

Workers at Vegas GC Vote to Unionize

On Friday, November 1, employees at a Las Vegas Guitar Center store voted 15 to five in favor of unionization. If the federal labor board ratifies the election, this would represent the third GC location to go union in 2013. As previously reported in *MMR*, stores in Manhattan and Chicago have already successfully unionized, while bids to join the Retail, Wholesale, and Department Store Union (RWDSU) in Brooklyn and Queens earlier this year were unsuccessful.

Reached for comment on Monday, November 4, Guitar Center's vice president of Communications & Corporate Affairs, Christopher Ian Bennett, said:

"The truth is that the vote still has to go through the board for ratification. It would be premature for Guitar Center or the Union to comment in detail at this point... It's an employee's right to vote however they like. I will say that we're aiming to foster a great relationship with our associates and to provide a rewarding workplace environment and we don't think it takes a third party to achieve that. We won't be disputing or challenging whatever decisions are reached."



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Chris Fryar
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Griffin and Hal Leonard Enter Into Exclusive Distribution Deal

Hal Leonard Corporation has signed a deal to exclusively distribute Griffin Technology music products and accessories to the MI trade in the United States and Canada starting November 1, 2013. Hal Leonard senior sales & marketing manager Brad Smith reached the agreement with Andrew Biddle, audio

product manager at Griffin.

Founded on inventor and innovator Paul Griffin's kitchen table in 1992, Griffin Technology has evolved into one of the world's foremost creators of accessories for home, mobile and personal technology. The privately held company is based in Nashville.



While making an extensive line of Griffin's products available to its expansive retailer network, Hal Leonard will focus on distributing Griffin's high-quality music recording, playback, and performance tools designed with musicians in mind. Using Griffin's intuitive and functional interfaces that connect instruments or microphones to Apple iPads, iPods, and iPhones, users can create music, produce podcasts, DJ a party and more.

StudioConnect with Lightning, GuitarConnect Pro, GuitarConnect Cable, and MicConnect are intended for musicians who want to practice, record and perform anywhere, using the power of an iPad or iPhone. Griffin's WoodTones headphones and earbuds, also suitable for sale into the MI channel, work with any audio device with a 1/8-inch jack (or an adaptor).

Bechstein 160th Anniversary Photo Competition

To celebrate their 160th Anniversary, German piano manufacturer C. Bechstein has launched a photo contest on Facebook. Till January 24, 2014 (9:00 CET) piano lovers from all over the world are asked to turn in their favorite piano photos to the official

Bechstein Facebook page and  present them to the growing Bechstein Facebook community.

The winner will be drawn from the submitters of the ten most popular photos and can choose between two attractive prize options: either a new W.Hoffmann V 112 upright piano – made by C. Bechstein Europe – or a trip to the C. Bechstein headquarters in Berlin and the factory in Saxony including concert tickets, a factory tour, exclusive hotel accommodation and travel expenses.

To enter the official C. Bechstein Photo Contest, visit: bit.ly/BechsteinPhotoContest.



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Alfred Announces Exclusive Distribution of MakeMusic's Finale 2014

Alfred Music and MakeMusic, Inc. have announced the worldwide release of Finale 2014. For 25 years, musicians around the world have relied on Finale to create, edit, audition, print and publish sheet music. After two years of research and analyzing customer feedback, the highly anticipated release of Finale 2014 is available to musicians throughout the world.

Now more flexible and easier to use, Finale 2014 offers for the first time ever backward and forward compatibility – allowing users to save files that can be opened directly in the previous version. Improved

Apple OS X support produces a new look and timesaving workflow features like pinch zoom and native full screen support. Enhancements in Linked Parts gives users more control in the way the music appears visually in the score, versus the way the music appears as parts. Keyless scores can be quickly created for all instruments, or applied on a per-instrument basis. Rests and accidentals in layers now automatically combine, removing the need to manually apply each change. Educators will enjoy more than 1,500 music education resources, including worksheets, flashcards, and more.

In addition, dozens of new instruments have been added to Finale 2014. These instruments join the robust Garritan library that is already included with previous versions of Finale. From Alto Flute to Tubular Bells, these new additions were selected from several Garritan libraries, including Personal Orchestra, Jazz & Big Band, World Instruments, and Instant Orchestra.



Les Paul Foundation Bestows Grant on Ramapo College

Ramapo College of New Jersey will build a state-of-the-art music studio that will educate the musical luminaries of the future in a hybrid facility that bridges the worlds of analog and digital sound.

The generous financial gift was announced by the Les Paul Foundation and the Foundation of Ramapo College of New Jersey. Michael Braunstein, executive director of the Les Paul Foundation and Rusty Paul, Les' son, made the presentation to Dr. Peter Phillip Mercer, president of Ramapo College, represented by a customized Ramapo and Les Paul Foundation Gibson Les Paul guitar along with a presentation check.

The centerpiece of the new studio will be a hybrid digital/analog SSL AWS924 console that will allow the teaching of classic, historical, and foundational mixing techniques in an environment that takes advantage of contemporary computer control and recording practices. The studio will emphasize Les Paul's innovation by including modern state-of-the-art facilities and equipment. In order to make the program a national destination, the studio will offer exposure to microphone types and technologies common to all recording studios and production facilities.

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Shure Announces Schools Selected for 10th Fantastic Scholastic Recording Competition

Shure Incorporated has announced the 10 colleges and universities that have been selected at random to participate in the final round of its annual Fantastic Scholastic Recording Competition. In its tenth consecutive year, the Shure contest gives

students from academic institutions in the U.S. and Canada unique access to the same high-quality Shure equipment used by professional musicians live and in the studio, including award-winning artists such as Florida Georgia Line, Imagine Dragons, Matt &



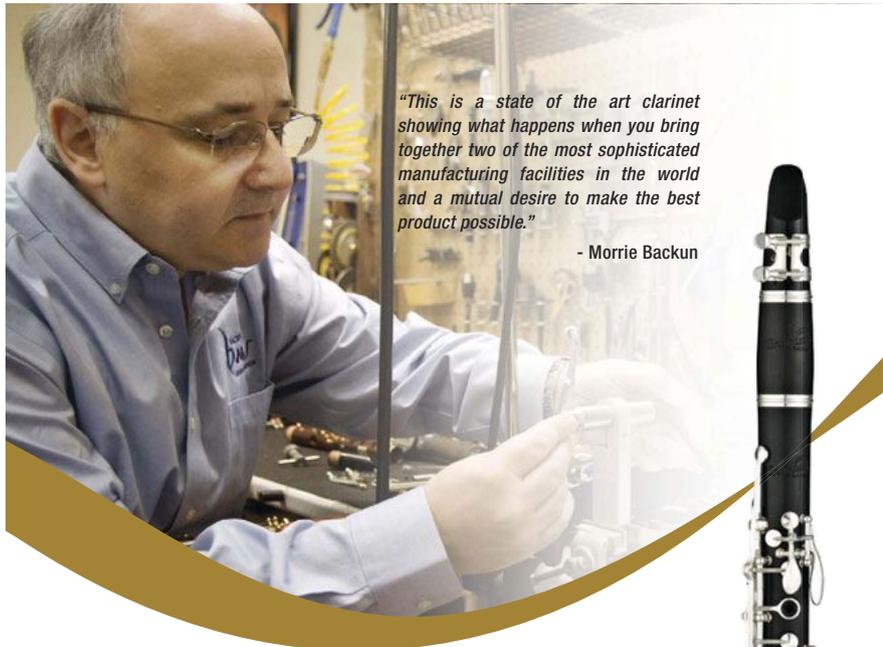
Kim, The National, Wilco, and fun. Students from the selected schools will compete for a prize package valued at more than \$11,000.

This year's participants include:

- Berklee College of Music, Boston, MA
- Daytona State College, Daytona Beach, FL
- Ithaca College, Ithaca, NY
- Lamont School of Music at University of Denver, Denver, CO
- MacEwan University, Edmonton, Alberta, Canada
- Middle Tennessee State University, Murfreesboro, TN
- The Hartt School at University of Hartford, West Hartford, CT
- University of Central Missouri, Warrensburg, MO
- University of Colorado Denver, Denver, CO
- University of Lethbridge, Lethbridge, Alberta, Canada

The student teams will have three months to track and mix an original piece of music, using a microphone locker provided by Shure. The contents of the locker include two KSM313, two KSM32, two KSM44A, one KSM42, two KSM141, four SM57, two SM27-SC, one BETA® 52A, one Beta 91A, three BETA 98AMP, two BETA 181/S each with an additional Omni capsule, one SM7B, one VP88, and one A27M.

When the original composition recording projects are complete, the submissions will be reviewed by a panel of expert judges who are handpicked by Shure. The judges, who in past competitions have included audio visionaries such as Ken Caillat, Elliot Scheiner, Leslie Ann Jones, and Al Schmitt, will evaluate the recordings based on overall fidelity, clarity, sonic balance, and creativity in selection and placement of microphones. The grand prize winner will be awarded with Shure products that include KSM, SM, and Beta microphones as well as SRH headphones. Runners-up and honorable mention school prizes include an assortment of Shure microphones and headphones. Members of the top three student



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Starting with premium grade grenadilla wood aged in controlled settings, these clarinet bodies are turned, bored and machined to exacting tolerances in the Backun Musical Services facility in Vancouver, Canada. The skilled technicians at Backun use the most advanced machinery to shape the bodies, bells and barrels before moving into careful hand-finishing work and final inspection.

The finished clarinet bodies then travel to Antigua's state of the art facility where precision manufacturing technology is used to produce the keys. Morrie's ongoing training is evident in the care given to hand fitting posts, rings, rods, keys and springs, ensuring that each Antigua-Backun clarinet performs optimally.

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For complete information and to find an Antigua dealer near you visit www.antiguawinds.com



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Saga Music

Scholastic Recording

continued from page 14

teams will also receive prizes of Shure gear that range from a KSM42 microphone to a SM27 microphone to SRH840 headphones.

"Shure has always made it a high priority to educate customers and provide them with the information and products they need to do their jobs, make their music... create their art," said Stephen Kohler, senior

director of Marketing, Shure Americas. "This competition epitomizes this notion by inviting teams of talented young, student engineers to push themselves...to push their creative limits, and create projects using the same gear that has been used for years by professional recording studios, engineers, and musicians."

Shure will announce the winners of the Fantastic Scholastic Recording Competition on or about April 28, 2014.

Dinah Gretsch to Receive 2014 She Rocks Award

Dinah Gretsch, executive vice president and CFO of the Gretsch Company is among a select group of women to be honored by the Women's International Music Network (WiMN) with the organization's 2014 She Rocks Award. As a leader in the music industry, Gretsch will be recognized for her unique talents, accomplishments, and philanthropic works.



The presentation will take place at a ceremony to be held on Friday, January 24, 2014 from 8:30 to 10:00 a.m. at the Anaheim Marriott Hotel in Anaheim, California during the 2014 NAMM Show.

Dinah Gretsch has been a prominent figure in the musical instrument industry for more than 30 years. That prominence was recognized in 2003, when the Atlanta Chapter of the National Academy of Recording Arts and Sciences (NARAS) presented her with the Heroes Award, a distinction awarded to Community Leaders in the Music Industry. In 2008, Gretsch was inducted into the Georgia Music Hall of Fame, which honors individuals who have made significant contributions to the Georgia Music Industry.

The 2014 She Rocks Awards will include a catered breakfast, live performances, and more. A portion of the proceeds from the event will be donated to the Girls Rock Camp Alliance, aiding the organization in empowering girls and women in Girls Rock Camp programs throughout the world. To reserve tickets and for more information, go to www.thewimn.com/events/she-rocks-awards/.

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CORRECTION

On page 72 of the November, 2013 issue of *MMR*, we ran the product headline: 'RS Berkely Legends Series Mouthpieces.' The company name is: RS Berkeley.

Additionally, in the pull-quote on page 75, Kevin Kazubowski was incorrectly listed as "executive vice president of stores." Kazubowski is senior vice president of stores.

NAMM Foundation Supports Phoenix Rising Music Program



Bill Sanderson, Golden State Foods; John Moribito, music director, Phoenix House; Kara DioGuardi, Grammy-nominated songwriter, creator of Phoenix Rising Music Program; Joe Lamond, president & CEO, NAMM; Pouri Abbassi, senior VP, regional director, Phoenix House; and former NAMM chairman, Don Griffin.

NAMM CEO and president Joe Lamond attended the Grand Opening of the new Phoenix House Rising Music Studio in Santa Ana, Calif., November 4, 2013.

The music studio, which was inspired and created by NAMM Music For Life Award recipient Kara DioGuardi, and with support from the NAMM

Foundation, is part of Phoenix House, which serves teens recovering from substance abuse and mental health issues. In his remarks, Lamond noted that the opening of the studio underscores the importance of music in healing, health and wellness and that the new studio will help young people create, contribute, and move forward with their lives.

Trade Regrets

Bill Lawrence was known for his pick-up design and his long career as a German based guitarist. For over 40 years, Bill published numerous articles on the subject of guitar design. He was granted numerous patents, and worked with some of the most respected companies in the guitar industry, including Framus, Gibson, and Fender. He passed away on November 2, 2013.

After years of performing as a professional musician, **Art Kubera** turned his focus towards addressing the need for musical instruments and accessories in the Buffalo, N.Y. area, which led to him opening Kubera Music in 1949.

In 1976 a young Joe Lamond, current CEO and president of NAMM, purchased his first new drum kit from Kubera. Just six months ago Art and his son Michael, who ran the store after Art retired, were interviewed for the NAMM Oral History program.

Art Kubera passed away on November 19th, 2013.

Jo Edstrom died on Tuesday, September 10th in Winona, Minnesota at the age of 102. She was the widow of Harold "Hal" Edstrom, who co-founded Hal Leonard Corporation in 1947 with his brother Everett "Leonard" Edstrom and Roger Busdicker.

Edstrom graduated from Edstrom Senior High School, then from Winona State Teachers College. After graduation, she taught kindergarten in Sioux City, Iowa. In 1938, she married Harold, who preceded her in death in 1996. Everett and Roger passed away in 2000 and 2006, respectively.

Memorial donations in Jo Edstrom's name may be made to the Edstrom's Senior High School Hal and Jake Edstrom Music Scholarship, First Congregational Church Winona Organ Fund, Winona Hospice Services, or the Winona State University Hal Leonard Corporation Scholarship.



Harold and Jo Edstrom.

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Supplier Scene

SupplierScene

Reunion Blues Welcomes Duff McKagan's 'Loaded' To Artist Line-Up

Gig bag and instrument case maker Reunion Blues officially welcomed Duff McKagan's Loaded to their growing family of artists. Led by former Guns N' Roses bassist Duff McKagan, Loaded members include guitarist Mike Squires, bassist Jeff Rouse, drummer Isaac Carpenter with Duff as lead vocals and rhythm guitar. Formed in 1999, Loaded has released three studio albums to date, including their latest release, *The Taking*. On the road, Duff McKagan's Loaded carries their gear in Reunion Blues gig bags and cases. reunionblues.com



FAB FERNANDEZHICAEQUO

Dean Zelinsky Announces 'Most Sought After Guitar' Giveaway

Dean Zelinsky Private Label Guitars recently announced that Zelinsky's most sought after guitar, a \$6,000 USA-made Custom StrettaVita Hollow Body, will be awarded to one lucky winner in January.

The Grand Prize Winner will receive the very first USA-made StrettaVita Hollow Body, (Serial #001), out of the company's initial limited run of 25 custom pieces. Zelinsky claims: "this is my most sought after guitar in my 37-year career."

Contestants can enter via Facebook and will be able to increase their odds of winning by sharing, referring friends, posting to Twitter, etc. Contest rules, photos and detailed information on the prize guitar will be available on the company's website, www.deanzelinsky.com, and the Dean Zelinsky Private Label Facebook page.

Pearl Welcomes Jason Bittner as Endorser

Pearl Drums recently announced Jason Bittner as an endorsing artist. For the past 11 years, Bittner has created a name for himself primarily for his work with Shadows Fall and his drum clinics. Bittner gained attention almost immediately after joining Shadows Fall, starting with the band's 2002 release, *The Art of Balance*, which reached international acclaim and served as the band's breakthrough album. In 2004, Shadows Fall released *A War Within*, earning them their first Grammy Nomination for the song, "What Drives the Weak", in the Best Metal Performance category.



Bittner has been the featured performer at the *Modern Drummer* Festival, Drummer Live Fest, PASIC, and many other fan-filled clinic events. Upon joining the Pearl Family, Bittner turned to the innovative design of Pearl's Reference Series drums.

PearlDrum.com

Stradivarius

Violin

meets **Wittner**

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NO WOOD

Finetune-Pegs

You may have seen or heard of the Academy-award winning film, *The Red Violin*. It is said to have been inspired by the **Red Mendelssohn Stradivarius** of 1720.

This very instrument set a world record price at Christie's of London in 1990. It was quietly gifted to the 16 year old American concert violinist **Elizabeth Pitcairn** by her grandfather. Today, **Ms. Pitcairn** performs in partnership with the **Red Mendelssohn Stradivarius** in the finest concert halls of the world.

Even on the finest instruments, artists such as **Ms. Pitcairn** have historically struggled with pegs that slip or stick during crucial moments in performance. Pegs that are difficult to turn can also exacerbate the wrist and arm strain that eventually plagues many professional musicians. Orchestra musicians are under pressure to get their instruments in tune for both concerts and rehearsals in the short amount of time allotted. Children and their parents especially have great difficulty with ill-fitting pegs on student instruments that create endless frustration for both families and luthiers alike. As director of the renowned Luzerne Music Center (NY) summer program and faculty at the Colburn School, **Ms. Pitcairn** sees firsthand how extreme humidity and dryness adversely affect her students' pegs.

With these concerns in mind, **Ms. Pitcairn** eventually spoke to the master luthier who cares for her instrument. He recommended the **Wittner Finetune-Pegs**. Here is what she had to say about her experience:



Photo courtesy of: Joy Strotz

November 1, 2010

Dear Mr. Wittner,

I am delighted by the opportunity to express to you and your company how incredibly pleased I am with your product.

Robert Cauer of Los Angeles, a longtime caretaker of my instrument, has installed them so far on my three violins - the 1720 Stradivarius, the Pressenda and the violin which I practice on during vacations in extreme humidity in places like the Caribbean and dry climates such as the mountains of Colorado. This has solved my problems with pegs sticking and slipping which plagued me! I also feel that your pegs are saving my arm from strain and the onset of physical problems caused by wrestling with sticking or slipping pegs. It is so delightfully easy to tune my violin onstage before performing a major concerto with orchestra. I am a huge fan and am spreading the word about this wonderful product wherever I go just because I like them so much.

*Thank you for making them.
Very best,*

Elizabeth Pitcairn

www.elizabethpitcairn.com



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Reverend Horton Heat Adopts Radial Engineering Products

Jim Heath (aka Reverend Horton Heat) has been performing with his colorful punkabilly/psychobilly style for an average of 120 shows each year, currently accompanied by Jimbo Wallace on upright bass and Paul Simmons on drums. He's actively working on his band's new album for Victory Records. This time around he has found particular inspiration in Radial Engineering's 500 series gear. The Cube features a convenient and removable carrying handle specifically designed to support its portability. His Cube is loaded with two Radial modules.

www.radialeng.com



RBG Drums Now Used by Producer Greg Wells



The RBH Drum Co. is proud to announce that multiple Grammy-nominated producer, songwriter, and musician Greg Wells has acquired a full set of the custom drum maker's "Monarch" series drums. Based in Los Angeles, Greg has collaborated with artists ranging from Adele, Weezer, and The Count Basie Orchestra to Pink, Katy Perry, Kid Cudi, OneRepublic, and All-American Rejects. CDs featuring Greg's music have sold more than 80 million units worldwide.

Greg is also a multi-talented, multi-instrumentalist who is as comfortable behind a drum kit, guitar, bass or keyboard as he is behind a mixing console or a computer running the latest recording software.

According to Greg, his new RBH drums will replace a vintage Slingerland Radio King kit that was previously his main kit and used on many of his biggest hits.

rbhdrumsusa.com

New Dixon 'Build Your Artisan' Page Launches

Dixon have announced an addition to their impressive play-DIXON.com website – a "Build Your Artisan" page, where players can customize the Dixon set of their dreams.



"The 'Build Your Artisan' page is the finishing touch on our popular flagship series," says Dixon product manager Jim Uding. "This tool not only organizes all of our exciting choices, it puts them at your fingertips."

The "Build Your Artisan" page will allow players to create their ideal outfit in three easy steps, selecting from an array of quality shell constructions, finishes, and hardware colors. They can then request a price quote from an authorized dealer. Visit the "Build Your Artisan" page at usa.playdixon.com/Drums/USAartisan-select.aspx

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- **KIM BREEDLOVE**, *Master Luthier*



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PRS Guitarists Tremonti and Kennedy Shine on New Alter Bridge Album



Rock band Alter Bridge – comprised of Myles Kennedy on vocals/guitar, Mark Tremonti on guitar/vocals, Brian Marshall on bass and Scott Phillips on drums – has returned with their fourth album, *Fortress*, released on October 8th via EMI Label Services and debuted at #12 on the *Billboard* Charts.

Both Myles Kennedy and Mark Tremonti endorse Paul Reed Smith electric guitars and use the U.S. manufacturer's guitars extensively both on stage and in the stu-

dio. Kennedy predominantly plays a PRS McCarty & SC245, while Tremonti (a Grammy Award winner and member of the mega-group Creed) is one of only three artists to have both an American-made PRS signature model and a PRS SE signature model (along with Carlos Santana and Dave Navarro). Tremonti uses both models when performing and recording and says that his specially designed PRS Tremonti Treble and Bass humbucking pickups help define his sound.

prsguitars.com

PAS and 'Hit Like a Girl' Promote Women's Drumming

The Percussive Arts Society (PAS) and Hit Like A Girl have announced the formation of an alliance that brings drummers, educators, manufacturers and media together as part of a powerful new coalition and aims to generate greater recognition of the female drumming community as well as greater support for its development and growth.

As part of this initiative of mutual support, PAS has become an official sponsor of the 2014 Hit Like A Girl Contest and will contribute an opportunity for the 2014 HLAG Champion in the over 18 division to perform at PASIC 2014 as well as admission to the conference for the under-18 winner. In collaboration, Hit Like A Girl will provide promotional consideration for PAS in the public relations and marketing for its contest and general advocacy of female drummers and drumming.

pas.org
hitlikeagirlcontest.com

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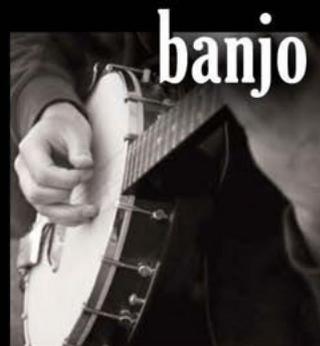
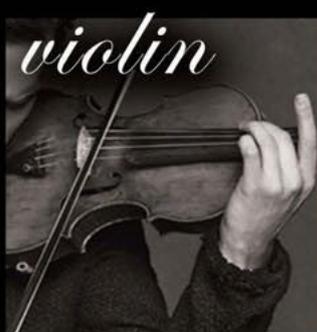
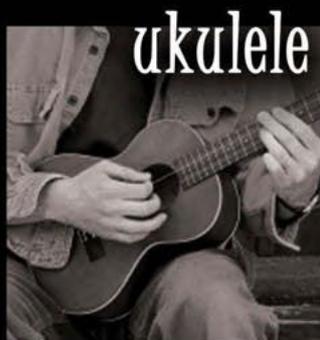
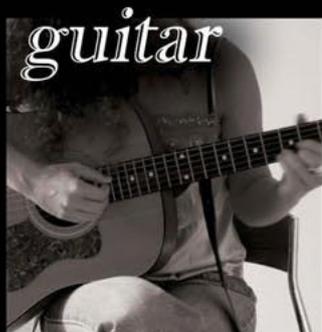


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Musical Instrument Displays



Peavey Announces Stan Lee Autographed Guitar Giveaway

Peavey Electronics® recently announced an exclusive guitar giveaway. Between now and December 31st, 2013, participants may enter for a chance to win a Peavey Iron Man™ guitar signed by Marvel® Comics super hero creator Stan Lee. Interested guitar and comic lovers may enter at Peavey's Facebook page.

Stan Lee is the co-creator of such Marvel Comic icons as Spider-Man™, Iron Man™,



The Incredible Hulk™ and more, and is a living legend in the world of comics. The Iron Man Rockmaster is part of Peavey's

line of officially licensed Marvel Universe instruments. Customers may enter for a chance to win at peavey.com/contests/ironmanguitar/contest.cfm

Shure Gear Featured at 2013 Hot Springs Music Fest



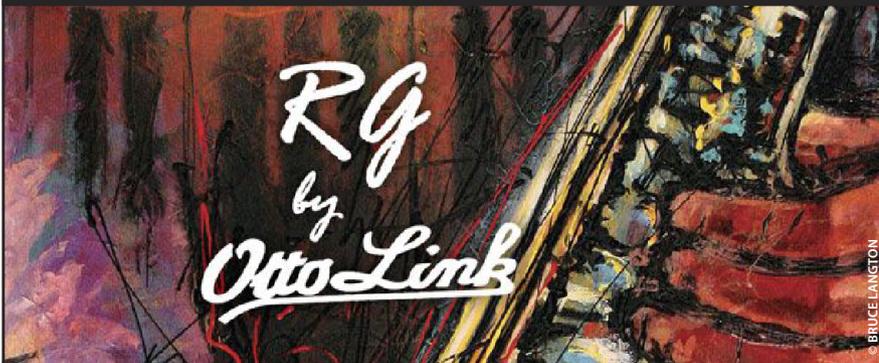
The Hot Springs Music Festival features more than 20 concerts for approximately 10,000 members of the Hot Springs National Park community, delivering musical compositions and popular scores from around the world. After seven successful seasons of being hosted in a historic downtown performance venue, while preparing for the 2013 event, festival recording engineer Jamie Tagg learned that the building was going to be shut down for structural repairs, forcing the festival to move locations for its indoor concert facility. This location shift made for a variety of logistical challenges, including the need to find new audio gear that could accommodate the new performance site – the Summit Arena.

When designing sound for the venue, Tagg's team opted for Shure microphones. "Given my experience with Shure gear in the past, I knew I could trust the microphones to produce an open, natural sounding reproduction of the musicians' instruments. The Shure KSM32, KSM44, KSM313, Beta 181, Beta 27, and VP82 were integrated into our set-up, helping us achieve the sound we were hoping for, while keeping the audience happy and our engineering team's stress level down."

Aside from microphones, Shure SRH940 professional headphones were relied upon by the Hot Springs Festival engineering crew for their accurate frequency response, accurate audio production, and superior comfort.

shure.com

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ON THE MOVE

HARMAN PROFESSIONAL

Harman Professional has appointed **Jonas Stenvinkel** as head, Martin Professional Asia Pacific

with permanent base in Singapore. Stenvinkel, who previously served as sales director of EMEA North, will lead Martin Professional's sales and service staff in the Singapore and Asia region. He will report directly to Thomas Marcher, director of Sales at the Harman Professional Regional Sales Office in Kuala Lumpur, Malaysia

Jonas Stenvinkel has held a leadership role for the last six years with Martin Scandinavia as the sales director of EMEA North, including distributors and Martin subsidiaries in Sweden, Norway, and Denmark. Stenvinkel demonstrated a proven capacity for growing sales in the Nordic region during his tenure. Before joining Martin Professional, Stenvinkel owned and operated a sound and lighting rental house.

Additionally, Harman Professional has promoted **Rasmus Mogensen** to the position of regional support manager, Asia, at Martin Professional Singapore. Mogensen had previously served as a regional support manager and in field service technician for Martin Scandinavia. He will now lead Martin Singapore's service department and report directly to Jonas Stenvinkel.

L-ACOUSTICS has announced the appointment of **Dan Orton** to the post of application engineer for the UK and Ireland. Orton reports to Florent Bernard, head of Application – Touring and Cédric Montrezor, head of Application – Installation for L-ACOUSTICS.



Based in the UK, Orton is primarily tasked with providing support for both consultants and UK L-ACOUSTICS Systems Integrators. His new duties include offering sound design assistance and solutions, providing on-site support for challenging projects, creating potential system models using L-ACOUSTICS' SOUNDVISION software, and conducting technical trainings and product demos, among other related tasks. Prior to joining L-ACOUSTICS, Orton spent over ten years with a UK-based sound reinforcement manufacturer, working his way up to becoming a development engineer, where he developed expertise in project management, production engineering, and mechanical design.

JUNO recently announced the addition of **Mike Zucek** to the JUNO team as national sales manager.

Zucek has worked in the music products industry his whole career. For 21 years he managed global sales and marketing efforts, including new product development, for Mirafone and Rico Reeds, both divisions of the Roy J. Maier Corporation at the time. He's also worked as a district manager for Yamaha as well as regional sales manager for both the J. D'Addario Co. and Connolly Music. He has a BA in music education from Northeastern Illinois University, studied horn at the American Conservatory of Music and holds an MBA in management from Pepperdine University.



Mike Zucek will be responsible for managing the sales and growth of the new JUNO line of student reeds manufactured by Vandoren.

Korg USA has expanded its sales force to be able to provide the same premium service to Canadian retailers as it does in the U.S. market. Joining existing West Coast sales representative Martin Richmond will be **Jeff Bard**, who will



Korg USA VP Sales Nick Owen, Korg USA Canadian Sales rep team – Martin Richmond, Jeff Bard, Glen Booth – and Korg USA National Sales manager AJ Reitz.

cover Quebec and Maritimes, and Glen Booth, who will cover Ontario.

Jeff Bard comes to Korg USA with many years of experience as a sales representative for premium brands such as Ernie Ball Music Man, Audix Microphones and Levy's Leathers. He has also worked in a retail capacity at a major outlet in Quebec City for over a dozen years, and as a touring musician, playing guitar with a variety of bands.

Glen Booth has been working in the Ontario market as a sales representative for over 10 years for established brands such as Ernie Ball Music Man, Audix and Levy's leathers. Additionally, he brings experience in artist relations, and has worked in retail management, as a music teacher, and as a working musician for many years.

To support the expanded sales team, Korg USA is handling all shipping and logistics out of Canadian warehousing facilities. Korg USA's New York-based facility houses a dedicated marketing staff as well as sales and product support personnel. In addition, field specialists support sales efforts by visiting Canadian dealers to assist with in-store marketing efforts and consumer clinics.

Pearl Corporation has named **Dr. Dan McNally** Brass and Woodwind marketing manager.

Dr. McNally holds a Doctorate of Musical Arts in Trumpet Performance and Pedagogy from the University of Southern Mississippi, a Masters of Music in Trumpet Performance from the University of Louisville, and a Bachelor of Science in Music Education from Austin Peay State University. As a performer, Dr. McNally has played with orchestras and chamber ensembles throughout the Southeast, and is joining Pearl after many years as a successful high school band director in the Middle Tennessee area.



His main responsibilities will be focused on the promotional and developmental activities of Adams Marching Brass product line, as well as administrative and operational duties with Pearl Flutes.

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U.S. Musical Instrument Imports for Consumption

Annual and Year Through the Most Recent Full Quarter

Sources: The data presented in this chart has been gathered from tariff and trade information from the U.S. Department of Commerce and the U.S. International Trade Commission. Accurate as of November 19, 2013.

***HTS:** The Harmonized Tariff Schedule was enacted by Congress and made effective on January 1, 1989. The HTS comprises a hierarchical structure for describing all goods in trade for duty, quota, and statistical purposes.

****NESOI:** Not Elsewhere Specified or Included.

Country	HTS Number and Musical Instrument Product Type	2013
		In Actual Units of Quantity
Argentina	9209300000 MUSICAL INSTRUMENT STRINGS	975,242
Australia	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	857
	9209300000 MUSICAL INSTRUMENT STRINGS	1,752
Austria	9209300000 MUSICAL INSTRUMENT STRINGS	508,585
Bulgaria	9202902000 GUITARS VALUED NOT OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	906
	9206002000 DRUMS	14,281
Canada	9202904000 GUITARS VALUED OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	16,217
	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	839
	9206004000 CYMBALS	149,496
	9207900040 FRETTED STRINGED INSTRUMENTS	2,711
China	9202100000 STRING MUSICAL INSTRUMENTS PLAYED WITH A BOW	321,411
	9202902000 GUITARS VALUED NOT OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	779,206
	9202904000 GUITARS VALUED OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	41,577
	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	586,296
	9205100080 BRASS-WIND INSTRUMENTS VALUED OVER \$10 EACH	110,893
	9205904020 CLARINETS	39,293
	9205904040 SAXOPHONES	36,415
	9205904060 FLUTES AND PICCOLOS (EXCEPT BAMBOO)	67,942
	9205904080 WOODWIND INSTRUMENTS, NESOI	888,733
	9205906000 WIND INSTRUMENTS, NESOI	150,259
	9206002000 DRUMS	347,962
	9206004000 CYMBALS	20,792
	9207100010 MUSICAL SYNTHESIZERS VALUED \$100 OR OVER EACH	57,485
	9207900040 FRETTED STRINGED INSTRUMENTS	570,809
9209300000 MUSICAL INSTRUMENT STRINGS	859,250	
Czech Republic	9202100000 STRING MUSICAL INSTRUMENTS PLAYED WITH A BOW	1,103
Denmark	9209300000 MUSICAL INSTRUMENT STRINGS	57,709
Egypt	9206002000 DRUMS	895

Country	HTS Number	2013	
		In Actual Units of Quantity	
France	9202906000	STRING MUSICAL INSTRUMENTS, NESOI	1,621
	9205904020	CLARINETS	4,708
	9205904080	WOODWIND INSTRUMENTS, NESOI	4,281
	9209300000	MUSICAL INSTRUMENT STRINGS	78,404
Germany	9202100000	STRING MUSICAL INSTRUMENTS PLAYED WITH A BOW	909
	9202902000	GITARS VALUED NOT OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	828
	9205100080	BRASS-WIND INSTRUMENTS VALUED OVER \$10 EACH	1,337
	9205904020	CLARINETS	10,654
	9205904060	FLUTES AND PICCOLOS (EXCEPT BAMBOO)	2,794
	9205904080	WOODWIND INSTRUMENTS, NESOI	25,918
	9205906000	WIND INSTRUMENTS, NESOI	3,422
	9206002000	DRUMS	5,753
	9206004000	CYMBALS	27,523
	9207900040	FRETTED STRINGED INSTRUMENTS	10,267
9209300000	MUSICAL INSTRUMENT STRINGS	426,198	
Hong Kong	9202100000	STRING MUSICAL INSTRUMENTS PLAYED WITH A BOW	4,576
	9202902000	GITARS VALUED NOT OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	1,095
	9205904060	FLUTES AND PICCOLOS (EXCEPT BAMBOO)	1,858
	9205906000	WIND INSTRUMENTS, NESOI	1,980
	9207900040	FRETTED STRINGED INSTRUMENTS	1,889
	9209300000	MUSICAL INSTRUMENT STRINGS	2,110
India	9202906000	STRING MUSICAL INSTRUMENTS, NESOI	933
	9205904080	WOODWIND INSTRUMENTS, NESOI	10,972
	9205906000	WIND INSTRUMENTS, NESOI	2,534
	9206002000	DRUMS	17,812
	9206004000	CYMBALS	2,431
	9207900040	FRETTED STRINGED INSTRUMENTS	1,061
Indonesia	9202902000	GITARS VALUED NOT OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	163,036
	9202904000	GITARS VALUED OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	10,007
	9202906000	STRING MUSICAL INSTRUMENTS, NESOI	41,742
	9205904020	CLARINETS	15,144
	9205904040	SAXOPHONES	9,780
	9205904060	FLUTES AND PICCOLOS (EXCEPT BAMBOO)	16,053
	9205904080	WOODWIND INSTRUMENTS, NESOI	546,413
	9205906000	WIND INSTRUMENTS, NESOI	18,327
	9206002000	DRUMS	65,995
9207900040	FRETTED STRINGED INSTRUMENTS	257,559	
Ireland	9205904060	FLUTES AND PICCOLOS (EXCEPT BAMBOO)	1,168
	9205904080	WOODWIND INSTRUMENTS, NESOI	6,162

Country	HTS Number	2013
		In Actual Units of Quantity
Israel	9206002000 DRUMS	8,352
Italy	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	12,651
	9209300000 MUSICAL INSTRUMENT STRINGS	162,468
Japan	9205100080 BRASS-WIND INSTRUMENTS VALUED OVER \$10 EACH	11,013
	9205904020 CLARINETS	3,893
	9205904040 SAXOPHONES	3,559
	9205904060 FLUTES AND PICCOLOS (EXCEPT BAMBOO)	1,868
	9205904080 WOODWIND INSTRUMENTS, NESOI	58,052
	9206002000 DRUMS	7,277
	9207100010 MUSICAL SYNTHESIZERS VALUED \$100 OR OVER EACH	3,361
	9207900040 FRETTED STRINGED INSTRUMENTS	32,087
	9209300000 MUSICAL INSTRUMENT STRINGS	2,663
Korea	9202904000 GUITARS VALUED OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	17,853
	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	2,784
	9205904080 WOODWIND INSTRUMENTS, NESOI	729,239
	9206002000 DRUMS	8,527
	9207900040 FRETTED STRINGED INSTRUMENTS	111,728
	9209300000 MUSICAL INSTRUMENT STRINGS	65,688
Mexico	9202902000 GUITARS VALUED NOT OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	17,651
	9202904000 GUITARS VALUED OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	105,887
	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	2,306
	9207900040 FRETTED STRINGED INSTRUMENTS	94,924
	9209300000 MUSICAL INSTRUMENT STRINGS	5,458,928
Pakistan	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	1,963
	9205906000 WIND INSTRUMENTS, NESOI	1,734
	9206002000 DRUMS	6,411
	9206004000 CYMBALS	800
Peru	9205904080 WOODWIND INSTRUMENTS, NESOI	8,508
	9205906000 WIND INSTRUMENTS, NESOI	12,153
	9206002000 DRUMS	1,974
Philippines	9202902000 GUITARS VALUED NOT OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	1,340
	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	1,237
Romania	9202100000 STRING MUSICAL INSTRUMENTS PLAYED WITH A BOW	10,550
	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	3,454
Senegal	9206002000 DRUMS	2,541
Slovak Republic	9209300000 MUSICAL INSTRUMENT STRINGS	2,207
Spain	9202904000 GUITARS VALUED OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	1,383
	9209300000 MUSICAL INSTRUMENT STRINGS	1,314
Sweden	9207100010 MUSICAL SYNTHESIZERS VALUED \$100 OR OVER EACH	1,018
	9209300000 MUSICAL INSTRUMENT STRINGS	3,544
Switzerland	9206004000 CYMBALS	18,952

Country	HTS Number	2013	
		In Actual Units of Quantity	
Taiwan	9202100000	STRING MUSICAL INSTRUMENTS PLAYED WITH A BOW	1,058
	9205100080	BRASS-WIND INSTRUMENTS VALUED OVER \$10 EACH	11,254
	9205904040	SAXOPHONES	15,390
	9205904060	FLUTES AND PICCOLOS (EXCEPT BAMBOO)	5,180
	9205904080	WOODWIND INSTRUMENTS, NESOI	143,607
	9206002000	DRUMS	78,254
	9206004000	CYMBALS	4,209
Thailand	9209300000	MUSICAL INSTRUMENT STRINGS	2,200
	9206002000	DRUMS	86,120
Trin & Tobago	9206004000	CYMBALS	2,280
	9206002000	DRUMS	1,680
Turkey	9206002000	DRUMS	5,508
	9206004000	CYMBALS	18,228
United Kingdom	9202906000	STRING MUSICAL INSTRUMENTS, NESOI	8,570
	9205904080	WOODWIND INSTRUMENTS, NESOI	20,429
	9205906000	WIND INSTRUMENTS, NESOI	2,968
Vietnam	9209300000	MUSICAL INSTRUMENT STRINGS	274,941
	9205904040	SAXOPHONES	5,070
	9207900040	FRETTED STRINGED INSTRUMENTS	4,881



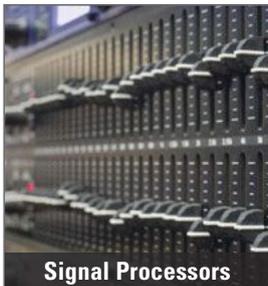
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MMR's Nationwide Survey of Music Retailers Marks its Third Decade of Providing Market Analysis



ALABAMA

Bailey Brothers Music Academy
Birmingham
Clay Bailey, Owner

Outlook for 2014? Profits are up; sales are down. Over the last four or five years, I've developed into more of the band and orchestra business, which seems to be more consistent than the MI side of things. Electric guitars and amps have been terrible.

Evolution in the industry you're excited about? It's hard to go out on a limb and try new things when everything's so soft. I've tried to open up new streams of income over the last few years, as far as even selling boxes for customers to ship guitars in. We sell \$2,500-\$3,500 in that a year. They go to anyone we know who's got to sell something eBay and doesn't want to spend \$45 on a box at UPS that doesn't fit.

Product of the Year? Gibson acoustic guitars, across the board at every price point.



ALASKA

Music Mart and Studios
Fairbanks
Anita Tomsha, President/Owner

Business this year: Slightly down from 2012.

Evolution in the industry you're excited about? We love the newer carbon-fiber bowed instruments. They are long-lived and lightweight and have become more affordable. Facebook is a popular medium to stir excitement for new products at the store. Probably the most innovative program for us is our "auto-pay" two-month credit program. Our customers love it and we never have to send bills. The customer splits his purchase into three equal monthly payments, which are then paid by auto debit through the bank. School bands and orchestras are still going strong. We support our teachers and students as much as possible so music will continue to flourish in the interior of Alaska. Some larger guitar manufacturers try to dictate the stocking requirements for our store. Since we have a smaller population base, we need to choose our own inventory. Because of freight cost to and from Alaska, it is prohibitive to sell products online outside the state. Right now, we seem to be getting mixed messages about the business climate in the coming year.



Anita Tomsha, owner and president; Robert Hohnacki, repair tech/sales; Steve Kircher, assistant manager/guitar tech/sales.

New lines or brands you've taken on with success this year? We recently added the Teton line of acoustic guitars, which are distributed by Chesbro Music Company. They are well-made, great-sounding guitars at an affordable price.

Product of the Year? The Composite Acoustic Guitar distributed by Peavey Electronics. With our extreme cold and dry desert climate, they hold up and are never high-maintenance. Our best-selling item is the violin. In particular, we found a high-quality import company in California called Classical Strings. Their instruments arrive ready to play from the most discriminating of players to the very beginner in fourth grade orchestra.



ARIZONA

Metro Gnome Music & Cycle To Go
Tucson
Todd Crawford, Owner

Business this year: We had a strong instrument rental season this year, and overall sales have increased over last year. The one problem we have encountered is an increase in delinquent rental instrument accounts, and a higher percentage of accounts that we have had to turn into collections.

New lines or brands you've taken on with success this year? This year, the biggest change we made was adding folding bicycles by Brompton, Tern and Montague. Great for touring/traveling musicians, easy to pack and take on tour, or to tuck in a corner if you ride to a gig. The Brompton is even small enough to check on an airplane without any oversize bag up charge. Also added bike accessories and service. We are always looking for products that will appeal to our customer base and complement their lifestyle.

Evolution in the industry you're excited about? We had our second Annual Gnome Fest this year, a festival with talented local musicians and food trucks. Many of the bands that played at the event rehearse in the rehearsal studios that we operate next to our music store. Part of the proceeds generated went to the Humane Society of Southern Arizona. There seems to be an abundance of subpar band instruments flooding the market. We are seeing more and more cheap band instruments from overseas coming in for repair. Many parents think they are saving money by finding something cheap on eBay, but I worry that these instruments are causing kids to lose interest in music. Even many of the major brands have fallen in quality as they move their operations overseas.

Product of the Year? Snark Tuners.





ARKANSAS

Ben Jack's Arkansas Music
Fayetteville, Bentonville
Bruce Grubb, Manager

Business this year: Picked up.

New lines or brands you've taken on with success this year? We reintroduced the Gibson line.

Evolution in the industry you're excited about? We've been here for three generations and see personal service as more important than ever. We get to know our customers by name, what they need, what they're looking for. With our years of product knowledge, we can make suggestions, help customers set up their new instruments, do repairs and offer lessons. The personal touch can get lost in big-box operations. As a local store, we provide revenue, support for programs and employment in our home community, which distant online sellers can't do. We're more directly connected to our customers.

Product of the Year? Ukuleles, Martin and Taylor guitars.



CALIFORNIA

Old Town Music
Pasadena
Fritzie Culick, Owner

Business this year: Slightly up from last year

Evolution in the industry you're excited about? We are using social media more actively and we see an increase in local music programs. There are many new studios opening up in this area, which means new faces coming into the store. On the downside, however, it means increased competition for students. Many teachers have been speaking of losing students and finding it harder to fill their rosters. It's getting harder to compete with online stores. Customers frequently turn us down, after examining items here, saying they'll "just order it online." They don't realize that we are online ourselves and that we order from most vendors almost every week, so are very responsive to customer needs. One innovation for us has been to bring Happy Hour to a music store. There are Happy Hours all over our downtown Old Pasadena neighborhood, so we thought we would get in on that trade, too. From 3 to 5 p.m., we offer various rewards for coming in, from 10 percent off sheet music to a deal on gifts to deals on a guitar, and so on. It's new this fall, and has brought in new customers.

Product of the Year? Ukuleles (Kala, Lanikai, Diamond Head). And for us, print music is really number one. It is what we are best known for. We rent and sell lots of violins, then flutes, clarinets and cellos, then trumpets and trombones, and last, small percussion kits.



COLORADO

Colorado Drums & Percussion, Inc.
Fort Collins
Clark Bennett, Owner

Business this year: Overall about even but trending upwards a bit.

Evolution in the industry you're excited about? I am just glad

to see at least a small uptick in sales in general. It still is very up-and-down and hard to predict and plan.

Product of the Year? For a quick-turn around item, our custom, locally made cajons.



CONNECTICUT

Guitar Hangar
Brookfield
Rick Tedesco, Owner

Outlook for 2014? I do niche, high-end guitars as my main thing and my theory is that there's just been a shift in the entire industry. There just aren't any more kids worshipping Eddie Van Halen wanting to be guitar players or anything else. Lots of kids' inspiration seems to be American Idol - "Never mind those guys in the back, I want to be a pop star." Therefore, sales are down.

Evolution in the industry you're excited about? The web continues to be a double-edged sword. It's great that you can reach people across the globe, but the competition to be seen on the web is harder and harder. The big corporations like Guitar Center, Sweetwater, and Sam Ash seem to dominate the web. Meanwhile Google changes their algorithms every five minutes, so SEO is always changing. It can take some money to compete on a level that's going to make any kind of difference.

New lines or brands you've taken on with success this year? I took on Music Man and am really happy with that. I took on Ibanez as well and that's been a great line because it covers so many bases.

Product of the Year? Suhr Pro series have been my most successful line this year. It's a fantastic product for the price point. It's like getting a \$4,000 Super Strat for half the money.



DELAWARE

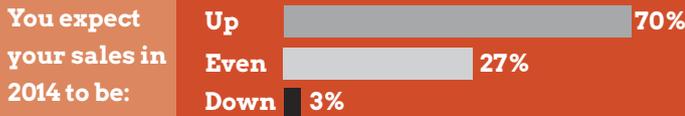
Accent Music
Wilmington
Steve Harkey, Owner

Outlook for 2014? I feel good about it. We had a Guitar Center open up north of here that sucked about half of the combo sales from our Wilmington location. But we've stabilized. Sales are actually starting to rebound and we've been concentrating more on accessories and the school market. We recently won the Delaware school bid for all the state institutions. We're also planning on expanding our website this year.

Evolution in the industry you're excited about? The school market has rebounded quite well. Parents' priority seems to be their children before the economy, so they continue to invest in that kind of education, so we're hoping to ride on that.

Product of the Year? Our own performance space and school. Our school has about 800 students and 40 teachers and we opened up a new 150-seat theater. We're working with JBL to get a new array in there to make it the best-sounding room in town, and we're also renting out four rooms there as rehearsal spaces.





FLORIDA
Parramore Music
 Ocala
 John Barrett, President

Business this year: A little above last year.

New lines or brands you've taken on with success this year? Blackstar

Evolution in the industry you're excited about? Hoping that the economy will continue to improve at a faster rate. Our sales event with "out-the-door pricing," which included the sales tax and delivery fees where applicable went well. We also did some radio advertising for the first time in a long time that did well for us. We're seeing that more people seem to want to purchase or consign their acoustic upright piano than want to buy a new one. We sell more new acoustic grands and new digital pianos than new upright acoustics. Customers will buy a used acoustic upright because of the price point.

Product of the Year? Yamaha Clavinova digital pianos for product line and Yamaha's new hybrid model NU1 for product of the year. Also kudos for Peavey's new Vypyr amps.



GEORGIA
Stephens' Music Company
 Rome, Calhoun
 Shane West, President/CEO/Guitar & Bass Instructor

Business this year: Calhoun store about even, Rome store up.

New lines or brands you've taken on with success this year? We took on Yamaha mid-year. It has been a wonderful partnership so far, especially at our Rome location.

Evolution in the industry you're excited about? Our community support has been greater this year. There is much more awareness about how our local economy affects everyone and we have seen a resurgence in shopping local. We support local musicians and venues through any opportunity we are given. I am a local musician, as are the employees of Stephens' Music Company, so we are involved in the local scene in many ways. We have sponsored a local radio show that airs on 95.7 from Rome, Ga. (and online) every Wednesday at noon for three years now. It is called "The North West Georgia Music Hour" and features all local musicians from submitted CDs, in-studio interviews and performances. We sell local artists CDs and merchandise in our stores as well. Some concerns we have in the industry are low margins, MAP violations by online stores (no policing), and large manufacturers selling direct to consumers online.



Product of the Year? Fender is still big for us. The Fender Standard Strat Plus Top has done well and Fender acoustics are still a great value. Yamaha has done great since we added the line. Our Rome store has sold a good number of the APX500II acoustic/electrics. And the Yamaha keyboards and digital pianos are great.



HAWAII
Bounty Music
 Kahului Maui
 Paul & Linda Avi Weinstein, Owners

Business this year: Slightly up. I think the uncertainty that has been caused by the U.S. Congress has people very concerned.

New lines or brands you've taken on with success this year? We added Yamaha Band and Orchestra instruments this year. After 34 years in business, we now have a quality band and orchestra inventory.

Evolution in the industry you're excited about? Social media is something we are focusing on this year. We had a



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clinic with Grammy Award winner Daniel Ho. He is a wonderful ukulele player who sounded great through the Bose sound system.

I think the spread of Amazon into the musical instrument online sales market is troubling. They are selling boxes from a shelf without making sure they will arrive to the customer ready to play. They do not have the expertise to adequately help pick the right product for the customer. I am also seeing more musical instruments in big box stores from some of our big name manufacturers.

Product of the Year? The Kamaka HF-3 Tenor Ukulele.



IDAHO
Burt's Music & Sound
 Coeur D'Alene
 Denny Burt, Owner

Business this year: We are seeing a slight increase in sales this year.

Evolution in the industry you're excited about? We focus on providing competitive pricing and exceptional service and repairs to all of our customers, with the goal of making us their dealer of choice. We never miss an opportunity to do school bids and we make sure the media are on hand when we deliver the instruments, especially when grants are involved. This free PR gets Burt's Music seen as a school-endorsed place to do business. We have also gone to an online school rental program that has been very successful as well.

Companies are learning that they need to build a higher level of

profitability into their map pricing for dealers and recommit to enforcing their map policies online. Freight is a huge factor as well for dealers. Companies are finally understanding that if we as a smaller dealer cannot make money on their product long-term, we won't purchase it. We support the companies that support us. Some large companies have not tailored their purchasing requirements to the size of the local dealer and local economy. In the recessive economy, companies have dropped many small, passionate dealers that made those companies a lot of money.

Product of the Year? Ukuleles.



ILLINOIS
Vic's Drum Shop
 Chicago
 Ben Hornor, Manager

New lines or brands you've taken on with success this year? We've added several lines in many different areas this year. Premier Drums, Sakae Drums, Boso drumsticks, and Supernatural Cymbals all in 2013.

Outlook for 2014? Since we're a relatively new business we are in a constant state of evolution and are always working to increase our reach in the marketplace and fine-tune our approach. We are predicting a large increase in overall sales as we continue to add to our e-commerce site and have a broader array of products available through our website.

Evolution in the industry you're excited about? We are very excited to be expanding our reach through a variety of social media vehicles. We've had an enormous amount of success with Facebook. In the coming year we have plans to increase our reach even further with more focus on utilizing the tools offered through Google, Instagram, and Vine.

Product of the Year? Sticks, heads, and cymbals are certainly considered the three main pillars of our business.



INDIANA
R&R Music
 Avon
 Russ Bucy, Owner

Outlook for 2014? Not extremely optimistic for the future, but we are planning on a lot of changes coming up, so you've got to be excited about that.

Evolution in the industry you're excited about? It's really interesting seeing the quality in more affordable guitars come up as much as it has, and the perception is really changing with that. No longer is the first question that people ask you when they see a new guitar, "Is that American?" Kids grow up with everything they love - their iPhones, their

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Note From Joe The Future Will *Not* Resemble the Past

The story of the music products industry has been one of innovation and change, with ongoing breakthroughs helping to drive profitable new markets and musical styles. The piano evolved from the harpsichord and inspired Mozart. The electric guitar did more than make the acoustic louder, it helped create rock 'n' roll in the process. The invention and adoption of MIDI allowed instruments and computers to talk to each other and drove the electronics boom of the 80's. And, more recently, recording software has brought a home studio to every smartphone and tablet. Whether these trends were good or bad could be debated in the Anaheim Hilton lobby bar 'til late into the night, but what's not in question is that each of these breakthroughs helped to grow the market.

And breakthroughs aren't just in instruments. Business methods are also targets of innovation—increasing efficiency, bringing down costs and improving the customer experience. Music education is also changing, as teachers embrace new musical styles and instruments in our schools.

So how are we doing as an industry? What grade would we earn for innovation? Tough question... especially since I believe we're an industry firmly committed to and, in some ways conflicted by two worlds. One consists of beautiful handcrafted instruments of intrinsic value, where obsolescence is measured in generations. The other: technology-based products that become obsolete as soon as the next model is introduced.

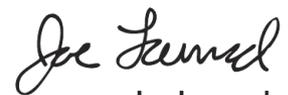
My hunch is that the next big breakthroughs will be technology-based and solve the problems of today's and—perhaps more important—tomorrow's customers. Some may even address one of our biggest challenges: It remains difficult for most people

to learn to play an instrument. Personally, I believe we could double the size of our industry if we could find a way to make it easier for the average person to play an instrument, even if just for personal enjoyment.

So, what breakthroughs are on the horizon? I can't answer that question, but I do know where to go to find out. Next month's NAMM Show will be the epicenter of global change, the place where the industry's newest ideas and products are going to be on display. As a matter of fact, we're going to recognize some breakthrough products at Friday night's NAMM TEC (Technical Excellence & Creativity) Awards. Those who sell or use music technology will want to see which companies are recognized with TEC nominations and awards. Not to mention, this year's Les Paul Award (named for the guitarist credited with numerous musical breakthroughs, including multi-track recording) will be none other than the creative genius—and my old boss—Todd Rundgren.

Innovation is the lifeblood of any industry—especially ours—and I assure you the future will *not* resemble the past. To get a glimpse of our future and position your business to take advantage of it, come to the 2014 NAMM Show.

Happy holidays to our Members here in the United States and around the world. We look forward to seeing you next month!



Joe Lamond
NAMM PRESIDENT AND CEO



NAME **NAMM News** December **2013**

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Playstations – all made in China, so they don't care where it's made anymore if the quality is good.

One thing that's interesting is how much people know when they come in the store. You'd use to have to answer their questions for them, or even call the manufacturer. "Sounds like they're closed for the day, but I'll get an answer for you tomorrow." Not anymore!

Product of the year? Ukuleles have been really hot this year.



IOWA

**Foster Family Music Center
Bettendorf**

Jim Foster and daughter Christi, Partners

Business this year: It is shaping up to be another good year, with sales up and gross profit percent up as well... and of course, a few large Allen organs help that.

Evolution in the industry you're excited about? We have a strong website, do monthly e-newsletters and work with our area teachers and institutions to make more and better musicians. The technologies that seem to have decimated the piano industry are actually helping us to connect with people who otherwise might not consider an instrument.

Most worrisome is the fact that we feel alone in our work to reach out to people about the important connections of piano study to brain development and a richer life. The stores that used to help in this regard have mostly closed or no longer sell pianos.

Our annual Piano Celebration fundraiser raised more \$38,000 for our area Ronald McDonald House (more than \$320,000 over the past 11 years). Our local group called Piano for a Richer Life, made up of our local PTG chapter and teacher groups, made this happen.

Product of the Year? Yamaha Disklavier.



KANSAS

**B.A.C. Horn Doctor, Inc.
Olathe**

Mike Corrigan, President

Business this year: 2013 was without questions a much stronger year for us over 2012.

New lines or brands you've taken on with success this year? We became an affiliate of RentMyInstrument.com this past year, and are very pleased with the success of the program. We also started carrying the new apprentice instruments offered by B.A.C. Musical Instruments LLC. Our customers have been very pleased with the quality and value of these new instruments.

Evolution in the industry you're excited about? I'm excited about the movement happening in Kansas City by Mayor Sly James to really focus on the arts and culture of the city. The building of the new Kauffman Performing Arts Center, and discussion about bringing the Conservatory of Music to Kansas City's downtown area have called more attention the importance of music. I think we'll start seeing a ripple effect into the suburbs. We will be investing into this positive energy to keep kids excited about joining band and orchestra.

Since our involvement in helping musicians in New Orleans, we



Does your store engage in e-commerce?

Yes

45%

No

55%

have been training individuals there to repair band instruments. We are pleased to announce that 2013 marked the opening of a new repair shop by one of them, The Rebirth Repair Shop, the only band instrument repair shop now in New Orleans that serves schools and local musicians.

Product of the Year? We have done very well with the Artist Series trumpets and trombones from B.A.C. Musical Instruments.



KENTUCKY

Wilcutt Guitars

**Lexington
Bob Wilcutt, Owner**

New lines or brands you've taken on with success this year? We already have the major lines – Fender, Martin, Taylor, and so on – so we did some niche things this year like Ruokangas, Ritter basses from Germany, Kamaka ukes from Hawaii, just to round out our portfolio with some quality builders.

Outlook for 2014? I constantly invest in infrastructure in both buildings and in software and databases. So we're constantly growing in that respect to be better able to handle the changes that will be coming. And I think there will be some big ones coming – for instance, Fender's decision to start going direct. They'll still have dealers, but they're certainly putting their toes in the water.

Evolution in the industry you're excited about? Another thing that makes me a little different than your average music store is that, when things get out of date, I don't necessarily blow them out like a lot of people do. I'll just put them back for awhile and they'll often do better down the line, especially if it's a good piece or limited run.

Product of the Year? Fender is really popular this year. It always tends to swing between Fender types and Gibson types and, right now at least, Fender is the king.



LOUISIANA

The Perfect Bass/The Perfect Guitar

**Baton Rouge
James Bethea, Owner**

Business this year: We are a little behind last year, but we'll see how the Christmas season goes!

Evolution in the industry you're excited about? 2013 has been a rebuilding year for us. We actually scaled back our brand offerings this year to focus on core brands that do very well for us. In this economy, our strategy is to be great at a few things, not just okay at everything! We have several big projects that we are working on, the biggest being a technology upgrade for our online business. There are more boutique accessory, part and pedal types of products available this year. With the economy the way it is, some smaller manufacturers are building products other than just guitars and amps, which opens up new buyers to less expensive products and exposes them to a brand they may not have otherwise considered. The decision of FMIC to discontinue the Genz-Benz amp line was a disappointment. It was a very good seller and had a great position in the bass amp market. The products were excellent and a great value as well. I expect more of this type of consolidation in



KYLE YOUNG
Associate Director of Bands
Carmel High School
Indianapolis, IN

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the market for the next few years. But I believe it will be good for the more boutique manufacturers.

Product of the Year? The Music Man Premier Dealer offerings have been really good this year! The Green Sparkle models would be our "Product of the Year."



MAINE
Down Home Guitars
Fairfield
Doug Wainoris,
Owner

New lines or brands you've taken on with success this year? Ohana ukes are a new line that has been successful for us.



Outlook for 2014? I will look for increased sales next year by focusing on lessons, repairs and expanding our accessory selection, all which have shown the most consistent growth.

Evolution in the industry you're excited about? A change in MI that I have noticed is that smaller stores seem to be receiving more respect from suppliers as in freight deals and terms that are easier to reach.

Product of the Year? Powerwerks PW50T powered speaker. Hottest selling product line: Fender acoustic guitars.



MARYLAND
Coffey Music
Westminster
Robert Coffey,
President

Business this year: Up.

New brands or lines you took on in 2013 with success? We added Nord keyboards and Kala ukuleles to our lineup. I am amazed at the how strong the uke craze is! Four years ago, we stocked one or two, now we stock over 40 different models!

Evolution in the industry you're excited about? We continue to hold free in-store clinics, which are great for customer loyalty and sales. In the summer months, we held a Rock Band Class, which has become very successful with our students. We also sponsor local concert series and are using local venues to highlight our student base. Facebook has been a very good tool to get the word out about new products, events, etc. I am very concerned about consumer buying patterns, Internet sales and profitability. If it's not in stock, the odds are that you won't get the sale, so inventory is more important than ever.

Product of the Year? Without a doubt, Taylor Guitars! They are a great company to work with and everything they do is top notch. Their Limited Series guitars continue to draw new and old customers.



MASSACHUSETTS
Downtown Sounds
Northampton
Joe Blumenthal,
Owner

New brands or lines you took on in 2013 with success? I started selling TC effects, and have done reasonably well with them, especially the Ditto Looper. The AMS lines Focusrite and Novation have been doing pretty well too. The biggest change has been taking on Gibson,

thanks to the efforts of their New England rep. Both Gibsons and Epiphones have been selling reasonably well, especially the higher end models.

Outlook for 2014? I'm pessimistic about the coming year. I've had two very difficult years in a row. I think more and more retail has been migrating to the Internet, and I have resisted selling online as I feel that people who shop there are only looking for the cheapest price. But I know I need to find a way to do business online, and am in negotiations to upgrade my website so that I can try doing that.

Product of the Year? Ukuleles. I'm a Kala dealer, and I sponsor a ukulele club called AEIOUkes, and it's been very successful.



MICHIGAN
Motor City Guitar
Waterford
Marty Minui, Owner

New lines or brands you've taken on with success this year? There aren't many new brands that we took on in 2013 specifically. We're very fortunate to already carry almost every brand our customers seem to ask for at this time, although our eyes and ears are always open for cool new gear.

Outlook for 2014? I predict an increase in overall business due to our web store going up for the first time. The social media thing seems to be a fantastic new way of connecting with our customers as well. At the same time we know it's very important to stay in touch with what we do, why we do it and what people really want. Cool new websites and other methods of selling are great, but will never be a substitute for personalized service, real friendships, honest helpful advice, and the ability of musicians to feel, hear, play and compare gear before they buy it.

Evolution in the industry you're excited about? Products that are geared toward a higher quality/affordability ratio have been exciting lately, and are a smart move on the part of manufacturers especially given the state of the economy. Manufacturers that are paying more attention to independent dealers are also a refreshing change, and also a very wise business decision in my opinion.

Product of the Year? There are many, some from the largest manufacturers and some from the smallest. The hottest would probably be "limited run" products

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in general, especially when they're available through independent shops only. There's nothing more sought after than awesome products that are relatively hard to find.



MINNESOTA
Foxtone Music
Minneapolis
Eric Fox, Owner

Business this year:

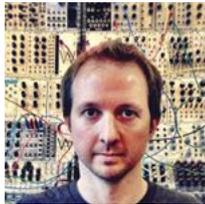
In 2012, we shifted our focus to synthesizers and studio gear and stopped selling guitars, amps, and drums. Now in 2013, we're in a

new location with better visibility and are seeing sales that have been our best ever since we opened in 2005. So up, way up!

Evolution in the industry you're excited about? We LOVE our local customers and they show their support. There is still no experience better than being hands-on in a cool shop! We added Ableton to our software lines and Buchla to our hardware. It's a very exciting time seeing so many brilliant new designs being released. Modular synthesis is growing at an amazing rate. Our hottest selling products for sure are eurorack synth modules with brands like TipTop, Make Noise, and Intellijel leading the way. It reminds me of the boutique guitar pedal market in the early 2000s. We just started adding 360-degree photos of all of our synth modules to the website. The customer can hover their mouse over the image and spin it around to get a good look. This is definitely something that has set us apart by having better images than even the manufacturers themselves.

A worrisome development we see is the inconsistency of MAP enforcement with many vendors. It seems like there is sometimes a double standard. They seem to look the other way when any of the mega online shops breaks policy. It makes it hard for the rest of us to feel good about selling their products when that manufacturer lets their gear get caught up in the "race to the bottom."

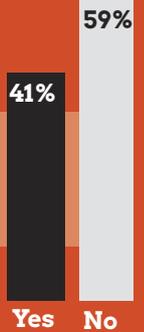
Product of the Year? Buchla Music Easel.



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MISSISSIPPI
Fondren Guitars
Fondren
Patrick Harkins, Owner

Business this year: Increased from 2012

New lines or brands you've taken on with success this year? A new line that we added with success in 2013 is Recording King Guitars. We have been selling them like hotcakes, especially the Dirty 30's!

Evolution you're excited about in the industry? We specialize in new, used and vintage instruments. We carry guitars, bass, keys, drums, and sound. We also have an excellent music program offering lessons in guitar, bass, drums, keys, voice, banjo and mandolin. We are always learning about, adapting to, and welcoming changes in our industry. Sometimes you just never know what direction your business will go in, but we welcome all new changes and look for our opportunity work them into our business success! A program that has worked well in 2013 is our Rock Band program. It is similar to a music recital, but Rock Band gives our students the opportunity to experience playing in a band, learn music that they listen to on the radio, and give a true rock 'n roll concert.

Product of the Year? Recording King guitars, especially the Dirty 30s. Customers love them and they have been flying off the shelves.



MISSOURI
Karaoke Stage Company
Valley Park
Robert Manegre, President

Business this year: Down.

Evolution in the industry you're excited about? So many companies that make karaoke CDGs have gone out of business. There are only a couple left and this has really hurt our business, since half our business is in CDG sales.

Products of the Year? Nady Wireless Microphones are our biggest seller because they work so well and are very inexpensive. Our new karaoke machines made by Karaoke USA are our Product of the Year.



MONTANA
Morgenroth Music
Missoula
Gary Bowman,
President

Business this year: Business has been up this year by about 13 percent because we are not holding onto inventory as long and are picking up more consignment items to sell.

New lines or brands you've taken on with success this year? We are very excited about the Eastman Guitar line, an excellent value for the price and definitely a guitar line that is turning heads. We also picked up Breedlove at last year's NAMM show and our customers love them.

Evolution in the industry you're excited about? We have been experimenting a lot this year with social media and having a lot of fun doing so. We launched a Facebook promotion on Fridays where our followers try to guess the name of a musical

item. The first who does wins a \$5 gift certificate. Now people are waiting for the Friday post trying to accumulate certificates to make larger purchases.

Product of the Year? Definitely the hottest selling item is those cleverly named, bright-colored, so-ugly-they're-cute Snarks!



NEBRASKA
Midwest Lighting & Sound
Omaha, Lincoln
John Rogers, Marketing Specialist
and eBay Store Administrator

Business this year: This year has been about even with last year; some departments showed growth, others lost a bit of ground.

Evolution in the industry you're excited about? We increased our use of Constant Contact email campaigns, recently became active in social media (mostly Facebook), and have developed close working relationships with local Chambers of Commerce, including some pro bono production work at significant Chamber functions to raise our profile in the business community. We took on Blizzard Lighting products and re-upped with Behringer following a six-year hiatus. We have also had great success with MiPro wireless mic systems. We see an increased understanding of the advantages of shopping locally vs. the big-box experience.

There is still no across-the-board online sales tax to level the field for brick-and-mortar stores who support our local communities and provide local jobs. We are concerned over decreasing margins and the erosion of manufacturer support due to the current state of offshore supply lines.

Product of the Year? MiPro Wireless Mic Systems.



NEVADA
Music Education in Sparks LLC
Sparks
Mike Manning, President

Business this year: Just reopened in June after closing in 2011. Formerly Sparks Music.

Evolution in the industry you're excited about? Just getting started again, I am hyper-focused on the basics of my business plan. I didn't pay attention to the economy in 2008, expanding to five locations during the great recession. I thought that our 500-student base insulated me from reality, didn't play defensively, overpaid my teachers, gave them enough students that they started their own businesses, and generally got sloppy with my bottom line. All it took to bring down the house was a poor economy, a cocky attitude, and a family health crisis.

Keeping our original domain name SparksMusicCenter.com helped in the smooth transition to the new operation. It has everything from a lesson management and payment system to rotating banners and fantastic newsletter templates. It organizes my marketing, customer contacts, branding, social media, online sales and more in a truly user-friendly environment. Because we maintained good relations with our major vendors Devitt & Hanser and Chesbro, we were able to restart with a phone call. Both vendors drop ship for us for five dollars. We absorb the fee and still keep our GPM at around 40 percent.

We affiliated with RentMyInstrument.com and are sold on the idea of automated instrument rentals. Using our kiosk, customers sign up online for their complete rental package delivered by UPS free!

Product of the Year? Doing very well with Michael Kelly and BC Rich guitars. They are quality instruments for our student base and at a perfect price point for value shoppers.



NEW HAMPSHIRE
Northern Lights Music
Littleton
Dan Salomon, Owner

New brands or lines you took on in 2013 with success? Chris Mitchell Guitars are high quality, affordable, American-made guitars from Georgia. The Ashlee model, a two pick-up, maple-cap single-cut, plays great and has been selling through well.

Outlook for 2014? Sales should be slightly up this year – the word-of-mouth about our acoustic and vintage selection is good and so we are drawing from an increasingly wider region.

Evolution in the industry you're excited about? This year, it has been easy to see which manufacturers are self-owned vs. in-



vestment-bank owned by how they are responding to the new economy. The independent companies that can act on their own ideas are delivering higher quality and value all the time while the other type of companies seem focused on loading you up with whatever crap they are pushing on a given day. I plan to focus on dealing with the independent companies that have our mutual interest in mind.

Product of the Year? The acoustic guitar was our product of the year. Taylor Guitars are our best sellers. We sell more of the Mini's than any other model and the 414ce was the most popular full size model. We did great with Santa Cruz's new OMG model; we quickly sold every one that came in. We also did well with Martin guitars.



NEW JERSEY
New Jersey Guitar and Bass Center
Edison
Jay Jacus, Owner

New brands or lines you took on in 2013 with success? Every year at NAMM we try to add at least two lines. Some work out very well but many do not. Most of our business is vintage and used American guitars and handmade basses

Outlook for 2014? We are always positive about the future. Someone not positive about the future is only working against his or her own best interests. We have seen stores close in New Jersey these



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last two years at an alarming rate. I could understand this in 2008, but not now since the economy has been coming back.

Product of the Year? We are finding the most success with lines that we have had for over 30 years. And we are also finding that many of them are manufactured in Canada. Companies such as Godin, Yorkville Sound, Levy, F Bass, and Dingwall not only have great product but they are easy to deal with. Sadowsky is also a bestseller here.



NEW MEXICO

Frenchy's Pedal Steel Guitar Shop
Belen
Frenchy Messier, Owner

Business this year: Business has been down.

New lines or brands you've taken on with success this year? Hilton Pro Guitar Infrared Volume Pedal, Quantum Audio Gig Lines Cables, Tonealigner Pickups, many Steel Mill accessories

Evolution in the industry you're excited about? As a small operation, we are concerned about online sales and big box stores where customer service and support is limited. When I sell a product, I become the representative of the customer to the manufacturer. We always look at ways to improve our customer relations and service.

Product of the Year? The Peterson Strobo Plus HD Tuner, which includes several presets for pedal steel guitar.



NEW YORK

Rudy's Music
New York City
Fran Pensa, Owner

New brands or lines you took on in 2013 with success? Although we're constantly adding new products, we're basically selling lots more of our standard high quality lines and brands.

Outlook for 2014? Business has been really good and seems to be getting better all the time.

Evolution in the industry you're excited about? We're excited that people are coming back in a big way to independently owned stores. People seem to have gotten disenchanted with the big box stores. We have a following of loyal customers and many new faces as well who appreciate the "hands-on" attention that can only be found at a "Mom and Pop" music shop.

Product of the Year? Maton Guitars.



NORTH CAROLINA

Harry's Guitar Shop
Raleigh
Charles Crossingham

New brands or lines you took on in 2013 with success? We are excited about Earthquaker pedals, Squier Classic Vibes, and Guild Acoustics. Obviously, we still love our Taylors and Martins.

Outlook for 2014? We are expecting a great year. Our location serves the Research



Triangle Park crowd, so we have been quite lucky when it comes to avoiding the recession. Raleigh's economy is doing great!

Evolution in the industry you're excited about? We are really excited about social networking. Obviously, the Internet will never compare to a firm handshake and a wall of guitars – but we do believe that we can gain a lot of customers from outlets such as Facebook.

Product of the Year? We absolutely love the Yamaha THR amp series! It has also definitely been a great year for acoustics – from Taylors to Martins to Yamahas.



NORTH DAKOTA

Eckroth Music Company
Bismarck, Fargo
Billings, Bozeman Montana
St. Cloud, Minneapolis/St. Paul, MN
Jeff Eckroth, President

Business this year: 2013 has been a very solid year for Eckroth Music. Thumbs up to 2013!

Evolution in the industry you're excited about? We've consolidated our Minneapolis/St. Paul locations, remodeled St. Cloud and relocated the Bozeman store. So, it's been very busy. This is because our teams do great work! I'm constantly amazed with the people I get to work with every day. And our vendor relationships have never been stronger. We are truly partners with them. We continue to refine our core school music programs and marketing initiatives.

I'd like to see traction at the federal level for the Marketplace Fairness Act. Uniform collection of sales/use tax at the local level is a necessity if we are to provide the financial resources for our schools program.

Product of the Year? It's so hard to pick just one. We represent the best of the best and this comprehensive excellence in product/vendor/brand is essential to serve our customers at the highest level. We strive to continue to earn the right to represent our exceptional vendor partners. Sorry, but I'm not going to list one, or even a few, as they all deserve to be acknowledged.



OHIO
Durdel's Music
Toledo
Fred Shuman

New brands or lines you took on in 2013 with success? Late last year, we did take on Kala Ukes and have had success with the U-Bass. It's a fine little instrument that bass players and guitar players have taken to. We prefer the fretless models.

Outlook for 2014? We are always optimistic about business and ever increasing sales. Our philosophy of retail is "high touch" and "personal service". We are oriented to teaching music here so most customers are long term friends. We really do get to know them.

Evolution in the industry you're excited about? Interaction on Facebook has been very successful in helping define us and



has also helped in sales. It also helps us answer questions in a timely manner, as it is quicker and less formal than emails.

Product of the Year? Yamaha THR series amplifiers. For full product line, it's Fender, whose electric and acoustic guitars, basses, and amplification is pretty hard to beat.



OKLAHOMA

**Tulsa Band
Instruments**

**Tulsa
Ceth Barnett,
General Manager**

Business this year: We've had a great 2013. If we keep going at the current pace, we should be up 8-10 percent from last year.

New lines or brands you've taken on with success this year? Our new line of 2013 that we are TOTALLY excited about here at Tulsa Band is John Packer Musical Instruments. Very high quality product for band instrument rentals, especially in the JP Rath series, with great margins to make a good profit as well.

Evolution in the industry you're excited about? We are excited about engaging more customers in social media, specifically Instagram and Facebook. It has been a huge source for us communicating to consumers about new product and specials that we run in our shop and website. We find ourselves concerned about the large quantities of off-brand products that are purchased online and how we can help educate our customers about the difficulty we have trying to repair these products.

Product of the Year? Emerson Custom Guitars and Effects, local custom guitar and pedal builder. The Emerson Em-drive has been a huge success for us in 2013. These pedals have become very popular with the boutique and Praise and Worship guitarists. They are all USA parts, designed and built here in the Tulsa area. We've also had a huge success with the Strymon line-up of digital effects. Our Brand of the Year is a toss-up between these two awesome companies!



**OREGON
Albany Music
& Sound**

**Albany
John Herbert, Owner**

Business this year: Gross sales slightly

down, gross profits slightly up.

New lines or brands you've taken on with success this year? No new lines this year, but we added Kala ukuleles last year

Evolution in the industry you're excited about? We have brought in more instructors as we try to grow our market through education. We've offered free ukulele group classes to get people into

the store. We're concerned about finding products we sell that are sold on the Internet and Amazon at wholesale prices.

Product of the Year? Fender acoustic guitars.

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PENNSYLVANIA
Danny's Guitar Shop
 Narbeth
 Dan Gold, Owner

Outlook for

2014? Between the big box stores, mass merchant stores, and Internet, the manufacturers have hyper-saturated the market. And when you factor in sluggish turnover, super high shipping costs and the discounting I must do to compete, profitability is pretty slim. I'm hoping for a strong holiday season, and the sales numbers are definitely ramping up each year.

New brands or lines you took on in 2013 with success? Fender, Squier, Seagull (Godin), and Lanikai ukes have been my main lines, although I've experimented with a few others; Gretsch, Guild, Schecter, Ashdown, Jackson, Wechter, and Morgan Monroe. Acoustics are selling much more briskly than electrics.

Product of the Year? Seagulls have been a very successful acoustic guitar line for me; attractive price points, "made in North America" (Quebec Canada), good margins, and their people are a pleasure to deal with.



RHODE ISLAND
Ross Music
 Warwick
 Dave Ross, Owner

Outlook for

2014? Things are getting better and better each year so we look forward to that continuing to happen. They do seem to be developing the multi-track recorders a great way, making them more user friendly. Things like the little ZOOMs are being laid out more like the old cassette decks and easier for people to actually use.

Evolution in the industry you're excited about? The thing I'm waiting on the most is for them to tax the Internet, really, to make it fair to the independent stores.

Product of the Year? Gibson guitar revamped their models and they've been really hot. All the new 2013 models have gotten a lot of new features – slim necks, locking tuning gears, pull-push pots, coil splitting, all that.



SOUTH CAROLINA
Deluxe Guitar Exchange
 Greenville
 Larry Jones, Owner

New brands or lines you took on in 2013 with success?

This year we have added Bad Cat Amplifiers and had some early success with them. We have also been very successful with 3rd Power Amplifiers, which is a line we picked in January.

Outlook for 2014? We are projecting a modest growth year over year of about five to seven percent. When we opened the business over three years ago we anticipated a mix of 50 percent local sales and 50 percent Internet sales and that has been pretty much dead on.

Evolution in the industry you're excited about? I'm most excited about there being ever increasing information about small and low production custom builders like we represent available. We feel that education about the differences between small, hand-crafted production techniques makes are key to our sales success going forward.

Product of the Year? The hottest selling product line this year is Collings guitars (both electric and acoustic). But our best selling single product this year has been the Gosh NOS Retro electric guitar introduction.



SOUTH DAKOTA
Black Hills Piano Gallery, Inc.
 Rapid City
 Tony & Connie Thomas, Owners

Business this year: We are up slightly over last year. This is our fifth year and we have enjoyed a steady increase of business each year.

Evolution in the industry you're excited about? The health of the local economy has been fairly consistent, but lately we have had our challenges. A recent gigantic snowstorm it took its toll on our economy. We're most excited about social media and its effects on our business.

Product of the Year? We do very well with Yamaha baby grands.

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TENNESSEE
Revolve Guitars
 Bartlett
 Geoff Albert, Owner

New brands or lines you took on in 2013 with success? Alvarez guitars have done extremely well and were a big addition. In the entire Memphis area, there was no one selling guitars other than Guitar Center. We also added the Music Man Sterling stuff back at the NAMM show in August.

Evolution in the industry you're excited about? You're seeing inexpensive acoustics coming out now for just a couple hundred bucks that are surprisingly good, so I certainly think there's opportunity out there. I've had great success using Craigslist and Facebook to get used gear out there at competitive prices.

Product of the Year? Snark Tuners sell themselves. It's crazy. I'm ordering four or five boxes a month. The margin is great and I sell them super cheap. The TC Electronic Ditto Looper pedal is really popular and filled a real gap in the market that solved the two big complaints about looping pedals – that they're complicated and expensive.



TEXAS
South Texas Music Mart
 Corpus Christi
 Larry Germain,
 General Manager

Business this year: Rentals way up, walk-ins slow

New lines or brands you've taken on with success this year? Eastman stringed and brass instruments, Dean guitars, Luna guitars

Evolution in the industry that you're excited about? We're in our 40th year and continue making a strong effort to reach out to band directors, who in turn talk about us to their students. We visit schools within a 150-mile radius to promote music education. It's challenging, with the numbers of music programs shrinking. We're also challenged by manufacturers doing direct online sales and by impersonal Internet sellers.

Product of the Year? Cannonball Saxophones.



UTAH
The Piano Gallery
 Murray, Orem,
 St. George
 Stan Beagley,
 President/CEO

Business this year: We're seeing a 16-percent increase in sales over 2012.

Evolution in the industry you're excited about? We are re-

ally excited about the trends in grand pianos, hybrid pianos and digital pianos. Our player piano business has been strong. We are using more technology than ever and it seems to be paying off.

Product of the Year? Yamaha Clavinova and Avant Grand have been great for us.



VERMONT
Maple Leaf Music
 Brattleboro
 Christian Glines,
 Owner

New brands or lines you took on in 2013 with success? In the

past year we've added a complete line of American made "old time" open-back banjos (Enoch, Brooks, Bart Reiter, Pisgah), an electric department including Collings guitars, G&L guitars and basses, Ampeg and Orange amps, and a full array of American constructed boutique electric guitar and bass pedals (Zvex, Catalinbread, Empress, Malekko, Pigtronix). And to top it all off, we've added a collection of Scott Hausmann's Whetstone guitars, mandolins, and ukuleles, which are made right here in Brattleboro.



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Evolution in the industry you're excited about? In general, our clientele are excited to learn about lesser-known brands that are producing high quality products; especially if they are American made. The resurgence of local luthiers building quality instruments and the sudden rise in boutique effects pedal makers around the United States. From a customer perspective, across the board, we are most excited about the decided return to shopping at "mom and pop" stores situated on Main streets across America.

Product of the Year? This year was a tie between hand-made American open back banjos and clients moving from their starter ukuleles to handmade ukuleles.



VIRGINIA
Action Music
 Falls Church
 Matt Baker, Owner

Special challenges in 2013? We've been even, but the shut-down hurt us a lot since we're seven miles from the capitol. All my customers are federal employees – it's like if you're in Boston and suddenly every university shut down.

New brands or lines you took on in 2013 with success? We just got Mesa, which I'm really looking forward to. And, honestly, Huss and Dalton acoustic guitars have been great. They make two a day and we've sold something like a dozen.

Those sell at \$3,000, so that means a lot.

Evolution in the industry you're excited about? I think we're dealing with a much more educated clientele. Every year, the knowledge base of the people coming in the shop improves. That's because of the web. Years ago, someone would walk into the store and I'd be guaranteed to know more than them about a product. Now guys will come in and know everything – players at the level we cater to are hyper informed. In order to have an intelligent conversation with them and be competitive with large online places, we have to be able to talk the talk and sell effectively.

Product of the Year? Swart Amps have been really good for us this year.



WASHINGTON
Guitar Emporium
 Olga
 Robb Eagle, Owner

Business this year: Business this year has been just a bit off from last year.

Evolution in the industry you're excited about? My sales are online through my website, though it is on a personal basis, not a shopping-cart basis. I closed my brick-and-mortar store just over two years ago, but still travel and do individual sales with my past customers in addition to those online. I am always in favor of sustainable products and believe the continued growth in teaching products on the Web helps to grow the customer base. There is a fair amount of customer uncertainty about buying high-end fretted instruments. The amount of discounting on major-name products has gone a bit too far and has taken profit margin away, which hurts smaller businesses more than the large volume stores.

Product of the Year? Webber Guitars have been my hottest product and my product of the year has been the LR Baggs Lyr-ic internal mic/pickup.



WEST VIRGINIA
Bandland
 Clarksburg
 Evan Jones, Owner

New brands or lines you took on in 2013 with success? The Ventura guitar line was recommended to us through the IMSO dealer network. We sell guitars in the beginner-to-hobbyist range, and these have been a great fit for us. They have a surprising selection of sizes and finishes, and best of all, they are only allowed to be sold in brick & mortar stores. No more show-rooming!

Outlook for 2014? Our overall business has been on the upswing over the past few years, including instrument rentals. We expect this to level out slightly, but hope to keep moving in the upward direction.

Evolution in the industry you're excited about? We are looking forward to the interstate sales tax hopefully taking effect in the near future.

Product of the Year? Conn-Selmer band instruments.



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**WISCONSIN****Morgan Music, Inc.****Eau Claire****Rich Morgan,
Owner/Manager**

Business this year: 2013 has been up, not dramatically, but we are seeing a decent upward trend. Big-ticket items are still slow, but traffic has been pretty steady and our overall revenue went up.

New lines or brands you've taken on with success this year? We brought on the Yamaha Clavinova line, a decision that has worked out very well for us. It has increased our digital piano sales, especially to churches and schools.

Evolution in the industry you're excited about? We have been focusing a lot on the school band and orchestra program, which has seen significant growth. We revamped our rental program and just recently hired a new experienced road rep.

Product of the Year? Acoustic guitars. We have continually expanded our main lines: Seagull, Washburn, and Fender acoustics.

**WYOMING****Mammoth Music****Riverton****Bernard Masson,
Owner**

Business this year: Up significantly.

New brands or lines you took on in 2013 with success? Marshall, Casio, Yamaha, Samson, Woodsong, Oscar Schmidt, Fretlight, Presonus, Seymour Duncan, L.R. Baggs

Evolution in the industry you're excited about? We have made a huge expansion and created four new opportunities: a music academy for in-house private lessons, a big jam room for the community, a school of dance, a band instrument repair shop with a state-of-the-art ultrasonic cleaner. We also have created a spectacular storefront that is the talk of the community and received great feedback for investing in the downtown of a rural county.

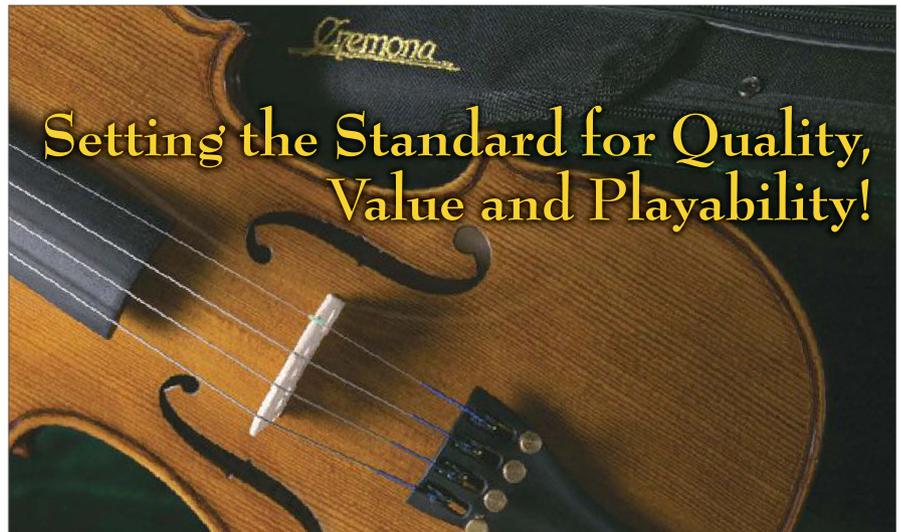
In general, we are excited by the de-

cision on some key renowned brands to serve small dealers like us: Yamaha, Boss, Marshall, Schecter. We are also excited at the advent of new business models like Fretlight. This allows small dealers like us to offer new technology without unaffordable commitment.

One concern is that some big brands like Gibson and Fender have

not yet deployed programs to support small dealers. It feels to us like a lose-lose situation. Another concern is that we hope the online dealers will have to collect sales taxes to level the playing field.

Product of the Year? Our Product of the Year is Audio Technica's System 9 Wireless mic system.



For more than 35 years, Cremona™ bowed family instruments have set the pace for the vibrant student and rental markets worldwide.

Throughout that time, we have come to understand the needs of students; especially those at the earliest stages of the learning process where a quality instrument makes all the difference.

We invite you to find out for yourself what makes our instruments better, and why Cremona™ continues to exceed the expectations of parents, teachers and students everywhere!

Outfit includes a quality Travelite® TL-33 case & J. LaSalle® LB-13 bow

SV-175

To learn more, visit www.sagamusic.com/MMR

Cremona™

*Exquisite Workmanship
and Glorious Tone!*

Cremona™ SV-175 Violin

- All solid, carved and graduated construction using select tone woods
- Long lasting ebony fittings and fingerboard
- Composite tailpiece with built-in fine-tuners
- Premium **Prelude™** strings by **D'Addario™** for exceptional tone and playability
- A Travelite® TL-33 case for rugged, lightweight protection
- A well-balanced J. LaSalle® LB-13 Brazilwood bow
- Shop adjusted



Saga Musical Instruments

P.O. Box 2841 • So. San Francisco, CA
Connect with us on [f](#) [t](#) [i](#)

32nd Annual America's Top Music Chains

PO	Piano/Organ
P	Piano
DP	Digital Piano
BO	Band & Orchestra
PC	Percussion
FA	Fretted Instruments/ Amplification
SR	Sound Reinforcement/ Recording Equipment
EK	Electronic Keyboard
PM	Print Music
DJ	DJ Equipment
LT	Lighting
IN	Installation

As the majority of the dealers represented in this report are privately held, in most cases the data being presented in "America's Top Chains" was supplied by the companies, themselves. In other instances, MMR made estimates based on data available to our research team.

As with each of the 31 reports that preceded it, the 2013 rendering of "America's Top Chains" sees a few departures from the tally due to store closings, a few introductions (or re-introductions) to the list thanks to store openings, as well as a few brand new (or new to us) entries who we welcome to the fold. Thanks to Guitar Center's (including Music & Arts) healthy clip of new storefronts (26!), as well as the growth of a handful of other companies – including those aforementioned first-time additions – our store-count is up from 774 in 2012 to the current reckoning of 815.

The most significant changes between MMR's "Top Chains" of '12 and this calendar year would unquestionably be the departure of both storied piano dealer Sherman Clay and electronics retail behemoth Best Buy from the overall mix.

Sherman Clay had been in business for over a century as one of the nation's foremost dealers of high-end pianos, last year fielding seven locations and doing about \$18 million dollars' worth of business. Beginning with the April 11th closing of the operation's flagship store in San Francisco, one by one, the company shuttered locations throughout the year, with the final store in Seattle closing its doors on September 30th. A few of the Sherman Clay outlets were sold to Steinway & Sons – accounting for the uptick in Steinway Hall/Showroom locations from nine in 2012 to the 2013 count of 12. Last spring, Sherman Clay's chairman of the board and CEO of retail and finance divisions told *The San Francisco Chronicle*, "It is a very sad thing, a difficult business decision for us to make... [but] we are in a number of other businesses, and this one is a business that takes careful care and feeding... It takes a very special breed to know how to sell pianos."

The departure of Best Buy is likely the cause of far less sentimental response amongst the industry. Last year we reported that there were just under 100 of the "music store within a store" models throughout the country (though some sources – including Best Buy – sometimes had that number as closer to 120), but truthfully the writing was already very much on the wall by then. Whereas the Best Buy "music stores" of late 2005 and 2006 were often nearly 3,000 square-foot operations offering multiple lines of high-end MI gear, by summer of '12, most (the ones that we visited, anyway) had been reduced to increasingly smaller departments within a given store, stocking a pitifully random selection of gear that looked, more and more, like the leftover scraps of a failed venture. That view that was confirmed when, in March of 2013, Best Buy alerted key suppliers that it would be ending the "store within a store" experiment; suppliers were given the option of buying back unsold inventory or allowing the company to resell the product to other MI retailers.

<p>Guitar Center DP, BO, FA, SR, EK, PC, DJ, LT, IN, PM (Including Music & Arts) Total Units 374 Opened '13 26 Closed '13 0 Volume (est. 13) \$2.2 billion 5795 Lindero Canyon Rd., Westlake Village, Calif. 91362 (818) 735-8800 info@guitarcenter.com guitarcenter.com CEO: Mike Pratt</p> <p>Sam Ash Music Corp. DP, BO, FA, SR, EK, PC, DJ, LT, PM Total Units 47</p>	<p>Opened '13 1 Closed '13 0 Volume (est. 13) NA P.O. Box 9047, Hicksville, N.Y. 11802 (516) 932-6400 sam.ash@samash.com samash.com CEO: Richard Ash</p> <p>Music Go Round DP, BO, FA, SR, EK, PC, DJ, LT, PM Total Units 30 Opened '13 1 Closed '13 2 Volume (est. 13) \$25 MM 605 Hwy 169N #400, Minneapolis, Minn. 55441</p>	<p>(763) 520-8500 tkletti@musicgoround.com musicgoround.com Director: Tim Kletti</p> <p>Fletcher Music Centers PO Total Units 18 Opened '13 0 Closed '13 1 Volume (est. 13) \$8 MM 3966 Airway Circle, Clearwater, Fla. (727) 571-1088 jriley@fletchermusic.com fletchermusic.com CEO: John Riley</p>
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Schmitt Music Co.

P, DP, SR, EK, PC, BO, FA, PM
 Total Units 15
 Opened '13 0
 Closed '13 0
 Volume (est. 13) \$37 MM
 Butler Square, 2400 Freeway Blvd.
 Brooklyn Center, Minn. 55430
 (763) 566-4560
 tom.schmitt@schmittmusic.com
 schmittmusic.com
 CEO: Tom Schmitt

Piano Distributors

PO, P, DP, EK, PM
 Total Units 15
 Opened '13 1
 Closed '13 0
 Volume (est. 13) \$13 MM
 1475 12th St. E., Palmetto, Fla. 34221
 (941) 729-5047
 sboyce@pianodistributors.com
 pianodistributors.com

Steinway Hall

P
 Total Units 12
 Opened '13 3
 Closed '13 0
 Volume (est. 13) \$36 MM
 109 W. 57th St.
 New York, N.Y. 10019
 (212) 246-1100
 showrooms@steinway.com
 steinwayshowrooms.com
 CEO: Michael T. Sweeney

J.W. Pepper & Son

PM
 Total Units 11
 Opened '13 0
 Closed '13 0
 Volume (est. 13) \$50 MM
 2480 Industrial Blvd.
 Paoli, Pa. 19301
 (610) 648-0500
 valleyforge@jwpepper.com
 jwpepper.com
 CEO: John Riley

George's Music Stores

DP, BO, FA, SR, EK, PC, DJ, LT, PM
 Total Units 10
 Opened '13 1
 Closed '13 0
 Volume (est. 13) \$26.5 MM
 650 W. Swedesford Rd.
 Berwyn, Pa. 19312
 (610) 993-3110
 georgesmusic.com
 CEO: George Hines

Mills Music

P, DP, BO, FA, EK, PC, PM
 Total Units 8
 Opened '13 1
 Closed '13 0
 Volume (est. 13) \$4 MM
 10120 Main St., Bothell, Wash.
 (425) 486-5000
 mikem@millsmusic.com
 millsmusic.com
 CEO: Mike Mills

Willis Music Co.

P, DP, BO, FA, SR, EK, PC, DJ, LT, IN, PM
 Total Units 8
 Opened '13 2
 Closed '13 1
 Volume (est. 13) NA
 7567 Mall Road
 Florence, Ky. 41042
 (859) 283-2050
 sales@willismusic.com
 willismusic.com
 CEO: Kevin Cranley

Quinlan & Fabish Music

BO, PC, PM
 Total Units 7
 Opened '13 0
 Closed '13 0
 Volume (est. 13) \$22 MM
 166 Shore Dr.
 Burr Ridge, Ill. 60527
 (630) 654-4111
 Gqjr@qandf.com
 qandf.com
 CEO: George Quinlan, Jr.

Marshall Music Co.

PO, BO, FA, SR, EK, PC, DJ, LT, PM
 Total Units 7
 Opened '13 0
 Closed '13 0
 Volume (est. 13) \$19.1 MM
 3240 E. Saginaw St.
 Lansing, Mich. 48912
 (517) 3379700
 info@marshallmusic.com
 marshallmusic.com
 CEO: Dan Marshall

Menchey Music Service

P, DP, EK, BO, FA, PM
 Total Units 7
 Opened '13 1
 Closed '13 0
 Volume (est. 13) \$7 MM
 80 Wetzel Dr., Hanover, Pa. 17331
 (417) 882-7000
 mencheymusic.com
 CEO: Joel Menchey

Eckroth Music Co.

P, DP, BO, PC, FA, SR, EK, PM
 Total Units 6
 Opened '13 1
 Closed '13 2
 Volume (est. 13) \$10.4 MM
 1655 N. Grandview Lane, Ste. 201
 Bismark, N.D. 58503
 (701) 223-5320
 eckroth@eckroth.com
 eckroth.com
 CEO: Jeff Eckroth

C&M Music Center

DP, BO, FA, SR, EK, PC, DJ, LT, IN, PM
 Total Units 6
 Opened '13 0
 Closed '13 1
 Volume (est. 13) NA
 2515 Williams Blvd.
 Kenner, La. 70062
 (504) 468-8688
 cnaill4cmusic@yhoo.com
 candmmusic.com
 CEOs: Chris Nail & Melvin Volz, Jr.

Frank Rieman Music

P, DP, BO, FA, SR, EK, PC, IN, PM
 Total Units 6
 Opened '13 0
 Closed '13 0
 Volume (est. 13) \$10 MM
 4420 E. Broadway
 Des Moines, Iowa 50317
 (515) 262-0365
 davek@riemans.com
 riemansmusic.com
 CEO: Pam Donahue

Kennelly Keys

DP, PC, BO, FA, SR, EK, PM
 Total Units 6
 Opened '13 0
 Closed '13 0
 Volume (est. 13) \$7.8 MM
 4918 196th St.
 Lynwood, Wash. 98036
 (425) 771-7020
 info@kennellykeysmusic.com
 kennellykeysmusic.com
 CEO: William J. Kennelly

Nick Rail Music

DP, BO, FA, SR, EK, PC, PM
 Total Units 6
 Opened '13 0
 Closed '13 0
 Volume (est. 13) \$6.6 MM
 4420 E. Broadway
 Des Moines, Iowa 50317
 (805) 569-5656

“ For a dealer willing to make necessary adaptations to new technologies and buying culture, the future remains bright. ” - Ted Eschliman, Dietze Music

nickrail@nickrailmusic.com
nickrailmusic.com
CEO: Nick Rail

Nick Rail Music

DP, BO, FA, SR, EK, PC, PM
Total Units 6
Opened '13 0
Closed '13 0
Volume (est. 13) \$6.6 MM
4420 E. Broadway
Des Moines, Iowa 50317
(805) 569-5656
nickrail@nickrailmusic.com
nickrailmusic.com
CEO: Nick Rail

Piano Gallery

O, P, DP, EK, PM
Total Units 6
Opened '13 0
Closed '13 0
Volume (est. 13) \$14 MM
4420 E. Broadway
Des Moines, Iowa 50317
(801) 266-9550
info@pianogallery.com
pianogallery.com
CEO: Stan Beagley

Brook Mays Music

DP, BO, PC, FA, SR, EK, PM, DJ, LT
Total Units 6
Opened '13 0
Closed '13 0
Volume (est. 13) NA
8805 Carpenter Fwy.
Dallas, Texas 75247
(214) 905-8614
brookmays.com
CEO: Bill Everitt

Jacobs Music

P, DP
Total Units 6
Opened '13 0
Closed '13 0
Volume (est. 13) \$16.7 MM
1718 Chestnut St.
Philadelphia, Pa. 19103
(215) 568-7800
chris@jacobsmusiccompany.com
jacobsmusic.com
CEO: Al C. Rinaldi

West Music Co.

PO, DP, BO, PC, FA, SR, EK, PM, DJ, LT, IN
Total Units 6
Opened '13 0
Closed '13 0
Volume (est. 13) \$31 MM
1212 5th St., Coralville, Iowa 52240
(319) 351-2000
westmusic.com
CEO: Robin Walenta

The Music Center, Inc.

BO, FA, PM
Total Units 6
Opened '13 0
Closed '13 0
Volume (est. 13) \$3 MM
202 Harper Ave. NW
Lenoir, N.C. 28645
(828) 758-5253
shop.themusiccenterinc.com

Music Exchange

PO, P, DP
Total Units 5
Opened '13 0
Closed '13 1
Volume (est. 13) NA
1501 N. Main St.
Walnut Creek, Calif. 95696
(925) 933-6310
mues.com

Henderson Music Co.

P, DP
Total Units 5
Opened '13 0
Closed '13 0
Volume (est. 13) \$4 MM
4359 Dixie Hwy.
Elsemere, Ky. 41018
(859) 431-2111
hendersonmusic.com
CEO: Carl Henderson

Ken Stanton Music

DP, BO, FA, SR, EK, PC, DJ, LT, PM
Total Units 5
Opened '13 0
Closed '13 0
Volume (est. 13) \$11.5 MM
119 Cobb Pkwy. N., Ste. A,
Marietta, Ga. 30062
(770) 427-2491
kennys@kenstanton.com
kenstanton.com
CEO: Kenny Stanton

White House of Music

DP, BO, FA, SR, EK, PC, PM
Total Units 5
Opened '13 0
Closed '13 0
Volume (est. 13) NA
2101 N. Springdale Rd.
Waukesha, Wis. 53186
(262) 798-9700
chris@whitehouseofmusic.com
whitehouseofmusic.com
CEO: Christopher White

Palen Music Center

PC, FA, SR, EK, PM
Total Units 5
Opened '13 0
Closed '13 0
Volume (est. 13) \$7 MM
1560 E. Raynell Pl.
Springfield, Mo. 65804
(417) 882-7000
palenmusic.com

Heid Music

P, DP, BO, PC, FR, SR, EK, PM
Total Units 5
Opened '13 0
Closed '13 0
Volume (est. 13) \$11 MM
308 E. College Ave.
Appleton, Wis. 54911
(920) 734-1969
todd.heid@heidmusic.com
heidmusic.com
CEO: Todd Heid

Ted Brown Music Co.

BO, FA, SR, EK, PC, DJ, LT, IN, PM
Total Units 5
Opened '13 0
Closed '13 0
Volume (est. 13) \$11 MM
308 E. College Ave.
Appleton, Wis. 54911
(253) 756-8037
stephanie@tedbrownmusic.com
tedbrownmusic.com
CEOs: Whitney Brown Grisaffi

Saied Music

PO, P, DP, BO, BO, FA, SR, EK, PC, PM
Total Units 5
Opened '13 0
Closed '13 0
Volume (est. 13) NA

3259 S. Yale Ave.
Tulsa, Okla. 74135
(918) 742-5541
info@saiedmusic.com
heidmusic.com
CEO: Todd Heid

Dietze Music House

P, DP, BO, PC, FA, SR, EK, PM
Total Units 5
Opened '13 1
Closed '13 0
Volume (est. 13) \$7.2 MM
5555 S. 48th St.
Lincoln, Neb. 68516
(402) 434-7454
dietzemusic.com
CEO: Tim Pratt

Keyboard World

PO, P, DP, FA, EK
Total Units 5
Opened '13 1
Closed '13 0
Volume (est. 13) NA
14701 National Hwy.
Lavale, Md. 21502
(301) 689-2534
keyboardworld.com
CEO: Ronald B. Klinetob

Tarpley Music Co.

P, DP, BO, FA, SR, EK, PC, LT, IN, PM
Total Units 4
Opened '13 0
Closed '13 0
Volume (est. 13) \$7.5 MM
2420 Commerce
Amarillo, Texas 79109
(806) 355-0795
ohn@tarpleymusic.com
tarpleymusic.com
CEOs: John & David Tarpley

Hermes Music

BO, FA, SR, EK, PC, PM
Total Units 4
Opened '13 1
Closed '13 0
Volume (est. 13) \$4.2 MM
409 S. Broadway St.
McAllen, Texas 78501
(956) 781-8472
info@hermes-music.com
hermes-music.com

Buddy Roger's Music

BO, FA, SR, EK, PC, IN
Total Units 4
Opened '13 0
Closed '13 0
Volume (est. 13) \$5.4 MM
6891 Simpson Ave.
Cincinnati, Ohio 45239
(513) 729-1950
bharvey@buddyrogers.com
buddyrogers.com
CEO: David Miller

Evola Music Center

PO, P, DP, BO, PM
Total Units 4
Opened '13 0
Closed '13 0
Volume (est. 13) \$8 MM
2184 Telegraph Rd.
Bloomfield Hills, Mich. 48302
(248) 334-0566
evola.com
CEO: Jim Evola

Griggs Music

BO, PC, FA, SR, PM
Total Units 4
Opened '13 0
Closed '13 0
Volume (est. 13) \$3.2 MM
3849 N. Brady St.
Davenport, Iowa 52806
(563) 391-9000
school@griggsmusic.com
griggsmusic.com
CEO: Steve Judge

Alto Music

DP, BO, FA, SR, EK, PC, DJ, LT, PM
Total Units 4
Opened '13 0
Closed '13 0
Volume (est. 13) \$41 MM
3849 N. Brady St.
Davenport, Iowa 52806
(845) 692-6922
sales@altomusic.com
altomusic.com
CEO: John Haber

Piano & Organ Center

PO, P, DP, EK, PM
Total Units 4
Opened '13 0
Closed '13 0
Volume (est. 13) \$3.2 MM

Box 2369 Great Northern Mall
Clay, N.Y. 13039
(315) 622-3926
pianoandorgancenter.com
President: David Constantino

Jackson's Music

P, DP, BO, FA, PC, EK, SR
Total Units 4
Opened '13 0
Closed '13 0
Volume (est. 13) \$41 MM
1409 S. Stratford Rd.
Winston-Salem, N.C. 27103
(336) 760-9635
jacksonsmusic.com
CEO: Douglas J. Dryden

Robert M. Sides Family Music Center

PO, P, DP, BO, FA, SR, EK, PC, IN, PM
Total Units 4
Opened '13 0
Closed '13 0
Volume (est. 13) \$8 MM
201 Mullberry St.
Williamsport, Pa. 17701
(570) 326-2094
psides@rmsides.com
rmsides.com
President: Peter Sides

Portland Music Co.

DP, BO, PC, FA, SR, EK, PM
Total Units 4
Opened '13 0
Closed '13 1
Volume (est. 13) \$4.5 MM
531 S.E. MLK Jr. Blvd.
Portland, Ore. 97214
(503) 226-3719
mtaylor@spiritone.com
portlandmusiccompany.com
CEO: Mark Taylor

C.A. House Music

P, DP, BO, FA, EK, PC, PM
Total Units 4
Opened '13 0
Closed '13 0
Volume (est. 13) NA
3700 Cavalier Cir.
Parkersburg, W. Va. 26104
(304) 422-4676
cahousemusic.com

“ Fair tax legislation is important to survival of independent retailers and could benefit the revenue shortage in most states. ” – George Quinlan, Jr., Quinlan & Fabish Music Co.

“All we can do is what we have been always doing – improving customer relations, branding, giving our people the best place they could work for... We just keep plugging away to push that needle forward.” – Sammy Ash, Sam Ash Music Corp.

Mississippi Music

P, DP, BO, FA, SR, EK, PC, DJ, LT, IN, PM
 Total Units 4
 Opened '13 0
 Closed '13 0
 Volume (est. 13) \$8.4 MM
 222 Main St.
 Hattiesburg, Miss. 39402
 (601) 544-5821
 rosij@missmusic.com
 mississippimusic.com
 CEO: Rosi K. Johnson

Keyboard Concepts

PO, P, DP, PM
 Total Units 4
 Opened '13 1
 Closed '13 1
 Volume (est. 13) \$12 MM
 5600 Van Nuys Blvd.
 Van Nuys, Calif. 91041
 (828) 787-0201
 Jeff.Falgien@keyboardconcepts.com
 keyboardconcepts.com
 President: Dennis Hagerty

Bertrand's Music

DP, BO, FA, EK, PM
 Total Units 4
 Opened '13 0
 Closed '13 0
 Volume (est. 13) \$3.3 MM
 13179-5 Black Mountain Rd.
 San Diego, Calif. 92129
 (888) 780-1812
 bertrandsmusic.com
 CEO: John Bertrand, Sr.

Portman's Music

BO, PC, FA, SR, EK,
 Total Units 4
 Opened '13 0
 Closed '13 0
 Volume (est. 13) \$3.3 MM
 7650 Abercorn St.
 Savannah, Ga. 31406
 (912) 354-1500
 portmansmusic.com
 CEO: Jerry Portman

Lacefield Music

PO, P, DP
 Total Units 4

Opened '13 0
 Closed '13 0
 Volume (est. 13) 3.5 MM
 83 S. County Center Way,
 St. Louis, Mo. 63129
 (314) 845-3760
 lacefieldmusic.com

Dave Phillips Music

DP, BO, FA, SR, EK, PC, DJ, LT, IN, PM
 Total Units 3
 Opened '13 0
 Closed '13 0
 Volume (est. 13) \$3.2 MM
 Phillipsburg, N.J. 08865
 (908) 454-3313
 dphillips@davephillipsmusic.com
 davephillipsmusicstore.com
 CEO: Dave Phillips

Mr. E's Music

P, DP, BO, FA, SR, EK, PC, DJ, PM
 Total Units 3
 Opened '13 0
 Closed '13 0
 Volume (est. 13) \$5 MM
 2503 Gravel Dr.
 Fort Worth, Texas 76118
 (817) 595-1910
 mr-e-music.com
 CEO: William C. Everitt

Rincon Musical

BO, PC, FA, SR, EK, DJ, LT, PM
 Total Units 3
 Opened '13 0
 Closed '13 0
 Volume (est. 13) \$900,000
 1110-1116 13th St.
 North Bergen, N.J. 07047
 (201) 348-0057
 rinconmusical.com
 CEO: Amalio Santos, Jr.

Trombino Musical Centers

PO, P, DP
 Total Units 3
 Opened '13 0
 Closed '13 0
 Volume (est. 13) NA
 1049 Broad Ave.
 Belle Vernon, Pa. 15012
 (724) 929-6707
 admin@trombino.com

trombino.com
 CEO: Robert Trombino

Skip's Music

PC, FA, SR, EK, PM, DJ, LT, IN
 Total Units 3
 Opened '13 0
 Closed '13 0
 Volume (est. 13) \$9.75 MM
 (916) 484-7575
 skip@skipsmusic.com
 skipsmusic.com
 CEO: Skip Maggiora

Ace Karaoke

SR, DJ, LT
 Total Units 3
 Opened '13 0
 Closed '13 0
 Volume (est. 13) NA
 161 S. 8th Ave.
 City of Industry, Calif. 91746
 (888) 893-7464
 info@acekaraoke.com
 acekaraoke.com

Instrumental Music

BO, PC, FA, SR, EK, PM, LT,
 Total Units 3
 Opened '13 0
 Closed '13 0
 Volume (est. 13) \$6 MM
 377 Irwin St.
 Phillipsburg, N.J. 08865
 (805) 419-5055
 instrumentalmusic.biz
 CEO: Brian McCann

Lane Music, Inc.

PO, P, DP, BO, PC, FA, SR, EK
 Total Units 3
 Opened '13 0
 Closed '13 0
 Volume (est. 13) \$8.5 MM
 9309 Poplar Ave.
 Germantown, Tenn. 38138
 (901) 755-5025
 lanemusic.com

Rayburn Music

BO
 Total Units 3
 Opened '13 0
 Closed '13 1

Volume (est. '13) \$8.2 MM
 238 Huntington Ave.
 Boston, Mass. 02115
 (617) 266-4727
 sjohnson@rayburnmusic.com
 rayburnmusic.com

White's Music Box

P, DP, BO, FA, SR, EK, PC, PM

Total Units 3
 Opened '13 0
 Closed '13 0
 Volume (est. '13) \$ NA
 200 South Downtown Mall
 Las Cruces, N.M. 88001
 (575) 526-6677
 whitesmusicbox.com
 CEO: Mike White

Kidder Music

DP, BO, FA, SR, EK, PC, DJ, LT, IN, PM

Total Units 3
 Opened '13 0
 Closed '13 0
 Volume (est. '13) \$3.7 MM
 7728 N. Crestline Dr.
 Peoria, Ill. 61615
 (309) 692-4040
 kiddermusic.com
 CEO: Beth Houlihan

Pender's Music Co.

PM

Total Units 3
 Opened '13 0
 Closed '13 0
 Volume (est. '13) NA
 314 S. Elm St.
 Denton, Texas 76201
 (800) 772-5918
 info@penders.com
 penders.com
 CEO: Richard Gore

Riverton Music, Inc.

DP, BO, FA, SR, EK, PC, DJ, LT, IN, PM

Total Units 3
 Opened '13 0
 Closed '13 0
 Volume (est. '13) \$3.4 MM
 4650 South 3740 West #2
 West Valley City, Utah 84120
 (801) 969-4358
 leifn@rivertonmusic.com
 rivertonmusic.com
 CEO: Kevin Rindlisbacher

The Clavier Group, Steinway Hall – Dallas

P

Total Units 3
 Opened '13 0

Closed '13 0
 Volume (est. '13) \$6.2 M
 5301 N. Central Expressway
 Dallas, Texas 75205
 (214) 526-1853
 showrooms@steinwaypianos.com
 steinwaypianos.com
 CEO: Danny Saliba

Dave Phillips Music & Sound

DP, BO, FA, SR, EK, PC, DJ, LT, IN, PM

Total Units 3
 Opened '13 0
 Closed '13 0
 Volume (est. '13) \$3.2 MM
 377 Irwin St.
 Phillipsburg, N.J. 08865
 (908) 454-3313
 dphillips@davephillipsmusic.com
 davephillipsmusicstore.com
 CEO: Dave Phillips

Pecknel Music Co.

DP, BO, FA, SR, EK, PC, IN, PM

Total Units 3
 Opened '13 0
 Closed '13 0
 Volume (est. '13) \$5.3 MM
 1312 N. Pleasantburg Dr.
 Greenville, S.C. 29607
 (864) 244-7881
 scott@pecknelmusic.com
 pecknelmusic.com
 CEO: Scott N. Peck

Bailey Brothers Music Co.

BO, FA, SR, EK, PC, IN, PM

Total Units 3
 Opened '13 0
 Closed '13 0
 Volume (est. '13) \$5.8 MM
 4673 Highway 280 E.
 Birmingham, Ala. 35242
 (205) 271-7827
 baileybrothers.com

N-Tune Music & Sound

BO, FA, SR, EK, PC, DJ, LT, IN, PM

Total Units 3
 Opened '13 0
 Closed '13 0
 Volume (est. '13) \$5.7 MM
 1141 E. 42nd St.
 Odessa, Texas 79762
 (432) 362-1164
 ntune@ntunemusic.com
 ntunemusic.com
 CEO: Tim Jones

Easy Music Center

DP, PC, FA, SR, EK, PM, DJ, LT
 Total Units 3

Opened '13 0
 Closed '13 0
 Volume (est. '13) \$6 MM
 1314 South King St., Ste. G1
 Honolulu, Hawaii 96814
 (808) 591-0999
 easymusiccenter.com

Dunkley Music

P, DP

Total Units 3
 Opened '13 0
 Closed '13 0
 Volume (est. '13) \$6 MM
 410 S. Capitol Blvd.
 Boise, Idaho 83702
 (208) 342-5549
 dunkleymusic.com

Meyer Music

P, DP, BO, PM

Total Units 3
 Opened '13 0
 Closed '13 0
 Volume (est. '13) \$8.7 MM
 1512 W. Highway 40
 Blue Springs, Mo. 64015
 (816) 228-5656
 bettymeyer@meyermusic.com
 meyermusic.com
 CEOs: Ted Meyer, Betty Meyer

Kessler & Sons Music

BO

Total Units 3
 Opened '13 0
 Closed '13 0
 Volume (est. '13) \$3.8 MM
 3047 E. Clarleston
 Las Vegas, Nev. 89104
 (702) 385-2263
 music@kessler.com
 kesslermusic.com
 CEO: Charles Kessler

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MMR

21st Annual Dealers' Choice Awards **2013**



As the Dealers' Choice Awards enter their third decade, we see amongst the 2013 winners some familiar faces, some newcomers, and the return of champions from years past.

While 2012 seemed to possibly be ushering in a new era, as Yamaha's AvantGrand was the top vote-getter in the "Product of the Year" category after first ending the previous winner's 10-year streak in 2011, this year sees that previous instrument reclaim the distinction.

There are a few surprises and a few "predictable" results, but plenty to discuss, whatever the case. This year saw very similar results to 2012's record final tally of votes cast, with just under 640 casting their selections via email, our online ballot form, fax, or good old snail mail (the embattled USPS appreciates it, no doubt). Many thanks to all of you who participated in the voting process and congratulation to the class of 2013 Dealer's Choice Awards winners!

Product of the Year

» Yamaha Disklavier

Yamaha Corporation of America

After a one year-hiatus, MI dealers have voted Yamaha's Disklavier back into the top slot as the 2013 Product of the Year. What needs to be said that hasn't been said already? These hybrid keyboards can play by themselves, or back up a live performer. Features include a wide array of quality sounds and effects, and Disklaviers are available at price (and profit) points that are appealing to consumers and retailers. Pretty cool.



Electric Guitar of the Year

» Fender Stratocaster

Fender Musical Instruments Corp.

The iconic Stratocaster, which was designed by Leo Fender and Freddie Tavares and first released in 1964, has never gone out of style. While recent years have seen some "dark horses" take the crown (Gibson's Les Paul and Fender's own Telecaster), in the two decades-plus history of the Dealers' Choice Awards, the Strat has pretty convincingly owned this category. Playability, classic aesthetics, and versatility make the Stratocaster a hit with players of all genres. Plus, it doesn't hurt that the instrument is indelibly linked to the likes of Buddy Holly, Jimi Hendrix, Bob Dylan, Jeff Beck, Eric Clapton, Stevie Ray Vaughan ... (I could go on, but this issue of *MMR* is only 80 pages.)



Electric Bass of the Year

» Fender Jazz Bass

Fender Musical Instruments Corp.

Fender Musical Instruments Corporation completed a sweep of sorts this year, taking both electric guitar and bass categories. Featuring bright, rich midrange and treble, the Fender Jazz Bass has been the instrument of choice for bass players from just about every conceivable genre from heavy metal to hip hop, dance to reggae.



Sound Reinforcement Line of the Year

» Peavey

Peavey Electronics

For the second year in a row, Peavey's line of sound reinforcement products was voted the collective winner of this category. With a suite of products that include the new Escort Series of portable PA systems, the TriFlex II 1,000-watt three-piece sound system, and the two-piece Audio Performer Pack that comes with the PVi 4B Mixer, it's no wonder that voting dealers couldn't single out just one product.



Acoustic Guitar of the Year

» Martin DRS1

C.F. Martin & Co., Inc.

For the second year in a row, Martin Guitars were voted the best acoustic by participating dealers. The DRS1, Martin's most affordable solid-wood model, is an acoustic-electric that features solid maple top, back, and sides.



Amplifier Line of the Year

» Fender

Fender Musical Instruments Corp.

As with last year, the Fender Musical Instruments Corporation takes top honors in the Amplifier category, this year winning for their full line of products. After delivering with the Mustang in 2011 and the Mustang II in 2012, FMIC followed up in 2013 with the release of the solid-state Champion combo series, available in 20, 40, and 100-watt versions. Meanwhile, classics such as the Fender Twin, Vibrolux, and Princeton continue to be strong sellers.



Microphone of the Year

» Shure SM57, SM58

Shure

Another year, and another victory for Shure with their ubiquitous SM57 and SM58 sharing the honors for Microphone Line of the Year. It's tough to beat the widely acknowledged "industry standards" in unidirectional dynamic (SM57) and cardioid dynamic (SM58) microphones. Just try and find a club or performance venue of any size that doesn't have a handful of these bad boys onstage and elsewhere. Best of luck to those hoping to take down Shure in '14...



Recording Equipment Line of the Year

» ZOOM

ZOOM Corporation

ZOOM has become a bit of a bully in this category – not in a "bad" way, but it's just decimating the competition, this year having more than two times the total votes as its nearest competitor. As with 2012, no single product is awarded the prize, but rather the full line offered by ZOOM gets the nod.



Band & Orchestra Instrument Line of the Year

» Yamaha

Yamaha Corporation of America

There are plenty of qualified candidates in B&O and many who receive a good amount of votes from participating dealers. Yamaha's product line is so exhaustive and quality (and value) so great, though, that this year was no contest.



Acoustic Piano Line of the Year

» Hailun HG178

Hailun Pianos

Last year it came as a surprise that longtime winner as "Acoustic Piano Line of the Year," the Kawai K-3, was dethroned by China's Hailun Pianos (the HU 5P, specifically). This year, Hailun flat-out dominated, although this time it was the HG178 grand piano heading to the winner's circle.



Percussion Line of the Year

» TAMA

Hoshino Group

A streak comes to an end with TAMA blocking Pearl from taking top honors for the fifth time in 2013. Quality kits ranging from the beginner's Imperialstar line to the flagship Star drum kit series offer an array of product suitable to any player's ability level, as well as budget.



Home Digital Keyboard of the Year

» Kawai

Kawai America Corporation

While Kawai's stranglehold on "Acoustic Piano Line of the Year" appears to have been broken, it may well be on its way to establishing another win streak. Once again the versatile CA95 – with Harmonic Imaging, XL Sound Technology with 88-key piano sampling, the capability to play and record MP3 and WAV files, and built-in practice exercises and Alfred Lesson Songs – were cited by dealers as the primary reason behind Kawai's console getting their votes.



Lighting Line of the Year

» Chauvet Lighting

Chauvet

Another streak bites the dust. ADJ had won in convincing fashion for eight years up until the 2013 ballot went out. This was far from a run-away success for new winner Chauvet, but retailers appreciated the range of products, features, and price points enough to give the company the win.



Pro Digital Piano of the Year

» Roland FP-80

Roland Corporation U.S.

In a very tight race, Roland narrowly edged out Yamaha's AvantGrand, last year's "Pro Digital Piano Line of the Year." The FP-80 is a go-to for numerous gigging musicians and can be seen on tour with some of the biggest names in popular music.



DJ Line of the Year

» Rane

Rane Corporation

This category is (seemingly) a tough one. With a different winner nearly every year, it could be speculated that rapidly advancing technology within the field, as well as quickly changing trends amongst DJs, makes it difficult for any one model or even company to establish a foothold as "DJ Line of the Year." Rane narrowly beat out the competition this year.

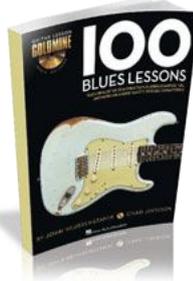


Print Music Publisher Line of the Year

» Hal Leonard

Hal Leonard Corporation

While it's certainly not the *only* print publisher worthy of selection (and the votes demonstrate this), Hal Leonard just seems unbeatable. 2013 makes the company "21 for 21," standing quite alone with that distinction. Their massive library of titles, coupled with an ever-expanding distribution arm is going to continue to make HL tough to beat in coming years.

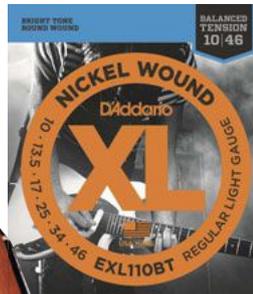


Accessory Line of the Year

» D'Addario/Planet Waves

D'Addario & Co.

As with last year, this one was a slam-dunk. Not surprising, given the selection of straps, micro-tuners, strings, capos, cables (and so on...) that fall under the D'Addario/Planet Waves umbrella.



Website of the Year

» D'Addario

D'Addario & Co.

Easy to navigate, with a clean design, and serving as a portal to any number of products and services, daddario.com was selected as "Website of the Year" in convincing fashion in 2013.



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MUSICWOOD

Director Maxine Trump Talks Guitar

Documentary tackles the environmental and legal challenges of tone woods for the masses

By Kevin M. Mitchell

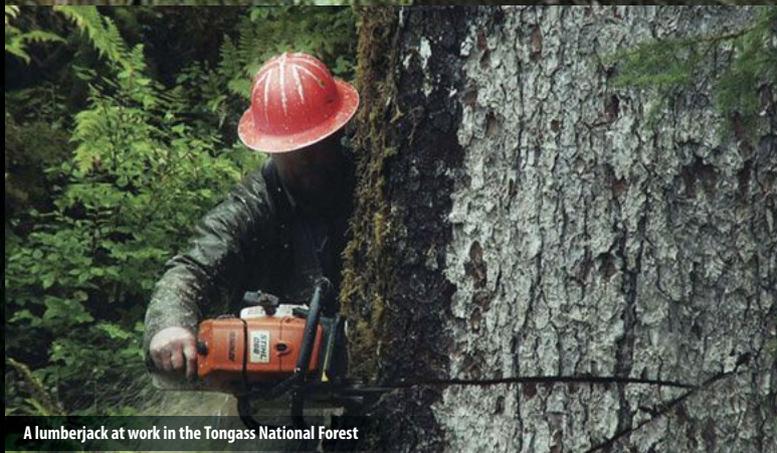
The documentary *Musicwood* is making the rounds at film festivals, where crowds are keeping the filmmakers long after the closing credits for extended Q&A sessions. Pitched as “an adventure-filled journey, a political thriller with music at its heart,” it “stars” MI heavyweights Bob Taylor, Chris Martin, and Gibson’s Dave Berryman. The conflict is over the prized tone wood Sitka Spruce, which is one of the trees in the forest that is, from Greenpeace’s POV, being clear-cut with seemingly reckless abandon. Or is it just Native Americans who deserve to make their own decisions in the best interest of their own people?

The setting is the U.S.’s largest forest, the Tongass National Forest in southern Alaska, a rainforest-rich chunk of land with much eco-diversity, including trees perfect for instrument making. While grand, sweeping shots from the blue skies above show scabs of slayed trees where there was once pristine forest by design tugs at the viewer’s emotions, this is no straightforward tree hugger story, as the white hats and the black hats are not easily delineated. There is a “big corporation”... but professed nature-loving Native Americans run it. As for the guitar makers, well, halfway through the film, Gibson’s illegal trafficking of Madagascar wood comes to light.

While readers of *MMR* know of the ecological and legal challenges of acquiring tone wood for instruments, as we’ve been covering it for nearly a decade, it’s interesting to see the topic get mass audience treatment (the film is available on iTunes). *MMR* called up director Maxine Trump immediately after viewing and she was happy to discuss the movie.



Chris Martin gets ready for one of many interviews he gave for the making of *Musicwood*.



A lumberjack at work in the Tongass National Forest

MMR: What did you know about guitar making before you started working on this documentary?

Maxine Trump: [laughs] Nothing at all! I love acoustic music, and that’s why we included players like Steve Earle and Kaki King in the film – to get *their* perspective of great guitars. So we went at it from that angle – take a band, show some acoustic guitar playing; go into the guitar shops and show how these instruments are made; and then come to the story through the music and how the music instruments are created.

MMR: What’s been the reaction to the film so far?

MT: It’s been amazing across the board, especially at film festivals. I think we’ve been to 20 so far. In Cleveland, we just packed 350 people in to see it. We’re reaching a wide audience. We’re hoping to screen it at the NAMM show in January.

MMR: Are people surprised? Mad? Confused how this could be happening?

MT: You hit all three [emotions]. First, people didn’t know the forest existed. Second, they had no idea how guitars are made and why some woods are better than others, and didn’t know the history of that. Even Chris [Eldridge] from the Punch Brothers, who owns a 1939 Martin Adirondack guitar with rosewood back and sides, was delighted to have things explained [by the guitar makers] – there was much that he didn’t even know.

People learning that the Native Americans on the land made a deal with the U.S. government to form their own corporation [Sealaska – which is a for-profit corporation run by a board of 13 tribal members] is a surprise, and confusions or angers some. But as we show, like any other corporation, they are thinking profits.

MMR: As they should. So the cliché that American Indians are all pro-environment is severally challenged in this film.

MT: We deliberately screened *Musicwood* eight or so times in the heart of logging country and to Native American audiences to get a sense of it. I was sensitive that, as a white woman, why should I be telling this story? And being fair was important.

But a very satisfying moment was when after one showing, a tribal elder came up to me and said, "Listen, don't think of us any differently than any other race. We're people like any other, and some want money, and others want to save resources." That was a wonderful moment for me, because it showed we were telling a very American story.

The board members of the corporation are just like any other – they want to be successful, they want to be responsible to their shareholders. Definitely the corporation may not come across in

about being a supply chain for them.

MMR: The big "twist" in the film is the Gibson legal problems with the Fish & Wildlife Service and the related raid that happened in the middle of all this tree-saving effort. Was that a surprise to you?

MT: It came out of nowhere, it really did. It was hard, especially knowing that Gibson is doing good work in South America and other forests. It was something that happened that really was beyond the scope of the film, and we just had to sit with it. It was a hard moment, but it had to be part of the story.

MMR: Spoiler alert – throughout the film, the guitar makers are trying to come to some agreement with Sealaska, and there are lots of hopeful moments, and then nothing comes of it. Greenpeace and the guitar makers wanted some of their wood to be Forest Stewardship Certified, and they got nothing.

MT: Everybody was incredibly hopeful about getting wood FSC certified, and the Musicwood group even offered to pay for it. But the corporation said, "No, this is something we want to do on our own." Part of the problem is while we've been following this story



Bob Taylor receives a ceremonial blanket at a tree cutting ceremony lead by Sealaska Board members.



Musicwood director Maxine Trump.

the best light, but also we cover that there is definitely a voice of other Native Americans on that land who don't want clear cutting.

MMR: The Sitka is just one type of tree in the forest that is being clear-cut, yes?

MT: No forest is purely one type of tree, so there's hemlock and other spruces in that forest that are being cut with the other types.

I learned how the Sitka grows so beautifully, and what it means to have a soundboard of a guitar made from it, and what it means to the guitar makers who participated in the film. Yet it's part of all the wood that gets cut, crated whole, and goes primarily to China where it's turned into all kinds of things, including making diapers!

MMR: Do you think people will see this as merely "anti-logging"?

MT: I really wanted to make sure that it's not an anti-logging movie, because we live in a world where we need wood, so wood needs to be cut down. What we really want people to understand is to encourage a different type of forestry – to still live off the land, but use the wood wisely.

One encouraging thing that has happened since filming is we were invited to a small island in Canada, Haida Gwaii, which is near Tongass with a similar eco-system. They have a logging economy but also believe in protecting the land. They make money – not as much as the Sealaska Corporation – but they seem to be making it work. In fact, they are talking to Martin

for five years, they had already gone through so much wood... but who knows what will happen at this point.

MMR: So it's okay that your movie ends the way it does? With seemingly nothing being accomplished?

MT: We didn't want to make a film with a pretty Hollywood ending, but I'm hoping people leave the theater understanding that yes, the forest is being cut down, but there are better ways to do it. I hope people start to look for that FSC symbol, not just on guitars, but on products like tissue paper and copy paper, and that people can make a purchasing decision based on that. We can do it together.

MMR: What are your hopes for the movie?

MT: I would love people to come away knowing about an issue they were likely completely unaware of before seeing it, thinking about American guitars differently, and appreciating the beauty of what goes into making them.

Then maybe they will consider their own buying habits a bit. Bob [Taylor] is quoted as talking about wood being available that is just as wonderfully sounding, but won't necessarily be absolutely perfect looking. Chris [Martin] said it beautifully when he said guitars made from tone woods at some point will be like, "people having freckles on their face."

By Kevin M. Mitchell

MI in the Media: Deering Banjos

Taking a look at how the MI industry is portrayed in movies, T.V., and online.

Media:
CNNMoney
Fortune Magazine



THE SCENE:
According to CNN, the moneyed set seems surprised to discover a music instrument company that is profitable! Who knew?



BACKGROUND:
Great rags-to-riches story about Janet and Greg Deering and their well-deserved success.

NUMBERS:
Founded in 1975, the Deerings say they will sell their 100,000th banjo next month.

WHY WE CARE:
While we're used to inspiring stories of passionate instrument makers succeeding, it's great when a mainstream news leader like CNN tells one of our tales.



FUN FACT:
Turns out there's a Banjo Museum in Oklahoma City – who knew?

Read the story: management.fortune.cnn.com/2013/10/31/deering-banjo/?section=magazines_fortune



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Rotosound Aftermath Delay Pedal

Rotosound's latest round of pedals are built to utilize authentic '60s design techniques using today's technologies. The Crusader Chorus, The Aftermath Analog Delay, The King Henry Phaser, The Leveller EQ, The Pusher Compressor, and The Wobbler Tremelo now join the RFB1 vintage Fuzz reissue. Available exclusively from OMG Music.



omgmusic.com

MusicNomad's Humitar

MusicNomad's Humitar™ uses a special "Humid-I Bar" insert, reported to hold two or three times more water than the competition and has anti drip properties engineered into it, which are said to be more effective than the typical cellulose sponge material. The Humitar is used by placing it between the strings so it may hang down into the sound hole, safely releasing moisture. Maintenance of the Humitar includes flipping the top to inspect it for remaining moisture. If it's dry, a user need on only rehydrate the Humid-i-bar with distilled water. Retail price: \$13.99 - \$14.99.



musicnomadcare.com

Korg Beat Boy

The new Korg Beat Boy serves as a tuner as well as a rhythm machine covering 100 diverse styles, an effects section for sonic variation when jamming along with the rhythms, plus an onboard recorder that allows for 16-bit/44.1 kHz recording. The compact Beat Boy fits into the pocket of a gig bag.



Additional performance and practice features include two effects for electric guitar-distortion and overdrive-and an internal mic for tuning acoustic instruments. Beat Boy also makes it easy to record performances (20 minute maximum/ up to 100 tracks) and play them back immediately. A specific section of the performance can be looped and played back repeatedly for analysis/practice, via the built-in speaker. The recorded sound can also be loaded as a WAV file via USB into a computer and edited in DAW software. Conversely, audio tracks* created on a computer can be loaded into Beat Boy and used as backing tracks. Retail price: \$89.99.

korg.com

AIM Gifts Crystal Design Handbag

These distinctive and attractive designed accessories offer new style and expression that everyone is sure to notice. The handbag measures 12.5" x 7" and the clutch zipper and clasp wallet measures 7.5" x 4.5". AIM Gifts is the largest manufacturer and distributor of Music Gifts Accessories in the World. For these and 10,000 additional Music Gift Accessories call 800-233-2800.



aimgifts.com

Schilke' Handcraft B♭ Trumpet

Original design concepts of Renold O. Schilke are the foundation for the new Schilke "Handcraft" B♭trumpet. The fit and precision of Schilke's Handcraft B♭ is designed for flexibility to control timbre with the response and intonation Available in silver plate, lacquer, or gold plate finishes.



schilkemusic.com

New Products

Heller Braided Guitar Straps



Henry Heller Woven Jacquard guitar strap series are 2.5" wide and come in ten different patterns and vibrant colors. Made in North America, they feature a cotton backing with garment leather ends and a Tri-Glide adjustment.

omgmusic.com

Reed Geek Tool for Woodwind Players



The ReedGeek "Universal" Reed tool allows woodwind players to quickly and easily flatten the table of their reed as well as make adjustments to their sound and response. The tool is made from machined steel with an array of edges that allow for quick adjustments, including flattening the back of the reed as well as balancing the rails and thinning strategic places on the vamp of the reed. ReedGeek can correct issues of moisture. It can be used on all sizes of single and double reeds, and has even been shown to be effective for use on certain synthetic reeds which may also need adjustments.

reedgeek.com

TC Electronic Announces BG Combo Series

The all-new BG250 combo line-up consists of four different combos, which only differ in their speaker configurations. All sport 250 watts of power, TonePrint functionality, built-in tuner, and intelligent EQ along with the ultra-light formula that made the original BG250 such a hit.



The combos in this series consist of a version with a 1x12" speaker, a 1x15" speaker and a 2x10" speaker configuration all with a custom 1" piezo tweeter. Rounding out the series is a 2x8". The dual Bass TonePrint is a unique feature that lets users load signature effects into a TonePrint slot, allowing users to switch between them with the optional Switch-3 footswitch; change them on the fly or mute. The 2x8" combo allows for footswitching of Toneprints, while the others in the series also allow switching of sounds from the amp. Retail price: \$349 (BG250-112), \$399.99 (BG250-115), \$499 (BG250-208), \$549 (BG250-210).

tcelectronic.com

Knilling Franz Sandner Violins

The Franz Sandner #45F Concerto to Model 4/4 Violin features highly flamed European maple back and sides and select European spruce tops, fully graduated, with highlighted reddish-brown spirit varnish (list \$1,595). The Franz Sandner #46F Symphony Model 4/4 Violin features flamed maple back and sides with select, seasoned top, meticulously graduated, with hand applied translucent golden brown spirit varnish (list \$1,895). Both models come fully Knilling Custom Shop adjusted, with select ebony trim, French Mirecourt bridge, Hill-style e-string adjuster, and Thomastik Dominant strings. Fractional sizes available on special order.



knilling.com

ADJ DOTZ Matrix

The DOTZ Matrix is a color wash/blinder/matrix panel powered by advanced COB (chip on board) LED technology. This versatile 13.75" x 6.75" x 14.75" (345 x 170 x 370 mm) panel produces knockout brightness that with 16 x 30-watt Tri-Color COB LEDs.

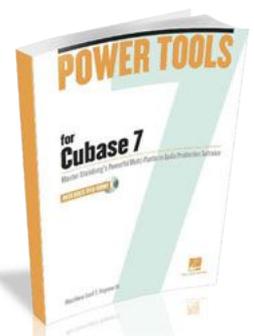
COB LEDs differ from their predecessors in that multiple LED diodes are mounted directly onto the circuit board as one lighting module. This new technology creates a more powerful LED engine in less space with shorter interconnection lengths. The DOTZ Matrix has the ability to perform as three different types of effects: an RGB color wash, an audience blinder, or a pixel matrix effect. Its Tri-Color (red, green, blue) LEDs provide extremely smooth color blending and rich, robust palettes. The panel also has pixel mapping capabilities – users can control individual pixels in 48-channel and 52-channel DMX modes, and there are four Pixel Flip options for changing pixel orientation. Retail price: \$1,399.95.



adj.com

Power Tools for Cubase 7 from Hal Leonard

Power Tools for Cubase 7 by Matthew Loel T. Hepworth will help the reader take advantage of the creative power and flexibility offered by the Cubase 7 software. *Power Tools for Cubase 7* was written with the new user in mind. Readers will learn the process of installation and proper studio configuration, the foundations of rudimentary Cubase operations, how to avoid common mistakes; how to properly record and edit MIDI instrument and audio tracks, and how to use techniques that produce smoothly polished and powerful results. Finally, they'll learn how to add mastering treatments for a professional-sounding mix. A supporting DVD-ROM includes actual Cubase session files for lessons. Retail price: \$39.99.



halleonardbooks.com

Kala's Stand Out Wall Hangars



Kala Brand Music Co. has expanded the Stand Out™ line of instrument display accessories with a new series of wall hangers. Kala's new Stand Outs are available in two sizes: one that fits ukulele and mandolins and another for guitar and bass instruments, including the U-BASS™. Kala's hangers are made with reclaimed wood that is hand selected from a local salvage facility.

kalabrand.com

The Tank Instrument Case



With a newly designed aluminum exterior, steel latches that can't open on their own, spring-loaded handles, and a full-length hinge with 90-degree stops, the Tank cradles every instrument completely. The larger sizes are equipped with wheels. Sizes are available for trombones, trumpets, saxes, bassoons, and other instruments, all designed as to not give away what it might be inside.

The-Tank.com

Electro-Harmonix Slammi Pedal

The Slammi's MAX BEND control functions as an 11-position switch. It allows the player to set the pedal's maximum bend/interval to Detune for a lush chorus effect as well as ½ Step, Major 2nd, Major 3rd, Perfect 4th, Perfect 5th, Major 6th, Minor 7th, 1 Octave, 2 Octaves and 3 Octaves. Bends can move up or down in relation to the original pitch, selectable with the pedal's Bend button. Maximum bend can be achieved in either the toe-down or heel-down position, allowing the player to customize the pedal's response to their playing preference. The Slammi's controls also include a thumb wheel for Dry Volume which blends in the instrument's dry signal.

EHX's Next Step Effects series benefit from a design with no moving parts to wear out or break plus lightning-fast response, high sensitivity and silent bypassing with no clunky button to engage. Retail price: \$191.66.



ehx.com

P. Mauriat Greg Osby Signature Series Alto Saxophone

After two years of intense research and design the Greg Osby Signature model has arrived.

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pmauriatmusic.com

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eastwoodguitars.com

Piano Reduction of Maha Mantras from Theodore Presser

Theodore Presser Company signed several works for orchestra and wind ensemble from Narong Prangcharoen, winner of the 2013 Barlow Prize from the Barlow Endowment for Music Composition at Brigham Young University, in Summer 2013. The full score, study score, and solo with piano reduction of *Maha Mantras*, and many other works by Mr. Prangcharoen, are available now through Theodore Presser Company. Retail price: \$19.99.



presser.com

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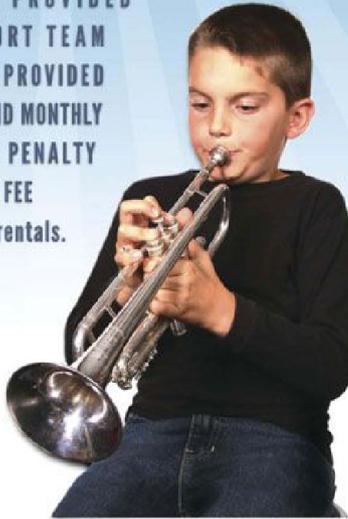
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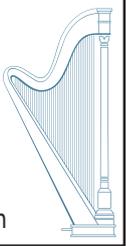
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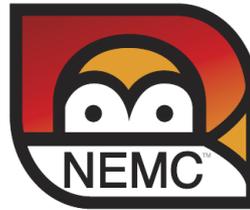
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Stick a Fork in it; It's (Almost) Done

Another year's almost in the books. As they say ("they" are very know-it-all/condescending), time goes faster as you get older and 2013 definitely supported that maxim, as hopping on the red-eye back from Winter NAMM '13 seems more like an event from last week than it does one from more than ten months ago. I'm going to take this opportunity to look back at the significant events – mostly MI Industry-related – for me this past calendar year.

January - The first month of any year is always largely defined by the Winter NAMM gathering. What stood out this year? The palpable upbeat attitude and return of numerous parties, concerts, receptions, et cetera seemed to signal the industry turned a corner and that felt good. The Yamaha 125th Anniversary Concert with Elton John and others also made quite an impact.

February - While it hadn't been a significant player for many years, I was nonetheless sad to see Fender pull the plug on the Hamer brand. These things always seem to come back around though, so I fully expect "Hamer Guitars" to show up again – under Fender's or another's direction.

March – On the first of the month, local (Boston) "rock guy" Mike Feudale opened up a new store – Mike's Monster Guitars – in the space formerly occupied by Sandy's Music. An eclectic MI retailer stocking vintage guitars, basses, and amps as well as a few new lines of instruments, "Skinny Mike" also stocks classic '50s bric-a-brac (transistor radios, lamps, signage, ashtrays, and the like). A fun, quirky store that also served to prevent the sum total of area music stores from going down by one.

April – The annual NAMM Advocacy Fly-In once again saw NAMM officials and members, accompanied by celebrity advocates – this year former N.Y. Yankee and jazz guitarist Bernie Williams and Red Hot Chili Peppers drummer Chad Smith – descend upon Washington D.C. to make the case for the importance of music education to lawmakers. It was an honor to join the team for a second go-round. April was also the month of the Boston Marathon bombings, which – much as the rest of the country might be tired of hearing about "Boston Strong" – will be hard to forget anytime soon. The eventual capture of the one remaining suspect happened just over a block away from associate editor Matt Parish's house.

May – I've now been around for three different ownership groups here at *MMR* and have worked through two transitions. This year's was particularly ambitious, as we adopted an entirely different production model with key players now situated throughout the country, but this magazine is resilient – any publication continuously in print since 1879 would have to be. *MMR* isn't going anywhere.

June – This was a busy month for the magazine – the first with an entirely different design, inside and out – but what sticks out most for me was the late-June wedding of *School Band & Orchestra* and *Choral Director* editor (and contributor to *MMR*), Eliahu Sussman. One of my best friends for nearly 25 years and a killer drummer (and great bandmate), Eliahu tied the knot with an amazingly sweet, funny, and smart girl and they threw an epic party.

July – Once again a NAMM gathering took center stage. This year, we had the brand new Music City Center that drew universal "oohs" and "ahs" plus, as with the get-together in Anaheim, there was a definite sense of, "Hey, I think things are getting better!" Nashville NAMM is still far from the numbers of "the good old days" pre-Indianapolis and Austin, but a case is being made (convincingly) that different and smaller, does not equate to "without value." Many we spoke with cited how a less manic nature to the convention leads to more meaningful discussions with more actual business taking place. Also, I'd be remiss not to mention Gruhn Guitars' new location. I could spend hours there.

August – The shifting nature of, and final resolution to, the Steinway sale certainly sticks out when I think of August. It was also the month in which Boston-based *MMR* editors (myself and Matt Parish) had our first, in-person, visit with the "new" production team at Timeless Communication's HQ in Las Vegas. It was great to meet the folks – plus I got two trips to In-N-Out! August was also when I spent a weekend up in Hampton Beach, N.H. and saw The Cult and Cheap Trick on back-to-back nights – great way to say goodbye to summer!

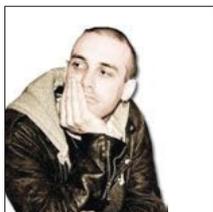
September – Plenty of "industry-related news" happened this month (the closing of the final Sherman Clay store, for one), but I mostly remember September as the month my dog ate a bottle of sriracha with... disastrous results.

October – Heading out to California for a no-questions-off-limits visit with GC brass was a highlight, for sure. The Sox winning the W.S. wasn't too shabby, either.

November – Highlights: Matt Parish and wife welcoming a new baby to their family; finishing '50 Dealer/50 State' and 'America's Top Chains' just before deadline; one of my bands opening for The Dickies.

December – Too soon to say with 100 percent conviction, but I'm going to predict: the economy and MI industry end on a high-note and everyone has safe and enjoyable holiday seasons.

See you in Anaheim! **MMR**



By Christian
Wissmuller

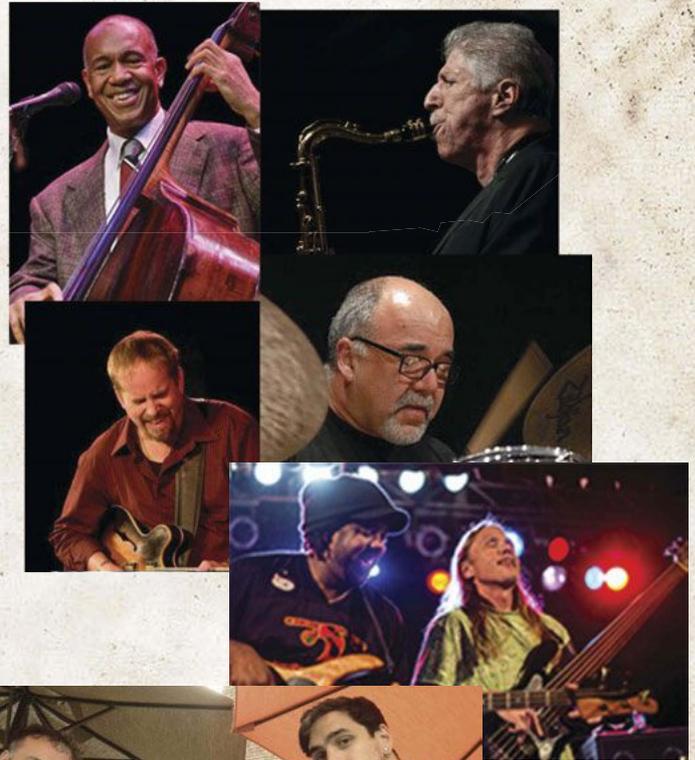
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