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31st Annual
50 Dealer/50
State Review &
Forecast

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2014

Dealers' Choice Awards

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Top MI Products of the Past Year

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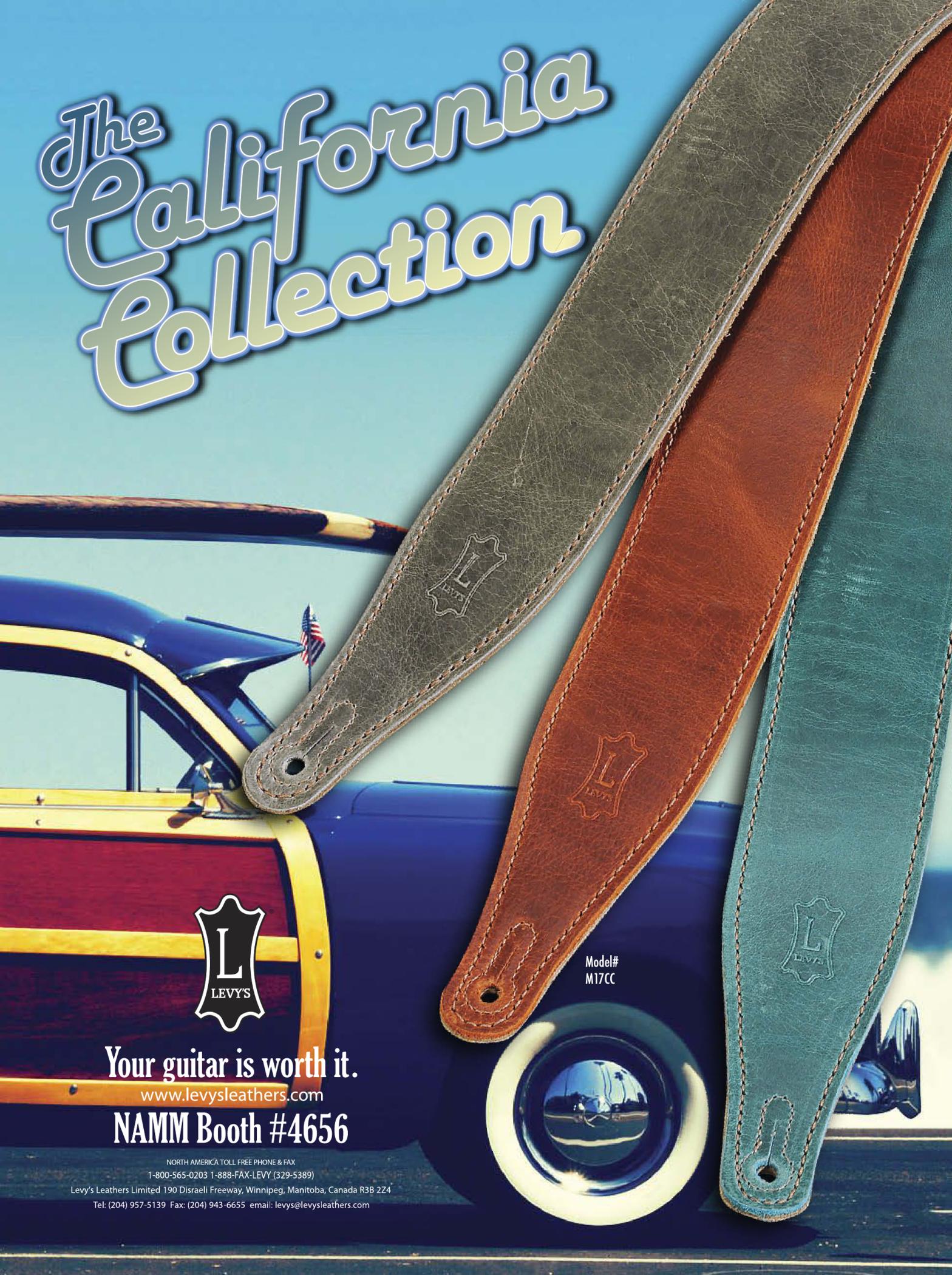
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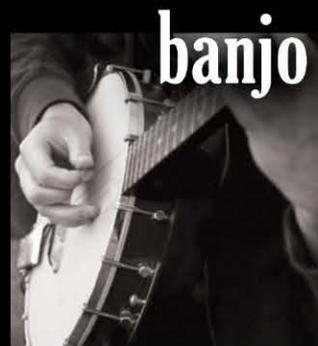
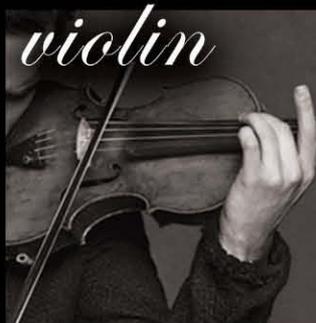
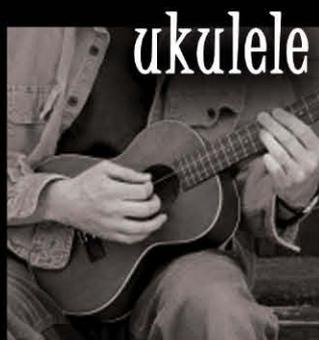
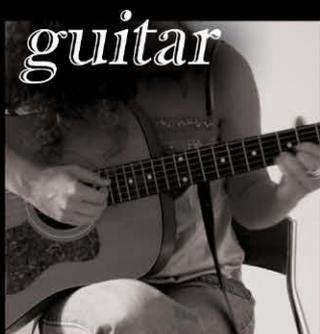


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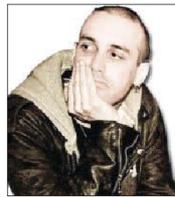


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Succeed at That Which You Do Well



by Christian Wissmuller

In late October of this year, the U.S. government ceased qualitative easing (QE), a program which had involved the Federal Reserve purchasing government bonds to the tune of billions (you read that correctly – with a “b”) of dollars, in an effort to stimulate national fiscal health for the past few years. “The economy is doing well enough that the U.S. government is going to stop propping it up,” reported NPR’s Rachel Martin in a November 2 broadcast.

And many other numbers support the notion of a rebounding marketplace. “It’s good. It’s consistent solid growth,” said Rich Thompson, chief human resources officer at staffing firm Adecco Group North America in a November 7th article appearing in *Forbes*, noting that the economy has had 49 months in a row of job gains, the longest stretch since the 1930s.

Within the pages of this year-end issue of *MMR* you’ll find similarly optimistic data, as it pertains to our own industry. Our annual “50 Dealer/50 State” review and forecast presents a radical change in retailer assessment compared to 2013. Last year, only 59 percent of dealers profiled in our feature reported that sales were up compared to 2012, whereas this year 73 percent said that 2014 was a more profitable year than the previous. “2014 has been an exceptional year,” enthused Frank Tilotta of Minnesota’s Music Go Round.

So is that it? Are we officially, convincingly, out of the recession that began in 2008/2009? Can I put away the much overused term, “cautiously optimistic” when reporting on the state of MI retail (God, I hope so)?

The fact is, the economy is an ever-shifting, quirky animal that takes on different shapes depending on geographic location, time of year, and... well, seemingly any other random factors you want to throw in there. You may feel we’re fully back on track, you may believe we’re still in the crapper.

In the course of speaking with Brian Ball about his “In the Trenches” column for this issue, he and I were discussing the overall health of our industry and what came to light is that, whether you believe we’re out of the woods with respect to the most recent economic downturn or not, it’s really always the same game: it’s *never* “easy” out there. Sure, The Beatles appearing on *The Ed Sullivan Show* was a boon for combo sales. Prior to that, a number of factors had driven accordion sales through the roof. Early ‘80s synth-pop created whole new instrument categories for retailers. EVH, Slash, Zakk Wylde, and Dimebag Darrell birthed entire generations of young aspiring axemen. Nirvana breaking big convinced throngs of kids (however talented/untalented) that they, too, could start bands. But, whatever the time period and whatever the overall state of the job market or national debt, et cetera, there are always challenges facing retailers. Whether it’s a rough economy, the arrival of a big-box location a few miles away, Internet sales, confusing MAP/MSRP policies, or whatever else, there have always been – and will *always* be – hurdles to overcome and mysteries to solve. Resourceful and proactive minds anticipate, adapt, and ultimately succeed. As Chuck Moebus of Moe’s Music in Virginia observes in this issue, “I say this is America, and you can succeed at that which you can do well.”

As we close the books on one calendar year and look towards 2015, I’d advocate for embracing and embodying that attitude. MI suppliers and retailers are passionate, resourceful, and creative – play to your strengths, keep your ear to the ground, and maintain a generous and positive outlook. This work you do has never been easy, but it’s always been worth it.

I’d also like to briefly mention the departure of a longtime member of *MMR*’s extended family. While Eliahu Sussman primarily worked on a couple of our sister publications – *School Band & Orchestra* and *Choral Director* – he was a regular attendee of/reporter at NAMM Shows and PASIC for the past eight years and I’m sure many of you had interactions with him and came to recognize him for the bright, engaging, and thoughtful individual that he is. Eliahu has taken a position at Longy School of Music at Bard College and while I wish him the best (not that he needs it – the kid’s a champ), I will absolutely miss his insightful contributions and dedication. He’s a fantastic worker and an even better friend.

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Webb Named Guitar Center President & CEO

Guitar Center announced that its Board of Directors has appointed Darrell Webb to be the company's new president and chief executive officer, effective November 17. Webb, a proven executive with experience growing multiple retail businesses, was recruited by the Board to lead Guitar Center as the company looks to capitalize on its growth prospects.



Darrell Webb

Mr. Webb replaces former CEO Mike Pratt, who resigned earlier on the same day as Webb's appointment. Darrell Webb has more than 30 years of experience in retailing and has led several multi-billion dollar retailers through periods of rapid growth. From 2011 to 2013, Webb served as chairman and CEO of The Sports Authority, Inc., a 475-store sporting goods retailer. Prior to that, between 2006 and 2011, Mr. Webb was chairman, CEO, and

president of Jo-Ann Fabric & Craft Stores, the largest fabric and craft retailer in the U.S., which had record earnings during his leadership. Prior to Jo-Ann, Mr. Webb spent more than 20 years with Fred Meyer, Inc. and The Kroger Company, following its merger with Fred Meyer. At Kroger, Webb most recently served as president of Fred Meyer Stores from 2002 to 2006.

"We would like to thank Mike Pratt for his service and welcome Darrell to the company. Given Darrell's extraordinary track record of success in growing and leading large, specialty retail companies, we are confident in his abilities to enhance Guitar Center's customer experience and further bolster the company's position as a world-class, omni-channel retailer in one of the most passion-driven retail categories," said David Kaplan, a member of Guitar Center's Board of Directors and co-founder and senior partner of Ares Management. "Since becoming the controlling shareholder of Guitar Center

in April, Ares has supported a number of initiatives at the company that we believe will position Guitar Center for growth. We look forward to working with Darrell as he and the leadership team continue to advance these and other exciting initiatives at the company."

"Guitar Center is the leading retailer in the musical instrument category, possesses an extremely loyal and passionate customer base, and has compelling growth opportunities. These opportunities, together with the company's experienced senior management team and its thousands of dedicated store associates, attracted me to this exciting role," said Webb. "I want to thank Guitar Center's Board for its support and confidence in me. I am looking forward to getting to work on enhancing the company's leading position in musical instrument retailing by further tapping into our customers' passion for creating, performing, recording, and enjoying music."

Best Communities for Music Education Survey Now Open

Schools and districts across the country are invited to participate in the NAMM Foundation's 2015 Best Communities for Music Education (BCME) survey. The BCME program applauds community efforts to provide high-quality music education for all students. Teachers, parents, school administrators, and board members can complete the updated and refined 2015 BCME survey through January 30.

In 2014, more than 2000 schools and districts participated, resulting in a record number of designees. The NAMM Foundation designated 376 school districts as Best Communities for Music Education, while 96 individual schools earned the SupportMusic Merit Award for their commitment to providing students with access to comprehensive music education.

The surveys gauge funding, participation, facilities, and other factors that affect access to comprehensive music education. The responses are verified, then the Institute for Educational Research and Public Service of Lawrence, Kansas (an affiliate of the University of Kansas) reviews the data. Districts and schools must demonstrate an exceptionally high commitment to comprehensive music education for all.

Next spring, 2015 BCME designees will be invited to participate in the second-annual, 'What Makes Music Education Great in My School' video contest, sponsored by the NAMM Foundation. Win-

ning schools and districts will be awarded a two-day residency with the John Lennon Educational Tour Bus, and the opportunity to host a SupportMusic Community Forum that is webcast nationally. The residency provides music students with the chance to write and record an original song aboard this high-tech mobile recording studio, while the forum brings national recognition to communities that support outstanding music programs.

Learn more and take the survey at www.nammfoundation.org/what-we-do/best-communities-music-education.

In conducting the annual BCME survey, the NAMM Foundation is joined by advisory organizations in the fields of music and education: Americans for the Arts, League of American Orchestras, The Mr. Holland's Opus Foundation, Music for All, Music Teachers National Association, National Guild For Community Arts Education, Yamaha Corporation of America, Young Audiences and VH1 Save The Music Foundation.





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Taylor Opens Artist Showroom at Soundcheck Nashville



On Tuesday, November 4, Taylor Guitars celebrated the opening of its new Nashville offices with an industry- and artist-filled open house. The new offices are located in the legendary Soundcheck facility, the industry's go-to location for artist services and backline support. The well-attended event was hosted by Taylor's Artist Relations team, with Tay-

lor master builder Andy Powers also on hand. The event also introduced Taylor's new Nashville-based Artist Relations contact, Jason Herndon, who, along with his guitar tech duties for Blake Shelton, will be managing the office and artist relations activities in the area. During the gathering, Andy Powers took the opportunity to share some of Taylor's newest guitar offerings, including the redesigned, award-winning 800 Series, as well as a few yet-to-be released guitars.

The offices will be accessible via appointment only by contacting Herndon at nashvilleart@taylorguitars.com.

Sennheiser Opens 'Pop Up' Stores

In anticipation of the holiday season, Sennheiser has opened two temporary concept stores in the U.S., which began on November 22nd and will remain open through December 28th. To increase consumer awareness of Sennheiser brand, the experiential stores will feature an audiovisual "cocoon design," host events, and premiere an interactive installation by Andreas Muller of Nanika.



Located in the neighborhoods of New York's Lower East Side and San Francisco's Mission District, the stores will act as "urban hub," allowing visitors to hang out and enjoy "the pleasures of excellent sound (#earlove)" while browsing through a selection of curated magazines and playlists. They will also be offered refreshment drinks.

Each store will feature a DJ booth and gaming area where visitors can test specific products in their home environment. Another highlight is an interactive audiovisual installation by Andreas Muller which will visualize the ambient sounds outside the stores in real-time.

The stores' offering will focus on Sennheiser's consumer headphones: the recently launched young Urbanite, the premium Momentum On-Ear, and smaller earphones. Prices will range between \$20 - \$300.

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Foster Family Music Center to Close

After 30 years of serving the Mississippi Valley region, the Foster family will turn their energies towards personal pursuits and close their 8,000 square foot store on December 20. Foster Family Music Center houses one of the largest selections of pianos and sheet music in the state of Iowa. NAMM named the piano specialty store a Top 100 Dealer in both 2012 and 2013.

Foster Family Music Center founders Jim and Marilyn Foster, along with their daughter and co-owner Christi Foster Nunnally, said they were unable to find a buyer for the niche business. Beginning the week of November 10, the store began offering discounts of 30 to 60 percent to sell off its inventory of acoustic and digital pianos. The collection includes 30 new and used grand pianos including Yamaha, and many used Steinway family instruments.

The Foster family created and supported a number of events that became Quad City-area talent competition and performance staples.

Independent piano music teacher Lynn Kroeger, Eldridge, says she's going to feel the effect of the store's closing. "Whether it's the Federated Music Teacher's Annual Baroque Competition, the Clavinova Festival, or the Festival of Trees, the Foster family has actively supported students, teachers, technicians and arts organizations," she said. "I work with young children in groups and the ability to use the store's recital hall and equipment at no charge has been great. They've done so much for our community and I'm not sure how I'll handle things moving forward." The store has hosted several thousand people annually for piano competitions and performances.

The family introduced a competition featuring students performing live with their electronic compositions on the Yamaha Clavinova piano. Not only has this event been a hit in the Quad Cities, it sparked similar events throughout the United States and world. The Quad Cities' 25th Clavinova Festival concluded November 2 in the Galvin Fine Arts Center at St. Ambrose University, Davenport, with 300 persons participating. Yamaha instrument representatives were on hand to honor the Foster family for their contribution.

Piano Celebrations raised \$354,000 in the last 12 years for Ronald McDonald House. Collaborating with area piano teachers and technicians through the Piano For a Richer Life organization, the family helped organize this event. More than 500 persons were involved annually in the event and raised funds to benefit the Iowa City charity.

For 17 years the family sponsored Quad-City Music Teacher Association concerts throughout the area. The events featured multiple pianos and hundreds of players performing together under a conductor's baton – something ordinary piano players never experience.

(continued on page 10)



Christi Foster Nunnally and Jim Foster



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San Diego's Greene Music CEO to Retire After 60 Years

Mike Greene, longtime owner of San Diego's Greene Music, is retiring in January, having sold the music store that bears his family name to Music Exchange, a multi-location retailer based in northern California. Although Greene and his longtime general manager, Richard Sibley, will continue to operate the Greene Music Education Center,

his retirement from retail marks the end of a career that not only saw major changes in the music industry, but helped change the music industry itself.

"If being surrounded by a team of talented, committed people who share your interest in meeting all the musical needs of each and every customer is an indicator of suc-

cess, then I'm surely going out on top," said Greene. "I've been a music lover all my life, and I had the good fortune to be able to share that love for music with countless people, in so many ways, day in and day out, all these many decades. I wouldn't trade a moment of it."

Greene Music started with one store in San Diego. Greene opened for business out of that shop on College Avenue and El Cajon Boulevard. He expanded the business with stores in Escondido, San Marcos, Del Mar, Fashion Valley, Plaza Camino Real in Carlsbad and Parkway Plaza in El Cajon. In 1992, he decided to consolidate into one large showroom, located on Miramar Road. Today, Greene Music is home to one of the largest selections of high quality pianos in the world.

"Something that was important to me was that Greene Music would continue on after my retirement," he said. "Over the course of 40 years, we've sold a lot of pianos

(continued on page 11)



Mike Greene

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Foster Family Music Center to Close

(continued from page 9)

Jim Foster says he's seen a lot of change in the industry through the years: "I got my start with a Cedar Rapids music store in the '70s. At that time, the industry was selling more than 250,000 pianos a year. Today, that number is less than 35,000 for an acoustic piano. Through the years, our partnerships within the Quad Cities music community have kept Foster Family Music healthy and vibrant. We lament the fact that we've been unable to find a successor. We're closing only because of our new family priorities.

"We opened this store 30 years ago during an economic recession. We had 10 competitors in the Quad Cities. Of those competitors, we were the last piano specialty store remaining," he said. "The industry may be changing, but there will always be a community dedicated to the piano. There is good evidence that piano students enjoy success in school, have more confidence, and go on to achieve as adults. And all those competitions and concerts we sponsored were important in encouraging students to continue to study and perform."

(continued from page 10)

to friends, so I wanted to make sure those customers had the same reliable place to turn to for their music needs. Also, we've got an incredible staff here, and our approach to music retail works really well for everyone. It was a priority for me that all that would continue on."

Greene particularly points to his relationship with Yamaha as a rewarding highlight running down the center of his career, and it's a relationship that dates back more a half-century to even before he opened his own music store. Before launching Greene Music in 1974, in fact, Greene worked for Finder Music, one of the first Yamaha piano dealers in the U.S.

Yamaha, recognizing Greene's outstanding sales and marketing success with Yamaha Acoustic, Disklavier, Clavinova and Hybrid pianos, honored Greene Music as "Merchandising Dealer of the Year" in 2014.

"Mike Greene is a consummate musical instrument retailer who cares deeply about the community he serves," said Bob Heller, national sales director, Keyboard Division, Yamaha Corporation of America. "Mike's success in business is a reflection of who he is as a person—a warm, kind, passionate soul who has a high regard for his employees and their future well being. This is how he has remained on the top of his game at all times. On behalf of Yamaha, I wish him great success in this next chapter of his life."

As a board member of NAMM, Greene is credited with helping to shape the international music products association into the successful, multi-pronged entity it is today.

"Greene Music has always been a pioneer in developing its mar-

kets," said Joe Lamond, president and CEO of NAMM. "Working closely with the late Karl Bruhn, the father of Music Making and Wellness, Mike and his team were among the first to recognize the importance of the older adult and senior market. In my opinion, Greene Music epitomizes the meaning of what community music should be, and Mike's positive influence will be felt for years to come."

Greene Music has been a family business in more ways than one. In addition to his son, Mike Greene, Jr., and daughters Lisa and Kristin being heavily involved in the business, this past summer, Greene's granddaughter Ellie worked at the store before heading to college. "That marks the fourth generation of our family working here," Greene said.

"But we've also have several generations of families as customers, or as students in the Education Center," Greene explained. "It's terrific when parents come in with their kids for lessons or instruments and tell us their own parents brought them here when they were kids. Seeing multiple generations turn to our family business for their music needs has been pretty cool."

Music education has always been an integral part of Greene Music, dating back to when it launched its first Yamaha Music School in 1976, followed by another in Bonita ten years later. The current Greene Music Education Center, which opened in 1995, has grown into one of the largest Yamaha Music Schools in the country.

"The best part is that Richard and I will still work together to run the music school," Greene said. "I'll still get to see and hear that wonderful magic of young people learning to play music, and in the bigger picture, learning to love music. No matter what the age is of our students, that's what our Music Education Center is all about."

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One hundred and twenty-five educational sessions infuse insights and inspiration into the 2015 NAMM Show, January 22-25. Members attending the show have access to a supercharged lineup of educational sessions designed to capitalize on growth opportunities and take on some of the industry's thorniest challenges. Make time for the proven ideas shared at NAMM's Retail Boot Camp before the show opens and NAMM U Breakfast Sessions, the NAMM Idea Center, and The H.O.T. Zone, throughout the show.

"Our objective with NAMM U is to provide relevant and high value education for our members," said Joe Lamond, president and CEO. "This January, between special guest Steve Wozniak, the opening Breakfast of Champions, and dozens of Idea Center and H.O.T. Zone sessions, I believe we will achieve our goal and provide real value for our members who come to the show."

Get to Anaheim a day early for Retail Boot Camp on Wednesday, January 21, 8:30 a.m. to 5 p.m. in the Anaheim Hilton's California Ballroom. This year's Boot Camp delves into strategies to create lifelong customers, bolster profitability, and stay ahead of the peaks and valleys in the retail landscape — covering front- and back-end operations. Every retail owner, manager and employee will benefit from this free, one-day training, custom-designed for music retail businesses.

This year, Breakfast Sessions reach new heights as members hear from business icons, including Apple co-founder Steve Wozniak, who will chat with NAMM CEO Joe Lamond on Saturday morning. Break-

fast is served in the Hilton's California Ballroom at 8 a.m. each morning, followed by sessions from 8:30-9:30 a.m.

More than 45 NAMM Idea Center sessions feature industry leaders tackling specific opportunities relevant to music retailers. From Instagram to Amazon, and rock camp to school band, Idea Center sessions demystify online marketing avenues, and explore proven ways to take lesson programs from break-even to breakthrough. Discover the 10 commandments of selling on eBay, and tactics to turn aging inventory into cash. Successful music retailers share their proven strategies for hiring a stellar staff, and creating a fresh, sales-friendly store design. Located on the show floor in Hall B (booth 5501), the Idea Center packs essential advice into inspiring 30-minute sessions throughout the show.

Designed with the audio and entertainment technology professional in mind, 75 H.O.T. Zone sessions deliver innovative ideas. For the first time, mornings kick off with opening sessions from industry luminaries. Composer and drummer for the Police Stewart Copeland, TEC Award Hall of Famer John Meyer of Meyer Sound, and Dave Pensado and Herb Trawick of "Pensado's Place" are just a few of the notable speakers.



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Grammy-Winning Pastor Chooses Danley Speakers

Pastor Smokie Norful founded Victory Cathedral Worship Center in Bolingbrook, Illinois, the same year he won a Grammy Award for Contemporary Soul Gospel Album of the Year for *Nothing Without You*. When Victory raised funds for its first permanent sound system, the Chicago branch of Advanced Systems & Technologies (AST) designed and installed the new system, which centers on Danley Sound Labs loudspeakers and subwoofers for the main house system, the delay system, and on-stage monitoring.

The main system is comprised of two clusters of three Danley SH-46 full-range loudspeakers per side. Two coupled Danley DBH-218 subwoofers hang from the ceiling just in front of the stage. Three Danley SH-69 full-range loudspeakers provide LCR delays, two-thirds back from the stage. Finally, four molded-horn Danley SM-80s provide stage monitoring and two, flown, molded-horn Danley SM-96s cover the choir. Powersoft K Series amplifiers provide power and processing for the mains. QSC PLX Series amplifiers and a Danley DSLP48 System Processor power and distribute to the stage monitors and delay fills. In addition, AST designed and installed full HD-SDI video production and presentation systems. The system includes three large video screens, six camera locations, independent IMAG control at FOH and a complete video suite and control room.

2015 Tempe Guitar Show

Antique Electronic Supply presents the 2015 Tempe Guitar Show, sponsored by Jensen Musical Instrument Speakers. The show will be held on Saturday March 7, 2015 at 6221 South Maple Ave, Tempe, Arizona from 10:00 a.m. to 4:00 p.m. The Tempe Guitar Show is in its 6th year and will have over 40+ vendors displaying guitars, guitar amps, and other musical related products. This event is the largest guitar show in Arizona and is free to the public.

D'Addario on MSNBC's 'Born in the USA'

On October 30th, MSNBC's regular "Born In The USA" segment featured Jim D'Addario of D'Addario & Co.

The interview took place at approximately 11:45 am via Skype in Jim's office, where the CEO discussed what it means to be American-made. "Born In The USA" is a special feature on *News Nation with Tamron Hall*. It profiles American companies and the people behind them. *News Nation with Tamron Hall* concentrates on high profile interviews and the latest U.S., world, and entertainment news.




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Pino Daniele Chooses DPA Microphones

Pino Daniele, one of Italy's best known singer/songwriters has recently started using a range of DPA microphones, including the company's d:facto Vocal Microphone. The d:facto Vocal Microphone joined a range of DPA mics that were used over the summer for the Nero A Meta tour, which reunited Daniele with band members from the 1980s alongside special guests. For his forthcoming theatre tour, the line-up is more intimate and includes Pino Daniele on vocals and acoustic guitar, a second acoustic guitar, an upright bass, piano and drums played by internationally acclaimed producer and arranger Alfredo Golino, who regularly works with artists such as Laura Pausini. DPA d:dicare ST4011C and ST4015C Recording Microphones were respectively chosen to handle overheads and percussion. The acoustic guitars and upright bass are also miked with d:vote 4099s.



Letters

[In response to Christian Wissmuller's editorial from the November 2014 issue of MMR, 'The Re-Shoring Myth']

Reducing our trade deficit is the best route to improve the economy, employment and government deficits. Continued efforts at the Federal level are necessary to ensure maximum re-shoring.

However, the re-shoring trend is actually gaining momentum. Many companies will find that they can be competitive manufacturing in the U.S. when they do a total cost analysis which calculates all of the hidden costs and risks of offshoring.

Companies are re-shoring because they are finding that having manufacturing near customers gives them better flexibility to respond to customers changing needs, eliminates higher shipping expense, minimize supply chain disruptions and eliminates the larger production runs and inventories associated with long distance offshoring.

Companies are also finding that when manufacturing is moved next to engineering, they can improve design, eliminate waste, improve quality and increase productivity, many times making the product more easily and at a lower cost.

[Review the] latest data on re-shoring U.S. manufacturing from the Reshoring Initiative at www.ReshoreNow.org.

Sandy Montalbano
Director of Media, The Reshoring Initiative

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Iconic Philadelphia-based piano retailer **Al Rinaldi** passed away on October 30th, 2014 at the age of 77.

The first-ever recipient of the Steinway Lifetime Achievement Award in 2012, Rinaldi was actually turned down when he initially requested to become an official Steinway dealer. Originally selling and leasing pianos and organs through dedicated departments at Gimbels and other retailers, Al eventually purchased Jacobs Music on Chestnut Street (once known as "Piano Row") in downtown Philadelphia. Jacobs carried multiple other lines (the operation currently offers new pianos by Yamaha, Samick, Boston, Essex, and Steinway) before eventually having the opportunity to stock and sell Steinway instruments, which Al felt very strongly about.

Al's son, Chris, is currently the president of Jacobs Music and is continuing the tradition of excellence established by his father.

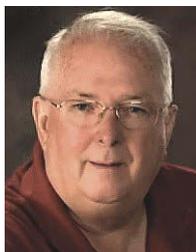


Jerry Freed, founder of Gator Cases, passed away on November 13, after a bout with cancer. He was 74.

Freed spent several years selling and representing Roberts Electronics, which co-branded consumer reel-to-reel tape recorders OEM'd by Akai. Freed then went on to launch a line of guitar amplifiers by Califone, another division of Roberts, and left after Califone was purchased by Rheem in 1967.

Eventually he co-founded International Music Corporation (IMC). By the mid-1980s, IMC had rekindled its relationship with Akai and Akai Professional was born to create keyboards, samplers, drum machines, and both analog and digital multi-track recorders for home and pro users. This was followed by IMC's acquisition of Charvel/Jackson guitars.

In 1989, he left to form Freed International, marketing and representing various leading MI brands. In 2000, Freed and his daughter Crystal Morris formed Tampa, Florida-based Gator Cases. Gator Cases currently offers more than 1,000 different cases, bags and racks made from vacuum-formed plastics, rotational-molded plastics, wood, fabric, and EVA materials.



Larry Moody, past president of the Gemeinhardt Flute Company, passed away on October 18th at the age of 74.

Moody began his career in the music industry as a retailer working for Ziggy Coyle in Ohio. The store was owned by Coyle, a past president of the NAMM Board of Directors, and Russell Hill. The retail experience was helpful to Larry, who was hired by Yamaha and later by the Gemeinhardt Flute

Company in Elkhart, Indiana. During his career in Elkhart, Larry Moody took part in the development of several new products and models, many of which are still produced by the company today.



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Supplier Scene



KISS Unveils Custom Pearl Crystal Beat Drums in Las Vegas

Rock and Roll Hall of Famers and music icons, KISS, had their highly anticipated Las Vegas residency earlier in November, in celebration of the band's 40th anniversary. KISS held a three-week residency at The Joint inside the Hard Rock Hotel. Pearl Artist, Eric Singer, unveiled his Crystal Beat drum set - Pearl's newly reintroduced line of acrylic drums - which were designed exclusively for the band's residency and custom built at Pearl's Nashville office. Eric also added LED lighting to his Crystal Beat acrylic drum set, which lights up in various colors throughout the show.

kissonline.com

B&S Trumpets Donated to Univ. of Louisville Marching Band

Members of the University of Louisville Cardinal Marching Band were presented with a donation of 30 B&S trumpets. The benefactors are Dr. Mark and Cindy Lynn, patrons of the arts and athletic programs at the University of Louisville where their son is the Assistant Director of Marching Bands and Instructor of Trumpet. These 30 B&S Challenger I B♭ trumpets have outfitted the entire trumpet section of the Cardinal Marching Band and were unveiled to the students on Monday, October 20, 2014. B&S is a manufacturer



of handmade brass instruments including trumpets, cornets, flugelhorns, trombones, and tubas. Buffet Group USA is the North American distributor of Buffet Crampon, Besson, B&S, Antoine Courtois, Hans Hoyer, Keilwerth, Melton Meinl Weston, Scherzer and Schreiber musical instruments.

buffet-group.com

Taylor Guitars 2014 Fall Limiteds Sweepstakes

Taylor Guitars is celebrating the release of its Fall Limited Edition guitars with the 2014 Fall Limiteds Sweepstakes. One grand prize winner will be randomly selected to receive a stunning Dreadnought 510e-FLTD, which features Tasmanian blackwood back and sides, a Sitka spruce top, premium, grained Ivoroid appointments, and the company's Expression System 2 pickup, along with a year's supply of Dunlop Primetone sculpted guitar picks, a personalized Dunlop pick tin, a



Dunlop Victor Capo, and a year's membership to JamPlay.com, the leader in online guitar lessons. Now through December 31, 2014, fans can enter to win by visiting Taylor's website entry form located at www.taylorguitars.com/promotions/2014-fall-ltd. The contest is open to U.S. residents of the 50 United States and the District of Columbia, as well as residents of Canada (excluding Quebec) who are 18 years of age or older.

taylorguitars.com

OneRepublic Tour Captured With Sonnet Fusion F3 RAID

The Fusion F3 two-drive RAID storage system is enabling a live recording workflow for OneRepublic's current "Native" tour. With the ability to store up to 6TB of content on dual shock-isolated hard drives, the Fusion F3 reliably captures more than 100 tracks of audio from the band's nightly performances, recorded at 96kHz resolution. Like any high-profile touring musical act, OneRepublic needs the ability to make a high-fidelity recording of each performance — both



to create an archive for future recordings and live releases, and to enable the band to perform virtual sound checks. However, the OneRepublic sound crew was challenged to find a high-capacity storage solution that could stand up to the rigors of touring, as well as the extensive

vibration created by OneRepublic's characteristic low-end-heavy sound. Each of the Fusion F3's drives is mounted on its own multi-axis shock/vibration isolation sled to virtually eliminate vibration-related problems such as missed seek operations and cross-coupled vibration. Coupled with the system's rugged aluminum and steel outer case construction, this configuration protects the drives and ensures reliable operation.

sonnettech.com

Omacro Partners with Tri-Technical Systems

Tri-Tech is the author of the AIMsi and Active-e software products. AIMsi is a POS, inventory management, accounting and business software application for music industry retailers. The software offers retailers not only a way to control inventory, manage customers and track sales, but also offers fully integrated custom add-on modules such as Repair & Service Tracking, Lesson/Appointment Scheduling & Billing, Short Term Rentals, Long-Term Rent and Sales Contracts, Contact Management, Emailing Capabilities, and a Time Scheduler. Active-e is a web e-commerce solution that integrates with AIMsi. Omacro is a product and pricing communication network between suppliers, distributors, retailers, third party reps, and service centers. Omacro gives companies on demand access to the products and information from their network of suppliers/manufacturers. Launching with a focus on MI Brands, key companies have joined including: Yamaha, QSC, Sabian, Ace Products, Alfred Music, inMusic (Akai, Alesis, Numark, Alto, and M-Audio), U.S Music Corp (Randall Amplifiers, Parker Guitars, Jay Turser, Oscar Schmidt, Washburn Guitars), KHS Brands, including Mapex drums, Rapco-Horizon, Presonus, and D'Addario. The Tri-Tech integration with Omacro will give Tri-Tech's existing and incoming users an access portal for on-demand product and pricing information.

technology4retailers.com

Big Bang Distribution Launches New Ahead Drumsticks Website

The new Ahead Drumsticks website is designed with a fresh new look, user-friendly navigation, and updated information on all Ahead products and artists. Powered by Shopatron, the website now allows customers to connect with dealers and distributors from wherever they are. Customers can now find information on old and new Ahead products, including drumsticks, marching sticks and mallets, rods and brushes, cases, practice pads, drum mutes, drum thrones, and accessories. Customers can also connect with the right dealer/distributor that carries that item so that dealers are fully supported and the company is not selling direct to consumers.



bigbangdist.com

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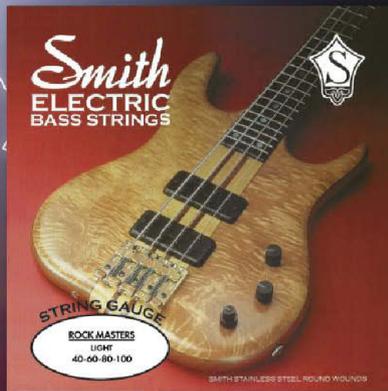
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SupplierScene

18 DECEMBER 2014

Chauvet LED Panels Light The Riverfront Ramble



Featuring performances by over a dozen groups, including Rock 'n Roll Hall of Famers, The O'Jays, the 12th annual Riverfront Ramble in suburban Chester, PA also offered visitors something new – two 14' wide by 8' tall LED video walls made with MVP Ta8 Curve panels from Chauvet Professional. Flanking the main performance stage, the video walls were installed by Zeo Productions, a division of The Zeo Group, which has been handling audio and lighting for the event for a number of years. Positioned on either side of the event's main stage, the two video walls were made from 28 MVP Ta8 Curve panels, seven panels wide by four high. Live IMAG and graphical content from advertisers was shown on the panels.

chauvetprofessional.com

Orange Dual Dark 50 Wins Amplifier of the Year at MIA

For the third consecutive year, Orange Amplification won the Total Guitar, Guitar Amplifier of the Year award at The 2014 MIA awards. This year it was for the British-designed and built Orange Dual Dark 50. Launched at Winter NAMM 2014, the Dual Dark 50 and Dual Dark 100 build on the Dark Terror tone and bring a completely new voicing to the Orange amp range. *Total Guitar's* reviewer said, "It is a pro-level amp for players who are serious about getting heavy, and nobody does heavy quite like Orange". *iGuitar* magazine also said, "I don't believe the 'perfect' amp exists, but the Dual Dark comes frighteningly close."

orangeamps.com



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D'Addario's 'Play Fearlessly Project'

D'Addario & Company, Inc. has announced the launch of a new site for their "Play Fearlessly Project." The Play Fearlessly Project is a social initiative designed to showcase the next generation of electric guitar strings: D'Addario NYXL.



The project began in March of 2014 with a Suhr Classic-T guitar outfitted with NYXL strings. The guitar made stops in New York City, Nashville, and Los Angeles, where professional artists participated. This was followed by a series of public events at select Guitar Center stores across the country in May and the London Guitar Show in September, where visitors had a chance to participate. These contributions are now live on playfearlessly.com and part of the "longest lick ever played"—an eclectic mix of music by a range of artists, from amateur to professional. With the launch of playfearlessly.com, the project is also officially open for public participation.

playfearlessly.com

Yamaha Offering Free and Discounted DBR Speakers

Yamaha announced the new Power to Play promotion, which offers free speakers and rebates on the new DBR powered speaker line with the purchase of a musical instrument. Yamaha's portable and versatile speakers, the DBR series, include a simple interface and power for a wide range of instruments and vocal applications. To qualify for a free DBR speaker or rebate, purchases must be made from an authorized Yamaha dealer by November 30, 2014. Customers who buy the following instruments are eligible for the promotion: Motif XF8 synthesizer or CP4 stage piano – free DBR10 DTX562K and DTX700K electronic drum kits – \$100 and \$200 rebates on a DBR15, respectively LL6 or LS6 Series acoustic guitars – \$25 rebate on up to two DBR12 LL16 Series acoustic guitars – \$50 rebate on up to two DBR12.



4wrd.it/PTPRebates



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ABACA to Distribute Prodipe in North America

ABACA Audio Distribution has reached an agreement to exclusively distribute/represent European audio equipment developer Prodipe in North America as of November 3, 2014. Prodipe offers a wide range of audio equipment — including headphones, microphones, speakers, and various accessories — designed in Eu-

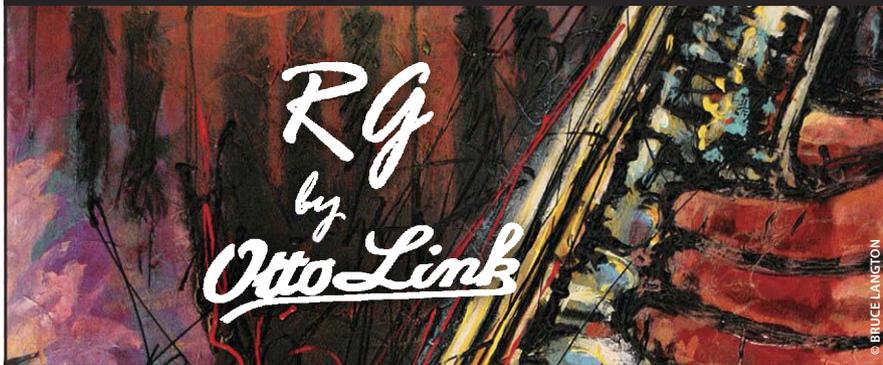
rope and manufactured in Asia. Prodipe recently expanded its Series 21 instrument microphone range to include three new models manufactured for faithfully recording specific acoustic instruments live — namely, the CL21 Lanen (for cellos), the VL21 Lanen (for violins and violas), and PL21 Salmiéri (for percussion).



As cellos, violins, and violas all come in various shapes and sizes, Prodipe has developed an adaptable mounting system with clamps that are as flexible as they are easy to attach, as well as providing protection from vibration. All Series 21 instrument microphones are UHF compatible (using the separately-sold Prodipe DSP/UHF Bodypack system) while a mini XLR-to-XLR adaptor ensures that the microphone cable is properly positioned on the instrument in question for wired usage (requiring 48V phantom power).

prodipeamerica.com

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Zildjian to be Honored at Winter NAMM She Rocks Awards

Avedis Zildjian Company recently announced that CEO Craigie Zildjian will be honored by the Women's International Music Network at this year's She Rocks Awards



taking place during the 2015 Winter NAMM Show. The She Rocks Awards pays tribute to women who display leadership and stand out within the music industry as role models. The annual event brings together industry professionals, music icons, artists, fans, and media to celebrate women in music.

The She Rocks Awards event is open to the public and will take place in Anaheim, California, on January 23, 2015 from 6:00pm to 8:30pm in the Pacific Ballroom at the Anaheim Hilton Hotel. This event does not require a NAMM badge to attend, and includes food, beverages, and giveaways.

zildjian.com

ON THE MOVE

D'Addario is adjusting personnel assignments to better align with their business partners and consumer needs in the market.

Steve Loud, e-commerce sales manager, has been assigned global responsibilities. Reporting directly to vice president of sales David Via, Loud will work closely with D'Addario's international and U.S. sales personnel, dealers, and distributors to maximize e-commerce opportunities.



Loud will be assisted by **Pete Cerone**, e-commerce project manager and the department's newest addition, **Jim Boyle**. Reporting directly to Loud, Boyle will be taking on the newly created role of e-commerce specialist, assisting with site auditing, affiliate development, and other key e-commerce related initiatives. Since joining D'Addario full-time in September of 2008, Boyle has held positions in the company's custom installation department, marketing department, and has served over the past five years as a U.S. account executive in the sales department.



Ben Cole, sales manager for Guitar Center's various companies, will continue to report directly to Peter D'Addario. Reporting directly to Cole, **Andrew Moore** has been promoted to the newly created position of national account sales specialist. Moore will be the primary contact for Music & Arts' corporate headquarters in Maryland and will assist Cole with Guitar Center initiatives. Moore had been serving as a U.S. account executive since joining the company in May 2012.



D'Addario is also has appointed **Rob Caniglia** as regional sales manager for the West Coast. Caniglia will call on independent dealers in Washington, Oregon, Nevada, California, Arizona, Hawaii, and Alaska. Caniglia joined D'Addario in July 2011 as a U.S. account executive, and most recently has served as ProMark product specialist.



With Caniglia's new assignment, **Elijah Navarro** has been promoted to ProMark product specialist. Navarro joined D'Addario's customer service team in August 2013, and has been part of the percussion product management group since May 2014. He will now report directly to Nick Gordon, percussion business unit manager.



Conn-Selmer, Inc. has announced the addition of **Frank Troyka** to the Division of Education team in the position of educational consultant. Troyka will be joining Gary Markham and Paula Crider to continue to increase our educational outreach under the direction of Dr. Tim Lautzenheiser.

Troyka began his career as a junior high school band director and taught at three different high schools before accepting the position of director of bands, coordinator of fine arts at Berkner High School, within the Richardson Independent School District in Richardson, Texas, in 2006. Under Frank's guidance and direction, his bands earned finalist status three times in the state marching contests. In addition, Frank recently earned the prestigious 2014 Texas Bandmasters Association Meritorious Achievement Award.

Troyka has been a faculty member for Conn-Selmer Institute since 2012. He is a member of the Midwest Clinic Advisory Board Committee and is the coordinator for the Generation Next series of workshops at the Midwest Clinic. He has also served on the Bands of America Advisory Board and as a faculty member of the BOA Weekend Leadership Experience summer workshop. Frank has presented clinics for directors and annual student leadership training workshops throughout the United States and in Singapore.

Frank Troyka is the author of *Practical Leadership for Bands*, a self-published workbook and reference tool used to prepare students to step into their roles as leaders in their high school bands. Troyka was also named Teacher of the Year at Cypress Falls High School for the 2002-2003 school year and received the 2010 UIL Sponsor Excellence Award for his leadership of the Berkner High School Band.

St. Louis Music has promoted **Craig Denny** to the newly created position of vice president, Band & Orchestra. In this new role, Denny will be focusing band and orchestra instruments and accessories into one division, adding to an already impressive list of duties.



"Craig has shown a 'do what it takes' attitude throughout his employment here," says Mark Ragin, CEO and owner of SLM. "He has been willing to travel, take on new job responsibilities and support management decisions at all times, and we congratulate him on this new position."

Since joining the SLM team, Denny has led the marketing and sales efforts of P. Mauriat and Zonda and will be applying the same focus and strategy to the Knilling and Sebastian orchestral brands, as well as handling budgets, sales goals and the acquisition of new products. He will also continue to visit dealers and work with the inside and outside sales teams on a regular basis.

Denny, himself a virtuoso musician, has been with St. Louis Music since 2010, and is an established educator, manager and professional.

Music Group has appointed **Karan Kathuria** to the post of senior manager, Professional division for Asia Pacific, which includes the key business segments of China and India. Karan will report to Graham Rowlands, who heads global sales for the Professional Division.



In his new role, Kathuria will be responsible for growing the Music Group's Professional Division brands Midas, Klark Teknik, and Turbosound, as well as taking an active role in managing the distribution networks across multiple countries in APAC region.

Rowlands commented, "Joining from Harman, Karan's is a strong addition to our global sales team due to his impeccable track record. Karan's extensive experience in the A/V industry will play a key role as we continue to strengthen our position within the APAC market."

2014 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 26, 2014.

***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.

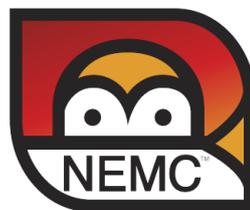
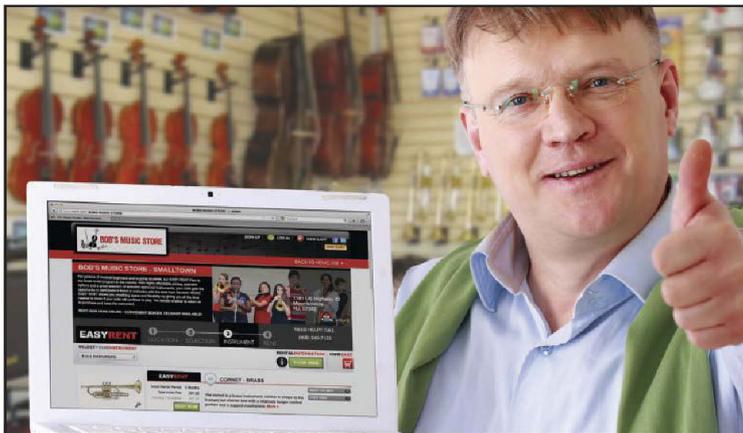
****NESOI:** Not Elsewhere Specified or Included.

Country	HTS Number and Musical Instrument Product Type	First Quarter	Second Quarter	Third Quarter
		In Actual Units of Quantity		
Argentina	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	12,228	0	0
	9209300000 MUSICAL INSTRUMENT STRINGS	571	924,690	31,353
Austria	9209300000 MUSICAL INSTRUMENT STRINGS	97,121	207,157	159,159
Bangladesh	9205906000 WIND INSTRUMENTS, NESOI	0	4,084	0
Brazil	9209300000 MUSICAL INSTRUMENT STRINGS	97	2,820	6
Bulgaria	9202902000 GUITARS VALUED NOT OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	137	600	0
	9206002000 DRUMS	4,550	3,904	7,180
Canada	9202904000 GUITARS VALUED OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	6,628	7,503	7,317
	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	25	9	1,199
	9205904020 CLARINETS	470	403	707
	9206004000 CYMBALS	41,911	53,211	35,287
	9207900040 FRETTED STRINGED INSTRUMENTS	700	774	659
China	9202100000 STRING MUSICAL INSTRUMENTS PLAYED WITH A BOW	73,597	81,573	129,889
	9202902000 GUITARS VALUED NOT OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	238,248	233,038	354,763
	9202904000 GUITARS VALUED OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	19,326	14,304	20,746
	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	191,299	194,913	237,262
	9205100080 BRASS-WIND INSTRUMENTS VALUED OVER \$10	28,427	45,333	40,836
	9205904020 CLARINETS	10,300	11,287	19,351
	9205904040 SAXOPHONES	9,670	11,608	14,887
	9205904060 FLUTES AND PICCOLOS (EXCEPT BAMBOO)	27,708	18,643	25,696
	9205904080 WOODWIND INSTRUMENTS, NESOI	319,132	381,718	283,892
	9205906000 WIND INSTRUMENTS, NESOI	118,781	46,443	56,015
	9206002000 DRUMS	114,817	118,977	161,075
	9206004000 CYMBALS	3,299	10,763	6,305
	9207100010 MUSICAL SYNTHESIZERS VALUED \$100 OR OVER	18,149	14,171	9,775
	9207900040 FRETTED STRINGED INSTRUMENTS	154,635	217,709	310,886
		9209300000 MUSICAL INSTRUMENT STRINGS	344,712	382,442
Cote d'Ivoire	9206002000 DRUMS	0	810	239
Czech Republic	9202100000 STRING MUSICAL INSTRUMENTS PLAYED WITH A BOW	236	538	270
Denmark	9209300000 MUSICAL INSTRUMENT STRINGS	18,367	20,415	41,395
Egypt	9205904080 WOODWIND INSTRUMENTS, NESOI	0	0	1,001
	9206002000 DRUMS	76	44	1,107
France	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	828	1,074	361

Country	HTS Number and Musical Instrument Product Type	First Quarter	Second Quarter	Third Quarter
		In Actual Units of Quantity		
France	9205904020 CLARINETS	1,480	5,204	7,410
	9205904080 WOODWIND INSTRUMENTS, NESOI	814	112	138
	9205906000 WIND INSTRUMENTS, NESOI	1,110	1	0
	9209300000 MUSICAL INSTRUMENT STRINGS	25,588	28,471	30,242
Germany	9202100000 STRING MUSICAL INSTRUMENTS PLAYED WITH A BOW	300	235	527
	9202902000 GUITARS VALUED NOT OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	0	1,818	0
	9205100080 BRASS-WIND INSTRUMENTS VALUED OVER \$10	534	593	392
	9205904020 CLARINETS	2,915	3,817	3,779
	9205904060 FLUTES AND PICCOLOS (EXCEPT BAMBOO)	49	738	2,379
	9205904080 WOODWIND INSTRUMENTS, NESOI	12,439	12,628	4,567
	9205906000 WIND INSTRUMENTS, NESOI	1	13	1,034
	9206002000 DRUMS	132	2,654	5,580
	9206004000 CYMBALS	13,515	10,624	23,574
	9207900040 FRETTED STRINGED INSTRUMENTS	721	1,132	751
Ghana	9209300000 MUSICAL INSTRUMENT STRINGS	192,947	94,065	165,132
	9206002000 DRUMS	1,255	750	531
Hong Kong	9202100000 STRING MUSICAL INSTRUMENTS PLAYED WITH A BOW	348	906	33
	9202902000 GUITARS VALUED NOT OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	2,280	1,122	0
	9202904000 GUITARS VALUED OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	1	577	0
	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	2,016	231	5,413
	9207100010 MUSICAL SYNTHESIZERS VALUED \$100 OR OVER	0	6,531	6,075
	9207900040 FRETTED STRINGED INSTRUMENTS	0	1,128	2,844
India	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	265	348	530
	9205904080 WOODWIND INSTRUMENTS, NESOI	464	5,844	729
	9205906000 WIND INSTRUMENTS, NESOI	1,729	2,297	270
	9206002000 DRUMS	4,578	2,627	2,100
	9206004000 CYMBALS	76	3,425	2,410
	9209300000 MUSICAL INSTRUMENT STRINGS	7,850	723	0
Indonesia	9202902000 GUITARS VALUED NOT OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	35,440	61,724	68,875
	9202904000 GUITARS VALUED OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	4,088	6,691	3,293
	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	13,825	8,423	10,639
	9205904020 CLARINETS	6,772	5,166	6,339
	9205904040 SAXOPHONES	3,523	2,528	3,396
	9205904060 FLUTES AND PICCOLOS (EXCEPT BAMBOO)	6,477	5,848	6,648
	9205904080 WOODWIND INSTRUMENTS, NESOI	136,529	145,816	327,746
	9205906000 WIND INSTRUMENTS, NESOI	0	2,168	5,705
	9206002000 DRUMS	20,161	48,837	34,686
Ireland	9207900040 FRETTED STRINGED INSTRUMENTS	106,641	111,357	89,551
	9205904060 FLUTES AND PICCOLOS (EXCEPT BAMBOO)	1,000	0	0
	9205904080 WOODWIND INSTRUMENTS, NESOI	0	5,480	700
Italy	9206002000 DRUMS	3,358	32	10
	9206004000 CYMBALS	430	78	127
	9207100010 MUSICAL SYNTHESIZERS VALUED \$100 OR OVER	122	20	376
	9209300000 MUSICAL INSTRUMENT STRINGS	88,400	57,766	46,864

Country	HTS Number and Musical Instrument Product Type	First Quarter	Second Quarter	Third Quarter
		In Actual Units of Quantity		
Japan	9205100080 BRASS-WIND INSTRUMENTS VALUED OVER \$10	3,340	4,478	4,567
	9205904020 CLARINETS	1,382	1,437	1,370
	9205904040 SAXOPHONES	1,008	1,013	1,186
	9205904060 FLUTES AND PICCOLOS (EXCEPT BAMBOO)	801	1,133	1,139
	9205904080 WOODWIND INSTRUMENTS, NESOI	17,578	15,378	20,566
	9206002000 DRUMS	1,367	1,388	1,286
	9207100010 MUSICAL SYNTHESIZERS VALUED \$100 OR OVER	1,360	743	1,044
	9207900040 FRETTED STRINGED INSTRUMENTS	4,346	10,782	4,331
9209300000 MUSICAL INSTRUMENT STRINGS	625	615,810	248,615	
Korea	9202904000 GUITARS VALUED OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	3,275	3,389	1,954
	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	433	1,000	468
	9205904080 WOODWIND INSTRUMENTS, NESOI	174,458	348,830	333,636
	9206002000 DRUMS	600	952	2,575
	9207900040 FRETTED STRINGED INSTRUMENTS	19,330	25,132	27,685
	9209300000 MUSICAL INSTRUMENT STRINGS	90	300	2,550
Mali	9206002000 DRUMS	650	821	0
Mexico	9202902000 GUITARS VALUED NOT OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	6,948	7,280	5,130
	9202904000 GUITARS VALUED OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	41,714	45,198	42,350
	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	110	533	793
	9207900040 FRETTED STRINGED INSTRUMENTS	35,367	36,229	27,515
	9209300000 MUSICAL INSTRUMENT STRINGS	2,138,006	2,827,386	1,963,148
Netherlands	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	0	0	1,247
	9209300000 MUSICAL INSTRUMENT STRINGS	1,010	0	0
Pakistan	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	732	1,251	628
	9205906000 WIND INSTRUMENTS, NESOI	0	1,044	0
	9206002000 DRUMS	3,882	2,704	425
Peru	9209300000 MUSICAL INSTRUMENT STRINGS	2,525	0	0
	9205906000 WIND INSTRUMENTS, NESOI	0	2,200	8,500
Philippines	9206002000 DRUMS	1,253	0	1,021
	9202902000 GUITARS VALUED NOT OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	1,000	0	561
Romania	9202100000 STRING MUSICAL INSTRUMENTS PLAYED WITH A BOW	4,114	3,984	6,139
	9202902000 GUITARS VALUED NOT OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	938	677	0
	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	0	1,445	0
	9209300000 MUSICAL INSTRUMENT STRINGS	720	0	1,235
Senegal	9206002000 DRUMS	550	1,995	0
Slovak Republic	9209300000 MUSICAL INSTRUMENT STRINGS	3,157	2,443	2,527
Spain	9202904000 GUITARS VALUED OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	348	474	419
Sweden	9209300000 MUSICAL INSTRUMENT STRINGS	1,120	1,971	1,144
Switzerland	9206004000 CYMBALS	3,371	7,401	7,307
Taiwan	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	0	2,642	0
	9205100080 BRASS-WIND INSTRUMENTS VALUED OVER \$10	7,443	4,868	7,007
	9205904040 SAXOPHONES	4,667	4,830	7,604

Country	HTS Number and Musical Instrument Product Type	First Quarter	Second Quarter	Third Quarter
		In Actual Units of Quantity		
Taiwan	9205904060 FLUTES AND PICCOLOS (EXCEPT BAMBOO)	1,215	1,927	2,241
	9205904080 WOODWIND INSTRUMENTS, NESOI	25,500	96,100	38,350
	9205906000 WIND INSTRUMENTS, NESOI	1	40	10,000
	9206002000 DRUMS	17,241	17,542	22,165
	9206004000 CYMBALS	1,764	260	987
	9207100010 MUSICAL SYNTHESIZERS VALUED \$100 OR OVER	200	462	536
	9209300000 MUSICAL INSTRUMENT STRINGS	0	31,120	0
Thailand	9206002000 DRUMS	23,607	20,795	34,284
	9206004000 CYMBALS	1,086	480	1,848
Turkey	9206002000 DRUMS	2,034	2,543	2,496
	9206004000 CYMBALS	7,037	4,037	7,940
United Kingdom	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	7	19	1,420
	9205100080 BRASS-WIND INSTRUMENTS VALUED OVER \$10	75	37	2,032
	9205904080 WOODWIND INSTRUMENTS, NESOI	6,530	10,064	31
	9206002000 DRUMS	100	321	707
	9209300000 MUSICAL INSTRUMENT STRINGS	40,572	60,287	45,357
Vietnam	9205100080 BRASS-WIND INSTRUMENTS VALUED OVER \$10	57	689	588
	9205904040 SAXOPHONES	553	1,411	942
	9207900040 FRETTED STRINGED INSTRUMENTS	2,068	1,782	8,340



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ALABAMA
Guitars and More
Gardendale
Dustin Honeycutt, president

2014 vs. 2013? We've had an increase of 50 percent.

Hot new product line? PRS, Takamine, Peavey and Blackstar.

Technological advances? Facebook and Instagram have been great marketing tools.

Suppliers selling direct to consumers? People purchase what we, the seller, tell them is the best buy. If the product is not in my store, I'm going to sell them something comparable by another manufacturer, guaranteed.

Product of the year? Alvarez



ALASKA
Pro Music
Fairbanks
Craig Smith, president

2014 vs. 2013? It's been even.

Hot new product line? There have been none.

Technological advances? Technology has demanded more hours from our workforce in recent years.

Suppliers selling direct to consumers? The job of the manufacturer is to: first, make the product; second is to keep the product in stock and warehouse the item; third is to ship the product when we place an order. If these three steps are done at all times, then I can understand them trying to take on our job. I have never seen a manufacturer be able to complete all three steps all of the time.

Product of the year? Fender CD-60CE Sunburst.



ARIZONA
Instrumental Music Center
Tucson
Leslie Faltin, co-owner

2014 vs. 2013? Comparing to the same time period last year, 2014 is up about 10 percent.

Hot new product line? This year, we became a QSC dealer. We

were so impressed with how the speakers sound and the innovative new mixers that we decided we had to carry the line.

Technological advances? Online channels have allowed us to be much more in touch with our customers. Using Instagram, Facebook, and Pinterest, we are able to remind customers that we are the best place for their next purchase. Email marketing (Constant Contact) has been very successful, and much less expensive than using snail mail. Google AdWords allow us to pinpoint our customer with geography, keywords, et cetera, and has saved us thousands of dollars compared to Yellow Books. Even our eBay listings have driven customers to our store.

Suppliers selling direct to consumers? I think it sucks to compete with your supplier. Music stores vote with their dollars just as consumers do, and I know most would choose to not do business with those companies. There are no irreplaceable vendors. All of these suppliers built their empires, fortunes, and reputation from brick and mortar stores.

Product of the year? Yamaha's new Xeno trumpet.



ARKANSAS
McFarland Music Co., DBA Sigler Music
Fort Smith
Randy McFarland, owner

2014 vs. 2013? I sold the wholesale division of my business in May, so it is a little hard to make a year-to-year comparison. In general, I think that business is up around four percent.

Hot new product line? Nothing new.

Technological advances? We use Facebook, Twitter, and Instagram on a daily basis to promote the store.

Suppliers selling direct to consumers? I don't like it at all. Manufacturers, such as Fender, built their reputation on the backs of independent music stores. However, I see this as just another of many challenges that have faced small business through the years. Stores that end up being successful will find a way to adapt.

Product of the year? XSPRO snakes.





CALIFORNIA

Bellflower Music Center
Bellflower
Robert Conrad, employee

2014 vs. 2013? 2014 has been much better. We attribute this mostly to school bids that we've acquired.

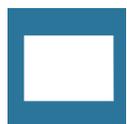
Hot new product line? There are no new brands that have stood out.

Technological advances?

We've increased our web presence with social media sites such as Facebook, interacting with customers more and more through email and cell phones, and using smartphones as an aid in pricing used and vintage gear.

Suppliers selling direct to consumers? It shouldn't affect us since we offer competitive prices and so many services beyond just retail sales, such as repairs on instruments, and rent-to-own programs for new and used instruments.

Product of the year? Band and orchestra rentals.



COLORADO

Miller Music
Longmont
Seth T. J. Miller, owner

2014 vs. 2013? 2014 is shaping up to be the year we remember as turning the corner out of the recession. At present, our overall sales are up 8.2 percent, and this is due in no small part to larger purchases and higher end items moving in the third quarter. As a store, overall our gross income is up 17.9 percent.

Hot new product line? New additions in 2014 were primarily service-based additions, such as our electrical engineer we brought on who specializes in repairing musical equipment, and expanding our private lesson program. Our hot items that continued to trend for us this year were the Casio Privia PX-150, Peace Vulcanian DP-105N, Kala's Makala MK-T Tenor Ukulele, and Conn Selmer's La Vox II Intermediate Alto Sax.

Technological advances? Every computer in the store is linked through our POS and Google Docs allowing updates to accounts and the notes for accounts to happen simultaneously from any workstation in the store, which has been a great help.

Suppliers selling direct to consumers? I feel this is a difficult path to try and traverse from any manufacturer's position, and if done incorrectly would cause irreparable damage to their relationships with brick-and-mortar stores. I can certainly understand the manufacturer wanting to offer consumers the latest, custom, over-the-top, high-end product that we, as stores, may be reluctant to purchase these last few years. I would have serious reservation about maintaining relationships with any manufacturer that began competing with me for end user purchases. **Product of the year?** Kala Soprano Dolphin ukulele.



CONNECTICUT

The Music Shop
Southington
Scott Mulrooney, manager

2014 vs. 2013? 2014 is running about even with 2013.

Hot new product line? New items that have done well for us have been the ukes by Kahuna. The price-point is very attractive and the colors appeal to kids. After a cooling off, ukes have made a strong comeback.

Technological advances? We continue to move more and more toward online retail sales, marketing to our customers via social media, and we are starting to apply newer technologies to run our day-to-day operations.

Suppliers selling direct to consumers? I believe we will see more and more major players decide to venture into direct-to-consumer sales. As customers become more reliant on the Internet to provide their goods and services, it only follows that manufacturers will reach the customers directly.

Product of the year? Ibanez AW Acoustics.



DELAWARE

Music & Arts
Middletown
Justin Lombardi, store manager

2014 vs. 2013? This location was formerly known as Middletown Music. As of October 2014, Music & Arts has been in this location. Middletown Music was well liked in the area for more than a decade; we intend to keep up the tradition of excellence.

Hot new product line? We have a really great affordable student instrument line called Verve. It's a great option for customers who don't want to rent or spend an arm and a leg for an instrument.

Technological advances? Our educational team relies heavily on technology to allow them to efficiently and more quickly manage school accounts/orders. Having these capabilities are imperative – it's the way of the world.

Suppliers selling direct to consumers? Many musicians prefer to touch and play their instrument before making a purchase, so our stores become a huge compliment to our online channel and vice versa.

Product of the year? Our product of the year would have to be music lessons. As a company, we just hit 28,000 students. It's unbelievable.



FLORIDA

Music Go Round
Lakeland
Eric Stehle, owner

2014 vs. 2013? We are up 58 percent.

Hot new product line? Toca Lat-in Percussion Instruments.

Technological advances? We've seen an increase in our online sales and more retail interaction on our social media sites.

Suppliers selling direct to consumers? They are hurting the retail brick-and-mortar businesses that made them successful to begin with.

Product of the year? Dean, Luna, and ddrum from Armadillo.





GEORGIA
Rock Bottom Music/Karow Sound
Augusta
Jonathan Karow, owner

2014 vs. 2013? After more than a decade, Rock Bottom Music made a major move in late 2013 from downtown Augusta, Georgia to a 5,000 square-foot location with better parking, a loading dock, nine lesson rooms, a waiting lounge, and two bathrooms.



Hot new product line? We are proud to have picked up the full line of Peavey products, Mackie sound systems, and we have expanded on our private label, Karow Sound products, including popular speakers, drum sticks, guitar picks, and straps.

Technological advances? We have a large Facebook following that requires a full-time position. We are also able to continue our eBay sales directly from an iPad or quality mobile phone. Rock Bottom Music has been an eBay Power Seller since the year 2000.

Suppliers selling direct to consumers? It is disheartening because Rock Bottom Music has spent many years helping establish many of these brands in our community. We have seen a large decrease in American made instruments that we otherwise used to sell on a regular basis.

Product of the year? Peavey Teenage Mutant Ninja Turtle Children's drum kits. U.S.-made Karow Sound guitar picks and drum sticks. Kyser Capos. Fast Fret.



HAWAII
Goodguys Music and Sound
Honolulu
Bryan Aoyagi, partner

2014 vs. 2013? Business in 2014 has been slightly down as compared to 2013.

Hot new product line? We haven't taken on any new lines, since our business hasn't been growing.

Technological advances? We have been concentrating more effort into our website and delving more into the social media arena.



Suppliers selling direct to consumers? I think the prospect of major suppliers selling direct is a very dangerous, double-edged sword. While they may increase their accessibility to a number of customers, they may also lose a lot of their support from existing dealers.

Product of the year? Being in Hawaii, we have been at the forefront of the ukulele explosion. Ukulele sales have been our mainstay for a number of years, and will hopefully continue to grow.



IDAHO
Dorsey Music
Nampa and Boise
Derek Wheeler, manager

2014 vs. 2013? Business is up this year.

Hot new product line? Jody Jazz mouthpieces and Coda bows

have been the clear winners among our new lines.

Technological advances? We have expanded and taken some chances with our social media presence and online retail side, but have not seen noticeable effects as of yet.

Suppliers selling direct to consumers? We are not supportive of the prospect. We dropped Mesa Boogie for this very reason. Customers would come and test out the high dollar amp then order it online to get "factory fresh" newer than the one I had in a box (one to show, one to go). We are a Fender dealer, which will be selling direct soon. This will change little of the stock I carry. I will continue to support them because they have supported me, the dealer.

Product of the year? I have to give a nod to three lines: Cannonball saxophones, Casio Privia digital pianos, and Peavey Composer ukuleles.



ILLINOIS
Exeter Music
Fairview Heights
Alec Exeter, owner/president

2014 vs. 2013? Sales have been down, but services and lessons have been way up.

Hot new product line? To be honest, we've largely scaled down our product lines. Retail has been under-performing.

Technological advances? We've set up an online webstore that's performed quite well. Internet sales have been a major point of growth in the retail side of our business.

Suppliers selling direct to consumers? Absolutely horrible. This is going to be very damaging to local retailers. This is one of the primary reasons we've shifted to a more "services" driven business model.

Product of the year? Music lessons.



INDIANA
The Guitar Infirmary
Auburn
Jeff Kempf, owner

2014 vs. 2013? 2014 has not been bad. I did move locations and kept my same numbers for the first and second quarters. The third has been down a bit, but the fourth quarter is going strong.

Hot new product line? I picked up Marshall and Eden late last year and they have helped as a "cool factor" when people walk in the store.

Technological advances? Reverb.com; it was sent from the heavens.

Suppliers selling direct to consumers? That is going to hurt, no two ways about it. The small guys (me) are already having trouble competing with the Internet and GC.

Product of the year? The Marshall DSL40, hands down.



IOWA
The Guitar Farm
New London
Greg Malott, owner

2014 vs. 2013? Sales were down in the first quarter but have



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Note From Joe Happy Holidays From Our Family to Yours

We wish everyone a successful end of 2014 and look forward to welcoming the global industry to Anaheim next month.

The 2015 NAMM Show is right around the corner—hard to believe another year has flown by. We're in the final stages of getting things ready for your arrival. It sure seems that everyone's "end zone" for the show is as unique as the products being exhibited and the creative ways our retail members will sell them.

And while our number one goal is seeing you achieve your goals for the show, I thought I would share a few things I am looking forward to most in Anaheim.

Breakfast of Champions: Thursday morning's opening session is a behind-the-scenes look into the thought processes of some of the industry's biggest names as they weigh in on the important issues of the day. The quotable moments that have come out of this session are legendary! Not to mention, you never know who will walk out on that stage. Interviewing these folks is quite a stretch from my regular day job, but I really love doing it.

The Opening of the Show Floor: Like Dorothy landing in Oz, the colors, the sounds, the million square feet of new gear combine to awaken the senses. There's nothing like those first few moments when you walk out onto the floor. I loved it my first time back in 1983, and even more today.

The Annual Tribute to Those We've Lost: Thursday evening on the Grand Plaza, we honor our friends and coworkers who have passed away. This brief music and video presentation is an industry tradition now. It's what we're supposed to do for each other, especially knowing that we'll all be up there some day. It is powerful and moving, and hard to get through with dry eyes.

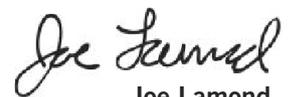
The NAMM TEC Awards: Saturday night in the Hilton, this award show honors the people and gear driving the live and recorded sound industry. There are memorable words and musical performances. And, besides, where else will you hear applause for "microphone of the year"?!?

Steve Wozniak: No question, Saturday's NAMM U Breakfast session will certainly be a highlight as we hear firsthand from the co-founder of Apple. His ideas and inventions changed the world. What question would you ask "Woz" if you had the chance? I'm working on the list now—if you've got a particularly good one, drop me an email and you just might hear his answer.

The Grand Plaza Concerts: We have cool bands set to perform on the Grand Plaza stage each evening as you leave the show floor. And with L.A.'s best food trucks out there, it's a great place to grab a bite before hitting all the evening parties, concerts and events. The networking possibilities between the hotel lobbies are also tremendous; it's like "Cheers"... where everyone knows your name. Many people tell me this is where the real work gets done.

The Family Reunion: I've often described The NAMM Show as the industry's annual family reunion (and then a trade show breaks out). And while business continues to be trying at times, in many ways, there's never been a time when we didn't face challenges. The glue that keeps us all coming back is our love of what we do. We're the luckiest people in the world because what we do brings joy to billions of people around the world, and the friendships we make along the way last a lifetime.

I'm guessing your NAMM Show goals and "must see" list are coming together now as well. The best advice I've heard? Make it *your* show and use it as a platform to launch you and your company to a successful 2015. I'll see you there!



Joe Lamond
NAMM PRESIDENT AND CEO



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improved in the second and third quarters and we're still planning on beating FY2013 for 2014 total sales.

Hot new product line? Loar Guitars, Oscar Schmidt guitars, and Line 6 amplifiers and guitars.

Technological advances? I have utilized a new website this year and we are reaching more customers and sales. I continue to use Facebook as my social network tool.

Suppliers selling direct to consumers? I find that it doesn't have as much of an impact on me, as I am a used/vintage dealer with new lines that are limited, due to volume/sales.

Product of the year? Snark tuners would be my "product of the year," with strong sales.



KANSAS
Funky Munky Music
Shawnee
Parker Daniels, manager

2014 vs. 2013? 2014 has been good to our business – mostly through some changes we've made to adapt to our customers needs with product selection, services, and with our school rentals.

Hot new product line? We've had great luck with brands such as Earthquaker Devices, Strymon, Mackie PA, Cole Clark, and ESP/LTD.

Technological advances? Technology has given us great avenues to expand our business for sales, promotions, marketing, et cetera. Even to the small extent to which we've exploited these avenues, we're already seeing a big difference.

Suppliers selling direct to consumers? I don't understand the benefit to the end user. A lot of people still don't want to trust shipping and indirect contact with their instrument suppliers. It's not a better price for the end user, and it isn't any more convenient because it's possible to order all their products from trusted users online or in a store and get better service. It's a pretty clear money grab situation.

Product of the year? Ludwig Breakbeat drum kits. Those things are incredible!



KENTUCKY
Willis Music Company
Florence
Paul Finke, vice president of sales

2014 vs. 2013? 2014 has been very strong for us, especially since June. We have concentrated on pianos and band for several years now, and both have started to pay huge dividends for us this year.

Hot new product line? Yamaha B&O was new to us the fourth quarter of last year, and I feel that has been our biggest winner so far in 2014.

Technological advances? Every day, more and more people use social media as their means of communication and information gathering source.

Suppliers selling direct to consumers? American economics have always squeezed out the middle when feasible to enhance profits and, to me, that's what's happening here.

Product of the year? Yamaha B&O.



LOUISIANA
Slidell MusicCo
Slidell
Michael Romano, owner

2014 vs. 2013? We are three percent better.

Hot new product line? Epiphone is new for us this year, and it's replaced Fender and doing better.

Suppliers selling direct to consumers? It sucks! It's going to hurt small MI stores.

Product of the year? The Crown XTI 1002.



MAINE
K2 Music Store
Camden
Harvey Curtis, owner

2014 vs. 2013? We are up compared to last year's figures, so far.

Hot new product line? ESP electrics and Yamaha acoustics are new to us this year, and we have been very pleased with the products and turns of the instruments.

Technological advances? Facebook is certainly a big part of allowing our customers a real-time update of new and used items arriving daily. Reverb has become an excellent way to move used, consignment, and outdated product. The number of items that interact with iOS and Android products is amazing.

Suppliers selling direct to consumers? Honestly, we will have to just wait and see. With the requirements that some suppliers have been saddling shops with, I would hope they would at least relax the commitment of inventory needed to carry their products.

Product of the year? For a third year in a row, ukuleles.



MARYLAND
Chuck Levin's Washington Music Center
Wheaton
Adam Levin, owner

2014 vs. 2013? With the loss of my father, VP Robert Levin, at the end of last year, it's been a trying year for all of us at Chuck's, but it has also come with some exciting developments and improvements that put us in a great position for 2015.

Hot new product line? Skyline effects pedals, Dunnett Drums, KAT Drums, GoPro Cameras.

Technological advances? We just launched our new website on October 4 of this year. It has been a huge undertaking, but we are absolutely thrilled with the result.

Suppliers selling direct to consumers? It will be interesting to see how this plays out. A lot of the service that we provide is educating the customer, assisting after the sale, et cetera. I'm not sure that manufacturers are prepared to shoulder the burden of customer service. We shall see.

Product of the year? AKG microphones, Electro-Voice speakers, Samson Expedition Bluetooth speakers, Buffet BC2512F clarinet, Shure GLXD wireless, Zoom H4n, Snark SN-2, Yamaha keyboards.



MASSACHUSETTS
Union Music
Worcester
Carl Kamp, president

2014 vs. 2013? We are up five percent.
Hot new product line? We do not have any.

Technological advances? We use Facebook and we are working on others.

Suppliers selling direct to consumers? It's a little scary, but we hope to sell more online, too.

Product of the year? Casio PX150.



MICHIGAN
Motor City Guitar
Waterford
Marty and Melissa
Minui, owners

2014 vs. 2013? Thankfully, we are up.

Hot new product line? We took on Suhr guitars and amps, Friedman amps, Aguilar bass amps, Bondi, and Guitarsystems pedals.

Technological advances? We purchased a new POS system a few years ago that has improved our reordering process a ton. It takes a lot of work up-front, but it enables you to place larger orders more often and keep necessary items in stock much more consistently. Social media has proven to be a great way of communicating with our customers; we need to do more of it.

Suppliers selling direct to consumers? I think they should be careful what they wish for. If I was a manufacturer, I'd rather have 70 percent of a bigger pie than 100 percent of one that's half the size. I don't know why a manufacturer would want to go into competition with their own dealers who make it possible for their customers to try their products out.

Product of the year? I would say the new Cobalt strings from Ernie Ball and NYXL strings from D'Addario. Those guys have created innovative products that tons of people love, and created a whole new market for themselves in the process.



MINNESOTA
Music Go Round
Roseville
Roseville
Frank Tilotta,
president/CEO

2014 vs. 2013? 2014 has been an exceptional year. Music Go Round Roseville

is a full-line music retailer and we experienced tremendous growth in all categories this year.

Hot new product line? Recording equipment has become so much more accessible and affordable and we have been able to quickly grow this market.

Technological advances? The biggest tech-enabled impact we notice is that technology has really sped up all aspects of the retail environment.

Suppliers selling direct to consumers? I believe what we are seeing in MI is inevitable. As big box in-store sales decrease, the suppliers can "cut out the middle person" with relatively low overhead and distribution points. Although, I believe that brick and mortar stores have an important role for their community, and will continue to thrive as long as they differentiate themselves from the online alternatives.

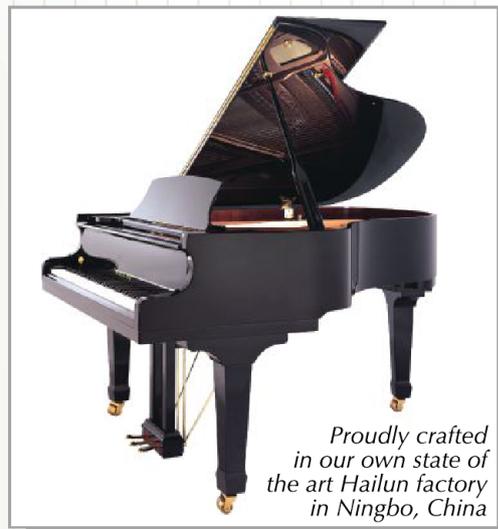
Product of the year? We have seen a



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MISSISSIPPI

Morrison Brothers Music
Ridgeland
Mike Morrison, co-owner

2014 vs. 2013? To date, overall store business for 2014 is down a bit from 2013.

Hot new product line? We've had a very good band instrument season, thanks in part to the addition of Tempest brass instruments. Mesa Boogie has also been a positive for 2014.

Suppliers selling direct to consumers? Direct sales to end users by suppliers appears to be a desperation move. Long term, it does not bode well for the supplier.

Product of the year? Presonus StudioLive.



MISSOURI

Ernie Williamson Music
Joplin
Eli Chambers, manager

2014 vs. 2013? 2014 has been a really fun and exciting year for us! We completed construction of our brand-new building in March of this year, so we've really enjoyed the extra space. We've seen a huge increase to the lesson program.

Hot new product line? We picked up Eastman guitars and mandolins this year and have been really pleased with them.

Technological advances? We are one of five store locations so, for us, Google integration has been key to our business. We use Google mail, calendars, and Google sheets to share information and ideas quickly between stores. We also developed our own Android-based inventory control program that can run on a tablet and allows us to share and coordinate our resources easily and efficiently.

Suppliers selling direct to consumers? Obviously nobody wants competition from his or her own supplier. It really seems like a shortsighted money-grab.



MONTANA

Music Villa
Bozeman
Ross Ridenour, manager

2014 vs. 2013? Compared to 2013, we have realized considerable growth in sales, largely due to our progressive web presence and product mix.

Hot new product line? Acoustic guitars, as a whole, have been really strong, with a focus on high-end acoustic guitars.

Technological advances? We changed our POS system in 2013, which has allowed us to have up-to-date financials, purchase orders (pending and back ordered), along with lesson scheduling and billing. Social media is a growing part of



day-to-day business, and is a great resource that is used not only for promotional purposes, but to build a relationship with clients and create a community featuring local bands, events, and a unique mix of store related news.

Suppliers selling direct to consumers? I feel that the biggest hurdle that suppliers selling direct will need to tackle is customer service.

Product of the year? don't really have a product of the year but a combined effort of web presence, social media, lessons program, and customer service.



NEBRASKA

Roots Music Shop
Lincoln
Ryan Larsen, owner

2014 vs. 2013? Business has grown at a decent rate, but we are going into our second year, so the continual increase has been expected.

Hot new product line? No, we carry mostly used instruments.

Technological advances? We are relatively new, so our POS system hasn't changed much yet. We are trying to follow the latest trends of social media, and implement the things we feel are relevant to our industry and clientele.

Suppliers selling direct to consumers? Some people will embrace the model and others will still want the in-store, test-it-out-and-play experience. The MI suppliers who can offer the most and for the lowest price will obviously have the biggest advantage.

Product of the year? Accessories.



NEVADA

J&E Guitars
Las Vegas
Jess Gago, co-owner, manager

2014 vs. 2013? 2014 has been a great year compared to 2013 for the most part.

Hot new product line? We've picked up quite a few this year: Collings, National Reso-phonic, McPherson, Nash, and Mesa Boogie Amplifiers.

Technological advances? We think social media has definitely made a huge impact on our business. We can now send a customer anywhere in the world a photo or a video of an instrument, in real time! Amazing! Our POS system has also made things much easier to manage.

Suppliers selling direct to consumers? I believe that this is just corporate greed at its best. We, the dealers, have put these companies on the map over the years. Now they're turning their backs on us out of sheer greed. In turn, they will lose all support from independent dealers.

Product of the year? Strymon effects.



NEW HAMPSHIRE

Ear Craft Music
Dover
J. Scott Sutherland, sales, marketing and music instruction

2014 vs. 2013? 2014 has been an interesting year for our company. We have diversified the way we sell our inventory by using outside websites to help drive traffic to our store and online busi-

ness. We remain optimistic that Q4 will be a better period for sales and help us finish out the year on a strong note.

Hot new product line? In 2014, Ear Craft Music began carrying Paul Reed Smith SE and S2 guitars.

Technological advances? We have been using our website more and more, as well as constantly keeping our social media subscribers in the loop with Facebook, Twitter, and even a bit of YouTube.

Suppliers selling direct to consumers? The rumor mill regarding certain companies offering direct sales via their websites has certainly influenced our purchasing decisions this year. The door is always open and the phone call will always be welcome with these companies, but it is a factor in deciding which companies will receive the lion's share of our orders.

Product of the year? Taylor Guitars



NEW JERSEY

Russo Asbury Park

Asbury Park

Scott Engel, operator

2014 vs. 2013? We saw strong growth from 2013 to 2014. We moved the store to a larger facility and were able to satisfy more customers.

Hot new product line? We have grown steadily with our legacy brands and added a couple of new ones this year including C&C Drums, Caroline Guitar and Emerson Custom and many more.

Technological advances? We have been a technology-heavy company since I started working here. We are continuing to use as much of our POS system as possible in efforts to pull as much usable data as we can.

Suppliers selling direct to consumers? You're always going to have people who would rather click and buy than have a conversation, but they're not our customers. One more Internet store isn't going to hurt us, especially if they're the only Internet outlet that is sticking to MAP instead of passing out 15 percent off coupons for every sale.

Product of the year? This seems to be a real Fender-heavy year for us.



NEW MEXICO

Grandma's Music & Sound

Albuquerque

Micky Patten, owner

2014 vs. 2013? Definitely better. New Mexico isn't fully recovered, but it's moving in the right direction.

Hot new product line? Mostly the same brands, but

lots of good new models from Taylor, Gibson, Martin, and Behringer.

Technological advances? Some customers have come back to us after lousy experiences buying online.

Suppliers selling direct to consumers? It's not against the law. Go for it.

Product of the year? The Behringer X-3.



NEW YORK

Rogue Music

New York

Dick Michaels, president

2014 vs. 2013? 2014 has shaped up as slightly better a year for us than 2013. We are a fairly unique music store, in that we specialize in used gear, and have done so for 31 years. The business of used gear for stores has been in decline since the advent of eBay. I suspect we are doing a bit better now because of the renewed interest in analog gear, and the fact that that type of gear is pretty hands on, therefore difficult to buy with confidence on eBay.

Hot new product line? In the past year we added Dave Smith, and Critter & Guitari. Both these companies go well along side our specialty of analog gear.

Technological advances? Obviously the ability for sellers to reach buyers without the need for a middleman, like ourselves, has hurt us badly. Craigslist and eBay are responsible for turning our business upside down. However, we use both platforms, ourselves, to sell gear and find new customers. Our website is very popular all over the world and our Facebook page attracts a lot of attention.

Suppliers selling direct to consumers? A lot of manufacturers already use direct marketing and surely the number will increase. But they are hampered by their own MAP rules. Every product has its MAP price and the companies have to abide by their own rules in this regard. While we can't advertise below MAP, a potential buyer has the option of asking us for our "best" price, and in almost all cases, our "best" price is below MAP. There is no platform for this negotiation with the manufacturers. For now this is not a tendency that worries us.

Product of the year? The Roland Integra7.



NORTH CAROLINA

Jackson's Music Store

Winston-Salem

Mari-Jo Dryden, president

2014 vs. 2013? Fortunately, we were up.

Hot new product line? We took on Cordoba guitars and have had great success with them.

Technological advances? More computer-based products have caused us to focus on more sales training. We sell more computer-based recording gear than stand alone units. We have also put a great emphasis on our website. We have added Twitter, Instagram, Facebook, et cetera. We are going live with Internet sales on our site in the near future.

Suppliers selling direct to consumers? We don't like it! Not only would they be (and in some cases already are) taking their dealers for granted, but also there is a serious possibility of prices and margins being driven even lower.

Product of the year? We don't really have a Product of the Year.



NORTH DAKOTA

Stringbean Music

Bismark

Phil Feser, owner

2014 vs. 2013? 2014 is on track with 2013 as far as sales go, but margins are tighter, especially in pro audio. That, on top of the constantly change technology in pro audio, and vendors releasing new models/product more often, has made that market tough to make

any real money in.

Hot new product line? Paul Reed Smith guitars have become a very strong brand for us in 2014.

Technological advances? Technology is continuing to affect the pro audio market the most. Digital mixers and powered speakers have made the new and used analog market (mixers, power amps, rack gear, passive speakers) a tough sell, and they take up a lot of real estate and capital on top of it. Also notable in 2014 is that a good social media post (Facebook) has better results than a lot of mainstream advertising (radio, TV, newspaper,) and it's free.

Suppliers selling direct to consumers? Vendors selling directly to the end user is a slippery slope for both for the vendor and the customer, especially in the guitar market. Whether it's set-up issues, neck issues, shipping damage or the customer just not understanding some of the features of the product, I predict a lot of returns. And that's never profitable for the vendor, and will probably turn that customer off from that brand in the future.

Product of the year? The Electro-Harmonix B9 Organ Machine pedal.



OHIO

Woody's Music, Audio, Video
Kent and Medina
Paul Braden, president

2014 vs. 2013? Overall, pretty similar. Combo sales continue to be flat with maybe some modest growth, mostly in accessories, and acoustic instruments continuing to outperform electrics. Our band and orchestra department has experienced very nice growth for us and continued their success this year. We also have done well with schools, houses of worship, and our lesson program.



Hot new product line? Toward the end of the year, we brought in product from Orange and Ashdown and we think those will be nice additions for us in the combo department.

Technological advances? Well, we are stocking eight or 10 different SKUs of iPad and tablet holders, if that tells you anything. The most important mic stand accessory is no longer the beverage holder! The newest digital mixers are becoming more affordable and accessible all the time, and you have computer, tablet and phone control over everything from guitar pedals to entire PA systems. In many conversations you have to ask some different questions. You need to understand the customers' current technology as well as their comfort level with new technology. Also, *MMR* contacted us about this article through our Facebook page, so there you go!

Suppliers selling direct to consumers? A "buy" button on a manufacturer's site does not have to be a bad thing. If it's used to drive traffic to the nearest stocking dealer, we have no problem with that. If it becomes an actual direct-to-consumer situation and the manufacturer you are trying to support has, in effect, become another online competitor, you have to ask yourself, "Do we want to continue to support this manufacturer?" Frankly, a much larger concern for us is sales tax, and when will these types of websites be required to collect it? We can handle competition, but let's at least level the playing field.

Product of the year? Combo: Earthquaker Devices guitar pedals; Band & Orchestra: Rafael Navarro mouthpieces; Accessories: Ernie Ball Cobalt strings.



OKLAHOMA

John Michael's Music
Muskogee
Raegan Michelle Medeiros, events and promotions

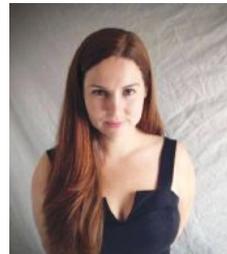
2014 vs. 2013? 2014 has been down for us some.

Hot new product line? Mooer Pedals have been doing pretty well.

Technological advances? The amount of customers who feel comfortable calling or texting (especially texting) your cell phone with questions about business has grown from a call in an emergency situation to a call for a regular occurrence... even during store hours. We also have customers who Facebook message us on the weekend or at night about different products or questions. It is a great way to build a more personal relationship because customers feel like you are always accessible.

Suppliers selling direct to consumers? The retailer will become more and more of a showplace to come in and test something before going direct and saving sales the tax. With fewer inventory turns I think it could possibly result in fewer dealers for that vendor or fewer stores in the market as a whole. For the vendor, out of sight is out of mind. The fewer outlets you have showing or being excited about your products, the fewer products you will ultimately sell. However, with the offset being they are selling at MAP from their own cost it might be a moot point.

Product of the year? JBL EON 615 Powered 15" with Bluetooth.



OREGON

Wally's Music Shop
Oregon City
Steve Bond, president

2014 vs. 2013? We are almost exactly at the same point as we were a year ago, maybe down 1 one percent.

Hot new product line? A While we do carry new instruments, we do not have any models that are new to us this past year.

Technological advances? The biggest change has been in the response from our website. The effect from this grows each year.

Suppliers selling direct to consumers? I think this is a very large threat to most retail stores. We have placed a major focus of our business on repairs and vintage instruments, so that it will not have as much effect on us as it might on stores with a different business plan.

Product of the year? No one item stands out.



PENNSYLVANIA

Menchey Music Service
Reading
James Benn, branch manager

2014 vs. 2013? We have seen marked growth in 2014, especially within services segments such as instrument rentals, repair services and music lessons.

Hot new product line? The addition of the Tama Drums brand

has been successful and helped to vary our product offerings within the percussion category, and the Ampeg and Blackstar brands have been welcome additions to our current guitar and bass amplifier lineups.



Technological advances? We have done a lot to streamline our POS procedures over the past few years and this has helped in numerous ways. Repair turnaround times have been lessened, and communication between branches and departments has also been improved. Within the past two years we have also introduced our social media channels, primarily Facebook and Twitter, and these pages are growing our online presence. We have a lot of fun with these accounts, and our followers do, too!

Suppliers selling direct to consumers? Ultimately, it is great for a customer as it adds another source to find goods in a very convenient way. I look at it in the sense that online sales activity can lead to threats as well as opportunities for traditional brick-and-mortar retailers.

Product of the year? Yamaha Arius and Clavinova lines.



RHODE ISLAND
Wakefield Music Co.
Wakefield
Dennis Costa, Owner

2014 vs. 2013? We are up quite a bit for the first time in a few years.

Hot new product line? Not this year.

Technological advances? We've created a Facebook page and a blog. We will also be initiating a current online inventory page on our website very soon and hope to be selling more online.

Suppliers selling direct to consumers? It will further damage the livelihood of the small independent dealers. It's sad that we are losing a lot of the first-time buyers. We do continue to focus on lessons, repairs, print music, and community events which helps to bring in traffic and make life more interesting.

Product of the year? Kala ukuleles and ukes in general.



SOUTH CAROLINA
Fox House Music
Charleston
Mitch Petersen, operations manager

2014 vs. 2013? Business is slower, by 13 percent.

Hot new product line? New Yamaha Hybrid pianos, and the Behringer X32 digital mixers.

Technological advances? Technology has affected both on a very large scale. It has become absolutely necessary to have at least one "tech savvy" person on staff. It is not just about selling musical gear any longer. Now, it is about knowing your stuff so that you can present complex technology to your customers in a way that makes it seem simple, so that they are not afraid to purchase these technical products.

Suppliers selling direct to consumers? They are only hurting themselves. Dealers, especially small respectable local businesses, will inevitably drop the product lines that choose to go this route, eventually.

Product of the year? Allen organs.



SOUTH DAKOTA
Sioux Falls Music
Sioux Falls
Don Saxton, co-owner

2014 vs. 2013? In-store business was about the same. Outside sales, mostly from churches, was up a little from last year.

Hot new product line? We really haven't added any new lines this year.

Technological advances? We are using Facebook a lot more to reach customers. It's interesting which posts "go viral." Any public service type of post, such as passing of local musicians, gets shared by a lot of people.

Suppliers selling direct to consumers? I believe they will find that music stores are not willing to be their showroom, and will drop these suppliers.

Product of the year? Acoustic guitars, especially the nicer guitars, continue to be a good seller for us.



TENNESSEE
Yarbrough's Music
Memphis
Davis Yarbrough, operations manager

2014 vs. 2013? Business has generally been up this year over last year.

Hot new product line? We have had a great amount of success with the Takamine guitar line we started carrying again in the summer of 2013. And in the audio world, we have had tremendous success with the EV ZLX line of powered speakers.

Technological advances? We are still pretty old-school when it comes to technology. We have a website and Facebook presence, but it is not as strong as we would like.

Suppliers selling direct to consumers? It is kind of distressing for mom-and-pop shops that MI suppliers are starting to sell direct. We already have enough competition with the big box stores and online retailers.

Product of the year? The Behringer X32.



TEXAS
Music & Arts
Humble
Brian Parks, store manager

2014 vs. 2013? We opened our doors in Humble (and Tomball) Texas back in August of this year. While we can't make a comparison to last year, we know these locations will be successful in the Texas market.

Hot new product line? We presented our Giardinelli line during the back to school season.

Technological advances? Over the last year, we've focused on building our digital presence. We've enhanced our e-commerce website for our general consumers and established a more unique educator portal on the site. We've also implemented new social media channels such as Vimeo and Pinterest. Having a digital presence that works well is imperative – it's the way of the world.

Suppliers selling direct to consumers? The great thing about having both an e-commerce platform and brick and mortar stores is we can allow budding musicians the opportunity to either buy directly online or come to a local store to physically try out an instrument.

Product of the year? When the soundtrack for the Disney mov-

ie *Frozen* came out, we saw the sheet music and songbooks fly off the shelf. Once we get the Taylor Swift CD and music in our stores, it will probably be the same effect.



UTAH

Boothe Brothers Music Corp
Spanish Fork
Steven Boothe, president

2014 vs. 2013? We have been up in sales so far in 2014.

Hot new product line? We have instituted our own store brand of violins, cellos and basses. We have also brought in Anton Krutz violins, cellos and basses.

Technological advances? We appreciate all those who create new technology. Technology has made it much easier to do business, and has made many products "must have" items.

Suppliers selling direct to consumers?

We don't believe that it is all right for MI suppliers to sell via their own website to end users. Most of those who are doing this think they are too big to fail. We believe they will fail, for the simple reason that most dealers will drop them, and there will be no showroom for buyers to try out their products before they are purchased.

Product of the year? Teton Guitars.



VERMONT

Ellis Music Co.
Bethel
David Ellis, president

2014 vs. 2013? Sales of band instruments are up a little. Rentals are down a little due to smaller school populations. There is always a lot of repair work.

Hot new product line? We have more recently taken on Yamaha drums, keyboards, and live sound products.

Technological advances? We have added a website, online shopping cart and online rental contracts. In some ways it has made things quicker and easier.

Suppliers selling direct to consumers? I am not happy about it. The line between manufacturers, wholesalers and retailers is becoming more and more blurred. You end up competing with the very companies that want you to sell their product.

Product of the year? Yamaha products.



VIRGINIA

Moe's Music
Virginia Beach
Chuck Moebus,
owner/operator

2014 vs. 2013? So far, the first quarter was lame, we had more snow days than a town with a "beach" in the name ever should. But summer and the back to school blitz of rentals, sales and free advice were up for us from last year.

Hot new product line? We have taken on Spear guitars, with their great designs and graphics on popular shapes, and rediscovered Oscar Schmidt, as we went back to stocking the Washburn line last summer.

Technological advances? My store is rather old-fashioned, so tech is not a huge interest besides the usual requirements, point of sale, inventory, etc. The iPad is a wonderful device, however!

Suppliers selling direct to consumers? It's a logical idea for major manufacturers to begin to sell their products directly to the public, much the same as Tesla is doing with automobiles, cutting the dealer out of the picture. Some would say that our business model, the retail music store, is a dying business model. I say this is America, and you can succeed at that which you can do well. Solving people's musical problems and helping them become players on some level is an exceptional way to earn a living.

Product of the year? For us, the product of the year is the well-satisfied customer!



WASHINGTON

Rosevear's Music Center
Aberdeen
Don Stone, manager

2014 vs. 2013? 2014 has been fairly similar to 2013 in terms of sales, but we are seeing more people interested in making music than we have in recent years, so that's a good sign.

Hot new product line? This year we did something very different for us and decided to throw caution to the wind, so-to-speak, by bringing in some high-end and boutique guitars to try to entice

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Technological advances? Social media has certainly had an impact on our business. Consumers are informed about products more now than I think they ever have been, before product has even been released. At the same time, it's been very nice to have wider personal contact with our customers through outlets like Facebook and Twitter.

Suppliers selling direct to consumers? While I can understand (to an extent and from a certain point of view) MI companies looking at selling direct to end users, I can't say I'm all that thrilled with the prospect.

Product of the year? Tom Anderson guitars.



WEST VIRGINIA
Fret'N Fiddle
 Saint Albans
 Joe Dobbs, owner

2014 vs. 2013? We are about the same as last year.

Hot new product line? No, but we have increased our uke inventory.

Technological advances? We use Facebook more. Since we do a major part of our business buying and selling used instruments, we depend on the information that is on the Internet.

Suppliers selling direct to consumers? It is more difficult each year for the small dealer. We find that keeping a good teaching staff of eight teachers and being a warranty repair center for Martin Guitar Company gives us some stability.

Product of the year? Used string instruments and amplifiers.



WISCONSIN
C Note Music
 Wisconsin Rapids
 Jamie Cumberland, owner

2014 vs. 2013? We have noticed an increase in many different areas of the store. Overall sales have been on a steady increase, due in part to new ownership in 2011.

Hot new product line? Ovation/Ap-

plause, G&L guitars, Sierra, and Morgan Monro acoustics are just some of the new brands we are carrying in 2014.



Technological advances? Social media has enabled us to reach a targeted audience via Facebook, eBay, and Craigslist, which wasn't available to us in the past as a sales tool.

Suppliers selling direct to consumers? I think it would be highly detrimental for MI suppliers to be selling to the end user, even going as far as to say that I think it would be the death of the brick-and-mortar store as we know it.

Product of the year? Where we've really noticed a substantial increase is in the sales of used gear. It seems people are more apt to save the money and buy their gear used, than to put out for new.



WYOMING
Rockstar Music Store
 Casper
 Ryan and Serena Meyer, owner

2014 vs. 2013? Great! We are busier and busier every day.

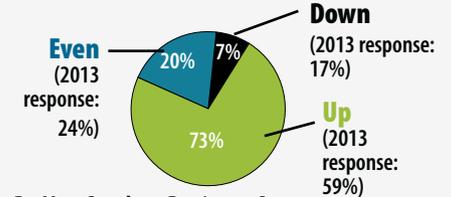
Hot new product line? Dean Guitars, ddrum, and PDP Drums.

Technological advances? Amazing. We have our website, www.rockstarmusicstore.com, and that has added to our selling capabilities.

Suppliers selling direct to consumers? We don't like that idea because it limits our ability to sell those products.

Product of the year? Pig Hog cables.

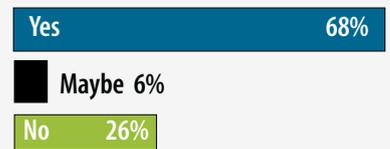
For 2014, Your Sales Were:



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33rd 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.

Guitar Center
 DP, BO, FA, SR, EK, PC, DJ, LT, IN, PM
 (Including Music & Arts)
 Total Units 403
 Opened '14 28
 Closed '14 0
 Volume (est. '14)
 N/A, but often reported/estimated to be in excess of \$2 billion.
 5795 Lindero Canyon Rd.,
 Westlake Village, Calif. 91362
 (818) 735-8800
 info@guitarcenter.com
 www.guitarcenter.com
 CEO: Darrell Webb

Sam Ash MusicCorp.
 DP, BO, FA, SR, EK, PC, DJ, LT, PM
 Total Units 48
 Opened '14 1
 Closed '14 0
 Volume (est. '14) N/A
 P.O. Box 9047, Hicksville, N.Y. 11802
 (516) 932-6400
 sam.ash@samash.com
 www.samash.com
 CEO: Richard Ash

Music Go Round
 DP, BO, FA, SR, EK, PC, DJ, LT
 Total Units 33
 Opened '14 4
 Closed '14 0
 Volume (est. '14) \$28 MM
 605 Hwy 169N #400,
 Minneapolis, Minn. 55441
 (763) 520-8500
 tkletti@musicgoround.com
 www.musicgoround.com
 CEO: Tim Kletti

Fletcher Music Centers PO
 Total Units 17
 Opened '14 0
 Closed '14 1
 Volume (est. '14) \$12.5 MM
 3966 Airway Circle, Clearwater, Fla.
 (727) 571-1088
 jriley@fletchermusic.com
 www.fletchermusic.com
 CEO: John Riley

Schmitt Music Co.
 P, DP, SR, EK, PC, BO, FA, PM
 Total Units 15
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$37 MM
 Butler Square, 2400 Freeway Blvd.,
 Brooklyn Center, Minn. 55430
 (763) 566-4560
 tom.schmitt@schmittmusic.com
 www.schmittmusic.com
 CEO: Tom Schmitt

Piano Distributors
 PO, P, DP, EK, PM
 Total Units 16
 Opened '14 1
 Closed '14 0
 Volume (est. '14) \$11 MM
 1475 12th St. E., Palmetto, Fla. 34221
 (941) 729-5047
 sboyce@pianodistributors.com
 www.pianodistributors.com

Steinway Hall P
 Total Units 12
 Opened '14 0
 Closed '14 0

Volume (est. '14) \$39 MM
 109 W. 57th St., New York, N.Y. 10019
 (212) 246-1100
 showrooms@steinway.com
 www.steinwayshowrooms.com
 CEO: Michael T. Sweeney

J.W. Pepper & Son PM
 Total Units 11
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$50 MM
 2480 Industrial Blvd., Paoli, Pa. 19301
 (610) 648-0500
 valleyforge@jwpepper.com
 www.jwpepper.com
 CEO: John Riley

George's Music Stores
 DP, BO, FA, SR, EK, PC, DJ, LT, PM
 Total Units 9
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$26.5 MM
 650 W. Swedesford Rd., Berwyn, Pa. 19312
 (610) 993-3110
 www.georgesmusic.com
 CEO: George Hines

Willis Music Co.
 PO, P, DP, BO, SR, EK, PC, LT, IN, PM
 Total Units 6
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$6.4 MM
 7567 Mall Road, Florence, Ky. 41042
 (859) 283-2050
 sales@willismusic.com
 www.willismusic.com
 CEO: Kevin Cranley

Quinlan & Fabish Music
 BO, PC, PM
 Total Units 8
 Opened '14 1
 Closed '14 1
 Volume (est. '14) \$24 MM
 166 Shore Dr., Burr Ridge, Ill. 60527
 (630) 654-4111
 gqjr@qandf.com
 www.qandf.com
 CEO: George Quinlan, Jr.

Marshall Music Co.

PO, BO, FA, SR, EK, PC, DJ, LT, PM
 Total Units 7
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$20 MM
 3240 E. Saginaw St., Lansing, Mich. 48912
 (517) 337-9700
 info@marshallmusic.com
 www.marshallmusic.com
 CEO: Dan Marshall

Menchey Music Service

P, DP, EK, BO, FA, PM
 Total Units 7
 Opened '14 0
 Closed '14 0
 Volume (est. '14) N/A
 80 Wetzel Dr., Hanover, Pa. 17331
 (717) 637-2185
 jmenchey@menchey.com
 www.mencheymusic.com
 CEO: Joel Menchey

Eckroth Music Co.

P, DP, BO, FA, PC
 Total Units 6
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$10.8 MM
 1655 N. Grandview Lane, Ste. 201,
 Bismark, N.D. 58503
 (701) 223-5320
 eckroth@eckroth.com
 www.eckroth.com
 CEO: Jeffrey Eckroth

C&M Music Center

DP, BO, FA, SR, EK, PC, DJ, LT, IN, PM
 Total Units 6
 Opened '14 0
 Closed '14 0
 Volume (est. '14) N/A
 2515 Williams Blvd., Kenner, La. 70062
 (504) 468-8688
 cnail4cmmusic@yhoo.com
 www.candmmusic.com
 CEO: Chris Nail & Melvin Volz, Jr.

Frank Riemann Music

P, DP, BO, FA, SR, EK, PC, IN, PM
 Total Units 6
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$10 MM
 4420 E. Broadway, Des Moines, Iowa
 (515) 262-0365
 davek@riemans.com
 www.riemansmusic.com
 CEO: Pam Donahue

Kennelly Keys

DP, PC, BO, FA, SR, EK, PM
 Total Units 6
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$7.8 MM
 4918 196th St., Lynwood, Wash. 98036
 (425) 771-7020
 info@kennellykeysmusic.com
 www.kennellykeysmusic.com
 CEO: William J. Kennelly

Nick Rail Music

DP, BO, FA, SR, EK, PC, PM
 Total Units 6
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$7 MM
 2801 De La Vina St., Santa Barbara, Calif.
 (805) 569-5656
 nickrail@nickrailmusic.com
 www.nickrailmusic.com
 CEO: Nick Rail

Piano Gallery

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

Brook Mays Music

BO, PC
 Total Units 7
 Opened '14 0
 Closed '14 0
 Volume (est. '14) N/A
 8605 Carpenter Fwy., Dallas, Texas 75247
 (214) 905-8614
 www.brookmays.com
 CEO: Bill Everitt

Jacobs Music

P, DP
 Total Units 6
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$13 MM
 1718 Chestnut St., Philadelphia, Pa. 19103
 (215) 568-7800
 chris@jacobsmusiccompany.com
 www.jacobsmusic.com
 CEO: Chris Rinaldi

West Music Co.

P, PO, DP, BO, FA, SR, EK, PC, DJ, LT, IN, PM
 Total Units 8
 Opened '14 2
 Closed '14 0
 Volume (est. '14) \$35 MM
 1212 5th St., Coralville, Iowa 52240
 (319) 351-2000
 www.westmusic.com
 CEO: Robin Walenta

The Music Center, Inc.

BO, FA, PM
 Total Units 6
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$3 MM
 202 Harper Ave. NW, Lenoir, N.C. 28645
 (828) 758-5253
 www.shop.themusiccenterinc.com

Palen Music Center

PC, FA, SR, EK, PM
 Total Units 6
 Opened '14 1
 Closed '14 0
 Volume (est. '14) \$7 MM
 1560 E. Raynell Pl., Springfield, Mo. 65804
 (417) 882-7000
 www.palenmusic.com

Ted Brown Music Co.

DP, BO, FA, SR, EK, PC, DJ, LT, IN, PM
 Total Units 6
 Opened '14 1
 Closed '14 0
 Volume (est. '14) \$13.5 MM
 6228 Tacoma Mall Blvd., Tacoma, Wash.
 (253) 272-3211
 stephanie@tedbrownmusic.com
 www.tedbrownmusic.com
 CEO: Whitney Brown Grisaffi

Music Exchange

PO, P, DP
 Total Units 5
 Opened '14 0
 Closed '14 1
 Volume (est. '14) N/A
 1501 N. Main St., Walnut Creek, Calif.
 (925) 933-6310
 www.muex.com

Henderson Music Co.

P, DP
 Total Units 5
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$4 MM
 4359 Dixie Hwy., Elsemere, Ky. 41018
 (859) 431-2111
 www.hendersonmusic.com
 CEO: Carl Henderson

Ken Stanton Music

DP, BO, FA, SR, EK, PC, DJ, LT, PM
 Total Units 5
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$11.7 MM
 119 Cobb Pkwy. N., Ste. A, Marietta, Ga.
 (770) 427-2491
 kennys@kenstanton.com
 www.kenstanton.com
 CEO: Kenny Stanton

White House of Music

DP, BO, FA, SR, EK, PC, LT, PM
 Total Units 5
 Opened '14 0
 Closed '14 0
 Volume (est. '14) N/A
 2101 N. Springdale Rd., Waukesha, Wis.
 (262) 798-9700
 chris@whitehouseofmusic.com
 www.whitehouseofmusic.com
 CEO: Christopher White

Heid Music

P, DP, BO, PC, FR, SR, EK, PM
 Total Units 5
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$11 MM
 308 E. College Ave., Appleton, Wis. 54911
 (920) 734-1969
 todd.heid@heidmusic.com
 www.heidmusic.com
 CEO: Todd Heid

Saied Music

PO, P, DP, BO, BO, FA, SR, EK, PC, PM
 Total Units 5
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$10.75 MM
 3259 S. Yale Ave., Tulsa, Okla. 74135
 (918) 742-5541
 info@saiedmusic.com
 www.saiedmusic.com
 CEO: Todd Heid

Dietze Music House

P, DP, BO, PC, FA, SR, EK, PM
 Total Units 5
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$7 MM
 5555 S. 48th St., Lincoln, Neb. 68516
 (402) 434-7454
 www.dietzemusic.com
 CEO: Tim Pratt

Keyboard World

PO, P, DP, FA, EK
 Total Units 5
 Opened '14 0
 Closed '14 0
 Volume (est. '14) N/A
 14701 National Hwy., Lavale, Md. 21502
 (301) 689-2534
 www.keyboardworld.com
 CEO: Ronald B. Klinetob

Tarpley Music Co.

P, DP, BO, FA, SR, EK, PC, LT, IN, PM
 Total Units 4
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$7.7 MM
 2420 Commerce, Amarillo, Texas 79109
 (806) 355-0795
 john@tarpleymusic.com
 www.tarpleymusic.com
 CEOs: John & David Tarpley

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Hermes Music

BO, FA, SR, EK, PC, PM
 Total Units 4
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$4.2 MM
 409 S. Broadway St., McAllen, Texas 78501
 (956) 781-8472
 info@hermes-music.com
 www.hermes-music.com

Buddy Roger's Music

BO, FA, SR, EK, PC, IN
 Total Units 4
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$5.4 MM
 6891 Simpson Ave., Cincinnati, Ohio
 (513) 729-1950
 bharvey@buddyrogers.com
 www.buddyrogers.com
 CEO: David Miller

Evola Music Center

PO, P, DP, BO, PM
 Total Units 4
 Opened '14 0

Closed '14 0
 Volume (est. '14) \$8 MM
 2184 Telegraph Rd., Bloomfield Hills, Mich.
 (248) 334-0566
 www.evola.com
 CEO: Jim Evola

Griggs Music

BO, PC, FA, SR, PM
 Total Units 4
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$3 MM
 3849 N. Brady St., Davenport, Iowa 52806
 (563) 391-9000
 school@griggsmusic.com
 www.griggsmusic.com
 CEO: Steve Judge

Alto Music

DP, BO, FA, SR, EK, PC, DJ, LT, IN, PM
 Total Units 4
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$41 MM
 180 Carpenter Ave., Middletown, N.Y.

(845) 692-6922
 sales@altomusic.com
 www.altomusic.com
 CEO: John Haber

Piano & Organ Center

PO, P, DP, EK, PM
 Total Units 4
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$3 MM
 Box 2369 Great Northern Mall, Clay, N.Y.
 (315) 622-3926
 www.pianoandorgancenter.com
 President: David Constantino

Jackson's Music

P, DP, BO, FA, PC, EK, SR
 Total Units 4
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$4.75 MM
 1409 S. Stratford Rd., Winston-Salem, N.C.
 (336) 760-9635
 www.jacksonsmusic.com
 CEO: Douglas J. Dryden

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Robert M. Sides Family Music Centers

PO, P, DP, BO, FA, SR, EK, PC, LT, IN, PM
 Total Units 4
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$7 MM
 201 Mullberry St., Williamsport, Pa. 17701
 (570) 326-2094
 website@rmsides.com
 www.rmsides.com
 President: Peter Sides

Portland Music Co.

DP, BO, PC, FA, SR, EK, PM
 Total Units 4
 Opened '14 0
 Closed '14 1
 Volume (est. '14) \$4.5 MM
 531 S.E. MLK Jr. Blvd., Portland, Ore.
 97214
 (503) 226-3719
 mtaylor@spiritone.com
 www.portlandmusiccompany.com
 CEO: Mark Taylor

C.A. House Music

P, DP, BO, FA, EK, PC, PM
 Total Units 4
 Opened '14 0
 Closed '14 0
 Volume (est. '14) N/A
 3700 Cavalier Cir., Parkersburg, W. Va.
 (304) 422-4676
 www.cahousemusic.com

Mississippi Music

P, DP, BO, FA, SR, EK, PC, DJ, LT, IN, PM
 Total Units 4
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$7.5 MM
 222 Main St., Hattiesburg, Miss. 39401
 (601) 544-5821
 rosij@missmusic.com
 www.mississippimusic.com
 CEO: Rosi K. Johnson

Keyboard Concepts PO, P, DP, PM

Total Units 4
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$12 MM
 5600 Van Nuys Blvd., Van Nuys, Calif.
 (828) 787-0201
 Jeff.Falgien@keyboardconcepts.com
 www.keyboardconcepts.com
 President: Dennis Hagerty

Bertrand's Music DP, BO, FA, EK, PM

Total Units 4
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$3.3 MM
 13179-5 Black Mountain Rd., San Diego,
 Calif. 92129
 (888) 780-1812
 www.bertrandsmusic.com
 CEO: John Bertrand, Sr.

Portman's Music

BO, PC, FA, SR, EK,
 Total Units 4
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$3.3 MM
 7650 Abercorn St., Savannah, Ga. 31406
 (912) 354-1500
 www.portmansmusic.com
 CEO: Jerry Portman

Lacefield Music PO, P, DP

Total Units 4
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$3.5 MM
 83 S. County Center Way, St. Louis, Mo.
 (314) 845-3760
 www.lacefieldmusic.com

Dave Phillips Music

DP, BO, FA, SR, EK, PC, DJ, LT, IN, PM
 Total Units 3
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$3.5 MM
 Phillipsburg, N.J. 08865
 (908) 454-3313
 dphillips@davephillipsmusic.com
 www.davephillipsmusicstore.com
 CEO: Dave Phillips

Trombino Musical Centers

PO, P, DP, PM
 Total Units 3
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$1,000,000
 1049 Broad Ave., Belle Vernon, Pa. 15012
 (724) 929-6707
 admin@trombino.com
 www.trombino.com
 CEO: Robert Trombino

Skip's Music

PC, FA, SR, EK, PM, DJ, LT, IN
 Total Units 3
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$9.75 MM
 2740 Auburn Blvd.

Sacramento, Calif. 95821
 (916) 484-7575
 skip@skipsmusic.com
 www.skipsmusic.com
 CEO: Skip Maggiora

Instrumental Music

BO, PC, FA, SR, EK, PM, LT,
 Total Units 3
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$6 MM
 377 Irwin St., Phillipsburg, N.J. 08865
 (805) 419-5055
 www.instrumentalmusic.biz
 CEO: Brian McCann

Lane Music, Inc.

PO, P, DP, BO, PC, FA, SR, EK
 Total Units 3
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$8.5 MM
 9309 Poplar Ave., Germantown, Tenn.
 (901) 755-5025
 www.lanemusic.com

Rayburn Music

BO
 Total Units 3
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$8 MM
 238 Huntington Ave., Boston, Mass.
 02115
 (617) 266-4727
 sjohnson@rayburnmusic.com
 www.rayburnmusic.com

White's Music Box

P, DP, BO, FA, SR, EK, PC, PM
 Total Units 3
 Opened '14 0
 Closed '14 0
 Volume (est. '14) N/A
 200 South Downtown Mall
 Las Cruces, N.M. 88001
 (575) 526-6677
 www.whitemusicbox.com
 CEO: Mike White

Kidder Music

DP, BO, FA, SR, EK, PC, PM
 Total Units 3
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$3.2 MM
 7728 N. Crestline Dr., Peoria, Ill. 61615
 (309) 692-4040
 beth@kiddermusic.com
 www.kiddermusic.com
 CEO: Jim Kidder

Pender's Music Co. PM
 Total Units 3
 Opened '14 0
 Closed '14 0
 Volume (est. '14) N/A
 314 S. Elm St., Denton, Texas 76201
 (800) 772-5918
 info@penders.com
 www.penders.com
 CEO: Richard Gore

Riverton Music, Inc.
 DP, BO, FA, SR, EK, PC, DJ, LT, IN, PM
 Total Units 3
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$3.4 MM
 4650 South 3740 West #2,
 West Valley City, Utah 84120
 (801) 969-4358
 leifn@rivertonmusic.com
 www.rivertonmusic.com
 CEO: Kevin Rindlisbacher

The Clavier Group, Steinway Hall
 – Dallas P
 Total Units 3
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$6.2 M
 5301 N. Central Expressway, Dallas, Texas
 (214) 526-1853
 showrooms@steinwaypianos.com
 www.steinwaypianos.com
 CEO: Danny Saliba

Dave Phillips Music & Sound
 DP, BO, FA, SR, EK, PC, DJ, LT, IN, PM
 Total Units 3
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$3 MM
 377 Irwin St., Phillipsburg, N.J. 08865
 (908) 454-3313
 dphillips@davephillipsmusic.com
 www.davephillipsmusicstore.com
 CEO: Dave Phillips

Pecknel Music Co.
 DP, BO, FA, SR, EK, PC, IN, PM
 Total Units 3
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$4.75 MM
 1312 N. Pleasantburg Dr., Greenville, S.C.
 (864) 244-7881
 scott@pecknellmusic.com
 www.pecknelmusic.com
 CEO: Scott N. Peck

Bailey Brothers Music Co.
 BO, FA, SR, EK, PC, IN, PM
 Total Units 3
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$5.75 MM
 4673 Highway 280 E., Birmingham, Ala.
 (205) 271-7827
 www.baileybrothers.com

N-Tune Music & Sound
 BO, FA, SR, EK, PC, DJ, LT, IN, PM
 Total Units 3
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$5.75 MM
 1141 E. 42nd St., Odessa, Texas 79762
 (432) 362-1164
 ntune@ntunemusic.com
 www.ntunemusic.com
 CEO: Tim Jones

Dunkley Music P, DP
 Total Units 3
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$6 MM
 410 S. Capitol Blvd., Boise, Idaho 83702
 (208) 342-5549
 www.dunkleymusic.com

Meyer Music P, DP, BO, PM
 Total Units 3
 Opened '14 0
 Closed '14 0
 Volume (est. '14) \$5 MM
 1512 W. Highway 40, Blue Springs, Mo.
 (816) 228-5656
 bettymeyer@meyermusic.com
 www.meyermusic.com
 CEOs: Ted Meyer, Betty Meyer

Kessler & Sons Music
 BO
 Total Units 3
 Opened '14 0
 Closed '14 0
 Volume (est. '14) N/A
 3047 E. Clarlestone, Las Vegas, Nev. 89104
 (702) 385-2263
 music@kessler.com
 www.kesslermusic.com
 CEO: Charles Kessler

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 sales@mcsystemsmusic.com



22nd

Annual Dealers' Choice Awards

The 2014 Dealers' Choice Awards again brought together hundreds of enthusiastic music products retailers to select the lines that made this year a success. This winning slate of instrument, sound, lighting and other categories was provided by over 800 votes from dealers eager to promote their best-performing favorites.

Yamaha again returns as the "Product of the Year" category winner with its much-loved Disklavier Piano, a clear favorite among voting dealers in 2014. Many familiar companies are again represented this year, as dealers made their voice clear about the lines that rocked the year, and rang the register.

It's no surprise that we see companies like Hal Leonard, Peavey, Yamaha, Shure, Kawai and others returning to claim their honors. *MMR* congratulates the class of 2014 Dealers' Choice Awards and would like to thank everyone who participated in the voting process!



Product of the Year

» Yamaha Disklavier

Yamaha Corporation of America

Yamaha's Disklavier returns for another year as MI dealers have again placed this hot-selling keyboard above all others, making it the 2014 Product of the Year. Dealers love its margins; consumers love its features, including a vast collection of effects and sounds, at a great price. And what's not to love about that? From its more humble beginning in 1987 as the original MX100A (as an addition to Yamaha's U1 acoustic piano), to its PRO model, capable of reproducing the full range of dynamics in a performance, to the release of DisklavierTV allowing Internet connectivity and live streaming of performance playback, to its coupling with the finest pianos from Yamaha's catalog, Disklavier has led the way as the innovator in the modernization of the piano.



Electric Guitar of the Year

» Fender American Standard Telecaster

Fender Musical Instruments Corp.

In honoring the American Standard Telecaster as Electric Guitar of the Year, MI dealers have again presented this honor to the legendary Fender Musical Instruments Corp., and again presented the award to the Telecaster. This year, it was specific to the American Standard Telecaster, a guitar that has captivated tone-seeking players from rock to country, and genres across the musical spectrum. With an MSRP that begins at \$1,299, this all-American made gem is a top-seller for MI dealers who enjoy nice profits while putting a quality instrument they can be proud to sell into the hands of players who will be thrilled to own one.



Electric Bass of the Year

» Yamaha RBX Yamaha Corporation of America

Dealers' Choice Awards voters selected the Yamaha RBX this year, hands down – besting the previous run of winners from Fender and others by a large majority. An awesome price-point for entry-level and even seasoned bassists, combined with solid craftsmanship and pounding bass tone made the RBX unbeatable for 2014.



Acoustic Guitar of the Year

» Taylor Taylor-Listug, Inc.

Taylor produces something for everybody interested in top-quality acoustic guitars, from their entry-level Baby Taylor models to top-of-the-line limited editions offered annually. The variety, quality, sound, and most importantly, consumer demand rocketed Taylor to the top of the voting list for this year's award.



Sound Reinforcement Line of the Year:

» Yamaha Yamaha Corporation of America

Our voters gave two thumbs up to Yamaha for Sound Reinforcement Line of the Year. From value-priced mixers, to powered PA mixers, speakers, and more, Yamaha's expansive offerings made them the frontrunner for all things live sound.



Amplifier Line of the Year:

» Peavey Peavey Electronics

The MI dealers turned up the volume for Peavey amps this year. This line has been a rock-solid mainstay of musicians for decades now, making this home-grown Mississippi manufacturer a favorite of players seeking tone, road-worthy construction, dependable quality, and great prices on everything from solid-state entry-level amps to state-of-the-art, boutique-level tube amps.



Microphone Line of the Year

» Shure Shure

With their SM58 and SM57 lines, the go-to microphones for musicians the world over, Shure is the company to beat for the Dealers' Choice Awards in this category – and that's a task that's getting harder to do each year. When your microphones are the dealer's choice, the musician's choice, and the sound engineer's choice... it's easy to see why Shure is again the Microphone Line of the Year.



Recording Equipment Line of the Year

» ZOOM ZOOM Corporation

ZOOM is again taking home the award in this category, an honor bestowed across its selection of products for recording. From self-contained handheld stereo recording devices to audio interfaces for computers, to other great video and audio production tools, ZOOM presents a line popular with musicians and dealers alike.



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by GOTOH

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Dealers' Choice Awards

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Band & Orchestra Instrument Line of the Year

» Yamaha

Yamaha Corporation of America

Yamaha won again this year for its expansive, high-quality band instrument offerings, from woodwinds to brass, giving dealers a wide selection to offer their B&O customers in 2014. The competition was pretty fierce in this category this year, so next year should be pretty interesting.



Acoustic Piano Line of the Year

» Hailun HG178

Hailun Pianos

In an overwhelming avalanche of dealer votes, China's Hailun Pianos and its HG178 grand piano was a gigantic winner in acoustic pianos in 2014, giving this honor to the brand for the second year in a row.



Percussion Line of the Year

» TAMA

Hoshino Group

TAMA is on its way to Dealers' Choice Awards winning-streak status with its second-in-a-row victory after besting previous multi-year winner, Pearl, last year. Given TAMA's commitment to making great drums for all levels, price points and styles, it's not surprising that dealers are again excited about selling this line.



Home Digital Keyboard of the Year

» Kawai CN Series

Kawai America Corporation

Outstanding performance features, affordable quality, and quality construction made the Kawai CN Series the home digital keyboard favorite this year, giving Kawai another win in this category with the honors switching from the higher-end CA series that won in 2013 to the more affordable CN series in 2014.



Lighting Line of the Year

» Chauvet Lighting

Chauvet

Once again, the massive range of products, features, and price points gave Chauvet Lighting the win for Lighting Line of the Year. Two wins, two years in a row, make it clear Chauvet is absolutely pleasing dealers and consumers in 2014.



Pro Digital Piano Line of the Year

» Kawai MP Series

Kawai America Corporation

Realistic sound, intuitive operation, and genuine acoustic piano feel brought players back to dealers throughout 2014 asking for Kawai MP Series pro-level digital pianos, and Kawai dealers made sure the Dealers' Choice Awards honors were bestowed on Kawai this year for giving them a great keyboard to sell to eager customers.



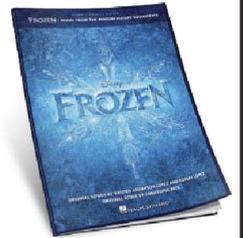
Print Music Publisher of the Year

» Hal Leonard

Hal Leonard Corporation

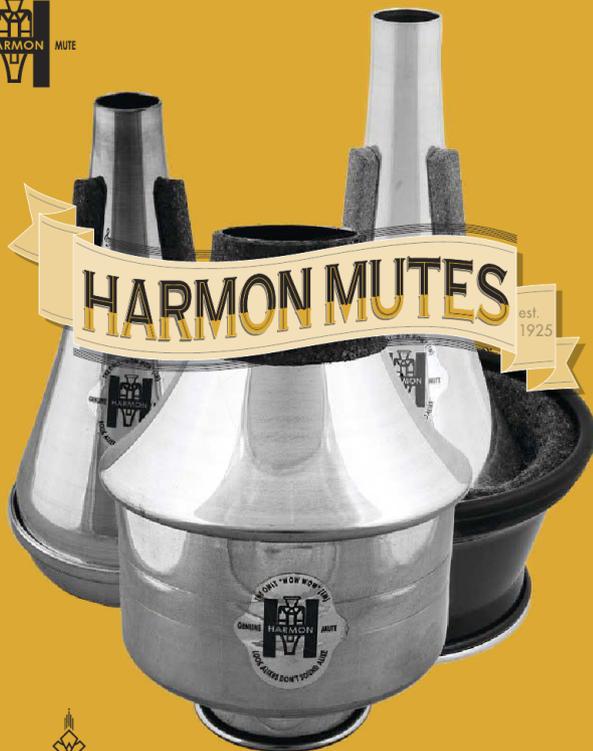
Hal Leonard has claimed this honor 22 years in a row, a distinction no other MI company can claim. Their ever-expanding catalog of print titles is the industry's largest, and the company continues to evolve its dealer offerings, expanding into a distribution source for non-print products as well, including turn-key

offerings in pro audio which let dealers stock everything from the hardware and software needed to make music, in addition to the training materials to learn to use those products. Hal Leonard clearly has the respect of dealers everywhere and remains the undefeated champion in this category.



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Accessory Line of the Year

» D'Addario/ Planet Waves

D'Addario & Co.

Top-quality, innovative products ranging from straps, micro-tuners, strings, capos, and a vast array of cable choices have garnered D'Addario/Planet Waves accessory line the Dealers' Choice Award now for three years in a row.



Website of the Year

» Hailun-Pianos.com

Hailun

As excited as dealers were about Hailun's HG178 grand piano, it makes perfect sense they would also overwhelmingly vote for Hailun's website for its clean design, dealer-supporting features and in-depth information on its entire product line.



DJ Line of the Year

» Chauvet

Chauvet

Interestingly enough, Chauvet is not known for its turntables, or mixers or traditional DJ tools, but it is known for making users of those DJ'ing tools look amazing with spectacular lighting and effects used by professionals to deliver the complete DJ dance club experience. And that was enough for dealers to give this award to a DJ products company that doesn't offer two turntables and a microphone.



Social Climbing

Embracing the Business Upsides of Social Media

By Christian **Wissmuller**



Nick Averwater

Social media – Twitter, Facebook, Instagram, Pinterest, et cetera – has drastically reshaped the way that individuals, organizations, and companies interact with one another in a remarkably short span of time. For those retailers who fully grasp and embrace the nuances of these new and emerging forms of communication, social media platforms can be powerful marketing tools that drive sales and build both brand recognition and customer loyalty.

However, the notion of tweeting a photo or posting a Facebook update sends many MI storeowners running for the exits – “It makes no sense to me!”, “That’s just for kids!”, “What does it have to do with my business? Nothing!”

Nick Averwater of Memphis, Tennessee’s Amro Music has been sharing his extensive expertise on all things social media-related with his music retail brethren, leading and participating in panels on the topic at NASMD and NAMM and we asked him to chime in with some key points in this month’s installment of “Small Business Matters.”

What are some common misconceptions amongst MI retail owners when it comes to social media?

- “Social Media is a fad that will soon leave” – With 1.35 billion users, you could now measure Facebook’s active users as a percentage of the entire world’s population (19 percent). Social media is continuing to grow both in total users and how companies are utilizing it.

- “Build it and they will come” – Creating a Facebook page will not generate thousands of Facebook “likes.” But having a dynamic and interactive social media

presence will. Social media is definitely one of those activities that requires a “plant, nurture, harvest” mentality.

“There are a lot of companies ‘doing’ social media, but not getting any substantial benefits.”

What would be your “top-4” actions for a music store just getting started with social media campaigns?

- 1. Define your purpose** – There are a lot of companies “doing” social media, but not getting any substantial benefits for their business. What are you trying to accomplish with a social media page? Do you want to sell products, grow your lesson studio, offer a second web page, interact with your customers, highlight community events? The list can go on forever, but I have found it very helpful to spend time defining what we wanted our social media pages to do for our company. It offered a great deal of clarity as to what we wanted our social media presence to look like and what we expected it to do for us.

- 2. Utilize a scheduling program** – We have found that the best hours to post on social media are not always (and rarely are) during normal business hours. Scheduling occasional posts to go up during non-business hours – maybe 6:30am or 10pm – is a great way to change it up. Hootsuite is one of the more popular programs available for this and the one that we use at Amro.

- 3. Invite others in your company to participate** – Most companies have someone on staff that is pretty good at social media and does a lot of it on their own. Inviting them to participate is a great way to utilize your company’s talents. Even if they don’t write the posts or have [administrator] privileges to your company’s page, they can seek out content and turn it over to someone else.

- 4. Follow everyone in the industry you can find** – Take 30 minutes to follow everyone in the industry you can find: friends in the industry, manufacturers, similar dealers, competitors, industry publications, whatever it may be. There are a lot of great ideas and content coming from within the industry. Many of the things we do on our social media pages originated from someone else within the industry.

What do you see as being the biggest upside of launching and maintaining an effective social media presence?

Social media is a powerful tool to connect individually with your customers. People want to feel that they’re “in the know,” or a part of the group and social media offers that. During marching band camps, we get pictures via Twitter and Instagram of bands. The kids think it’s awesome to tweet with a company and the directors like the shout-out.

To a certain extent, I believe people are beginning to expect a strong social media presence, as well. Almost daily, we get asked a business-related question via social media. Do you have this particular model? Can your repair this instrument? What are your hours today? While the questions are simple, I believe it shows that people are turning to social media to have their questions answered as well.

New Products

DJ & LIGHTING

EZgobo and EZwash Hex IRC with 6-in-1 LEDs from Chauvet



The EZgobo projector from CHAUVET DJ is battery-powered and wireless and uses LED lighting to bring mobility to gobo projection. It features an IRC remote with on/off and dimming capabilities. Maximum run time on the batteries at full power is five hours, ensuring that the fixtures are capable of meeting the demands of any show. (The recharge time for the fixture is four hours.) With a 10-watt single cool white LED light source that has a 50,000 hour life expectancy, the EZgobo delivers the output expected of a high-quality DJ fixture. EZwash Hex IRC is a self-contained mini LED color-wash fixture is compact enough to fit virtually anywhere, and it runs on its own built-in battery, no power cords required. The EZwash Hex IRC utilizes 6-in-1 RGBAW+UV LEDs. Each unit's illumination source is comprised of red, green, blue, amber, white and ultraviolet diodes, all combined into one 10-watt LED. EZGobo has a \$169.99 street price. EZWash price is not currently available.

chauvetdj.com

AUDIO & VIDEO

CAD MH210 Headphones

Featuring a closed-back, circumaural design, the MH210's are equipped with high output 40mm neodymium drivers for an extended frequency response. Available in black (MH210) and white (MH210W), the MH210's feature leather ear-pads outfitted with high density memory foam for comfort and effective isolation from external noise. MSRP: \$49.



cadaudio.com

BAND INSTRUMENTS

Jupiter JCL1100S Series B \flat Clarinet

The JCL1100S B \flat Clarinet features a left hand E \flat key that comes standard for assistance in technical passages, an ergonomic register key for a more relaxed left hand position, adjustable ergonomic thumb rest for precise right-hand positioning, a ringless bell allowing the lower overtones to resonate freely, natural finish with premium Grenadilla wood and a raised C/G tone hole for a natural left hand third finger position. It also comes in a pochette-style case with a nylon cover. MSRP: \$2,175.



jupitermusic.com

PIANO & KEYBOARD

KORG Kronos

New features for the keyboard include system-wide Touch/Drag via the Kronos' color Touch-View screen; allowing the user to edit onscreen parameters. An evolved Set List mode provides the capability to resize custom text per set list entry, and enter text via either an onscreen QWERTY or external USB ASCII keyboard. Entries can also be color-coded for better organization and visibility, and users can even decide how many set list entries appear on the screen at a time, allowing for more (and larger) onscreen text to remind users of lyrics, changes, or other notes. An improved search function helps users to find sounds faster. Other improvements include onscreen metering in combination and sequencer modes, along with the ability to edit programs within a combination to hear the edits in context with other parts. MSRP: \$3,499.



korg.com

Yamaha Releases Best of Motif Bank for MX Series Synths

Best of MOTIF Bank (or B.O.M.B.) for MX—is a performance bank designed to turn the most commonly used Motif Voices into 128 single part performances for use on the company's portable MX49 and MX61 series synthesizers. Derived from the Yamaha Motif Music Production Synthesizer, it features a wide assortment of piano, electric piano, organ and clav voices. Free with purchase of an MX series synthesizer through December 31, 2014, MSRP: \$19.99 thereafter.



yamahamusicsoft.com

AUDIO & VIDEO

Ozone 6



Ozone 6 is a mastering platform that enables both project studio producers and mastering engineers to add a final level of polish to their mix. A fully redesigned interface and real-time visual feedback in every module assist users in creating masters. Using Ozone's presets as a starting point, Ozone provides the warmth and character of analog sound without the restrictions of hardware. Ozone 6 works as either a standalone application or a suite of plug-ins, so users can choose to work exclusively in Ozone, or to complement their audio editor of choice. \$199-699

izotope.com

PERCUSSION

Evans Reso 7 Drumheads; 16" Bass Drumheads

These heads provide drummers with a solution for shorter sustain without the need for additional muffling devices. The new Reso 7 is available in sizes ranging from 6"-18". Evans is also introducing its 16" Bass Drumheads for the following product lines: EMAD, EQ4, EQ3-NP, and G1 Coated, now alleviating the need to use stock heads or heads not intended for use on a 16" drum set bass drum. Evans is offering a wide array of their heads in both bass hoop and tom hoop versions to accommodate converted floor toms and stock mini-bass drums. Reso 7 - \$28.00-\$48.25, 16" Bass Drumheads - MSRP: \$61.00-\$82.00.



evansdrumheads.com

ACCESSORIES

Meisel Accessories Stringed Instrument Stands

Made of 25mm aircraft-grade tubular aluminum, the model GS76 is lightweight (15oz) and when collapsed will fit many cases and gig bags. Cushioned silicon rubber slip resistant pads assure no finish damage; height and depth are adjustable allowing for almost any sized instrument; available in black, silver and metallic red. MAP: \$29.95.



www.meiselaccessories.com

Grover Ultra Capo

The new Grover Ultra Capo features an offset design, which allows more room for the thumb on the back of the neck. The Ultra Capo also features a non-glare matte finish for a soft, no-slip grip. Made of lightweight aluminum, the Ultra Capo has a limited lifetime warranty, and is available in matte finishes: black, red and silver. MSRP: \$12.99.



grotro.com

Techmate Model #1 Work Center

Techmate Model 1 is a flight case cabinet that comes complete with a custom-designed instrument cradle and neck support arm that attaches to the cabinet and securely holds instrument. This allows one to perform all routine maintenance on everything from standard size guitars to large bass guitars to small ukuleles. With the top lid opened, there is a 20" x 12" work shelf for solder work and repairing various devices. Beneath the removable work shelf there's a deep padded chamber to store tools, extra strings, polish, parts, tuner, effect pedals & cables and other items. MSRP: \$499.



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Our Industry's Trailblazers, and How They've Influenced Me



By Brian Ball
vice president Ernie Ball, Inc.

Ever since I was 11 years old, I've known what I wanted to do. My dad used to call me his "shadow," because I'd follow him everywhere and eavesdrop on his phone calls (unbeknownst to him).

Music was everywhere in my life – from idolizing Steve Morse to playing catch with Van Halen in the greenbelt behind our house, I was given a unique introduction to how amazing music is, and how our industry has been shaped by some incredible people.

However, this column isn't a self-promotional piece about my life. I really wanted to take this opportunity to elaborate on how truly lucky we all are to work and breathe in the industry we live in.

The following MI icons, whom I've admired since I was young, have given me a tremendous amount of affinity for the industry, and an appreciation for those who share their ingenuity and creative vision for the products we make and sell.

“ Our industry has been shaped by some incredible people. ”

Ernie Ball – My grandfather was an incredibly sharp, organized, and creative man. His whole life revolved around a singular love he had for the guitar. His vision for creating rock and roll guitar strings, and the gauges that are commonplace today gave my family a foundation to build, nurture, and grow into the company we are today. I come to work every day hungry and focused to not let him down. He's given me an incredible amount of passion to preserve his legacy, meanwhile striving to create my own footprint that he'd be proud of.

Sterling Ball – Where do I start? My dad has been the driving force behind Ernie Ball since he was still in his teens. From forging and creating our international business, to signing all the great artists we work with (Clapton, et cetera), to building the world's first self-contained mobile stages, creating the "Ernie Ball Battle of the Bands," building Music Man, signature artist instruments (EVH, Petrucci, Luke, Morse), I've been incredibly fortunate to learn from him. My dad has given me inspiration, guidance, creativity, focus, compassion, and a competitive spirit that can win in business – and, more importantly, in life.

He was fortunate to learn from his dad, and I can say that there's nobody I'd rather call my mentor, my dad, and my best friend.

Jim D'Addario – Jim and his fantastic wife, Janet, have been mainstays in the Ball family's life since I was a baby. Jim's not only got an unparalleled track record when it comes to machine design, product design, and leadership, but he's one of the most generous men I've ever met. My brother Casey was diagnosed with polycystic kidney disease when he was two-years-old. Over time, we developed a foundation to raise money for the severely underfunded pediatric kidney research. Nobody has provided more support to our foundation than Jim,

Janet, and their company. That's just downright rare: your biggest competitor also serving as your best friend and biggest supporter. Jim has influenced my career in a lot of ways (more than he probably likes). Jim and Janet represent all that the industry is, and should be.

Gary Hanser – Gary's one of my dad's best friends, and I've known him since I was about 10 years old. Gary's company, Davitt & Hanser, is one of our few U.S. distributors and he may be the most well liked man in the music business. Gary spearheaded Davitt & Hanser's growth, and also built B.C. Rich and Kustom into global brands. Gary's taught me how to still compete, but never to take things too literally or seriously. He's a brilliant mind, knows the industry front to back, and is someone I call a great friend (Gary was a groomsman in my wedding!)

Jim Dunlop, Sr. (Grapefruit) – Jim Dunlop was one of my grandfather's closest friends, and has always been nothing but incredible to me, personally. Jim's accessory and pedal businesses are tent-poles for all retail locations, and his family has given the industry so much. Jim gave me a gold-plated wah pedal (one of only three, worldwide – Stevie Ray Vaughn and Hendrix got the others) for my college graduation. His motto, "It's all about family," resonates for me everyday and illustrates something that's so cool – having so many family-run companies in our industry.

Jimmy Dunlop – Jimmy's become a great friend lately, and is a downright creative monster. He's helped build Tortex and Dunlop picks into a household name (like Kleenex), and continues to create some incredibly innovative pedals. I'm lucky to have Jimmy as a friend. He's someone we can all appreciate for helping to grow our collective business.

Marty Albertson – Marty lead Guitar Center through its largest growth phase, and, most importantly, left an imprint on the company's focus of trying to create musicians and bring more customers into our shared world. The center-point of his strategy was always entanglement. How can we create more musicians, and how can we illustrate the feeling people have when they experience the emotional connection of playing a musical instrument?

Paul Reed Smith – I remember walking into Paul's booth about 10 years ago, and staring at these incredibly stained wood grained tops: Just striking and beautiful in every way you could put it. I had a pirate costume on with a goofy wig, and I'm sure I caught his eye as being a swashbuckler in his booth. Wrong. Paul couldn't have been nicer, and offered to build me a guitar. Anyone who knows Paul knows immediately how pure and genuinely nice he is. Secondary to that are the stellar instruments he builds.

I could've gone on and on, as there are so many inspiring and talented individuals throughout our industry – maybe I'll share additional thoughts in a second installment!

CLASSIFIEDS

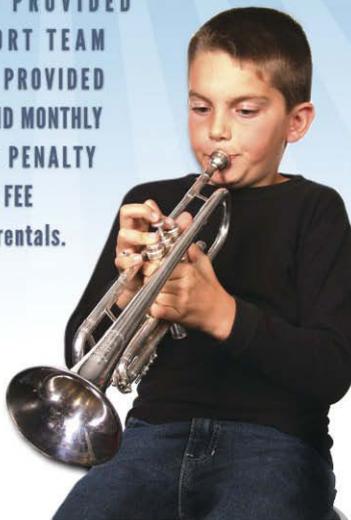
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By Dan Daley

Instrument Repair Can Fix Customer Relationships

Media and technology gadfly Eric Garland, co-founder of data-based metrics company Big Champagne, often converges music, technology, and retail in his thinking, once taking Guitar Center's business model (and with it, the most recent Republican presidential nominee) to task, stating, "Retail in the 21st century will be centered around specialized knowledge, unique offerings and personal relationships, both local and digital. Any retailer – even one backed by Mitt Romney [–] is doomed if they defy those requirements."

Without getting into why big-box retail environments and personalized service aren't necessarily mutually exclusive (they're not), it's also a good way to look at one of the most intimate points of contact between an MI store and its customers that meets all three of Garland's criteria: repair services, which are certainly specialized, unique and personal. It's not unlike the relationship between doctor and patient – you take something of yours that's near and dear and is broken or damaged, whether it's an arm or a guitar, and bring it to someone trained to see beyond the wound, able to look three or four steps ahead, to know what it's really going to take to not only make it better, but make it right.

The Few, The Proud

MI repair is a relatively small cohort. According to the Bureau of Labor Statistics, there were 7,240 people practicing the craft in the U.S. in 2013 (a number that includes piano tuners, many of whom also do repairs). Geographically, they're focused in the northern tier of states from Indiana to New York, with additional concentrations in California, Texas, and Florida, with the vast majority of them working in retail shops, followed by freelance. They earn, on average, \$16.82 per hour, with annual earnings just under \$35,000. (A study commissioned by the Nashville Area Chamber of Commerce's research center provides some granularity for Music City: the 153 people employed there doing MI repair and piano tuning earn \$12.09 an hour.)

That's not a lot of money, and one assumes MI repair specialists complement that income with other revenue, almost certainly including working as musicians or music teachers. But while, in general, low pay can suggest poor career choices, it can also indicate an inverse ratio of passion, which is only occasionally monetizable, but almost always very valuable. Knowledge, competence, and enough obsessional ardor for getting in deep with a sick instrument to the point of ignoring economic upward mobility is a strange and wonderful thing to find.

Finding Empathy

Repair professionals interact with the store in any number of ways, including as employees and as freelancers who use the store as the interface with their own customers. But regardless of how they connect with the store, once these individuals do, they're part of your brand. Instrument repair offers a huge potential for synergy, because such services bring bodies through the store, and because as the repair person's reputation grows, it can add luster to the store's.

Treat these experts well, though, because it's not an easy gig. Luthier Paul Jacobson offers some insight on his well-written blog (pjpguitar.com): "Don't give up your day job... The economic return on luthiery activity never gets very large, and this makes it difficult to capitalize your business while trying to make a living from it. I worked afternoons as a railroad switchman for almost twelve years. The work was a bore, but it paid well and was not particularly stressful. It gave me my mornings for guitar making, the time of day when I function best. Live in penury, so you can save as much as possible to plow back into your business. This is hard, and you will have to endure it for many years."

It sounds downright Dickensian, but it places the luthier squarely in the same garret as those who buy and play those guitars for (hopefully) profit. So find a way to make instrument repair work for retail. It's a truly empathetic connection to the customer. **MMR**



“Instrument repair offers a huge potential for synergy.”

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