



Know someone else who might benefit from

MMR?
MUSICAL MERCHANDISE REVIEW

Share your copy with a colleague!



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





TIMELESS
COMMUNICATIONS, CORP.

Producers / Publishers of:

PLSN
PROJECTION LIGHTS & STAGING NEWS

FOH
FRONT OF HOUSE

SD STAGE DIRECTIONS

MMR
MUSICAL MERCHANDISE REVIEW

SBO
SCHOOL BAND AND ORCHESTRA

Jazzed

Choral Director
THE OFFICIAL PUBLISHER'S QUALITY PUBLICATION

PLS
PRO LIGHTING SPACE



PAS
ProAudioSpace

WE
THEATREFACT.COM

SD PLSN FOH
STAGE DIRECTIONS
BOOKSHELF

BACKSTAGE
EMPLOYMENT
NETWORK
www.benjobs.com

JAZZ
FESTIVALS
WORLDWIDE

EPD
EVENTS AND COLLECTIONS DIRECTORY

MMR

MUSICAL MERCHANDISE REVIEW

3 Tips to Survive the Hourglass Economy

53

Show Report:

26

AES



34th
ANNUAL AMERICA'S TOP CHAINS

42



32

32nd Annual 50 Dealer/50 State Review & Forecast

2015 Dealers' Choice Awards



MMR Readers Select the Top MI Products of the Past Year

48



CHAUVET²

LIGHTING POWER UNLEASHED

Intimidator Spot 455Z IRC

ChauvetDJ.com



Your guitar is worth it.

NEW FOR
2016



Falcon Series
Levy's model #MJ2PLD

www.levysleathers.com

NAMM Booth #4656

NORTH AMERICA TOLL FREE PHONE & FAX 1-800-565-0203 1-888-FAX-LEVY (329-5389) Levy's Leathers Limited 190 Disraeli Freeway, Winnipeg, Manitoba, Canada R3B 2Z4
Tel: (204) 957-5139 Fax: (204) 943-6655 email: levys@leathers.com

Control the acoustics in your music room and save your ears!

Teaching is about communication... whether you are in a classroom, lecture hall or gymnasium, reducing ambient noise is your best bet to improving intelligibility. Sound reflects off hard surfaces such as tiled floors, concrete block walls and windows, creating a jumble of noise that makes it difficult for the message to be received. In a music room, the problem is exacerbated with a cacophony of trumpets, drums and bass that make picking out each instrument near impossible. To hear themselves, the students play louder and you end up with sound pressure levels that are not only impossible to deal with, they are actually damaging to the ear.



Acoustic Panel Coverage	0%	15%	20%	25%
Reverb time (RT60) seconds	4.12	3.05	2.10	1.69

This is the estimated RT60 (reverberation time) of a 30'x50' music room with 16' ceilings using varying quantities of Broadway™ panels on the wall surfaces. The RT is calculated using an average of 250Hz, 500Hz, 1kHz and 2kHz frequencies.

Primacoustic Broadway™ panels deliver a solution that is easy to install and will solve the problem. 15% to 25% coverage is all you need to reduce the reverberation time and significantly improve the sound of your room. Not only will it be easier to hear each musician, it will be easier to teach and you'll protect your hearing at the same time.

Contact the Primacoustic Tech Team to receive a free consultation on what treatment will work best to ensure you get maximum value.

Call today - toll free: 1-800-939-1001 or email: tech@primacoustic.com



PRIMACOUSTIC®

Clean up your room!

www.primacoustic.com

For a quick video demo, visit:
primacoustic.com/hearthedifference

* Specifications and appearance subject to change without notice.

©2015 Primacoustic is a division of Radial Engineering Ltd.
1588 Keblet Way, Port Coquitlam BC V3C 5M5 Canada

C O N T E N T S

MMR

MUSICAL MERCHANDISE REVIEW

Vol.174
DECEMBER 2015
No.12

FEATURES

24 SHOW REPORT: PASIC

San Antonio, Texas housed the 40th annual Percussive Arts Society International Convention. Despite being down five or six companies from last year, percussion and drum enthusiasts still packed the convention center.

26 SHOW REPORT: AES 2015 – It's Back and Ready to Party

Held in New York City, the 139th Convention of the Audio Engineering Society garnered over 18,000 registrations. Highlights included the Project Studio Expo, Live Sound Expo, and more.

28 MI IMPORT STATS: 2015 U.S. Musical Instrument Imports for Consumption

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

32 REPORT: 32nd Annual 50 Dealers/ 50 State Review & Forecast

MMR's nationwide survey of MI retailers indicates an overall upward trend in sales compared to 2014, with many retailers expressing optimism going into 2016.

“Fender Musical Instrument’s decision to sell online to customers direct [is] the most significant move from a major player in the past decade, actually – not just in 2015.”

– Peter Dods
Easy Music Center, Honolulu, Hawaii

42 34th Annual America's Top Chains

Find out which American chains came out on top this year.

48 23rd Annual Dealers' Choice Awards

We polled MI retailers to learn what products in a number of key categories were deserving of praise in the past twelve months. *MMR* celebrates the best-performing favorites of 2015.

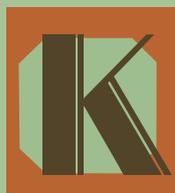
53 SMALL BUSINESS MATTERS: Three Tip to Survive the Hour-glass Economy

Menzie Pittman of Contemporary Music Center sounds off on the realities of today's economy, explaining that it can be most easily understood using the image of an hourglass.

COLUMNS

- 4 Editorial
- 6 UpFront
- 14 Supplier Scene
- 20 MMR Global
- 22 Trade Regrets
- 23 People on the Move
- 52 The Good Fight
- 54 New Products
- 56 Classifieds
- 59 Ad Index
- 60 The Last Word

MMR Musical Merchandise Review® (ISSN 0027-4615), Volume 174, Number 12, December 2015, founded in 1879, is published monthly by Timeless Communications Corp., 6000 South Eastern Ave., Suite 14J, Las Vegas, NV 89119, (702) 479-1879, publisher of School Band and Orchestra, Choral Director and JAZZed. Periodicals Postage Paid at Las Vegas, NV and additional mailing offices. MMR is distributed free to qualified individuals and is directed to music dealers and retailers, wholesalers and distributors, importers and exporters of all types of musical instruments and their accessories, related electronic sound equipment, general musical accessories, musical publications and teaching aides. **POSTMASTER:** Send all UAA to CFS. **NON-POSTAL AND MILITARY FACILITIES:** send address corrections to Musical Merchandise Review, PO Box 16655 North Hollywood, CA 91615-6655. The publishers of this magazine do not accept responsibility for statements made by their advertisers in business competition. No portion of this issue may be reproduced without the written permission of the publisher. Copyright ©2015 by Timeless Communications Corp., all rights reserved. Printed in USA.

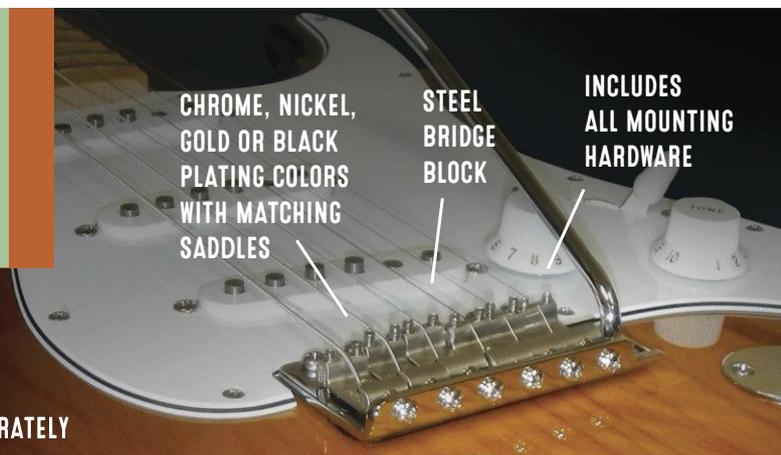


MAKING TOMORROW'S HISTORY TODAY

KLUSON®

DIRECT REPLACEMENT VINTAGE TREMOLO BRIDGE

ALL COMPONENTS MATCH ORIGINAL SPECS AND ARE AVAILABLE SEPARATELY



TO ORDER: WDMUSIC.COM/KLUSON | 800-449-9348 | SALES@KLUSON.COM

KLUSON LIFETIME WARRANTY



BUY DIRECT, BENEFIT BIG

- SUPERIOR CUSTOMER SERVICE**
Our friendly and knowledgeable Sales Staff provides all necessary support.
- NO C.O.D TAG FEES**
D'Addario assumes the cost for all COD tag fees, so you don't have to.
- ORDER ONLINE ANY TIME**
Conveniently place online orders 24/7 through our B2B website.
- IN BY 4PM, OUT THE SAME DAY**
All orders placed by 4PM EST ship out the same day.*
- FREE FREIGHT**
All continental US orders of \$250 or more are eligible for free freight.**



D'Addario

800.323.2746

SALES@DADDARIO.COM

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

*4:00pm same-day shipping does not apply when the D'Addario facilities closed for holidays or any unforeseen circumstances. Orders of \$3,000 or higher may require a 1-day lead-time.

** with the exception of oversized drumheads of 24" and larger.

2015 – ‘In Their Own Words’

While contemplating how best to summarize the world of MI retail over the past twelve months, it occurred to me that I’ve only recently spoken and emailed with a handful of folks who are bound to have more meaningful, “boots on the ground” insight on the topic than anything I might offer.

Below are some observations shared with MMR by representatives from dealers included in this year’s installment of ‘America’s Top Music Chains’ (for even more retailer perspective, be sure to check out the 32nd Annual 50 Dealer/50 State Review and Forecast on page 32 of this issue):

“We’re cautiously optimistic after a solid 2015. We continue to see growth in the school music business and there continues to be life in acoustic guitars and digital pianos. Store traffic continues to be an ongoing concern. We need to continue to up our game and give customers a compelling reason to come into our store each and every day.”

– Robin Walenta, West Music

“2015 continued to rebound from the recession, reflected in both the retail and school markets.”

– Nick Rail, Nick Rail Music

“In the latter part of 2014 and early part of 2015 we had nature against us: fires in the West, snow in the Midwest and East, and storms in the South. So far it looks like we might not have those problems [this year]. Those were big contributing factors in our business.”

– Sammy Ash, Sam Ash Music Corp.

“Raising the minimum wage in two of our locations to \$15/hour [is a concern]. They already did it in Seattle and they just voted to raise the rate in Tacoma. Luckily? It will only be \$12/hour.”

– Stephanie Howe, Ted Brown Music Company

“2015 was an excellent year. We witnessed major improvements in all of our KPIs including sales, margins, inventory on hand, e-commerce sales.”

– Tim Kletti, Music Go Round

“2015 was a bit more challenging in respect to the MI division. We leaned on our strengths and worked on developing our Sound & Light division, while also increasing our visibility in the Band & Orchestra market.”

– Greg Morrison, Hermes Music

“High ticket sales were great [in 2015]. Our sales were up 10 percent.” – Ronald Klinetob, Keyboard World, Inc.

Of course, there’s no one, single “shared experience” – regional economic, political, and social differences, alone, ensure that MI retailers will have disparate experiences from state to state – but it would appear, at least anecdotally, that our industry is finally on some sort of legitimate, sustained upswing.

While I lead off with a quote from Robin Walenta which makes use of the phrase, I am hopeful that in 2016 we can put to rest – even if only for a while – “cautiously optimistic” as the universal go-to when describing future outlook and land solidly and confidently on “optimistic.”

In the meantime, may we all wrap up 2015 on a strong (and profitable!) note and ride that momentum into the next calendar year.



by Christian Wissmuller



Christian Wissmuller
cwissmuller@timelesscom.com



MUSICAL MERCHANDISE REVIEW

Published Since 1979

PRESIDENT

Terry Lowetlowe@timelesscom.com

GROUP PUBLISHER

John Pledger.....jpledger@timelesscom.com

EXECUTIVE EDITOR

Christian Wissmuller.....cwissmuller@timelesscom.com

ASSOCIATE EDITOR

Paige Tutt.....ptutt@timelesscom.com

ASSOCIATE EDITOR

Mike Lawson.....mlawson@timelesscom.com

AUDIO / MI ADVISOR

George Petersengeorge@timelesscom.com

LIGHTING / STAGING ADVISOR

Nook Schoefeld.....nook@timelesscom.com

CONTRIBUTING EDITOR / DIGITAL MEDIA ADVISOR

Jacob Coakleyjcoakley@timelesscom.com

WEB DESIGNER

Josh Harris.....jharris@timelesscom.com

ADVERTISING / MARKETING DIRECTORS

Matt King.....mking@timelesscom.com

Dave Jeansdjeans@timelesscom.com

Robb Holzrichter.....robb@timelesscom.com

GREATER CHINA

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

ART DIRECTOR

Garret Petrov.....gpetrov@timelesscom.com

PRODUCTION MANAGER

Mike Street.....mstreet@timelesscom.com

GRAPHIC DESIGNER

Angela Marlett.....amarlett@timelesscom.com

VICE PRESIDENT

William Hamilton Vanyo.....wvanyo@timelesscom.com

OFFICE ADMINISTRATOR / CIRCULATION

Naomi Crewsncrews@timelesscom.com

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



Enhance. Express. Impress.

www.bourns.com/proaudio





WATCH THE VIDEO AT GATORCASES.COM

WHEN YOUR
STUFF NEEDS
TO BE
PROTECTED



GUARD IT
WITH
GATOR

Nothing protects your gear better than a Gator Case. Tough on the outside, tenderly crafted on the inside, every Gator Case is designed to keep your stuff safe from the dings and dents of life. Whether you're a musician, DJ, gear junkie or simply need a case for your pet Goldfish, Frankie, Gator has you covered.

For the stuff you love, Guard it with Gator.



www.gatorcases.com



Industry News

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

Saint Louis Music Acquires Hamilton Stands

Saint Louis Music (SLM) recently completed the acquisition of Hamilton Stands.

Hamilton is the oldest stand company in the world and one of the oldest MI brands in the U.S., having been founded in Hamilton, Ohio in 1883. The company's KB400N is one of the most ubiquitous and longest continually made products in the industry, having sold more than 10 million units.



Mark Ragin, president and CEO of SLM, says "I have known and sold Hamilton stands since I first started working in the music business. The Hamilton brand is synonymous with quality and has a long history of design innovation."

"For sometime I have sought a strategic buyer who would recognize the value of the Hamilton brand and be positioned to leverage our products into their deserved place in the industry," said Bill Carpenter, the owner of Hamilton Stands since 2006. "I look forward to a long and mutually rewarding relationship with St. Louis Music and Mark Ragin."

Ragin added, "We are proud to be the new owners of Hamilton. Our growing presence in the market and the strength of the Hamilton brand will work together to achieve greater global reach and growth for our Company."

Carpenter will continue with Hamilton, leading strategic sourcing and product design initiatives.

For more information, call (800) 727-4512 or email info@stlouismusic.com.

Shure Announces Retirement of President LaMantia, Names Schyvinck as Successor

Shure Incorporated has announced that president and CEO Santo (Sandy) LaMantia intends to retire, effective July 1, 2016.

As part of a planned succession, he and Mrs. Rose L. Shure, chairman, will appoint current executive vice president of global operations, marketing, and sales and COO Christine (Chris) Schyvinck to succeed him as president and CEO. On Jan. 1, 2016, Schyvinck will take on the added title of president, and will serve in this role until her appointment as president and CEO on July 1, 2016.

LaMantia joined Shure in November 1995 as vice president of engineering and was later appointed president and CEO in May of 1996. For 20 years, LaMantia has contributed significantly to the company's strategic growth, solidifying its global leadership as one of the most respected



Santo LaMantia

Christine Schyvinck

audio companies worldwide.

Schyvinck joined Shure in 1989 and led the operations division before being named to lead global marketing and sales in 2006. More recently, she was promoted to executive vice president of global operations, marketing, and sales and chief operating officer.

"Sandy and I selected Chris as a possible successor almost 15 years ago," said Mrs. Shure. "It is very rewarding to see our long-range plan for her come to fruition."

Yorkville to Distribute Dynaudio PRO in U.S. and Canada

Yorkville Sound has announced they are the exclusive North American distributor for Dynaudio Pro line of premium studio monitors.

Founded in 1977 in Skanderborg, Denmark, Dynaudio has a long history of producing professional monitors used by some of the top studios and engineers working today. With their proprietary speaker technology and premium custom component manufacturing they offer a company perspective that few pro audio manufacturers can match.

Dynaudio joins other studio product already distributed by Yorkville Sound, including tube processing from Applied Research & Technology (ART), microphones and headphones from Apex Electronics and of course Yorkville's own line of YSM Series Studio Monitors.

Retailers currently carrying Dynaudio Pro, or who are interested in becoming dealers for this brand are encouraged to contact Yorkville Sound at (716) 297-2920 (U.S.) or (905) 837-8777 (Canada) for more information.

Korg USA Inc. Brings RightOn! Straps Stateside

Korg USA Inc. will be the exclusive U.S. distributor of RightOn! Straps, a European designer of superior quality guitar and bass straps previously unavailable in the USA.

Having more than 40 years of expertise producing premium leather goods in Spain, RightOn! offers durable, high-quality, handmade guitar straps and accessories.

The sales and marketing teams at Korg USA Inc. brings Right On! Straps' exclusive RightOn! Adjustment System (R.A.S.) – which provides the broadest adjustment range – to the U.S. accessories market.

For a limited time Korg USA Inc. will be offering complimentary Point of Purchase displays plus special introductory pricing. For more information visit www.rightonstraps.com/en/ and to become a dealer contact sales@korgusa.com.

Stock Up For The Holidays Today!

**Solid Colors
MAP Starting at
\$39**



**Get 18 Ukes
Matching Bags Just:
\$399**

**Plus Free
Freight!**



**888-262-8471
www.amahiukes.com
www.amatis.org**



Hal Leonard to Distribute Grundorf Cases

Hal Leonard is now the distributor of select Grundorf Corporation products into North America and Canada.

The joint announcement was made by Frank Grund, president of Grundorf Corporation, and Brad Smith, senior sales and marketing manager for Hal Leonard.

"We're so happy to partner with Hal Leonard and their network of indepen-

dent retailers," said Grund. "We're excited that our products will now have the wider exposure and distribution they deserve."

Smith added, "Grundorf brings a rich history of quality products that they have developed over time, based on feedback from dealers and customers to make the best product possible. Many of these cases protect the products that dealers sell,



so it is a great compliment to our other distributed offerings. We are especially excited to finally offer a rolling cart solution!" Interested retailers can contact Hal Leonard at (800) 554-0626.

Hanser Music Group Announces Licensing Agreement of BC Rich

Gary Hanser, president of Hanser Music Group (HMG), has announced the worldwide licensing agreement with Praxis Musical Instruments for the B.C. Rich brand of guitars and basses.

Brian Martin, VP of sales & marketing for Praxis Musical Instruments, believes that this worldwide license agreement of BC Rich will be an exciting time in the nearly 50 year history of BC Rich brand of musical instruments. "First and foremost, we are huge fans of the B.C. Rich brand, and are excited and honored to have Praxis Musical Instruments chosen to carry the brand legacy into and beyond its 50th Anniversary," he says.



The official launch date for Praxis Musical/B.C. Rich is January 1, 2016 and Praxis will be unveiling its lineup of B.C. Rich guitars and basses at the 2016 Winter NAMM show to be held January 21-24 in Anaheim, California, Booth #4886.

Hanser confirmed that, "All sales, fulfillment, and operations of B.C. Rich will remain unchanged for the balance of 2015 as we help our dealers and distributors enjoy a great holiday season while they prepare for the next exciting chapter for B.C. Rich to start next year."

For all inquiries regarding Praxis Musical Instruments and B.C. Rich, contact Brian Martin at (714) 532-6655, or via email at brian@praxismusical.com.

TENOR
TS6200VLQ

ALTO
AS6200VLQ

SOPRANO
SS6200VLQ

BARITONE
BS6200VLQ

PROone
SAXOPHONES

DESIGNED BY PETER PONZOL
TO GIVE VOICE TO MUSICIANS

FIND A PRO-ONE DEALER NEAR YOU

For complete information and to find an Antigua Pro-One dealer visit: www.antiguapro-one.com, info@antiguawinds.com

Antigua
Find the Music in You



OUTSIDE THE BOX DESIGNS. OUTSIDE THE BOX SOUNDS.

Introducing the new Vic Firth Split Brush

Let's face it. Your sticks can't do everything. Next-level music requires next-level thinking. That's why we're constantly collaborating with the world's top players to create fresh sounds and take your music to new places. Like the new Split Brush with its 2 rows of wires for unique weighting of sound and articulation. **Try something new. See where it takes you.**

Go to VicFirth.com/SoundChoices to get inspired and share your creativity.

Pictured: Florian Alexandru-Zorn with the New Split Brush SB
Photo by Mario Schmitt

VIC FIRTH[®]
THE PERFECT PAIR[™]

Ashly Audio Appoints Frequency Sales as Regional Sales Rep

Ashly Audio has announced the appointment of Frequency Sales as its manufacturers rep in greater Chicago, greater Milwaukee, and the surrounding regions of northern Illinois and southeastern Wisconsin.

Frequency Sales will represent Ashly's full catalog of products, which includes amplifiers with a huge range of features (many with optional on-board processing), stand-alone Protea-based processors (many with optional Dante connectivity), and customizable interfaces, including intuitive fader-style controls and iPad apps.

Frequency Sales specializes in all aspects of the professional audio industry, including live sound, studio & project studio recording, and, of course, installed sound. "In sales, everyone knows that developing strong client relationships is key, and the folks at Frequency Sales really distinguish themselves in that regard," said John Sexton, Ashly's director of sales for

North America. "In the research that led to our decision to partner with them, Frequency Sales' clients consistently praised how committed the Frequency Sales staff members were to meeting their needs. We're happy Ashly's customers will receive that same level of service in and around Chicago."

"Although we are focused on understanding technology and how it can help solve our client's problems," said Gene Williams, president of Frequency Sales, "our strengths go well beyond that to considering the context in which the technology will be working, figuring out the best way to design and implement solutions, and training integrators and end-users. Ashly Audio has the best technical solutions in the industry, and their client-centered philosophy is perfectly aligned with ours. It's a great fit, and we look forward to growing the Ashly user base in our territory."

Full Compass Becomes First U.S. Retailer of Dean Zelinsky Guitars

Dean Zelinsky guitars and has chosen the online retailer Full Compass as its first USA retailer. Starting November 1, Full Compass began selling a number of electric guitar models from the Dean Zelinsky line, including the Tagliare, StrettaVita, and the Mule Bass.

Since the label's launch two years ago, Zelinsky has introduced several innovations in lutherie. His patented Z-Glide Neck is a design and technology no one else has in the business. It dramatically changes the functionality of the standard smooth or glossy

necked guitar by reducing surface area by 70 percent so the hand glides effortlessly up and down the neck.

Zelinsky's SideKick Pickup is described as the world's first humbucker that switches to a "true single-coil," without any volume drop-off. Zelinsky is the first Luthier to achieve this sound. The SideKick can be added to any electric guitar under Zelinsky's label, to become one of the world's most versatile rock guitars. Both of these custom details will be available for purchase on the models sold through Full Compass.

Kyser Adds Musiquip to U.S. Distribution Team

Musiquip has announced its appointment as a distributor of Kyser Musical Products for the USA.

"Kyser is an exceptional addition to Musiquip's product and accessory offering and we look forward to serving such credible and reputable U.S.-made products to our customers," says John Kelley, Musiquip general manager.

"Kyser is pleased to announce our new partnership with Musiquip," says Max Lintner, executive manager of business development at Kyser. "Musiquip's top notch service and support will reinforce the quality of the Kyser brand while providing a wider access to the entire Kyser product line in the U.S. market."

For additional information, contact info@musiquip.com, (866) 832-8679, or your Musiquip sales representative.



**IT'S
TUNING
CATS
&
DOGS!**

**Introducing the latest
Characterune™ tuners**

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

IMS TECHNOLOGIES, LLC
www.imstechnologies.net



REVERB WORKS FOR YOU

Plug in to the fastest growing online community of musicians and music retailers.
It's free to list, so what are you waiting for?



INVENTORY

Sync your inventory with our eCommerce plugins



FREE TO LIST

Pay a low 3.5% fee only if you sell



GLOBAL AUDIENCE

Get in front of over 5 million monthly users



FINANCING

Financing offered by Affirm helps you sell more



CUSTOMER SERVICE

Our staff is here to assist you AND your customers



REVERB MARKETING

Email, digital ads, social media – our marketing promotes YOU

Learn how Reverb can boost your shop or brand.

REVERB.COM

NAMM Supports China Conference on Music Education

NAMM stepped up to support the first China Conference on Music Education with the Chinese Society for Music Education (CSME) during October's Music China.

Music education experts from China and the U.S. provided insights into different methodologies, education theories and current best practices in music education. A convened group of around 1,500 Chinese music educators, researchers, and post-graduate students participated in the first free national music education gathering.

"In 2006, we held the Music Education Summit, which played a significant role in developing China's music education theory and sharing best practices," said conference organizer Wu Bin, Secretary General of China Society of Music Education. "Nine years later, NAMM proposed to hold a China music education conference during the Music China show, and it had a particular resonance for us. Within two weeks, registration for the conference exceeded 1500, demonstrating a warm welcome from the music educators and practitioners as well as the great influence of our Society and the invited speakers."

Keynote speakers included Victor Fung, professor of Music Education at South Florida University, Anne Fennell, Performing Arts



Mary Luehrsen, Betty Heywood, Joe Lamond, and Mark Goff.

Chair and Instrumental and Music Composition Teacher at Mission Vista High School in Vista, California, and Gabriella Musacchia, Assistant Professor at the Department of Speech-Language Pathology and Audiology at the University of the Pacific.

"We hope this event helped to support China's developing music education programs with forward-looking, relevant and engaging programming," said Betty

Heywood, NAMM director of international affairs. "This first free subscription conference in China brought together leading lights and post-graduates who share NAMM's vision of a more musical world where all children have the opportunity to learn music."

Teachers and researchers from all over China, including Tibet and Inner Mongolia, made it to the conference – some of them flying more than six hours to attend.

"Compared with nine years ago, today, we have a quite different situation and development level thanks to NAMM's influence in the world and their support to us," continued Mr. Wu. "For sure, we will focus on the future, and we hope that NAMM will continue to support the development of music education in China. We will also exert our utmost efforts to drive the development of education in China and further communication between China and U.S. in music."

Visit us at **Booth 4448**
Winter NAMM Show



AVS 9356-16
AVS 9357-17




The American Vintage[®]
Handcrafted in the U.S.A. Series

TKL Products Corp. • 2551 Route 1200 • P.O. Box 215 • Oilville, VA 23129
p: 804-749-8300 • f: 804-749-3442 • e: info@tkl.com
www.TKL.com

A Note of Thanks on a Grand Scale.

Pearl River has just been named **MMR's Acoustic Piano Line of the Year**. Thank you to everyone who made it possible...our dealers, our staff, our customers and of course, all the voters. It is the perfect way to begin our 60th Anniversary celebration. We're proud of the beautiful pianos we build and we look forward to seeing you at the **NAMM Show, Booth 205A**, this January in Anaheim. Or you can visit us sooner at **PearlRiverUSA.com**



PEARL RIVER

The World's Best Selling Piano



Guangzhou Pearl River Piano Group Co., Ltd.
Distributor in North America: GW Distribution, LLC. (845) 429.3712

Supplier Scene

Music & Arts Expands Presence in the Tri-State Area

Music & Arts has expanded its presence in the New York metro area with the addition of two new locations in Riverhead, NY and Toms River, NJ (formerly Frankie's Music).

The two locations previously only offered instrument rentals through Music & Arts' affiliate rental program, but now the stores will fully operate under the Music & Arts name and will continue offering rentals as well as repairs, private music lessons, and a wide assortment of instruments and accessories.

"We're excited to expand our presence in the tri-state area especially right before the holidays because we know many families enjoy giving the gift of music," said Peter Buciak, regional sales director, Music & Arts. "The new locations will also help serve many of the area school music programs with our rental, repair and lesson programs."

Combined, the two stores will have the ability to offer private music lessons to about 400 music students in the area. Additionally, the locations will service many of the school districts in the area including: Toms River, Jackson, Southern Regional, Stafford Township, Lacey Township, Barnegat Townships, Riverhead, Hampton Bays, The Hamptons, Mattituck-Cutchogue, East Quogue, Quogue and all northern and southern fork school districts.

"I'm a believer that Music & Arts will be a great fit for our customers. They've been a great partner to my store and they're just as passionate about music education as we are," said Frankie Cicala, owner, Music & Arts in Toms River, formerly Frankie's Music. "I'm happy to watch them continue the store's history and create more music memories in our community."

Chauvet Brings the DeLorean DMC-12 Back to the Future

On October 21, 2015, history caught up with itself for fans of the *Back to the Future* film series, and a collection of Chauvet fixtures was used to help a large gathering of British fans mark the occasion.

In 1989's *Back to the Future II*, the time travelling Doc sets the destination time in the plutonium powered DeLorean DMC-12 sports car to October 21, 2015, thus transporting Marty McFly and his girlfriend Jennifer into the future to save the past. To mark this date of mythical cult status, Vision SL was commissioned by Tattooed Bakers to help create a life-sized DeLorean cake for a 'Back to the Future Day' celebration.

Vision SL brought this edible automobile to life with help from two Geyser RGB foggers that simulated plumes of smoke emanating from the cake-car's exhaust. To add extra realism to color the DeLorean, Vision SL also used four COLORado Deco Quad 1 Tour fixtures as front headlamps, two MegaStrobe FX12s for rear brake indicators and two COLORband PiX IP linear washes for bumper lights.

"While the cake itself was something incredible to behold, it was our task to inject the car with a certain vivacity," com-



mented Vision SL's Tom Wilkes. "We turned to our extensive selection of Chauvet fixtures to bring the iconic DeLorean to life, giving it the wow factor it deserved."

With two Geyser RGB foggers installed at the rear exhausts, the steady white smoke plumes billowing from the back of the car harked back to scenes in the film where the car is jettisoned back into the future – or indeed into the past. "We needed something that could fire up quickly and give a strong burst of smoke with fast dissipation," said Wilkes. "The Geysers worked perfectly!"

Two MegaStrobe FX12s were used to replicate the DeLorean's distinct '80s looking rear brake lights.

Manuel Rodriguez Launches New Website

Manuel Rodriguez launched a new website. Its extensive catalogue and community area are just some of the new features of the website.



• **Interactive visits:** Manuel Rodriguez has opened the doors to its factory in Esquivias, Toledo. During these tours, the visitor will meet the luthiers, see them at work and, finally, try out the guitars.

• **More community:** It seems that owning a Manuel Rodriguez is much more than merely having a guitar. Becoming part of this new community means you will be the first to hear about new developments and the best events and activities in the guitar world, as well as enjoying interesting musical items on the social networks and, above all, sharing experiences with other users.

• **A complete catalogue:** Manuel Rodriguez provides detailed information on all their products: classical, flamenco, and cutaway guitars to suit their customers' needs. This company makes guitars for those who have just started to play, as well as for the more advanced.

• **Social networks:** Manuel Rodriguez wants the user to feel at home and closer to them across all the social networks, which is why they have taken advantage of the new website launch to update their Facebook, Twitter, YouTube, LinkedIn, and Google+ accounts.

driguez provides detailed information on all their products: classical, flamenco, and cutaway guitars to suit their customers' needs. This company makes guitars for those who have just started to play, as well as for the more advanced.

Manuel Rodriguez wants the user to feel at home and closer to them across all the social networks, which is why they have taken advantage of the new website launch to update their Facebook, Twitter, YouTube, LinkedIn, and Google+ accounts.



More Kids More Music

More Sales!

See us at:
Midwest Clinic
NAMM
TMEA



Recorder



Toot



Dood



Launching at
NAMM 2016

jSax



Clarinéo



Flute



Call **844-750-5070** or
email to request catalog
max@nuvo-instrumental.com



NOW SHIPPING FROM BOSTON
www.nuvo-instrumental.com

NAMM Young Professionals Event Features Robin Walenta

The NAMM Young Professionals NAMM Show event will feature West Music's Robin Walenta, discussion time, and a networking reception. The event will take place on Friday, January 22, 2016, from 4-6 pm in The NAMM Member Center inside The Anaheim Convention Center. It will be open to all NAMM members.

Comprised of young professionals un-

der 40, members of this NAMM sub-group cover the entire spectrum of the music industry, including retailers, wholesalers, manufacturers, distributors, service providers, and more. Their mission is to provide networking and professional development to the future leaders of the music-products industry. Robin Walenta is the president and CEO of West Music Com-

pany. West Music is based in Coralville, Iowa with seven retail stores and several subsidiary business enterprises that serve musicians globally. Under Robin's leadership, West Music has grown from a small Midwest business to the 14th largest music retailer in the United States with over 200 employees.

Robin embodies West Music's mission, "Creating musical communities by providing knowledge, products, and services people need to experience the power of making music" through her numerous contributions to the music industry. She currently serves as the Vice-Chair on the National Association of Music Merchants (NAMM) Executive Committee, is a member of the NAMM Technology Committee, and sits on the Board of Directors for the Iowa Alliance for Arts Education.

Robin will talk about her experiences in the music industry, provide advice and answer questions. A closing reception will provide an opportunity to network and get to know some of the members of the NAMM Young Professionals.

Be sure to bring your business cards and reserve your spot today at <http://event.nammyp.com>.

ESP Guitars Holiday Celebration 2015



ESP wants to say thank you this holiday season by sending your customers some free goodies when they purchase their next guitar from you, the authorized ESP retailer. Here's how it works:

When customers purchase any new ESP, ESP E-II, or LTD guitar between 11/9/15 and 12/31/15, they qualify for the following free gifts:

- Any guitar or bass \$499-\$789 and receive an ESP Deluxe Gig bag (\$59 value)
- Any guitar or bass \$799-\$1099 and receive an ESP Hard Shell case (\$169 value)
- Any guitar or bass \$1100 and up and receive an ESP 40th Anniversary Watch (\$199 value)

Offer valid for residents of the United States only. Detailed information and offer redemption form at the ESP site www.espguitars.com/pages/holiday-promo

Get the Most from Your Tenor Sax





jj Babbitt
jjbabbitt.com

MOUTHPIECES FOR ALL CLARINETS AND SAXOPHONES

Make the music your own with RG by Otto link. Want to create soft and mellow sound, or maybe you want bright and edgy? RG's uniquely designed parabolic chamber offers it all. Available in a choice of tip openings and three finishes: hard rubber, satin stainless-steel, or special order in gold plating. The RG by Otto Link, another jj Babbitt exclusive.

Visit jjbabbitt.com

Commercial Distribution Finance

Visit us at NAMM

Anaheim, CA

January 21 - 24

Some relationships were meant to last!

Providing financing solutions to the
music industry for more than 15 years.

Finding that perfect match is no easy task. That's why more and more businesses are looking to Commercial Distribution Finance for a future filled with hope and possibility. Our innovative approach to lending and advanced customer solutions are what keep manufacturers and dealers coming back. Whether it's maximizing cashflow or maintaining adequate inventory levels – Commercial Distribution Finance is a name the music industry can count on in both good times and bad.

Don't settle for the same old song and dance. Give us a call at **800-451-5944**
www.gecdf.com/mmr12



[facebook.com/GEcdf](https://www.facebook.com/GEcdf)



[@GEInventoryFin](https://twitter.com/GEInventoryFin)

© 2015 General Electric Capital Corporation. All rights reserved.

15DPG392



Bourns Pro Audio Gets Sean Silas Celebrity Endorsement

Bourns, Inc. announced the endorsement of its Pro Audio products by Sean Silas, guitarist for the band Hour Eleven (HR 11).

This is a strategic win for Bourns to leverage Silas' extensive background in music from his more than 20 years of local Southern California performances. Bourns Pro Audio sought the Silas endorsement because he is known for his own unique rock/metal style. Sean stated, "I've patterned my guitar playing techniques from several guitar greats such as Randy Rhodes, George Lynch, Phil Collen, Eddie Van Halen, and Steve Vai."

"Bourns Pro Audio is thrilled to have the backing of Sean for our guitar potentiometers," said Chuck Manzano, Pro Audio Application Engineer at Bourns, Inc. "From this endorsement, Bourns is able to tap into his expertise regarding the type of options both performing guitarists and guitar designers are looking for in the areas of dynamic per-



formance and tone. Sean has provided us with his valuable feedback in the continuing development of our guitar potentiometers, and it is an honor to work with someone of his exceptional talent."

The band HR 11 was formed in 2010 and was recently signed to Culture Shock Original records, releasing their self-titled debut CD that features guitarist Phil Collen of the legendary band Def Leppard. HR 11 is currently preparing for a tour of the United States and Europe, and has already started work on their second CD. The band's popularity continues to grow from the positive messages in their songs garnering a fan base of over 17,000 worldwide that

is expected to grow significantly with their upcoming tour.

Bourns Pro Audio offers a wide variety of guitar potentiometers for the discerning guitarist and guitar builder. Superior design qualities and world-class manufacturing bring uncompromised reliability and value to both manufacturers and end users. Bourns Pro Audio also offers a wide range of slide potentiometers, rotary encoders, circuit protection devices, magnetics, and trimming potentiometers all suitable for use in amplification, sound processors, mixing consoles, and sound systems.

Zerberus Guitars to Debut at Anaheim NAMM Show

After nine years of engineering and research, Zerberus Guitars debuts with the Gorgonized Guitars series at the Anaheim NAMM show 2016, displaying the world's first guitars with genuine gemstone tops like amethyst, Tiger's Eye, labradorite, and Brazilian onyx.

The new construction with light mahogany body and optimized sound chambers offers incredible sound characteristics. Thanks to the strong resonating stone top, the gorgonized guitars show a distinct acoustic volume – even unplugged.

Giannini Celebrates 115 Years

The construction of Giannini's first acoustic musical instrument factory started in 1900.

The company will launch a commemorative edition of The Supersonic – returning with a run of 50 units, respecting the late '60s characteristics.

Besides celebrating its 115th anniversary, Giannini has invested in new machinery, increased their number of employees, changed and adapted the company's key points, and continuously invested in product improvement and line growth.



FIREBALLZ™
FROM THE MAKERS OF **FIRESTIX™**
THE WORLD'S FIRST
VIBRATION-SENSITIVE **LED &**
CYMBAL NUT IN ONE!

**FLASHES WITH EACH
STRIKE OF THE CYMBAL**

DEMO VIDEO

Visit our website at www.grotro.com for a complete listing of all Trophy products
TROPHY MUSIC COMPNAV, INC. CLEVELAND, OHIO 44125

BRILLIANCE WITHIN ARM'S REACH

AVAILABLE 2016



Wm. S. HAYNES Co.[®]
BOSTON, MASS

AMADEUS

www.WMSHAYNES.COM

MMR GLOBAL



by Ronnie Dungan

UK Guitar Club Launches

A new firm called Rare Guitar Club is offering to hire vintage and rare guitars through its online members-only operation.

Set up by guitar collector and entrepreneur Sean Williams, the London-based club offers several different levels of membership which allows guitarists to take away one of a number of collectable guitars to use for as little as £10 a month.



The concept is based on the booming sharing economy which has seen the rise of companies

such as AirBnB, which allows travellers to stay in people's home as an alternative to using hotels and BnBs.

"Most of the vehicles for investing in guitars see them shut away in vaults and never seen again, which seems a terrible shame," said boss Sean Williams. "I got into the notion of the sharing economy, I love collecting guitars as well, so I brought those two concepts together. Much of the sharing economy relies on trust. If you look at something like AirBnB, who would think that people would let strangers stay in their homes, but they do. Ultimately, we trust people. And of course our members are guitar lovers and they treat the instruments extremely well."

The most basic package sees the user commit to insuring the instrument themselves, but the more expensive packages will have insurance cover included too.

www.rareguitarclub.com

Ex-TC Team Forms New Audio Distributor

A triumvirate of former TC Group management has launched their own audio distribution start-up.

The firm is the creation of Steve Russell, previously TC's VP international sales (Musician) who is CEO of the new firm, former international partner marketing manager Bruce Davidson and Peter Bager who was CEO of TC Group International.

Based in Denmark, the group will be a pan-European distributor of pro audio brands from a single source in Europe.

The first two brands that Audio Distribution Group has confirmed for distribution are Dynaudio Pro and Aston Microphones.



Chief executive officer Steve Russell, said: "We are extremely proud to have both Dynaudio Professional and Aston Microphones as a part of our initial brand offering to the market. Our new company also has plans in place to expand significantly over the course of the coming years. There is an excellent team of people on board and many things set in motion (including some surprises) to deliver the best possible customer experience

for not only our dealer network, but also our professional users and consumers in 2016."

Ole Jensen, VP of Dynaudio PRO Sales said: "I am very happy to embark on our partnership with Audio Distribution Group for distribution of Dynaudio PRO studio monitors in the vast majority of European territories. The ADG team is a very experienced and focused one, with an incredible knowledge of the European marketplace. I am therefore confident

that ADG's distribution skills, allied with Dynaudio's commitment to continuously develop new leading technology in premium sound reproduction, will be a winning combination."

James Young, managing director for Aston Microphones added: "I'm really pleased that we'll be working with Bruce, Steve and their team at ADG with Aston Microphones. Quite honestly, if I had written a wish list of attributes for a European distribution partner, they would have ticked every box and started adding ones I hadn't even thought of."

Northern Guitar Shows Move South

Northern Guitar Shows is moving down south, holding its first London-area show at Kempton Park Racecourse in October next year.

The South of England Guitar Show will be held on October 23, 2016 from 10am to 5pm. The event will follow the successful model that NGS Ltd have been promoting in the North where they have had nearly 60 events in the last 20 years including the annual North West Guitar Show and Merseyside Guitar Show.

Organizer Peter Hoarty, said: "We have been asked many times to bring our style of affordable, grass roots guitar shows to the South and we have now located a venue which ticks all the boxes. Our shows have always been based on the principle of value for money for exhibitors and the public. That includes an affordable entrance fee for visitors, moderate exhibitor prices with no add-



ed extras, free parking for all and good transport links."

There is space in the main exhibition hall at Kempton Park for more than 100 exhibitors and there will be live music included in a separate hall with bands, workshops and demos. The show is based on the U.S. style of table-top exhibition and is very much a retail event with buying, selling, and trading of new, vintage, and used guitars, amps, pedals, and accessories encouraged.

Registration is open to any business with guitar-related products including retailers, distributors, manufacturers, luthiers, boutique makers and even private collectors and dealers.

StuDiomaster Adds to PA Range

StuDiomaster has lined up a host of new additions to its PA range for the New Year market.

Shown for the first time at Music China were several new additions to StuDiomaster's latest DRIVE series of 2-way, active, portable injection-moulded PA cabinets; the bDRIVE 10A and bDRIVE 10AU, and the DRIVE 12 AU and DRIVE 15 AU.

The dDRIVE models sport a different fascia design, while AU suffixed models all feature an integrated digital media player, featuring Bluetooth wireless and USB media / SD card stereo playback, as well as USB / SD card stereo recording. The new models join the initial DRIVE 12A and DRIVE 15A models introduced a few months ago.

Premium competitive features include exemplary power-to-weight and SPL ratios; making the DRIVE smaller, lighter and louder than most leading comparable PA series. All models are fitted with 35mm speaker pole connectors and five M10 flying points and recessed side and top carry handles.

digilIVE16 is StuDiomaster's new hybrid concept micro-mixer and entry into the high performance compact digital mixer sector. Featuring simultaneous

fixed surface/remote tablet operation, digilIVE seamlessly marries moving-fader and touch-screen control of a physical mixing console with simultaneous remote tablet operation. Its compact design – just 350 x 380 x 150 mm – makes it one of the smallest professionally spec'd digital mixing consoles on the market.

A 16 input – 16 bus – 8 output configuration, the digilIVE control surface integrates 7-inch (Android OS) high-resolution touch-screen and 100mm moving fader / hardware control operation. Simultaneous (iOS and Android) tablet operation facilitates both remote mix control and "onboard" extended graphical interface functionality when docked with the desk – with enhanced metering and display of other channel and buss functions. State-of-the-art DSP technology includes 40-bit floating point on 4th generation SHARC processing and proprietary mix algorithms, for EQ, dynamics, and FX.

12 XLR mic input channels, 24 bit / 192 kHz AD / DA conversion, and up to eight internal effects busses – with reverb, delay, 15 band EQ, and modulation, are included in an impressive spec list. The eight 'smart' XLR analogue outputs are assignable. Outputs also include digital

AES/EBU and SPDIF. Two USB interfaces (1x front and 1x rear panel) support playback and recording, and scene storage and system updating. WiFi and Bluetooth wireless connectivity are supported. Also in the micro-mixer product category, two new models in the hugely successful CLUBXSeries were also launched at Music China. A high price / spec competitive portable mixer series, featuring integrated Bluetooth wireless and USB media / SD card stereo playback, and USB / SD card recording from the main stereo mix buss, the new CLUB XS 6 and XS 12 complement the current X 8 and X 10 models.

Balanced XLR inputs and ¼ inch jack inputs, phantom power, 3-band EQ, hi-pass filter, and built in compressor are featured on all mic / line input channels. Two stereo line input channels on each model feature 2-band EQ; all channels feature channel mute and two Aux controls. Other features include 60 mm faders, balanced XLR outputs, control room output, two sends and a stereo return, are featured along with onboard FX. XS 6 has two mic / line input channels; XS 8, four mic / line input channels; XS 10, six mic / line input channels; XS 12, eight mic / line input channels.

Allen & Heath Signs with Algam

Allen & Heath has picked Algam as exclusive distributor of its products in France. Sales will be divided between Algam Entreprises, which will manage sales to rental and staging companies and installers, and Audia, which will represent Allen & Heath to MI stores and audio dealers.

"Algam is proud to add such a fantastic brand to its catalogue," said Benjamin Garnier, Algam managing director. "This partnership will enhance our portfolio, and open up new possibilities to further strengthen our standing in the French audio market. We are sincerely excited to develop the Allen & Heath brand in France."

"We are delighted to be working with Algam. The company is renowned for its knowledge and expertise across the Professional Audio and MI spectrum. We know the Algam team are dedicated to serving our loyal customer base, as well as seeking out new opportunities," comments Allen & Heath's sales and marketing director, Christian Luecke.



**PLAY LONGER
PLAY LOUDER
PLAY HARDER**

www.bourns.com/proaudio

**BOURNS®
PRO AUDIO**

The advertisement features a central image of a guitarist with long, flowing blonde hair, playing a white electric guitar against a dark background with a yellow glow. To the right of the guitarist, several Bourns audio components are displayed, including potentiometers, switches, and a speaker. The Bourns Pro Audio logo, which includes a stylized guitar silhouette, is located in the bottom right corner.

Trade Regrets

Geraldine "Gerry" Landers, 90, of Red Wing, formerly of Winona, died Tuesday, November 17, 2015 at St. Brigid's at Hi-Park.



Landers attended the University of Minnesota and Winona State University, graduating with a bachelor's degree in music education and history. She first taught music in the Opheim, Montana public school for two years and then, for several years, taught private lessons in Winona at the Edstrom School of Music.

She later joined the creative staff at Hal Leonard Publishing Corporation as an editor and then writer of keyboard publications. For the last eight years of her professional life, she served as manager of the Hal Leonard Composition Department. Online condolences may be left for the family at www.mahnfamilyfuneralhome.com

On November 14th, we received sad news from NAMM's Dan Del Fiorentino:

Crane Bodine passed away last night, ending a full life dedicated to music and music making! His father, Elmer, was a piano man who formed a retail store in Minneapolis, Minnesota in 1933. When Crane was 17 years old, he began



working in the store. In 1962, he took over as president shortly after his father's passing. Crane became a pioneer in the organ business, both as a dealer for the Hammond and Yamaha lines, and as a promoter of music making in the form of the Amateur Organists Association (AOA), which he established in 1971. The organization became important for several reasons, including their widely read journal and their annual meetings. By 1974, a quarter of all musical instrument sales in the United States were the organ. The AOA became the voice of the organ movement. Crane also served on the NAMM Board for three years, beginning in 1972.

Ken Ingram passed away on November 7 at the age of 87. Ingram worked for the Selmer Musical Instrument Company for 22 years, beginning in 1952, eventually becoming VP of Sales. In 1974, he was named sr. vice president of marketing of the Magnavox Company where he served for six years. He returned to the music industry as president of Gemeinhardt Flutes and later as president of Boosey & Hawkes in New York City.





WITTNER

- Metronomes

Made in Germany

... are running longer

... than most other mechanical metronomes!

WITTNER - Quality since 1895:

World famous for Innovation, Reliability and unparalleled Service



Taktell
Super-Mini



Taktell
Piccolo



Taktell
Animals



Taktell
Classic



Taktell
Piccolino



Taktell
Junior



Maelzel

Germany  Since 1895

WITTNER GmbH & Co. KG P. O. Box 1464 D-88308 Isny
Phone ++49-7562-7040 Fax ++49-7562-70414
wittner@wittner-gmbh.de

www.wittner-gmbh.de



ON THE MOVE

The Avedis Zildjian Company has named **Charles "Chuck" Czerkawski** to the position of chief financial officer, with responsibility over finance and accounting, human resources, and information technology.



Czerkawski reports directly to Craig Zildjian, CEO, and succeeds Thomas Young, who will retire in December 2015. Czerkawski brings over 30 years of experience to Zildjian including senior finance and CFO roles at large multi-national companies as well as private, family owned mid-market businesses. These include Gillette, Pepsi Bottling, and more recently JP Group Limited and Pharmasol Corporation.

Yamaha Corporation of America has announced that **Andrew Winston** has been appointed to the position of product specialist for Yamaha Guitars.



Winston will be responsible for conducting regular store inventories to help identify sales opportunities, educating dealers about new products and sales methods, and serving as an intermediary between Yamaha and retail personnel. He will report to Armando Vega, marketing manager, Yamaha Guitars. Previous to Yamaha, Winston worked at Samson Technologies as Western States sales and product specialist.

Having transitioned to a direct-to-retail sales model in 2015, **SABIAN** has just enlisted a solid team of industry veterans to bolster their U.S. sales effort.

Roger Jewell is the new Northeast regional sales manager, with **Tim Morris** as Midwest rep, **Paul Holdgate** as West Coast rep, and **Mary Sandschafer** as inside sales rep.

A 16-year veteran of the MI industry, Jewell has been a force in independent sales for a number of leading manufacturers – including SABIAN (1999–2003). In addition, he has been a principle in marketing firms since 1999, most recently with his own agency from 2004 to 2015. With 16 years of experience selling percussion, Roger is passionate about selling

cymbals – and playing them. His 42-year career as a drummer includes performing with top country and pop acts, and a performance for President George W. Bush in 2004.

Holdgate is a highly regarded veteran in the U.S. MI industry. From his roots in a Northern California "mom and pop" store in 1978, to working the retail side with Guitar Center until 1994, to a stint as national sales manager and vice president of Vestax, Paul eventually made the transition to the manufacturing side as a rep with PCM Marketing in 1996 (Shure, Mackie, Bose, and TC Electronic). In 1998 Paul started the rep firm All Access Inc., and has represented Hoshino brands (Ibanez, Tama) exclusively for 17 years on the West coast.

Tim Morris carries impressive credentials as a representative for Hoshino USA (Ibanez, Tama) in the Midwest for 26 years. Well-known in MI, his sales record will be a significant asset to the SABIAN team, not to mention a BA in Business Administration and Music Merchandising, 14-years of retail experience, and many years of performing as a professional musician.

Mary Sandschafer is a 21-year veteran of MI. From her first gig with Midco International in Illinois, Sandschafer has gained experience with Musicorp, Kaman, KMC Music, and JAM Industries.

Willcox Guitars has added American guitarist **Paul Hanson** to their team of Advisory Artists.



Hanson is a successful

author, a guitar clinician for companies including BOSS and Roland, and he produces and hosts a guitar talk radio podcast called "BOSS Tone Radio." Paul worked as a rock specialist at Musicians Institute (GIT) in Hollywood from the mid 1980s through 1999. Also in the '90s, he was the director of the Rock Guitar Department at the American Institute of Music in Vienna, Austria. He has been the top guitar coach in Hollywood and worked on films and TV and taught guitar to many stars, including Michael J. Fox (for his iconic performance in the *Back to the Future* movies), George Clooney, Eric Stoltz, Mitch Pileggi (*The X-Files*), Maria Conchita Alonso and Charlotte Ross of Aaron Spelling's TV show *The Heights*.

Hanson has also written and recorded music for TV and film. Some of his work can be heard on trailers, including *The Fantastic Four* and many others. He also wrote main menu music for many feature film home releases, including *The Matrix* and *The Perfect Storm* DVDs from Warner Brothers.

Littlite has announced new sales team member **Nic Mikeska**. He is going to take on the role of outside sales representative for the company.



Mikeska will maintain Littlite as the go-to task light in both the current industry it has served over the past thirty years and in new industries. **MMR**



JAZZ FESTIVALS WORLDWIDE

Find Jazz Festivals Worldwide • Latest Jazz Fest News
Album Reviews & Releases • The Artist Corner

jazzfestivalsworldwide.com

PASIC 2015

40th Anniversary Show Held in San Antonio

by Mike Lawson

The 40th annual Percussive Arts Society International Convention (PASIC), held November 11-14 in San Antonio, Texas at the Henry B. Gonzalez Convention Center, brought together over 5,000 percussion and drum enthusiasts from around the world along with top manufacturers and suppliers of all things related to the very rhythm of sound. PASIC is an end-user/consumer-targeted show for the benefit of its members and those willing to pay the fee to attend and experience a micro-NAMM-style show just for drummers. At just under 100 exhibitors this year, the tradeshow floor was down five or six companies from last year, some of this is from the change in venue, but also due to consolidation of companies, distribution partnerships, and other factors that found companies sharing exhibit space.

The emphasis at PASIC for exhibitors is on showing the exhibitor's wares primarily to educational institutions in attendance, along with hard-core drumming enthusiasts there for the seminars, jam sessions, first-look opportunities at new products, and the camaraderie of hanging around so many drummers in one location. The exhibits were largely hands-on for visitors, and ear-plugs were the freebie handouts of choice around the show for visitors from exhibitors.

Sessions for attendees covered a wide-array of topics including drumset; keyboard, marching, world, research, interactive drumming, health & wellness, electronic/technology, ensemble, and symphonic percussion. The PASIC15 Marching Festival also took place with categories that included "Snares and Tenors," "Small Ensembles," and "Multiple Percussion & Trumpet."

Entrance to the show depended largely on what a visitor wanted to see and experience. A four-day pass providing Wednesday-Saturday access to all sessions, exhibit hall and Marching Percussion Festival was priced as high as \$375 for non-PASIC members, with prices varying for members, fewer attendance features, or early registration discounts. VIP and All Access members receive significantly discounted pricing for 4-day and single-day passes, which include access to all clinics, concerts, meetings, expo, and Marching Percussion Festival. Those who wish to participate as part of the Marching Festival events, except DrumLine Battle, require Backstage Pass subscriptions. Tickets for individual sessions and concerts were also available for purchase, along with entrance to the International Drum and Percussion Expo, and subscription is not required for these individual purchases.

While the show has taken place from the east to west coasts over its forty-year history, since the turn of the century, it has remained largely in the Midwest and southern U.S. For only the second time since 2009 when the Percussive Arts Society made Indianapolis the permanent home of their museum, hall of fame and national headquarters, the convention was held outside of Indiana, and like the previous exception to Indianapolis, this show was also held in the state of Texas. The 2016 PASIC convention returns to Indianapolis, Indiana November 9-12, 2016. For more information, visit pas.org. **MIMR**



1. Hal Leonard's Tyler Bartelt, Derek Byrne 2. Zildjian: Jeff Westhaver, Jerry Smith, Andy Schlosser, Tony Lapsansky, Paul Francis 3. D'Addario: Nick Gordon, Brian Vance, Sergio Bonsignore 4. Yamaha: Steven Fisher, Troy Wollwage 5. Ludwig's Tim O'Neal, Terry Bissette 6. Pearl/Adams: Peter Wolff, Frans Swinkel, Shawn Lafrenz, and Raymond Massey 7. Pageantry Innovations, Kyle Mattevi 8. Mapex: James Smith, Robert Paz, Chris Hanks, Mike Lynch 9. Alfred Music: Dave Black, Jonni Murphy 10. Remo's Chalo Edwardo, Mark Branson, and Brian Levan 11. Black Swamp Percussion's Eric Sooy 12. Row-Loff Productions, Chris Crockarell, Chris Brooks 13. Vic Firth's Chuck Moulton, Mark Wessels



14. Sabian: Nick Kapka, Bob Rupp, Chris Stankee, Lou Cardoso 15. Alesis' Tim Root, Daniel Recchia 16. Dynasty DEG Music Products: Pete Hansen 17. Vater Percussion's Chad Brandolini, Alan Vater, John Coviello and Stephen Belans 18. Tama Drums/Hoshino USA: Hisato Hayashi 19. Remo, Inc.'s Mark Branson and Bob Yerby 20. D'Addario's Nick Gordon, Jasmin Sehic, and Elijah Navarro 21. Gretsch Drums' Mike Nieland 22. Drum Workshop: Scott Macartney 23. Earasers' Don & Heather Campbell 24. Zoom: Colleen Harwood, Scott Goodman, and Charlie Lederer 25. Gator Cases' Bruce Schneider and Ken Fuente 26. KHS America: Mike Robinson and Andy Strayer 27. Humes & Berg's Michael Berg



**LOOKING FOR
AMERICAN GEAR?**

DON'T FRET.

The Kyser® Quick-Change®
is 100% made in the U.S.A

Guaranteed for life.

www.kysermusical.com



KYSER® MUSICAL PRODUCTS



KYSER HANDLES IT®

AES 2015

By George Petersen

The 139th Convention of the Audio Engineering Society, held in New York City's Jacob Javits Convention Center from October 29 through November 1, was definitely one for the record books, and certainly one of the more memorable shows in recent history. This year's AES happened to coincide with the Halloween weekend (pretty wild throughout the city), along with the K.C. Royals and New York Mets playing in the World Series, with the final three games happening concurrently at Citi Field in nearby Queens. It was definitely a wild ride.

It's Back and Ready to Party



Big Apple, Big Show

As a special nod to the AES on the opening night of the show, the Empire State Building was lit in blue and white in AES's honor and to commemorate a significant innovation in broadcasting — the rooftop Alford FM antenna that was erected nearly 50 years ago to serve the area's broadcast market.

It was definitely a good omen, as the exhibit floor, panels, and technical sessions were packed all four days, with highlights including the Project Studio Expo, Live Sound Expo, Grammy SoundTables panel and more. Registration was impressive, at nearly 18,500. In fact, there was even a resurgence of interest in the show from the live sound community, with a strong turnout of companies showing new consoles and speaker systems for sound reinforcement applications.

"The 139th AES Convention was a success by every measure," says AES executive director Bob Moses. "From the amazing content and packed audiences of the technical and special events program, to an exhibits floor that was crowded with attendees, energy and excitement were everywhere."

Clearly, AES is well back on track to representing *all* segments of the audio community — both high-end and more affordable technologies — and in terms of cool new gear, there was plenty to see and hear. Here are some product highlights that caught our attention.



The Empire State Building was lit in AES colors.



AMS-Neve BCM10/2 Mk2



Avid Pro Tools | Dock

Gear, Gear, Gear

One strong sign of health in the industry was the preponderance of smaller companies, offering boutique (and often handcrafted) gear, ranging from equalizers, compressors, and preamps to microphones and ancillary products. I would guess that half the 300 booths on the show floor were populated with every sort of analog processor imaginable, both in rack-mount and API 500-module formats. Even in this high-tech environment, the entrepreneurial spirit was alive and well at AES.

Of course if you were seeking a high-end performance console for live sound or broadcast you didn't have to look far, with recent offerings from **Avid** (the now-shipping S6L), **CADAC** CDC-6, **DiGiCo** S21, **Lawo** mc²36, **Solid State Logic** L300, **StageTec** Crescendo and **Yamaha** Rivage PM10 — among others.

But it wasn't all large-format mixers. **Allen & Heath** (allen-heath.com) was debuting its new Chrome Qu line of digital mixers — available in Chrome Qu-16, Qu-24, and Qu-32 versions, with a Chrome firmware update that adds major new features such as automatic mic mixing, spectrogram analysis, and additional monitor mixes. These expand on existing Qu features such as touch screen and Qu-Pad Wi-Fi control, motorized faders, multitrack recording to USB, and more.

Yamaha (yamahaproaudio.com) was spotlighting its TF Series digital consoles, which offer fast, accurate gain setup, single-step

compression and EQ, touch screen or iPad control and mic-specific presets created with manufacturers such as Shure, Sennheiser, and Audio-Technica. The TF5, TF3, and TF1 models in the series feature 33, 25, or 17 motorized faders and up to 34 x 34 channel recording/playback via USB 2.0.

Proving that smaller isn't necessarily downscale, **AMS-Neve** (ams-neve.com) unveiled the BCM10/2 Mk2, an expanded remake of its highly revered Neve BCM10 compact mixer that's been a favorite with discerning producers as a small "side-car" used next to large studio boards. The BCM10/2 Mk2 features the legendary Neve 1073 preamp/EQs, 1272 summing mixers and ships in early 2016 in 10/16/24/32-channel versions. If you want one, you might check with your accountant first –prices for the 10-channel model start at \$69,950.

Avid (avid.com) unveiled its Pro Tools | Dock, a portable desktop surface offering intelligent studio control. Working together with an iPad running the free Pro Tools | Control app, it gives users the access, integration, and precision they need to edit and mix projects faster. And it's not just for Pro Tools software, as users can work with their favorite EUCON-enabled DAWs, such as Pro Tools, Logic Pro X, or Cubase. And it's expandable for more faders by adding an Avid Artist | Control surface. It ships in Q1 2016.

For a peek into what may be the look of future consoles, plug-in specialists **Waves Audio** (waves.com) was demoing its eMotion LV1, a 96 kHz software-based mixer, powered by low-latency Waves SoundGrid DSP servers. It offers up to 64 mono/stereo input channels, 32 stereo bus/return channels and is Mac- and Windows-compatible. It supports industry-standard control surfaces, so just pack a couple (or four) multi-touch screens and you have a monster console controller that fits in a large briefcase.

Speaking of Speakers

Most of the new studio monitors at AES seemed to fall into that "if you have to ask how much, then you probably can't afford them" category of ultra-high performance but pricey. Among these were **Genelec's** (genelec.com) 1236A three-way, 3,200-watt, 400-pound, and nearly four-foot tall monsters with double-18 woofers – sweet sounding, but probably not for the typical bedroom project studio.

Far more affordable were the new reissues of the classic **Auratone 5C Sound Cubes** (au-



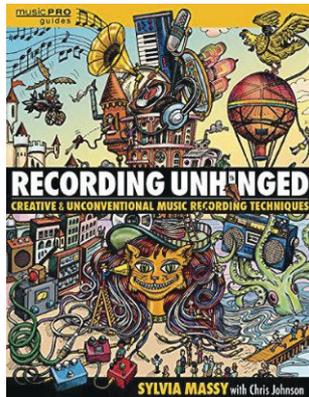
Genelec 1236A



Auratones 5C Sound Cubes made a comeback.



Yamaha DXS18 Subwoofer



Hal Leonard Books unveiled Sylvia Massy's new book.



Jensen's JIK-DB1 DIY direct box kit.

ratonesoundcubes.com), a single 4.5-inch driver design originally intended to offer a representation of how your mix sounded on AM radio or a mono TV set. These days, they're probably better suited to recreating an iPad's response, but as the old saying goes, if your mix sounds good on Auratones, it will sound great anywhere else. Street is \$349/pair.

On the live speaker side, new line array rigs for touring and installs were shown by both **Eastern Acoustic Works** (eaw.com), with its Anna system, and **Nexo's** (nexo.sa.com) GEO M620. Both are pro systems well out of range of the gigging musician, but what really smoked me was hearing **Yamaha's** (yamahaproaudio.com) DXS18 – the company's highest output subwoofer, with 1,020 watts of onboard amplification for 136 dB max SPL's and extended LF response down to 32 Hz. This single-18 design sounded like a double-18 box and the bass was tight, well damped and sweet. Yow! MSRP is \$1,949.

Just Plain Fun

Due out in January, **Hal Leonard Books** (halleonard.com) was previewing *Recording Unhinged: Creative and Unconventional Music Recording Techniques*, a book of insider approaches to the recording process by noted engineer/producer Sylvia Massy, who has worked with Tool, Prince, Tom Petty and the Heartbreakers, R.E.M., Oingo Boingo, Johnny Cash, Red Hot Chili Peppers, and many more. As a plus, the 328-page text has numerous illustrations by Massey, done in a fun Robert Crumb style. Keep this on your list.

DIY audio made a comeback with **Jensen Transformers** (jensen-transformers.com) JIK-DB1 Iso-Kit, a passive direct box in a fun, easy-to-assemble kit form. The kit includes everything needed to build the JIK-DB1, with Jensen transformer; a tough chassis; printed circuit board; ground lift/pad/polarity switches; ¼" and XLR connectors plus all necessary resistors and capacitors. Price is \$125.

More to Come

There were other cool products at AES, and we will present these in future new product sections as well as on mrrmagazine.com, so stay tuned for more action. Meanwhile, the AES show returns to the Los Angeles Convention Center next year from September 28 to October 1, 2016, so start making those travel plans now!

George Petersen is the editor of MMR's sister publication, FRONT of HOUSE.

2015 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 23, 2015.

***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	9209300000 MUSICAL INSTRUMENT STRINGS	6,900	129,936	10,061
	9209300000 MUSICAL INSTRUMENT STRINGS	89,752	173,669	166,838
Belgium	9209300000 MUSICAL INSTRUMENT STRINGS	0	9,885	0
Canada	9202902000 GUITARS VALUED NOT OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	632	347	5,004
	9202904000 GUITARS VALUED OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	6,466	4,899	459
	9205904020 CLARINETS	268	232	8,741
	9205904080 WOODWIND INSTRUMENTS, NESOI	3	0	34,387
	9206004000 CYMBALS	41,236	44,435	613
	9207900040 FRETTED STRINGED INSTRUMENTS	488	573	160,036
China	9202100000 STRING MUSICAL INSTRUMENTS PLAYED WITH A BOW	81,556	97,094	369,626
	9202902000 GUITARS VALUED NOT OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	239,862	190,391	16,746
	9202904000 GUITARS VALUED OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	19,347	12,463	287,007
	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	254,323	166,024	52,963
	9205100080 BRASS-WIND INSTRUMENTS VALUED OVER \$10 EACH	29,462	48,443	21,286
	9205904020 CLARINETS	10,218	13,496	16,488
	9205904040 SAXOPHONES	9,669	15,485	28,867
	9205904060 FLUTES AND PICCOLOS (EXCEPT BAMBOO)	16,149	18,417	304,113
	9205904080 WOODWIND INSTRUMENTS, NESOI	253,572	199,625	37,755
	9205906000 WIND INSTRUMENTS, NESOI	26,724	39,118	186,321
	9206002000 DRUMS	92,010	100,882	10,619
	9206004000 CYMBALS	10,934	7,708	15,993
	9207100010 MUSICAL SYNTHESIZERS VALUED \$100 OR OVER EACH	15,569	15,530	248,322
	9207900040 FRETTED STRINGED INSTRUMENTS	193,650	143,907	210,500
9209300000 MUSICAL INSTRUMENT STRINGS	517,258	372,340	0	
Czech Republic	9202100000 STRING MUSICAL INSTRUMENTS PLAYED WITH A BOW	226	479	18,096
Denmark	9209300000 MUSICAL INSTRUMENT STRINGS	24,020	23,336	0
France	9205904020 CLARINETS	5,635	4,590	505
	9205906000 WIND INSTRUMENTS, NESOI	76	143	31,641
Germany	9209300000 MUSICAL INSTRUMENT STRINGS	39,235	33,216	882
	9205904060 FLUTES AND PICCOLOS (EXCEPT BAMBOO)	601	631	10,049
	9205904080 WOODWIND INSTRUMENTS, NESOI	871	8,801	239
	9205906000 WIND INSTRUMENTS, NESOI	659	1,099	974
	9206002000 DRUMS	361	1,937	13,442
	9206004000 CYMBALS	5,963	16,273	209
	9207900040 FRETTED STRINGED INSTRUMENTS	696	589	103,796
India	9209300000 MUSICAL INSTRUMENT STRINGS	89,624	167,982	1,131
	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	5,255	144	1,821
	9207100010 MUSICAL SYNTHESIZERS VALUED \$100 OR OVER EACH	2,305	1,782	3,174
Indonesia	9207900040 FRETTED STRINGED INSTRUMENTS	4,800	1,962	0
	9205904080 WOODWIND INSTRUMENTS, NESOI	766	11,000	750
	9202902000 GUITARS VALUED NOT OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	49,144	48,919	3,285
	9202904000 GUITARS VALUED OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	2,242	4,028	31,946
	9205904060 FLUTES AND PICCOLOS (EXCEPT BAMBOO)	4,945	9,039	249,456

Country	HTS Number and Musical Instrument Product Type	First Quarter	Second Quarter	Third Quarter
		In Actual Units of Quantity		
Indonesia	9205904080 WOODWIND INSTRUMENTS, NESOI	185,605	192,252	606
	9205906000 WIND INSTRUMENTS, NESOI	459	832	28,211
	9206002000 DRUMS	16,164	26,842	92,182
	9207900040 FRETTED STRINGED INSTRUMENTS	94,039	122,181	0
Israel	9206002000 DRUMS	420	0	4,793
Italy	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	5	10,727	1,137
	9207100010 MUSICAL SYNTHESIZERS VALUED \$100 OR OVER EACH	279	429	33,836
	9209300000 MUSICAL INSTRUMENT STRINGS	27,987	45,230	37
Japan	9205904060 FLUTES AND PICCOLOS (EXCEPT BAMBOO)	630	662	14,444
	9205904080 WOODWIND INSTRUMENTS, NESOI	10,072	16,305	460
	9206002000 DRUMS	654	628	3,213
	9207100010 MUSICAL SYNTHESIZERS VALUED \$100 OR OVER EACH	1,536	2,501	3,309
	9207900040 FRETTED STRINGED INSTRUMENTS	2,033	3,199	218,000
	9209300000 MUSICAL INSTRUMENT STRINGS	644,400	54,607	850
Korea	9202904000 GUITARS VALUED OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	2,973	3,130	334
	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	1,656	770	585,299
	9205904080 WOODWIND INSTRUMENTS, NESOI	60,100	178,066	2,300
	9206002000 DRUMS	34	2,563	26,556
	9207900040 FRETTED STRINGED INSTRUMENTS	35,603	38,134	5,713
	9209300000 MUSICAL INSTRUMENT STRINGS	100	100	2,500
Mexico	9202902000 GUITARS VALUED NOT OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	8,536	6,426	52,789
	9202904000 GUITARS VALUED OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	42,266	55,282	1,029
	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	722	1,108	36,634
	9207900040 FRETTED STRINGED INSTRUMENTS	33,741	39,412	1,440,803
	9209300000 MUSICAL INSTRUMENT STRINGS	1,102,530	1,637,497	1,240
Pakistan	9206002000 DRUMS	1,760	2,388	5,000
Peru	9205904080 WOODWIND INSTRUMENTS, NESOI	0	4,171	4,455
Romania	9202100000 STRING MUSICAL INSTRUMENTS PLAYED WITH A BOW	2,418	2,597	506
Spain	9202904000 GUITARS VALUED OVER \$100 EACH, EXCLUDING THE VALUE OF THE CASE	306	398	1,126
Sweden	9207100010 MUSICAL SYNTHESIZERS VALUED \$100 OR OVER EACH	1,237	970	1,045
Switzerland	9206004000 CYMBALS	2,286	2,737	750
Taiwan	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	1,400	0	7,254
	9205100080 BRASS-WIND INSTRUMENTS VALUED OVER \$10 EACH	7,196	6,938	5
	9205904020 CLARINETS	740	0	5,998
	9205904040 SAXOPHONES	6,587	5,809	2,015
	9205904060 FLUTES AND PICCOLOS (EXCEPT BAMBOO)	1,453	2,343	42,778
	9205904080 WOODWIND INSTRUMENTS, NESOI	68,966	43,370	100
	9205906000 WIND INSTRUMENTS, NESOI	8,975	20,505	53,184
	9206002000 DRUMS	27,960	41,736	1,694
	9206004000 CYMBALS	2,844	832	2,173
	9209300000 MUSICAL INSTRUMENT STRINGS	1,774	9,900	30,559
Thailand	9206002000 DRUMS	19,078	35,926	1,500
Turkey	9206002000 DRUMS	704	2,130	9,039
	9206004000 CYMBALS	4,559	9,064	417
United Kingdom	9202906000 STRING MUSICAL INSTRUMENTS, NESOI	159	18	3,523
	9205100080 BRASS-WIND INSTRUMENTS VALUED OVER \$10 EACH	4,071	4,672	23
	9205904080 WOODWIND INSTRUMENTS, NESOI	15,062	10,046	52
	9207900040 FRETTED STRINGED INSTRUMENTS	564	196	55,910
	9209300000 MUSICAL INSTRUMENT STRINGS	32,403	50,756	314
Vietnam	9205100080 BRASS-WIND INSTRUMENTS VALUED OVER \$10 EACH	937	1,590	598
	9205904040 SAXOPHONES	304	965	2,315
	9207900040 FRETTED STRINGED INSTRUMENTS	1,996	1,835	2,315



ADVERTORIAL • DECEMBER 2015 • NAMM.ORG



Note From Joe In Praise of Music Teachers

With so many things to be grateful for this holiday season, I would like to recognize the music teachers around the world who are our partners in NAMM's vision of a world where every child has a deep desire to make music and a recognized right to be taught. While our industry creates wonderful tools, it is the music educator who then unlocks the musical potential in each of us and helps create lifelong engagement in the arts.

Research shows that while some are self-taught, most of us got our musical start with a teacher. And whether in a school music program, in a NAMM member store or with an after-school private music teacher, our industry's success is dependent on the success of high-quality music teachers in their mission to help more people get involved in music making and to get fewer people to quit.

Think back to your own experiences; I bet there was a teacher who was influential in getting you to start playing or maybe to keep you from quitting. Someone who inspired you to get past those clunky first few notes to a point where you were actually making music with your instrument. My first drum teacher actually came along after I had been playing for awhile but when the world of rudiments and reading music was opened, I really got serious about my instrument and remain a loyal industry customer to this day!

Every day in classrooms, in music studios and increasingly online, music teachers are influencing the next generation of players, as well as returning lapsed hobbyists of all ages.

Our industry's connection with music educators goes back to NAMM's earliest days. And our records show how common it was for school music teachers to become NAMM business owners and vice versa—just think of Vic Firth's lifelong impact!

Most other industries are different and don't rely on this symbiotic relationship but the music products industry is absolutely connected to the educators who help people to unlock the potential of the beautiful instruments produced by NAMM members.

Believe it or not, some question NAMM's focus on supporting music education as a primary market development activity. But most fair-minded members throughout our industry's vast musical ecosystem understand the downstream impact of a child starting out on an instrument in school. Whether you make high-end electric guitars or digital mixing consoles, most know that without the beginner, there is no next step.

At a TEC Tracks panel not too long ago at Winter NAMM, with technology luminaries like Craig Anderton and industry leaders like Hartley Peavey, Henry Juszkiewicz, Chuck Surack and Marcus Ryle, I was very interested to see how the conversation



**“I would teach children
music, physics, and philosophy;
but most importantly music,
for the patterns in music
and all the arts are
the keys to learning.”**

PLATO 428 – 348 BCE

Music educators are responsible for giving most musicians their start...



50.1 MILLION

In Fall 2015, approximately **50.1 million students** will attend public elementary and secondary schools*

90%

90%+ of schools offer music education — translating to millions of potential lifelong music makers and customers**



Students who are involved in music are not only **more likely to graduate high school**, but also **to attend college as well** — with more earning potential to continue to make music into adulthood ***

School Band & Orchestra Magazine holds an annual essay writing contest, co-sponsored by NAMM, on the impact of music education on students.

In their own words, my music teacher taught me...

- To fulfill the potential I possess
- The importance of practicing to reach your goals
- Music is fun, inspiring and stimulates a love of learning
- Lifelong skills that will prepare me for the future

Learn more and read winning student essays at sbomagazine.com.

* U.S. Department of Education. Institute of Education Sciences, National Center for Education Statistics (NCES)
 ** Arts Education in Public Elementary and Secondary Schools Report from 2012 (NCES)
 *** Kraus N., Slater J., Thompson E.C., Hornickel J., Strait D.L., Nicol T. & White-Schwoch T. (2014), "Auditory Learning Through Active Engagement with Sound: Biological Impact"

NAMM
Foundation

The NAMM Foundation supports teachers, parents and community leaders with resources and programs to advance music making for all.

SupportMusic

The SupportMusic Coalition, a national network of businesses, nonprofit organizations and individuals, works to support music education and provides advocacy resources.



NAMM impacted the **Every Child Achieves Act** (S. 1177), the current federal education re-authorization legislation, resulting in core academic subjects defined to include music and the arts.

THE GRAND RALLY FOR MUSIC EDUCATION

The first annual **Grand Rally for Music Education** at The 2016 NAMM Show, featuring Weird Al Yankovic and Canadian Brass, is a salute to music educators everywhere.

NAMM
Music Education Days

Held at The NAMM Show, **Music Education Days** gathers music educators to network and learn ideas to inspire children to learn to play music.

Learn more about NAMM Foundation programs at NAMMFoundation.org.

turned to the importance of school music education. They all said that more must be done to support young students or there wouldn't be customers for their more advanced products in the future. I found it exciting to hear this news, especially since NAMM's "Music Education Days" conference with thousands of current and future music teachers was happening at the same moment just across the way in the Hilton Ballroom.

I write this month's note from Shanghai while attending the NAMM-sponsored China Conference for Music Education. It was an inspiring gathering of several hundred teachers and education policymakers who are charting the path of music education in Asia. NAMM has facilitated these types of conferences in the United States and in countries around the world to share best practices and to expand the vision of music education to include all instrument categories and students of all ages. We've also been the lead voice in lobbying for more

support for music and arts education with governments and policymakers and, while our work may never be done, we can point to some very solid gains that have impacted millions of students in the United States and around the world.

All this is made possible by NAMM's Circle of Benefits business model where trade show resources are reinvested to strengthen and grow the market for all. Your continued support though your membership and NAMM Show participation makes this possible, and the credit for this wonderful work all goes back to you.

Happy holidays everyone—now go out and thank a music teacher!

Joe Lamond

Joe Lamond
NAMM PRESIDENT AND CEO

NAMM Advertorial is published by NAMM. To keep up-to-date on the latest breaking industry news, sign up for our NAMM News e-newsletter at info@namm.org.



the music begins here
OPPORTUNITY • COMMUNITY • PROFITABILITY

JANUARY 21-24, 2016 • ANAHEIM, CALIFORNIA • NAMM.ORG/THENAMMSHOW

32nd Annual

50 Dealer/50 State Review & Forecast

Nationwide Survey of MI Retailers Indicates Overall Upwards Trend in Sales Compared to 2014, with Many Optimistic About the Coming Year.



ALABAMA
Art's Music Shop
Montgomery



How did 2015 compare to 2014 for your store? Our 2015 rental season was up (over 2014) – More students signing up for band and choosing better quality instruments.

Outlook for 2016? If this trend continues (better parental/community support/involvement, additional opportunities for students to compete/succeed and to perform, summer camps/after school programs, more students “stepping up” to semi-pro/pro instruments, educators improving their retention strategies, et cetera), then 2016 should be a good year also.

“Product of the Year” in 2015? The Boss SY-300.



ALASKA
Matanuska Music
Wasilla
Henry Hartman, CEO

How did 2015 compare to 2014 for your store? Better. Much better. We saw a 20 percent growth in gross sales.

Outlook for 2016? Guarded. We are seeing unexpected sales in my opinion largely due to the falling of gas prices, which gave a lot of people spendable income. There's always the rumors about the government giving people money to live here but that doesn't go very far when you're dealing with \$600, \$700, \$800 dollars in utilities to keep warm in the winter. We're seeing gas prices averaging \$2.30, and that's a blessing.

“Product of the Year” in 2015? Orange amps.



ARIZONA
Milano Music
Mesa
Rulon Leman, Marketing Manager

How did 2015 compare to 2014 for your store? 2015 on the whole felt like a better year than 2014, and we're hoping 2016 will be a better year yet!

Has there been a hot new brand or line for your business this year? We've brought in some great new product lines including ESP, TC Electronic, and Behringer, and they've been doing great!

“Product of the Year” in 2015? I'd say the product of the year is the Behringer X Air XR18. This digital mixer is a game changer for musical acts trying to travel light without sacrificing quality!

Milano
SINCE 1946
MUSIC CENTER



ARKANSAS
Arkansas Musicworks
Bentonville

How did 2015 compare to 2014 for your store? We were up across the board, part of that is that our local community is growing. We moved into a larger facility.

Outlook for 2016? We expect similar growth. Our new facility is triple the size of our old one.

“Product of the Year” in 2015? Yamaha A-Series Guitars



CALIFORNIA
Jim's Music Center
Tustin
Tom Sebastian, Business-to-Business
Sales Manager

How did 2015 compare to 2014 for your store? Sales have been pretty flat; we've done about the same.

In your opinion, what was the single most significant development in the world of MI in 2015? The proliferation of business being done on and through Amazon is becoming a big issue. Manufacturers are pandering toward Amazon, and I guess the preferential treatment is really becoming a problem. For some of us, it's a race to zero, and Amazon is going to be the only one left standing.

Outlook for 2016? Our outlook going into 2016 is positive. We're hoping to grow as much as we can through doing more business, increasing sales, and pursuing other channels.



COLORADO
Music Go Round
Aurora

How did 2015 compare to 2014 for your store? This year's sales are outpacing last year's sales. Even though the year started out slow, the recent increase has made up for it.

In your opinion, what was the single most significant development in the world of MI in 2015? Social media and the Internet continue to change our industry. It is now more likely that local customers will shop for what they want and view our inventory on their mobile device before they ever show up at the door.

Outlook for 2016? The trend right now is up and I expect this to continue through 2016.





CONNECTICUT

Beller's Music
Manchester

How did 2015 compare to 2014 for your store? Every sector of our business saw significant growth and expansion in 2015 compared with 2014. Much of that can be attributed to our happy customers spreading the word which lead to our gaining former "big box" customers both on the individual customer level as well as the school district level.

In your opinion, what was the single most significant development in the world of MI in 2015? I believe that MI has made significant strides in the past year in getting more connected with the marketplace. While it's not a new development by any means, the industry as a whole has certainly realized that relationship building has changed and the old ways of making inroads may not be as effective as some of the emerging methods.

Has there been a hot new brand or line for your business this year? Our hottest new line this year would be our getting reestablished with Alvarez/Yairi guitars. Since adding that line, our acoustic sales have jumped dramatically.

"Product of the Year" in 2015? John Petrucci Artisan Majesty.



DELAWARE

Middletown Music – Music & Arts
Middletown
Mike O'Neal, Retail Manager

How did 2015 compare to 2014 for your store? It was a big change for us I would say because we had switched hands from Middletown Music to Music & Arts. It was a definite positive change; things have been going well.

Outlook for 2016? I would say that it's very positive, now that we are established as Music & Arts. We have a large selection of B&O as well as combo instruments, drums, pianos. We have a large variety that allows us to cater to a large clientele as opposed to previous years. I'm looking forward to growing in 2016.

"Product of the Year" in 2015? I would say the Epiphone Hummingbird Acoustic/Electric guitar.



FLORIDA

Florida Discount Music
Melbourne

How did 2015 compare to 2014 for your store?

It was better.

Outlook for 2016? I'm hoping the economy and the industry picks up.

"Product of the Year" in 2015? Ukuleles.



GEORGIA

Attina's Music Store
Fayetteville

How did 2015 compare to 2014 for your store?

We are up about 3 percent.

In your opinion, what was the single most significant development in the world of MI in 2015? A lot of girls buying guitars. I am not sure why this is happening, call it Taylor Swift or more and more schools starting guitar classes, but this has been fun to watch. They

are eager when they come in. They want guitar lessons and a quality guitar. The music business can always use more beginners.

Outlook for 2016? The music world will always be okay. People play music when they are sad and when they are happy. I am optimistic!

"Product of the Year" in 2015? The key is accessories – Snark tuners, capos, guitar wall hangers, strings, and picks.



HAWAII

Easy Music Center
Honolulu
Peter Dods, President

How did 2015 compare to 2014 for your store? In the last twelve months until 10/31/15 we were up three percent over the same time period for 2014. Though we saw marginal growth, this is a misleading number. In 2014 we had three stores, and we shut down our smallest store at the end of 2014. The 2015 numbers are a two-store operation vs. a three-store operation in 2014. That said, we did better as a two-store operation than we did as a three-store operation both relatively and outright. Our overhead came down and net profit has gone up dramatically. Foot traffic in 2015 has been off the charts and a little difficult to manage of late. The labor market in Hawaii, with the unemployment rate at under four percent, is a tight one. We are not seeing the same number of quality job applicants as we have in the past. I see that as a possible limiting factor to growth.

In your opinion, what was the single most significant development in the world of MI in 2015? Fender Musical Instrument's decision to sell online to customers direct. I would say that is the most significant move from a major player in the past decade actually, not just in 2015.

Outlook for 2016? With the closing of one of the major local band stores in our state, we are entering the band business this year. This new area represents a huge opportunity for Easy Music Center. I think we are going to have another record-breaking year.

2016 will be a great year for the industry provided congress doesn't flirt with shutting down the government. Nothing was more damaging to Easy Music Center than when politicians were playing chicken with shutting down the government. Business slowed to a standstill when the government shut down, and it stayed slow well after they opened it again. Government shutdowns create fear. Fear creates unhappiness and instability. Consumers do not buy when they are afraid or the future is uncertain. Please! For the love of all that is retail, get your act together congress! Pay the bills we have already incurred. It is your duty! If you want to cut programs, do it through the legislative process. Don't hold the government hostage to legislation that you couldn't pass otherwise.

Product of the Year? Blackstar IDcore10. I



IDAHO

Chesbro Music Co.
Idaho Falls

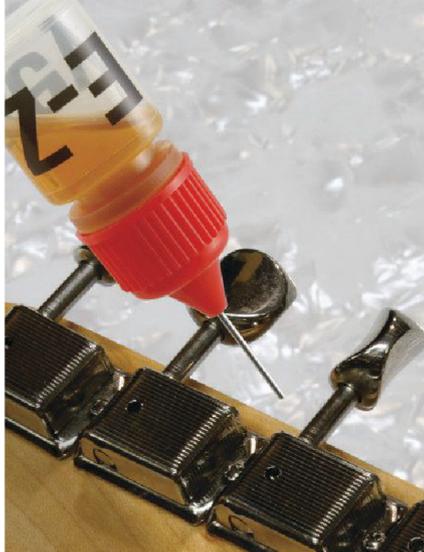
How did 2015 compare to 2014 for your store?

Retail side we're about even with last year. Pretty level.

Outlook for 2016? Pretty good. People's attitude is strong. Unemployment is down, gas prices down. People seem to have extra disposable income. We need somebody to step up and be awesome in music. One thing we've lacked is someone who actually plays guitar, plays the drums. We have a lot of singers and choreographers. But it's rare to find someone who actually plays.



www.allparts.com/ezkey



E-Z KEY™ Vintage Tuner Lube

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



HANDSFULL of John Pearse® BREEZY RIDGE Fancy & Exotic Picks

15 Different Picks of Ebony, Camel Bone, Coconut Shell, Buffalo Horn & Rosewood
Leather Zip Pouch \$52.95 or
Fancy Thinner Picks

10 Different Picks of Casein, Horn, Viscoloid & Celluloid

Leather Squeeze Pouch \$32.95 [not shown]

Only until 1/31/16

610.691.3302 www.jpstrings.com

50 Dealer/50 State

34 DECEMBER 2015 • mmrmagazine.com



ILLINOIS
Kidder Music
Bloomington

How did 2015 compare to 2014 for your store? Mixed bag, school music has been good and is up. We did close one location, which was a combo location.

Outlook for 2016? Excellent. Lesson programs are growing. School music is strong.
"Product of the Year" in 2015? Xeno Trumpets.



INDIANA
Billy O's Dynamite Music
Griffith
Billy Ozzello, Owner/Operator

How did 2015 compare to 2014 for your store? It's been slower. We're not really sure exactly why because we've ramped up the store and the types of instruments we've been carrying, but the sales have been softer.

Outlook for 2016? I don't know, hopeful. Cautiously optimistic. We're trying. We're working hard. We're online trying to find out trends. We do Reverb. We do Craigslist. We do eBay.



IOWA
Rieman Music
Urbandale
Ron Kenneback, Store Manager



How did 2015 compare to 2014 for your store? Overall, everything is pretty flat for us. There are different components of our business that are up and some down, but overall we are steady as she goes.

Outlook for 2016? I think we're going to see some slight increases in some areas. Acoustic guitars remain strong, there's a lot of potential in the market.

"Product of the Year" in 2015? Yamaha band instruments.



KANSAS
Mass Street Music
Lawrence
Josh Baldridge, Sales Manager



How did 2015 compare to 2014 for your store? We saw a shift from predominantly acoustic 2014 to electric again in 2015, although not every category bears that out. Amps are less popular than guitars, decent amount of acoustics, but 2014 we saw a huge acoustic year and it's balanced out more.

Outlook for 2016? Not quite sure what to expect... we're starting to see more interest in electric again so curious to see if people are ready to rock or if the folk wave will keep moving heavily. I'm preparing for a stronger electric year in 2016.

"Product of the Year" in 2015? Strymon is a big brand us.



KENTUCKY
Kentucky Music Co.
Bowling Green
David Chandler, Owner

How did 2015 compare to 2014 for your store? We're running about even.

Outlook for 2016? So far, we're looking pretty good. I think the outlook is good. We have a lot of new programs we're implementing.

"Product of the Year" in 2015? Fender CD60 acoustic series.



KENTUCKY MUSIC CO.
THE MUSICIAN'S MUSIC STORE



LOUISIANA
Zeagler Music
 Baton Rouge

How did 2015 compare to 2014 for your store?

Our 2015 is running just about 11 percent over 2014.

Outlook for 2016? We had a nice increase in our school music department and expect to see that trend continue throughout 2016. Every month this year was a least some increase over 2014 so we certainly are hoping to see that continue for another year!

Product of the Year? Yamaha P45 Digital Piano.



MAINE
Music & Moore/Rainbow Productions
 Brunswick

How did 2015 compare to 2014 for your store? Better.

Outlook for 2016? I don't have one.



MARYLAND
Bill's Music
 Catonsville
Brian Higgins, General Manager

How did 2015 compare to 2014 for your store? There was a noticeable increase in sales from 2014 to 2015. Also we have more students enrolled in our lessons program, more folks shopping with us online and following us on social media.

Outlook for 2016? We expect the trend to continue upward for 2016. As we focus on expanding our online presence, and as we increase and diversify the services we offer musicians in-store, we have nothing but optimism for the year to come.

Product of the Year? The Little Martin, the Alvarez Parlor acoustics, and the Yamaha JR-1 and JR2.



MASSACHUSETTS
The Music Emporium
 Lexington
Joe Caruso, Co-Owner

How did 2015 compare to 2014 for your store? More robust sales, nicer energy overall in the retail environment. The energy in-store has been really positive.

Outlook for 2016? I always hope we do more business. I want to reach more like-minded individuals. I want to reach out and garner a customer base that appreciates what we do and not just because we are the lowest price game in town. I want to grow the business but in a healthy and fairly competitive manner. I want to see us all thrive. Very positive outlook for 2016.

"Product of the Year" in 2015? Snark tuner.



MICHIGAN
Huber Breese Music
 Fraser
Paul Huber, Owner

How did 2015 compare to 2014 for your store? I'd say for us it's up a bit. At least 10 percent, maybe 15 percent over last year.

Outlook for 2016? I think it's going to be even better.

"Product of the Year" in 2015? Gibson Les Pauls and Martin acoustic.

They Look Different They Sound Incredible

No Big Box Competition

**NAMM
 Booth
 1700**

Dealer Incentives

Big Margins



Seeking:
Dealers
Distributors
Sales Reps
CALL TODAY

408-842-0222

BoulderCreekGuitars.com/BeBold

PageFlip FireFly

Hands-Free Page Turner



\$109.95
 Free shipping in
 US and Canada

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

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



www.pageflip.com



sales@pageflip.com



MINNESOTA
Groth Music Company
 Bloomington
 Randy Bailey, Instrument Department
 Manager

How did 2015 compare to 2014 for your store? It's better. It's kind of been a gradual climb up every year. Better. Not like crazy better. But it's better.

Outlook for 2016? Pretty good actually, it's looking good. We're optimistic, cautiously optimistic. We're all gun shy, I guess.

"Product of the Year" in 2015? Recorders – all things educational.



MISSISSIPPI
Pinkston Music
 Gulfport
 Jim Pinkston, Owner

How did 2015 compare to 2014 for your store? The Internet, Internet, Internet. Shrinking margin, shrinking margin, shrinking margin. Sales are flat.

Outlook for 2016? Drums are dead and that's 1/7 of my total floor space. I'm doing a remodel in February and adding 30 percent more accessories. Accessories, accessories, accessories – Nobody is worried about 10 dollars. That's what it's all about. 10 dollars, 19 dollars, 29 dollars – nobody cares about 19 bucks. That's where I'm at. Drums are dead. Been dead for almost 10 years. Digital drums 7:1.

"Product of the Year" in 2015? Snark tuners. Accessories, it's the only thing that will keep an independent store open.



MISSOURI
Good Times Music Store
 Houghton

How did 2015 compare to 2014 for your store?

2015 was 25-35 percent stronger than 2014.

Has there been a hot new brand or line for your business this year? Luna Ukes have been great for business

Outlook for 2016? Strong outlook for 2016.

Product of the Year? Alvarez Guitars continue to be a great seller.



MONTANA
Outlaw Music
 Missoula
 Sam J. Catalona, owner/president

2015 vs. 2014? Overall, 2015 gross sales are slightly up over 2014. However, early in the year we realigned some of our product offerings for 2015, which has produced a net gain to our bottom line profit of eight percent. For our small market, this is very welcomed news.

The single most significant development in the world of MI in 2015? Vendor presence in social media and online news feeds.

Hot brand or line? Fishman Loud series acoustic amplifiers. There seems to be a continuing surge in the acoustic electric guitar business for 2015.

Outlook for 2016? After 11 years of business, we are continually looking at new ways to increase our market share here in Northwest Rockies. With the state's current unemployment rate sitting around 4.1 percent, now is a good time to look for growth. Plans are: expand our brick and mortar showroom presence, targeting specific product groups such as drums and percussion, more emphasis on USA

model guitars and amplifiers, and new development of our website to be more social media driven.

Product of the Year? Fender American Std. Stratocaster



NEBRASKA
D-Rocks Music
 Papillion
 Tom Ulrich, owner

2015 vs. 2014? D-Rocks has been a music store in Papillion for more than 10 years. We purchased the business in May of 2014, and at that time the previous owners were looking to get out of the business. My wife Kathy and I decided to purchase the business because I had another business that I sold and was looking for another venture. Being a musician, it was a perfect fit. Both my kids play instruments, so maybe it would be something to hand down later. When we bought it, the business was set up with the retail store on the main floor and lessons on the upper floor. The previous owners didn't have much to do with the lesson program. When we took over, we felt it imperative that the retail store work with the lessons so that they could work together. Doing this made our sales increase, and now the students purchase from the store instead of outside the store. 2015 numbers are above 2014 because of this and the fact that I am also doing repairs on guitars, amplifiers, and effects pedals... that revenue was going to a tech, which was keeping all the income.

The single most significant development in the world of MI in 2015? The integration of Bluetooth and Wi-Fi in instruments and amplifiers was the most significant development.

Outlook for 2016? For 2016, we hope to increase our school band instrument rental program, which was started this year. We also hope to grow our lesson program in the next year by adding two new instructors.

Product of the Year? In our store I would have to say the Johnson Guitar line.



NEVADA
Kessler & Sons Music
 Las Vegas
 David Kessler, national sales manager

2015 vs. 2014? 2015 has been a good year. We are up nine percent year-to-date over 2014.

The single most significant development in the world of MI in 2015? It is amazing the amount of access and tools the smartphone provides. It brings with it many issues that have been damaging to the music industry, especially for the smaller retailer. I'm not just talking about pricing/sales, either... for the small retailer who wants to operate online, it has now become harder to compete. For example, Google made a major change in April with what the media called "Mobilegeddon" (with other search engines following suit) that will hurt many smaller retailers trying to operate online.

Hot new brand or line? The new Selmer Paris saxophone reeds and the Yanagisawa WO Series saxophones (which launched in 2014 on alto saxes, 2015 on tenor saxes) have sold well. We do a lot of private label instruments and we released our new Kessler Custom "Handmade-NS" solid nickel-silver alto and tenor saxophones this year.

Outlook for 2016? Cautious. The band & orchestra side of the music industry is changing very rapidly. The quantity of low cost instruments that are flooding the market are hurting the rental market.

Product of the Year? Our Solist Low A Bari Sax.



NEW HAMPSHIRE

Retromusic

Keene

Jeff Firestone, owner

2015 vs. 2014? Definitely better, but still nowhere near what it used to be.

The single most significant development in the world of MI in 2015? Improving economy.

Hot new product line? Other than accessories, we sell all used, so no opinion.

Outlook for 2016? Cautiously optimistic. We're starting to see more interest in learning to play guitar from younger kids.

Product of the Year? The Snark SN-8 tuner.



NEW JERSEY

The Music Den

Randolph

Tom Scognamiglio, co-owner, president

2015 vs. 2014? We are up 10 percent in sales from last year and expecting the holiday season to do the same.

The single most important development in MI in 2015? The KMC sale was a huge development to business.

Hot brand or line? We had a great year with Martin guitars. Electric guitars are starting to have a resurgence.

Outlook for 2016? With good acoustic guitar sales and electric guitars coming back, overall sales should improve.

Product of the Year? Anything used or vintage.



NEW MEXICO

Main Street Music

Aztec

John Paschall, owner

2015 vs. 2014? We are up in 2015 from 2014. Things are changing, so I am working a lot harder to make a little more money compared to last year.

Single most significant development in the world of MI in 2015? KMC dissolving was weird for us. It affected us in a lot of ways that we are still recovering from, and still finding reliable sources for merchandise.

Hot new brand or line? We just added Yamaha and we are very excited about the wide variety of price points and categories, from drums to guitars to live sound and keyboards, they have something for everyone, and who doesn't know Yamaha?

Outlook for 2016? I feel my store is go-

ing to go up and up and keep recovering, but if I told you I felt it was going to suck, that would be lame.

Product of The Year? Taylor GS Mini.



NEW YORK

Ludlow Guitars

New York City

Kaan Howell, owner

2015 vs. 2014? It's a year later... Well, we do have a brand new website which we got running this year which we are all very proud of.

The single most significant development in the world of MI in 2015? The development and push of non-wood musical instruments such as the Blackbird Clara ukulele.

Hot new brand or line? The Gurus Echosex Binson Echorec clone. Lsl Instruments, too - they are making exceptional quality guitars at a great price.

Outlook for 2016? Just another year... But we do have some big plans, which will be very cool, but sadly, I can't share them.

Product of the Year? The Strymon DIG



NORTH CAROLINA

Acoustic Corner

Black Mountain

Stephanie Wilds, co-owner

2014 vs. 2015? About the same, except for the increase in rentals.

The single most significant development in the world of MI in 2015? The realization that service is really important. Service has been our primary focus for all of our 15 years in business. It's good to see that even the big box stores are starting to realize this.

Hot brand or line? We're pleased to be the first, original dealer for Pispah banjos, a small manufacturing outfit in Asheville that has really taken off this year. We've been part of this





Sadowsky® your new premium bass line is waiting—the Sadowsky MetroLine!
MetroLine® Sadowsky Quality, Performance and Integrity in a more affordable package...

dealer inquiries welcome
sadowsky.com • 718-433-1990

rapidly growing enterprise since its owner, Patrick Heavner, brought us his first couple of open back banjos to consign. In western North Carolina, handmade banjos are big business, and one of the products that make our shop unique.

Outlook for 2016? The outlook for next year focuses on maintaining and growing our rental business, and continuing the search for affordable well-made instruments and accessories that we will be proud to carry.

Product of the Year? Seagull guitars.



NORTH DAKOTA
Popplers Music, Inc.
Grand Forks
Don Langlie, president

2015 vs. 2014? It was a solid year with growth in some areas, and slight drops in others. We are primarily an education store, so the slight rebound in school budgets has helped us hold our own.

The single most significant development in the world of MI in 2015? The gradual acceptance on the part of our customers to try out and purchase the boutique brands we have started carrying in place of the "standard" fare of the big guys.

Hot new brand or line? Believe it or not, the ukulele wave that has swept much of the rest of the country has finally taken hold in the great north!

Outlook for 2016? An election cycle and its aftermath will have consequence in the education market; we plan for the worst and hope for the best.

Product of the Year? The Yamaha APX500III Electric-Acoustic Thinline guitar.



OHIO
Moeller Music West Chester
West Chester/Cincinnati
Michael Elam, manager/buyer

2015 vs. 2014? I see a definite uptick in consumer confidence compared to 2014.

The single most significant development in the world of MI in 2015? For us, it was the exit of one of our competitors from the combo market. This opened up new lines for us and made personnel and teaching staff available to us that really augmented our business.

Hot brand or line? New to us this year is Taylor and Roland digital home pianos.

Outlook for 2016? Continued growth and expansion of our band business as well as continuing to capitalize on lines and opportunities that have opened up in our market recently.

Product of the Year? The Yamaha P45 digital piano.



OKLAHOMA
Rawson Music Company
Oklahoma City
James Rawson, owner

2015 vs. 2014? We are staying almost even in revenue for the year. Individual purchases are generally smaller and margins are tighter than 2014, but our advertising budget is bringing in quite a few new customers. We are also seeing less cash and more credit cards.

Most significant development in MI? The shakeup and consolidation of our suppliers has caused our supply chain to become slow and undependable. That has forced us into some new vendor rela-

tionships and also forced us to stock deeper on popular products.

Hot new brand or line? Amahi ukuleles.

Outlook for 2016? The Oklahoma economy is very dependent upon the oil industry. Most oil-related employers are laying off employees or have already laid off employees. We are also seeing much less cash and more credit cards. For those reasons our outlook for 2016 is very cautious.

Product of the Year? CF Martin acoustic guitars, Performing Artist series.



OREGON
Uptown Music
Keizer
Paul Elliott, president

2015 vs. 2014? We've seen a nice increase this year in all departments – 10 percent to 20 percent

The single most significant development in the world of MI in 2015? The use of Bluetooth/Wi-Fi technology in Live Sound

Hot new brand or line? Blackstar amplifiers continue to amaze. A hot new product line is NFUZZ Audio.

Outlook for 2016? We look forward to continued growth with the lines we currently carry, expanding the number of brands we have to offer and keeping our eyes open for products that maybe don't exist yet.

Product of the year? Casio CGP-700 piano.



PENNSYLVANIA
Fretz Music Center
Souderton
Bill Sharrow, owner

2015 vs. 2014? Year to date, sales in 2015 are down about two percent from the same period in 2014.

The single most significant development in the world of MI in 2015? The sale by FMIC of KMC and all its proprietary brands/purchase of KMC by Jam and major brands by DW. It's been a year of supply shortages and rep and wholesale supplier changes!

Hot new brand or line? Kala ukuleles

Outlook for 2016? In the past, election years have often found folks a little uncertain. Regardless of the results of the election, things should improve when things are finally settled. My expectation is flat until November, but with a bump for the holidays!

Product of the Year? The Martin D35 50th anniversary guitar.



RHODE ISLAND
Empire Guitars
Providence
Michael Samos, store manager

2014 vs. 2015? 2015 showed a small but steady growth over the previous year for us.

Hot new brand or line? We just became a dealer for Eventide and are very excited about them. They have some pretty unique products and they sound fantastic. Supro amplifiers from Absara Audio continue to hit home runs consistently. J. Rockett Pedals is also doing some really great stuff.

Outlook for 2016? I expect things to be good for the continued rise in high-end digital effects and guitars and amplifiers in the upper middle price range.

Product of the Year? Supro Tremo-verb



SOUTH CAROLINA
Encore Music
 Mount Pleasant
 Ed Blanton, owner

2015 vs. 2014? We had a bit of a downturn, but there were also quite a few staffing changes as well that I think led to that more than anything.

The single most significant development in the world of MI in 2015? The explosion of affordable digital pro audio equipment.

Outlook for 2016? Hopeful, but not high expectations

Product of the Year? JBL Srx800p series



SOUTH DAKOTA
Haggerty's Musicworks
 Rapid City
 Marcus LaVake,
 owner/manager

2015 vs. 2014? We have had an increase in business overall, in every category except sheet music.

The single most significant development in the world of MI in 2015? I can't say that anything stands out. If you include the internet, the use of reverb.com by an increasing number of dealers has made a dramatic impact on the ease of appraising gear, selling gear, and seeing what is hot and what is not.

Outlook for 2016? I am suspecting a bit of a drop-off in the acoustic guitar numbers sold, an uptick in electrics, and slightly higher piano sales. Sales of cheaper electric guitars I imagine will be elevated due to the number of learning systems available. The outlook is solid.

Product of the Year? JBL EON



TENNESSEE
The Music Outlet
 Sevierville
 Bert Williams,
 manager

2015 vs. 2014? We have seen a small increase in business in the last year.

The single most significant development in the world of MI in 2015? In our opinion, one of the greatest developments in the last three years has been Martin upping their game and getting back on top of the acoustic market in our area. Companies such as Taylor Guitars have forced everyone to push the envelope and make some of the best acoustic guitars we have seen in

15 years and no one has answered that call any better than Martin guitars.

Hot new brand or line? The new Martin Authentic series and the new Taylor 914ce.

Outlook for 2016? We're hoping to see customers return to privately owned stores and value the knowledge and experience they offer over the online and chain stores.

Product of the Year? The D-18 Martin.



TEXAS
Alamo Music
 San Antonio
 Zach Marr, president

2015 vs. 2014? 2014 was a good year and 2015 looks like it will finish strong as well.

The single most significant development in the world of MI in 2015? An increased use of aggressive stocking requirements by leading manufacturers to strong-arm independents into buying unneeded inventory.

Hot new brand or line? No

Outlook for 2016? Cautious but optimistic - watching for a stock market reset and the effects of an oil bust in Texas

Product of the Year? The Yamaha CLP line



UTAH
Riverton Music
 Sandy
 Alan Sedgley, piano/instrumental sales manager

2015 vs. 2014? Our piano and band and orchestra divisions were about the same. We saw a big increase in our combo division sales in 2015. Both years were fantastic.

Hot new brand or line for your business this year? Baldwin pianos have been amazing and the new Roland HP series digital pianos.

Outlook for 2016? We are expecting great things moving forward. We look to continue the momentum of sales in our piano division and to further increase our combo division sales/selection.

Product of the Year? Baldwin professional pianos

**"USED BY THE 'FASTEST'
 BRASSMEN IN 'THE WORLD'"**



Sold Only To Distributors And Manufacturers
 Direct Only From

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



VERMONT
Randolin Music
Burlington
Nowa Crosby, owner/luthier

2015 vs. 2014? Financially, this year is down from 2014, due to the Canadian dollar being down. As we are only one and a half hours from downtown Montreal, Quebec, we have been benefiting from a high Canadian dollar for some years now. Also, because we are a small “specialty” store, with a large mandolin, banjo and other instruments as well as guitars, ukes and archtop guitars, we have become a destination point for people searching for those things.

The single most significant development in the world of musical instruments in 2015? Probably KMC’s buyout by JAM Industries. It caused a lot of turmoil for several months while they ironed out some major wrinkles in distribution. They are our major accessories supplier, so counting on quick turnaround is essential for us to compete with the big stores. I heard from people all over the country and other suppliers what a racket it made. In the last month, things have finally gotten back to normal. Also, the continued growth of the Internet. Internet position is what has grown us from a 200 square-foot/\$50,000 a year shop our first year, to a 650-square-foot shop with more than three times the gross net and five times the inventory. Most people think we’re much larger than we are. Using the internet to place yourself can mean the success or failure of a business these days.

Hot new brand or line? Goldtone has brought out several new instruments that have worked well for us, in banjos and micro basses. Also Original Fuzz created a new banjo strap for us. Micro basses and Lanikai tunaukes, too. We’ve also been able to get out some of our own designs this year, ukes made from regional sustainable woods, since we build and repair as well as sell string instruments.

Outlook for 2016? We hope to do better next year, as we expand some of our own productions and search out new things people are looking for.

Product of the Year? Musedo-T-64C chromatic tuners.



VIRGINIA
Alpha Music
Virginia Beach
Eric Burgess, owner



2015 vs. 2014? Sales for year-to-date are within 10 percent of last year’s numbers year to date, so I don’t think the economy has turned around yet.

The single most significant development in the world of MI in 2015? The race to zero on digital consoles. It has spurred sales as everyone moves into digital but it has also made unnecessary all the extra rack goodies, and lowered the cost of a FOH club set-up to \$700. Almost like selling keyboards 20 years ago when a new model came out every six months. You don’t want to be stocked deep when the price slash, rebate, MAP drop occurs - and you know it is coming!

Outlook for 2016? Independent brick-and-mortar may see a helping hand from a backlash against the big corporate buying model. Consumers are starting to realize that the local music store is the “home team” and when you need personal attention and someone who knows the clubs you are playing, etc., the local guys are the ones that are going to come through for you on Friday night.

Product of the Year? Behringer XR18



WASHINGTON
Hoffman Music
Spokane
Earl Smith, president

2015 vs. 2014? 2015 has been the better year-to-date.

Hot new brand or line for your business? Gretsch and Godan are doing very well for us.

Hot new product line? Gretsch

Outlook for 2016? Definitely a positive outlook.



WEST VIRGINIA
Gorby’s Music
South Charleston
Vince Gorby, vice president

2015 vs. 2014? The second half of 2015 in particular has seen welcome increases in sales for us.

The single most significant development in the world of MI in 2015? All of the consolidation of suppliers over the past year has been interesting to watch. How this continues to develop moving

SHUBB
 CAPOS

After **40** years
still the best!

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

forward could be interesting as well.

Hot new brand or product line? Nuova beginning band instruments. Our customers seem to be very accepting of this good quality, low-priced line of band instruments.

Outlook for 2016? We are cautiously optimistic that the positive trends we have seen as 2015 has progressed will continue into the next year.

Product of the Year? Nuova band instruments



WISCONSIN
Morgan Music, Inc.
 Eau Claire
 Rich Morgan, store manager

2015 vs. 2014? Sales were up a bit in 2014 over 2013... and 2015 was up about 10 percent over 2014. Similar trends with strong acoustic guitar/folk instrument sales in both years, but electric guitar sales really picked up in 2015.

Hot new brand or line? Acoustic folk instruments in general... but ukes have been hot for the last few years. We have continually expanded our line and breadth of ukes and uke accessories.

Outlook for 2016? Thinking positively, I think we should continue to have moderate, steady growth. We have a great team in place, have recently remodeled our store, and keep tweaking our offerings.

Product of the Year? Yamaha Clavinovas.



WYOMING
Rockstar Music Store
 Casper
 Ryan and Serena Meyer, owners

2015 vs. 2014? 2015 has been a really great year for us! We are up more than 25 percent in sales compared to 2014.

Most significant development in the world of MI in 2015? The amount of effects pedals that are available to make your instrument sound like whatever you want/need!

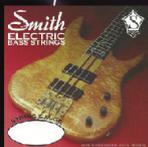
Hot brand or line? Takamine acoustic guitars

Outlook for 2016? We have high hopes for 2016. We are updating our systems to integrate more inventory online as well as in our store.

Product of the Year? Hogjim guitar straps

Rock the Heavens

with Smith Bass & Guitar Strings








Ask for them at your favorite music store!

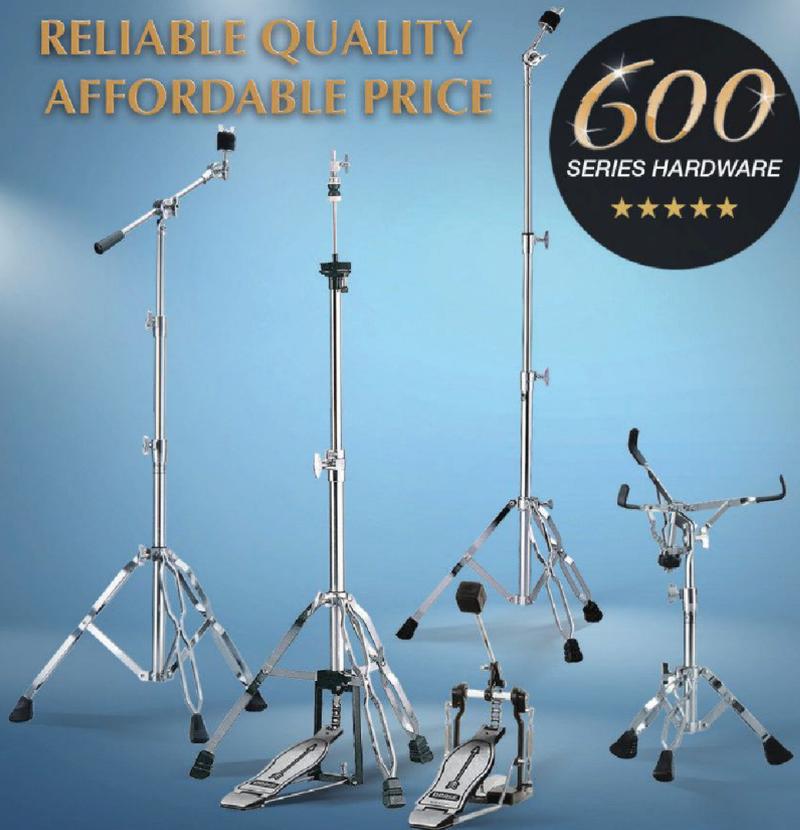
KEN SMITH BASSES, LTD.
 P.O. BOX 199, PERKASIE, PA 18944
 TEL 215-453-8887 • FAX 215-453-8084
 800-347-6484
 WWW.KENSMITHBASSES.COM




©2013 • Ken Smith Bases, Ltd. All Rights Reserved

RELIABLE QUALITY AFFORDABLE PRICE







Tel: 626-581-4510 Fax: 626-581-4710
 www.peace-drums.com
 EMAIL: sales@peace-drums.com

34th 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 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 411
 Opened '15 9
 Closed '15 0
 Volume (est. '15) 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 Music Corp.
 DP, BO, FA, SR, EK, PC, DJ, LT, PM
 Total Units 47
 Opened '15 1
 Closed '15 1
 Volume (est. '15) 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, PM
 Total Units 33
 Opened '15 1
 Closed '15 0
 Volume (est. '15) \$27 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 20
 Opened '15 2
 Closed '15 0
 Volume (est. '15) \$15 MM
 3966 Airway Circle, Clearwater, Fla. 33762
 (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 '15 0
 Closed '15 0
 Volume (est. '15) \$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 14
 Opened '15 0
 Closed '15 1
 Volume (est. '15) \$12 MM
 1475 12th St. E., Palmetto, Fla. 34221
 (941) 729-5047
 sboyce@pianodistributors.com
 www.pianodistributors.com

Steinway Hall P
 Total Units 13
 Opened '15 1
 Closed '15 0
 Volume (est. '15) \$44 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 '15 0
 Closed '15 0
 Volume (est. '15) \$52 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 '15 0
 Closed '15 1

Volume (est. '15) \$24 MM
 650 W. Swedesford Rd., Berwyn, Pa. 19312
 (610) 993-3110
 www.georgesmusic.com
 CEO: George Hines

Quinlan & Fabish Music BO, PC, PM
 Total Units 8
 Opened '15 1
 Closed '15 1
 Volume (est. '15) \$24 MM
 166 Shore Dr., Burr Ridge, Ill. 60527
 (630) 654-4111
 gqjr@qandf.com
 www.qandf.com
 CEO: George Quinlan, Jr.

Brook Mays Music BO, PC
 Total Units 8
 Opened '15 1
 Closed '15 0
 Volume (est. '15) \$15 MM
 8605 Carpenter Frwy., Dallas, Texas 75247
 (214) 905-4950
 billeveritt@brookmays.com
 www.brookmays.com
 CEO: Bill Everitt

Marshall Music Co.
 PO, BO, FA, SR, EK, PC, DJ, LT, PM
 Total Units 7
 Opened '15 0
 Closed '15 0
 Volume (est. '15) \$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, BO, FA, EK, PC, PM
 Total Units 7
 Opened '15 0
 Closed '15 0
 Volume (est. '15) N/A
 80 Wetzel Dr., Hanover, Pa. 17331
 (717) 637-2185
 jmenchey@menchey.com
 www.mencheymusic.com
 CEO: Joel Menchey

West Music Co.
 P, PO, DP, BO, FA, SR, EK, PC, DJ, LT, IN, PM
 Total Units 7
 Opened '15 0
 Closed '15 0
 Volume (est. '15) \$37 MM
 P.O. Box 5521, Coralville, Iowa 52241
 (319) 351-2000
 rwalenta@westmusic.com
 www.westmusic.com
 CEO: Robin Walenta

The Music Center, Inc. BO, FA, PM
 Total Units 6
 Opened '15 0

KEYS CTRL 1

Cock Fight

COCKED TALKING WAH

Guitar gods like Slash, Michael Schenker and Mick Ronson have used the cocked wah sound to create monster riffs that have earned a permanent place in the rock lexicon. That required finding the sweet spot in their wah pedal's sweep. The Cock Fight lets you achieve that cool cocked wah sound without the wah pedal. Tune in the tone you want. Add the built-in distortion for more grind and growl, or switch to the Talking Wah mode for a stuck voice-box sound. If you plug in an expression pedal, you can sweep the Cock Fight for jaw dropping wah and talking pedal effects, with or without distortion!



KEY9 electric piano machine

Completing the powerful trilogy forged by the B9 and C9 Organ Machines, the new KEY9 pedal emulates the world's most coveted electric pianos and more. With 9 presets, you can transform your axe and lay down a cool "Riders on the Storm" style groove or some hot funk ala "What'd I Say!" Each preset lets you control the fundamental parameters that help define that instrument's sound. Many include adjustable modulation like tremolo, phaser and chorus. Take it from Mike Matthews who says: "You'll dig the way the Key9 turns you into a Rhodes Scholar!"

nano POG POLYPHONIC OCTAVE GENERATOR



The smallest member of the polyphonic POG clan designed with the super space conscious in mind. Same legendary tracking and sound. Dial in an amazing 12-string guitar or turn your guitar into a convincing bass. Generates organ-like harmonic structures. Separate controls for dry, sub octave and octave up, plus silent footswitching provide the perfect formula for this compact jewel.

THE SILENCER

Are noisy effects, single coil pickups and 60 cycle hum messing with your sound? The Silencer is a sophisticated noise gate that can tame 'em. Threshold, Reduction and Release controls guarantee precise fine-tuning. Direct I/O or a built-in effects loop for maximum flexibility. Silence the noise!



22500 dual stereo looper



Combining a compact footprint, comprehensive feature spec and an intuitive user interface, the 22500 delivers powerful looping capabilities in an affordable, easy to use package. It records high quality, non-compressed audio direct to a removable SDHC card (4 to 32GB) and each card holds up to 100 individual loops. Includes an 8GB card for up to 12 hours of total recording time. An optional Bank Up/Down Foot Controller is available.

THE SILENCER noise gate/effects loop



NEW FROM
electro-harmonix

WWW.EHX.COM

Est. 1968

Closed '15 0
 Volume (est. '15) N/A
 202 Harper Ave. NW, Lenoir, N.C. 28645
 (828) 758-5253
 www.themusiccenterinc.com

Eckroth Music Co. DP, BO, FA, PC
 Total Units 6
 Opened '15 0
 Closed '15 0
 Volume (est. '15) \$11 MM
 1655 N. Grandview Lane, Ste. 201, Bismark, N.D. 58503
 (701) 333-0281
 jeff@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 '15 0
 Closed '15 0
 Volume (est. '15) N/A
 2515 Williams Blvd., Kenner, La. 70062
 (504) 468-8688
 cnail4cmusic@yhoo.com
 www.candmmusic.com
 CEO: Chris Nail & Melvin Volz, Jr.

Frank Rieman Music
 P, DP, BO, FA, SR, EK, PC, IN, PM
 Total Units 6
 Opened '15 0
 Closed '15 0
 Volume (est. '15) \$10.1 MM
 4420 E. Broadway, Des Moines, Iowa 50317
 (515) 262-0365
 davek@riemans.com
 www.riemansmusic.com
 CEO: Pam Donahue

Jacobs Music P, DP
 Total Units 6
 Opened '15 0
 Closed '15 0
 Volume (est. '15) \$17.5 MM
 1718 Chestnut St., Philadelphia, Pa. 19103
 (215) 568-7800
 chris@jacobsmusiccompany.com
 www.jacobsmusic.com
 CEO: Chris Rinaldi

Kennelly Keys
 DP, PC, BO, FA, SR, EK, PM
 Total Units 6
 Opened '15 0
 Closed '15 0
 Volume (est. '15) N/A
 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 '15 0
 Closed '15 0
 Volume (est. '15) \$8.5 MM
 2801 De La Vina St., Santa Barbara, Calif. 93105
 (805) 569-5353
 nickrail@nickrailmusic.com
 www.nickrailmusic.com
 CEO: Nick Rail

Ted Brown Music Co.
 BO, FA, SR, EK, PC, DJ, LT, IN, PM
 Total Units 6
 Opened '15 1
 Closed '15 0
 Volume (est. '14) \$7.2 MM
 6228 Tacoma Mall Blvd., Tacoma, Wash. 98409
 (253) 272-3211
 stephanie@tedbrownmusic.com
 www.tedbrownmusic.com
 CEO: Whitney Grisaffi

Saied Music
 PO, P, DP, BO, BO, FA, SR, EK, PC, PM
 Total Units 5
 Opened '15 0
 Closed '15 0
 Volume (est. '15) \$11 MM
 3259 S. Yale Ave., Tulsa, Okla. 74135
 (918) 742-5541
 info@saiedmusic.com
 www.saiedmusic.com
 CEO: Bob Saied

Dietze Music House
 P, DP, BO, FA, SR, EK, PC, LT, PM
 Total Units 5
 Opened '15 0
 Closed '15 0
 Volume (est. '15) \$6.8 MM
 5555 S. 48th St., Lincoln, Neb. 68516
 (402) 434-7454
 tpratt@dietzemusic.com
 www.dietzemusic.com
 CEO: Tim Pratt

Willis Music Co.
 P, DP, BO, FA, SR, EK, PC, DJ, LT, PM
 Total Units 5
 Opened '15 0
 Closed '15 1
 Volume (est. '15) \$6.5 MM
 7567 Mall Road, Florence, Ky. 41042
 (859) 283-2050
 paulf@willismusic.com
 www.willismusic.com
 CEO: Kevin Cranley

Music Exchange PO, P, DP
 Total Units 5
 Opened '15 0
 Closed '15 0
 Volume (est. '15) N/A
 1501 N. Main St., Walnut Creek, Calif. 95696
 (925) 933-6310
 www.muex.com

Ken Stanton Music
 DP, BO, FA, SR, EK, PC, DJ, LT, PM
 Total Units 5
 Opened '15 0
 Closed '15 0
 Volume (est. '15) \$11.8 MM
 119 Cobb Pkwy. N., Ste. A, Marietta, Ga. 30062
 (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 '15 0
 Closed '15 0
 Volume (est. '15) N/A
 2101 N. Springdale Rd., Waukesha, Wis. 53186
 (262) 798-9700

chris@whitehouseofmusic.com
 www.whitehouseofmusic.com
 CEO: Christopher White

Palen Music Center PC, FA, SR, EK, PM
 Total Units 5
 Opened '15 0
 Closed '15 0
 Volume (est. '15) N/A
 1560 E. Raynell Pl., Springfield, Mo. 65804
 (417) 882-7000
 www.palenmusic.com

Heid Music P, DP, BO, PC, FR, SR, EK, PM
 Total Units 5
 Opened '15 0
 Closed '15 0
 Volume (est. '15) \$11 MM
 308 E. College Ave., Appleton, Wis. 54911
 (920) 734-1969
 todd.heid@heidmusic.com
 www.heidmusic.com
 CEO: Todd Heid

Hermes Music DP, BO, FA, SR, EK, PC, DJ, LT, IN
 Total Units 5
 Opened '15 0
 Closed '15 0
 Volume (est. '15) \$21 MM
 409 S. Broadway St., McAllen, Texas 78501
 (956) 781-8472
 greg@hermes-music.com
 www.hermes-music.com
 CEO: Alberto Kreimerman

Robert M. Sides Family Music Centers
 PO, P, DP, BO, FA, SR, EK, PC, LT, IN, PM
 Total Units 5
 Opened '15 1
 Closed '15 0
 Volume (est. '15) \$8.9 MM
 201 Mullberry St., Williamsport, Pa. 17701
 (570) 326-2094
 psides@rmsides.com
 www.rmsides.com
 CEO: Peter Sides

Keyboard Concepts PO, P, DP, PM
 Total Units 5
 Opened '15 1
 Closed '15 0
 Volume (est. '15) \$12 MM
 5600 Van Nuys Blvd., Van Nuys, Calif. 91041
 (828) 787-0201
 Jeff.Falgien@keyboardconcepts.com
 www.keyboardconcepts.com
 President: Dennis Hagerty

Rettig Music BO, PM
 Total Units 5
 Opened '15 1
 Closed '15 0
 Volume (est. '15) N/A
 6323 Sawmill Rd., Ohio 43017
 (614) 792-2100
 www.rettigmusic.com

Bertrand's Music BO, FA, EK, PC, PM
 Total Units 5
 Opened '15 1
 Closed '15 0
 Volume (est. '15) \$5 MM
 13179-5 Black Mountain Rd., San Diego, Calif. 92129
 (858) 780-1812
 joel@bertrandsmusic.com
 www.bertrandsmusic.com
 CEO: John Bertrand, Sr.

STOCK SOMETHING

VISIT US @
NAMM
BOOTH
#4378

for EVERYONE

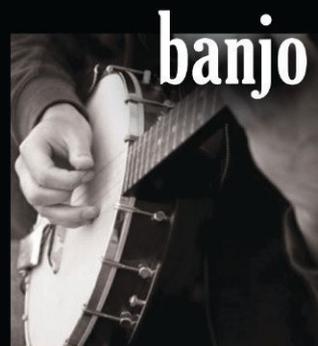
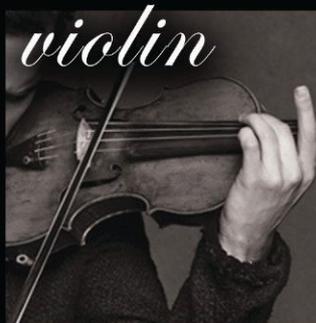
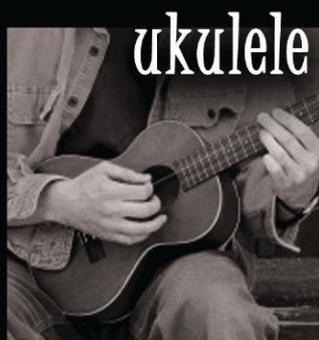
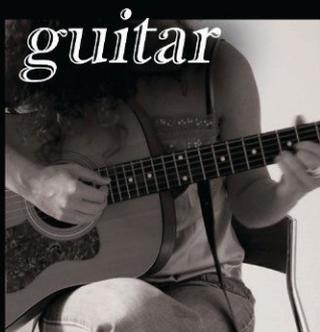


Musical instruments are an extension of our soul and deserve quality care. For over 27 years, the original String Swing® has satisfied millions of music enthusiasts around the world. Its low-profile design is attractive and cradles your instrument comfortably and securely.

Each instrument is unique. The experts and craftsmen at String Swing® have created displays for almost every one. Ask your local retailer for an authentic String Swing® hanger, or shop online at www.stringswing.com.

String SWING®

Musical Instrument Displays



WWW.STRINGSWING.COM

888.455.6628

PROUDLY MADE IN THE USA 

Portman's Music BO, PC, FA, SR, EK,
 Total Units 4
 Opened '15 0
 Closed '15 0
 Volume (est. '15) N/A
 7650 Abercorn St., Savannah, Ga. 31406
 (912) 354-1500
 www.portmansmusic.com
 CEO: Jerry Portman

Portland Music Co. DP, BO, PC, FA, SR, EK, PM
 Total Units 4
 Opened '15 0
 Closed '15 0
 Volume (est. '15) \$4.2 MM
 531 S.E. MLK Jr. Blvd., Portland, Ore.
 (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 '15 0
 Closed '15 0
 Volume (est. '15) \$5.75 MM
 3700 Cavalier Cir., Parkersburg, W. Va. 26104
 (304) 422-4676
 www.cahousemusic.com

Mississippi Music
 P, DP, BO, FA, SR, EK, PC, DJ, LT, IN, PM
 Total Units 4
 Opened '15 0
 Closed '15 0
 Volume (est. '15) \$7.275 MM
 222 Main St., Hattiesburg, Miss. 39401
 (601) 544-5821
 rosij@missmusic.com
 www.mississippimusic.com
 CEO: Rosi K. Johnson

Buddy Roger's Music BO, FA, SR, EK, PC, IN
 Total Units 4
 Opened '15 0
 Closed '15 0
 Volume (est. '15) \$5.3 MM
 6891 Simpson Ave., Cincinnati, Ohio 45239
 (513) 729-1950
 bill@buddyrogers.com
 www.buddyrogers.com
 CEO: David Miller

Evola Music Center PO, P, DP, BO, PM
 Total Units 4
 Opened '15 0
 Closed '15 0
 Volume (est. '15) \$8 MM
 2184 Telegraph Rd., Bloomfield Hills, Mich. 48302
 (248) 334-0566
 www.evola.com
 CEO: Jim Evola

Griggs Music BO, PC, FA, SR, PM
 Total Units 4
 Opened '15 0
 Closed '15 0
 Volume (est. '15) \$3.5 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, PM
 Total Units 4
 Opened '15 0

Closed '15 0
 Volume (est. '15) \$43 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 '15 0
 Closed '15 0
 Volume (est. '15) \$3.4 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 '15 0
 Closed '15 0
 Volume (est. '15) \$4.8 MM
 1409 S. Stratford Rd., Winston-Salem, N.C.
 (336) 760-9635
 www.jacksonsmusic.com
 CEO: Douglas J. Dryden

Tarpley Music Co.
 P, DP, BO, FA, SR, EK, PC, LT, IN, PM
 Total Units 4
 Opened '15 0
 Closed '15 0
 Volume (est. '15) \$8 MM
 2420 Commerce, Amarillo, Texas 79109
 (806) 355-0795
 john@tarpleymusic.com
 www.tarpleymusic.com
 CEOs: John & David Tarpley

Henderson Music Co. P, DP
 Total Units 4
 Opened '15 0
 Closed '15 1
 Volume (est. '15) \$4 MM
 4359 Dixie Hwy., Elsemere, Ky. 41018
 (859) 431-2111
 www.hendersonmusic.com
 CEO: Carl Henderson

Piano Gallery O, P, DP, EK, PM
 Total Units 3
 Opened '15 0
 Closed '15 0
 Volume (est. '15) N/A
 5478 South Green Street, Murray, Utah
 (801) 266-9550
 info@pianogallery.com
 www.pianogallery.com
 CEO: Stan Beagley

Keyboard World PO, P, DP, FA, PM
 Total Units 3
 Opened '15 0
 Closed '15 0
 Volume (est. '15) \$1.2 MM
 14701 National Hwy., LaVale, Md. 21502
 (301) 729-1817
 rkleintob@atlanticbb.net
 www.keyboardworld.com
 CEO: Ronald B. Klinerob

Lacefield Music PO, P, DP
 Total Units 3
 Opened '15 0
 Closed '15 1
 Volume (est. '15) \$3.3 MM

83 S. County Center Way, St. Louis, Mo.
 (314) 845-3760
 www.lacefieldmusic.com

Trombino Musical Centers PO, P, DP, PM
 Total Units 3
 Opened '15 0
 Closed '15 0
 Volume (est. '14) N/A
 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 '15 0
 Closed '15 0
 Volume (est. '15) \$9 MM
 (916) 484-7575
 skip@skipsmusic.com
 www.skipsmusic.com
 CEO: Skip Maggiora

SoCal Pianos P, DP
 Total Units 3
 Opened '15 0
 Closed '15 0
 Volume (est. '15) N/A
 307 E. Carmel St., San Marcos, Calif. 92078
 (888) 440-6713
 www.socalpianos.com

Instrumental Music BO, PC, FA, SR, EK, PM, LT,
 Total Units 3
 Opened '15 0
 Closed '15 0
 Volume (est. '15) \$5.8 MM
 1501 E. Thousand Oaks Blvd., Thousand Oaks, Calif.
 91362
 (805) 419-5055
 www.instrumentalmusic.biz
 CEO: Brian McCann

Rayburn Music BO
 Total Units 3
 Opened '15 0
 Closed '15 0
 Volume (est. '15) \$5 MM
 238 Huntington Ave., Boston, Mass.
 (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 '15 0
 Closed '15 0
 Volume (est. '15) N/A
 200 South Downtown Mall, Las Cruces, N.M.
 (575) 526-6677
 www.whitemusicbox.com
 CEO: Mike White

Pender's Music Co. PM
 Total Units 3
 Opened '15 0
 Closed '15 0
 Volume (est. '15) 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 '15 0
 Closed '15 0
 Volume (est. '15) \$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 4
 Opened '15 1
 Closed '15 0
 Volume (est. '15) N/A
 5301 N. Central Expressway, Dallas, Texas (214) 526-1853
 showrooms@steinwaypianos.com
 www.steinwaypianos.com
 CEO: Danny Saliba

Pecknel Music Co.

DP, BO, FA, SR, EK, PC, IN, PM
 Total Units 3
 Opened '15 0
 Closed '15 0
 Volume (est. '15) \$4.3 MM
 1312 N. Pleasantburg Dr., Greenville, S.C. (864) 244-7881
 scott@pecknelmusic.com

www.pecknelmusic.com
 CEO: Scott N. Peck

Bailey Brothers Music Co.

BO, FA, SR, EK, PC, IN, PM
 Total Units 3
 Opened '15 0
 Closed '15 0
 Volume (est. '15) \$5.5 MM
 4673 Highway 280 E., Birmingham, Ala. 35242 (205) 271-7827
 www.baileybrothers.com

N-Tune Music & Sound, Inc.

P, DP, BO, FA, SR, EK, PC, DJ, LT, IN
 Total Units 3
 Opened '15 0
 Closed '15 0
 Volume (est. '15) \$5.2 MM
 1141 E. 42nd St., Odessa, Texas 79762 (432) 362-1164
 info@ntunemusic.com
 www.ntunemusic.com
 CEO: Tim Jones

Dunkley Music

P, DP
 Total Units 3
 Opened '15 0
 Closed '15 0
 Volume (est. '15) N/A
 410 S. Capitol Blvd., Boise, Idaho 83702 (208) 342-5549
 www.dunkleymusic.com

Meyer Music

P, DP, BO, PM
 Total Units 3
 Opened '15 0
 Closed '15 0
 Volume (est. '15) \$9 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 '15 0
 Closed '15 0
 Volume (est. '15) N/A
 3047 E. Charleston, Las Vegas, Nev. 89104 (702) 385-2263
 music@kessler.com
 www.kesslermusic.com
 CEO: Charles Kessler

Art's Music Shop

BO, FA, EK, PC, PM
 Total Units 3
 Opened '15 0
 Closed '15 0
 Volume (est. '15) N/A
 3030 East Blvd., Montgomery, Ala. (334) 271-2787
 www.artsmusicshop.com

Get the Latest in LED Technology!

BRIGHT WHITE LIGHT



Call us Today at
1-866-431-6983
 www.houseoftroy.com (to see our catalog)
 email: betsy@houseoftroy.com



Quality Instruments

That Your School and Students Can Afford




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

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

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

23rd

Annual Dealers' Choice Awards

The 2015 Dealers' Choice Awards saw a comprehensive overhaul of the entire nomination and voting process. Safeguards are now in place to ensure against "ballot stuffing" (multiple votes from the same parties) and the early nomination procedure allows for more reader input at a much earlier stage.

A happy byproduct of the new system was that 2015 saw the highest level of participation – by FAR – in the entire history of the Dealer's Choice Awards, leading to the most meaningful and verifiable balloting ever. This also marks the first year of the *MMR* Legacy Awards, bestowed upon products which have won in their respective categories for multiple years, and are now both recognized for their achievement and retired from consideration.

Many thanks to all who cast their votes and made 2015 the most active year yet in the history of the awards. Read on to learn more about this newest crop of winning entries...



Product of the Year

» Zoom Q8

Zoom North America

Something of a surprise winner in this category at first glance, but upon closer examination Zoom's Q8 is a no-brainer for "Product of the Year." With high-definition video combined with high-resolution audio and boasting a 160-degree wide-angle lens, this compact overachiever is a resounding hit with end-users and dealers reported the Q8 simply flying off of the shelves in 2015. Kudos, Zoom!



Electric Guitar of the Year

» Ibanez PS10

Hoshino Group

The enduring popularity of KISS isn't up for debate and the winner in this category only underscores that fact. Aside from the connection to one of hard rock's most enduring frontmen (Paul Stanley), the PS10's mahogany and maple body, Seymour Duncan pickups, and Gibraltar bridge – all at a very reasonable price-point – make this guitar a favorite with retailers, nationwide.



Electric Bass of the Year

» Music Man StingRay Bass

Ernie Ball Music Man

An absolutely iconic instrument, the StingRay has been making an impression with players and fans since its introduction 40 years ago. In 2015, MI stores reported that this bass is going stronger than ever, with features such as a six-bolt neck joint, contoured body, and active electronics resonating with end-users.



Acoustic Guitar of the Year

» Breedlove Oregon Concert

Two Old Hippies, LLC

An absolute landslide – this guitar's distinctive look, mid-range tone and clarity, and high quality materials make it a hit with players and retailers, alike.





THE OREGON CONCERT

Thank you dealers for voting the Breedlove Oregon Concert the Acoustic Guitar of the Year. Please visit us on Thursday, January 21st in Hall E, Booth 1701 for our Oregon celebration.



THE OREGON SERIES

*Access the magic...immerse yourself in the myrtlewood experience.
To learn (and hear) more, visit breedlovesound.com/oregon*

Breedlove
Distinctively Crafted Sound

Amplifier Line of the Year

» **Blackstar Series One**

KORG USA

It was a minor (or major, depending on your point of view) dust-up when KORG and Marshall parted ways a few years ago, but the partnership between KORG and Blackstar has proven more than up to the task of picking up any slack in the amplification department. Rich, classic tube ("valve" for you Anglophiles) tone at an almost unreasonably low price is making the Series One a "new classic" that will, no doubt, be coveted by collectors in years to come.



Microphone Line of the Year

» **Audix Corporation**

30-years young and only getting better, Audix offers U.S.-made, quality engineered, and affordable microphones that connect with live sound engineers, recording professionals, home-studio enthusiasts, and weekend warriors.



Recording Equipment Line of the Year

» **PreSonus StudioLive**

PreSonus Audio Electronics, Inc.

A truly potent piece of gear, StudioLive has revolutionized mixing. With unbelievable signal processing abilities on every channel, recall of settings, and the ability to record with just a few mouse clicks, it's no surprise that buyers are snatching up this sure-to-be-legendary innovation from PreSonus.



Band and Orchestra Instrument Line of the Year

» **Jupiter Band Instruments**

KHS America, Inc.

Years ago, the theory went that "offshore" band & orchestra musical instruments were – while affordable – simply not up to the standards of more established European and American brands. While it's certainly true that there are lower-level instruments to be found made in *any* region, globally, Jupiter has proven that well-made instruments sold at attainable price-points touch a nerve with buyers – regardless of where they were built (the instruments – not necessarily the buyers).



Acoustic Piano Line of the Year

» **Pearl River Pianos**

China's largest piano manufacturer continues to make inroads in the U.S., as evidenced by this – somewhat surprising! – dominant win in the category of "Acoustic Piano Line of the Year." With an ever-expanding line that now covers entry-level through to upper-tier instruments, Pearl River is a force to be reckoned with.



Home Digital Keyboard of the Year

» **Roland RP Series**

Roland Corporation

Unrivaled tone and touch, with classically styled cabinetry – all at a very attainable price – made the RP Series a winner in 2015.



Percussion Line of the Year

» **Zildjian K Series**

The Avedis Zildjian Company, Inc.

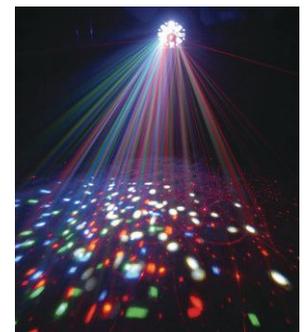
With classic tonal characteristics first defined by Kerope Zildjian, the K Series makes a splash (word-play!) with players from all genres and is a revenue-generator for dealers.



Lighting Line of the Year

» **Chauvet Lighting**

What's there to be said about Chauvet that hasn't already been printed in the pages of this annual write-up? Innovative features, reliability, unmatched customer service, and competitive pricing makes the entire line of Chauvet tough to beat in this category.



Pro Digital Piano Line of the Year

» Casio America, Inc.

To those who still think of Casio as synonymous with cheesy, low-budget keyboard toys from the '80s, consider this your final wake-up call. The company continues to innovate and lead in this category, producing some of the finest and most cost-effective instruments available.



Sound Reinforcement Line of the Year

» Yamaha Corporation of America

Yamaha once again finds itself in the winner's circle in this category and it's easy to see why – an exhaustive array of well-priced, high quality options in all areas of sound reinforcement (monitors, mixers, wedges, et cetera) make this win a no-brainer.



Print Music Publisher of the Year

» Hal Leonard Corporation

23 years in a row. That's really all that needs to be said about Hal Leonard and the company's absolute dominance in this category. Quite literally the only brand to win every single year since day-one of *MMR's* Dealers' Choice Awards, HL is seemingly unstoppable – and it's really not a mystery as to why. With a catalog that is unrivaled and a dealer service network that is consistently singled out as being above the pack, it'll take something special to unseat this perennial winner.



Accessory Line of the Year:

» D'Addario/Planet Waves

Care to take on D'Addario in this category? Best of luck. With high-quality tuners, straps, strings, cables, reeds, drumsticks, and so much more under the company's umbrella, these guys have had a virtual lock on this category for years. Step up your game, competitors!



MMR Legacy Awards

With this newly established award, *MMR* recognizes specific instruments, which have dominated their respective categories. These are truly the crème de la crème – products that have so definitively led – and, in most cases, lapped – the pack, that they deserve special commendation.



Fender American Stratocaster



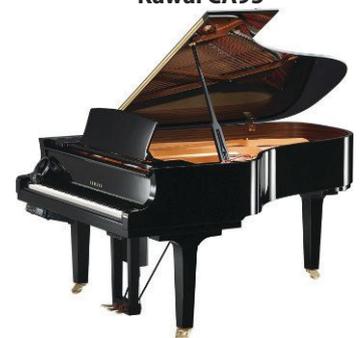
Hailun HG 178



Kawai CA95



Shure SM57/58



Yamaha Disklavier

DJ Line of the Year

» Numark inMusic Brands, Inc.

A hotly contested category, "DJ Line of the Year" was taken by Numark in 2015, thanks to the brand's expansive line of feature-rich, innovative products.





By Mary Luehrsen

Make Time to *Just Play* with the NAMM Foundation this Holiday Season and in the New Year!

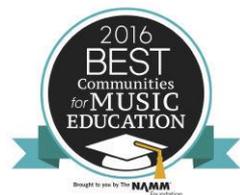


It seems like I blinked and suddenly it's the end of 2015! Seriously, is it just me, or do my readers agree that the multitude of everyday "to-dos" contributes to the feeling that time is just racing by faster than ever? I think it must be a shared feeling, because many times each week I hear from NAMM members and music teachers who say their days are filled in ways that they could not have imagined ten years ago. All report the challenges and, of course, the opportunities of combining the basic needs of running a business or classroom with the desire to connect with the broader community to engage more people in the joys and benefits of making music. This commitment to inspire music making is a shared passion that captures the essence of the NAMM Foundation's advocacy efforts. In the season of list-making (gift lists, Santa lists, holiday party lists) the NAMM Foundation offers this short list of ways to close out 2015 and start 2016 to inspire the "song in your heart" and service to music making.

NAMM Show 2016

NAMM members who represent music products companies from around the globe will gather for the NAMM Show in Anaheim, California on January 21-24, 2016. This event is open to the music products trade only. However, music educators are invited as special guests of the NAMM Foundation through our *Music Education Days* and *Generation Next* programs. With this invitation to attend the 2016 NAMM Show, we salute and celebrate music teachers and encourage their participation in relevant offerings. Not to be missed this year is THE GRAND RALLY FOR MUSIC EDUCATION, featuring a live conversation with "Weird Al" Yankovic and a performance by the renowned Canadian Brass. Music teachers, college music students, and faculty – please join us! For information on registration, visit <http://bit.ly/1KxBWeV> or <http://bit.ly/1R3sYbB>

Best Communities for Music Education and Support-Music Merit Award



The NAMM Foundation's Best Communities for Music Education and Support-Music Merit Award program is now open with an application deadline of January 30, 2016. Consider applying on behalf

of your district or local school. Music teachers and their programs need support to meet the needs of their students; and this national award program recognizes and celebrates school and community commitment to music education. Don't miss this opportunity to have your music program recognized! Remember that music education can thrive when school and community combine their commitment to assure that every child has the opportunity to learn music – and that it is offered as part of the school curriculum. Apply today: <http://bit.ly/1SEqTmB>

Talking Up Music Education monthly podcast



Talking Up Music Education is a podcast from the NAMM Foundation that I host along with special guests. The podcast features chats with teachers, parents, students, and community leaders who share stories about what they are doing to create music learning opportunities. Spread the word and subscribe today! Available in iTunes and on Stitcher. <http://apple.co/1NDQGaQ>

Talking Up Music Education is a podcast from the NAMM Foundation that I host along with special guests. The podcast features chats with teachers, parents, students, and community leaders who share stories about what they are doing to create

In this gift-giving season, consider a gift to the NAMM Foundation



Many of us have been blessed by the guidance and inspiration of a music teacher or a colleague in the music industry. The NAMM Foundation's new donor program is an ideal way to thank or honor someone for his or her contributions to music or for their personal support of your ambitions for a life in music. Donations support the NAMM Foundation's ongoing efforts to keep music education strong and advance support for its vital role in life and learning for every person. Visit www.nammfoundation.org and follow the links to donate. Together, we keep music education strong!

Sign up to receive the NAMM Foundation monthly e-newsletter

The best way to stay current with music education information and advocacy is to subscribe to the NAMM Foundation's monthly e-newsletter, which includes updates in music education research, inspiring news from communities in action for music education, as well as NAMM Foundation activities, events, and FYIs. Subscribe by visiting www.nammfoundation.org/get-involved

As you set a course for the New Year, please consider participating in any (or all) of the preceding NAMM Foundation programs that are offered to inspire dedication to music making and music education. To all of you, from all of us at NAMM and the NAMM Foundation, we wish you warm holiday wishes! **NAMM**

Three Tips to Survive the Hourglass Economy

Menzie Pittman suggests retailers face the reality of today's economy, providing three thoughts that should help dealers further understand what's going on.

By Menzie Pittman, Contemporary Music Center

If you can imagine the shape of an hourglass, it may help you understand the reality of our current economy as well as the economic trends experienced by most of today's brick and mortar businesses.

At the top of the hourglass is the widest part of the shape, and that certainly correlates with today's wealth reality. There is also a mirror image at the bottom of the hourglass; this would represent the growth in social services and programs needed to help provide for many who otherwise may not have the opportunities to provide for themselves.

The trickle of sand in the small middle section of the hourglass is our everyday business reality and money flow. In this analogy the middle of the hourglass represents the squeeze most small businesses are experiencing today.

Another trend we witness that squeezes the smaller brick and mortar businesses is the "smart phone" reality. In today's marketplace there are simply many more choices available to the consumer at the touch of a button.

With a double squeeze on the middle, it's easy to see why I use the hourglass analogy. So here are a few strategies to help you tolerate and understand the truth of the hourglass economy. I suggest we stop the denial about the local retail economy being or getting better and grasp the "why" it is the way it is.

1. Be aware of the hourglass economy because customers have changed their buying habits.

Even in an hourglass economy, the customer is still out there; but it's fair to say that phones and screens of every type, as well as tight money flow, have changed everything about the customer's behavior, buying habits, and participation habits.

Now the customer is king, and the retailer is playing defense. The customer today is armed with scads of information (granted that some is erroneous), and there is also a squeeze on disposable income. With more online information being available, today's expertise is now much more opaque. Let's not lose sight of intentionally misguiding terms like "shell pack" and because of less interaction with a sales force, the customer is often duped into thinking the product has a lower price when, in truth, it's not even the same product.

Recall the 1996 movie *That Thing You Do* directed by Tom Hanks. It's about a young band's rise to fame in the early 1960s. The drummer's father owned a local home electronics and appliance store called Patterson's. In the sixties stereophonic equipment and fancy televisions were coming into prominence as the

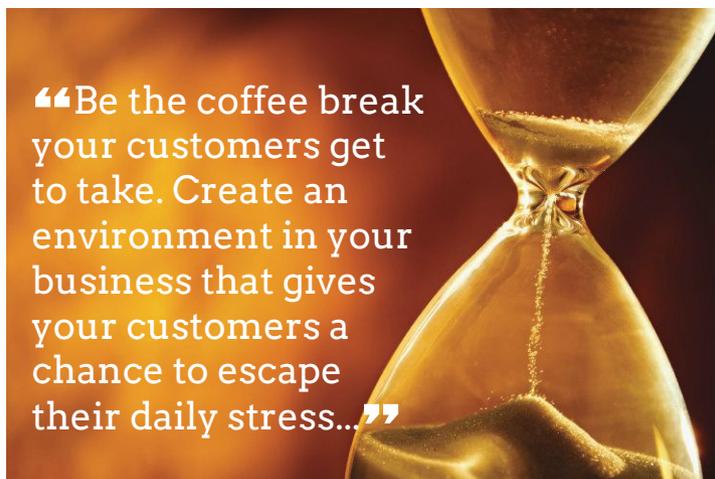
latest "new thing" and that fact forced Patterson's to embrace and deal with the truth that everything comfortable in retail was changing, and therefore, there was a new learning curve for their business. I think it's fair to say the current experience in today's hourglass economy is very similar to the movie. So the retailer is now, once again, in the middle of the hourglass.

2. When in Rome, do as the Romans do!

To survive, as business owners, we have to take protective steps until the money flow returns to a somewhat more normal model. We must operate in accordance with the "hourglass truth," and just like the consumer, we must cut unnecessary spending.

We must also strive to be pledged to invest in a more unique thinking with our store's product selection. As hard as it is,

we must let go of our allegiance to yesterday's ways, and we must create new opportunities with fresh products and improved customer relationships. We are actually well served to harken back a bit and incorporate some good ol' "old school" customer service, and engaged interactions through conversations. Those customers who have an established relationship with your business will truly be more inclined to remain loyal.



3. Make your business model more compelling to the customer.

There is a reason why flypaper and glue work. In business, if your model isn't really enticing or compelling – now more than ever – the customers tire. The current economy is exhausting for families. I hear that every day. So be the coffee break your customers get to take. Create an environment in your business that gives your customers a chance to escape their daily stress and perhaps ponder that music in their lives is a great way to center and rekindle family around a wonderful participation.

Last thoughts

Denial that we remain in a very soft economy is not your friend, and it does not serve you well. We can't predict when, or even if, the economy will return to a "normal" behavior, and for all we know, this is the "new normal." You could also say some business models are thriving in this economy; but I hear more frustration from business owners than confidence. What does serve us best is to stay focused on ideas like quality, customer interactions, fiscally sound economic decisions, and last but not least, a healthy dose of creative thinking. **MMR**

New Products

PRO AUDIO

Yamaha HPH-MT7 Studio Monitor Headphones

MT7 headphones are designed to deliver flat, high-resolution sound with precise stereo imaging and faithful source signal reproduction. They also provide a high level of isolation and comfort, which is ideal for extended listening sessions where fatigue is a primary consideration.

The MT7 headphones feature custom drivers equipped with CCAW voice coils and powerful neodymium magnets to achieve precise definition and control even at the highest output levels. Made from aluminum wire coated in highly conductive copper, the lightweight yet powerful drivers deliver a broad frequency response of 15 Hz-25 kHz.

The sturdy design features a closed-back, circumaural configuration that provides a comfortable fit and the solid ABS housing, die-cast aluminum support arms and sweat-resistant headband ensure that the MT7 models have the durability required for the rigors of road travel. The large ear pads are made from smooth synthetic leather and low-resistance cushions that absorb excess vibrations and reduce sound leakage, providing outstanding isolation and stress-free wearability over extended periods of time.



usa.yamaha.com

ACCESSORIES

Drumdots

Drumdots don't mute or muffle a drum – deadening it, like other products. Drumdots are engineered to control the ring without sacrificing the drum's natural tone. Testing shows that one drumdot has 2x the over-ring reduction time compared to the leading competitor, while maintaining more of the natural frequency of the drum. They are made of a special polymer, V-Tem. It sticks without being sticky and allows the drumhead to “breathe” more like an un-dampened drum. Drumdots can be used upside-down on the resonator head, vertical on the bass drum, and even on cymbals and cowbells. They clean up with a drop of baby oil, warm soap, and water, to like-new condition. They won't detract from the look of any drum kit and won't leave a residue on the drumhead. They're arranged side by side in a hard, flat case for travel and storage and won't stick or melt together.



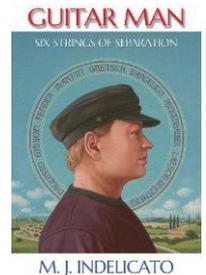
drumdot.com

PRINT

Hal Leonard's *Guitar Man – Six Strings of Separation*

From Moose Jaw to Mobile, “Guitar Man” Michael Indelicato has spent over 20 years and has covered more than a million miles in his search for vintage guitars. He stops at every pawnshop, flea market, and even the occasional garbage dump in hopes of finding yet another of these coveted instruments. And yes, he has bought (and sold) thousands of them - including many of the most valuable and iconic guitars in existence.

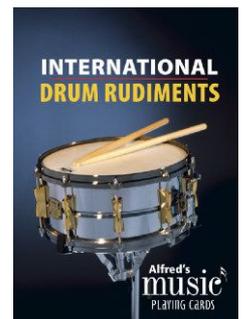
Guitar Man: Six Strings of Separation (Hal Leonard Books, \$24.99) is a collection of Indelicato's best stories from the road. He started collecting these rare guitars at age 16, and, 40 years later, he has made a fortune in this pursuit. Along the way, he has put guitars into the hands of many of the world's best-known musical artists. George Harrison, Eric Clapton, Johnny Winter, and dozens more members of the guitar elite have crossed paths with the Guitar Man. Part treasure hunter, part door-to-door salesman, part historian, these are his stories: the soaring successes, the stinging failures, and the insane coincidences that have befallen a man who gave up a lucrative corporate career to follow his musical muse.



halleonard.com

Alfred's Music *Playing Cards: International Drum Rudiments*

Created by Alfred Music author Dave Black, *Alfred's Music Playing Cards: International Drum Rudiments* is the innovative way for users to familiarize themselves with drum essentials. This standard 52-card deck of playing cards is divided into four suits, each representing a different rudimental family: Roll Rudiments, Diddle Rudiments, Flam Rudiments, and Drag Rudiments. Four jokers are included as well—each containing a history of the Standard 26 American Drum Rudiments, the PAS International Drum Rudiments, the Hybrid Drum Rudiments, and suggestions on how to practice.



alfred.com

THANK YOU



DEALERS' CHOICE AWARD

HOME DIGITAL KEYBOARD OF THE YEAR

Roland would like to thank our valued dealer partners and MMR for honoring the RP Digital Piano Series with the Home Digital Keyboard of the Year Award.



CLASSIFIEDS

BUSINESS OPPORTUNITIES



RENT MY INSTRUMENT.COM

AFFILIATE NETWORK

SEEKING AFFILIATE LOCATIONS

CLAIM YOUR SHARE OF THE SCHOOL RENTAL MARKET

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

Proud Member Of: **NAMM**

www.rentmyinstrument.com

3124 Gillham Plaza - Kansas City, MO 64109

877-569-0240

**Are You Tired of Trying to Climb
the Corporate Ladder?**

ken stanton music
Since 1949

is a multi-store, family owned and operated full-line retailer based in Metro Atlanta. Ken Stanton Music has over 60 years' success and customer satisfaction.

Seeking:

**Certified Band/Orchestra Repair Techs,
Print Music Manager, Store Managers,
Woodwind Repair Technician,
and Sales Associates in the following
departments: Guitars, Pro Audio,
Drums and Percussion, and
Band/Orchestra.**

Looking for friendly, customer service oriented, self-motivated, proven closers with good listening skills and 2+ years experience. Availability for flexible scheduling a must. Bi-lingual a plus.

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

Complete application online at: www.kenstantonmusic.com

By mail: Ken Stanton Music
Attn: Scott Cameron, General Manager
119 Cobb Parkway North, Suite A
Marietta, GA 30062

Via email: scottc@kenstanton.com

MMR

MUSICAL MERCHANDISE REVIEW

mrmagazine.com

MERCHANDISE

Freedom Barrel Adjustable Clarinet Barrel

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



Adjusts
from
60mm-70mm



1-800-874-3909 RSBerkeley.com

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

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

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



718-706-0828
www.huntermusical.com

PREMIUM RATES:

Available for extended ad placements.
Just call the number listed below!

PAYMENTS: ALL ADS ARE PREPAID. Charge on Mastercard, Visa or American Express.

SEND YOUR ADVERTISEMENT TO:

6000 South Eastern Ave., #14-J
Las Vegas, NV 89119

QUESTIONS?

Call **702-479-1879**

ACCESSORIES

Acoustics First®
Toll-Free Number: **888-765-2900**
Materials to Control Sound and Eliminate Noise™
www.acousticsfirst.com

DRUM CLIP
EXTERNAL DRUM RING CONTROL
www.TheDrumClip.com

FOR SALE

RETAIL MUSIC STORE INVENTORY FOR SALE

New & Used Grands, Consoles, Studios, Digital Pianos, Guitars, Banjos, Sheet Music & Guitar Accessories & **MORE!**

Store Closing, everything must go!
32 YEARS IN BUSINESS - MAJOR LINES.

Please email all inquiries to
StoreForSale@MMRmagazine.com



ADVERTISE IT!
(702) 479-1879

mrmagazine.com

MERCHANDISE



USED GUITARS

- AGGRESSIVE WHOLESALE PRICING
- 10,000 USED Guitars in Stock
- 40 Major Name Brands
- All Instruments "Retail Ready"
- Online Inventory and Daily Specials



(800) 573-9865
www.mircweb.com

FOR SALE

WE BUY, SELL, TRADE,
and ship worldwide.



Gruhn Guitars
Nashville, Tennessee Established 1970

ONLINE APPRAISAL SERVICE
guitars.com/appraise

HELP WANTED

MANUFACTURER
OF HIGH-END PERNAMBUCCO STRING INSTRUMENT BOWS

seeks road rep to cover USA



Commission/Salary
Resume to bowreps7@gmail.com

REPAIR

Ferree's Tools, Inc.
1477 E. Michigan Ave.
Battle Creek, MI 49014

World's Largest Manufacturer of
Quality Band Instrument Repair Tools

Pads, corks and many other supplies
also available

Contact us today to place an order
Ph:800-253-2261/269-965-0511
Fax:269-965-7719
E:ferreestools@aol.com

www.ferreestools.com
See our website for our catalog and
up to date price lists!!



Contact us for a
FREE printed
catalog

Tech Questions:
repairtips@aol.com

 Find us on
Facebook

BEST AMERICAN CRAFTSMAN

COOL IS BAC

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

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

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

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



APPRENTICE SERIES

ADD US!




MUSICAL MERCHANDISE REVIEW

MMR's Musical Merchandise Professionals

VINTAGE INSTRUMENTS



WE BUY

Guitars • Mandolins
Banjos • Ukuleles

From all known
makers, especially
GIBSON • VEGA
MARTIN • FENDER

Toll-Free 888-473-5810
or 517-372-7880 x102 outside USA
swerbin@elderly.com • elderly.com



BOW REPAIRING

Expert Bow Service

order forms, pricing and shipping label at:
www.bowrehairing.com

"An industry leader since 1967"

IRA B. KRAEMER & CO.
Wholesale Services Division
467 Grant Avenue
Scotch Plains, New Jersey 07076
(908) 322-4469





Your Band Rental Business Start or Expand with our Flexible Plan

No fees, shipping charges or chargebacks. You set the rental rates.
 You take the profits on step-up instruments. We pay for all repairs.
 We carry only top brands. You may quit at any time without penalty.
 Your area is protected – we don't operate retail stores.
 We pay our commissions on time, every time.



HARMONY
MUSIC

1.800.356.2826

WILL SIMMONDS AT EXT. 105

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

Make Money Renting School Band & Orchestra Instruments



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

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

Shopping Rental Programs? Ask These Questions:

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



Veritas Instrument Rental Incorporated
 Call us today at 877-727-2798 Ext 14
www.veritas-online.com



COMPANY	PAGE	WEB
Al Cass	39	alcassmouthpieces.com
Allparts Music Corp	34	allparts.com
Amati's Fine Instruments	7	amatis.org
Antigua Winds Inc.	8	antiguawinds.com
Audix Corporation	C3	audixusa.com
Boulder Creek Instruments	35	bouldercreekguitars.com
Bourns Inc.	4, 21	bourns.com
Breezy Ridge Instruments	34	jpstrings.com
Chauvet	C1	chauvetdj.com
D'Addario & Co.	3	daddario.com
Eastman Music Company	19	eastmanmusiccompany.com
Gator Cases, Inc.	5	gatorcases.com
GE Commercial Finance	17	gecdf.com
Grover Musical Products	18	grotro.com
House of Troy	47	houseoftroy.com
Hunter Music Instrument Inc.	47	huntermusical.com
IMS Technologies	10	imstechnologies.net
J.J. Babbitt Co. Inc.	16	jjbabbitt.com
Ken Smith Basses Ltd.	41	kensmithbasses.com
Kyser Musical Products Inc.	25	kysermusical.com
Levy's Leathers Ltd.	C2	levysleathers.com
NAMM	30, 31	namm.org
New Sensor/Electro-Harmonix	43	newsensor.com
Nuvo Instrumental Ltd.	15	nuvo-instrumental.com
Pearl River Pianos	13	pearlriverusa.com
PageFlip, Inc.	35	pageflip.com
Peace Musical Company	41	peace-drums.com
Radial Engineering	1	radialeng.com
Reverb.com	11	reverb.com
Roland	55	rolandus.com
Sadowsky Guitars	37	sadowsky.com
Shubb Capos	40	shubb.com
String Swing Mfg. Inc.	45	stringswing.com
TKL Products Corp.	12	tkl.com
Truetone	C4	true-tone.com
Two Old Hippies	49	twooldhippies.com
Vic Firth Company	9	vicfirth.com
W.D. Music Products Inc.	2	wdmusic.com
Wittner GmbH	22	wittner-gmbh.de

TEACHING

MUSIC & ARTS ♪ **TEACH AT MUSIC & ARTS**



BECOME PART OF THE NATION'S LARGEST LESSON PROVIDER

Benefits of Teaching at Music & Arts include:

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

APPLY NOW

Send your resume to Lessons@musicarts.com

For more information on open positions visit MusicArts.com/LessonTeacher

INSTRUMENTS | LESSONS | RENTALS | REPAIRS

MusicArts.com

Looking for Suppliers? - MMR Has Them For You!



MMR
SUPPLIER DIRECTORY
The Directory For Musical Instrument Products

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

Easy to Use...



Search By:
Company -
Brand - Location
Product Category

mmrmagazine.com/directory



By Dan Daley

The Mystique of the Sale Price

Three years ago, department store J.C. Penney infamously implemented an experiment in retail pricing that has since become a staple of business texts. Hoping to appear more authentic and genuine to its customers, the store did away with coupons and discounts, instead opting for what they dubbed a “fair and square” pricing structure in which original prices started at least 40 percent lower to begin with, instead of winding up there after a torturous game of couponing and calculated, bogus price slashing. There would no longer be any need to clip coupons or arrive at stores at 4 a.m. to get the best prices.

That didn’t work out too well. When Penney’s released its next sales report after this strategy was put into effect, it was clearly a disaster: Comparable store sales for the first quarter declined 18.9 percent; total sales decreased 20.1 percent; Internet sales fell 27.9 percent. Overall, the company reported a \$163-million net loss in the quarter. “Rock star” CEO Ron Johnson, who had only been hired a year earlier, was toppled, and by 2013 Penney’s was popping out coupons, in print and online, once again.

We Like Sales

Consumers have been trained to scrutinize the shopping experience like never before, and they have more tools than ever to do so. Reverse-engineering sites deconstruct products like iPhones and itemize their components, arriving at manufacturing costs and comparing them to their retail stickers. “Showrooming” CE buyers can scan barcodes in stores and use apps that deliver comparable pricing instantly. It doesn’t matter that any price has a ton of unseen cost elements baked into it, including those for labor, shipping, advertising, marketing, returns processing, packaging, and oh, yes, that thing called profit.

But while access to all this information makes a consumer look and feel sophisticated, it actually has the opposite effect, because in the end, consumers are innately illogical when they’re shopping with price at the top of their list. Shopping behavior is more like game play: we’re drawn to stores not by the promise of fair pricing, but by the lure of hunting for deals via coupons and price markdowns, and “winning” when we feel we’ve beaten the store at its own game. We know that “Here’s how much you’ve saved!” line at the bot-

tom of the receipt is bullshit, but it lights up reward centers in our brains that aren’t located in its frontal lobes but rather deep inside the reptilian limbic regions – the same locations that buzz for sex, drugs, and rock & roll.

Opacity With A Purpose

MI retail pricing has historically been a thicket of red herrings and cul-de-sacs with dollar signs on them, sometimes by design, often by circumstance. Consumers pore over list prices, MSRPs, MAPs, and other acronyms, as well as the sought-after “street” price – itself sometimes the result of opaque calculations. Walking down West 48th Street in New York in the 1970s and ‘80s was a combination of joy and dread, wanting the new toy and wondering what it would cost.

“Consumers have been trained to scrutinize the shopping experience like never before, and they have more tools than ever to do so.”

The Internet changed that, along with shifts to overseas manufacturing and digital technology, putting prices on a downward trend. MI

retailers are able to counter that by emphasizing the intimate bond between musician and instrument versus the somewhat fuzzier connection between consumer and widget. In a post on gadfly Eric Garland’s blog, Gabriel O’Brien of Wooster, Ohio Larry’s Music stresses the same thing, stating that MI retailers need to, “offer unique merchandise and a quality in-store experience with a staff of people who are excited to interact with their customers, who treat consumers as though they’re guests in the coolest home on earth... while providing a unique in-store atmosphere where personal relationships may be nurtured.”

Good advice, but here’s where purposeful price ambiguity can be helpful. Remember that we’re hard-wired to play games, and letting a customer whittle a price down is at the heart of that. The tricky part is figuring out where to start and – somewhat less so, but still important – where to stop. That will vary by product and by its point on the time/price continuum: most products will decrease in perceived value over time as new models come out and displace them, though a comparative few will increase due to inherent value and scarcity/demand. But that just adds to what continues to be a dense stew of factors that lead to a final price.

Life is a continuous negotiation, and even a decision not to haggle is a negotiation itself. Learning the dynamics and even the theatricality of the price dance is at the heart of a good transaction.

MIMR

Thank You!

AUDIX IS HONORED TO BE THE WINNER OF THE 2015 MICROPHONE LINE OF THE YEAR CATEGORY

For more than 30 years, Audix has proudly served the MI market with high performance and innovative products that keep your customers coming back for more. From our state-of-the-art manufacturing facility located in Wilsonville, Oregon, we design, machine, assemble and test our microphones. A walk through this facility demonstrates our commitment to precision, quality and innovation. We appreciate your support, and we look forward to bringing you some great new products in 2016.



AUDIX®

www.audixusa.com
503.682.6933

©2015 Audix Corporation All Rights Reserved. Audix and the Audix Logo are trademarks of Audix Corporation.

CS12

- 12 fully isolated outputs
- 5 voltage options provide power for virtually any effect pedal
 - Variable 4-9Vdc, 12 Vdc, 18 Vdc, 9Vdc and 9Vac
- Designed with cutting-edge technology, not just transformers
 - Noiseless operation with far more power
- Includes brackets for mounting under Pedaltrain® pedalboards
- Cables and converter plugs included



3x more power
...than the most
common power brick

CS7

- 7 fully isolated outputs
- 3 voltage options provide power for 99% of effect pedals
 - 9Vdc, 12 Vdc and 18 Vdc
- Designed with cutting-edge technology, not just transformers
 - Noiseless operation with far more power
- Includes brackets for mounting under Pedaltrain® pedalboards
- Cables and converter plugs included
- Worldwide Input Voltage



2x more power
...than the most
common power brick



NEW

**V3
JEKYLL & HYDE
OVERDRIVE
+
DISTORTION**

LIFETIME WARRANTY

TRUETONE

{formerly Visual Sound}

TRUETONE.COM

