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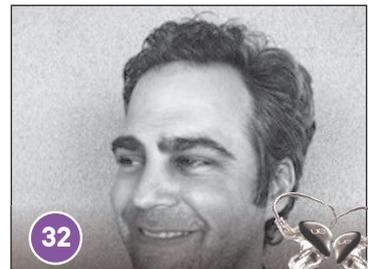
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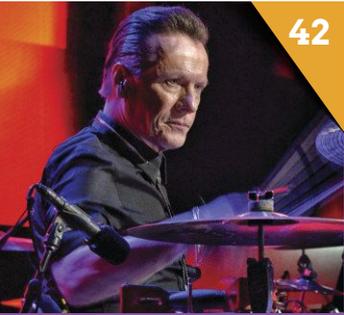
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# MMR

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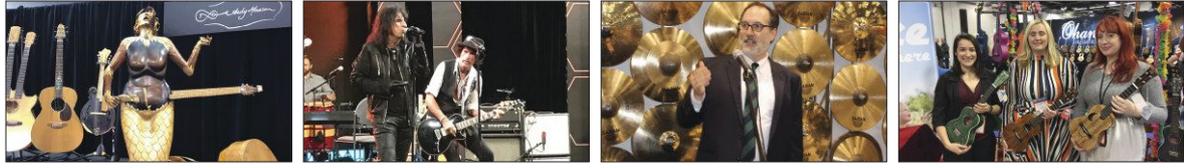
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## ORANGE BOX PHASER



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## GOLD BOX DISTORTION



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## PERFECT TEN 10 BAND GRAPHIC EQ



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Owner, Alto Music

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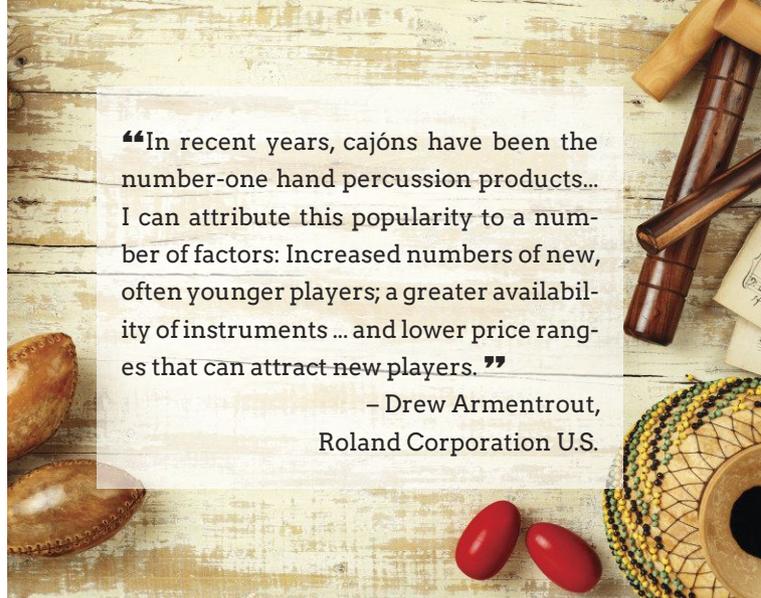
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Cover Photo: Jesse Grant/Getty Images for NAMM

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"In recent years, cajóns have been the number-one hand percussion products... I can attribute this popularity to a number of factors: Increased numbers of new, often younger players; a greater availability of instruments ... and lower price ranges that can attract new players."

- Drew Armentrout,  
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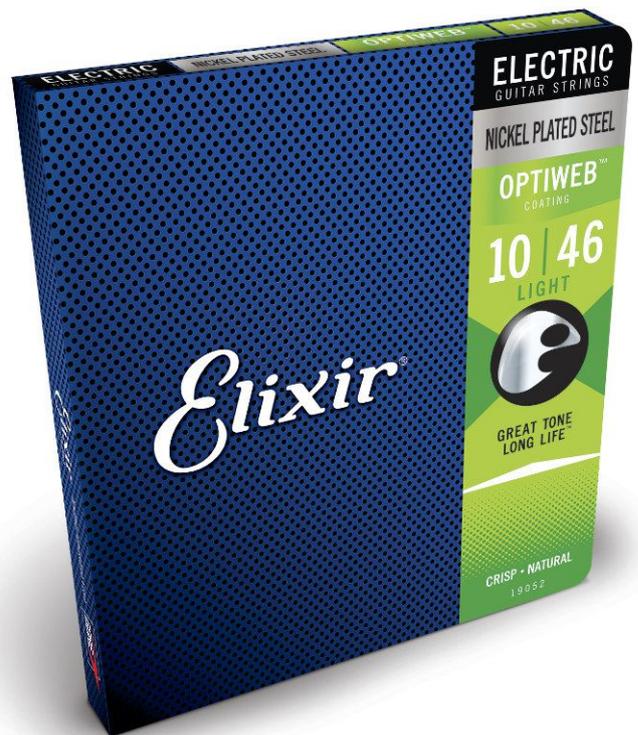
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# R.I.P. Jim Mouradian



by Christian Wissmuller

**T**here is one glaring omission from this issue's "Trade Regrets" column and that's deliberate – I wanted to devote more real estate to paying tribute to Mouradian Guitars' Jim Mouradian, who unfortunately passed away on January 14<sup>th</sup> of this year.

If the name is familiar, you're either one of the many in this industry who knew Jim and his notable work as a guitar and bass luthier and technician, or you read the small feature on Mouradian Guitars that ran in our January issue. That latter bit still stings, because while I'd done the interview and taken photos of the store and of Jim and his son Jon back in late August of 2016, for various reasons the article kept getting bumped and when it finally made its debut, it was four days after Jim left us. While this was not a guy who craved the spotlight or needed ego gratification in any way, it's nonetheless something that bugs me and likely will for a while.

Without retreading our January story overmuch, I'll just summarize how I came to know Jim – and Jon – and what that all wound up meaning to me.

When I turned 14, my dad traded in his Gretsch Tennessean at Cambridge, Massachusetts' Cambridge Music Center (The man is a saint. I was an idiot and thought hollow-body guitars were "ugly" and wanted a solidbody...) for a Fender Telecaster. Within less than a year I'd managed to mess up the intonation and one of the tuning pegs was loose, so the folks at Cambridge Music Center sent me to Mouradian Guitars for the first of many subsequent visits to have gear repaired, adjusted, or modified, and also to slowly learn a bit about all of that type of activity – and, more importantly, to begin to have ideas about a career somehow involved in musical instruments *other* than being a "rock star" (y'know – on the off-chance that almost-sure-to-happen future reality didn't pan out).

After follow-up trips to have a broken head-

stock fixed, a new pickup installed, a bridge replaced, et cetera, I had developed a genuine interest in everything up there at Mouradian Guitars and decided to ask Jim about apprenticing as a summer job. He kindly (the guy was always nothing but the nicest) explained that he already had all the help he needed in the person of his son, Jon.

After getting over any brief jealousy and disappointment, in the ensuing decades I continued to go to both Jim and Jon for assistance of all types on instruments ranging from the most bare-bones entry level stuff, to really expensive, vintage gear. As I upped my own attempts to modify guitars, Jim and Jon were always ready to patiently undo any "fixes" I had made and to show me what they'd done and offer tips on how I could do it better next time, myself – these guys weren't out to drag every last buck out of me; they saw that I was interested, that I cared and they were more than happy to help share the knowledge.

While I didn't wind up working for Jim, the idea of finding alternate career paths within the music industry that first was borne via visits to his workshops eventually led me to study engineering at Berklee, work at a few recording studios, do PR for a handful of labels and artists, write reviews and articles for a number of magazines and websites, and ultimately land here at *MMR*.

The world of MI is populated with any number of inspirational, generous folks (Sure – there are plenty of stinkers, too), but Jim was absolutely one of the most impactful I ever met. Thank you Jim.

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# Industry News

## CAD Names On the Road Marketing As Rep For New England and New York

CAD Audio has appointed On the Road Marketing as sales representative for New England, New York City, and Upstate New York.

In business for over 30 years, On the Road Marketing has achieved great success representing leading brands in professional audio, commercial AV, video and lighting under the guidance of owner Mark Meding.

Commenting on the appointment, CAD Audio VP Sales Jeff Beck said, "Partnering with On the Road Marketing represents a major growth step for CAD. Not just in terms of their exceptional sales and interpersonal skills, dealer relationships and technical expertise, but their ability to bring our products to higher levels in terms of customer demographics and applications. We look forward to a relationship that will produce unparalleled success for both CAD and On the Road Marketing."

Mark Meding added, "On the Road Marketing is very excited to be working with the CAD Audio team. We see a very bright future for CAD in the years to come and are happy we can be part of this growth. They have a team of people with the energy, creativity and experience that we look for in a manufacturer and we're proud to have CAD as one of the exceptional product lines to offer our long list of customers."



Jeff Beck, Mark Meding, and Brig Carr

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

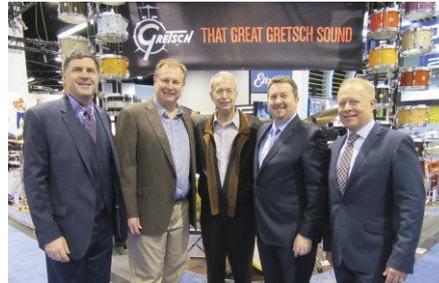
## DW Enters into U.S. Distribution Deal with Hal Leonard for Select Brands

Drum Workshop Inc. (DW), has announced that effective February 1st, 2017 Hal Leonard is serving as the exclusive U.S. distributor for several of its product lines including Gibraltar® hardware, KAT®, Percussion Plus Drums, and CB Percussion lines. In addition, Hal Leonard will be the U.S. sales representative for the Gretsch® Renown, Catalina, and Energy lines of entry level and mid-priced drumsets.

Gretsch USA®, Broadkaster® and Brooklyn Series® models will continue to be manufactured at the Gretsch facility in Ridgeland, South Carolina with Drum Workshop, Inc. selling, distributing and servicing the products domestically. DW® Drums, Pacific Drums and Percussion (PDP®), Latin Percussion (LP®), and Ovation Guitars® also remain part of the Drum Workshop family of brands.

Gretsch® Drums is an award-winning, iconic, American musical instrument brand which has been offering drummers "That Great Gretsch Sound" for over 130 years. Gibraltar® hardware is highly recognized for their extensive line of rock solid drum racks, stands and accessories designed to work with most major musical instrument brands. Gibraltar is also home to Gibraltar DJ, a complete line of DJ workstations and accessories. KAT® Percussion is one of the original American electronic percussion companies producing a wide range of complete electronic drumsets, as well as amplification tailored for the electronic percussionist. The CB Percussion and Percussion Plus product lines cater to students and the music educational market.

"Hal Leonard is simply the right choice to help us grow these brands within the domestic U.S. market," said Drum Workshop Inc., president and CEO, Chris Lombardi. "I'm impressed with their considerable dealer network, and more importantly, the way they build relation-



Brad Smith, Chris Lombardi, Don Lombardi, Larry Morton, and Doug Lady

ships that parallels our way of doing business. We're thrilled to be working with their team and excited for the future."

Best known as the world's largest publisher of music education materials, songbooks, sheet

music, books, DVDs and digital products with over 220,00 available products and publications, Hal Leonard represents many of the world's best known and most respected publishers, artists, songwriters, arrangers and manufacturers. In addition, Hal Leonard is also a major distributor for musical instruments, gear, accessories and recording products including Avid/Pro Tools, Blue Mics, IK Multimedia, Line 6, PreSonus, and Samson.

"We're honored Drum Workshop chose us to represent these highly respected brands and excited about these lines catapulting the growth of our drum and percussion division," said Doug Lady, Hal Leonard senior vice president. "We already have a dedicated team of passionate, in-house percussion specialists to present and service these legendary brands to all our music dealer customers."

"The addition of these incredible lines gives our music retailers a reason to source all their drum and percussion gear from Hal Leonard," said Hal Leonard's VP of MI Products, Brad Smith. "We're excited about introducing new dealers to these lines in the music education market and finding ways to co-produce product bundles with Drum Workshop brands and Hal Leonard content to help get new drummers playing."

Retailers interested in ordering Gretsch Renown, Catalina or Energy Series drums, as well as Gibraltar hardware and KAT products may contact the Hal Leonard E-Z Order Line at 1-800-554-0626. For all requests regarding DW & PDP drums and hardware, LP, Ovation and all Gretsch USA products, contact your current DW Sales Representative or call (800) 45-DRUMS.

# Inside Information

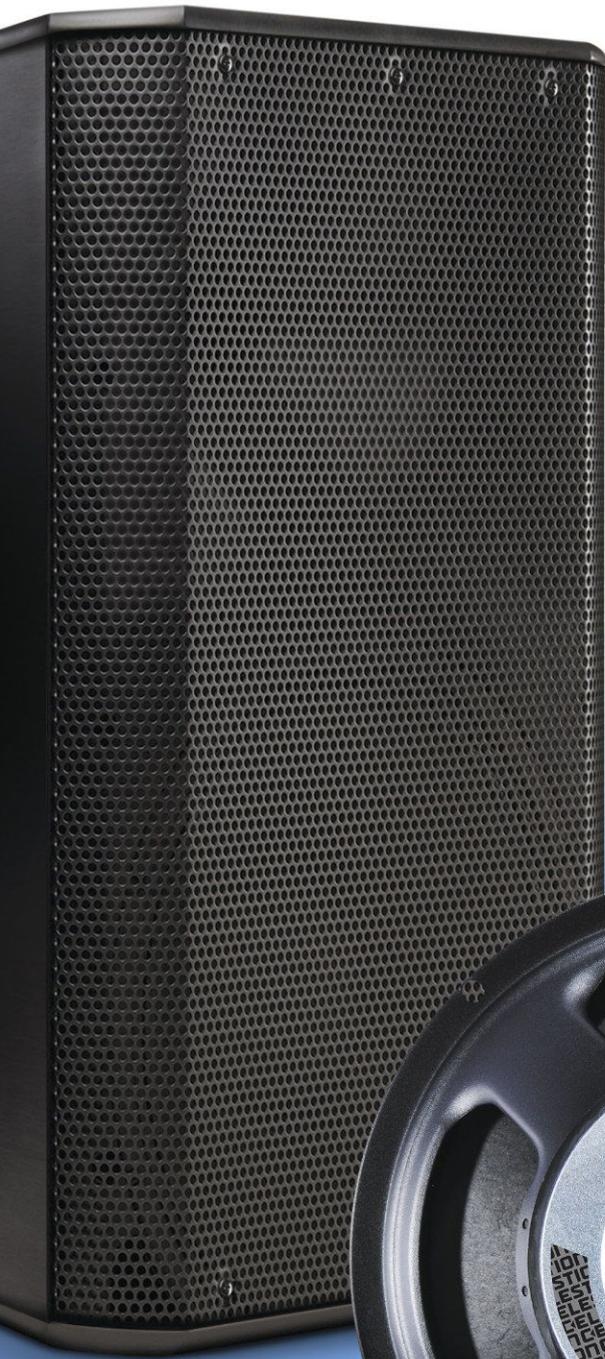
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**CELESTION**

# Lorenz Acquires WMCR

The Lorenz Corporation has announced that effective immediately, they have acquired the print music company WMCR LLC (Word Music & Church Resources).

This announcement came from Reiff Lorenz, CEO of The Lorenz Corporation and Dale Mathews, senior vice president of WMCR.

Formerly the print music division of Word Entertainment, WMCR provides print-

ed music, accompaniment tracks, and other worship resources to churches and consumers for use in personal and corporate worship, missions, education, and beyond. The WMCR catalog includes thousands of choral and instrumental titles by well-known composers including Cliff Duren, Bradley Knight, J. Daniel Smith, Jay Rouse, Daniel Semsen, David T. Clydesdale, Lari Goss, and many more. WMCR was previous-



ly a joint venture between Warner Music Group and Curb Records.

Lorenz has been fulfilling orders for WMCR since mid-December, when the companies announced a distribution agreement. WMCR will retain its existing team in Nashville, Tennessee, and their sales representatives will continue to serve customers from that location.

Dale Mathews said, "We are thrilled to announce that Lorenz is the new parent company of Word Music & Church Resources. Lorenz is a company that already feels like family to us. They truly know and understand the print music industry, and they share our vision of creating music that serves the church. We see it as a great vote of confidence that they have decided to keep our team located in Nashville. It is the perfect environment for what we do best – creating new contemporary evangelical church market products."

"This is a perfect fit between two leaders in the print music industry," said Reiff Lorenz. "We have the warehouse space, production capacity, and industry connections. WMCR needed a new parent company and was outsourcing manufacturing and distribution. The more we talked, the better the pieces seemed to fit, and we are excited to welcome them into our family."

## Yamaha, Line 6 Execs Announce Expanded Collaboration with John Lennon Educational Tour Bus

Yamaha and Line 6 execs came together at NAMM to announce their expanded relationship with the John Lennon Educational Tour Bus, which is celebrating its 20th anniversary this year.



L to R: Brian Rothschild, Tom Sumner, Susan Wolf and George Pajon.

Yamaha is a founding sponsor of the bus, having provided keyboards and drums for the project. The world's largest musical instrument manufacturer is now adding its award-winning acoustic and electric guitars and its Line 6 digital modeling guitar amplifiers to the Lennon Bus' updated display of onboard equipment, advanced recording technology and hands-on, music-making experiences for students of all ages.



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*Photo of Anthony Jones, Pink Martini*

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i5

# Musikmesse 2017 Drum Camp Lineup Announced

The list of artists for the Drum Camp at Musikmesse 2017 (April 5 to 8) is complete. Eight stars of the international drum scene will give daily performances on their original touring sets in the 'Blood, Sweat and Tears Box' – a soundproof cabin in the middle of Hall 11.0 where visitors can see and hear the musicians really close up.

After their performances, all drummers will be available for autographs and to answer questions about their equipment and playing techniques. Four more prominent artists have now announced their participation. They are Karl Brazil (Robbie Williams), Will Hunt (Evanescence), Chris Coleman (Chaka Khan) and Veronika Lukesova (Rock meets Classic, Kiske/Somerville).

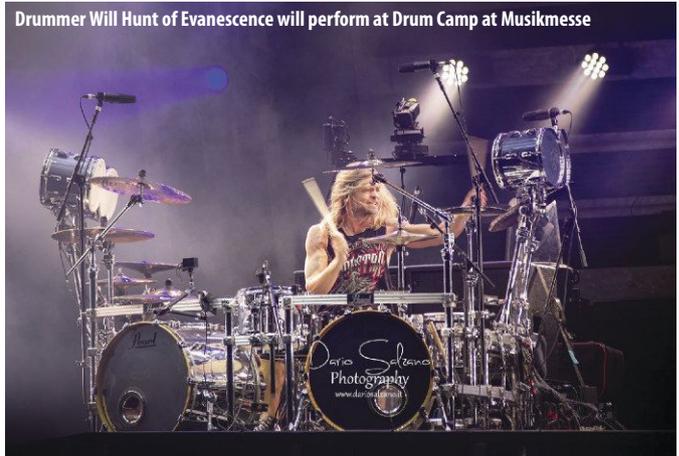
Entertainment and education stars of the drum scene

Four top names – Jost Nickel (Jan Delay), Alex Landenburg (Luca Turilli's Rhapsody), Michael Schack (Netsky) and the independent artist Anika Nilles

– had already announced their participation in the Drum Camp. The result is a multi-faceted lineup covering numerous different genres.

Additionally, masterclasses for all drum aficionados will be held at the Drum College, in the immediate vicinity of the Drum Camp. Twice a day, star drum coach Mike Johnston will hold training sessions on sophisticated playing techniques – Johnston is one of the world's most in-demand drum teachers. Drum Camp artists Jost Nickel and Anika Nilles will also be holding workshops.

Expansion of the success 2016 concept  
The first Drum Camp at last year's



Musikmesse was a magnet for drum enthusiasts from all over the world. Unrivalled is the way they could get close to artists in the sound-proof cabin with its state-of-the-art lighting and sound technology. Following the positive reaction in 2016, the 'Blood, Sweat and

*continued on page 12*

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- David Shepherd, Mojotone Pickup Designer

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# Musikmesse 2017 Drum Camp Lineup Announced

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Tears Box' has been enlarged this year so more visitors can experience the musicians' performances. Additionally, there is an impressive exhibition of the artists' original touring sets in the immediate vicinity of the Box. Also part of the Camp is a meet-and-greet area for discussions and autographs.

At this year's Musikmesse, the Drum Camp format has been copied for the guitar sector and the artists taking part in the new 'Guitar Camp' will include Jeff Waters (Annihilator), Jen Majura (Evanescence) and internationally renowned blues and rock guitarist Dennis Hormes. Additionally, Billy Idol guitarist and Grammy award

winner Steve Stevens will give a special performance on the Saturday of the fair.

The Drum Camp and the Guitar Camp are located in Hall 11.0, which offers a comprehensive overview of the latest product highlights in the worlds of drums and percussion, electric guitars and basses and amp



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## K&M Supports Guitars for Vets



König & Meyer (K&M) is supporting Guitars for Vets, a foundation that supports our veterans who turn to music in a time of great need.

K&M recently contributed to this worthy cause with a donation of over 400 stands including guitar stands, microphone stands, speaker stands and iPad holders. 'Guitars for Vets' is a non-profit organization aimed at providing veterans struggling with physical injuries, PTSD and other emotional distress a unique supportive program.

G4V pursues its mission to share the healing power of music by providing free guitar instruction, a new acoustic guitar and a guitar accessory kit in a structured program run by volunteers throughout the country.

## Eastman Partners with Backun

Eastman Music Company has announced that they have made a significant investment in Backun Musical Services, manufacturer of clarinets and woodwind accessories. This investment builds upon the existing Eastman distribution of Backun products to dealers in North America.



The Eastman family of products, which includes Eastman, Wm. S. Haynes, and S.E. Shires, now includes Backun clarinets and

continued on page 16



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# Alvarez Appoints SFM as New Canadian Distributor



Alvarez continues to expand globally and has teamed with SFM in Canada to oversee distribution in the region.

"We're thrilled to be working with SFM," says Chris Meikle, head of development at Alvarez and senior vice president of St. Louis Music. "Canada is a really important market for Alvarez and we're very happy to be working with one the country's leading MI Distribu-

tors. SFM have a great track record in the distribution and brand building of acoustic guitars and will do a fantastic job with Alvarez "

Founded in 1978, SFM provides customized go-to-market services to global brands within the live entertainment industries. In addition to traditional wholesale distribution services, SFM offers an array of additional services designed to help suppliers and customers achieve their full market potential.

"We are beyond excited to be Alvarez's new distributor in Canada," says John Kelley, general manager of SFM's MI business unit. "The Alvarez and Yairi brands have been core to the fabric of the acoustic guitar market for decades, and the company's approach to design, quality, and continued innovation is highly respected around the world. Alvarez is a natural fit alongside the other premium guitar-oriented brands that we distribute, and we're looking forward to further developing the line in Canada with the help of SFM's highly-regarded sales and support teams.



## A really big deal.

We are extremely pleased to announce that our 2016 On-Stage Dealer of the Year is **American Music Supply** of Oakland, NJ.

AMS is the first two-time winner of this award. This is an indication of how hard they work as a company to sell and effectively market our entire On-Stage product line for over 3 decades. A special thank you goes out to Jim Hovey, Russ Mack, Mike Kane and the rest of their organization for their dedication and understanding of all things On-Stage making them the ideal partners. We truly appreciate their efforts and look forward to continuing to work with them in the coming years.



"We are fortunate to be in such a great industry with passionate, creative people who we call friends. Congrats AMS! You make doing business together fun."

Sharon Hennessey, Co-President  
The Music People



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## Delorge Named Music & Arts 'Educator of the Year'

In December of 2016, Amy Delorge from Biddeford, Maine was named the Music & Arts *Music Educator of the Year*.

Delorge has 26 years of teaching experience and is currently the band director at Biddeford Middle School.

In addition, Music & Arts announced Mr. George Hattendorf from Glendale, Arizona as the *People's Choice Music Educator of the Year*. He is retiring this year after 44 years in music education.



Amy Delorge

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## Eastman Partners with Backun continued from page 12

accessories. The agreement brings Backun's advanced woodwind instrument designs and manufacturing technologies into the Eastman portfolio, while leveraging Eastman's brand and strong dealer relationships.

Qian Ni, CEO of Eastman, commented: "We are so happy to welcome Backun Musical Services to the Eastman family. The level of quality of their products compliments the Eastman line of instruments and accessories,

while providing an exceptional foundation on which to grow our woodwind offerings. Having followed the impressive growth of Backun over the years, we know great things are ahead for this partnership."

On the recent investment, Backun president Morrie Backun said, "I have known Qian for several years, as we enjoy a similar history of being woodwind players who have developed our own businesses. The impressive

organization he has built, including the exceptional team at Eastman, will help us grow the recognition and availability of Backun products, while bolstering Eastman's line of woodwinds. Our mutual goal is to continue offering exceptional products and outstanding customer service to musicians and dealers around the world."

Backun and its team of leadership and staff will continue operations and manufacturing in Burnaby, Canada, while providing sales, marketing, and manufacturing support and expertise to the Eastman group of companies.

## Two New Store Openings for GC

Guitar Center has been expanding its presence nationwide with recent store grand openings in Alexandria, Virginia (January 12), and Goodlettsville, Tennessee (January 19).

These grand openings further underscore Guitar Center's ongoing expansion and its commitment to serving growing music communities across the country.

The Alexandria store, covering 15,425 square feet, is located at 3155 Duke St. Alexandria, Virginia 22314 in the Alexandria Commons Shopping Center. The Goodlettsville location, an 11,000-square-foot facility, will further serve the wider Nashville community and can be found at 1000 Rivergate Parkway Goodlettsville, Tennessee 37072 in the RiverGate Mall.

Both stores feature modern showrooms equipped with the latest products for musicians – from guitars, amplifiers, percussion instruments and keyboards to live sound, DJ, lighting and recording equipment. Customer services include Guitar Center Lessons, an in-house, state-of-the-art music academy for players of all ages and skill levels, GC Repairs, an on-site maintenance and repairs service, GC Rentals, easy rentals of instruments and other gear, and Guitar Center Workshops, offering free introductory classes and instruction on guitar, ukulele, and recording.



Guitar Center's new Alexandria, Virginia location

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

# Supplier Scene

## RCF Announces New Representation in Western States

RCF announced new representation in the western section of the United States. The Marshank Group has been assigned to represent Southern California, Nevada, and Arizona. AM Pro Audio has been assigned Hawaii. And Audio Source has been assigned Washington, Oregon, Idaho, and Alaska.

"The Marshank Group is proud to join forces with RCF," says principle Gary Marshank. "Our commitment to bringing the highest quality service to our accounts and manufacturers will be strengthened by the addition of this line. We look forward to many years of partnership with this highly respected brand." Gary has led the Marshank Group into its third generation of family ownership. In 2008 Paul Hugo joined as a partner, strengthening their presence in the touring sound and install markets.

Audio Source has already been representing RCF in the northern California territory and adds the Pacific Northwest to their coverage area.

"By bringing our entire territory into the RCF family provides us the ability to use the resources of our total team of sales and engineering personnel to bring a stronger vision of RCF into the region," said Audio Source principal Richard Gibson.

The addition of AM Pro Audio in Hawaii brings a former RCF rep back into the fold. Principal Art Wall worked for years with the Eaton Sales group in upstate New York representing RCF before his decision to relocate to Hawaii. Wall adds RCF to his portfolio that includes APB DynaSonics, Ashly Audio, Audix Microphones (retail), Bespeco, Epsilon Pro Lighting, Godin Guitars, Jensen/ISO-MAX, JTS Professional, König & Meyer, Motion Labs, Primacoustic, and TeachLogic.

[rcf-usa.com](http://rcf-usa.com)

## Roland Launches Sheet Music Promo For LX, HP, and GP Pianos

Roland has announced the details of a new campaign in collaboration with Sheet Music Direct. From February 1 to July 31, 2017, players who purchase a Roland premium piano (LX-17, LX-7, HP605, HP603, HP504, or GP607) will receive a free three-month subscription to Sheet Music Direct PASS, a digital service that gives members unlimited online access to over 50,000 digital sheet music titles, plus a 50-percent discount on all downloadable/printable sheet music.

Operated by Hal Leonard and Music Sales, Sheet Music Direct PASS lets players use a computer, smartphone, or tablet to view thousands of interactive sheet music titles, from Adele and Coldplay to Mozart and Beethoven. The interactive sheet music allows users to turn pages, change the tempo, and transpose keys. Members who prefer printed sheet music or need to view their sheet music offline can purchase downloadable and printable sheet music at a 50-percent discount (\$1.99 or less per song).

"Roland is proud to embark on this exciting promotion and build on our long-standing relationship with Hal Leonard," says Bill Erlandson, piano sales manager for Roland Corporation U.S. "With access to such a vast digital sheet music library, our customers will have the ability to truly interact with their favorite songs on our finest pianos."

"We are thrilled to partner with Roland and bring PASS to purchasers of their premium pianos," said Chris Koszuta, general manager of Sheet Music Direct. "Roland pianos pair perfectly with Sheet Music Direct PASS, allowing musicians all over the world to access and play more music than ever before."

To activate their three-month PASS subscription, purchasers of eligible Roland pianos can visit [www.sheetmusicdirect.us/rolandpass](http://www.sheetmusicdirect.us/rolandpass) and enter the piano's serial number along with the access code on the PASS invitation card (supplied by the retailer). There's no commitment, and players are free to cancel their sheet music subscription at any time.



There's no commitment, and players are free to cancel their sheet music subscription at any time.

There's no commitment, and players are free to cancel their sheet music subscription at any time.

## Gig Gear and Media Integration Partner for Distribution in Japan

NY-based manufacturer Gig Gear LLC and Tokyo-based distributor Media Integration have announced that Media Integration will be the distributor of Gig Gloves for the nation of Japan. Prior to this announcement Gig Gloves were only available internationally via direct consumer purchase from Gig Gear's website and a third party international carrier. Now, the entire line of Gig Gloves will be available to Media Integrations vast dealer network throughout Japan.

"Media Integration is thrilled to begin distributing Gig Gear's innovative products. They solve problems that many professionals who work in SR, system installation and other related industries experience every day," said Satoshi Yamaguchi, general manager of Media Integration. "Gig Gear products might look very different from the current line of products Media Integration carries, but we think they suit our philosophy of introducing products that solve daily problems of pro audio professionals and help provide even better results from their work. We hope Japanese customers will enjoy the distinct advantages that Gig Gloves provide."

"I couldn't be more excited to have Gig Gear's entire range of Gig Gloves represented by Media Integration in Japan," said Daniel Shatzkes, founder and principal of Gig Gear LLC. "Our expansion into international markets took a huge leap forward in the second half of 2016 and with distribution in Japan now being handled by Media Integration it continues to establish our brand as an industry standard worldwide. We can't wait to watch Media Integration represent the line and grow the dealer base and consumer market for Gig Gloves in Japan."

[gig-gear.com](http://gig-gear.com)

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## Supplier Scene

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# Bob Moog Foundation Partners with MusicFirst

The Bob Moog Foundation has partnered with cloud-based software creator MusicFirst to provide an online portal of educational assets for its Dr. Bob's SoundSchool teachers. Dr. Bob's SoundSchool is the foundation's hallmark education project, teaching thousands of second graders about the science of sound through music and technology. The 10-week curriculum is taught by public school teachers

trained by the foundation in both the science of sound and the pedagogy involved in teaching the program. In addition to professional development training, teachers receive bins of materials and online assets to assist them in their teaching.

To deliver the most streamlined, accessible user interface portal for the various online assets, which includes videos, apps, diagrams, documents, sound samples, and more, the foundation looked to MusicFirst, working together to create a customized portal through which teachers have supplementary materials at their fingertips.

Lee Sebel, the foundation's online education coordinator, managed the project. Sebel combined his experience in the music technology industry with his training in online education methods to create the portal for Dr. Bob's SoundSchool teachers. According to Sebel, "As a specialist in distance learning best practices, I'm always looking for the most efficient solutions when it comes to delivering online content. Not only does the MusicFirst platform fully support this goal, it



 **musicfirst**  
teach music in a connected world

provides considerable potential for expanding online learning opportunities for Dr. Bob's SoundSchool in the future."

James Frankel, MusicFirst's director, comments, "MusicFirst is proud to partner with the Bob Moog Foundation and help further their mission to inspire children through science, music, and technology. Our cloud-based software provides a breadth of assets to music teachers around the world, and we are heartened to see our technology being applied not only to support the foundation's innovative curriculum, but also to help carry the legacy of Bob Moog forward to future generations."

MusicFirst offers music teachers and their students easy-to-use, affordable cloud-based software and a powerful online classroom environment that enables music learning, creation, assessment, sharing, and exploration on any device at any time, anywhere.

## QSC and Shure Offer Integration

QSC, LLC and Shure Incorporated announced an expanded level of integration between Shure Microflex® Advance™ and Microflex® Wireless microphones with the entire Q-SYS™ Platform. The partnership includes the release of new control plug-ins for the Shure MXA910 Ceiling Array Microphone and Microflex Wireless microphone systems. The latest Q-SYS Designer Software v5.3 update enables a multitude of audio connectivity options including audio integration via Dante, analog audio as well as AES67. Setup and configuration are supported with the addition of a detailed quick start guide to integrate audio and control between the Shure and QSC systems.

[www.qsc.com](http://www.qsc.com)  
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# Reverb.com Introduces Reverb Sites

Reverb.com introduced Reverb Sites, a service created to help sellers better promote their music gear business online.

Reverb Sites are designed to enable sellers to create their own website synced to their Reverb.com shop and powered by the marketplace's technology.

"As musicians who buy and sell gear ourselves, we understand that not everyone has the time, money, or expertise to create and manage their own music gear website. As a tech and e-commerce company, we also understand that a website is an invaluable tool when it comes to marketing your music gear business online," said Reverb.com chief operating officer Dan Melnick. "Reverb Sites was created so any seller in our marketplace can showcase their gear through a quality website and effortlessly manage that website from the same dashboard they manage their Reverb.com shop through."

With Reverb Sites, inventory from a seller's existing Reverb.com shop is automatically synced and all orders are managed through one dashboard. When an item sells in either location, it's marked as "sold"—no extra imports, double sales, or wasted time. To build and strengthen their brand, sellers can choose from several professionally designed, mobile-optimized website themes. Once a template is selected, the Reverb Sites platform auto-populates information from the user's Reverb.com shop and allows the seller to further customize the site with logos, pages, photos, videos, and more.

"At the end of the day, our sellers want to spend their time selling gear and making money - not worrying about their website," said David Kalt, founder and CEO at Reverb.com. "With the introduction of Reverb Sites, we're giving sellers all of the tools they need to showcase their products on a customized, fully-functioning website that they can manage by simply running their Reverb.com shop as usual. Plus, sellers will be able to rest easy knowing that their website is supported by the Reverb.com tech team."

Integration between a seller's Reverb Site and Reverb.com shop also means analytics - from sales to website traffic - can be monitored from one central location. In addition, Reverb Sites are designed using the latest in Search Engine Optimization (SEO) best practices, which means sellers' websites and products will be easy for potential customers to find online.

Reverb Sites joins a host of other services and tools created by Reverb.com designed to make the marketplace the easiest place to sell music gear online. Among other tools and services, Reverb.com provides a price guide, which aggregates real-time transactional info to help users understand the value of the gear they're buying and selling, and Reverb Bump, which allows sellers to promote their listings for a small fee.

The beta version of Reverb Sites is currently available and the service is scheduled to launch in spring 2017.

[www.reverb.com/sites](http://www.reverb.com/sites)

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## Roland NAMM Exhibit Lit With Chauvet Professional

Officially, NAMM 2017 ended on Sunday January 22, but Roland is keeping its NAMM launches and celebrity stage appearances alive with an extensive social media campaign, featuring 360 VR streaming. The lighting design was created by Justin Preston of Three-Phase Productions, using a collection of Rogue, STRIKE and COLORado fixtures from Chauvet Professional.

Preston's rig included seven Rogue R2 Washes and two STRIKE 4 multi-formatted warm white fixtures, as well as 16 COLORado 1 Solo and 29 COLORado Batten 72 Tour units. (PVP S5 LED video panels supplied by TST were also used in the Roland exhibit.)

The Rogue, COLORado 1 Solo and STRIKE 4 fixtures were used on Roland's main stage to create a concert atmosphere. Preston flew five of his Rogue R2 Washes on upstage truss and two on FOH truss. He also flew 12 COLORado 1 Solos, six apiece on upstage and downstage truss, and positioned the remaining four



on 6' stage booms. The two STRIKE 4 fixtures were hung on downstage truss.

"We used the FOH Rogues for picking out soloists and people making announcements on stage," said Preston. "Our upstage

Rogues created backlight, movement and effects. The COLORado 1 Solos worked great as eye candy. The STRIKE 4s were used for audience blinders; people loved their warm white light."

In addition to acknowledging the performance of his fixtures, Preston credits his team with helping him create a balanced lighting design. "Will Chandler and Ginevra Lombardo split the job of ALD and did amazing work, and Garrett Kelly did a great job managing the equipment," he said. "We're honored and grateful to Roland for taking us on. They raise the bar in technology, and they expect a level of excellence in their lighting. Every time I look at the NAMM 360 VR on YouTube, I take satisfaction in knowing that's what we delivered."

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

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# Sennheiser XS Wireless Employed in Ellen's Stardust Diner

Ellen's Stardust Diner is renowned for its Broadway-themed decor, retro 1950's decor and singing waitstaff. Recently, the diner upgraded its audio system, opting for Sennheiser's XS Wireless System.

An important requirement was that the system needed to be 'always on' — with no buzzing, interference or drop outs: "Our very talented staff is trained to multitask, and they continuously sing while waiting tables," explained Ken Sturm, co-owner of Ellen's. "Before we went with Sennheiser, our wireless microphones would sometimes pick up radio interference, and it was definitely a hindrance to the performances. Now, our waitstaff is able to seamlessly sing, serve food and drinks — without ever having to worry about quality."

The XSW 35 Vocal Set, an all-in-one package that is also plug-and-play was chosen. Its e 835 dynamic cardioid microphone capsule, which is used by touring musical artists, is able to cut through the mix with feedback rejection. Further, each handheld transmitter can handle up to ten hours of operation, and features an intuitive mute button.

With 24MHz of bandwidth and 8 frequency banks, the XS Wireless also has intuitive scan and sync features. Six channels of XS Wireless were set up in 'grab and go' fashion to accommodate the changing shifts of the waitstaff. Two antennas were installed in the ceiling to increase wireless range and help eliminate potential RF interference. The system covers the entire perimeter of the diner, and up to six different performers can sing at any given time.

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



Servers at Ellen's Stardust Diner serenade patrons using a Sennheiser XS Wireless System



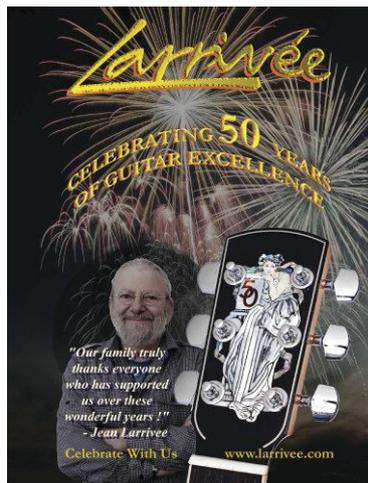
Ellen's Stardust Diner is located in the heart of Times Square in New York City

# Larrivee Guitars Celebrates Its 50th Anniversary

Jean Larrivee Guitars announced the company's "Appreciation Celebration" of its landmark 50th Anniversary, all through 2017.

"Gosh, I could write a book about the ongoing changes in the guitar building business and our efforts to continuously improve quality, and to personally source our finest component materials worldwide," says founder, CEO Jean Larrivee. "After much experimentation in the development of my own guitar designs, we started our guitar business in Toronto in 1967; or, before we started our family. We moved our small operation and a few machines and jigs to Vancouver Island in 1975; to Vancouver in 1983; and to Oxnard, California in 2001. My wife and gifted design partner Wendy, always assisted me while embellishing my custom models with her own artistic, precious inlays. And, my sons John and Matthew truly grew into our family business over the recent decades and we are all still working together! For us, 2017 is all about really thanking those who have graciously supported us since the very beginning."

Wendy Larrivee adds, "We sincerely appreciate all the Larrivee fans



who have sustained us over the last half century and for assisting us in bringing our love of guitars and guitar building to the world. This is our life; the only life we know; and we live it every day."

Their limited, collectible 50 piece Anniversary production run will fulfill only against orders, and only through the company's international network of Larrivee Guitars resellers. The guitar includes a Wendy Larrivee designed 50th Anniversary headstock inlay and full 50th Celtic knot fingerboard inlay; with Master Grade Alpine Moonwood hand-tuned top, rosewood body binding; abalone rosette; Ab body binding; Ab binding on fingerboard extension. This model is based on an upscale version of the popular Larrivee Guitars model LV-10 but with many more elegant appointments; MSRP \$7,498.

In addition, and again through 2017, the company will also offer a 2nd-tier \$1,500 MSRP "Options Package" add-on upgrade to most all of its price list fare rosewood back and sides guitar models with a less elaborate headstock and fingerboard inlay package; with koa rosette and binding.

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

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## B&M Adds Worldwind Distribution

Barnes & Mullins has bolstered its brass and woodwind range, signing a new distribution agreement with UK-based Worldwind Music.

From 1st March 2017, all Vivace and Artemis brasswind ranges, and Trevor James, flutes, saxophones and clarinets – with the exception of TJ Signature Custom and Andy Sheppard saxophones – will be exclusively distributed to the UK trade by Barnes and Mullins.

“We’re delighted to have been appointed the UK distributor for such an excellent range of products,” commented Bruce Perrin, joint managing director of Barnes & Mullins. “The Trevor James, Artemis and Vivace brands have a superb standing in the industry, and fit perfectly into our offering of other woodwind and brass instruments and accessories.”

Jean-Paul Wright, marketing director at Worldwind Music, added: “With the extensive industry, product & trade distribution knowledge and experience that Barnes & Mullins possess, combined with an excellent and very professional team, Trevor James instruments could not be in better hands for the future. This new arrangement will enable the Worldwind Music team to spend more time and resource developing new products, as well as offering greater support to our growing number of international distribution partners.”

Barnes & Mullins will have a comprehensive range of Worldwind Music products available to order from 1st March 2017, with all UK trade sales continuing to be administered by Worldwind Music HQ until that date.

L to R: Tim Head, Bruce Perrin, Jean-Paul Wright,  
Brian Cleary, and Christopher Howe

## Q&A: Justin Fogleman, Elixir Strings

Elixir has just launched its latest string technology in the form of its new Optiweb electric guitar strings line, which aims to deliver the longevity that a coated string brings, matched with the performance of an uncoated set.

**What was behind the development of Optiweb strings? Was there specific consumer feedback asking for them?**

As you may know, Elixir Strings is the number one selling string brand for acoustic guitar players, loved for their tone and feel combined with long tone life. We continually evolve our products to meet player needs and we set our sights on the electric market to deliver a string that encompassed the characteristics players demand to power their performance.

Our OPTIWEB Coated electric strings were designed from input of over a thousand electric guitarists. Their feedback was clear: they wanted the performance of an uncoated string with the long tone-life of an Elixir String.

With this, our team went to work to develop a thin, lightweight coating to meet the needs of uncoated guitarists who wanted more from their string. Our OPTIWEB Coated electric strings have the tone of an uncoated string with the tone-life of a coated one. They have a natural feel that’s more like an uncoated string than anything we’ve previously offered. With that, they provide the same long tone life that players have come to expect from Elixir Strings.

**Can you explain what the difference is between these and your other coated strings?**

Not all coated strings are the same. Elixir Strings is still the only brand to coat the entire string, protecting not only the outer string surface, but also the gaps between the windings. Whether you choose our OPTIWEB, NANOWEB or POLYWEB Coated electric strings, you can rest assured that they all provide the long tone-life players have come to expect from Elixir Strings. There are some differences between them though.

Our OPTIWEB Coated strings are our newest offering. These strings sound like an uncoated string, with a crisp tone and natural feel. Our NANOWEB Coated strings have a bright tone and smooth feel. While the POLYWEB Coated strings have a warm tone with a slick, fast feel.

**How hard is it to explain the advantages and the differences in these strings to customers?**

The story writes itself. We’ve heard from thousands of players

and one thing is certain...a guitarist’s desired tone and feel is very personal. Now with the addition of OPTIWEB Coating, our family of electric guitar strings brings a wider choice of coating options to compliment every guitarist’s playing style.

**What advantages do the coated products offer the retailer?**

When retailers evaluate their string wall and compare their profit dollars of Elixir Strings to other guitar strings, they’ll quickly see that Elixir Strings are a more profitable string to sell. Plus, retailers are challenged with keeping all of the guitars on their wall strung and sounding great, as a poor sounding guitar affects their guitar sales. Some retailers have actually restrung their guitars with Elixir Strings as they want their customers to have a great experience every time they pick up a guitar. They are confident that our coated strings will deliver the sound and feel players want, without having to sacrifice long-lasting tone life.

**Will this be extended to acoustic and bass as well?**

Perhaps. We’re always looking for new ways to meet the evolving needs of players. We’ll continue to listen to players’ needs and expand our products accordingly.

**How are you promoting the range?**

The Elixir Strings brand was built on product performance. Based on player feedback, we know our strings do exactly what we say they do. So sampling strings to players is, and has been, the best way we promote our range of products. Also specific to our electric line, OPTIWEB Coated Strings debuted a new modern packaging design for Elixir Strings that has a premium look and feel. Extended as well to NANOWEB and POLYWEB Coated Electric Strings, this simplified, updated packaging is both eye-catching and easy to read. The result is improved shopability for customers and clerks alike on the full range of Elixir Strings that now meet the playing style of every electric guitarist.



Justin Fogleman



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## African Deal for Adam Hall

The Adam Hall Group is continuing the rapid expansion of its international distribution network, establishing an exclusive partnership for South Africa, Namibia, and Botswana with Mitech Distribution.

The deal includes the German manufacturer's complete portfolio of Cameo, Palmer, Gravity, LD Systems and Defender. Mitech Distribution, part of the Stage Audio Works Group, is the subsidiary which will focus on the MI-market distribution in Sub-Saharan Africa.

Stage Audio Works is a leading international distributor & manufacturer of complete technology solutions to the live event, houses of worship, commercial, education and industrial sectors. Since its inception in 2000, the firm has acquired more than six companies geared in the distribution and retail markets. Its footprint extends over South Africa and into the rest of Sub-Saharan Africa. In addition to a comprehensive portfolio of reputable audio, video, staging and lighting equipment, the distributor also has a well-established network of partners in the retail, houses of worship and live event markets and has become one of the biggest players in the space.

Markus Jahnel, COO of the Adam Hall Group, said: "The Stage Audio Works Group has been operating with great success in the B2B markets in Southern Africa and the adjoining areas for many years and is gaining impressive success with Entertainment- and Installation Projects as well. They are pursuing a strategy which perfectly meets the expectation of the Adam Hall Group. Its many years' experience in the retail-, installed- and live-sound sectors links seamlessly with our broad, innovative range of professional audio and lighting products and accessories to perfectly complements Stage Audio Work's services. It was also important for us that, in addition to products, our future partner is also able to provide the appropriate technical service and training for staff and customers alike. Stage Audio Works focuses on all of these points, and this convinced us to join forces."

Will Deysel, founder and CEO of Stage Audio Works Group, added: "We have become very familiar with the Adam Hall Group and its extensive product range. As we are anticipating a long and successful presence in South Africa and its neighboring states, it was immediately apparent to us that the best opportunities lay in a partnership. Our expert knowledge of the region coupled with a modern, innovative manufacturer that covers a spectrum of the entertainment industry will be beneficial for both the partners and of course for our customers. We were especially impressed with the way in which the Adam Hall Group has positioned itself logistically in an international market and with its future-oriented research and development facilities. We have also been extremely impressed with the quality of all the products from the respective brands. Such a product range allows us to fill the gaps in our portfolio, offer our customers great value and make us both more competitive. We are looking forward to a successful partnership."

## Portuguese Exclusive for Audio-Technica

Audio-Technica is to act as exclusive UK distributor for Portuguese brand Artnovion's range of acoustic treatment products.

Based in Paços de Ferreira, near Porto, Artnovion designs and manufactures absorption, bass traps and diffusion products, as well as offering insulation solutions for pro audio, residential and architectural applications.

Audio-Technica previewed the company's offering at the recent Music Production Expo in Milton Keynes. Alexandra Bischof, Audio-Technica marketing manager for distributed brands, said: "We were delighted with the reception that the Artnovion products enjoyed at MPX. Their innovative design and striking looks received a lot of positive comments from visitors and we look forward to building the brand in each of the markets it's involved with in the U.K."



## Warwick Reveals U.S. Plans

U.K. firm Warwick Music has announced plans to open a U.S. office. The firm, which created the pBone plastic trombone, is opening a new division in Indiana.

Chief executive Steven Greenall said: "Our business has created a wonderful set of products which have found a home in the classrooms of primary schools across the United Kingdom, broadening access and increasing the number of children who play brass instruments.

"We hope this expansion into the United States will further demonstrate our commitment to supporting our customers, educators and music dealers and further our vision of expanding the base of brass players globally."

## Israeli Distribution Deal for ADG

Audio Distribution Group has taken on distribution of Israeli firm GTC Sound Innovation's new Revpad guitar effects technology in Europe.

Revpad comprises a multi effects unit including both digital and analogue effects controlled by the Revpad touch pad that is attached to any guitar or bass. It is designed to allow greater freedom on stage and the ability to combine effects. While it is not a synthesizer, the combinations of effects and parameters it allows gives many synthesizer-like tones as well as all the traditional guitar effects you would expect.

Revpad consists of a base unit which performs the sound processing and a guitar unit that communicates with the base unit and acts like a remote control using a touch pad and three control buttons. Effects can be connected through the effects loop and controlled by the Revpad. It is also equipped with MIDI and computer connectivity.



## BAE Audio Creates UK Sound Division

Analogue gear manufacturer BAE Audio, has created a new subsidiary, UK Sound.

The new branch of BAE Audio will develop and manufacture affordable, high quality analogue equipment for musicians and project studios looking to integrate vintage recording gear into their signal chains. The company's first product, which was on demonstration at the NAMM Show, will be its new 1173 Preamplifier/Compressor.

Designed and manufactured at BAE Audio headquarters in California, the 1173 Preamplifier/Compressor is a 1U rackmount unit that combines a preamp modeled on the beloved 1073 circuit, with a classic FET compressor. It is scheduled to begin shipping at the end of January 2017 at an RRP of \$1,000.

"I am very excited to be able to bring the classic circuits that we know and love to an even wider audience under the UK Sound umbrella," says Mark Loughman, president of BAE Audio and UK Sound. "There's no reason why a home studio shouldn't have

access to tools like those used in big-name studios, and as such we are pleased to be able to offer UK Sound gear at an incredibly friendly price with very few compromises."

UK Sound builds on BAE Audio's commitment to recreate some of the most beloved vintage circuits of all time – but in a way that is accessible to a broader audience of recording and touring musicians, as well as project studios. The 1173 Preamplifier/Compressor is the first of many models to be announced during 2017.

"Whether this is your first high-quality preamplifier/compressor or one of many, we are confident you will find plenty of reasons to use the 1173 on your next recording," says Loughman.

"We are also striving to implement these classic circuits in interesting ways that will appeal to existing BAE Audio customers looking for new inspiration and potential sonic applications. Certainly, the 1173 goes a long way towards illustrating that," he added.

## Supro Adds to Growing Effects Range

Supro, distributed in the U.K. by JHS, has added a new analogue tremolo to its range of effects pedals.

The Supro Tremolo Pedal (£229 UK) is designed to recreate two of the most desirable vacuum-tube-based modulation effects found in U.S. amplifiers of the 1960s. The Amplitude/Harmonic switch allows the musician to choose between the different, vintage effects. Amplitude mode provides the traditional, swampy, tremolo sounds generated by bias-modulating the power tubes in the original Supro amps. Meanwhile, the Harmonic mode provides the psychedelic tones of classic brownface and blonde amps from the early '60s. Supro implemented the unique harmonic tremolo effect within the pedal's transformer-equipped output stage to create an amp-like modulation experience.

The Supro Tremolo pedal features preamp and power amp sections, with an output transformer deployed to recreate the magnetic saturation and color-



ation of the original vacuum-tube-based effects found in vintage amps. Along with the standard modulation controls for speed and depth, the Supro Tremolo also features a gain circuit that allows the musician to overdrive the output stage, right where the modulation effects are created. The Gain control sets the amount of "preamp" gain in the pedal. As the gain is turned up, the "power amp" circuit will gradually be pushed into overdrive.

An industry-standard TRS expression pedal can be used to control the speed of the Supro Tremolo, with the on-board Speed knob used to set the maximum value. The rate of modulation is indicated by the pulsing LED status indicator.

All Supro pedals are assembled in Port Jefferson, NY, USA, featuring custom-tooled, anodized, brushed-aluminum enclosures, 9V battery or AC-powered operation, rear-mounted metal jacks, easy-access side-mounted battery drawer and studio-friendly, noiseless (click-free), true-bypass switching.

## Swede Deal for Orange Amps

Orange Amplification has appointed Fitzpatrick AB as its new distributor in Sweden and Norway.

Fitzpatrick is well known for the breadth and depth of the product range it wholesales across Sweden and Norway.

The firm's owner, Anders Aronson, said: "We are deeply honored and delighted to be able to do Orange in Sweden and Norway, a heritage amp brand with the uniqueness of still having its founder as owner and CEO, as well as continuously developing new and exciting products rather than resting on its laurels."



Ulf Mickols, sales manager at Fitzpatrick added, "We have found that as companies we have a lot in common, both passion driven, putting quality first, privately owned, with the long term perspective on business and relations. We at Fitzpatrick didn't start in the music industry for any other reasons than the love of music and great products that give musicians tools to express themselves, something we certainly have in common with Mr. Cliff Cooper and his excellent team."

Orange's international sales manager James Deacon said: "We are delighted Fitzpatrick AB is to be our new partner in Norway & Sweden. We look forward to working with them to grow Orange Amps' presence across Scandinavia."



Trade Regrets

Genelec founder, Ilpo Martikainen passed away on January 30th. The official company statement is below:



We are deeply saddened to announce that Ilpo Martikainen, the founder of Genelec and a true pioneer in active audio monitoring has passed away yesterday January 30th 2017, at the age of 69 after struggling with a long-term illness.

During the recent years, Ilpo focused on involving the next generation. His children Juho Martikainen, Mikko Martikainen and Maria Martikainen have grown up as part of the Genelec family. They have been closely involved in developing the company into the leading global brand in active audio monitoring as members of the Genelec

Board since 2001. The children will continue in ownership of Genelec together with the other board members Topi Partanen and Ritva Leinonen who have made their life-work with Genelec. Ritva Leinonen follows Ilpo as the chairperson of Genelec Board.

We warmly thank Ilpo's family for supporting him in being an essential part of our lives and journey, too. We hope the whole audio and music industry will join us in extending thoughts and prayers to his family.

Even if we greatly miss Ilpo we are privileged and grateful to share in the wonderful memories, passion, humanistic values, love, and evolution of the Genelec story that we have experienced with Ilpo. This keeps his memory living in our hearts and deeds. He will continue to live on, through us.

Siamäk Naghian  
Managing Director  
Genelec Oy

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## ON THE MOVE

**Hal Leonard** has announced the promotions of two long-term employees: **Brad Smith** and **Trish Dulka**.

Brad Smith has been promoted to vice president – musical instrument products (MI). Smith joined Hal Leonard in 1993 and has worked primarily as the main contact for developing custom products for musical instrument manufacturers. Since 2009, Smith has led the rapidly growing MI Products division that markets and distributes third-party produced musical gear, software, gifts and accessories.



Trish Dulka has been promoted to vice president - communications/advertising. Dulka started at Hal Leonard in 1989 as an advertising coordinator and became advertising manager in 1999. Dulka is responsible for overseeing all PR and advertising, including the company's website, social media, trade shows, catalogs, print advertising, and other marketing activities. Dulka will also be overseeing an expanded push into digital marketing.



**Reverb.com** has hired **Dan Abel**, former content partnerships manager at YouTube, to lead the company's marketing efforts. In the past year, Reverb.com has more than doubled its sales and as director of marketing, Abel will help cultivate continued growth and success. As director of marketing, Abel will work closely with Reverb.com founder and CEO David Kalt and COO Dan Melnick to drive marketing and brand strategy across all aspects of the business, including Reverb Lessons and future initiatives.



**D'Addario** has appointed **Devin M. Hanna** as vice president of Global Sales, reporting directly to John D'Addario III, president of D'Addario & Company Inc.



Identified early on in his career as a high potential leader, Hanna benefited from best-in-class training as a sales executive with industry-leading companies such as Newell Rubbermaid, Timex, Groupe SEB and most recently as vice president of sales with Joseph Joseph.

**MusicFirst** has announced the expansion of its sales and marketing team with several new positions that will offer additional support and services to music educators.

Experienced educator and sales professional, **Roger Williams**, has joined the company as director of sales and marketing. In his new role, Williams will be coordinating the MusicFirst sales team and planning and overseeing marketing initiatives. Previously, Rogers was the sales director for MakeMusic, driving sales of Finale and SmartMusic worldwide. Prior, he taught instrumental and general music in multiple public schools.



Roger Williams



Joanna Huang



Zachary Jackson

Rogers is joined by **Joanna Huang**, the new Asia/Pacific regions accounts manager, and **Zachary Jackson**, administrative services manager.

**Eastern Acoustic Works** (EAW) has named **Louie King** marketing & communications manager. King is tasked with managing EAW's worldwide marketing initiatives including advertising, branding, communications and digital marketing.



**Roland Corporation** has also announced the appointment of **Brian Alli** as the vice president of artist relations and business development.



With more than ten years of Roland service, most recently as the vice president of sales for Roland Corporation U.S., Brian has

successfully led his sales teams and consistently grown the business for Roland in the United States. In his new role, Alli will drive Roland's relationships with strategic partners (artists, influencers and businesses), develop strategic communications plans, and deliver new market opportunities.

Additionally, Roland Corporation U.S. has announced the appointment of **Tony Price** to vice president of sales. Price takes over this position from Brian Alli. In his new role, working from Roland U.S.'s Los Angeles-based headquarters, Price will be responsible for leading Roland's M.I. and Pro A/V sales divisions in the U.S. for the Roland, BOSS and V-MODA brands.



**ESP Guitars** has announced that MI industry veteran **Rob Rizzuto** has joined the company in the position of national sales manager. Rizzuto comes to the company after spending the previous 29 years working in sales management roles for G&L Musical Instruments/BBE Sound, most recently as their national sales manager. Previous to G&L, Rob worked for Fender for eight years



**The ADJ Group** of Companies has announced that experienced technical salesman **Mike Turner** has joined the company. Turner will take on the role of regional sales manager, covering Texas, New Mexico, and Arizona, representing the ADJ Lighting, American Audio, and Accu-Cable product ranges.



**St. Louis Music** (SLM) has announced that **Richard Grossman**, national sales manager for SLM has been given the additional responsibilities of the position of director of sales for Hamilton Stands. In this newly created position, Richard will be responsible for managing the very diverse customer base for Hamilton Stands, Stage Pro Stands by Hamilton, as well as a very significant private label stand program.



# Crafting the Ultimate Monitoring Experience

Ultimate Ears' Mike Dias By Christian Wissmuller



**I**n-ear monitors have been the standard for many top touring acts for decades now, but Ultimate Ears (UE) is looking to expand that user base by making superior in-ears available even to musicians operating on a less than “rockstar” budget.

Mike Dias, sales director of Ultimate Ears Pro recently sat down with *MMR* to discuss innovations at UE and how MI retailers can get in on the action

**Briefly, can you discuss the origins of Ultimate Ears and, more specifically, the catalyst behind UE's Pro line of in-ear monitors?**

Ultimate Ears Pro was founded in 1995 when Van Halen's touring monitor engineer, created a special, custom modeled earphone for drummer Alex Van Halen after he had difficulty hearing his fellow band members over the noise on stage.

With the introduction of its first custom fit professional earphones, Ultimate Ears Pro created a new market for custom in-ear monitors, which now are used by the majority of the world's top touring musicians. Setting the standard for more than 20 years, Ultimate Ears Pro's in-ear monitors have transformed the way music is played, helping musicians move beyond the wedge.

**In broad stroke terms how would you summarize the advantages unique to UE Pro monitors?**

Whether you're in the studio, on stage, or somewhere else listening really matters, Ultimate Ears Pro's in-ear monitors are custom designed and developed to allow users to hear music the way it was meant to be heard. And, depending on your use case, there is an in-ear monitor that fits your preference – whether you want more mids, highs or lows, or prefer a flat reference.

And in the last few years, UE has fully digitized its production of UE Pro custom in-ear monitors. What was once a more time consuming series of steps, including a visit to an audiologist, has been reinvented. This journey started three years ago when the UE Pro team decided to blend its artisan-crafted techniques with digital processes, such as digitally detailing physical ear impressions and using 3D printing to build the shell of its custom monitors.

That experience has expanded to include a revolutionary ear laser scanner, the UE 3DEar Scanner, which has been developed, tested and fine-tuned for the past six years. With this new device, which anyone can be trained to use, retailers and partners across the world can now take accurate ear impressions of people's ears in less than 10 minutes, and at no charge. The 3D file generated from a scan is immediately uploaded to a computer and can quickly be shared with UE Pro in Irvine, California To begin production. The result is a quicker and more satisfying overall customer experience.

Right now, we have stores in the U.S. fully equipped with a scanner to take impressions on site, and that number is rapidly growing.

**Obviously UE In-ear monitors list for more than some other in-ear systems – for good reason. Can you describe the “typical” UE end-user?**

UE Pro actually offers a custom-fit dual driver in-ear monitor for \$399. This is more economical, in fact, than many of the universal, “one size fits all” options. For the same price or less, any musician can trust and rely on a product to deliver maximum sound and comfort.

The challenge with most universal fit monitors is that as soon as the musician starts moving around and sweating, they lose the seal and then the lowend drops out of the mix. To counteract this concern, musicians are forced to use a larger foam tip than what's truly comfortable. Two or three songs in, many people feel like their ears are throbbing, hot and itchy.

A custom fit device removes all these challenges. I mention all of this because it helps to answer about the demographic. The people who buy UE custom in-ear monitors are often previous owners of a universal fit solution who just couldn't take it any more. They needed an upgrade.

**Do MI stores in the U.S. currently stock and sell UE Pro In-ear monitors or is it purely a custom-crafted type of order?**

No MI stores actually stock the custom UE products and that's the true beauty of the model. These aren't peg products, they're made to order. There's no inventory to carry. There's no risk. It's simply a special order product. Ultimate Ears is current-

“We create the marketing materials for the stores – both for in-store and social, we drive foot traffic, and we help facilitate sales.”



Mike Dias  
sales director of Ultimate Ears Pro

“The people who buy UE custom in-ear monitors are often previous owners of a universal fit solution who just couldn’t take it any more.”



ly working with the rep firm Sonic Sales to provide expertise and coverage for the West Coast. We’re currently offering our custom monitors at Pitbull Audio, Jim’s Music, Rat Sound, Solotech, Ametron, Trew Audio, LaserVision World, American Music, Ted Brown Music, Performance Audio, just to name a few.

**Given all of the above, how would an MI store market or even partner with UE and connect with potential customers?**

This is where our business model is even more exciting. We actually push customers to the MI stores to demo the product. Since the in-ears are custom made, we offer live demos via simulators in the retail store environment. We create the marketing materials for the stores – both for in-store and social, we drive foot traffic, and we help facilitate sales. Then happy musicians tell their friends, and their friends go back and buy directly from their local MI store. We’ve created one big happy circle that solves problems for musicians and earns a new revenue stream for MI stores.

**How would interested dealers go about contacting UE about becoming a vendor?**

We’re always looking for new partners to work with. We started rolling into MI retail after NAMM of 2016 and we purposefully paced ourselves to do it right. We actually have two more rep firms on standby as we roll out throughout the rest of the country. Any interested dealer can contact me at mdias@ultimateears.com

**Do you have any message to MI dealers that you’d like to share?**

Custom in-ear monitors are for every musician, not just for top-touring musicians. If anyone is serious about their playing and performing, the best investment that they can make is an in-ear monitoring system. And with the investments that Ultimate Ears has made, selling custom in-ear monitors in a retail environment is possible.

**Finally, are there any product introductions or upcoming developments that you’d like to share?**

After 20 years of selling in-ears for top-touring artists all over the globe, we’ve learned just how complex and complicated it has been for musicians to just start using in-ears. The transition from wedges to in-ears has been simply too hard in our opinion. We’ve been working on ways to solve that. **MMR**



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## Note From Zach

# 2017 Retail Resolutions

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Over the years, you've taken in countless NAMM U sessions. You've spent time on NAMM U Online and discovered the best ideas of your retail peers. Now what?

If you're like most NAMM retail members, you're trying to figure out how to act on all those good ideas while still managing day-to-day business. And we're here to help. Below, we've highlighted some key priorities for music retail in 2017. Let this guide your thinking as you navigate the new year and strategize your business growth.

Also, you can always turn to NAMM U Online ([namm.org/nammu](http://namm.org/nammu)) for more great ideas, straight from your fellow retailers. And it's never too early to start planning for Summer NAMM. Held July 13–15 in Nashville's Music City Center, the summer show will deliver more business-building ideas and strategies.

**Embrace mobile.** Don't underestimate the importance of a mobile-friendly website. On Black Friday alone, sales from mobile devices passed \$1 billion for the first time, a trend that's certain to impact music retail. Is your website mobile-friendly? For many customers, it's their first impression of your business.

**Re-evaluate checkout.** Amazon's latest retail experiment is a checkout-free grocery store—consumers are charged the moment they remove an item from the shelves. Do you make this critical final step smooth and effortless at your business? Rest assured, other retail industries are raising the bar right now.

**Host events.** If you have a physical location, you have a unique opportunity to engage the community—and pick up new customers. Dig into NAMM U Online to discover all the ways

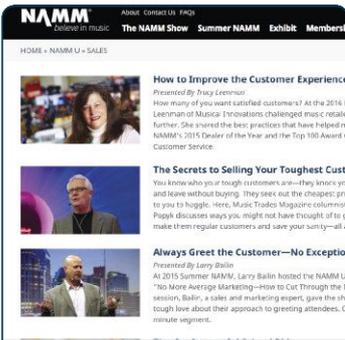
your peers are using their brick-and-mortar stores to interface with the community. Also, consider adding Make Music Day to your summer calendar, and capitalize on all the goodwill surrounding this international celebration.

**Rethink social.** Social media can help forge stronger bonds with customers, but it's a moving target. In the last year alone, we've seen the explosion of Snapchat, Instagram Stories and Facebook Live. Not all social platforms might be right for your business, but it's worth evaluating them to ensure you're reaching your customers on their terms, and not passing up new opportunities to communicate your unique brand.

**Take stock.** According to financial gurus Alan Friedman and Daniel Jobe, the biggest problem in music retail is a lack of sales; the second, right behind that, is poor inventory management. Don't miss a chance to bolster your bottom line or carry new products because you're sitting on outdated inventory. Blow out the old, and take a hard look at your purchasing habits. There are plenty of resources on NAMM U Online to help you streamline your stock and firm up your fiscal management.

And, of course, let us know your good ideas for retail success. Email [nammu@namm.org](mailto:nammu@namm.org). Let's keep the conversation going year-round!

**Zach Phillips**  
NAMM Director of Professional Development



## NAMM U Online

Looking for new ideas to grow your business? Turn to NAMM U Online 24/7/365 for tips and strategies across subjects, including sales, promotions, management, finance, lessons and staff training. Bring problems and find solutions!

[NAMM.org/NAMMU](http://NAMM.org/NAMMU)



## NAMM Membership

NAMM benefits go well beyond the trade shows. Members have access to critical business information, cost-saving resources and advocacy tools to help activate local communities. Grow your business with NAMM. Join today!

[NAMM.org/Membership](http://NAMM.org/Membership)



## Make Music Day

Join more than 750 cities in 120 countries for the worldwide phenomenon on June 21. Make Music Day is the ideal opportunity to create an event around your store that engages local musicians and new customers.

[NAMM.org/MakeMusicDay](http://NAMM.org/MakeMusicDay)



## Top 100

Enter your store for the 2017 Top 100 Dealer Awards. The submission period opens March 2017 across eight categories, including the coveted Dealer of the Year title. Learn what makes an effective top 100 submission.

[NAMM.org/Top100](http://NAMM.org/Top100)

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# 2017 NAMM® Show

by Christian Wissmuller **Come Rain (Lots of Rain!) or Shine...**

“Each year is different isn’t it? I believe every show is a reflection of the industry at that moment,” observes NAMM president and CEO Joe Lamond. “My impressions this year were of an industry in a dynamic period of change and a hunger to learn where things were headed, and for that the show did not disappoint. The clues were everywhere, from the sessions and training, to the changes on the exhibit floor. I suspect our members left with the knowledge to plan their next moves, and that is priceless.”

The numbers bear out Lamond’s upbeat take, with 7,000 brands and a record 1,779 exhibiting companies (up three percent from 2016) on-hand. Additionally, there was a slight uptick in new exhibiting brands, compared to last year (up two percent).

Significantly, international folks turned out in force, with 17,964 registrants representing 125 countries – a 13 percent bump over 2016.

Overall show registration increased by five percent, primarily the result of member company badge allocations,

to 106,928. This member-driven model created a mix of retail employees, exhibitors, media, artists and endorsees, invited guests, NAMM’s GenNext (college music students), and Music Education Day participants (school music teachers and administrators), and NAMM member buyers.

“The NAMM annual ‘family reunion’ of the industry is just amazing, it is actually becoming more and more meaningful as the years go by,” adds Lamond. “So seeing lifelong friends and peers will always be on the top of the highlights for me. Many told me that business was brisk and while we have little control over that, it is always nice to hear.”

*The Summer NAMM Show will return to Nashville’s Music City Center July 13-15. Later in the year, NAMM Musikmesse Russia will return to Moscow September 14-17, and Prolight + Sound Russia September 12-14. In 2018, The NAMM Show campus expands, with the new addition of “ACC North” providing an enhanced show experience for all exhibiting companies and other members. The 2018 NAMM Show will be held January 25-28.*



1. Veselin Lazarov of **Antelope Audio** 2. **Eastman Music Company's** Saul Friedgood receives a commemorative plaque from **MMR's** Dave Jeans in honor of Eastman's 25<sup>th</sup> anniversary 3. **Fishman's** Chris DeMaria with **MMR's** Terry Lowe 4. **Gretsch's** Fred Gretsch 5. **JHS'** Dennis Drumm and Rick Taylor 6. Hap Kuffner of **Kuffner International** with **Lace Music Products'** Don Lace 7. Joe Cupka of **Eastman** 8. **NAMM's** Joe Lamond addresses the crowd at the Idea Center on Wednesday evening 9. **FMIC's** Justin Norvell 10. Steffen Grachegg of **Lewitt Microphone** 11. **Marshall Electronics'** Phil Tension 12. Chris Thomas of **C.F. Martin & Co., Inc.** 13. **Martin Guitars'** Michael Merring 14. **The Music Link:** Brian Jones, Chris Lekas, JimLaPlaca, Steve Patrino, and Misha Guiffre 15. Iron Maiden drummer Nicko McBrain demonstrates his new signature line of cymbals from **Paiste** 16. Thomas Supper of **Ortega Guitars** 17. Bob Yerby and Sue Kincaide of **Remo** 18. **SABIAN's** Andy Zildjian 19. **Saga Musical Instruments'** David Gartland and Mike Reptogle 20. **Sennheiser's** Daniel Sennheiser 21. Tish Ciravolo of **Daisy Rock Guitars** 22. **64 Audio's** Vladimir Belonozhko 23. **Allen & Heath's** Nicola Beretta describes features of dLive C2500 Surface and dLive CDM 48 Mix Rack 24. **Antigua Winds** artists Alisha Pattillo and Adrian Crutchfield



25. Avid Chairman and CEO Louis Hernandez Jr. 26. Dave Jeans of *MMR* presents Kawai's Brian Chung with an anniversary plaque 27. "NoLegJoe's" Setup - Joe Hardy *Axis Percussion* 28. *Cruz Tools'* Billy Parks and Dan Parks 29. *Furch Guitars* with Calum Graham 30. Performers Black Violin at The NAMM Foundation's 2017 Grand Rally for Education 31. *ISP Technologies* artist Adam Mclean and Chance Wilder Onody 32. The crowd outside the Convention Center 33. Brian Miller (sax) sits in with Jody Espina (sax) of *Jody Jazz*, Howard Paul (guitar), and Sam Mantooth (bass) 34. Harvey Levy of *Levy's Leathers* and Terry Lowe of *MMR* pull the Levy's Leather dealer raffle winner name. 35. The lobby outside of Hall D 36. *Manhasset Specialty Company's* Mary Rowden, Barry Heid, and Dan Roberts. 37. *McPherson Guitars* artist Juan John Dehoyos 38. NAMM U speaker Larry Bailin discussing Single Throw Internet Marketing 39. *NS Design's* Ned Steinberger, Core Redonnet, Hap Kuffner, and Jay Blout 40. Artist Yates McKendree and Chase Walker of *Quilter* 41. Myron McKinley, music director of Earth, Wind and Fire, demonstrating the new *Roland RD-2000* 42. *Sabian's* Dwight Grant, Master Hand Hammerer 43. *Shubb Capos* artist Alice Wallace joined by Austin Callender on bass and Brian Ashley Jones 44. Mary Leuhsen of the *NAMM Foundation* with a *Sphinx Organization* group The Perfect Fourth: Aidan Sinclair, Maxwell Fairman, Nicholas Reeves Daniels, and Peirce Ellis following their performance String Quartet No.6, Op.80 (Mendelssohn, Felix) at The Grand Rally for Education. 45. Tommy Dougherty, Tom Dougherty, and Kevin Dougherty of *TKL* 46. Chester Myron, Charlie Langrehr, Ben Myron, Brett Marcus, and Larry Greene of *OMG Music*. 47. Colin Schofield and Danielle Walker of *JodyJazz*. 48. Luis Cardoso and Luisito Quintero of *Sabian/Gon Bops*.

"NAMM 2017 was the best NAMM Show I have attended in a decade. Spirits were high on both the retailer and supplier side. Crowds seemed more manageable than in past years and because of that I was able to talk to a lot more vendors as well. My company was able to do some serious business without all of the noise and crowds of the past but still it was a very exciting show.

Hall E which we used to call the 'Hall of Misfits' has really come into its own as one of the best places to hear some great acoustic instruments. Really looking forward to the summer show."

**Sammy Ash, Sam Ash Music Corp.**

"We had a really great NAMM this year and definitely topped ours from last year. As it was only our second Winter NAMM with Ortega Guitars since we introduced the brand in the U.S. we have been pleased by so many new contacts and also by visitors of already existing partnerships. Our sales team and myself were packed from day one, which made us more than happy. I have a general feeling that the mood/atmosphere was 'on fire' in a positive way during the whole show. We left with the feeling that NAMM set the beginning of a good year to come for the MI business!"

**Thomas Supper, Ortega Guitars**

"NAMM 2017 was a tremendous success for Eastman from setup to teardown and across all product segments. Every year, NAMM continues to refine and modernize their process and procedure, and we've continually found it easier and easier to maximize those available resources. It's definitely benefiting us to refine and modernize alongside NAMM, and the talk of an updated layout in 2018 has us looking forward to thinking creatively about our future show plans."

**Joe Cupka, Eastman Music Company**

"For D'Addario it was another really busy NAMM show. Each year the significance and importance of the NAMM show evolves. Who could imagine Facebook Live from NAMM or the breadth of media coverage at NAMM today, which generates excitement about

our industry's new products worldwide. The flow of traffic, retailers – big and small – music makers and music lovers, media, industry colleagues and musicians of all types, make the Winter NAMM the single most important trade show and event in the music products industry, bar none."

**Peter D'Addario, D'Addario & Co.**

"From my perspective, it was a bittersweet show as I step down and hand the reins over to Chris (Doss). I was very pleased with the responses of the reps, dealers, and international distributors in welcoming Chris to his new position. Our message to our dealers and customers is that nothing is changing at Audix other than we are growing and want to continue providing the same level of personal service that our dealers are accustomed to.

Compared to past shows, I would say that the reaction to our new wireless products was met with great enthusiasm and that our dealers are optimistic about our mutual success for 2017."

**Cliff Castle, Audix**

"Certainly there was a lot of energy to this year's NAMM Show. Good traffic. Our booth was certainly always packed. The show seems to have gained momentum over the past few years (post Recession). The exception was not much happening on Sunday. Certainly the weather was bad on Sunday. But, people were once again questioning the need to exhibit on Sunday. It certainly would be valuable if we could get our people home one day earlier.

NAMM is a wonderful way to introduce our people to the industry. This year, we brought our new president and several people from on our board. Dealers really don't have to go to NAMM to see new products any more because everything is online. In addition, you can always get the 'NAMM Deal' w/o actually attending. Both on the Vic Firth side and the Zildjian side, our customers seemed more optimistic about their business with us despite comments about the industry as a whole being 'in crisis.'"

**Craigie Zildjian, Avedis Zildjian Co., Inc.**



**49.** Ernest Elliott and Jim Cavanaugh of **Super-Sensitive & Black Diamond Strings**. **50.** Chris Kline, Susan Laffoon, Kathy Donahoe, and John Musselman of **AWM**. **51.** Sean Ross, Linda Elvy, Hannah Woodhouse, Peter Jones, Ryan Saranich, Chris Kortschot, and Derek Brown of **Legere Reeds**. **52.** Gerard Serafini, Lisa Ziganti and Rand Rognlien of **Music Nomad Equipment Care**. **53.** Raymond Baragay, Al Maniscalco and Steve Rorie of **Buffet Group**. **54.** Marc Ingber of **SCORE Mktg**. **55.** Adrien O'Brien, Cory Churko, Mike Kurkdjian and Chris Lemky of **Prestige Guitars**. **56.** Maddie Young, Jacqueline Schear, Autumn Schear of **Amahi Ukuleles**. **57.** Erich Barto and Micah Eberman of **Zoom**. **58.** Joe McKew, Anne Tainter, Shanna McKew, Chris & Kay LeClair, Bob & Janice Streeter, Paul & Mary Thieman, Travis Thieman, Stephanie Lepak with Ellie, Dawson & Brayden Thieman of **String Swing**. **59.** David Shepherd, Garry Beers (**INXS**), Michael McWhorter from **Mojotone**. **60.** Lauren Mandel and Chris Walker of **JAM Industries USA**. **61.** Hap Kuffner, Ned Steinberger, Gary Byers and Jay Blout of **NS Design**. **62.** Jeff & Juli Stametz of **Boulder Creek Guitars**. **63.** Lynn & George Reeder of **Rovner Products**. **64.** Paul Beard & Denny Mickley from **Beard Guitars**. **65.** Chad Smith and Sean Williamson of **Option Knob**. **66.** David Benedetto, Wendy & Peter LaPlaca of **PJLA Music Sales**. **67.** Dan Wiseman of **Zildjian**. **68.** Ellie Shapiro, Mark Dyke, Rob Grad of **Vic Firth**. **69.** Dominic Massaro, Rocky Giglio, Jim Green of **J.J. Babbitt Co., Inc**. **70.** Scott & Sandy Peterson and Marshall Johns of **Peterson Strobe Tuners**. **71.** Paul Chu of **Hunter Music Instrument Inc**. **72.** Jennifer Reinhardt, Derek Campos of **Korg USA**. **73.** Frank West of **Lowrey**. **74.** Kevin Jolly, Larry DeMarco and Ralph Trimachi of **Electro-Harmonix**. **75.** John Fullerton, Perry Pinto of **AIM Gifts**. **76.** Lu DiPietro and Jason Zambotti of **Elixir Strings**. **77.** Georgia Prentice and Colin Hilborne of **Prentice Practice Pads**. **78.** Amos Deines of **Legator Guitars**. **79.** Hoogie, Tim Pfouts, Ed Speedy, Brock Speedy and Brian Strong of **S.I.T. Strings**. **80.** Rafael Atijas of **Loog Guitars**. **81.** Anthony Perri of **Perri's Leathers**. **82.** Dream Cymbals: Craig Snowden, Brian LaRue and Ed Squires **83. HW Products'** Angela Koregelos, Liz Schaefer and Wende Thompson with 40<sup>th</sup> anniversary plaque. **84. Breezy Ridge Instruments:** Mary Faith Rhoads-Lewis, Karl Broderix, Andy Roberts, John Kimmel, and Andy Parness **85. Phoenix Audio's** Ryan Chaffin **86. Fitness Audio's** Robert Holombo **87. Levy's Leathers** BACK ROW: Rick Lloyd, Steve Wade, Ken Peveler, Gene Griffith, Ray Verrall, Jay Andrews, Chris Hutnick, Alex Shillo, George Rose, Don Heisler, Domenic Troilo, Tom Lanahan, Gary Porter, Mike Haskins, and Mike Gross; FRONT ROW: Kevin Strom, Glen Booth, Corrinne Hunt, Harvey Levy, Jessica Lemieux, Ted Burger, Joshua Zeaton **88. Backun Musical:** Joel Jaffe and Eastman's Shane Deuel **89. Casio America's** Craig Dean and Mike Martin **90. Taye Drums'** Katy Chen **91. AirTurn's** Lester Karplus **92. Stomplight International's** Dawn McMahon and Michael Ahern **93. SKB Cases'** CeCe Vandiver **94. Manhasset Specialty** Dan Roberts and Mary Rowan **95. CE Distribution:** Orin Portney, Ignazio Vaqnone, Raimondo Sbarbati, and Noreen Cravener **96. Riversong Guitars'** Mike Miltimore **97. National Educational Music Company's** Christie Gucker and Ron Beaudoin **98. Antigua Winds:** Matt Buckner, Mike Summer, Alisha Pattillo, Beth Fly, and Mike Sails



JESSE GRANT/GETTY IMAGES FOR NAMM

**Leenman, Eddy Honored at She Rocks Awards**

Tracy E. Leenman, owner of Musical Innovations of Greenville, South Carolina, was named winner of the 2017 She Rocks Enterprise Award by the Women's International Music Network (WiMN). Additionally, Roland Corporation U.S.'s marketing communications manager Rebecca Eddy was an honoree at the fifth annual She Rocks Awards.



Tracy E. Leenman



Rebecca Eddy (photo: Kevin Graft)

The awards were presented on January 20, 2017, in Anaheim, California, as part of the annual winter NAMM Trade Show. One of the most prestigious and recognized events honoring women in the music industry today, the She Rocks Awards pay tribute to women who display leadership and stand out within the music industry. This year's honorees included guitarist Lita Ford, singer Ronnie Spector (of Ronnie and the Ronettes), Monique Boyer (Artist Relations at MAC Cosmetics) and others. A complete list of this year's She Rocks winners is available at [www.thewimn.com/events/she-rocks-awards/](http://www.thewimn.com/events/she-rocks-awards/).

**KMC's Hart Named President of MDA**

KMC has announced that vice president of Merchandising Roger Hart has been appointed to serve a two-year term as president of the Music Distributors Association (MDA). The appointment occurred on January 18, 2017 at the Music Distributors Annual "Show & Tell Day" that took place in Anaheim on January 17, 2017 at NAMM.



Roger Hart

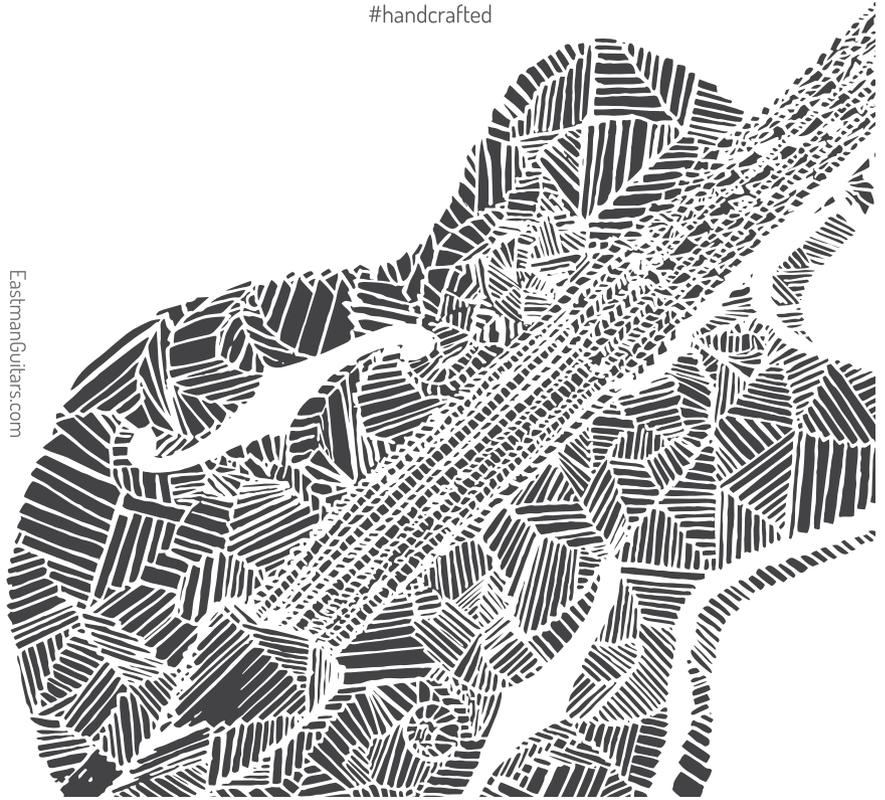
"I look forward to working with our membership as president, said Hart. And I thank everyone for their support in asking me to serve as president."

Hart has served as vice president of merchandising at KMC since 2012, and has been with the company for 25 years.

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# MMR Award Presentations



**A.** Audix's Cliff Castle and Chris Doss receive the 2016 Dealers' Choice Award trophy for "Best Microphone Line of the Year" from MMR's Terry Lowe (center). **B.** Two Old Hippies' Devin Percell, Miles Benefield, Tom Bedell, Sami Mulhern, and JC Trayser with the DCA trophy for "Acoustic Guitar of the Year" (Breedlove). **C.** Ian Robinson, Paul Hayhoe, and Loren Molinare with Blackstar's Dealers' Choice Award trophy for "Amplifier Line of the Year". **D.** Chauvet DJ's Albert Chauvet (right) received Dealers' Choice Award trophies for "DJ Line of the Year" and "Lighting Line of the Year" from MMR's Terry Lowe (left) on Thursday afternoon. **E.** Chris Griffiths, Jim D'Addario, John D'Addario Jr., and John D'Addario III with D'Addario/Planet Waves' trophy for the 2016 Dealers' Choice Award for "Accessory Line of the Year". **F.** The Hal Leonard team with the 2016 Dealers' Choice Award for "Print Music Publisher of the Year". **G.** MMR's Terry Lowe presents the 2017 Don Johnson Industry Service Award to Full Compass Systems' Jonathan and Susan Lipp. **H.** KHS Music's Kevin Philbin, Gary Ingrassia, and Mike Robinson with the DCA for "Percussion Line of the Year" (Mapex). **I.** Presenting Pearl River with the Dealers' Choice Award for "Acoustic Piano Line of the Year". **J.** Gina Bergmann, Perry Celia, Gene Joly, Scott Lombardo, MMR's Terry Lowe, Lance McCord, Heather Stevenson, Ray van Straten, and Larry Boscarino with QSC's Dealers' Choice Award for "Sound Reinforcement Line of the Year". **K.** Roland's Bill Erlandson, Corey Fournier, and Robin Kelly receive the 2016 DCA trophy for "Pro Digital Piano Line of the Year" from MMR's Christian Wissmuller (second from right). **L.** Yamaha's Brian Petterson, Garth Gilman, and Lisa MacDonald receive the DCA trophy for "Band & Orchestra Line of the Year" from MMR's Christian Wissmuller (second from right). **M.** Yamaha's Armando Vega receives the DCA for "Electric Guitar of the Year" from MMR's Terry Lowe. **N.** PreSonus Audio's Jim Odom and Jim Boitnott with the DCA award for "Recording Equipment Line of the Year". **O.** Matt King of MMR presents Tom Appleton and Yuichi Hirayama of Hoshino USA with the Dealers' Choice Award for "Electric Bass of the Year".

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**YCA and YMUS Join to Present 'One Yamaha' Revstar Display**

Yamaha Corporation of America (YCA) and Yamaha Motor Corporation USA (YMUS) came together for the second year in a row to showcase the company's "Revstar garage" concept at the 2017 NAMM Show.



Embodying the company's "Two Yamas, One Passion" philosophy, the Revstar garage was a dramatic display within the 27,000-square-foot Yamaha booth at the annual music products convention. The display combined the passion for the stripped-down or "yard-built" style motorcycles – which gained popularity in London and Tokyo in the '50s and '60s – with the Yamaha Revstar, a new line of solid-body electric guitars that was inspired by these legendary motorcycles and unveiled last year in celebration of 50 years of Yamaha guitar craftsmanship.

**Roland and BOSS Present Lifetime Achievement Awards to Jarre and Summers**

During the 2017 Roland International Press Conference, held Wednesday, January 18, 2017, on the eve of the NAMM Show in Anaheim, California, Roland and BOSS presented their second-annual Lifetime Achievement Awards to two monumental figures in music: French composer and keyboardist Jean-Michel Jarre (Roland) and British guitarist Andy Summers (Roland & BOSS), best known for his work as guitarist in legendary rock act The Police.

The Roland/BOSS Lifetime Achievement Awards recognize individuals for their invaluable contributions to the music industry while using Roland and/or BOSS gear throughout their careers. Chris Halon, Roland Corporation U.S. vice president, marketing, and Leslie Lewis, former director of The Recording Academy's P&E Wing, served as masters of ceremony for the gala event, which was attended by artists, musicians and leading journalists from the music industry.

The evening began with Scott Goldman, vice president of MusiCares; Jay Wanamaker, president and CEO Roland Corporation North America; and Yoshi Ikegami, president of BOSS Corporation, presenting the Roland & BOSS Lifetime Achievement Award to Andy Summers. Rising to fame by the early 1980s as the guitarist with the multi-million record selling rock band The Police, Summers was among the most influential musicians of his generation. The band dominated the music scene and media in the 1980s with several number-one albums and singles. The band was the recipient of countless awards, including several GRAMMY®s. Summers' innovative guitar playing created a new paradigm for guitarists in this period and has been widely imitated ever since. Since

the Police disbanded, Summers has enjoyed a robust solo career and has found further success as a photographer. He has also been inducted into the Rock & Roll Hall of Fame as a member of The Police.

Next, Mr. Jun-ichi Miki, Roland Corporation CEO

and representative director, and Jay Wanamaker, Roland Corporation North America president and CEO, presented Jarre with a Roland lifetime achievement award. As a pioneer in electronic music, Jarre elevated the genre to new peaks of popularity as early as the late '70s and '80s and has sold 80 million albums worldwide to date. His dynamic concert experiences broke new ground and paved the way for state-of-the-art outdoor live events in the decades since. Apart from his activities directly linked to musical composition, Jarre has been spokesperson for IFPI (International Federation of Phonographic Industry) and has headed various lobbies for Internet copyright legislation before the European Parliament. Since June 2013 Jarre has served as president of CISAC (International Confederation of Authors and Composers Societies), succeeding the late Robin Gibb.



2016 Award Recipients Terry Lewis and Jeff "Skunk" Baxter; Jay Wanamaker, Roland Corporation North America president and CEO; 2017 Award Recipients Andy Summers and Jean-Michel Jarre; Mr. Jun-ichi Miki, Roland Corporation CEO and representative director; and 2016 Award Recipient Jimmy Jam

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# 2017

## NAMM Best & Worst of Show Awards

By Christian **Wissmuller**



### Best Eye-Catcher

The **Boutique Guitar Showcase** not only provided a great opportunity for smaller suppliers and luthiers to display their most elaborate, adventurous designs, but it was consistently teeming with retailers, players, and fans taking a break from “regular” show business just to ogle at the craftsmanship.

### Best Jaw-Dropper

On display in the Fender suite was **Yuriy Shishkov’s Studioline Masterpiece**, valued at roughly **\$450,000**. Inspired by and sold with a Kodak Bantam Special Art Deco photo camera produced in 1936, the “Studioline” features 1,000 diamonds that trace the body of the guitar and travel up the neck. Silver work and Guilloche Enamel inlays add to the overall wow-factor. Save up, guitar aficionados...



FENDER/MARK KERALE

### Worst ‘With the Times’ Hotel Service

After wrestling with weak and frequently dropped Internet service at my hotel (name withheld just because I’m trying to be nice...), the folks at the front desk informed me, **“I guess our internet service isn’t able to accommodate this many hotel guests using it all at the same time.”** Um... maybe that’s something you should work on fixing before the next big convention – whadda you say?



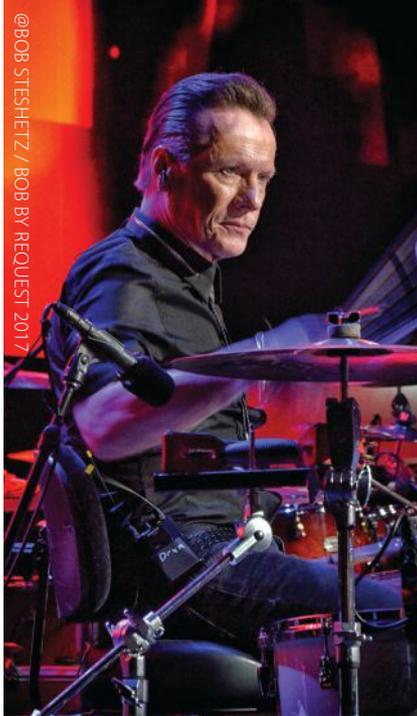
### Best Packaging

The **Ozzy Osbourne signature harmonica from Hoher** has a distinctive look, comes in a creative coffin case, has an appropriately “spooky” display box – plus each potentially contains a “golden ticket” which gets the winning customer a harp actually played and signed by the “Prince of Darkness,” himself.

### Best Sign of Things to Come

It’s not quite there, but it was clear that **the expansion of the Anaheim Convention Center is well underway**, meaning that the familiar home of Winter NAMM will be able to continue to host the event, even as the convention continues to grow.





@BOB STESHETZ / BOB BY REQUEST 2017

### Best Surprise Performer

Whether you're a big fan or not, when U2's Larry Mullen, Jr. showed up at Yamaha's "Heart of Inspiration" event, everyone got pretty excited. A touching and funny speech was followed by a kick-ass performance with Butch Walker taking over lead vocals on some U2 classics, which didn't hurt.

### Worst Mini-Plague

After years and years of mocking those complaining of "NAMMthrax," I finally got some karmic retribution, as I was laid up with the malady for most of the week after the NAMM show. By all accounts, this year's gathering was a particular hotbed for illness. "There is still ongoing concern over NAMMthrax," observes Zildjian's Craigie Zildjian. "People are afraid that they will get sick at NAMM and each year that happens, even though we provide our people with flu shots, try to wash our hands, and have Purex at the booth. This year again, several people had to go to the doctors to get antibiotics and took sick time immediately following NAMM."



### Worst Surprise/ Best Turnaround

It's typically a safe bet that Orange County is going to provide some welcome sunshine and warm temps (a particular treat for visitors from northern climes), but this year NAMM attendees were greeted by legit downpours – much needed by drought-stricken SoCal, but still...

"I'm not going to lie, the rain was a drag," says NAMM's Joe Lamond. "I always appreciate the sunny weather when we have it and will not take it for granted as I've been guilty of in the past!"

Happily Friday saw sunshine return to the area (though Sunday was another story – fog and rain causing innumerable flight delays).

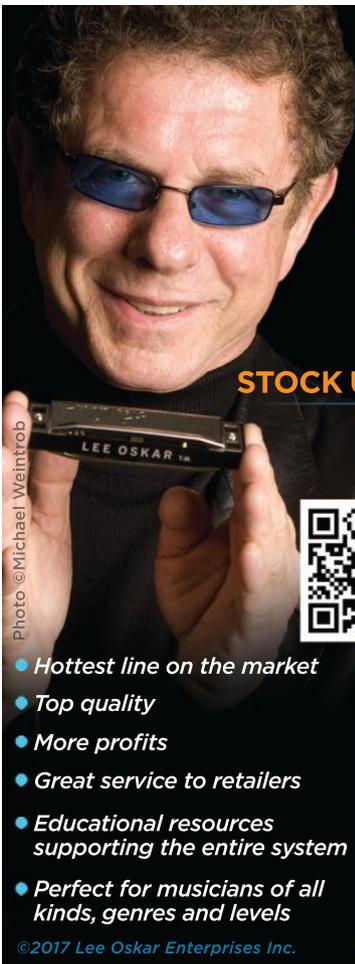




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# Otra Vez

## We Once Again Shine the Spotlight on Latin Hand Percussion Instruments

By Christian **Wissmuller**

**F**rom Santana to Shakira to Marc Anthony, Prince Royce, Nicky Jam, and beyond, Latin pop music has been – and remains – a powerful and consistent (powerfully consistent? Sure – why not?) force in mainstream culture for decades.

Aside from those who simply enjoy *listening* to the music, individuals with aspirations of actually *playing* the mu-

sic have a very “user friendly” portal to this particular genre via Latin hand percussion instruments.

*MMR* recently spoke to a handful of suppliers in this field, ranging from the strictly “traditional” to the decidedly high-tech, in order to get a bead on what’s trending for this market segment. **MMR**

**Latin hand percussion instruments seem to be – at least by some reports – experiencing a surge in popularity of late. Have you been noticing this and, if so, to what do you attribute the trend?**

**Derek Zimmerman:** We have noticed this surge in hand percussion. The last few years have been very much about the cajón. The ease of playing cajón makes it accessible to a broader customer base and there’s been a ripple effect that has resulted in cajón users other percussion instruments such as shakers, bells and some even making the jump into congas. Additionally, hand percussion, and in particular, Afro-Caribbean percussion has increasingly become mainstream in all levels of education, especially at the college level. With today’s marketplace, more and more gigging musicians are playing acoustic, “coffee house” gigs and percussion is an affordable, sonically appropriate choice for these types of live performances.

**Luis Cardoso:** Yes, we have definitely noticed this and we experienced significant growth in 2016 as a result of it. We attribute the growth to a number of factors: an increase in popularity of Latin and Latin-influenced music; more choice in cross-over instruments with strong appeal to drumset players; the boom in cajóns sparked interest by non-Latin players in other Latin instruments; more Latin artists joining non-Latin bands, like Gon Bops artist Daniel de los Reyes with the Zac Brown Band.

**Drew Armentrout:** In my view, this has been a growing category for the past several years. However, currently the percussion market is relatively flat. In recent years, cajóns have been the number-one hand percussion products, when previously djembes were a very popular instrument. I can attribute this popularity to a number of factors: Increased numbers of new, often younger players; a greater availability of instruments (more choices, especially with cajóns); and lower price ranges that can attract new players. Additionally, guitarists and singer/songwriters have been a major demographic

for purchasing these instruments and incorporating them into their performances – again, especially with the cajón.

**Lane M. Davy:** For us, having just acquired Toca, it’s a little too soon to have experienced a trend, upward or otherwise in the broader hand percussion instrument market. We have been doing quite well with the A Tempo line of cajóns and I believe the education and church markets are contributing to that success.

**How would you describe the typical end-user of Latin hand percussion?**

**DA:** Age, of course, varies. The 20-35 age group would be an estimate, but I would hesitate to exclude older players. Skill level tends to range from beginners to novices/semi-pros who likely have some previous experience playing hand percussion. As mentioned earlier, guitarists and singer/songwriters have definitely been a growing customer base.

**LC:** I don’t know that there is a typical end-user in this category. We are seeing a fairly wide range across the board here, from singers just learning to play their first cajón, to older, more experienced musicians who want to upgrade to higher quality instruments.

**LD:** It really depends on the instrument. The cajón is such an accessible piece of hand percussion that I think you see a wider range of ages and skill levels than with the Afro-Cuban drums like congas and bongos. That being said, the recreational drumming movement has helped make everyone more comfortable with playing hand drums for fun. Taken as a whole, I think the bulk of the unit sales are still with the hobbyist or weekend warriors.

**DZ:** Latin percussion has such a broad product mix from high-end congas to small shakers it is challenging to narrow down or use the 80/20 rule when analyzing our customer base. LP has penetration in all price points and sectors including early music making with our Rhythmix line. That being said our core customer is the professional/working percussionist and drummer. LP is the first choice for the pro/semi-pro based on the sound, quality, looks and availability of our congas, timbales, cowbells and accessories. LP also has a large part of its business with the hobbyist by having a full assortment of cajóns



Derek Zimmerman, Latin Percussion Brand Manager





Luis Cardoso, Gon Bops Brand Manager

at all price points. In our customer research, we have also learned that build quality is one of the top considerations when purchasing and LP prides itself on our craftsmanship and durability so that is a huge selling point to consumers.

**What specific models of these types of instruments are your own brand's hottest sellers at the moment?**

**LD:** For Toca, we do really well with the African instruments: djembes and such. If we stick to the Latin hand percussion items, we do very well with the Synergy conga and bongo sets. Also, the A Tempo El Artesano cajón has been a huge success.

**DZ:** Cajóns in general have been hot for us at all price points. In particular, the LP Black Box has been a very strong seller for us. This has a lot to do with it being an award winning cajón that sounds fantastic at the \$99 price point. The LP Americana Groove Wire is also doing very well for us based on it being the opening price point of our Americana "Made in America" series. Additionally our Jam Blocks continue to be a solid seller for us.

**LC:** Cajóns are still our hottest seller, but we also have seen an increase in sales of mid-to-high end congas, and in hand percussion instruments and bells. But definitely, cajóns are still the hottest sellers.

**DA:** In January 2016, Roland introduced the EC-10 EL (Electronic Layered) Cajón, which has been very popular. The EC-10 EL (Electronic Layered) Cajón is actually an acoustic cajón with built-in triggering, internal sounds, and a speaker. In addition to the acoustic cajón sound, the player can simultaneously add percussion and electronic sounds, which increases the potential use in a wider variety of musical styles and settings.

In September of 2016, Roland introduced the EC-10M, which is a product designed to use with any acoustic cajón. The EC-10M includes a high-quality condenser microphone that clips onto the sound hole of an acoustic cajón and is then connected to the EC-10M Mic Processor, which not only amplifies the sound of the acoustic cajón, but also includes internal percussion and electronic sounds that can be layered with the acoustic cajón. This award-winning product is getting wider attention, and not only are professionals interested in the EC-10M, it has also captured the attention of semi-pros and hobbyists as well.



**Do you have any upcoming or recent product releases in this category that you'd like to share with our readers?**

**LC:** Yes, we are excited about the release of our Luisito Quintero Signature Timbales, our reissue Mariano Congas and a unique new cajón we developed with the legendary Walfredo de los Reyes Sr.

**DZ:** Last year we introduced a line of Stave Cajóns that a truly represent LP's legacy of innovation and great sound. This cajóns are made from conga staves for a really unique look that translates to fantastic sonic qualities. The drum has a fatter belly that reacts like as much bigger drum with super low bass tones while the narrow top section plays like a smaller drum with sharp, crisp slap tones. This combination give the drum a really broad sonic range to go along with it's one of a kind look. This year we added the LP1406WB "Whiskey Barrel" cajón that has decorative bands reminiscent of a rustic whiskey barrel. The look of this combined with the sound is going to be a home run for dealers. Additionally we introduced the new Uptown Series congas creating a new price point for what is in essence a professional conga. The series feature our Comfort Curve II rims and a stunning "Sculpted" finish made of Ash wood. With the drums prices from \$399 - \$434 the consumer get s an amazing professional level drum at a price previously unavailable.

**LD:** For Toca, we have several projects already in place, but it's a little too soon for a sneak peak. I'll just say that we've received a lot of requests to bring back certain models that were discontinued and we also have all new models and designs already in the works. You will see new introductions as soon as Summer NAMM. For A Tempo, there are the new Artesano Bongos, which highlight the skill of the A Tempo workmanship. We also expect the performance series of A Tempo cajóns, which have a surprising number of features for \$199, to do very well.



Lane M. Davy, Sales and Marketing, RBI Music

**What are your expectations for the Latin hand percussion market in 2017?**

**DZ:** We expect to see growth in all areas for 2017. The LP brand and products continue to be the predominant choice of players at all levels and that business will continue to be solid. We have introduced products that filled in some price points in many categories that our customers have asked for and this will help create new business for dealers and us. Finally, we have just completed our second year since the acquisition by DW. We have gotten over the hump of the transition and are firing on all cylinders. We are super excited for 2017.

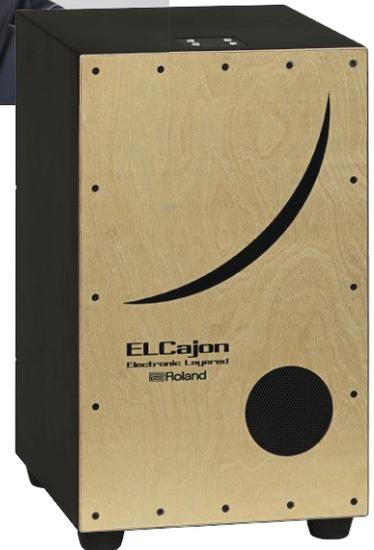
**DA:** Although there has been a tapering off in percussion sales, I believe there is an opportunity for Roland in particular to re-energize the market with our unique solution-based percussion products. In addition to the EC-10 and EC-10M, Roland's HandSonic hand percussion instrument was first introduced in 2000, specifically targeting acoustic hand percussionists, and the latest version of that instrument has been accepted by both DJs and the EDM/techno market, in addition to more traditional percussionists.

**LD:** It's safe to say that we see a solid future for the hand percussion business. We expect the market overall to grow modestly this year. Accordingly, we already have plans in place to expand and grow the Toca lineup in many areas, including our Latin line of instruments.

**LC:** We are projecting continued growth in North America, and are expecting growth in select international markets. Based on what we are seeing and hearing from our U.S. and Canadian dealers, we expect 2017 will be a good year for this category. **MMR**



Drew Armentrout, Product & Artist Relations Manager, Drums & Percussion, Roland Corporation U.S.



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# FEEL the RHYTHM

## Latin Hand Percussion

By Christian **Wissmuller**

**W**ith over 70 percent of the participant's in this month's retailer survey reporting either "up" or "level" sales of Latin hand percussion instruments, compared to the same time last year, this would appear to be a fairly robust market segment.

That said, there were still plenty who

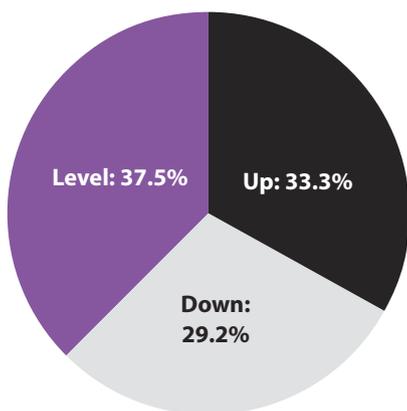
noted that business in this particular area had experienced a downturn in the past 12 months. Perhaps (probably) not surprisingly, when viewed from a regional perspective, those stores most enthusiastically singing praises of a Latin percussion sales boom tended to be from the Southwest and Western parts of the U.S.

One frequently cited gripe was the relatively low profits provided – at least on the lower and mid-tier instruments: "The big brands don't share a suitable profit margin, this forces independent music stores to get creative and buy from no-brand sources," said Anthony Mantova of Eureka, California's Mantova's Two Street Music.

A clear winner, across the board, however is cajóns. Nearly every respondent pointed to increased sales of the versatile instrument. "Cajóns have finally found their place (in our market) due to the dwindling size of performance venues and the increased interest in acoustic volume-level performers," shared Justin Hoppe of Cadence Drums, LLC in Rochester, New York.

Another trend that many pointed to was the embrace of these hand percussion instruments by young (young-ish, anyway) players, from the beginner to intermediate level. These are approachable, relatively affordable products that allow a "non-pro" to dive in and begin enjoying him- or herself immediately – very possibly a good "gateway drug" for cultivating a larger pool of repeat customers...

### Compared to this time last year, sales of Latin hand percussion instruments for your store are:



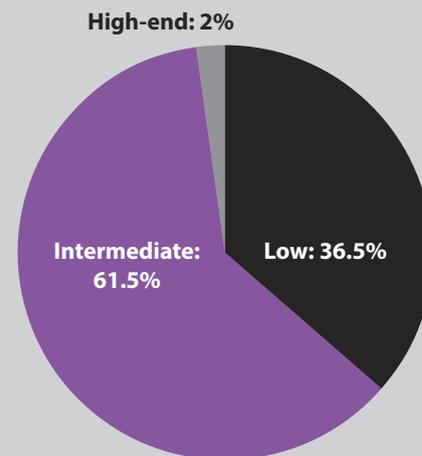
*"Where as drum set sales have been flat, hand percussion sales increased about 10 percent over 2015."*

David St. John  
Gard's Music LLC  
Glendora, California

*"Kids, today, are NOT interested in learning congas, bongos, timbales! I believe they look at those things as their uncle's music or their parent's music! It is really sad!"*

Evan Kline  
Resurrection Drums  
Hollywood, Florida

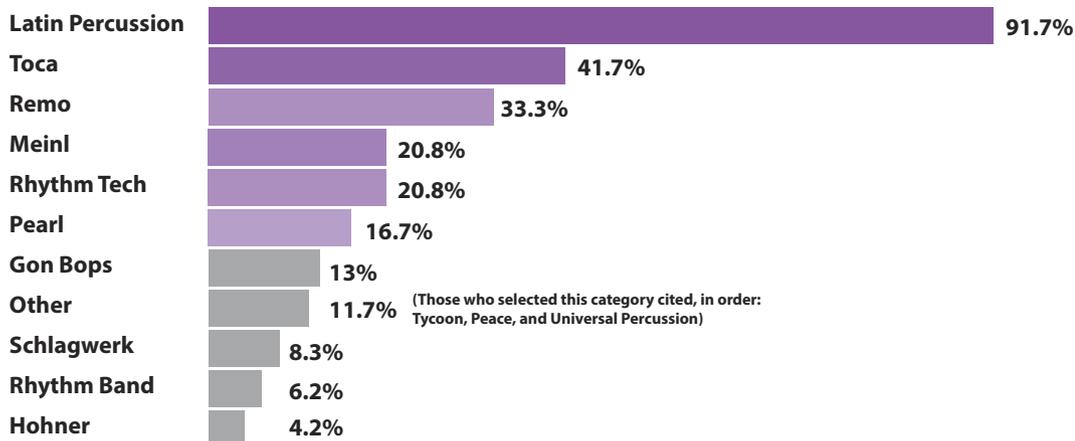
### Within this category, what price points are doing best for your operation?



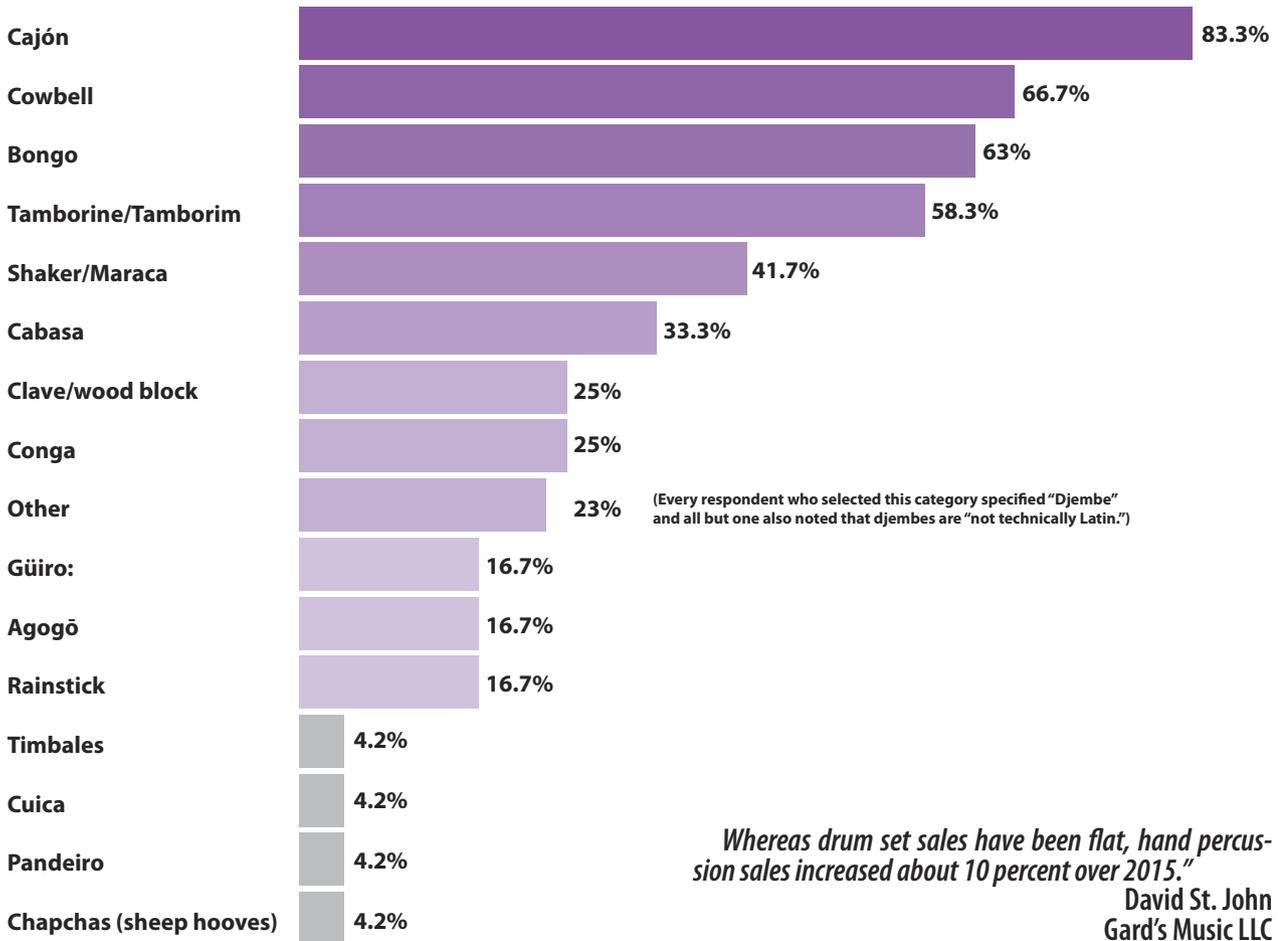
*"[We're selling a] tremendous number of cajóns, but also seeing conga drums beginning to bounce back."*

Randy Pratt  
Sweetwater  
Fort Wayne, Indiana

### Which brands in this category are selling best for your store?



### What have you been selling the most (volume) of in the past year?



*Whereas drum set sales have been flat, hand percussion sales increased about 10 percent over 2015."*

David St. John  
Gard's Music LLC  
Glendora, California

### Could you describe the "typical" purchaser of these types of instruments (age, skill-level, et cetera)?

*"Younger people, ages 20-35"*

Anthony Mantova  
Mantova's Two Street Music  
Eureka, California

*"Hispanic – amateur to professional."*

Merricat Roy  
The folk Shop: Merricat  
Tuscon, Arizona

*"[Ages] 20 to 30 – beginners."*

Ed Mendel  
Ancient Rhythms Drum Shop  
Gainesville, Florida

*"30-somethings, including a good number of females."*

Edward Intagliata  
Cassell's Music  
San Fernando, California

*"Young adults – teens to 40ish."*

Robert Bucci  
Tewksbury Music Center  
Tewksbury, Massachusetts

*"Beginner to intermediate [players], combo players, schools."*

Jen Bentz  
Brickhouse Music  
River Falls, Wisconsin

What larger trends have you been noticing with respect to the Latin hand percussion market?

"In-store sales are difficult (matching the right percussion to the right location), but online sales are as big as you have the storage for."

Michael Welborn  
Brookman's Musical Instrument Repair Shop  
Tucson, Arizona

"Cooled off considerably as opposed to a few years ago when everyone wanted a djembe and a drum circle."

Spidey Mulrooney  
The Music Shop  
Southington, Connecticut

"Cajón sales are way up."

Terry Nirva  
Leithold Music  
La Crosse, Wisconsin

"Less authentic study, more for coffee house, church, home enjoyment."

Doug Maenhoudt  
Metro Music Supply  
Memphis, Tennessee

"There has been a flood of manufacturers. Too many choices."

Marce Blanchet  
DrumZ  
Branford, Connecticut

"The cajón fad cooled off for a bit, but has come back recently. Overall, small percussion accessories seem to be super slow in sales lately."

Justin Sims  
Sims Music  
Columbia, South Carolina

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# Trends and Observations: Four Takeaways from the 2017 NAMM Show

By Menzie Pittman

**A**t the NAMM Show there is always more information than you can ever wrap your head around. So I thought I would try to recap some moments of interest and share some ideas I witnessed at this year's show.

It is fascinating to me the different goals of the attendees at the show. I make it my agenda to listen and watch for trends and perceptions. Then I bring my notes home to dissect and review them with my team.

## Let's start with breakfast.

- Is the next big idea retro or tech?
- Is the buzz high-end gear or entry-level gear?
- Is the new trend at NAMM seeking advice from others in our field at NAMM's education sessions?

When I attend NAMM I study all of these things like a bug. I also strive to meet new people, make new friends, and learn new things. I pick the brains of the smartest people I know, asking them hard questions about how they perceive the spirit of the current music retail environment.

At this year's NAMM Show, one of the smartest decisions I made was to attend the breakfast session featuring speaker Guy Kawasaki. Guy's background intertwines with Apple, and he has a completely unique perspective on the idea of purpose and meaning. He was certainly a very dynamic speaker and his message was simple and aligned with similar beliefs that most of us hold.

His advice seems impeccable:

- Ideas are easy, implementation is hard.
- A good idea represents about 10 percent and implementation, hard work, and luck are the other 90 percent.

Guy was engaging, thought provoking, creative, and on top of his game. His presentation was simply refreshingly impactful.

I would venture to say you would like to have someone with those traits on your sales floor. Or better yet, how about someone with those traits *sitting in your chair in your office!*

## Here are some trends and perceptions I noticed at the show.

The main vibe I witnessed at the show was a sense of upbeat enthusiasm and a definite crisp curiosity about retail opportunities. The buzz around the show was unquestionably good; I got the feeling that everyone is reignited to have the opportunity to be in this crazy business. However, I also got the feeling that no one is absolutely certain about the trajectory of the retail opportunities in our industry, or where we are in this crazy flight, or even where it will land. No one seems certain about what to expect from the economy or what the customer or end user really wants. But one belief that most people cherish is that in the "new jungle" you have to be at the top of your game 99.9 percent of the time.

That is an exhausting scenario and maybe the explanation for the other trend I noticed: how physically fit my business friends are and the brisk attention they are paying to all aspects of health, physical and otherwise.

## My favorite trend: Odd pairings and the morphing of iconic with nouveau.

The most foretelling trend I witnessed at NAMM, (and I am sure I have mentioned it before, so forgive the redundancy on my part) is the of morphing of "iconic and nouveau."

You need look no further than Vulfpeck and Bernard Purdie playing "Something" by the Beatles. It's Purdie's patented "Purdie Shuffle" with fresh young wizards interpreting George Harrison and the Beatles. It's a "touch edgy" because Bernard pushes the feel with a different pulse, and so the rendition has a different flavor and feel, yet one that is hauntingly familiar because we begin to hear a taste of Steely Dan within the Beatles' music. That also helps make it unique: old school yet fresh.

Remember when Stevie Wonder opened for the Rolling Stones in the early 1970s? Some would say that was an odd pairing, but here's my point: Stevie and the Stones knew, and they were right. Vulfpeck and Purdie know, and they're right. Kacey Musgraves and Willie Nelson have figured it out. Michael League and David Crosby know, and they're right. The new trend is getting back to honest roots, but with spanking new curiosity, a sense of play, and a tip of the hat to the masters.

Like these cutting edge artists, in my business I embrace this trend and every aspect of our industry's history, but I don't run from new thinking. Whether it's old school or cutting edge, my only rule is authenticity.

## My closing thoughts are simple.

Fresh enthusiasm, new opportunities, new trends are all exciting, but in the end we must remember that it is vision, understanding, dedication, and consistent hard work that brings our creativity to life. NAMM is the best resource we have because it provides the melting pot necessary for us to share our creativity and passions. Unequivocally and without dispute, the NAMM show is never out of style! **MMR**



Menzie Pittman is the owner and director of education at Contemporary Music Center in Virginia (CMC). Following a performance and teaching career spanning more than 32 years, he founded CMC in 1989 and continues to perform, teach, and oversee daily operations. He has 50 years of musical experience as a drummer and drum instructor. Menzie is a frequent speaker at NAMM's Idea Center, and a freelance writer for MMR's "Small Business Matters" column. He served on NAMM's Board of Directors from 2012 through 2015 and currently oversees the curriculum for CMC's performance venue @4410. In 2016 NAMM awarded Contemporary Music Center the "Dealer of the Year" award, the "Music Matters" award, and the "Best Sales and Promotion" award.

ACCESSORIES

**JodyJazz Super Jet Saxophone Mouthpieces**

JodyJazz's new SUPER JET is specifically designed for the 'smooth jazz' player. It was developed to offer an even brighter, bolder, and more powerful mouthpiece than the original JET. The SUPER JET is constructed from virgin brass and is sterling silver plated. It will be available first in the Alto model. It is available in 5, 6, 7, 8, 9 and 10 tip opening and comes with a Rico H ligature, cap and pouch. MSRP of \$350.



jodyjazz.com

**Vandoren V16 Reeds for Baritone Sax**

Vandoren now offers V16 reeds for baritone saxophone. As the thickest of the Vandoren jazz cuts, V16 reeds have been known for decades for a full, husky sound and strong attack for soprano, alto, and tenor saxophone. With the addition, jazz baritone players now have all the same jazz reed options as other saxophonists - V16, JAVA, JAVA Red, and ZZ reeds. V16 bari reeds are available in strengths 2-4.



vandoren-en.com

**BOSS AD-2 Acoustic Preamp**

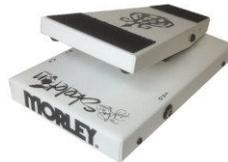
The BOSS AD-2 Acoustic Preamp is a sound processor for performing live with acoustic-electric guitars. Housed in the familiar compact pedal chassis, the AD-2 features an Acoustic Resonance effect that is designed to recreate the complex tonal characteristics of an unplugged acoustic, plus a high-quality reverb optimized for acoustic guitar performance. The pedal also includes stage essentials like a notch filter for feedback reduction, a balanced DI output, and more. The AD-2 features two independent outputs. Players can use the Output jack to connect to an acoustic guitar amp or stage monitor, and use the Line Out to send a balanced signal direct to a PA mixer. The AD-2 also provides low-frequency feedback reduction with an easy-to-use notch filter, and offers the ability to use the footswitch to mute the sound for switching guitars and tuning on stage.



boss.info

**Morley Signature DJ Ashba Skeleton Wah**

Morley DJ Ashba Skeleton Wah is a signature wah that is switchless; simply step on to engage wah and step off to go to bypass. It is also Electro-Optical meaning there are no pots to wear out and get scratchy. The Skeleton Wah is tuned in to DJ's preferred tone and sweep and is equipped with new custom MQ2 inductor for more intense wah. It has an internal wah level trimpot for those who want to tweak the wah's output level. It is housed in a cold rolled steel chassis and is equipped with LED indication. Price: \$145



morleypedals.com

DJ & LIGHTING

**ADJ Focus Spot Two**

ADJ's Focus Spot Two is a spot fixture, with easy accessible GOBO replacement. Joining the smaller Focus Spot One and larger Focus Spot Three Z, this new fixture rounds out ADJ's Focus Series.



While the supplied GOBOs are suitable for a variety of applications, each one can also be replaced with a custom pattern. The Focus Spot Two is powered by a 75-Watt cool white LED light-source, with an operational life of approximately 50,000 hours. It is also equipped with a separate 3W UV LED, which is independently controllable. Motorized focus is another advanced feature offered by the Focus Spot Two – and all of the other fixtures in the Focus Series.

The Focus Spot Two is designed to be ideal for a wide variety of permanent installations, touring productions and one-off events. It is available now from ADJ USA and ADJ Europe.

adj.com

FRETTED

**Dangelico Bob Weir Premier SS**

The all-new Bob Weir SS features a compact tremolo system for maximum performance, push/pull tone knobs for coil tapping, and a master volume knob for total control, it defines versatility. Available with a stopbar tailpiece and full centerblock for remarkable resonance.



dangelicoguitars.com

PIANO & KEYBOARD



FP-90

RP501R

DP603

GP607

Four New Roland Digital Pianos

Roland announced the availability of its four newest digital pianos, the GP607, FP-90, DP603, and RP501R. Each one features Roland SuperNATURAL technology, high build quality, and Bluetooth wireless connectivity options.

The GP607 Digital Piano (\$5,999 MSRP) is a mini grand piano for the home. It features Roland SuperNATURAL modeling technology for high-quality tone, complemented by a premium, multi-channel speaker system that provides top-quality sound for both piano playing and listening to music. Bluetooth wireless support for tablet or smartphone allows audio streaming and connectivity with the latest apps, for additional learning and performance options. Featuring curves, an opening lid, and polished ebony or polished white finishes.

The FP-90 (\$1,799 street) is the latest-generation model in the FP series of portable digital pianos, featuring SuperNATURAL modeling technology. It provides top-level piano performance, attractive design (available in black or white) with optional matching stand, and easy portability in one instrument. In addition, Bluetooth wireless support for tablet or smartphone allows audio playback and connectivity with the latest apps.

The DP603 Digital Piano (starting at \$1,999 street) offers an expressive playing feel with the new PHA-50 keyboard, SuperNATURAL modeling technology, and numerous onboard practice features. Bluetooth wireless support for tablet or smartphone enables audio playback and connectivity with the latest apps. The DP603 comes in polished ebony, polished white, or contemporary black finishes.

The practical RP501R Digital Piano (\$1,499 street) is an affordable home instrument with quality touch and tone via Roland SuperNATURAL Piano technology. Ideal for young families, the RP501R offers more than 300 additional sounds and 70-plus onboard rhythms. Bluetooth MIDI and USB connectivity to a tablet or smartphone gives access to piano apps for additional learning and fun. Available in contemporary black, contemporary rosewood, and white finishes.

roland.com

FRETTED

Kahuna Ukuleles Felix The Cat Line

Kahuna Ukuleles Felix The Cat line of ukuleles are now available for purchase. Designed in collaboration with Felix artist Don Oriolo and Oriolo Guitars, the new line of soprano instruments features four designs of the legendary cartoon cat. Felix the Cat has been a recognized cartoon for decades, remaining a pop culture icon nearly a century later.



kahunaukes.com

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PRINT & DIGITAL

Hal Leonard *La La Land*

The first Hal Leonard *La La Land* folio is arranged for piano and voice with guitar chord frames (P/V/G). The second features easy piano arrangements with lyrics. In addition, Hal Leonard has announced other editions coming soon: a Music Minus One vocal edition with professionally recorded accompaniment sing-along tracks; a vocal folio with piano accompaniment arrangements; and a folio featuring ukulele arrangements.



The movie musical *La La Land* has been winning hearts and breaking records since its release on Christmas day, 2016. It won an unprecedented seven Golden Globe awards and just received a record-tying 14 Academy Award nominations including Best Original Soundtrack and Best Song for two songs.

Directed by Damien Chazelle (whose last movie was *Whiplash*, about a college jazz program) and starring Emma Stone and Ryan Gosling, *La La Land* features original songs composed by Justin Hurwitz with lyrics by Benj Pasek and Justin Paul. The soundtrack features 15 songs. Editors at Hal Leonard worked closely with composer Justin Hurwitz to ensure their arrangements were as accurate as possible.

Both volumes retail for \$17.99.

halleonard.com

Alfred Music *Sound Innovations for Concert Band: Ensemble Development for Young Concert Band*

Alfred Music *Sound Innovations for Concert Band: Ensemble Development for Young Concert Band* is a complete curriculum for beginning band students to help them grow as ensemble musicians. The series complements any band method and supplements any performance music. It contains 167 exercises, including more than 100 chorales. Various exercises at the grade ½, 1, and 1½ levels are grouped by key. The book is available for \$5.99 (instrument books), \$12.99 (piano), and \$39.99 (conductor's score).



alfred.com

DJ & LIGHTING

Chauvet DJ EVE F-50Z

Chauvet DJ's EVE F-50Z is an LED Fresnel fixture that shines a soft-edged, warm white spot and features D-Fi USB compatibility for wireless master/slave or DMX control. Manual zoom provides the flexibility to project from any distance. EVE TF-20 is a compact, energy efficient, soft edge LED accent luminaire that can function as a regular PAR can, while its classic Fresnel style emulates stage and theatrical lighting. Barn doors are included. Its CCR (Constant Current Reduction) LED dimming enables EVE TF-20 to work with conventional dimmers, and is flicker-free in filmed productions.



chauvetlighting.com

PRO AUDIO

Audio-Technica ATM350a Microphones

The AT-M350a Cardioid Condenser Instrument Microphone comes in six specially designed systems that provide discreet mounting solutions for a host of instruments, including woodwinds, strings, brass, percussion, drums, and piano.



audio-technica.com

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## BAND &amp; ORCHESTRA



## S.E. Shires Releases First Commercial Jazz Trumpets

S.E. Shires has incorporated the best aspects of prized vintage horns with modern centering and intonation. This new line of commercial model trumpets feature the broadest bell taper which produces a wide variety of tone colors throughout the range of the instrument. And narrow bracing contributes to the instrument's response and ease of attack. Additionally, various bore options and extra lightweight bell creates a very responsive horn with a large projecting sound. The three models include a .454 medium bore B $\flat$  trumpet, a .462 large bore B $\flat$  trumpet, and a .465 extra-large bore trumpet. Designed to be open and efficient, the sound is colorful and flexible with strong slotting in the upper register.

[seshires.com](http://seshires.com)

## DRUMS &amp; PERCUSSION

## Majestic Thin Shell Brass Snare

The Thin Shell Brass Snare is the new highlight of the Majestic Prophonic Series family of orchestral snare drums. Crafted entirely from 1mm brass, this responsive drum features



the thinnest shell of its kind on the market today with a double beaded design for strength and a traditional orchestral metal drum look. The special fold-back of the formed bearing edge ensures shell integrity and the glancing snare bed is slightly deeper than most for optimum cable response. Sensitive in character, this drum speaks quickly and is a superb instrument for the pianissimo to mezzo-forte dynamic range. Appointments include the Majestic Prophonic Multi-Link throw off system, die cast hoops, a unique combination of four different cable types, Remo Fiberskyn Diplomat batter head and a Diplomat Hazy Resonant snare side head. The drum case is included at no extra charge. MSRP: \$1,267

[majesticpercussion.com](http://majesticpercussion.com)

## Eastman Strings Albert Nebel VL601

The Albert Nebel VL601 is handcrafted from well-seasoned, European tonewoods imported from Germany. Tone specialists calibrate each top and back, giving these instruments an excellent, clear tone. The instruments are varnished by hand with an antique-style multi-layer spirit varnish, and fitted with ebony fingerboard, pegs and chinrest. Eastman's Albert Nebel offers a step-up instrument for the player looking for a German violin noted for its old, played-in sound.



[eastmanstrings.com](http://eastmanstrings.com)

## FRETTED

## Fender Classic Design Models

A refresh of one of Fender's classic lines, the series boasts new improvements, including better sound, performance and playability, in addition to solid tops on all models, rolled fingerboards, and a new "Easy-to-Play" neck shape with high-level Fender craftsmanship at an accessible price point. Prices for acoustic guitar models range from \$199.99 to \$399.99. There are six different body shapes, including nylon-string and bass, left-handed and 12-string models.



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

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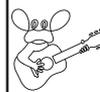
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By Dan Daley

## No Matter How You Spell It, Lutherie and MI Retail are a Good Fit

**S**ingularity isn't just a term used to describe the coming robot apocalypse (although we're closer to that than you might suspect). The value of individuality in a musical instrument has deep roots, and the bespoke instrument has always maintained a special level of additional worth in the guitarosphere. Three years ago, NAMM noted a resurgence in demand for the custom-made guitar, as well as an enhanced appreciation of those who make them. "Sales of high-end, luthier-crafted and custom acoustic instruments are at a five-year high," the organization reported then, noting further that sales of high-end acoustic guitars – a category that includes all guitars priced above \$1,500 and the sweet spot for custom axes – had jumped 39 percent since 2009. "Guitar craftsmen and dealers point to a strengthening economy and growing pool of accomplished players for the increase in people searching for (and purchasing) their fretted Holy Grail."

It's an environment that suggests that the luthier's

trade is on an upswing, and the Internet has no shortage of educational resources, including degree programs, that teach the fretted-instrument maker's trade. Yet we're not bumping into those luthiers with anything like the frequency that we encounter, say, those who would pay the equivalent of a new Honda – and not a Civic, either – for a college certificate in running a record label or recording an album for one. At a time when the idea of "craft" – in the hipster/Millennial sense, the creation a unique example of anything – has attained such high regard, has the luthier benefited from that trend? And how do the guitar maker and the guitar seller interact today?

Robbie O'Brien, a Denver-area luthier who also teaches the craft, in person and through videos available from his website and on YouTube, thinks those who pursue lutherie – the term includes violinmakers, through an alternate spelling, "luthiery," excludes them – are an underutilized resource, one that could be especially valuable for MI retailers.

"There is always a need for capable, competent repair people, which is exactly what luthiers are," says O'Brien. "Even at the mom-and-pop retail level, someone with these skills can offer them and their customers real value."

O'Brien began teaching the craft around the turn of the century, starting with a class at the Red

Rocks Community College there. He says the course attracted a wide range of students, from avid guitarists who want to build their own to retirees looking for a new skill for their second or third life act. Whatever their motivation, O'Brien says newly minted luthiers can act as value multipliers for retailers.

The number of programs that teach lutherie skills has mushroomed in recent years, much the same as online and other video-based learning propositions have grown. "The Spanish used to say that you needed to build a hundred guitars before you get it right," says O'Brien. "Today, with online tutorials, you don't need to make that many to get to the point where you can make and repair guitars competently."

The craft has at least two major trade organizations, the Guild of American Luthiers (GAL) and the Association of Stringed Instrument Artisans (ASIA).

**“Newly minted luthiers can act as value multipliers for retailers.”**

They had a sort of ideological schism some years ago, but both seek to promote

their members' commercial activities and knowledge base. The GAL, which according to its editorial director Tim Olsen has about 3,700 members globally, runs a periodic convention, which will take place this year in Tacoma July 19-23. It doesn't have a formal apprenticeship program in place but Olsen says the organization relies on "an information sharing system" among its members through its publications and the convention. ASIA has close to 2,000 members, most in the U.S.

GAL seems to revel in a Harry Potter-like air of magical mystery: Olsen describes the organization as housed in a 125-year-old Oddfellows lodge hall in Tacoma, with the GAL office downstairs. But, he adds in Lewis Carroll-like twist, "There is no interior staircase. At least there is indoor plumbing and electricity." ASIA seems less elfin and more straightforward, presenting online articles and running its own biennial symposium, this year at East Stroudsburg University in East Stroudsburg, Pennsylvania June 7-11.

The luthier community is relatively small and often hard to see, but it's also apparently growing – Musician's Institute recently launched its Guitar Craft Academy in Nashville – and incorporating newer materials, technologies, and techniques. It's a good fit with an MI retail industry. All they have to do is find each other. **MMM**

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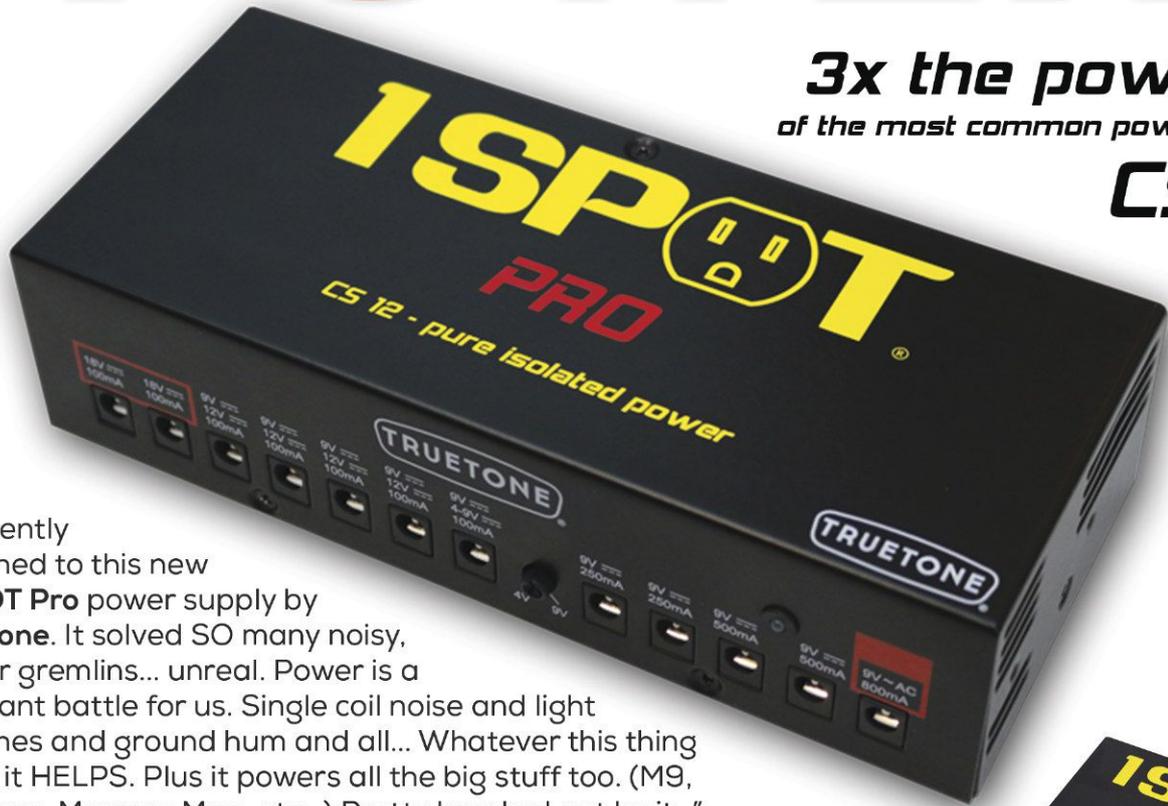
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