

# MMR

MUSICAL MERCHANDISE REVIEW

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## Ken Stanton Music

CELEBRATES  
65<sup>th</sup> Anniversary 32



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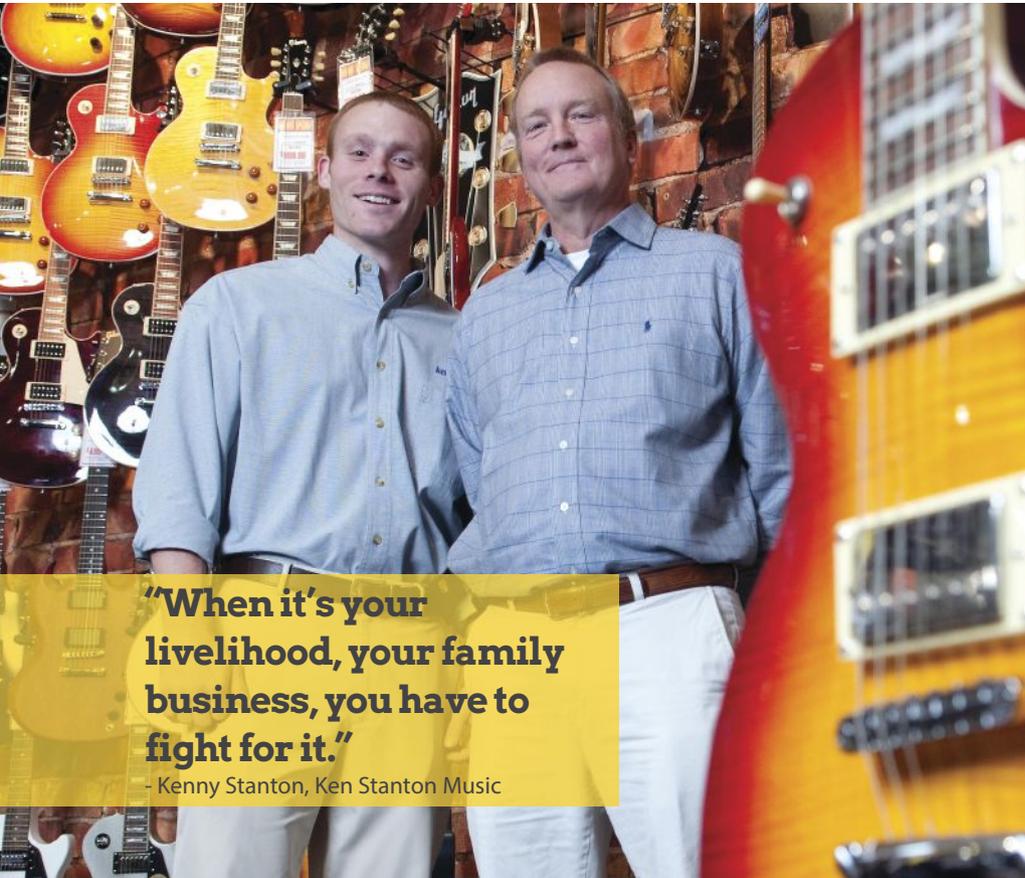
# MMR

MUSICAL MERCHANDISE REVIEW

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**"When it's your livelihood, your family business, you have to fight for it."**

- Kenny Stanton, Ken Stanton Music

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Cover photo by Joeff Davis, Atlanta, Ga.





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# Leveling the Playing Field

On December 3<sup>rd</sup>, the Supreme Court let stand a lower court's ruling that states can tax online retailers even if they don't have a physical presence in that state.

This is the beginning of the end for a needless unfair advantage that has hurt the retailers that are the backbone of this country's economy. This is also a win for all communities themselves that have been hurt by the loss of revenue that is needed to build roads and schools, pay the salaries of teachers and first responders, and all the other services that we all depend on.

**"That this issue continues to drag on is counterproductive and unfair."**

Now what's required is the passage of the Marketplace Fairness Act of 2013. The Senate has passed it, but the House has yet to act on it. It has some bipartisan support, though some view it as a tax increase, something Howard Gleckman of *Forbes* magazine points out isn't true: "Buyers owe tax already on their online purchases. Even if sellers don't collect it, consumers must pay what's called a use tax, though few do... it is tough to argue that making people pay a tax they already owe is a tax increase," he wrote.

Over the years there has been one common refrain from brick and mortar MI retailers – the desire for a "level playing field" in regards to state taxes on purchases. Retailers can provide a good shopping environment, they can provide the right product, and they can even match MAP prices. But they have always had to collect sales tax.

As a Chicago guitar shop owner told me years ago, being in that city means an additional 11 percent is put on the purchase. So if that purchase is a \$2,500 guitar, there's a \$275 advantage to buying the same instrument online. In last month's "50 Dealer/50 State" annual feature, several retailers mentioned that passage of the Marketplace Fairness Act was an evolution they'd like to see happen this year.

In 1998, the Internet Tax Freedom Act was passed to support the new technology... you know, to see if this whole "Internet" thing would catch on. Well, I think it's safe to say it has. That this issue continues to drag on is counterproductive and unfair. The Supreme Court has had its say, and 13 states already require taxes be paid by the seller, so Congress needs to act once and for all.

Let's just hope it's not too late. **MMMR**

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\*Touch panel and wireless iPad connectivity on CVP-605, CVP-609 and CVP-609GP only.

# Industry News

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

## MI Products Go 15 Percent Under MAP on Amazon Cyber Monday

On December 3rd, "Cyber Monday," it was discovered that thousands of MI products were being sold on Amazon in violation of MAP policies by promising final sales 15 percent below MAP.



Minimum Advertised Price policies are an agreement between a vendor and a retailer which stipulate that if anyone selling online wants to sell below a MAP price on that final click, they certainly can. But on Cyber Monday, Amazon shoppers hunting for guitars and amps saw an ad on the first page promising an extra 15 percent off upon checkout. While this practice has been seen on sales of a variety of products from other industries, this seems to be a first for MI products this year.

Fender products were among those that were for sale on Amazon with the advertised "15 percent off." A query was sent to company public relations manager Jason Farrell. He called back shortly after to say it was a mistake, and the problem fixed.

"Your email was news to us, and I forwarded it to the man responsible for our Amazon relationship," Farrell explained. "Amazon was contacted and they said it was a mistake. We have the same MAP agreement with all dealers, and this was a clear violation of it. But [Amazon] was very responsive and took care of it immediately."

One competitor who noticed the problem was Jason Struble, of Indiana retail operation Sight & Sound Music Center (Muncie). Struble has also run World Music Supply, an online mail order business selling MI products since 1998. Like any good businessman, he monitors the competition. Black Friday/Cyber Monday tends to be good for him. On Monday morning, sales were good, but then he says there was a noticeable and abrupt decline in order flow. That's when he discovered thousands of MI products were being sold on Amazon under MAP by 15 percent.

(While there are MI retailers who sell *through* Amazon, this deal applied only to those sold by Amazon which were bought by the company directly from the manufacturer.)

All manufacturers place MI dealers, online and otherwise, under an obligation to follow MAP. When something gets broken, efforts are made work to fix it, some more successful than others. Some retailers have voiced the opinion that enforcement of MAP could be better and, as reported by *MMR* just last month, some like KHS get so aggressive with it that they hire an outside management group to help monitor the issue.

## Hal Leonard and Tycoon Expand Distribution Deal

Starting at the 2014 NAMM show, Hal Leonard will be the exclusive U.S. distributor for the entire Tycoon line – hundreds of products from this highly regarded manufacturer of hand percussion.

Headquartered in Thailand with U.S. operations in Ontario, California, Tycoon Percussion produces bells, bongos, cajons, castanets, claves, congas, djembes, maracas, shakers, and more. It is the only hand percussion company that wholly owns and operates its manufacturing facility. The two companies have worked together since June of 2012, when Hal Leonard began distributing a few dozen of Tycoon's bestsellers to select MI accounts.

In light of the Tycoon distribution expansion, Hal Leonard will be restructuring its sales staff, developing a new, dedicated group to handle drum and percussion accounts.



Ivan Martinez (far left) and Ivy Yu from Tycoon Percussion visit the Milwaukee headquarters of Hal Leonard to expand their distribution deal. (L-R) Ivan, Doug Lady, Brad Smith, Ivy, Randy Foat, Dave Cywinski.

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## iMSO Announces New Board

The Independent Music Store Owner (iMSO) association has named new board members, including Don Tegeler of Tegeler Music (Clinton, Iowa) as president.

"I first want to thank Gordy Wilcher of Owensboro Music Center for all he's done for the group," Tegeler said of the former president and co-founder. "He's made a lot of positive things happen, and I hope to build on that."

Also named were vice president Chris Basile of South Jersey Music of South Jersey Music (Sewell, N.J.); secretary Allen McBroom of Backstage Music (Starkville, Miss.); and treasurer Jeff Nixon of Instrumental Music (Ludington, Mich.). Lisa Kirkwood of Clark's Music Center (formerly Discount Music, Jacksonville) is now the group's media contact. Jim DeStafney of Blue Angel Music (Pensacola, Fla.) is the NAMM liaison.

Tegeler aims to refocus back to the group's roots, which is the forum available for members to share ideas and tips with the overall goal of effectively promoting music making. "A lot of people look at us as a buying group, which we're not," Tegeler explains. "We did experiment with an 'iBuy' program, but we recently disbanded it because the cost of running it wasn't worth the results. We would put together deals, but not enough members would take advantage of them." Tegeler will be having meetings with manufacturers and



Don Tegeler

suppliers, and they still have their "preferred vendor" program, which recognizes those vendors who are especially indie-friendly.

"I believe I was selected as president because of my faith in our core beliefs, which boils down to sharing best practices between independent dealers through the forum," he says. "Promotions that work, hiring tips, products that are doing especially well, vendors who are especially good to work with – those kinds of things. We are stronger united than we are separated."

As an example, several members staged Labor Day Benefit Concerts with great success. Tegeler raised over \$10,000 at their own concert for Wounded Warriors. "But besides that good cause, I'm supporting live musicians – in two days, I gave 20 bands a professional public environment to show off in 30-minute sets."

He adds that when he first joined the group, there were 50 members, and today there are over 500.

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

## Introducing D'Addario Woodwinds

Since D'Addario's acquisition of Rico in 2004 it has always been the company's goal to respect and improve upon the legacy of the Rico brand; this will never change. However, to ensure that the more advanced player has a brand that he or she feels is a greater reflection of their ability, D'Addario introduces their digitally generated, professional quality reeds and mouthpieces as D'Addario branded woodwind products.

Moving forward, there will be two brands to cater to the woodwind world's diversified needs. Rico will continue to stand as the consummate brand for new and young players. The D'Addario brand will serve as a breath of fresh, innovative air in the industry.

"Thanks to recent technological breakthroughs in science, married with a whole new level of refined craftsmanship, the D'Addario brand promises to inspire a whole new generation of intermediate and professional players," said Jim D'Addario, CEO.

"We are committed to systematically re-inventing our current range of products," affirms D'Addario Woodwinds' product manager, Robert Polan. "Furthermore, we're dedicated to developing exciting new product additions."

The company's highly acclaimed Reserve mouthpiece has already been rebranded as a D'Addario product. Coming soon, digitally Re-mastered Reserve Classic B $\flat$  clarinet reeds will be the first production series made exclusively with D'Addario's new proprietary digital process and will also bear the D'Addario brand name.

[daddario.com/woodwinds](http://daddario.com/woodwinds)

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## NAMM Partners with CMS for Job Listing Service

NAMM and The College Music Society (CMS) have partnered to give NAMM members the opportunity to advertise job openings to CMS members. CMS, an international service organization for music students and faculty in tertiary education, counts among its membership the most highly trained and qualified potential interns

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**NAMM Booth 5760**

and employees available. The relationship between NAMM and CMS was established in response to NAMM members' requests over the years for access to a richer pool of potential employees who understand the music-products industry.

"This partnership benefits our members in that they will have access to a pipeline of new employees and interns who know music, care about music, and have been immersed in the music world for their education," said Joe Lamond, president and CEO of NAMM. "Recruiting talented people into our industry and having an opportunity for job postings in music across a wide arrange of interests and expertise is important to all, and we're grateful to be able to offer this."

NAMM members receive a 20-percent discount when posting an advertisement on CMS' online job board, the *Music Vacancy List*. The *Music Vacancy List* includes employment opportunities within music and higher education, as well as opportunities in allied professions. Institutions, organizations, businesses, and industries that wish to reach the single most highly trained and educated pool of potential music employees will find the list to be invaluable in identifying potential candidates. The current circulation is approximately 9,000 musicians.

"The CMS-NAMM collaboration unites the education and industry sectors in efforts to support music globally," said Patricia Shehan Campbell, president of The College Music Society. "Educators and industry personnel are dedicated to preserving and advancing musical culture globally – by all peoples, wherever the art of music is found. Our collaboration brings forward our very best to strengthen music everywhere."

Thomas Lang

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## Sennheiser to FCC: Make Auction Winners Pay Those Hurt by Loss of 600 MHz Range

As reported by *MMR's* sister publication, *Front of House*:

Noting that the FCC's pending spectrum auction jeopardizes future use of wireless microphones operating in the 600MHz range, forcing content creators to reinvest in wireless gear, Sennheiser formally proposed that winners of the new spectrum compensate owners of wireless microphone equipment that will be rendered obsolete as a direct result of the planned spectrum repacking.

More details from Sennheiser (sennheiserusa.com):

Audio specialist Sennheiser announced that it has recently filed comments with the Federal Communications Commission (FCC) in light of the pending spectrum auction scheduled to take place in 2014. The government auction, which jeopardizes the future use of wireless microphones and monitors operating in the 600 MHz range, will force many U.S. based content cre-

ators – including broadcast, film and live production professionals – to attempt to stage their shows using little more than half of the currently available UHF spectrum.

Currently, the FCC has not announced any plans to compensate wireless microphone owners, who play a critical role in U.S. content creation and who will have to make significant investments in new equipment for the second time within a few years.

"Wireless microphones are an essential ingredient of content creation in the United States," commented Joe Ciaudelli, spectrum affairs, Sennheiser Electronic Corp. "Currently, the United States is the number one content creator in the world when it comes to broadcasting, film production and live events. The A/V professionals that produce this content, which is enjoyed by both domestic and international consumers, depend on the 600 MHz frequency spectrum each

day. Now they are being told that they must vacate this UHF space, and with no contingency or recourse to recover their equipment investments. This is grossly unfair, especially considering that this will be the second time this has occurred within a few years. This time mics and monitors won't be able to simply be relocated into lower portions of the UHF because it is already packed with replacement mics for ones rendered obsolete by the 700 MHz reallocation. TV stations currently operating in 600 MHz will also be relocated to lower channels, exacerbating the congestion.

"Not only does the pending spectrum repacking threaten to diminish U.S. leadership in content creation, it

*continued on page 12*



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## Sennheiser to FCC:

*continued from page 10*

creates an unnecessary hardship to many thousands of audio professionals by forcing them to reinvest in compliant equipment," he continued. "While adverse effects of the spectrum repacking will inevitably occur, simple fairness says that the auction winners who will derive revenue from the auctioned spectrum should provide compensation."

Currently, the vast majority of U.S.-based major film productions, television broadcasts and major concert events in the United States rely heavily on the 600 MHz frequency range. Eliminating access to this not only significantly increases congestion in the 500 MHz frequency range, but also places unprecedented technical demands on both the equipment and operators working in this space. The FCC has also received letters of support for Sennheiser's position from industry leading companies including Shure, Audio Technica, Lectrosonics, and CP Communications. "We encourage others to write to the FCC as well," states Ciaudelli.

Following is an excerpt from Sennheiser's recent filing that illustrates the role wireless equipment plays in the U.S. commercial, political and economic arenas:

"Wireless microphones are ubiquitous in all aspects of the entertainment business, in news reporting, in sports, and in U.S. commercial, civic, and religious life. They are essential to the production of virtually all non-studio broadcast events, and to nearly all studio-produced programs as well. These include team sports from local college broadcasts to the Super Bowl, the World Series, the Final Four, and the Stanley Cup; the Democratic and Republican political conventions; post-election national and local coverage; the Oscar, Emmy, and Grammy Awards shows; events such as the Olympics, NASCAR races, the Kentucky Derby, and major golf and tennis tournaments; and on-the-scene news reporting of all kinds, both local and national. These broadcasts routinely attract millions of viewers.

Motion-picture production, from Hollywood blockbusters with nine-digit budgets down to student work at the

local community college, relies heavily on wireless microphones for clear, accurate audio. Live events, from Broadway productions to stadium-sized outdoor concerts, need wireless microphones to reach the back row. Presenters in auditoriums, lecture halls, and houses of worship find them indispensable."

### SOURCES:

(\*) **Stephen E. Siwek, Copyright Industries in the U.S. Economy: The 2011 Report at 15 and Appendix A (Economists Incorporated 2011). Available at <http://www.ei.com/downloadables/2011CopyrightSiwek.pdf>**

(\*\*) **U.S. Census Bureau, U.S. Bureau of Economic Analysis, News: U.S. International Trade in Goods and Services, November 2012 at 3-4 (U.S. Dept. of Commerce released Jan. 11, 2013). Available at [http://www.census.gov/foreign-trade/Press-Release/current\\_press\\_release/ft900.pdf](http://www.census.gov/foreign-trade/Press-Release/current_press_release/ft900.pdf)**

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NAMM Booth 3570

## Digital Audio Labs Acquires Rights to Stompbox Pedalboards

Digital Audio Labs has acquired the rights to manufacture and distribute Stompbox modular pedalboards worldwide. Stompbox



pedalboards are designed to connect to each other, allowing guitar and bass players to expand their pedalboards as needed. They can also connect them in unique configurations that accompany their playing style.

Digital Audio Labs has also designed a power supply with built-in routing capabilities that mounts to the Stompbox system. This allows users to power up to eight effects, and includes a USB power outlet. The power supply also includes routing that can be set to one of four different configurations allowing input/output switching, loop switching, or a hybrid of both.

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### Tom Oliphant, Owner Ventura Guitars

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**Vanetta G. Wilson**, CEO of Chesbro Music, passed away on Nov. 28, in Rio Verde, Ariz.

Vanetta and her sister, Tana Jane Stahn, took over the management of Chesbro Music after the death of their mother Joan Chesbro Thomas, in 1999. Chesbro Music was founded in Seattle in 1911 by Horace Chesbro, who moved the operation that same year to St. Anthony then to Idaho Falls in 1921.



The obituary sent out by Chesbro notes, "Vanetta worked in the family business spending her childhood Christmas Eve's wrapping and delivering instruments with her family. She visited music dealers on vacation, and regularly attended NAMM for decades. Vanetta took over as CEO in 1999 after the untimely death of her mother, Joan. Vanetta was always active in the local community, so it seemed like Vanetta was on a first name basis with everyone around. She was always interested in her extended family - the Chesbro 'family' of employees..."

"Chesbro Music Co's reputation for exceptional customer service and honesty will stand as a tribute to our great CEO. Vanetta had a huge smile and bright eyes with such a caring attitude for the employees. She knew all business decisions would impact employees, customers and the community. She loved music and played her great grandfathers grand piano that was restored in the 1970s after a fire in the family home."

Sammy Ash sent the following message regarding the recent passing of **Robert Levin**, of Chuck Levin's Washington Music Center, who passed away on November 25th:

*The Ash Family is deeply saddened by the loss of Robert Levin. Our two families have known each other for decades, starting with my parents love and respect of Chuck and Marge in the late '60s. The two families have always enjoyed a friendship based on mutual respect and love, never on business. Robert showed at an early age to have an acute and keen understanding of business from when I first met him in 1974. We were both working in our families' businesses, but he seemed to have a better understanding of certain aspects that were foreign to me.*

*It is very hard when you lose someone you have known a long while and a contemporary as well. He will be remembered as a family man, businessman and industry icon. This industry has lost one of its current and future leaders. He will be missed.*

– Sammy Ash and the Ash Family

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## Saga Music

## Santana Bassist Benny Rietveld Chooses Radial Firefly

Bassist Benny Rietveld ended his tenure with Miles

to get tracks quicker, and so I didn't get to play as much as I wanted to! I know there's a bunch of other adjustments you can make, with that 'drag' knob, so I can't wait to be able to experiment even more. Live, it makes a great A/B box between my active and passive basses, since the input level is adjustable."

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



CREDIT: © ERIK KA-BIK/ERIKKABIK.COM

Davis nearly 24 years ago to join Carlos Santana, working with him through an unprecedented career revitalization and now serving as the guitarist's musical director. A challenge Rietveld surrendered to was a recent switch of DI boxes he uses live and in studio. "I experienced the (Radial) Firefly on some Santana recording sessions recently, and was pretty amazed," he says. "The great sound helped me

## Blizzard Lights Up the Set on *Bar Rescue*

Three Blizzard Lighting products were used on a recent episode of Spike TV's *Bar Rescue* (Season 3 Episode 29: "Brawlin' Babes").

Products that were used in the show include some of Blizzard's brand new Torrent Xray™ LED moving head fixtures, PixelStorm 240™ LED wash fixtures, and Eclipse DMX™ lighting control software.

*Bar Rescue* is an American reality series that premiered in 2011. It stars Jon Taffer (a long-time food and beverage industry consultant specializing in nightclubs and pubs), who offers his professional expertise to desperately failing bars in order to save them from closing. Free full-episode rebroadcasts can also be seen at [www.spike.com](http://www.spike.com).

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



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## Yamaha and Quincy Jones' Playground Sessions Increase Access to Piano Education

Yamaha recently announced a new partnership with Playground Sessions, the award-winning interactive keyboard software co-created by music legend Quincy Jones. The companies' partnership demonstrates a shared desire to increase access to high-quality and engaging music education for aspiring pianists in the U.S.

Yamaha will include a free trial version of Playground Sessions software in the latest edition of its Yamaha Survival Kit, a keyboard add-on pack designed to enrich players' experiences with their new instruments.

People who purchase Survival Kits, which also provide power adapter, foot switch/pedal and stereo headphone accessories, as well as 1-year warranty extensions, can use the Playground Sessions software to learn to play their favorite music with their computer right away.

Additionally, anyone who buys the software from [PlaygroundSessions.com](http://PlaygroundSessions.com) can purchase Yamaha keyboards and the software together at a special price.

"Playground Sessions is a turnkey way for a beginning player to instantly interact with their new keyboard as soon as it arrives in their home. The ability to learn popular songs from their favorite artists is a strong incentive," said John Shalhoup, Chief Marketing Director, Yamaha Corporation of America.

Playground Sessions is an innovative music software program that teaches you how to play the piano and keyboard using popular songs, gaming elements, and social connectivity.

[http://4wrdrd.it/YAMAHA\\_SURVIVAL\\_KIT](http://4wrdrd.it/YAMAHA_SURVIVAL_KIT)



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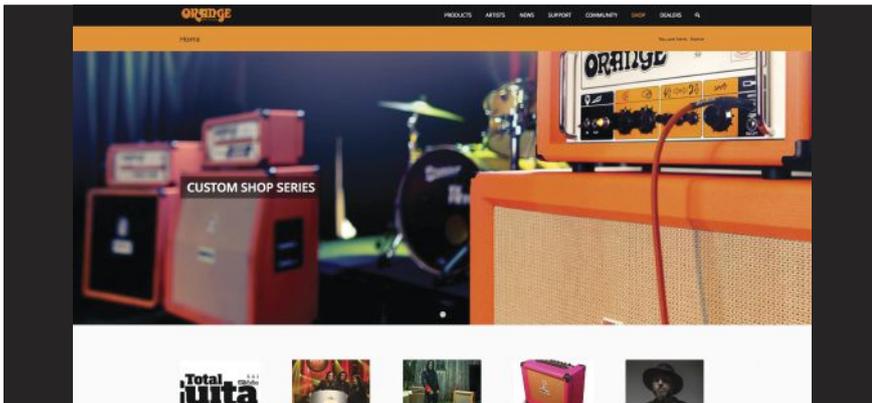


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## Orange Redesigns Website



Orange Amplification has taken advantage of the latest HTML5 technology to redesign their official website. It is now responsive, allowing it to feature sharper high resolution images and display information in a dynamic and interactive format. They also took the opportunity to add a number of new features, such as adding details of artists who use the amps to the Product Pages, improving the News Area

layout, and a revamped Artist Area. The Product pages are now more informative, displaying full product details alongside displays of artists who use the specific amplifiers. Users can also catch up on the latest in product and artist news with the improved easy to navigate News Area. The Artist Area has also been overhauled and again it will be easy to find out which artist uses which product.

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

## Pearl Drums Welcomes Marunde

Pearl Drums recently welcomed Josh Marunde of Pop Evil to its artist roster. Since the band's inception, Pop Evil and Marunde have constructed themselves a rock empire comprised of catchy, chart-topping hooks and sing-along choruses, with a continually captivating live show to match. Pop Evil is currently touring to promote their most recent studio album, *Onyx*, released in May 2013 on eOne Records. Upon signing onto the PearlArtist Roster, Marunde turned to the the 6-ply, all-maple Masters MCX Series drumset, finished in the #388 Shamrock Green lacquer. His choice of drum sizes include a 24"x18" Bass drum, 12"x9" tom, 16"x16" and 18"x16" floor toms, and both a Sensi-Tone Brass and Masters MCX 14"x6.5" snare drums. Marunde also utilizes the new 1030 Series hardware and P3002C Demon Chain Double Pedal.



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

## L-Acoustics K1 System Powers Pearl Jam Tour



Pearl Jam recently wrapped up a North American tour that marked the Seattle-based rock band's first official return to the tour circuit since 2010, and, as it did then, the group carried a full L-Acoustics K1 system supplied by Rat Sound Systems, Inc.

Rat Sound's relationship with Pearl Jam goes back to the band's debut album, *Ten* (1991), when it opened for one of Rat's other longtime accounts, Red Hot Chili Peppers. Since then, the company has served as the group's primary live production provider.

the PA deployed at each stop typically featured 14 K1 plus six KARA downfills per side with adjacent hangs of a dozen K1-SB. Additional left and right side hangs were both comprised of ten K1 and six KARA, while four more arrays of 15 KARA each provided the 270- and 360-degree reinforcement positions for most venues.

[l-acoustics.com](http://l-acoustics.com)

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**2005**

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KAWAI CA95 Concert Artist Digital Piano  
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# Santana Receives Kennedy Center Honors Award



The John F. Kennedy Center for the Performing Arts has awarded five individuals who will receive the 2013 Kennedy Center Honors, including Carlos Santana, a PRS Signature Artist. Other honorees selected are opera singer Martina Arroyo; pianist, keyboardist, bandleader and composer, Herbie Hancock; pianist, singer and

songwriter, Billy Joel; and actress Shirley MacLaine.

“The Kennedy Center celebrates five extraordinary individuals who have spent their lives elevating the cultural vibrancy of our nation and the world,” said Kennedy Center chairman David M. Rubenstein. “From his legendary performance at Woodstock to his sweep at the 2000 Grammys and beyond, Carlos Santana’s artistry transcends genres while enthralling millions.”

On Sunday, December 8, in a star-studded celebration on the Kennedy Center Opera House stage, produced by George Stevens, Jr. and Michael Stevens, the 2013 honorees were saluted by great performers from New York, Hollywood, and the arts capitals of the world. Seated with the President of the United States and Mrs. Obama, the honorees accepted the thanks of their peers through performances and tributes.

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

## MIDI Celebrates 30th at NAMM Museum of Making Music

Commemorating 30 years of facilitating the creation of music, MIDI technology debuts a display at the Museum of Making Music that will be on exhibit now through 2014 at NAMM headquarters in Carlsbad, Calif. The display invites Museum patrons to experience Musical Instrument Digital Interface (MIDI) technology personally, using a touch screen interface and a fun-to-play YouRock Guitar. YouRock donated the interactive instrument, which effectively demonstrates the versatility of MIDI technology when applied to an instrument. The display also incorporates early MIDI-compatible synthesizers, keyboards and MIDI-enabled instruments to illustrate the early manifestations of the technology over the years.

This innovative and groundbreaking communication interface protocol that makes music more accessible and gives musicians a vast array of expressive tools, was first demonstrated at the NAMM Show in 1983. Originally developed for composing and creating music, MIDI technology has evolved in the last 30 years to include applications for computers, cell phones, interactive games, and other electronic products. MIDI was awarded a coveted Technical GRAMMY Award in 2013.

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



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## Danley OS-80 Loudspeakers Installed in Ontario Hockey Arena

A new set of fully-weatherized Danley Sound Labs OS-80 loudspeakers now covers the J.D. McArthur Arena in Ontario, Canada. The arena seats 3,500 for ice hockey games and 3,000 for lacrosse games and resides within the Harry Lumley Bayshore Community Centre, hosting the Owen Sound Attack of the Ontario Hockey

League and the Owen Sound Woodsmen of the Ontario Lacrosse Association.

"The owners of the hockey team wanted a better experience for their ticket holders," explained Keith Broughton, an independent contractor who led the design and installation on behalf of Straight Street. Keith Kissner, the owner of Straight Street

Event Services, who has a trusted relationship with the owners, hired Broughton to help evaluate the owners' requirements, evaluate the existing system, recommend a solution, oversee its implementation, and test and tune the system after installation.

The new system covers the seating area only and was "piggy-backed" onto the existing control system. The Straight Street installation team removed the old loudspeakers and amplifiers and left the rest of the house system as it was. Broughton added a new Xilica processor, which conditions the system and feeds three Crest Pro9200 amplifiers. The amplifiers power five sets of four Danley OS-80s each (twenty OS-80s total), and the remaining channel powers a new Danley TH-118 subwoofer mounted over center-ice.

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

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## Top Winners of 2013 Latin Grammys Perform with Shure

Marc Anthony, Carlos Vives, and Draco Rosa shined among the top winners of the 14th Annual Latin Grammy Awards. The award show featured live performances by some of the biggest stars in Latin music, the vast majority of whom used Shure microphones for their vocals and backline.



The show was co-hosted by actors Omar Chaparro and Blanca Soto along with actress/singer Lucero. Together they showcased a number of distinguished performances including Carlos Vives (UR2/SM58®), Alejandro Sanz with students from Berklee College of Music (UR2/SM58), Pitbull (UR2/SM58), Marc Anthony (UR2/KSM9HS) and Carlos Santana with Juanes (UR2/KSM9).

As the night's biggest winners, Marc Anthony, Carlos Vives and Draco Rosav—who was considered the comeback of the night—took home awards for Recording of the Year (*Vivir mi Vida*), Song of the Year ("Volvi a Nacer") and Record of the Year (*Vida*). Another highlight of the evening was legendary singer Miguel Bosé, who was honored as the Latin Recording Academy's 2013 Person of the Year, and was armed with a black Shure UR2/BETA®58.

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

ON THE MOVE

**ADAM Audio USA** named **Michael Prager** as director of U.S. sales. In this new capacity, Michael will be responsible for all sales activity including direct accounts and sales representatives, as well as overseeing the marketing for ADAM's Professional line.



Prager has been professionally involved with music and recording technology for over 15 years, most recently for seven years as recording buyer at Guitar Center.

Prior to Guitar Center, Michael worked with brands such as Cakewalk, Steinberg, Disney Interactive, Spectrasonics, Q Up Arts and Sony Classical, as well as the Columbia College of Hollywood, Calif. and *Keyboard Magazine*. He has also authored several books and CDs on recording software and hardware for Cengage Learning.

**Musician's Friend, Inc (MF)**, a division of Guitar Center, has promoted **Randy Pratt** to director of merchandising, drums, and percussion, Musician's Friend division. The announcement was made by Gene Joly, president, Musician's Friend Division, and represents MF's continued emphasis on the drum and percussion market. Pratt is widely known in the industry as one of the most savvy and experienced drum merchants in all of eCommerce and is deeply respected in the drum and percussion vendor community.

Randy's 18-year career with Musician's Friend began in 1995 as a telephone sales representative in the original Medford, Oregon call center. After being promoted to technical support lead, he was then moved into the merchandising department, where he became the very first Musician's Friend drum and percussion category manager in 1995. In 2011, Randy moved to Guitar Center's Westlake Village campus, where he became enterprise category manager for Drum Accessories.

**LOUD Technologies, Inc.** has announced **Mark Altekruise** as western regional sales manager for the Ampeg and Mackie brands. Mark will utilize his background in pro audio sales and marketing to manage and collaborate with LOUD's independent rep force to support the two brands' dealer network in the western half of the U.S. Altekruise reports to Ernie Lansford, LOUD Director of North American Sales, and will be based out his home office in San Jose, California.



**Justin Morris** has joined the **Two Old Hip-pies** team to lead the way Breedlove and Bedell Guitars deliver specific tonal properties in their instruments, as well as refine and optimize wood-yield management.



A professional MI sound engineer, Justin is not only an expert in guitar manufacturing, but also in scientifically crafting tone.

At Bedell and Breedlove, Justin will research the structure and vibrational behavior of wood to develop repeatable testing methods that will aid in wood selection and provide the desired overall tone in the finished instrument. Guitar players often have a specific tone in mind, and Jason will assist the luthiers at Bedell and Breedlove to scientifically determine, in advance, the sound profile of purpose-built instruments before cutting a top or bending a side. Justin's research will also extend into guitar design and manufacturing.

**Rick van Oppen** and **Michael Bradley** have joined **Zildjian's** marketing and sales team. Rick van Oppen is now regional sales manager, sharing responsibilities for the company's sales in Europe and reporting directly to Andy Schlosser, VP of Global Sales. Van Oppen began his career in the industry as a buyer/sales representative for Hoshino Benelux in 2000. In 2008, he became district sales manager for Drums & Percussion for Fender Germany, and was promoted to sales manager, Drums & Percussion for Fender Germany in 2012. Van Oppen, who plays guitar and is passionate about music, is fluent in Dutch, English, and German, and has earned a Marketing Management and History degree from the University of Amsterdam. He will be based in Europe and play an integral role in Zildjian sales worldwide.



Michael Bradley joins Zildjian as vice president, Product Marketing reporting to Zildjian EVP Mark Sapienza. Bradley brings 15 years of musical instrument industry experience to Zildjian, most recently as director of marketing for Korg USA since 2008. Prior to that, Bradley held the position of Vox Amplification product manager at Korg and worked for D'Addario from 2003-2006 as Planet Waves brand manager. From 1998-2001, Michael was Marketing and Sales program manager at The Music People. He earned his BA degree from Trinity College and is currently an MBA candidate at the F.W. Olin School of Business at Babson College.



**Guitars in the Classroom (GITC)** has announced that **Art Harvey**, Onboard Research, and **Janet Godin**, Godin Guitars, have accepted new executive positions – treasurer and secretary, respectively – to lead the work and future of the 14-year-old not-for-profit organization. Both Harvey and Godin have been members of the GITC's Board of Directors since late 2012.



Harvey now serves as the organization's treasurer, a position that includes financial oversight, guidance and planning. Harvey's role as director of marketing and sales for OnBoard Research Corporation, the maker of Intellitouch, CenterPitch Tuners, and Beatnik Rhythm Analyzers, combined with his extensive prior board service and his degrees from LSU and SMU, qualify Harvey to provide guidance for the organization.



**KHS America**, U.S. distributor of Altus and Azumi flutes, welcomes **Chiara Conn** to their team as their USA sales manager.



Chiara brings both professional music performance and music industry experience to this position. She received a Bachelor's degree in flute performance from Indiana University, South Bend. Chiara has been a freelance flutist in the Northern Indiana area for many years and has played with groups such as the Elkhart County Symphony. Music industry experience comes from eight years with Conn-Selmer, Inc. in various positions from customer service to director of marketing for flutes.

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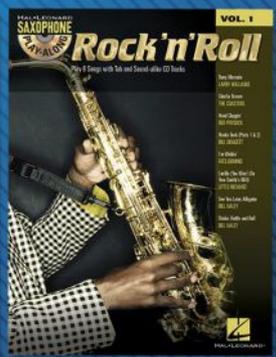
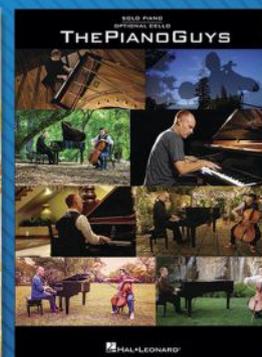
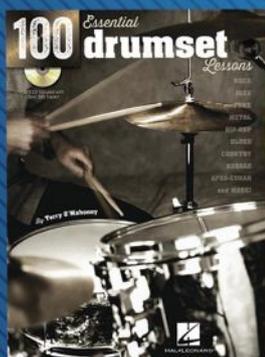
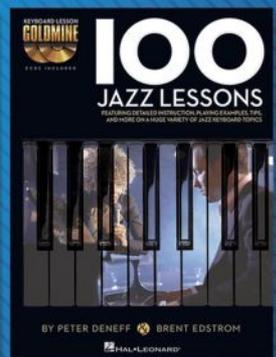
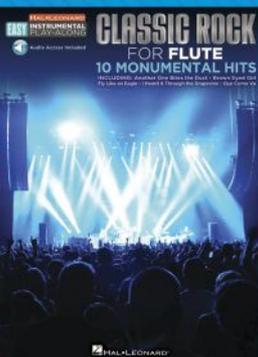
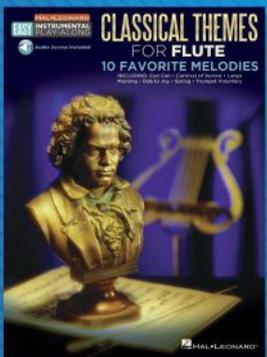
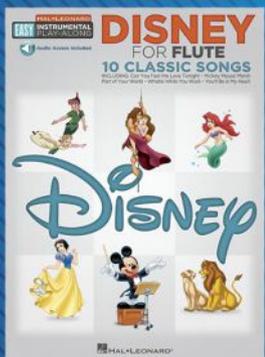
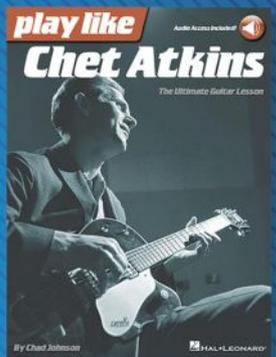
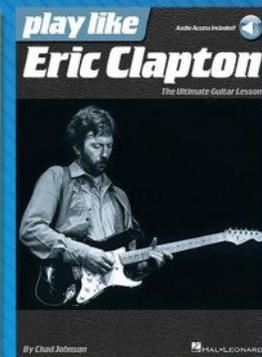
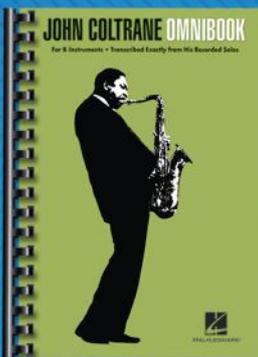
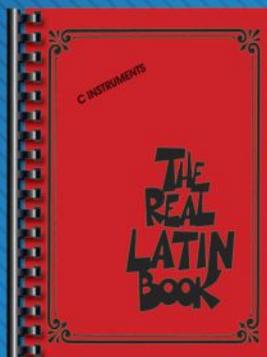
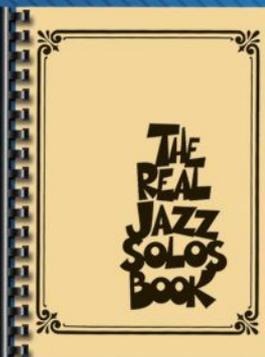
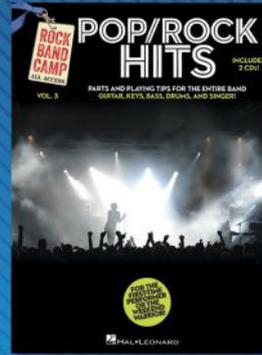
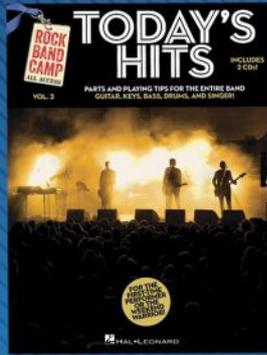
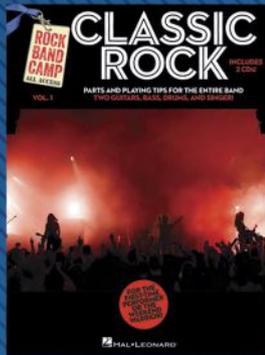
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By Eliahu Sussman

## Annual percussion show transforms Indianapolis into drum mecca

**I**n November of 2013, more than 5,000 drummers and percussionists converged on Indianapolis for over 120 clinics and performances during the 2013 Percussive Arts Society's International Convention. The exhibit hall was as noisy as ever, and there was plenty of established star power among clinicians, featuring heavy hitters like Chad Smith, Peter Erskine, and Dave Weckl. Perhaps more so than in previous years, the 2013 edition of PASIC also heavily showcased younger, up-and-coming artists, particularly in the symphonic world, and notably during the event's opening concert, which, at times, seemed to drift into the unfamiliar terrain of theatrical performance art as much as standard rhythmic percussion playing.

Amid the barrage of prototypes, demos, and the latest percussive instruments, accessories, and literature on display at the International Drum & Percussion Expo, chatter around the exhibit hall voiced decidedly mixed opinions about the show's turnout. Still, many exhibitors raved about sales, booth traffic, and overall interest.

"We're having a great time," said Ron Vaughn. "It's a very busy show and we have a lot of new products that we're excited about. We're seeing many people, lots of players, great performances, and it's an excellent show this year."

"The show's wonderful," said Alliard's David Cloud, who was manning a booth displaying a Canna Sonora, an instrument comprised of vertical resonant rods. "There's been a lot of interest. We haven't sold much, but that's to be expected with a big instrument like this. It's been a nice experience. People are enthused and interested in the instrument, so I'm really happy with everything."

"This is my 38<sup>th</sup> PASIC, and this is another great one," said Meredith Music Publication's Garwood Whaley [on the morning of the second day of the show]. "We had a very good day yesterday. It started off a little slow, but it really got moving towards the end of the day."

Still, several other exhibitors questioned the level of excitement among attendees and bemoaned a perceived decrease in the number of booths.

"We had a slight drop in the number of exhibitors – actual booth count," admits Matthew Althizer, the PAS marketing and communications director. "But that's really because some companies decided to share booth space. It may look a little small but it's really about the same number of exhibiting companies."

Still, there's plenty of reason for optimism going forward. "We're looking at doing some new things in the exhibit hall in 2014," says Althizer. "It will still be the same concept in terms of what the exhibit hall stands for, and what the manufacturers, retailers, and publishers will get out of it, but we're excited for improvements that we think will make both the attendees and exhibitors even happier."

And modest changes to the exhibit hall aren't the only modifications in store. "Expect next year to be just as good, if not better," Althizer affirms. "We have a new, young board and executive committee who are really chomping at the bit to do some amazing things. Exhibitors and manufacturers are all going to be thrilled with how PAS is going to progress in the future."

The Percussive Arts Society's museum, the Rhythm! Discovery Center, had on display a drum set exhibit that has deservedly earned PAS substantial notoriety, both locally and nationally. Kits by Glenn Kotche, Ndugu Chancler, John Bonham, and Neil Peart were just a few of the items showcasing the evolution of the drum set from the Civil War era up to today.

Over the course of the convention, a number of awards and honors were bestowed. Clifford Alexis, Harold Jones, Dr. Gary Olmstead, and Salvatore Rabbio were inducted into the 2013 class of the Percussive Arts Society Hall of Fame for their outstanding accomplishments and continued work in the percussion world. Ryan Lassiter was given the Outstanding PAS Service Award, while the Outstanding PAS Supporter Award went to Eric C. Hughes. Steve Weiss was honored with the PAS President's Industry Award, and The PAS Illinois Chapter was recognized with the Outstanding PAS Chapter Award. The Percussive Art Society Lifetime Achievement Award in Education was given to Ruth Cahn for her contributions in the field of percussion education.

## Vic Firth Company Celebrates 50th Anniversary

**W**ith so many big names in the percussion industry in the same town at the same time, the drumming community seized the opportunity to throw a gala honoring the 50<sup>th</sup> anniversary of Vic Firth's drumstick manufacturing company. The evening featured speeches from the likes of Remo Belli and Craigie Zildjian, followed by an incredible parade of percussionists, who took turns honoring Vic Firth by sitting in with the house trio.

Remo Belli, Firth's longtime friend and industry associate – who also shares the unique bond that must come from being the founder of an eponymous percussion company – congratulated Firth on the momentous occasion. "Vittorio," Belli declared, using the Italian form of the name Vic, "I'm really very proud of you, and I love you madly."

Craigie Zildjian, CEO of the Avedis Zildjian Company, which acquired Vic Firth's drumstick company in 2011, told a brief history of Firth's musical endeavors, from being handed his first cornet at age four to joining the Boston Symphony Orchestra at age 21, and starting to make his own drumsticks some 12 years later. "Vic Firth drumsticks set the standard for professional drummers. Fifty years later, this little business that started in the garage and around the kitchen table is the largest drumstick manufacturer in the world, and the leading brand."

After some good-natured remarks from Vic Firth himself – "This may be the 50th anniversary, but it feels like the 75th!" – he introduced some of his handpicked favorite players, telling anecdotes about how he first met each of them. Accompanying pianist Steve Allee and bassist Jeremy Allen, and sitting in for house drummer Steve Houghton (quite an accomplished player himself), were such luminaries as Stanton Moore, Ndugu Chanler, Peter Erskine, and Dave Weckl.



Craigie Zildjian and Vic Firth embrace at the Vic Firth 50<sup>th</sup> anniversary party.



The one and only Vic Firth.



Dave Weckl sits in with Steve Allee and Jeremy Allen.



1. Tom Float of **Tama** shows off the company's new marching harness. 2. **Sabian's** Greg Zeller with the 2013 Cymbal Vote nominees. 3. Dominick Gagliano of **Amedia Cymbals**. 4. David Reid and Nick Ruffini, **Boso Drumsticks**. 5. Chris Pittman, **Rhythm Band Instruments**. 6. Bruce Schneider and Alex Fedele, **Gator Cases**. 7. Vic Firth and **Pearl/Adams'** Frans Swinkels. 8. Chris Cockerell and Chris Brooks of **Row-Loff Productions**. 9. Colin Hilborne and Georgia Prentice, **Prentice Practice Pads**. 10. Andy Wozniak and Mark Schaefer, **Dynasty DEG**. 11. **Remo's** Bob Yerby, Remo Belli, and Angelo Belli. 12. Michele Parker of **MusicTime**. 13. Chris Labriolla of **Peterson Strobe Tuners**.

## GroverPro Sells SilverFox

**I**n November of 2013, Neil Grover, owner of Grover Pro Percussion, sold the SilverFox Drumsticks division to Greg Scarselletti of Kingfield Wood Products. Grover owned and manufactured SilverFox sticks for 14 years. *MMR* spoke with Grover shortly after the transaction was completed about the factors behind the deal and what it will mean for both SilverFox and Grover Pro going forward.

### **MMR: When did you first begin thinking of selling SilverFox Drumsticks?**

**Neil Grover:** I had been thinking about it for some time now. I own two different companies – SilverFox drumstick division and Grover Pro Percussion, the original company. Both companies were growing, and we had seen some very strong growth in Grover, particularly over the last 18 months. In order to focus our bandwidth and resources on fueling that growth, I made the decision to think about selling – or partnering with somebody – on the SilverFox Drumsticks side of the business.

**How did the deal come together?**

It went through rather quickly. We didn't give a public announcement that we were looking to sell. I spoke to a few friends and competitors in the industry to see if anybody would want to discuss the matter. There were a couple of interested parties. Ultimately we chose to partner with Greg Scarselletti, who is the produc-

tion manager at Kingfield Wood Products [kingfieldwoodproducts.com] up in Maine. Greg is someone we've worked with before on some other products that we have designed, marketed, and manufactured jointly. So we already had a relationship with him, and I have a high degree of confidence in his ability to manage and grow SilverFox.

**What does this transition mean for the SilverFox brand and its products?**

I actually think this is going to boost the rate of growth of SilverFox. This will be the sole focus for Greg, who owns the company now. Kingfield Wood Products is a wood turning company, and they've been an OEM manufacturer for companies for many years, and they do excellent work. They have some highly automated equipment that is going to increase efficiency and help create a high quality product at a better price point.

**How will the sale impact Grover Pro?**

Our facility and staff aren't changing, and so this will help facilitate a more rapid growth in the concert percussion sector. We can now focus all of our bandwidth on our high-end concert percussion. In fact, we'll be releasing some newer concert percussion that is geared more towards the education market, which has been our plan for some time. Dividing our time and resources between SilverFox and Grover, we haven't had the opportunity to grow in that direction. Now we can do it.

**Were there broader market factors at play in your decision to sell?**

No, this was a purely internal decision. It had nothing to do with outside market conditions. In fact, we were seeing growth in SilverFox, and we were happy with the penetration we've developing over the past few years.

**Was SilverFox profitable?**

Yes. I bought SilverFox in 1999 from the family of Al LeMert, who was the founder. I was a great fan of Al's work, going back to his Ludwig days. He was a genius. I believe in the SilverFox product. Before I bought the company, I played it, I played it while we owned it, and I will continue to use those products going forward. I have complete confidence in the new owners to continue the tradition of very high end drumstick manufacturing. I know they're going to be successful, and I also know that this going to help Grover Pro Percussion accelerate our growth over the next few years.

**Dealer info for SilverFox Percussion:**  
**Greg Scarselletti**  
**GREG@SILVERFOXPERCUSSION.COM**  
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**PHONE (207)-235-2020**  
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## Note From Zach

# Grow Your Business in 2014

*“Experience is a hard teacher because she gives the test first, the lesson afterward.”*

— Vernon Sanders Law

**Want a fast-track to better music retailing? A way to improve your business without as many hard-earned lessons along the way? Then think of NAMM U as your secret weapon.**

Unlike other ways to grow your business, NAMM U is about retail peers openly sharing their best ideas. It's about industry legends—Chuck Surack, Chip Averwater and George Hines, among others—revealing the strategies behind their celebrated businesses. It's about proven tactics that you can take home and put to use right away in your store. And this January, the 2014 NAMM Show in Anaheim will feature the best and the brightest in more than 45 sessions.

## The Most Relevant Ideas

If this sounds like a bold promise, go to [namm.org](http://namm.org) and check out this year's NAMM U schedule. You'll notice titles like “Simple Ways to Get Found on Google,” “How We Multiplied Our Lesson Sign-ups” and “What Do I Do About My Website?” There's nothing theoretical here—only the most relevant and practical topics near and dear to your business. Want examples of social media promotions that work? Check. Strategies for improving cash flow? Check. Ideas galore for driving store traffic? We'll have those, too.

NAMM U is also delivered on your terms. We know how busy you'll be at the show, so we'll continue to offer education the way you want it: short, quick-hitting sessions at the Idea Center every half-hour. And before the show opens each day, we'll have big-picture Breakfast Sessions, including “Breakfast of Champions” and “Breaking Good: Growing Your Business in 2014.” This way, you can attend NAMM U and still get plenty of time to scout out your future best-selling products.

## The Best One-Day Training

And NAMM U keeps evolving. We have a bonus this year for Members who get to the show a day early. NAMM U is hosting a brand-new Retail Boot Camp on Wednesday, January 22. This is the best intensive one-day training in the industry, full of strategies that will cut straight to the pain of running a music store in 2014. You can bring your entire staff for free. (Just make sure to register at [namm.org](http://namm.org) before the show.)

Plus, NAMM U is online. You can now access the best that we have to offer year-round at our new website, [namm.org/nammu](http://namm.org/nammu). The redesigned, mobile-friendly NAMM U Online features great music retail ideas, anytime you want them.

Still, there's no replacement for the community of a live NAMM Show. You won't find another place on earth with so many business leaders willing to share and learn from one another. There's never been a better time to take advantage of this resource. The past year alone, we saw seismic shifts in social and mobile commerce, creating a world where a more competitive deal is always a smartphone away. This puts pressure on you to keep reinventing your business—and do so without tough lessons learned. So make NAMM U part of your show experience. Attending even a handful of these sessions will pay for your trip to Anaheim and then some.

**Zach Phillips**

**NAMM DIRECTOR OF PROFESSIONAL DEVELOPMENT**

NAME NAMM News January No 2014

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# Ken Stanton Music Celebrates 65<sup>th</sup> Anniversary

“Always Be Adapting” Mantra Paves Way for Third Generation Stanton

**I**n the mid 1990s, the MARS superstores were opening at a fast and frantic pace, causing some independent dealers to close up or seriously change their business plan. Not Kenny Stanton. His reaction when a MARS opened up right next to his store?

He went toe-to-toe with the big box by immediately buying two more locations. And today, it's his operation that is celebrating its 65<sup>th</sup> Anniversary.

“When it's your livelihood, your family business, you have to fight for it,” he says. “What else can you do? You have to fight for what you love to do. It was a tough five years [competing against MARS], and we had to adapt.”

By Kevin M. Mitchell



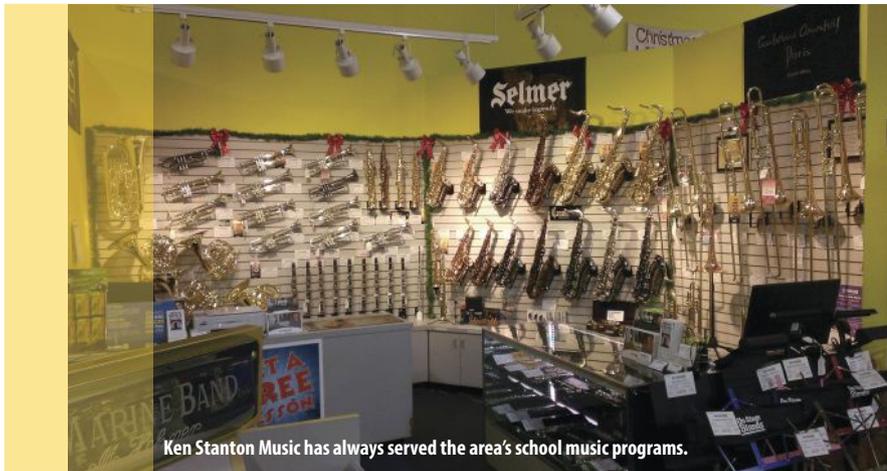
Today, Ken Stanton Music has five locations serving the greater Atlanta area, and the full-line store deals in everything MI-related except acoustic pianos. Kenny bought the store from his parents in 1992. Ken Stanton passed in 2007, and Kenny's mother Jane, who also worked at the store, just passed in November of this year. Now the third generation, represented by Kenny's son Zack, is moving up and poised to put its mark on the operation.

Ken Stanton Senior was a band director with an intense passion for music, and founded the store in 1949 to serve the six area schools (who, it turned out, had no music programs at the time). Stanton realized he had to create the "market"

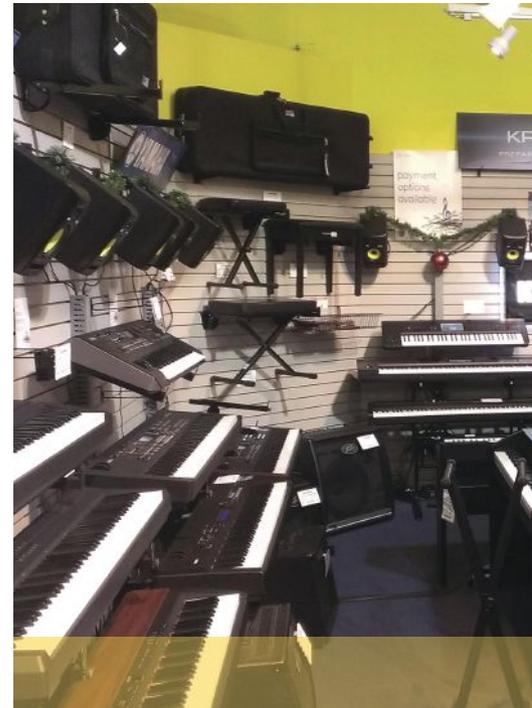


Ken Stanton, foreground, with his staff and fleet of station wagons, ready to serve. The photo was taken in 1969 for an advertisement.

“ When it’s your livelihood, your family business, you have to fight for it. ”  
– Kenny Stanton



Ken Stanton Music has always served the area's school music programs.



Stanton interior Marietta keyboards.

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himself, so he met with school leaders convincing them it should and could be done, beginning with himself serving as band director to every school. As more music programs sprouted under his direction, other directors took his place and he was able to focus full-time on the retail operation.

The store itself started in a 10-foot by 20-foot space in the back of a Marietta Square drug store. Fast forward to 2002, when Ken Stanton Music built their state-of-the-art 17,500-square-foot store, which includes 15 lesson rooms, a repair shop, offices, and a warehouse. Over 150 teachers provide over 1,000 lessons a week.

As for Kenny, he started working in his dad's store when he was 11, helping out however he could and doing minor repair work on instruments. He went on to pursue his own interests and ended up in Florida working construction, but in 1985 he decided to return to the family business.

The younger Stanton was a rock drummer, so when he returned to the family business, he expanded their combo business. "At that time, Ken Stanton Music did not have a single 'name' combo line and depended on third- and fourth-tiered products," says Scott Cameron, GM. A big, well-known combo shop in Atlanta was dominant, but "year by year, Kenny scratched out business through sheer sales willpower and the help of a great sales crew. One by one, he got lines and



When Kenny Stanton rejoined the family business in 1985, he was buying used drums and fixing them up to sell them because they had no lines. Today they carry many major lines including Tama, DW, Crush, Pearl, Mapex, and Ludwig.



Sharon Hennessey of The Music People.

now we're one of the strongest music dealers in this area, both in band and orchestra and in combo."

"He is a great person and a loyal friend, but more importantly, he has a fight in him that is undeniable," remarks Sharon Hennessey of The Music People. "That, combined with his passion for our industry, is part of the 'secret sauce' behind the successful history of Ken Stanton Music." She adds that his ability to keep and retain good, loyal employees long term is another part of that "secret sauce."

"As for building customer loyalty, Ken Stanton Music leads in that department. Their customers value the in-store experience [the company provides] on so many different levels. He takes tremendous care to ensure his stores are fully stocked, and a lot of effort is put into making the customer's visit a great shopping experience. His creative, out-of-the-box thinking has his business getting stronger and more focused."

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“ The high-end merchandise is important because it shows our customers that this is the place to buy everything. ” – Kenny Stanton



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Product Mix

**MMR: The store was founded on serving the band and orchestra segment – is that still a big part of your operation?**

**Kenny Stanton:** It is. We have a nice repair shop at the Marietta location, and we have three road reps visiting schools serving many band and orchestra programs. In some ways it's the part of the business that hasn't changed that much – it's still about visiting band directors and having a good, competitive rental program.

**What are your primary lines there?**

Yamaha and Jupiter. And we're also an Accent dealer and sell Cannonball instruments too.

**And strings?**

We have our proprietary line of violins, Torellis, which we've offered for the past 15 years. We also carry Yamaha strings as well.

**Tell us about the combo part of Ken Stanton's Music.**

When I got here [in 1985], it was really tough because all the good lines were tied up. I started in drum sales, and I would buy used drums and fix them up and sell them. But gradually over time, we picked up the lines. Today we have Tama, DW, Crush, Pearl, Mapex, and Ludwig. Electronic-wise we have Roland and Yamaha, and we just picked up Kat recently and are doing pretty well with that.

**And how is your guitar selection?**

We have Fender, Gibson, Paul Reed Smith, Ibanez, ESP, EVH, and Gretsch, electric-wise. Now, while we stock a lot of electrics and do pretty well with them, like everyone else will tell you, acoustics are much stronger right now. For acoustics we have Taylor, Martin, Gibson, Fender, Ibanez, Takamine, and Yamaha.



### Are you doing well in the high end?

I think we're selling a fair amount of high-end instruments, though it seems to me that people with discretionary income are holding onto it more than they were a few months ago.

We are selective. We have a \$15,000 DW kit, and some nice high-end Gibson, Fender, and Taylor. And we just brought in Mesa Boogie amps. We have some high-end Orange amps.

The high-end merchandise is important because it shows our customers that this is the place to buy everything. And it helps you sell the middle and the low end as well. In band instruments, we carry [Yamaha's] Custom Z saxophones and Xeno trumpets.

### Good People

**You have a staff of 65 employees – what's the secret in attracting and maintaining good people?**

It's important, because if you don't have good people, it's hard to separate

yourself from online-sellers. We're always looking for good people. We're continually searching out for those who will enjoy working in music retail.

We use a Predictive Index assessment, which is kind of a personality survey that helps you put the right person into the right job. Applicants do it online, and it's helpful. You don't want to put people in the wrong position. I call the person the "peg" and the job the "hole." You don't want to try to fit the square peg in the round hole!

**You've got a sophisticated website set up for selling – tell us about that.**

It's taken several years to get where we are now and it's a work in progress. We've been working with a local marketing company to help us set it up, and we're constantly trying to make it better. We definitely do okay with providing information – people can see what we carry before they come in the store; but we can always do more sales with it.



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— Anna Bulbrook  
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NS DESIGN



Aaron Dablow



John Messerschmidt



Jeremy Payne

## On Kenny Stanton ...

*"Kenny is a prime example of a second-generation owner taking an already successful business to the next level. Having multiple locations can put a strain on the 'brand consistency' of a music store, but Kenny has done a great job in creating a linear footprint across multiple locations. He truly cares about his employees, his customers, and promoting music in his community, and Taylor Guitars fully appreciates the value Ken Stanton Music brings to our brand as a business partner."*

— Aaron Dablow, sales manager, Taylor Guitars.

*"One of the reasons Ken Stanton Music is so successful is that Kenny is at the helm at all times. I don't know how he does it. He's able to stay up on new trends, and his stores are beautifully displayed. He can be tough when he needs to be, but has a big heart and is always good for a laugh – a bright, guy who is quick witted and knows how to take care of business."*

— John Messerschmidt, PAC district manager, Yamaha

*"Kenny and the crew run a big, fast operation. It's a finely tuned machine, and Kenny is always aware of things going on, even on the small scale. It's impressive THAT he stays connected on every level. Everyone over there works hard and at a professional level, yet they are able to stay grounded and have fun doing it."*

— Jeremy Payne, sales and marketing director, The Music People

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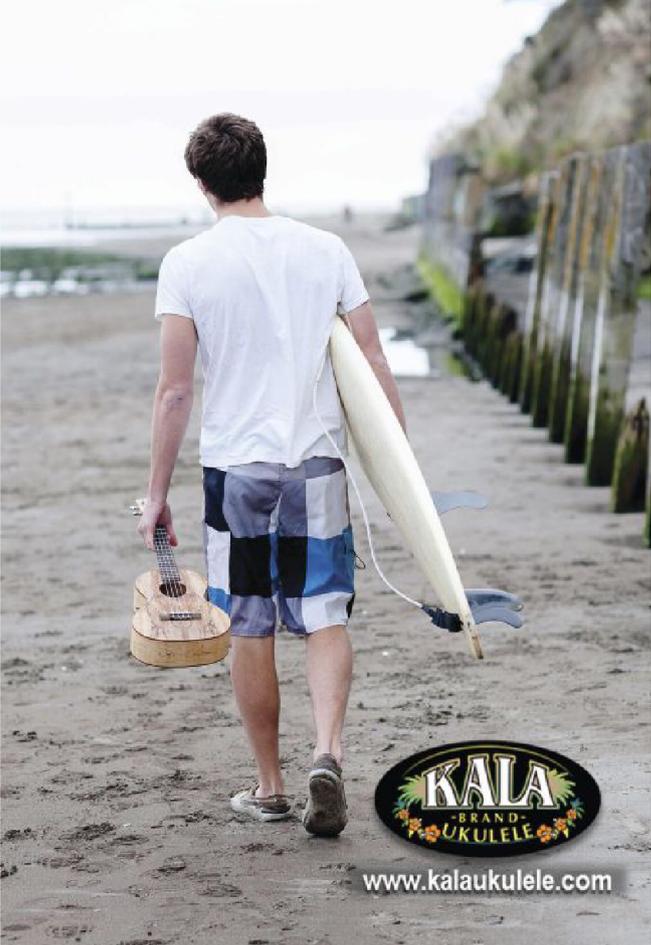
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While dipping his toe in online sales, "We'll always be a brick and mortar company," says Kenny Stanton.

“I still love this business. I’ve been doing it all my life and can’t imagine doing anything else.”

– Kenny Stanton

**What’s your marketing strategy and how has it changed over the years?**

This was the first year we’ve not been on radio at Christmas. Otherwise, we do our holiday mailer every year, and we do email blasts.

**How are you feeling about the store’s 65<sup>th</sup> anniversary, and the future?**

I’m excited about my son being here, and excited about all of us working to keep this thing going for many more years.

I don’t really know about the future... though we’ll always be a brick and mortar company. It’s funny, everybody is so focused on online sales, but I still believe people like to go to stores, see and touch the merchandise, and deal with people, especially in our line of retail.

Times change, and people sing the blues about the old days, but you have to adapt. I still love this business. I’ve been doing it all my life and can’t imagine doing anything else. **MMR**

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# Tips for Interior Retail Display

*Big-Box Template, Broken-Box Budget, Outside-the-Box Experience*

By Shane Kinney

**P**erhaps you are a new store, or a generations-old operation looking to enhance your look with minimal investment. The five tips I'm about to share are ones that worked for me to help combine the Big-Box Template with a Broken-Box Budget in order to create an Outside-the-Box Experience.

## 1 FIXED UP

This is my favorite topic. Being a frugal New Englander, I have sourced 90 percent of my fixtures from Craigslist. There is a dearth of re-sellers buying up displays from closed stores, (these people hoard more inventory than MI store owners!) and with the times being what they are, there is no shortage of shelving units, stands, and slat wall in excellent condition. The more you buy from these sellers, the more they wheel and deal. Many of them will deliver the product directly to you – (who doesn't love free freight?).

Pay no mind to the color of these displays; it's your job to get out the paint and make them match your logo. What are the colors of your logo? *That should be the theme of your store.* Drum Center of Portsmouth uses the common Red, Black, and White theme, and the fixtures are all in that scheme to create a uniform look. This is the most important part; this is the foundation. We initially purchased several used pegboard units and a ton of spray paint. After a messy afternoon, the off-white pegboard was now a flat black, and good fortune was to be had at the discovery of the already red corner pieces. Then, my vendor tossed in light boxes for an additional \$10 a piece, which I then bolted to the top shelf, so the header cards on all of the parts were illuminated. For \$75 apiece, DCP had professional-looking displays that communicated our brand in the same tone that our sign did out front.

### What if my store doesn't have "colors?"

No problem. I have seen many stores with a white sign and a basic blue logo. This makes it easy – have the slat wall be a bright white with blue highlights. For shelving that is higher up on the wall and not in immediate eyeshot, simple, low cost items like blue athletic tape can double as trim. It sounds silly, but there are two shelves at Drum Center of Portsmouth that employ this tactic, and to my knowledge it's never been commented on.

**Golden Rule:** Focus on bold, bright colors that pop, and create that uniformity throughout the store. Beige inspires nothing. Your colors are your brand, so put your displays to work for you with continuity of color.

## 2 NEW DIMENSIONS

My first music store purchase was a pair of Sabian B8 Plus hi hats at Bill's Music in Catonsville, Md. I went in with my mother and I will never forget what seemed like 500 guitars lined up high on the wall. I recall that visit like it was yesterday. The theory I have is that looking up and around inspires awe, while looking down arouses judgment. If you supply a panoramic view of instruments, hope that it creates vertigo and the customer will reach for their wallet for the cure.

My favorite way of creating depth is by building risers. This is nothing new, but sometimes overlooked. The benefits of building your own risers are three-fold – first being the cost, second is having the ability to use the carpet color to match your brand colors, and lastly, it creates usable square footage under the riser for back stock at no extra cost.

**Golden Rule:** Maximize square footage. Exposed wall is like an empty space at a car dealership. The manufacturers have already created the "wow factor" inadvertently; most of their instruments have hypnotizing chrome fittings! Fill all empty spaces with them.

## 3 TAKE ALL THAT MONEY YOU SAVED ON DISPLAYS AND SPEND IT ON DISPLAYS.

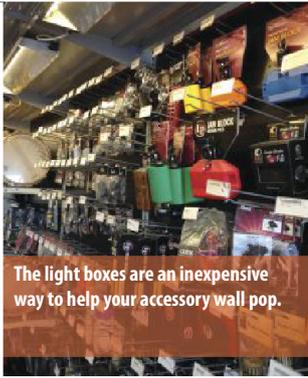
Saving money while building the skeleton of your store is fun, but don't be afraid to allocate the funds to put you over the top. It's safe to say that I have spent under \$2,000 on our current fixtures, but the lighting displays cost more than the majority of vehicles that I have owned in my lifetime. You may not feel the need to go to that extreme, but when I go to the electrical box each morning and flip the switches, the instruments awake from their slumber looking like debutantes awaiting their suitor. I can't guarantee you that I sell more snare drums because of it, but I'll bet you that I do.

**Golden Rule:** Perception is everything.

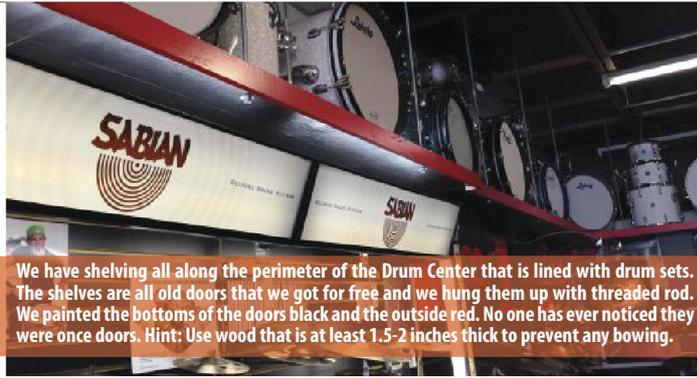
## 4 THE DEVIL IS IN THE DETAILS

It's an often-used phrase, and it's true. A few minor, low-cost things can really create a more memorable experience for your customer. One thing I have noticed in recent times is a renewed interest in U.S.A.-made products. I had signs made up to put on each of the American-built drum sets to specify that it was American-made. It's a nice brand building touch that wasn't expensive. Our products all have our own branded price tags, drumsticks go in our own branded stick bags, and the customer gets a free bumper sticker with their receipt. These add-ons come at a cost, but they are effective.

**Golden Rule:** Emphasis on your store logo and name creates more trust from the customer.



The light boxes are an inexpensive way to help your accessory wall pop.



We have shelving all along the perimeter of the Drum Center that is lined with drum sets. The shelves are all old doors that we got for free and we hung them up with threaded rod. We painted the bottoms of the doors black and the outside red. No one has ever noticed they were once doors. Hint: Use wood that is at least 1.5-2 inches thick to prevent any bowing.



Here is one example of custom signage that helps create continuity for your brand, and ultimately, the customer's confidence in you.

### 5 CREATE THE HAT-HANGER

At the Bellagio hotel, they have these magnificent fountains in the front. At Out-back Steakhouse, they have the Blooming Onion. At Drum Center of Portsmouth, we have the "Snare Wall." When we expanded into our newer space, there was this ugly shelving unit resembling a large bookcase. Instead of demoing and disposing of it, I threw the trusty black paint and black carpet on it – and serendipitously, the "Snare Wall" was born. We were lucky this happy accident occurred. Your experiences may vary. The point I'm trying to convey is the importance of having *something* be your visual calling card. It's usually not on a brand or product, per se; it's an extension of the culture of the owner and the staff. The only person who can identify this is you. Maybe you have the most guitar strings, or the most colorful left handed guitar display – whatever "it" is, make it your focus, so that you become the author-ity.

**The Takeaway:** Be inspired by others, but don't copy. I promise you that I was not the first or even the twentieth person to display snare drums vertically in a bookshelf-like manner, but to me, snare drums are *who I am* and they are *what I love*, so creating that Shangri-La rubs off on customers. Don't mimic what the other stores are doing in hopes of getting a piece of their sales – that's an insincere, ineffective approach that delivers a watered down experience for your customers. Think about what defines your passion for instruments, your community, and your business to create your calling card.



Shane Kinney owns the Drum Center of Portsmouth in Portsmouth, N.H. For more info, visit them on the web at [www.drumcenternh.com](http://www.drumcenternh.com).

**NAMM Booth 5760**

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# SAVING for Retirement

## Retirement Goals Needed, Especially for Independent Retailers

Taking steps to provide security for workers' futures mark small business owners as more attractive employers

By Kevin M. Mitchell

**A**t this year's RPMDA convention, I ran into a familiar face in an unfamiliar setting: Doing a double take, there was indeed Jeff Ponte. Ponte spent 14 years in the MI industry, largely at Mel Bay here in my hometown of St. Louis, so seeing him all suited up in a booth was something of a surprise. I learned that he had moved over to the financial sector, and today is an advisor at the Edward Jones investment firm.

Our conversation quickly turned to how some independent retailers could benefit from some help in making the best plans for the future. "A lot of people in this industry, especially the smaller shops, know they *should* be planning for retirement, but don't realize that it's easier and more attainable than they might realize," Ponte said.

For the hard-at-work, getting-the-most-dollars-out-of-the-holidays MI retailer, December doesn't lend itself to pause, reflection, and planning for the New Year. That said, a resolution to make sure you're on

a path that will allow you a decent retirement – to strum your guitar on your front porch to your heart's content or finish that piano concerto – demands consideration.

(Not surprisingly, it's recommended that you should first visit with a financial advisor whom you can trust and establish a relationship with. This is serious business; interviewing several for a good fit is recommended.)

**"You don't necessarily need to make changes following a down year in the markets."**

Ponte poses some questions and offers some insights for those wanting to ensure they're on the right path:

**How close are you to your retirement goals?**

"Your comprehensive investment strategy should include a reasonably good

estimate of how much money you will eventually need to sustain the retirement lifestyle you've envisioned," Ponte says. "At least once a year, you should evaluate how much closer you've gotten to your goals than the year before."

**Are you making sufficient progress toward your goals?**

"When assessing your progress, try to determine if your portfolio is properly allocated between stocks, stock-based vehicles, bonds, government securities, certificates of deposit, and other investments. If you're 'overweighted' in a particular asset class, such as cash, you may be impeding your ability to move toward your goals."

**Are you adhering to your investment strategy?**

"To stick with your investment strategy, ideally you can invest at regular intervals," Ponte says. He adds that getting out of the store and meeting regularly with your financial professional to review your prog-

ress and make adjustments is key, as the market can change fast. He acknowledges that regularly reviewing your portfolio is challenging, especially for those running their own music store, but developing a strategy and sticking to it offers a good change for achieving your goals. "For example, during any given year the financial markets could be down, and your results might be disappointing. Nonetheless, if you have built a diversified portfolio containing quality investments, and your portfolio is well suited to your own risk tolerance and time horizon, you don't necessarily need to make changes following a down year in the markets."

### What aspects of your life and business have changed in the last year?

Ponte says that any investment strategy for the typical MI storeowner or employee should reflect what's happening here and now, and not just whether you dropped one guitar line in favor of another, or you've decided to try to expand your lesson program. Marriage? Divorce? New addition to the family? Youngest left for college? Opened another location? "If there's something fairly big that has changed, then try to determine what impact these changes might have on your long-term financial strategy and if you need to adjust that strategy in response."

### Are you rethinking or changing your retirement goals?

Now that you're a little older, maybe you won't be retiring to a private island next to the one Julia Roberts owns in the Bahamas. Perhaps your love of the business will keep you willingly behind the counter – or another scenario, moving over to consulting, being a rep, or maybe moving over to manufacturing. "Any significant changes you make to your retirement plans will likely have a big effect on your savings and investment strategies, so you'll want to incorporate these changes into your planning as soon as possible."

### For Your Employees

Years ago, working in L.A., I had a good friend who had a small business with less than ten employees that supplied recording studios with tape and other supplies and was, during the 1990s, wildly successful (Axl Rose, recording and re-recording *Chinese Democracy* over a decade, alone, represented a sizable chunk of his business!). He asked me once, "If I were able to offer my employees, many of whom are musicians under 30, a 401(k) plan, would that make this place a more attractive place to work?"

Absolutely. Because even if the typical

young adult isn't thinking about retirement, they appreciate that *you're* thinking about it, and it makes them feel that your store is likely a step above the rest at a similar pay grade. Also, there are potential tax benefits as contributions, even modest ones, are deductible as a business expense. Doing a little research on your own can provide options on how to do this, and like anything else in the world of financial planning, needs to be revisited from time to time.

First thought is usually setting up a 401(k) plan, because that's what most of us are familiar with. That's actually better suited for larger companies. Ask your financial advisor about plans better suited for the MI small business owner, including a Simplified Employee Pension Plan (SEP IRA).

Now, for MI stores with 10 employees or less – of which there are many – these two plans offer tax-deferred growth potential, allowing contributions to grow without being diminished by current taxes; that employee contributions deduction; and a tax credit of up to \$500 for certain expenses incurred while firing up the plan and keeping it going.

More questions for you: Do you want your employees to be able to contribute



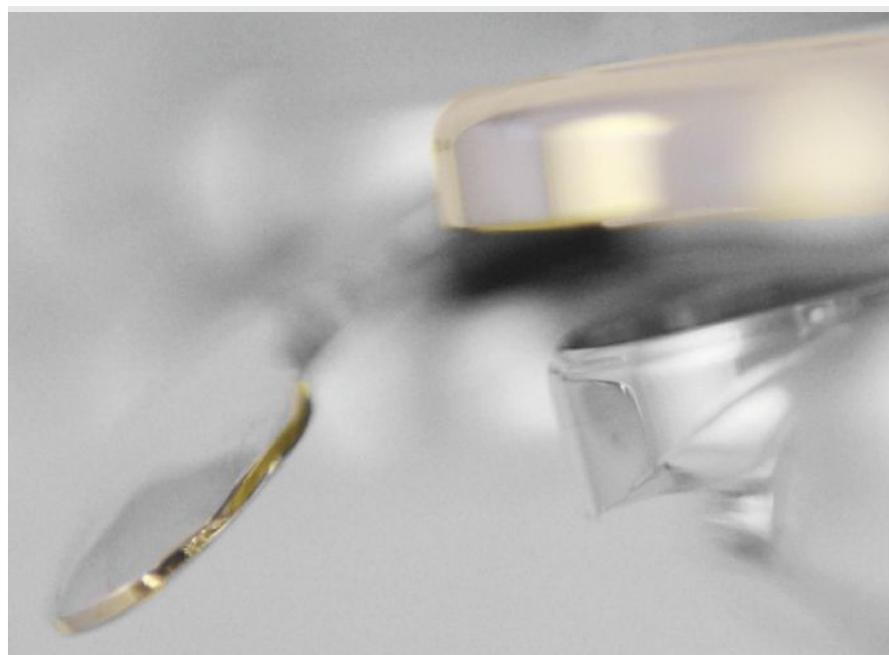
Ruby Beeston of Orem, Utah's Best in Music with Jeff Ponte of Edward Jones at the 2013 RPMDA Convention.

their own money to the plan you set up? And what is a higher priority – maximizing contributions or keeping it all as simple as possible?

Is figuring out any of this out and finding the time to get the right financial advisor to help your through it all fun? No. And, as most of us are musicians, given our personality types, it's easy for us to kick this can down the road – possibly indefinitely.

But that probably wouldn't be the most prudent of moves. Taking care of your own retirement plans is crucial to your security and happiness. And taking care of your employees is likely crucial to the long-term success of the business you've already put so much time, energy, and creativity into.

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# Experts' GUIDE to ANAHEIM

By Christian Wissmuller

The annual industry gathering in Anaheim has plenty to recommend it: groundbreaking, game-changing instruments get introduced (we hope); plenty of orders are placed, or at least considered for when folks return home (we really hope); and it's an opportunity for old friends and colleagues to reconnect in ways that just can't be achieved as meaningfully via email or texts. While the very nature of the Winter NAMM Show ensures that most attendees will have very little in the way of "free time," many do find themselves with at least one afternoon, or a spare hour here and there, that isn't spoken for.

With all due respect to the Hilton, Marriott, and the fine

folks at the Anaheim Convention Center, there's something to be said for expanding one's scope beyond the block-and-a-half radius around W. Convention Way when looking for food or entertainment while in California this January. With that in mind, MMR reached out to some of our good friends in MI retail and supply to get the inside scoop on where to go and why. While some chose to play it cagey (Mike Matthews, I'm looking at you!), most were willing to share some hard-earned insights into the restaurants, bars, and hotspots in the area that might make your visit to the O.C. a little more enjoyable in 2014. Read on and start planning...

"If we don't want to eat too heavy or get rushed we pile up in one or two cars and go to Koisan, a Japanese restaurant about five miles from the Convention Center. They have excellent sushi and very good cooked food, plus a great choice of beers and sake. If we're feeling a little grander and don't want to fight the car parkers, we go to Morton's. Yes, it is a chain, but a chain on the top of the 'food chain.' I love Morton's and go to one in most cities, but [Anaheim's] might be the best of them all."

– Sammy Ash, Sam Ash



Sammy Ash

"The Citrus City Grille in Old Town Orange is only a short cab ride away from the Convention Center, but it has a different feel from Anaheim. It's lively and can be a bit loud, but the food is creative and has 'correct' portion sizes. It's a good off-the-



Craigie Zildjian

beaten-path choice for a business dinner."  
– Craigie Zildjian, The Avedis Zildjian Company, Inc.

"Ralph Brennan's Jazz Kitchen in Downtown Disney is one of the local restaurants I like to go to when working the NAMM Show. My favorite dishes include the red beans and rice, popcorn calamari, beef medallions, salmon, pasta jambalaya, and beignets. Ralph Brennan's also has live music every day and dueling pianos every Thursday!"  
– Andrew Surmani, Alfred Music



Andrew Surmani

"There are so many great places to go, especially near the beach. If you do not want to make that trek and want a more quiet meal, go north up Harbor Blvd. to downtown Fullerton and visit The Cellar – French and a bit pricy, but the



Rick Young

quiet might be worth it! Think of your favorite wine on the way and they will most likely have it. Going a bit further inland (east) on Katella to State College Blvd., go north to Bastanchury Rd. to The Summit House – English atmosphere, cool little bar with a piano player, and a larger dining room. Make sure to get the creamed corn and Yorkshire pudding. The prime rib is pretty good if you are a beefer."

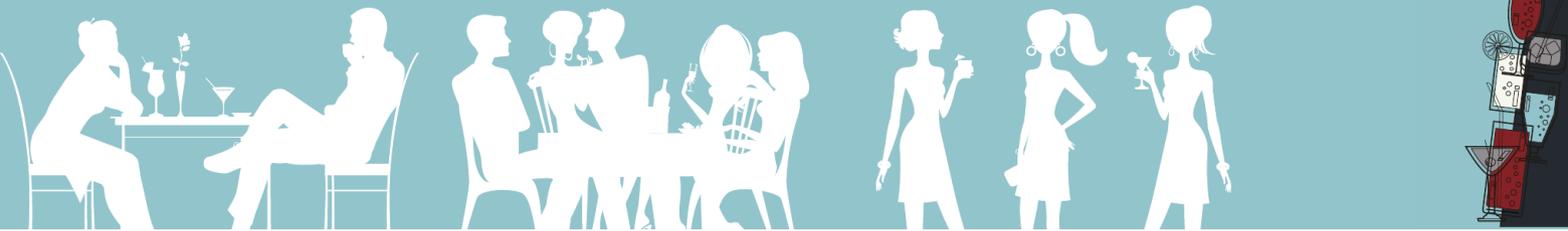
– Rick Young, Yamaha Corporation

"For my business partner and me, the NAMM Show is never complete without at least one meal at the ESPN Zone in Downtown Disney. It gets crowded around Show time, so it's best to sneak in a night or two before if you can, or Sunday this year, since that's the dead week between NFL Conference Champs and the Super Bowl. Can't beat the draft beer selection and anything they grill!"

– Ted Eschliman, Dietze Music



Ted Eschliman



"For business diners, we like the Orange Hill Restaurant. It's a 15-minute cab ride from the Convention Center and offers exquisite views of the valley, along with good service and a decent wine list. There are also quite a few outside fire-pits."



David Jahnke

– David Jahnke, Hal Leonard

"For those with a car, [I recommend] Yves Bistro in Anaheim Hills, about 30 to 40 minutes away in good traffic. It is a civilized oasis of good food, live music, and conversation. They have a great wine and beer list, and delicious continental menu. Not inexpensive, but not too expensive, either. Attentive service and a welcoming attitude. Your convention-wear will suffice in almost all cases (you know who you are, the rest of



Madeleine Crouch

you!). I have made this road trip with friends for the last four or five years and we always look forward to it"

– Madeleine Crouch, Madeleine Crouch & Co., Inc.

"Being from the Midwest, we don't have In-N-Out burger anywhere close to us. My annual trek to NAMM requires a visit to In-N-Out, which is simply the best burger and fries you will ever have. The one I visit is on Brookhurst and Orange, about a 10-minute drive northwest of the convention center. It simply *cannot* be beat! By rule, I don't eat many burger/fries at all. This is the one place where my rules get broken.



Tim Kletti

Also: A'Roma Ristorante in La Palma – fantastic Italian in a small, quiet place. Great service, fantastic food, and a very good wine list. It's a great place to catch a quiet dinner after a loud day on the show floor. About 15

minutes from convention center, but worth the drive. Just east off of 91 on Orangethorpe Ave."

– Tim Kletti, Music Go Round

"Saturday, we close down 10 minutes early so we can rush down to our favorite Thai restaurant before it gets crowded. Sorry, I can't tell you which it is!"



Mike Matthews

– Mike Matthews, Electro-Harmonix

"Scott's Restaurant & Bar in Costa Mesa is one of my favorite spots. It is quiet, has a great bar, and is a good getaway from the hustle and bustle of the NAMM crowd."



Joe Castronovo

– Joe Castronovo, KORG

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"Every year La Casa Garcia is a Mexican food must-have. Ten years ago it was a close-by hole-in-the-wall secret known by few and now it's remodeled all fancy-like and word is out packing the place each night. But I still have to have some of Frank's carnitas!



Scott Wunschel

– Scott Wunschel, EMG Pickups

"King's Fish House at 2401 W. Katella is a great traditional fish house where you can relax away from the hustle of the convention center with a pretty nice selection of seafood. JT Schmid's at 2610 E. Katella is a sports bar with a great food from burgers to seafood.



Peter Sides

Rufino's Italian Restaurant at 938 S. Euclid St. is a small Italian restaurant off the beaten path with traditional Italian food at affordable prices. It's a small place that's

quiet if you just want to sit back and have a relaxing meal. Bowlmor Lanes [formerly 300 Anaheim] bowling alley is also very cool. It's underneath the McCormick & Schmick in the Anaheim GardenWalk at 321 Katella.

– Peter Sides, Robert M. Sides Family Music Centers

"During load-in early in the week the staff does a bowling night at Bowlmor Lanes at Anaheim GardenWalk – great food and drinks and an important bonding experience for the people who gather from around the country to help us produce the show. Lae Casa Garcia on 531 West Chapman and Harbor is a great Mexican restaurant. It's close to hotels and has great food.



Joe Lamond

There are many places to park around the convention center but if you have to quickly get to a post-show event I always tell people to park at Garden Walk to avoid traffic at close of Show – it's a five-minute walk.

Since we have an international audience,

I also recommend catching a hockey game. Most people don't realize Anaheim has a hockey team: the Anaheim Ducks, who play nearby at the Honda Center. Our favorite restaurant is The Ranch. It's a great place for dinner or events at 1025 East Ball Road. And attached is the Ranch Saloon, with authentic two-step line dancing. You don't see much of that in LA...

– The NAMM Trade Show team

"Every year for around 20 years, I've eaten at Luigi's D'Italia on State College. I look forward to it every year. The calamari is awesome and we always have a great time there."



Kenny Stanton

– Kenny Stanton, Stanton Music



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# Buyer's Guide

## NAMM Buyer's Guide 2014 Pt. 1

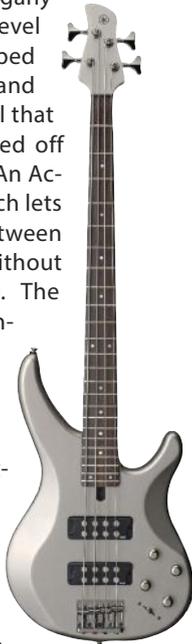
MMR Takes a Look at Some of the Hottest New Products You'll Find at This Year's Winter NAMM Show

### FRETTED

#### Yamaha TRBX Series Basses

The four-string TRBX304 and TRBX504, along with the five-string TRBX305 and TRBX505, include new EQ and pickup innovations. All four models feature a five-piece Maple/Mahogany neck for outstanding stability and excellent tone, along with solid Mahogany bodies. The 500-level basses are equipped with a three-band Active EQ Control that can also be turned off for passive play. An Active/Passive Switch lets players move between the two modes without losing any gain. The 500 Series also includes new H5 dual-coil pickups that deliver a clear, punchy sound, and a Battery Alert LED.

On the 300-level models, a Performance EQ Switch offers five performance-tuned full-spectrum EQ curves, which lets players switch between styles and sounds on the fly, including Slap, Pick, Flat, Finger and Solo settings, plus two-band active EQ controls. The newly designed M5 humbucking pickups also feature built-in thumb rests. Retail price: TRBX304 (MSRP: \$550), TRBX305 (MSRP: \$620), TRBX504 (MSRP: \$790) and TRBX505 (MSRP: \$860).



<http://4wrd.it/trbxonline>

NAMM Booth: Anaheim Marriott Hotel, Marquis Ballroom

#### Electra Omega Prime Guitar

The Omega Prime embodies the same single-cutaway, solid body design as the original Omega and is geared for the modern player. The Omega Prime will initially be available in an assortment of wood, color, and hardware combinations: Ceruse, Flame Maple, White with Gold, and Black with Gold. It retains the iconic Electra Guitars' "Wave" headstock, and player-friendly features such as a sculpted heel for easier fret board access and a belly cut for comfort. Electra Guitars is continuing their partnership with industry leaders for the hardware including Tonepros™/Kluson™ Deluxe Tuning Machines, a GraphTech™ Tusq™ nut, TonePros™ locking Tune-o-matic Bridges and also their locking Stop Tailpiece. The Omega Prime also includes the Electra Guitars Magnaflux Humbucker Pickups (custom wound Alnico V's with coil split). Retail price: \$1,269.



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

#### Schertler Magnetico AG6 Acoustic Pickup

The Schertler Magnetico AG6 features active multi-coil technology, with six separated coils and magnets with one preamp each. Low impedance electronics with no integrated circuits make this a pure class A preamp. Conducting its signal over a musical waveform's entire cycle, the AG6 is designed to offer smooth, continuous, perfectly analog sound. The AG6 design simply produces a more natural sound with a very flat frequency response; from 0 to 40Khz with 0dB fluctuation. The AG6 is equipped with a volume control and has an external input (with separate volume control) for connecting a second pickup.



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

NAMM Booth #4900

#### Loog Guitars 3-String Electric Guitars

As with the acoustic Loog, the Electric Loog Guitars have only three strings, making them easier and faster for children and beginners to learn how to play. Both the acoustic and electric Loog Guitars come unassembled so that parents and kids can bond over (and with) the instrument before playing.

All parts from both guitars are interchangeable and building them only takes 15 minutes and a Phillips screwdriver.



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

NAMM Booth #4197

## FRETTED

**Electro-Harmonix Crying Bass Wah/Fuzz Pedal**

Based on the Crying Tone wah circuit, the Crying Bass also features a specially tuned resonance to enhance the wah effect over the entire harmonic spectrum of the bass guitar. The Crying Bass boasts advanced features that create extra rumble and thunder. Fuzz adds a signature growl and helps to accentuate the wah effect, adding distortion and harmonics to bass notes. A 2nd Order Low Pass Filter (LPF) fixed at 194 Hz adds more bottom end to the wah effect; the LPF Control lets the bass player dial in just the right amount. Along with having no moving parts, the Next Step Effects series benefits from fast response, high sensitivity, and silent bypassing. Retail price: \$129.36.


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

NAMM Booth #5396

**MOD Kits DIY Persuader Deluxe Pedal Kit**

The Persuader Deluxe utilizes a Darlington pre-amp to push cascaded triode vacuum tubes into distortion. Four dual triode vacuum tubes are included with each kit (JJ 5751, 12AX7B China, JJ 12AU7, and NOS US-made 12AT7) which can be swapped to create a wide range of tones. The tones range from just a hint of break up with the JJ 5751 to over-the-top crunchy distortion with the NOS US-made 12AT7.


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

NAMM Booth #4893

**JAZZ**  
DOES NOT BELONG  
TO ONE RACE OR CULTURE  
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THAT AMERICA HAS GIVEN THE WORLD

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NAMM  
Booth 4000

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St. Louis Music is the exclusive distributor of P. Mauriat in North America. To find out more visit [www.stlouismusic.com](http://www.stlouismusic.com)

ACCESSORIES



**Henry Heller 2" Guitar Straps**

Henry Heller introduces their new two-inch sublimation printed polyester guitar straps with original and Henry Heller designs. All straps are adjustable to 66" and feature stitched microfiber ends with 21 new designs all at less than \$10 dealer net. Available exclusively from OMG Music.

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

NAMM booth #4278



**AIM Gifts Eyewear Display**

AIM Gifts is now offering an Eyewear Display to support the over 20 different eyeglass designs it offers. The display is 7x7"x26" offering a small footprint for any counter. This cardboard spinner display with mirror and can hold up to 36 pairs of eyewear. AIM Gifts offers over 10,000 different gifts to profit from with new products arriving weekly.

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

NAMM Booth #4227



**Hohner Rocket Harmonica**

Hohner's new Rocket harmonica features an ergonomic design that eliminates all sharp edges on the comb and cover plate, maximizing player comfort. Soft, rounded channel openings make this harmonica very smooth to play and increase the air pressure behind the reeds, reducing player fatigue. Wide-open cover plates and side vents ensure that projection is maximized. MAP: \$99.

[us.playhohner.com](http://us.playhohner.com)

NAMM Booth #3240

**Dusty Duo-Tune Harp Tuner**

Dusty Strings has now combined their harp tuning wrench with the Snark clip-on electronic tuner to make a single handy tuning device: the Dusty Duo-Tune. Users can pluck a string with one completely free hand while the tuning wrench and electronic tuner are in their other hand picking up the vibrations through the tuning pin, displaying the note on the attached LCD screen, and allowing users to adjust the pin all at once. The string's vibrations travel directly through the tuning pin to the Duo-Tune, which means that it picks up notes accurately up and down the whole range of the harp without interference from other room noises.

Features include an ergonomic hardwood handle, chromatic tuner with pitch calibration, a swivel joint that allows you to adjust the angle of the LCD display while tuning, and a star tip that seats itself on the tuning pin.



[manufacturing.dustystings.com](http://manufacturing.dustystings.com)

NAMM Booth #1718

**Levy's Leathers Tooled Cheetah Print**

The MV17CH was designed by Danica Levy as a line of veg-tan leather guitar straps with royal blue garment leather, deep-embossed with a cheetah print. They are 2.5" wide and are adjustable from 41" to 54". Also available in XL, which adds 12" to the length of the strap. Available in: Black (BLK); Natural (NAT) and Cranberry (CRA).



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

NAMM Booth #4658

**Korg Dolcetto Tuners**



The Dolcetto Series of band and orchestral instrument clip-on tuners includes three new models: the Dolcetto-M, which features all-around support for large or small fretted band and orchestral instruments, the Dolcetto-T, which is optimized for attachment to a trumpet or trombone and the Dolcetto-V, with a special clip and dedicated mode for violin and viola.

All Dolcetto Series tuners feature a new type of high visibility LCD display, a metronome function that can be used for rhythm training, plus a convenient transpose function, for easily tuning a transposing instrument. Retail price: \$39.99.

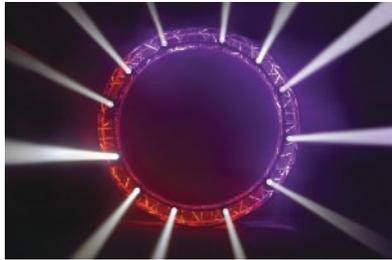
[korg.com](http://korg.com)

NAMM Booth #6440

DJ & LIGHTING

**Trusst® Truss Arcs**

Manufactured from lightweight, high-grade aluminum for easy transport and setup, the Trusst truss arcs are crafted by SLV-certified welders and available in three sizes: three-meter with a 90-degree arc (CT29-430CIR-90), two-meter with a 90-degree arc (CT290-420CIR-90) and one-point-five-meter with a 180-degree arc (CT290-415CIR-180). Each arc includes connecting hardware and is compatible with many TRUSST accessories for impressive, custom presentations and increased design options. Connect multiple arcs together to create circles, half circles, arches, serpentines, and any other design conceivable.



chauvettrusst.com

NAMM Booth #5574

**ADJ Jelly Cosmos Ball**

The Jelly Cosmos Ball's transparent casing makes it two effects in one. First, it's a traditional dual rotating ball effect that utilizes 4x3-watt RGB TRI Color LEDs to shoot sharp, colored beams in all directions 360° around the room. Second, since its spheres glow through their clear cases like colorful jellyfish, the fixture itself is mesmerizing and intriguing to look at. The Jelly Cosmos Ball requires no controller or user programming. Once turned on, it rotates and changes colors automatically as it cycles through a preset sequence of effects. Users can change the Jelly Cosmos Ball's rotation rate (up to 35 RPM) by adjusting the variable speed knob located on the unit. When operated in Sound Active mode, it will spin and change colors to match the beat of the music.



adj.com

NAMM Booth #5774

**DRUMS & PERCUSSION**

**ProMark Select Balance Drumsticks**

Drummers can now choose forward or rebound balance from five diameters to fit all playing styles. Select Balance line was designed to give drummers the option of both forward and rebound balance by offering sticks in five diameters, .535", .550"/.565", .580", .595".



Select Balanced sticks utilize quarter-sawn hickory. The sticks are weight-sorted within 1.5 grams and are also tone-sorted within six hertz. The sticks utilize a modified teardrop tip shape for more versatility. All models have wood tips; however, nylon tips will also be added to the line. Retail price: \$15.25.

promark.com

NAMM Booth #4834

**Sabian Safe and Sound Cymbal Cleaner**

Sabian's Safe and Sound Cymbal Cleaner is specially formulated to effectively clean your cymbals while protecting their performance. This is a fully organic cleaner that is scent free, acid free, solvent free, and biodegradable.



sabian.com

NAMM Booth #3056

The acoustic bass that moves with you

We Congratulate Esperanza on her "Best New Artist" Grammy Nomination

photo: George B. Wells

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www.esperanzaspalding.com

**NAMM Booth#3500**

KEYBOARDS

**Yamaha Tyros5 Arranger Workstation**

With its fifth generation flagship keyboard, Yamaha offers musicians a complete tool for composing, arranging, and performing music with +Audio Styles, vivid instrument Voices, and for the first time, the choice of 76-note or 61-note models in a sculpted design. This model's Ensemble Voices is a new feature that intelligently orchestrates brass, saxophone, woodwind and string ensembles by assigning each note in a chord to a different part in real time. In addition, there are 40 new drum and percussion-based +Audio Styles, a new graphical interface and Virtual Circuitry Modeling that provides accurate reproductions of the classic sound of analog gear.



The Organ World feature opens vast possibilities to play Vintage, Home, Euro, Concert and Theatre organ styles that are reproduced via vivid samples with the touch of a button. The keyboard on the 76-note model can be split three ways for instant multi-manual organ performance. Retail price: \$6,799 (76-note), \$6,499 (61-note).

[http://4wrd.it/YAMAHA\\_TYROSS](http://4wrd.it/YAMAHA_TYROSS)

**Roland F-20 Digital Piano**



Roland's F-20 Digital Piano is an entry-level instrument that is also compatible with Roland's free interactive apps for Apple iOS devices. With the functions, appearance, and texture of keyboards found in Roland's flagship instruments, the Ivory Feel-G Keyboard with Escapement offers a grand piano touch for building fundamental playing techniques. The "SuperNATURAL" Piano sound engine – also derived from Roland's top-line models – allows young students to develop their skills with the rich tone and expressiveness of an acoustic grand.

With Roland's the Air Performer app, students can play along with favorite songs in the iPhone, iPad, or iPod touch wirelessly via Roland Connect (optional) through the F-20's sound system. The Piano Partner app for iPad includes Flash Card, an interactive music program plus an intuitive graphical interface for selecting tones, songs, and rhythms in the F-20. The F-20's onboard Rhythm provides ensemble accompaniment. 32 different accompaniment styles cover a variety of musical genres. The keyboard also includes a built-in metronome, a recorder for capturing performances, easy volume control to suit the room, and the ability to plug in headphones for quiet practice. The F-20 also includes additional sounds such as electric piano, harpsichord, organ, guitar, strings, and more.

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

NAMM Booth #302A

Anaheim Marriott Hotel, Marquis Ballroom



NAMM Booth 5882

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

NAMM Booth #6464

## PRINT/DIGITAL

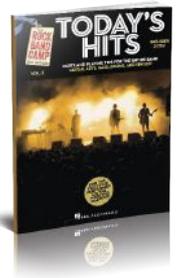
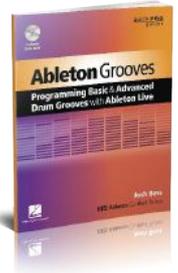
**Ableton Grooves, Rock Band Camp, Ukulele Decade, Keyboard Lesson Goldmine from Hal Leonard**

*Ableton Grooves* trains readers to create realistic-sounding drum grooves using Ableton Live and the Ableton Grooves Drum Racks specifically created for this book by certified Ableton Live trainer Josh Bess. Each groove is written using MIDI Maps, with which the user learns not only how to read the exercises, but also how to use them to develop grooves. Bess presents musical notation alongside the MIDI Maps.

*Rock Band Camp* is designed for first-time performers and weekend warriors who are learning to make music in a group setting. Each book includes beginning- to intermediate-level parts and playing tips for the entire band: two guitars, bass, drums, and a singer. The two accompanying CDs contain full-band tracks for each song, plus "minus-one" play-along tracks for every instrument on all of the songs, so players can practice on their own between band rehearsals. Retail price: \$14.99.

In each book of the new *Ukulele Decade* series, authors present the melody, lyrics, chord symbols, and ukulele chord grids for 80 top tunes from the decade, in new arrangements playable on any type of ukulele. Song highlights include "Blue Suede Shoes," "Tutti Frutti," "I Got You Babe," "Stand By Me," "Heartache Tonight," "Footloose," "Beat It," "Under the Bridge," "Hey Ya!" and more. Retail price: \$17.99 - \$22.99.

New *Keyboard Lesson Goldmine* packs feature 100 self-contained tutorials taught by a tag-team of highly regarded authors. Pianists learn useful tips, all aspects of the style, the signature techniques of key artists, and much more. Two included CDs feature performance demos of every example in the books. Topics include Jazz Lessons, Blues Lessons, Country Lessons, and Rock Lessons. **Retail price:** \$24.99.


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

NAMM Booth #5720

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MUSICAL INSTRUMENTS

PRINT/DIGITAL

**Korg KR Mini Rhythm Machine**



The KR mini rhythm machine is designed for any musician looking for easy rhythm accompaniment, built lightweight with battery power and a built-in speaker. A total of 60 diverse rhythm patterns are available to accompany any practice session or performance. A wide range of genres is included, such as 8-beat, 16-beat, rock, and pop, with six patterns for each genre. Alternatively, users can tap in their own beats via a simple record function. There are also eight song patterns containing drum parts that are several measures in length. In addition, a chain function allows the ability to arrange favorite rhythm patterns and fill-ins to create complete songs. Retail price: \$79.99.

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

NAMM Booth #6440

**Alfred Jazz Play-Along Series, Basic Piano Course: Praise Hits, and Sound Innovations Additions**

Alfred Music has added to *The Alfred Jazz Play-Along Series* with *Alfred Jazz: Freddie Hubbard & More Play-Along, Vol. 5* and *Alfred Jazz: Freddie Hubbard & More Play-Along for Rhythm Section, Vol. 5*. *Freddie Hubbard & More* has parts for C, B flat, E flat, and bass clef instrument and includes a sample jazz solo written out for each instrumentalist to list to, play, and practice. The *Rhythm Section* version features written-out parts for piano, bass, and drum set. The instrument parts include comping suggestions and sample solos that teach improvisation.



With *Alfred's Basic Piano Course: Praise Hits Levels 2 and 3*, the piano series continues to fill the need for contemporary Christian music used as supplementary pieces for students.

Students can play versions of well-known contemporary worship music with the addition of these titles. Each piece correlates page-by-page with concepts presented in Level 2 and 3 of *Alfred's Basic Piano Course: Lesson Book 2 and 3*. There are 22 current worship songs inside the pages of *Praise Hits Levels 2 and 3* including "10,000 Reasons," "One Thing Remains (Your Love Never Fails)," "Mighty to Save," and "Your Grace Is Enough."

The latest addition to Alfred's *Sound Innovations* method is *Sound Innovations for Guitar, Book 2*. This second installment of *Sound Innovations for Guitar* continues the format established in Book 1 – to teach students from day one to play using the kinds of riffs, patterns, chords and songs that drew them to the guitar in the first place. Book 2 introduces new concepts such as moving up the neck, sixteenth notes, speed picking, playing moveable power chords in higher positions, classic guitar riffs, barre chords (major, minor, and seventh), and much more.

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

NAMM Booth #4618

PRO AUDIO

**WindTech MC-2 White Microphone Holder**

The MC-2 is intended for use in Houses of Worship, Television, and Stage Applications where a black microphone clip is not cosmetically appropriate.



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[windtech.tv](http://windtech.tv)

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NAMM Booth 1410 301-733-8271 [www.beardguitars.com](http://www.beardguitars.com)

## BAND &amp; ORCHESTRA

## Phaeton PHT FX-1100 Trumpet

The PHT FX-1100 was designed to achieve excellent balance, brilliance, articulation, tonal focus, and control. Phaeton's patented multiple bracing system adds a dynamic dimension for personal fine tuning. The trumpet offers an exclusive innovation which includes three sets of interchangeable vertical braces machined from solid Bronze, Stainless Steel and Brass. Rifle-drilled ports in both horizontal Phaeton style braces reduce weight while adding essential response in all registers.

The new solid brass "one piece" heavy mouthpiece receiver adds a new dimension of control and sustain. The trumpet includes a new large bore fast taper lead pipe which offers more dynamics. Retail price: \$2,685.00



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

NAMM Booth #3414

## Légère Reeds Signature B♭ Bass Clarinet Reed

On the heels of Legere's B♭ Clarinet, Tenor, Alto and Soprano Signature reeds comes the B♭ Bass Clarinet Signature. The B♭ Bass Clarinet Signature is a very responsive synthetic reed that performs in all registers with depth and color. Available and in stock now.



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

NAMM Booth #3014

## Anthem Musical Instruments APC-1SP and APC-2C Piccolos



The Anthem APC-1SP is a budget conscious piccolo, made for the beginning student. It features a silver plated body, headjoint, and footjoint, ribbed construction, a conical bore, and a french style case. It has a strong, penetrating sound, and durable construction for the younger student.

The Anthem APC-2C features a composite body and contoured headjoint, and provides a rich, mellow sound with a wide dynamic range. It has a conical bore, and silver plated, contoured keys for improved finger position. It comes with a french style case with a case cover.

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

NAMM Booth #3604

## PRO AUDIO

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

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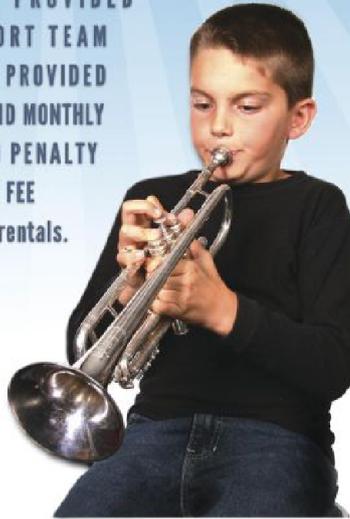
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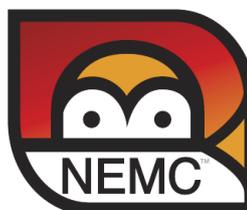
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# Wrong Direction? Sorry, Chief – No Direction Yet

Last January, *MMR*'s longtime publisher Sid Davis wrote in his editorial column about the floppy-haired moppets in One Direction, the Simon Cowell-created boy band phenomenon. "I hold no ill will towards the five young guys from across the pond, widely heralded as the 'new British Invasion,'" he commented. However, when compared to the "fab four" of a time long gone by (very long. Yikes!), Sid noted the following: "The Beatles – aside from their legendary ability as tunesmiths and players – made a generation conscious of their instruments: George Harrison's Rickenbacker; Ringo's Premier and Ludwig kits; Lennon's Epiphone; and McCartney's Hofner and Martin, to name just a few. Add Gretsch, Gibson, Fender, and Vox to the [Beatles'] mix and you had a cornucopia of product silently, but effectively, endorsed by the skills of their masters."

category as his fellow top-5ers, the avian-calling Robertsons of *Duck Dynasty*. Hohner, Lyons, Grover, and others do make kazoos, so perhaps this will be the start of something big. Just as the ukulele craze is coming back down to earth, maybe we'll have the new, One Direction-inspired "golden age of kazoo." Yeah, probably not.

So what else – is there any mainstream media exposure that may benefit the MI world? As profiled in Matt Parish's 'MI in the Media' that will run in our February issue, the Coen Brothers' current film, *Inside Llewyn Davis*, does give ample and positive screen-time to guitars and guitar-players. Also, in the coming months, the movie *Grand Piano* (Elijah Wood, John Cusack) shines the spotlight – not surprisingly – on the classic keyboard console. So it's not that musical instruments have faded entirely from the

**"Just as the ukulele craze is coming back down to earth, maybe we'll have the new, One Direction-inspired 'golden age of kazoo.'"**

general consciousness; it's more that, as with many (most) recent years, there doesn't seem to be that one person, show, song, or phenomenon that's going to be a real game-changer.

It's not all *bad*, however. Far from it. Most reports peg the acoustic guitar category (including mandolins, banjos, et cetera) as having grown somewhere in the neighborhood of 35 percent since

2009. And, even though I just referred to the ukulele market as "coming back down to earth," the fact is that ukes are still flying off the wall at many MI stores (check our "50 Dealer/50 State Forecast" from last month's issue). Meanwhile, management consultants Mainstream Management projected "significant growth" for the year that just ended, with an expected annual uptick, industry-wide, of six percent.

What's changed in the past year on the pop charts? Well, as of this late December 2013 writing, those One Direction kids are – according to *Billboard* – down one notch from the previous week's tally with their most recent release, *Midnight Memories*, now at #2 on the Top 200 (boo hoo...). The #1 spot belongs to Garth Brooks – not bad for an artist who retired back at the beginning of the aughts (and, notably, the only person at the top of the charts who even really *pretends* to play a musical instrument). The Top 5 is rounded off by Kelly Clarkson, Britney Spears, and the album, *Duck the Halls* – the holiday release from the cast of the reality show *Duck Dynasty*. Seriously.

"Surely there must be an opening among the countless number of infomercials hawking stain removers, or sandwiched between the tribulations of owning a pawnshop and *America's Funniest Home Videos*, for programming featuring talent other than song and dance," Sidney postulated last January. A fair assumption on Mr. Davis' part, but based on current viewing, listening, and buying trends, we're still in the same holding pattern, waiting for some clever television programmer to stumble upon the notion that folks actually playing real instruments might resonate with audiences – and might jumpstart our industry.

If part of the point of Mr. Davis' editorial from last year was to ask – I'm using my own words now and very definitely *not* his – "Are you @&\$\*% serious with this nonsense?" the sad reality would seem to be that we haven't progressed much and the same question remains.

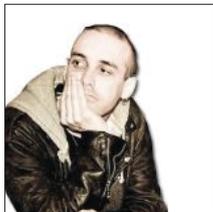
Harry Styles, the erstwhile leader of One Direction, claims to "play the kazoo," which puts him, somewhat ironically, in roughly the same musical

category as his fellow top-5ers, the avian-calling Robertsons of *Duck Dynasty*. Hohner, Lyons, Grover, and others do make kazoos, so perhaps this will be the start of something big. Just as the ukulele craze is coming back down to earth, maybe we'll have the new, One Direction-inspired "golden age of kazoo." Yeah, probably not.

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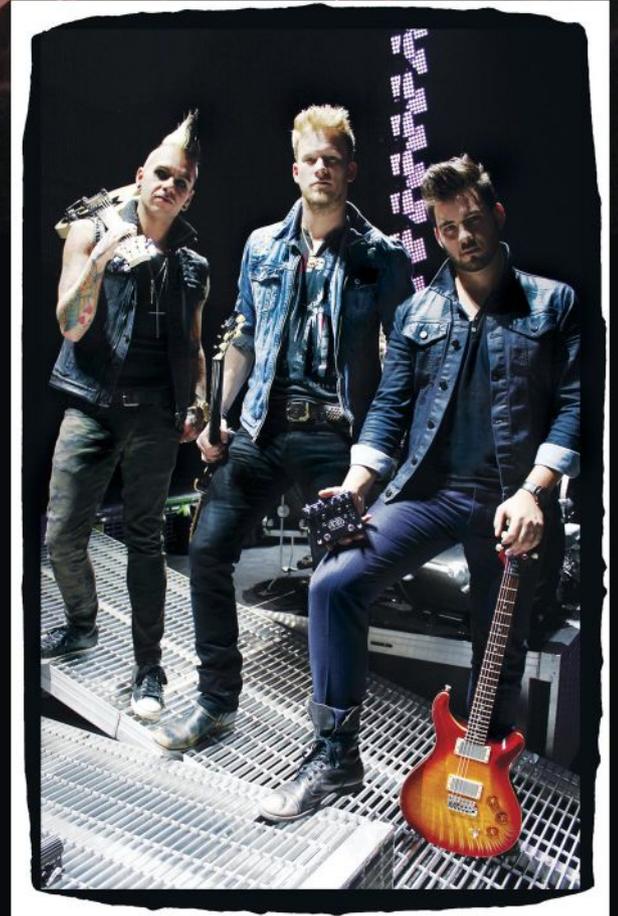
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