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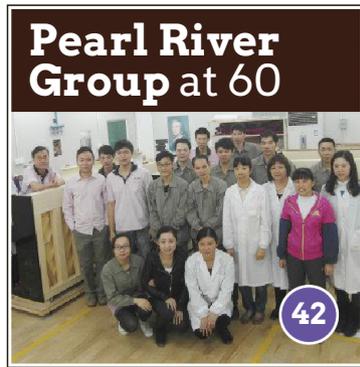
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Sweet Philly Soul

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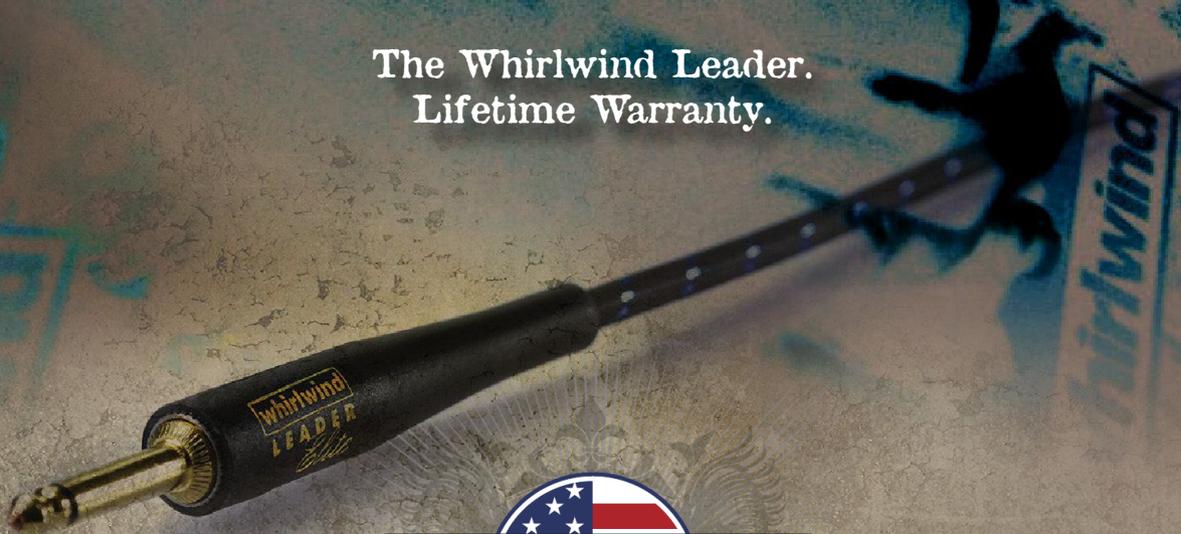


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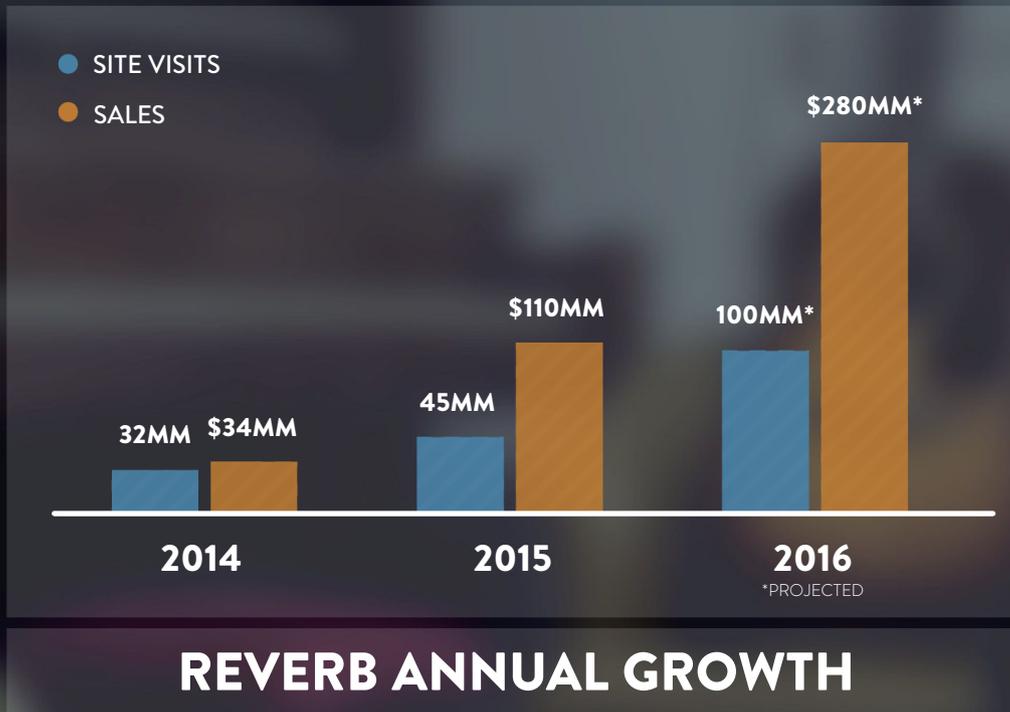


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MMR

MUSICAL MERCHANDISE REVIEW

Vol.175 JULY 2016 No.7

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MMR Musical Merchandise Review® (ISSN 0027-4615), Volume 175, Number 7, July 2016, founded in 1879, is published monthly by Timeless Communications Corp., 6000 South Eastern Ave., Suite 14J, Las Vegas, NV 89119, (702) 479-1879, publisher of School Band and Orchestra, Choral Director and JAZZed. Periodicals Postage Paid at Las Vegas, NV and additional mailing offices. MMR is distributed free to qualified individuals and is directed to music dealers and retailers, wholesalers and distributors, importers and exporters and manufacturers of all types of musical instruments and their accessories, related electronic sound equipment, general musical accessories, musical publications and teaching aides. **POSTMASTER:** Send all UAA to CFS. **NON-POSTAL AND MILITARY FACILITIES:** send address corrections to Musical Merchandise Review, PO Box 16655 North Hollywood, CA 91615-6655. The publishers of this magazine do not accept responsibility for statements made by their advertisers in business competition. No portion of this issue may be reproduced without the written permission of the publisher. Copyright ©2015 by Timeless Communications Corp., all rights reserved. Printed in USA.

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Winners Circle



by Christian Wissmuller

Since the event debuted six years ago, one of the annual highlights of Summer NAMM has been the Top 100 Dealer Awards. MI retailers have the opportunity to be recognized by their peers and others in the industry for their efforts and contributions to the culture of selling musical equipment, and promoting music making. The entire gathering represents a wonderful opportunity for colleagues and competitors to socialize and celebrate all that's truly inspiring and objectively "good" about our shared community.

For the past two years, the recipient of the evening's highest honor – Dealer of the Year – has been, in addition to a successful businessperson and music advocate, a longtime contributing writer to *MMR*.

“Free advice from clear experts in their field – not a bad thing.”

This year's honoree, Menzie Pittman of Contemporary Music Center, has been writing each installment of our "Small Business Matters" column for over a year at this point and last year's winner, Tracy Leenman of Musical Innovations, has contributed to both *MMR* and our sister publication, *School Band & Orchestra*, for nearly a decade. Both also are regular speakers at NAMM U sessions as well as other industry gatherings throughout the year.

First off, I'd like to once again congratulate these friends and partners of ours – two innovative, hardworking MI dealers who are excellent ambassadors for this industry.

Second, I want to call attention to their continued editorial efforts within the pages of *MMR*. Pittman's Small Business Matters is once again in this very issue you're currently reading (page 50) and Leenman's latest guest editorial will appear in our August 2016 issue. While I know well from reader feedback that many of you have already recognized the value of the insights shared by these two, to any retailers who may have skimmed past their columns in the past: it may well behoove you to check out what they have to say! Free advice from clear experts in their field – not a bad thing.

Lastly, congratulations to *all* the 2016 Top 100 Dealers as well as the winners within the eight separate categories recognized by NAMM. Well done!

Christian Wissmuller
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Published Since 1979

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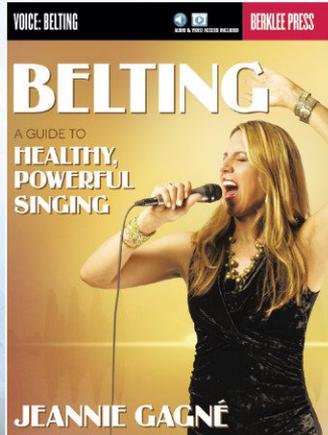
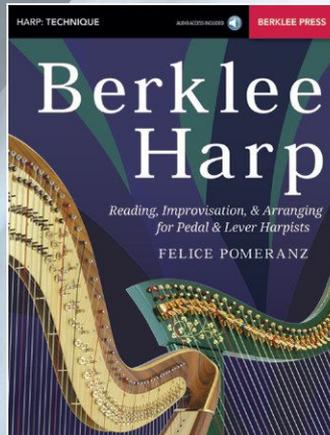
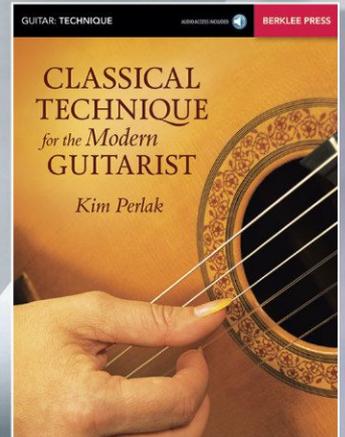
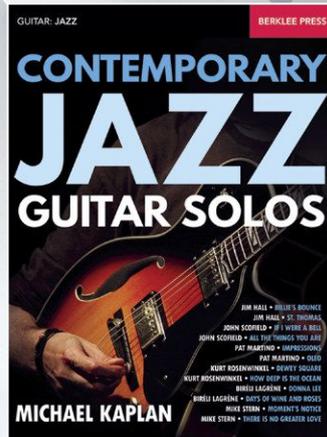
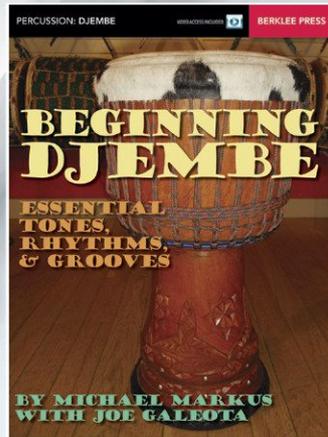
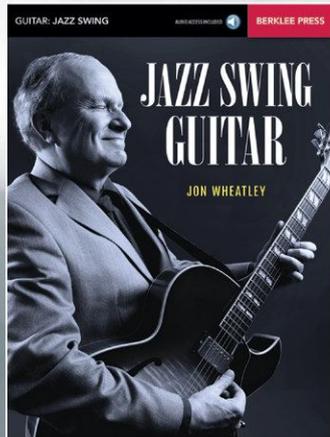
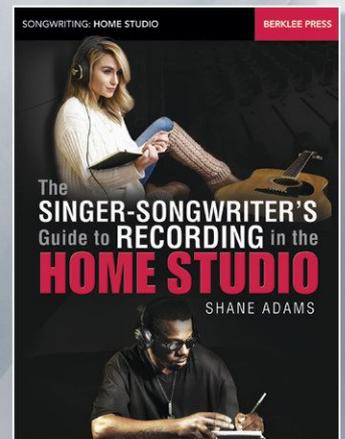
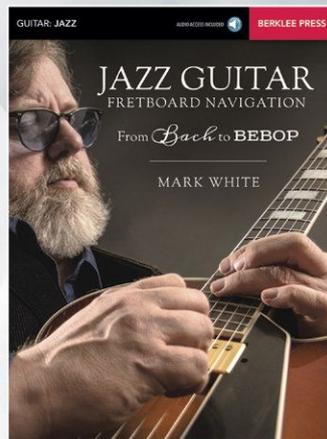
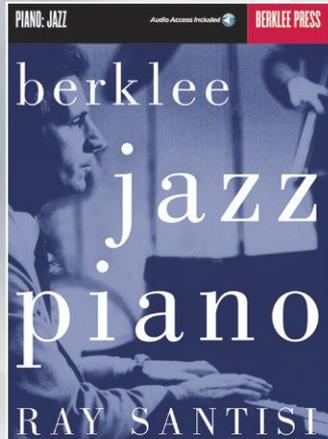
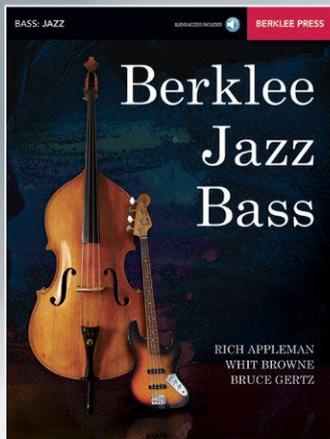
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Industry News

- Industry News
- People on the Move
- MMR Global
- Trade Regrets
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Seidler Equity Partners Acquires Majority Interest in Hal Leonard

Hal Leonard has announced that Seidler Equity Partners, a private investment firm, has acquired a majority interest in the company. The move came as CEO Keith Mardak began his estate planning.



Wanting to insure the long-term financial growth of Hal Leonard, Mardak and his wife Mary Vandenberg, a former Hal Leonard vice president and current shareholder, started looking at outside investors. Although there will be a change in the ownership structure of the company, the management will stay the same with senior management retaining minority ownership and signing multi-year contracts, including Mardak who will remain chairman and CEO.

"I joined Hal Leonard in 1970," said Mardak in a letter to employees, "and acquired the company in 1985, along with some managers as minority partners. We've had tremendous growth since the time I started, but I think the best years are still ahead of us. Mary and I decided we needed to do some estate planning. That, along with wanting to ensure the company's financial strength for future growth, are what have spurred on bringing in outside investors who will now have a majority position in the company. Seidler Equity Partners are an absolutely great group of people." When Mardak joined the company in 1970, Hal Leonard had sales of less than \$1 million. Today the company has annual sales of over \$173 million.

Mardak and the management team made the agreement with Seidler Equity Partners, a Los Angeles-based private equity investor, after vetting many other companies. They cited Seidler's focus on helping Hal Leonard with growth and acquisitions as an important factor in the decision. "They're not flippers, they're holders," Mardak said. "We've had many opportunities to expand but have been reluctant to take on debt. Bringing in Seidler removes that obstacle and will help us accelerate our expansion opportunities."

Hal Leonard president Larry Morton added, "We're excited about what Seidler brings to our board of directors. Their partnership model will help us expand our global reach and digital delivery platforms while recognizing that the success of Hal Leonard has been built by a cohesive team of incredibly talented and dedicated em-

ployees. Seidler really understands the value and importance of our people. That along with their enthusiasm for our industry should be a great fit to take us to even greater heights."

Hal Leonard got its start in the 1930s in Winona, Minnesota. Two brothers, Harold (Hal) and Everett (Leonard) Edstrom and friend Roger Busdicker formed the Hal Leonard Orchestra, a dance band, and toured the United States. The orchestra was even featured on the cover of a 1941 edition of *Billboard* magazine. After World War II the band broke up but the friends found new success by arranging the popular songs of the day as school band directors. Soon other bands started requesting their arrangements and, after doing some research on the world of publishing and copyright law, they founded Hal Leonard in 1947.

In 1970, Mardak and associates started a new division of Hal Leonard called Learning Unlimited, to create the first book/audio music instructional products. This division soon outgrew the company, and Mardak became general manager for the entire company. In 1985, Hal Leonard was purchased from the original founders by an internal management team led by Mardak, who then became president. Since then, it has experienced consistent, dramatic growth due to creative, innovative and aggressive publishing and marketing. Today, Hal Leonard Corporation is the world's largest educational music publisher, with the #1 methods for learning guitar (the *Hal Leonard Guitar Method*), piano (the *Faber Piano Method*), and school music instruments (*Essential Elements for Band and Strings*), plus publications for learning virtually every instrument imaginable.

In its catalog of more than 200,000 titles, Hal Leonard represents many of the world's best known and most respected publishers, artists, songwriters, arrangers and musical instrument manufacturers. They are the leading publisher of songbooks and sheet music of top catalogs featuring the music of Disney, the Beatles, Adele, Taylor Swift, Andrew Lloyd Webber, Elvis Presley, John Williams, and thousands more; band, orchestra and choral arrangements for schools; music reference publications; children's

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Seidler Equity Partners Acquires Majority Interest in Hal Leonard

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music products; educational magazines; and more. The company leads the way in technology, developing eBooks, digital sheet music, apps and more. Hal Leonard operates many popular websites including SheetMusicDirect.com with thousands of songs arranged for different instruments available for download, and GuitarInstructor.com for online guitar lessons and tab. In 2014, Hal Leonard made a substantial investment in Noteflight.com, an innovative music technology company dedicated to reinventing the way people create, share and use digital sheet music. This online community has grown to over two million registered educational and private users since the acquisition.

Hal Leonard has also become a major distributor of music gear, recording equipment, accessories and music gift items to the music industry. Its products are sold in more than 80 countries throughout the world through Hal Leonard offices and a large network of distributors. Domestically, the company markets to more than 7,500 music stores in the United States and Canada through a team of 50 in-house sales representatives.

GC Names Japinga President

Guitar Center has appointed Ron Japinga to the position of president of Guitar Center, effective June 15, 2016. The announcement was made by Darrell Webb, Guitar Center CEO.

In his new position, Japinga will oversee and manage all aspects of Guitar Center's business and work closely with GC's executive team to ensure Guitar Center's long-term growth while better serving its customers' needs and leveraging the depth of talent and resources that exist throughout the GC organization.

"Ron has done an exceptional job since joining our company in July of 2014 as executive vice president for Supply Chain and Private Brands," stated Darrell Webb. "With 32 years of successful retail management and leadership experience at a variety of companies, Ron has accumulated a vast knowledge of retailing. He has proactively shared this expertise throughout our company, well beyond his official areas of responsibility, to positively influence Guitar Center's performance. He is a man of tremendous integrity and work ethic, with strong values and a deep commitment to Guitar Center. We all look forward to working with Ron in this new position."

Before joining Guitar Center as executive vice president of Inventory Management and Supply Chain, Japinga had an impressive eight-year career at West Marine where he was the executive vice president of Merchandising, Planning and Logistics. Prior to that, Ron was a VP-level executive with Kohl's Department Stores.



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Levy's Leathers Donates to Guitars for Vets

On the morning of the first day of Summer NAMM 2016, Levy's Leathers made a generous donation of \$10,000 to Guitars for Vets, a program which provides guitars and lessons at no cost to U.S. military veterans suffering from PTSD and physical injuries.

Since 2007 the organization has completed over 20,000 guitar lessons and distributed over 2,000 guitars to deserving vets. In addition to the monetary gift presented on Wednesday, all of Levy's profits from the sale of any Levy's guitar strap or gig bag bearing the Guitars for Vets logo will be donated to the organization.





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Universal Percussion Dismisses Suit Against Zildjian

Universal Percussion, distributor of Wuhan cymbals, has voluntarily dismissed the trademark infringement action it filed against Avedis Zildjian last month relating to Avedis Zildjian's allegedly unauthorized use of Universal Percussion's S mark.

After discussions between principals of the two companies, Universal Percussion now understands and appreciates that Avedis Zildjian adopted its stylized "S" for a new line of cymbals to honor and celebrate Sally Zildjian, one the matriarchs of the Zildjian family. Universal Percussion retracts its prior claims that Avedis Zildjian intentionally adopted a similar S mark for its cymbals to confuse or deceive customers into believing that Avedis Zildjian or its products are affiliated with, or sponsored by, Universal Percussion or by Wuhan.

Universal Percussion and Avedis Zildjian are both pleased to put this matter behind them so that they can focus on their longstanding business relationship.



2016 NAMM Top 100 Dealers



Menzie Pittman receives the Dealer of the Year Award from NAMM chair, Mark Goff

Winners were announced at the Summer NAMM Show for the annual "NAMM Top 100 Dealers." Contemporary Music Center (Chantilly, Virginia) – owned by longtime, valued *MMR* contributor Menzie Pittman – got top nods in three categories, including the evening's highest honor: Dealer of the Year. Congrats Menzie!

Dealer of the Year:

Contemporary Music Center (Chantilly, VA)

Best Customer Service:

Amro Music (Memphis, TN)

Best Emerging Dealer:

The Upper Bout (Champaign, IL)

Music Makes a Difference:

Contemporary Music Center

Best Marketing & Sales Promotion:

Contemporary Music Center

Best Online Engagement:

Port Mac Guitars (Port Macquarie, Australia)

Best Store Design:

Steelwood Guitar Shop & Club (Mexico City, Mexico)

Best Store Turnaround:

Music Land (Baltimore, Maryland)

"As unique as the customers and locations they serve, the Top 100 honorees all have a bit in common: a commitment to excellence in music product retailing, customer service, and in acting as music champions within their communities," shared Joe Lamond, NAMM president and CEO. "We applaud their efforts, and those of all NAMM retail members that are creating positive and memorable shopping experiences which, in turn, help to foster the next generation of music makers."

Guitar Center Expands East Coast Presence with New Store Openings

Guitar Center has been expanding its footprint on the East Coast with recent store grand openings in Spartanburg, South Carolina, and West Springfield, Massachusetts.



The new Guitar Center in Spartanburg, South Carolina

The Spartanburg store, covering 10,000 square feet, can be found at 1487 W. O. Ezell Blvd, Spartanburg, South Carolina. The West Springfield store, a 12,000-square-foot facility, is located at 935 Riverdale St., West Springfield, Massachusetts.

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Supplier Scene

New Music Nomad Equipment Care Website Goes Live

Music Nomad Equipment Care announced the launching of their new website **MusicNomadCare.com**.



The Product Advisor feature offers care and cleaning advice for various styles, finishes, and parts of acoustic and electric guitar, bass, banjo, and ukulele. Users click through a series of questions to focus in on the specific instrument. Once determined, the next screen highlights the parts of the string instrument offering care tips, product suggestions, and demonstration videos showing how to take care of that specific part or area. For example, click on the "fretboard" tab and the Product Advisor will ask if your fretboard is finished or unfinished. If you click "unfinished", the next screen shows you a series of wood choices ranging from rosewood to maple to ebony and more. Choose a wood, and then a series of products and tools suggestions are made that work well on that specific substrate.

In addition to the Product Advisor feature, the new website offers a more expansive listing and detail of Music Nomad's 40+ products. Each product now has its own "how to" demo video, action photo shots and testimonials so that customers get a thorough understanding of what the product offers.

ISP Technologies Gives to Notes for Notes

ISP Technologies is proud to be associated with Notes for Notes, a non-profit organization which designs, equips, and staffs after-school recording studios inside Boys & Girls Clubs and after-school sites offering youth the opportunity to explore, create, and record music for free.

Started as the brain child of Philip Gilley and Roderick Hare the first Notes for Notes studio opened in 2007. As the Notes for Notes movement continues to grow, Gilley and Hare are proud to have 12 studios now, ranging from Santa Barbara to Nashville to Detroit with another seven on the way around the country. Detroit is actually the first Studio outside of a Boys and Girls Club, but it is located inside the S.A.Y. Detroit Play Center and was built in



conjunction with Mitch Albom; renowned author, radio personality and founder of the S.A.Y. Detroit charities, along with other notable companies and individuals.

After contacting S.A.Y. Detroit to see how ISP could get involved with a local charity, ISP was directed to Gilley. ISP donated a Bass Vector 210 powered cabinet and a Beta Bass Pre-amp Pedal to the cause.

Although only a small donation in the grand scheme of things, ISP Technologies will also be donating the same set up to the Atlanta Notes for Notes studio, and perhaps other gear as the need arises. For more information on Notes for Notes, visit notesfornotes.org, and for more information on ISP Technologies, visit isptechnologies.com.

Alfred Music's Danny Smolenski Wins Don Eubanks Publisher Representative Award

Alfred Music's Senior Sales Representative, Danny Smolenski was the recipient of the 2016 Don Eubanks Publisher Representative Award at the annual Retail Print Music Dealer Association (RPMDA) Convention in April.

The Don Eubanks Award was established to honor a commercial member sales representative for excellence and outstanding service to RPMDA dealer members, as well as to commemorate founding member and Dorothy Award winner Don Eubanks, one of the most loyal and staunchest supporters of the organization. Throughout his music industry tenure, Eubanks cultivated lasting friendships with many publishers' sales representatives, knowing that their relationship with each other would be one of the most important assets he could have, both personally and in business. Candidates are nominated by the membership and the honoree is selected by a committee of three retail members.

Andrew Surmani, Chief Marketing Officer of Alfred Music said, "There is nothing more valuable to a profession-



Danny Smolenski was the recipient of the 2016 Don Eubanks Publisher Representative Award at the annual Retail Print Music Dealer Association.

al than being honored by a group of your peers. When you think of all the candidates that could be considered for this prestigious award, it's a group of exceptional people. We are so proud that Alfred Music's own Danny Smolenski was the one honored this year by the print music industry, and it's a testament to his incredible sales and people skills. Danny joins another Alfred Music past winner of the Don Eubanks award, Elisa Palladino." This award is in addition to another industry recognition that Danny earned this year, his Vendor Representative of the Year Award from West Music."

With Navajo Craftsmanship, Cloud Microphones Receives Presidential 'E' Award for Export Excellence

U.S. Secretary of Commerce Penny Pritzker presented Tucson, Arizona-based Cloud Microphones with the President's "E" Award for Exports at a ceremony in Washington, D.C. The President's "E" Award is the highest recognition any U.S. business entity can receive for making a significant contribution to the expansion of U.S. exports. Cloud is exhibiting their full product line at this year's Summer NAMM Show, happening today through June 25 at the Music City Center in Nashville, Tennessee.

Cloud Microphones is a manufacturer of top-tier ribbon microphones for professional recording, as well as the popular Cloudlifter line of Mic Activators. The ribbon microphones are based on handmade technology that was first commercialized by RCA in the 1930s, but modernized by Cloud for today's most demanding applications. Ribbon microphones continue to be highly desirable for their extremely natural reproduction of vocals and other acoustic sound sources.

The Cloudlifter line breaks out the patented amplification circuitry found within Cloud's ribbon microphones into a stand-alone single- or dual-channel box or four-channel rack-mount unit intended to be placed inline between microphone and mic preamp. Cloudlifters dramatically improve the performance of commonly used microphones — even low-cost dynamic mics — for recording, broadcasting, public address, live sound, and many other applications.

Headquartered in Window Rock, Arizona, the Navajo Nation is the largest sovereign tribe of Native Americans in the U.S., with contiguous land spanning southeastern Utah, northeastern Arizona, and

northwestern New Mexico. All of Cloud Microphones' circuit boards are manufactured in facilities located there.

In 1961, President John F. Kennedy signed an executive order reviving the World War II-era "E" symbol of excellence to honor and provide

recognition to American businesses who export their products abroad. At the awards event, Cloud Microphones was among the 123 U.S. companies Secretary Pritzker honored with the President's "E" Award due to their outstanding work and products reducing barriers to overseas markets and opening the door to more trade around the world.

After receiving the "E" Award in Washington, DC, Rodger Cloud and company returned home to receive further accolades from Tucson mayor Jonathan Rothschild and Christina Parisi, International Trade Specialist for the U.S. Commercial Service.



Left to right: Jordan Prather of Cloud Microphones, U.S. Commercial Service International Trade Specialist Christina Parisi, Cloud Microphones founder Rodger Cloud, and Tucson, Arizona mayor Jonathan Rothschild.

cloudmicrophones.com

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sound culture

Reverb.com Reports 20% of Used Pedal Sales are 'Flips'

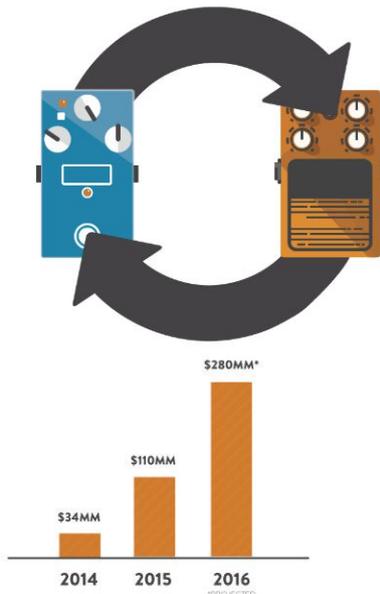
Flipping gear to make music and money is a growing trend among musicians.

Reverb.com reports that 20 percent of all used effects pedal sales on the music gear marketplace appear to be "flips". Having launched just over three years ago, Reverb.com is now the most visited music gear website in the world with over 7 million monthly visits — with that comes some interesting data. The growing prominence of "flippers" is just one of the latest trends that Reverb is seeing as part of a larger trend toward music gear liquidity.

Reverb defines a "flip" as the sale of a used item that was previously purchased (new or used) on Reverb. According to Reverb Director of Marketing, Chrissy Hansen, "There are two common reasons a user might flip a pedal. One, they want to experiment with it for a bit, then sell it to try something different. This is something we empower musicians to do — try things without a lot of risk. It really changes the way musicians see gear. It doesn't have to be a long-term investment. The second reason is simply to make some extra money."

Reverb.com Overall Stats

- 7 million visits per month
- 60k orders per month
- 2016 projected sales \$280mm (2015 was \$110mm // 2014 was \$34mm)
- 450k live listings
- 600k active users
- Across all instrument categories, sales are split 80% used // 20% new



Reverb Effects Pedal Market

- 60k live effects pedal listings (13% of total listings)
- In the Effects Pedal category, sales are split 75% used // 25% new
- 20% of used pedal sales appear to be "flips"

Top 10 Flipped Pedals

- Electro-Harmonix Soul Food
- TC Electronic Ditto Looper
- Strymon El Capistan
- Electro-Harmonix Micro POG
- Strymon Timeline Delay
- MXR Carbon Copy Analog Delay
- Xotic EP Booster
- TC Electronic Hall of Fame Reverb
- Paul Cochrane Timmy
- JHS Superbolt

Jakob Winter GmbH Germany Opens Sales & Marketing Office in the United States

Jakob Winter is a European manufacturer of instrument cases. The "GreenLine" product series has been hugely popular in Europe and around the world and is sold in more than 100 countries. The new office is located close to Tampa, Florida.

The GreenLine Cases use natural fibers and modern environmentally friendly production methods. The result is an extremely light, yet sturdy case that features high impact resistance, is water repellent, and unaffected by high and low temperatures.

In addition to using "green" materials like 100 percent cotton velvet for the interior it should be noted that no glue is used in the production process. The outer shell and the finished interior are form fitted pressed together in the so called "one-shot" process and create a case that does not emit any VOC's.

Check out the GreenLine cases at Summer NAMM.

jakob-winter.com/en



Vic Firth Welcomes Benny Greb to Their Growing Artist Family

Vic Firth Company is proud to announce that Benny Greb has chosen to join the Vic Firth artist family.

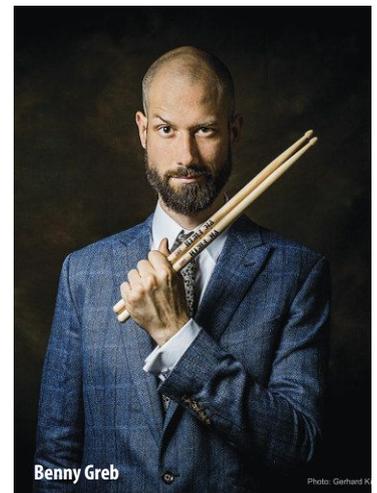
Benny Greb's is known as a "drummer's drummer" in the truest sense – pushing the envelope of what is possible with his technical ability, musicality and inimitable style. In his continuing quest to break new ground, Benny has brought his immense talent to Vic Firth in search of The Perfect Pair.

Joe Testa, Director of Artist Relations for Vic Firth Company, has known Greb professionally and personally for many years. "It is always refreshing and inspiring when an artist can stand out as a beacon of light in a very noisy and flash-driven world. Benny's taste, artistry and approach to the instrument re-

mind us what musicality is all about. We couldn't be more honored to have him playing Vic and officially joining the family."

Greb was recently recognized by the Deutsche Phono-Akademie for his outstanding musical achievements with an Echo Award for "Instrumentalist of the Year". In addition to his resume as a performer, composer and bandleader, Greb is also a very talented and passionate educator. He shares his approach to the drums in his award-winning educational products "The Language of Drumming", "The Art and Science of Groove", and his worldwide drum camps "The Benny Greb Master Sessions".

vicfirth.com



Benny Greb

Photo: Gerhard K.

Players Music Named Distributor for Lizard Spit

Players Music LLC has been appointed exclusive distributor for Lizard Spit products. The exclusive territory will cover the U.S., Canada, E.U. countries, and Australia.

The company's highly acclaimed flagship product, Lizard Spit Guitar Polish, is widely used and recommended by retailers, musicians, techs and guitar makers worldwide. The very popular Lizard Spit V.I.P. Vintage Guitar Polish has become an essential item for owners of older guitars and is specially formulated to protect and nourish nitrocellulose lacquer finishes found on most vintage stringed instruments.

"Lizard Spit is an ideal fit for Players Music," stated Terry Lewis, VP of Sales and Marketing. "With its eco-friendly and high-performance blends, the line is a perfect complement to our own assortment of popular instrument care products which we supply under our own brand and for various other sellers. It is also an opportunity to further develop our OEM and private branding channels, and to collaborate on the development of new products as well."

Dealers and suppliers may begin ordering Lizard Spit products from Players Music at Summer NAMM and the products will be incorporated into the Players Music wholesale distributor catalog by mid-July.



playersmusic.com

RS Berkeley Welcomes Wayne Shorter to the Roster

RS Berkeley would like to welcome jazz saxophone legend Wayne Shorter to its family of artists.

"The Virtuoso Sax has the efficiency qualities which can present the player with unlimited choices of musical expression." Wayne Shorter – 2016

rsberkeley.com



Wayne Shorter and his Virtuoso Saxophone by RS Berkeley



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MMR GLOBAL



by Ronnie Dungan

Former Orange Amps Sales Head Goes It Alone

Erstwhile Orange Amps sales chief, Antony Gunter, has re-emerged with a new start-up and is handling sales for U.S. firm Boutique Amps in Europe.

The new company is called G4 Sales Management and will be handling Boutique in mainland Europe and Scandinavia.



Antony Gunter

Avi El Kiss of Boutique Amps commented: "We are extremely excited to have G4 Sales Management representing on all of our

brands in Europe and Scandinavia. We have been looking to fill this position for a very long time but could not find someone with the experience, reputation and knowledge of this territory that can handle the variety of great brands under our umbrella - until now. With Antony at the helm our dealer interaction, marketing, promotions and service will be improved substantially as we look to expand in this market."

"I am delighted to be working with Boutique Amps, added Gunter, "and would like to thank CEO, Eli El-kiss, vice president, Avi El-Kiss and the whole Boutique Amps team for their confidence in my new venture. Boutique is an amazing USA company with some world renowned brands including Friedman, Morgan, Bogner Pedals, Egner, 65 Amps and B-52 Pro Audio, to name but a few, and I look most forward to working with Boutique and the exciting times ahead!"

Rotosound Expands Distribution Business with Exclusive TMA Deal

Rotosound Manufacturing has opened up a new third-party distribution operation, and has immediately taken on U.K. exclusivity of The Music Alliance catalogue of more than 17,000 products and accessories.

As well as TMA's extensive Boston range of guitar parts and accessories, which numbers more than 4,000 individual lines, the deal also means Rotosound will be distributing the Richwood and Mayson acoustic guitar lines and Korala U.K.uleles.

Dutch distributor TMA is a European cooperative of distribution companies, combining purchase and sales power. The two companies have a long-standing relationship, with TMA acting as Rotosound's exclusive distributor in Benelux

Its large central and continually updated database feeds all its partner websites, sales personnel and customers with variable stock positions, new products and any price movements.

TMA boasts a central warehouse of 110,000 square feet situated in The Netherlands and reaches 4,500 stores. The range covers 29 exclusive brands with over 60 additional brand names available. New products are continually added to the line-up.

The new range will be immediately available from Rotosound's on the road network of sales reps and through a new portal added to its website at themusicaliance.co.U.K.. The deal signifies a huge expansion of the iconic string manufacture's product offering.

Rotosound chairman, Jason How, explained: "This is a fantastic opportunity to maximize our sales reps who are on the road visiting all our long-established Roto-



sound accounts.

"We have had in place the same system for over 40 years which works very well and this will be the icing on the cake to offer a fantastic super-fast service and a complete catalogue that is attractive to every music shop.

"The Boston Guitar Parts catalogues is one of the finest available and will be especially useful to guitar builders and luthiers.

"Over the years we have dabbled in distributing other brands going back to the 1960s and 70s with Pro Mark, Orange, SWR and Spector. They are all great brands but they don't fit in with our string sales and accessories in the same way as the TMA catalogue."

Jesper Van Beek, export manager at The Music Alliance added: "We think Rotosound are perfectly suited to be our exclusive partner in the U.K. because of their extensive knowledge of the local music market, national distribution network and passion for the music industry.

"They have become an institution in the U.K. over the past 58 years and are always looking to improve. We feel that our line of Boston accessories fits their portfolio of World famous music strings very well. Our extensive line of products combined with Jason's passion and experience will have a synergetic effect in the U.K."

New Portuguese Partner for Audio-Technica

Audio-Technica has announced Portugal's Total Music as non-exclusive distributor for its MI and entry-level installation products in the territory.

Based in the city of Braga, in the northwest of Portugal, Total Music's catalogue already includes Tascam, KRK Systems, and ART.

Audio-Technica export sales manager Dré Klaassen said: "Total Music has a great deal of expertise in the MI and entry-level installation markets in Portugal and we're delighted to be working with them to develop Audio-Technica's business in the country."

Sérgio Azevedo, director general and CEO, Total Music, added: "We are honored to be adding Audio-Technica to our portfolio, and the Total Music team are looking forward to putting all of our expertise and efforts into building the brand in Portugal."

Inside Information

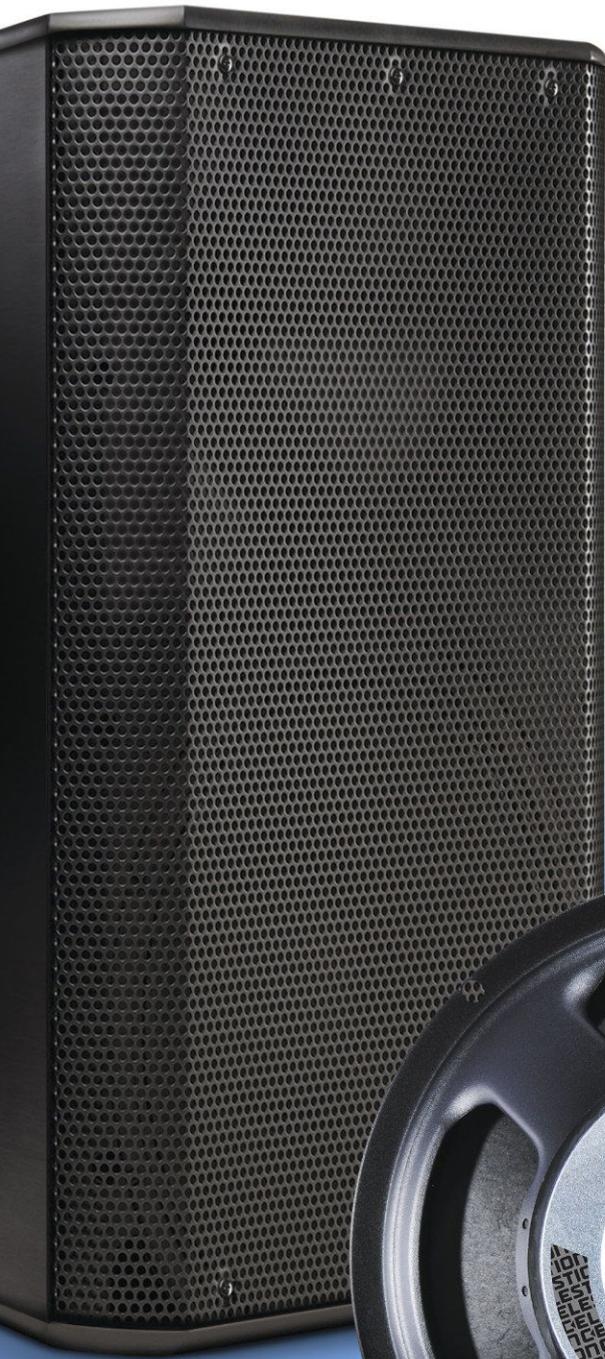
The biggest names in PA load their cabs with Celestion Pro Audio Drivers

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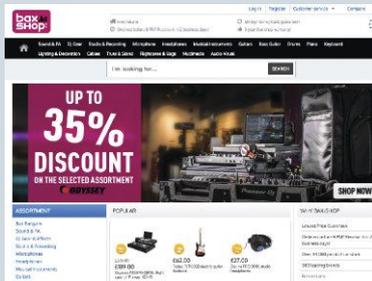
CELESTION

Bax Expands, Tweaks Name

Dutch online retailer Bax-shop is changing its name to Bax Music and expanding its presence in Europe.

The retailer has just opened an online store in Italy, its seventh in Europe.

The firm opened a site in Spain a few weeks ago, and is now active in the Netherlands, Belgium, France, Germany, the U.K., Spain and Italy and, according to the company, Sweden will follow soon.



“We have colleagues from Germany, the U.K., France, Italy, Spain and Sweden. We often hear from our French and English customers, who are usually pretty critical, that they didn’t expect we are located in the Netherlands, so for us that’s prove we come across as locals in the eye of the consumer”, said the firm’s Linda Blommaert.

The company ships all of its products from its HQ in Goes. It has a staff of more than 400 across Europe and aims to deliver within two business days. In the Netherlands, customers ordering before 1pm, can get same day delivery.

“For us, Bax-shop isn’t just a shop. It’s all about music”, said owner and director Jochanan Bax. “That’s why we are proud to show the new logo with the styled equalizer. With the name Bax Music and the equalizer we literally add more music to our branding. An equalizer amplifies the music and gives more color to it. And that’s exactly what we want to do.”

The firm also has three physical stores – two in the Netherlands and a third in Antwerp, Belgium. There are plans to open a fourth in Amsterdam, soon.

New Indian Partner for Renkus-Heinz

Renkus-Heinz has appointed Acoustic Arts as its Indian distributor.

Based in New Delhi, Acoustic Arts was founded in 1999 and is one of the country’s leading AV solutions providers, providing turnkey solutions, design, and project management to audio and video professionals throughout the Indian subcontinent.

“We are truly pleased to welcome Acoustic Arts to the Renkus-Heinz family”, commented Karl Brunvoll, vice president of International Sales. “They are a company dedicated to delivering the finest in technology and unparalleled support



- the same values that Renkus-Heinz was founded upon. We look forward to a long and productive relationship.”

“Renkus-Heinz is one of professional audio’s most legendary brands, and an undisputed leader in innovation,” added Acoustic Arts Director Sidharth Chhibber. “Acoustic Arts has

long been associated with the world’s leading technology providers, and our vast network of professional systems integrators and resellers expect nothing less. We know they will be as delighted as we are for this new association. We are proud to be associated with Renkus-Heinz, and excited to be working together.”

Future Closes *Drummer* Magazine

Future Publishing is closing its recently acquired *Drummer* magazine, purchased as part of the Blaze Publishing acquisition, with the August issue set to be the final edition.

Last month, Future bought out Blaze Publishing and it’s full portfolio of music titles and events, which included *Acoustic Magazine*, *Bass Guitar Magazine*, *iDrum* and *Drummer*, along with The London Acoustic Show, The London Bass Guitar Show and The London Drum Show.

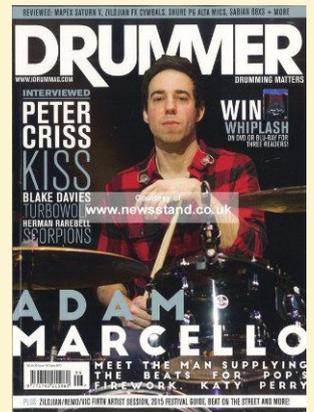
However, as part of its expected consolidation it is ceasing publication of *Drummer* magazine, while digital title *iDrum* will receive increased investment.

Editor-in-chief of Future’s music magazines, Daniel Griffiths, will expand his remit and will now oversee the enlarged music portfolio.

Joe McEvoy, managing director, magazine division at Future, said: “We welcome the teams from Blaze and look forward to working with them to develop their brands and introduce them to new audiences as part of the most exciting music portfolio in the world.”

Clare Dove, commercial sales director at Future, added: “The introduction of these hugely respected and established brands to our market leading portfolio, allows us to offer even greater opportunities and reach to our clients.

“The events in particular are an exciting new addition and have an exciting and natural cohesion with all of our brands.”



Holy Grail Show Confirms Line-Up

The exhibitor list for the 2016 Holy Grail Guitar Show has been confirmed, with 135 different luthiers showcased at the Berlin event.

Now in its third year, the invitation-only show gives luthiers across Europe the chance to display their works and interact with guitar enthusiasts. There are also lectures and live demo concerts.

In addition to familiar faces from previous shows, there will also be instruments on display from new exhibitors from as far afield as Turkey, Argentina, Singapore, Lithuania and Canada. The show takes place at the Estrel Hotel in Berlin, from 8th-9th October.

You can see the full list of exhibitors at holylgrailguitarshow.com/exhibitors.

Report Maps Synth Market Share

Technavio has announced the top five leading vendors in its recent global music synthesizers market 2016-2020 report.

The report names Casio, Korg, Novation, Roland and Yamaha as the market leader and also lists 11 other prominent vendors that are expected to impact the market during the forecast period.

"The global music synthesizers market is highly competitive due to the presence of limited number of leading vendors. Advances in technology and changing consumer preferences are major risks for vendors in the market. Vendors are competing on the basis of product differentiation, portfolio, and pricing. Established vendors are investing in designing, developing, planning, expanding the existing music synthesizers, and acquiring new players to maintain their position in the market. Casio, Korg, Novation Digital Music Systems, Roland, and Yamaha are the leading vendors in the market," said Ujjwal Doshi, lead analyst at Technavio for consumer electronics research.

Korg Launches In-Store Tuner Displays

Korg has launched a new piece of high-tech POS – a wall mounted in-store tuner display.

The new display is designed to allow retailers to show off the firm's wireless WDT1 tuners. Based on the Pitchblack Pro rack tuner, the WDT1 is a fully functional tuner that not only acts a point-of-sale display but, due to its wireless transmitter clip, can also tune any guitar in the store from feet away.



FBT Moves to New Headquarters

FBT Audio has moved its U.K. base to new warehouse and office premises in Rochester, Kent.

MD Mark Parkhouse said, "Sales of FBT audio products and JTS microphones have increased so much during the past year that we had run out of space in our previous facility. What we needed most was a considerable increase in warehouse space so that we can make more products

available for quick delivery. We have particularly increased stocks of FBT's growing installation and touring range of products, enabling us to offer next day, and even same day, delivery in some cases."

The firm is now located at Unit 16, Stirling Park, Laker Road, Rochester Airport Estate, Rochester, Kent ME1 3QR. The company's telephone number remain unchanged: 44 0203 598 5162.

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Trade Regrets

In early June, NAMM's Dan Del Fiorentino wrote:

Mary Henkin passed away on May 30 in Elkhart at the age of 87.

She was well known in the band and orchestra business as the hostess with the most-est. Along with her husband, Danny, they put on extravagant parties that were still talked about 30 years later. However, what many may not know is that she was half owner of all of her husband's musical instrument company endeavors. At the peak of their careers in the industry, they owned 26 music companies including CG Conn, Armstrong Flutes, King Band Instruments and Slingerland Drums. The couple were married in 1956 while Danny was working as the ad manager for G. Leblanc.



On June 15th, we received the following message from NAMM's Dan Del Fiorentino:

Hugo Schreiber passed away peacefully yesterday at home with his two daughters by his side. He was 88 years old.



Hugo, along with his brother and father, formed the W. Schreiber Music Company in Germany in 1946. In very difficult post war years, Hugo oversaw the expansion of the market and guided the company's import and export business. He served as president of the company when it was taken over by Tolshan Musical Instruments in 1968 and in the 1980s by Boosey & Hawkes. He was a role model to many for his integrity and his dedication to his customers and his employees.



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ON THE MOVE

KHS America

has announced the appointment of **Jerry Goldenson** as VP of Business Development.



Goldenson is an industry veteran with over thirty years of experience in a wide range of business roles and responsibilities inside and outside the musical instrument industry. Goldenson's industry background includes 10 years in music retail, director of Sales and Marketing for SONOR U.S.A. and regional sales manager for Mapex Drums. Most recently Goldenson served as VP of Sales for Pearl Corporation, leading Pearl's sales efforts in school percussion, flutes and combo drums.

CEO of the **PRG Music Group**, **Mickey Curbishley** has announced that he will be leaving Production Resource Group as of June 30, 2016.



As CEO of PRG's Music Group, Curbishley oversaw business development and client support for concert tours, special events, television, and other music-related projects around the world.

Curbishley began his career in the music industry touring with many popular artists including Elton John, Eric Clapton, Phil Collins, George Harrison, Frank Sinatra, Judas Priest, AC/DC, and Prince. Leaving the road in 1994, he joined Light & Sound Design (LSD), where he eventually became co-owner of the esteemed company. With PRG's acquisition of LSD in 1998 Curbishley joined PRG. Throughout his time at PRG Curbishley filled leadership roles for the Concert Touring Division including president, global president, and most recently the CEO of PRG Music Group. Under his guidance PRG's global concert tour-

ing grew into the worldwide leader providing production technology to some of the biggest and most influential artists in the music industry. In the past several years Curbishley oversaw the formation of the PRG Music Group, focused on providing integrated video and lighting solutions for tours, festivals, and concert events around the world. Curbishley helped integrate and merge the leading industry veterans and technology expertise of PRG and Nocturne.

The **Music People (TMP)** has welcomed **David Henry** as national accounts manager-Pro Audio, as of June 1.



Working out of the company headquarters in Berlin, Connecticut, Henry will attend trade shows, manage customer accounts and work closely with our team to maximize product offerings, among other duties. He has decades of experience in retail sales, sales-team leadership and the practical application of pro audio products.

Henry began his career in music sales at Melody Music in Hartford, Connecticut. In 1994, he transitioned into a management position at Lasalle Music where he participated in high volume retail of professional audio products and developed his system design and integration skills. Henry further advanced his career as owner of New England DJ & Amp Audio Supply, where he managed a sales force specializing in musical instruments and pro audio products.

Yamaha Corporation of America, Institutional Solutions Group (ISG), welcomes music industry veterans **H. French Forbes III** and **Domenic Cicchetti** as regional managers for the southeast and northeast regions,



respectively.

Forbes most recently served as executive director – vice president for the Deep South Cancer Foundation. There, he oversaw the foundation's entire program, comprised of 13 hospitals within a five-state region.

Cicchetti previously served as district manager for Steinway & Sons authorized dealers in the northeast region of the United States.

St. Louis Music (SLM) has appointed **Phil Baughman** to the position of product manager of E.K. Blessing.



Baughman becomes the first overall steward of the E.K. Blessing brand since its acquisition by SLM in 2015.

Baughman is a 27-year veteran in the industry, with experience in retail, management, marketing, and manufacturing.

As product manager of Blessing, Baughman will be shepherding every aspect of the brand, from product mix and development, to message, direction and long term strategy.



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Sweet Philly Soul

As the fifth most populous city in America and the second largest on the East Coast, Philadelphia is an economic and cultural force. Additionally the city's rich musical history – ranging from classical to R&B to soul to hip hop and more – coupled with a large college-level student concentration makes for an active MI scene, both for retail and supply.

The city struggled just a few decades ago (nearly approaching bankruptcy in the 1980s), but since the late 1990s has been experiencing an economic resurgence. "Gentrification" is the word of the day in many once-blighted neighborhoods, as the city and surrounding area is seeing new businesses flourish and new construction redefine the skyline. Metro Philly is way more than just *Rocky* and cheesesteaks (although those are both great!). Read on to hear what some area dealers and suppliers have to say about the area.

By Charlene Arsenault, Sharon Paquette Lose, and Christian Wissmuller

Hoshino USA

1726 Winchester Rd
Bensalem, PA
Ed O'Donnell



Ed O'Donnell

Can you describe some of the advantages specific to operating within Philly?

The Philadelphia area is considered the second largest college market in the U.S. With over fifteen colleges and universities within the city limits, combined with another thirty plus in the surrounding counties, the area attracts a young and enthusiastic culturally oriented population. We have a highly educated workforce with several employees possessing music degrees.

Strategically located between New York and Washington, D.C.,

Philadelphia is within a one-day drive to 40 percent of the U.S. population. This gives us quicker shipping to a large segment of our customers. Another big plus is the Philadelphia airport. This is a major hub for several airlines, which enables us greater flexibility to connect with our dealers easily and more often.

Metro Philadelphia – particularly the city, itself – is undergoing something of a Renaissance. How has the changing economic climate in the area affected Hoshino USA?

With more opportunities for college graduates, the workforce has stayed vibrant, with many students choosing to stay in the area after completing their studies. The public transportation infrastructure is considered excellent in Philadelphia; always ranking in the top 10 nationally. This has been a benefit to our younger employees who prefer to commute by public transport. The economic turnaround has not been victim to the traffic congestion that other major metros are experiencing. Another big plus for businesses located in the region is the housing affordability, especially when compared to other east coast cities like Boston, New York and Washington.

Sam Ash Music

Multiple Area Locations
Sammy Ash

Can you discuss some of the challenges that go along with operating as an MI retailer in the Philadelphia area?

Our first location was our Cherry Hill, New Jersey store which opened in 1992. As soon as the people of Philly found out there was a major retailer in town we had a huge hit on your hands. It was the first retailer worth leaving Philly proper for. Cherry Hill is technically in New Jersey (about two miles from the Ben Franklin Bridge), but it is considered a suburb of Philly. Great store and great staff and, guess what, about two years later GC opened about 150 feet away – go figure. The market was dominated with a few retailers that were battling it out and several of them have since closed.

King of Prussia, I had never even heard of the place, our VP Barry Horowitz said it was *the* place in Philly to look, so we all hopped into two cars and went. We felt it was advantageous to be as close to the KoP Mall (one of top Malls in the U.S. at that time) as possible. The location we picked is about a half mile from the Mall's entrance with amazing store frontage and visibility. Everything was and still is great. It was a 25,000 sq. ft. location. and Not too long afterwards, GC opened up nearby, which they usually do after we break new ground.

Our last store to open was in the Franklin Mills Mall which was hot. The mall went on hard times with a lot of closures. They have put a lot of money towards improvements and to attract new anchors. It has since bounced back and we are once again doing well. And, as history proved, GC opened a location very close to this one, too.

What are some of the key advantages specific to operating within Philly?

Though Philly is smaller than NYC it has a lot of attributes that NYC has: diverse population, upscale neighborhoods, great musical community, and a lot of domestic tourism. We don't see much of the tourist traffic like we do in Manhattan or Hollywood,

but it is there and has grown every year we have been doing business.

How has the changing economic climate in the Philadelphia area affected Sam Ash?

It has a residual effect and then a positive one in a backlash. Like any major city going through an improvement (like Boston did), construction going on and it is a pain to navigate. That is keeping a lot of our local patrons shopping local. Why go in town, fight the traffic, parking, and attitudes that come from construction when you can get great service, selection and pricing where you live? We have been seeing a lot of new customers come in through our doors according to my staff. We feel that the effects in the long run will be quite positive for the city and Sam Ash Music.



Sam Ash's King of Prussia store



The Cherry Hill store

DiPinto Guitars

407 E. Girard Avenue
Philadelphia, Pennsylvania
Chris and Sophy DiPinto

What are some of the upsides to operating an MI retail store in Philly?

Philly is a happening city with lots of live entertainment going on. There are many venues, of all sizes, within a mile radius of our store. Touring musicians are constantly coming through the city to play at places such as The Electric Factory, The Troc, The Union Transfer, Johnny Brenda's (which was featured in the latest "Rocky" movie) and the new Fillmore, just to name a few. The city is also a very affordable place to live, and musicians and bands move here for the cheap rent and vibrant music scene.

Could you describe the typical DiPinto customer?

DiPinto Guitars is known for expert repairs for fretted instruments, amps and keyboards. We have a trusted reputation of being one of the best in the area. This brings in a lot of younger work-

ing musicians playing locally or on tour. We service many bands that make Philly their home, including Kurt Vile, The War on Drugs, Doctor Dog and many others.



Sophy DiPinto

What are some of the challenges of operation as an MI retailer in the metro Philadelphia area?

Because retail space is so expensive in the city, we don't have a lot of space. Customers looking for a lot of accessories or print music or books are often frustrated that they have to go out to the suburbs for those things.

THOM CARROLL/PHILLYVOICE.COM

Ken Smith Basses, Ltd

420 Race Street
Perkasie, Pennsylvania
Ken Smith



What are some of the upsides to operating as an MI manufacturer in Pennsylvania, both in the state, and particularly in Perkasie?

The cost of living and expenses are cheaper all around. When I was renting here and in New York at the same time, my rent in NYC for 2,000 square feet with no parking was 30 percent more than my 10,000 square foot building here with parking. Taxes are lower. For state and local, it was close to 10 percent in NY and here was less than half. And so on.

What are some of the challenges of operation as an MI manufacturer in the Philadelphia area?

Greater Perkasie is 2.6 square miles. Not related to the area at all, but being out of a big city and situated where we are, people can park! My lot, I own it, fits about 30 cars. I can drive from here to the

GW bridge or other crossings in 1.5 hours and another 1.5 hours for the next five miles until I am in the city. Here, none of that. It's like Mayberry in the '50s. You pick what you want to put here, but it's like being in the country as compared to NYC.

What inspired you to develop your own bass?

My 18th century Italian double bass. As a player working in NYC playing both electric and upright basses, I wanted an equal quality and performance electric to match my old Italian. They say, "If you can't get it done right, do it yourself!" The rest is history.

Breezy Ridge Instruments

PO Box 295
Center Valley, Pennsylvania
Mary Faith Rhoads-Lewis



What are some of the upsides to operating as an MI manufacturer and retailer in Pennsylvania, both in the state, and particularly in Center Valley?

There is a large percentage of musicians in the area's population so it is a good place to be, both for innovation and expertise. For the most part, Breezy Ridge works with professional musicians who are looking for superior products and services.

Where are your products distributed and can you describe the current range of products do you offer?

Our John Pearse strings are sold and distributed throughout the world. We now have more than 120 composed sets PF strings and make sets to specification from our John Pearse Singles collection. We have wonderful, unique accessories that speak to musicians' needs... everything from armrests, bridge pins and capos to String Wizards.

What inspired you to start the business?

John came to the U.S. from England in 1978, and we started doing concerts together shortly afterward. An accomplished player, producer and performer, he also had designed strings and accessories for players. Trying to prepare for a concert, we were unable to get strings to tune up, and I commented to him that he was the only musician I knew who shouldn't complain because he knew how to make them better. He first designed the Breezy Ridge Hammer Dulcimer for me, hence the name of the company, and then we got into the rest of it: doing concerts at night, selling strings during the day!

Mary Faith Rhoads-Lewis

smallsound/bigsound

150 Cecil B Moore Ave. #3
Philadelphia, Pennsylvania
Brian Hamilton



Can you describe some of the advantages specific to operating within Philly?

Compared to some of the other cities I've lived in (New York and Boston), Philadelphia has a much lower cost of living which is a huge plus for a small business. Consequently, it feels like in the past few years there has been a tremendous amount of creative people moving to Philadelphia as they have possibly been priced out of more expensive cities. Not only has this led to a robust music and arts community where smallsound/bigsound is one of only a few local MI manufacturers, but it offers more opportunities to collaborate with local artists or musicians and work with crafts-people.

How has the evolving economy in Metro Philadelphia affected your company?

While it hasn't yet played a major role, there are some advantages as I stated above, as the influx of musicians and overall boom has created a larger network of young musicians to connect with. That being said, I have plans to open a brick and mortar location in the next year so I anticipate the continuing Renaissance will play a major role in the success of that venture.

Brian Hamilton

The Classical Guitar Store

2038 Sansom Street
Philadelphia, Pennsylvania
Bill Newman



Bill Newman

What are some of the challenges of operation as an MI retailer in the Philadelphia area?

There are NO challenges as a retailer that I can think of related to being located in Philadelphia. We do, of course, suffer from the large encroachment of Internet sales on our brick-and-mortar business as well as the smothering effects of the big-box music retailers. Dealing with these two issues is an ever-present necessity, although we are, I think, insulated somewhat from the full impact of these due to our “niche market” situation. In our 50 years here we have witnessed the closing of almost all of the other music stores located in center-city Philadelphia.

Can you describe some of the cultural advantages?

We benefit greatly from being in Philadelphia due to the city’s great cultural institutions, orchestras, universities, conservatories, etc. It is a thriving economic and cultural center. Located in the center of the city, we benefit also from a good subway/rail/bus system, as well as a relatively sane traffic situation. There are many parking facilities (not free) around the store as well as on-street parking (not free).

How has the changing economic climate in the area affected your store?

The changing economic situation in Philadelphia – the building boom and relatively robust economy - have increased our business somewhat due to more people moving into the center city area who, living nearby, will take guitar lessons or buy strings. However, as mentioned earlier, we are a “destination” business that customers will seek out, wherever we are located.

How long have you been in your facility and can you describe it?

The Classical Guitar Store has been in Philadelphia for almost 50 years (1967). We have been at our current location for 25 years. We occupy a relatively small 3-story brick building with approximately 1500 square feet on 3 floors.

Our business has always been a “niche” business. We sell only nylon string classical guitars. We have flourished for so long due, we think, to our reputation, expertise and knowledge of our product – fine concert and student model (classical) guitars. The Guitar Store has also been a mainstay/pillar of the classical guitar community in our mid-Atlantic region.



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Ray Legnini



What are some of the challenges of operation as an MI manufacturer in the metro Philadelphia area?

The biggest challenge is that we are a small privately owned business that designs and manufactures pro audio gear being made entirely in the United States. When it comes to cost and scale we can't build hundreds of thousands of the same product, like some other companies who ship labor out to foreign countries.

When we do something it has to be done right the first time, with little room for error. The product design, circuit board layout, and acquisition of parts all takes time. Some of our products have thousands of parts and they all need attention.

How has the changing economic climate in the area affected your business?

We're still feeling the results of the recession because our business is all over the country. Sometimes its project based and can be anywhere from six months to two years in the making. A design and build for a performing arts center or a school is a longer cycle time than a Broadway show which has a faster turn-around. There has been some carry over from the recession due to that timeline.

South Street Sounds

1531 South St
Philadelphia, Pennsylvania
Jeff "Jason Jeffries" and
Leona Woloszyn



Jeff "Jason Jeffries" and Leona Woloszyn

What are some of the challenges of operation as an MI retailer in the metro Philadelphia area?

The main challenge is competing with the Internet. With phones and technology nowadays people can check your prices instantly and so we need to be constantly in touch with what things are selling for online. Parking can be a challenge in this area of Philly on South Street. A lot of studio clients come in about 15 minutes late because their suffering to find parking. For now, my place still has a decent amount of parking but the city recently took three parking spots away for bicycles and one for an outdoor "parklet" seating area. Also, the area is changing so much that we are expecting more possible issues with this in the next year; there's a theater called Royal Theater that is slated to be changed into 30 or 40 apartments over the next year. Of course our tax laws make it difficult to run a business here there's, so many ways that we are taxed it's pretty complicated.

How has the changing economic climate in the area affected your store?

South Street Sounds used to be one of a few music stores in the

area. Our initial focus was getting instruments into our customer's hands for under \$150. We've had a lot of success in seeding the market for our music lessons and recording studio. With all the new construction and influx of people our price point has upped from around \$200 to \$250. We've seen an increase in people able to purchase instruments.

We've noticed our clientele changing. We used to cater to a lot of college kids. The musicians that have less to spend, like The University of the Arts students or U Penn. students, are being pushed out of this general area about ten or 15 blocks away because the cost of rent is rising in the immediate area.

There may be a point in time where I have to move the store, although we have no plans of leaving anytime in the near future.

There is so much creativity coming into the area, but I'm not sure I would call it a Renaissance, maybe more of a "Rich-aissance"?

BridgeSet Sound

710 South Street
Philadelphia, Pennsylvania
Steve Harner



Owners Steve Harner and Thao Tran

Metro Philadelphia is experiencing a building and economic boom. How has the changing climate in the area affected your store?

We regularly talk to newcomers that are moving to town and there is an influx of customers who tell us things like; they've just graduated from Berklee or they're wanting to get plugged into the music scene.

We also experience a lot of tourism. We are located on a highly visible tourist street and we offer a welcoming space for musicians; we want tourists to remember their experience at BridgeSet Sound as part of their visit.

The economic climate is effecting us specifically with our pro audio initiative.

We have four models of business that we operate in; our retail store, our music lessons, our e-commerce online store, and our

fourth branch of the business - our audio installation services. With all of the new restaurants and bars popping up around us and in the area in general, we are keeping very busy with that. I have a professional background since 2009 building music education labs in schools across the country. I designed and installed piano labs, recording studios, and music technology labs in schools. Some recent local audio installs I've completed are; Martha - a hoagies and sour beer bar, Ramen Bar 2, Banh Mi and Bottles, and Saint Benjamin's Taproom. We also design and install home recording studios and home theaters for our customers.

Our mission statement is to connect you to music.



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26th

Profile of the American Music Dealer By Christian Wissmuller

A few years ago, *MMR* retooled aspects of our auditing methodology, employing more accurate data collection and analysis tools, which resulted in numbers for 2014 that were, at the time, somewhat at odds with figures presented in previous years.

However, three years into the improved system, we're now seeing relatively few "surprises," with figures largely in line with last year's Profile.

The 26th Profile of the American Music Dealer reports a slight bump in the nation's overall MI store-count, with an overall total of 7679 – up six from 2015's tally of 7673. But while the nationwide count remains nearly level with last year's data, that doesn't mean that everything was "static" in the past 12 months: a number of states saw either sizable increases or decreases.

There were no "bombshell" acquisitions or MI chain closings in the past year, but there were still developments worth noting with respect to retail's biggest player: Despite periodic rumblings of impending doom, Guitar Center continues

to open new outlets at a healthy clip – two in the month of June, alone – but GC also *closed* a location in Terre Haute, Indiana back in May. The decision to shutter that location's doors, however, seems to have been based less in the store's ability to maintain a profit and more due to an inability to come to terms with the landlord regarding lease renewal

Another major force, Sweetwater, purchased Fort Wayne, Indiana's Mynett Music back in December of 2015. Mynett's has been serving local schools and musicians for over 80 years in the area. At the time, Sweetwater founder and president Chuck Surack noted, "Mynett Music is a true Fort Wayne institution. As a saxophone player, I have been a devoted customer for decades and have always been impressed with their first-rate customer service, the quality of their instruments, and their excellent repair work." In additional Sweetwater-related news, the company announced plans to expand even further in the years to come, creating approximately 285 new jobs by 2018.

Here's how the 2016 Profile of the American Music Dealer numbers break down:

Percentage Shares By Product Type

SELLING CATEGORY	2016	2015	2014	2013	2012
Sell Keyboard/Piano/Organ	71%	64%	55%	48%	48.7%
Sell Band & Orchestra Instruments	49%	46%	50%	43%	43%
Sell Drums/Percussion	54%	52%	81%	47%	47.1%
Sell Sound Reinf./Recording Equip.	48%	47%	53%	47%	49.4%
Sell Fretted Instruments	65%	62%	70%	63%	62.2%
Sell Print Music	50%	49%	51%	46%	46.5%

*Percentages listed above are based upon the total number of responses from *MMR* subscribers who identify themselves as retailers, minus a large number of retailers who did not answer the question, "What product categories does your store carry?"

2016 State-By-State Breakdown

	Total Stores 2015	Total Stores 2016	Unit Change
Alabama	111	112	+1
Alaska	23	13	-10
Arizona	113	113	0
Arkansas	79	78	-1
California	1054	1061	+7
Colorado	127	128	+1
Connecticut	111	119	+8
Delaware	22	24	+2
District of Columbia	3	3	0
Florida	374	370	-4
Georgia	245	247	+2
Hawaii	31	15	-16
Idaho	54	47	-7
Illinois	340	338	-2
Indiana	177	189	+12
Iowa	84	85	+1
Kansas	82	75	-7
Kentucky	128	129	+1
Louisiana	88	69	-19
Maine	35	41	+6
Maryland	116	118	+2
Massachusetts	186	229	+43
Michigan	200	192	-8
Minnesota	161	149	-12
Mississippi	58	59	+1
Missouri	162	162	0

	Total Stores 2015	Total Stores 2016	Unit Change
Montana	36	32	-4
Nebraska	56	42	-14
Nevada	54	36	-18
New Hampshire	55	71	+16
New Jersey	196	198	+2
New Mexico	49	35	-14
New York	481	496	+15
North Carolina	220	220	+3
North Dakota	27	29	+2
Ohio	292	286	-6
Oklahoma	92	57	-35
Oregon	125	129	+3
Pennsylvania	347	349	+2
Rhode Island	26	35	+9
South Carolina	113	115	+2
South Dakota	21	21	0
Tennessee	187	190	+3
Texas	454	461	+7
Utah	80	89	+9
Vermont	26	27	+1
Virginia	186	190	+4
Washington	171	175	+4
West Virginia	45	57	+12
Wisconsin	158	164	+6
Wyoming	17	10	-7
Total	7673	7679	+6



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Note From Joe

A Message to our Exhibiting Members: Four Days to Power Your Business in 2017

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As the definitive global gathering of the music products, sound and recording industries, NAMM provides a stable platform for exhibitors wanting to accomplish multiple goals in one dynamic and convenient location. The 2017 NAMM Show is where you can:

- Demonstrate and assess your position in the marketplace
- Connect directly with business partners
- Advance the sales process of obtaining leads and orders
- Conduct presentations and form strategic alliances
- Share your unique stories to media from around the world
- Amplify your message with social media outreach
- Create unique content to facilitate promotions

In addition, face-to-face is still the best way to build relationships, understand customer challenges and hear the kind of feedback that will help grow your business. Exhibiting at The NAMM Show also presents a unique management opportunity to not only determine emerging trends, gather competitive intelligence and understand the evolving business

landscape, but to also improve your team through industry education and interaction, and by establishing the right unified approach for working with customers, handling objections, promoting opportunities and closing the sale. Plus, engaging with the community of NAMM allows you to demonstrate your commitment to the industry, the people and its future.

The NAMM team is always working to find ways to enhance your ROI, and we look forward to exceeding expectations when The NAMM Show returns to Anaheim, January 21–24, 2017. If you have ideas on how we can make this show a more productive resource for your business, as well as our community, please let us know.

We look forward to seeing you in Anaheim!

Joe Lamond
NAMM PRESIDENT AND CEO



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“Everything that’s happening from a products point of view, frankly from the direction of the industry and, quite often, even the direction of music all happens here. I couldn’t imagine being in business and not coming to The NAMM Show.”

Chuck Surack, Sweetwater Sound



The NAMM Show at a Glance



Gathering of the Tribes

Uniting the world's music products, pro audio, sound recording and technology communities creates the definitive platform for conducting the business of music and sound.



Global Community

A true global gathering, with qualified buyers attending from 125 countries and regions.



Buying Businesses

Exhibitors benefit from exposure to a diverse base of buying businesses, defined as retail stores and non-exhibiting distributors.



Buying Power

Collectively, the buying audience at The 2016 NAMM Show yielded more than \$10.7 billion in annual purchases, drawing \$600 million more in buying power compared to 2015.



Buying Decisions

The majority of attendees state their purchase decisions are directly influenced by the products they see at The NAMM Show.



Top 200 Buyers

In 2016, exhibitors had the chance to meet with the country's best retailers, with 87 percent of NAMM members within The Music Trades Top 200 in attendance.



Trendspotting

Attendees use the show to spot trends, giving exhibitors the opportunity to tell their complex brand story.



Media

No other trade show attracts an international media base like The NAMM Show, which draws major TV, radio, newspaper and digital media outlets.



Social Media

Exhibitors have the opportunity to utilize NAMM's reach across social media, extending their brand messages to target customers and extended circles of families and friends.



Content Creation

Exhibitors also can utilize The NAMM Show to create social media content that can be used in real time to reach a broader global audience in their yearlong sales and marketing efforts.

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Profile

32 JULY 2016 • mmrmagazine.com

State Gains



Biggest gains by number of units were Massachusetts, New Hampshire, New York, and West Virginia.

State Losses



Biggest losses by number of units were Alaska, Hawaii, Louisiana, Oklahoma, and Nebraska.

Even (5)



Arizona, Washington D.C., Missouri, North Carolina, and South Dakota

Gains (30)



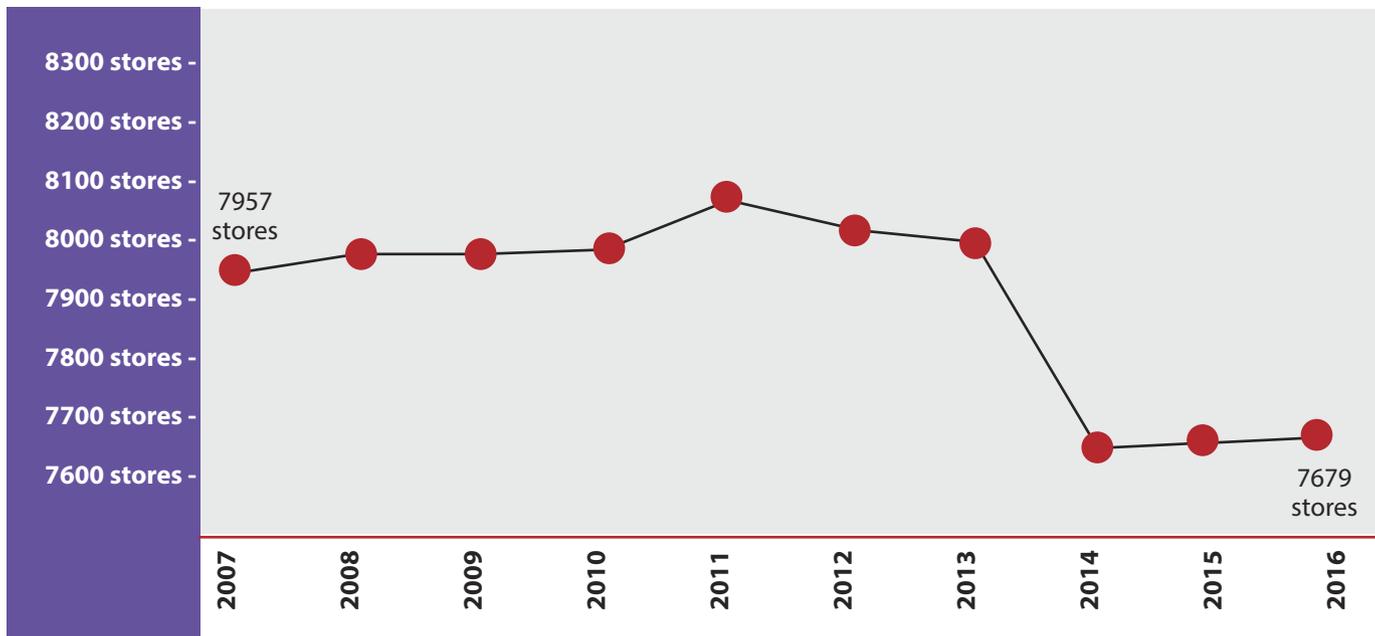
Alaska, California, Colorado, Connecticut, Delaware, Georgia, Indiana, Iowa, Kentucky, Maine, Maryland, Massachusetts, Minnesota, Mississippi, New Hampshire, New Jersey, New York, North Dakota, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin

Losses (16)



Alabama, Arkansas, Florida, Hawaii, Idaho, Illinois, Kansas, Louisiana, Michigan, Nevada, Montana, Nebraska, New Mexico, Ohio, Oklahoma, Wyoming

Ten-Year State Count



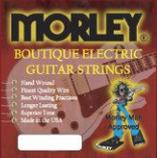
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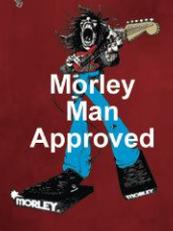



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The Old STOMPING Ground

Guitar & Bass FX Pedal Suppliers Discuss the Market By Christian Wissmuller

Now available in a multitude of sizes and configurations, providing innumerable options for sound manipulation, effects pedals – “stompboxes” – are part of nearly every electric bassist or guitarist’s rig (unless you’re Angus Young). *MMR* recently spoke with a number of suppliers of these popular accessories to get the skinny on what’s driving sales in 2016...

What trends have you been noticing with respect to guitar and bass effects pedals – technological innovations, materials used, sizes preferred, types of pedals gaining or losing momentum?

Mike Matthews: Certain product categories are hot. Loopers are a good example of this and are a product segment that’s captured the attention and interest of players. That’s why we’ve been addressing the looper market with the EHX 360 Nano Looper, 720 Stereo Looper, 22500 Dual Stereo Looper and 45000 Multi-track Looping Recorder, pedals that run the gamut from elemental to really feature laden. Electro-Harmonix actually started the whole looper thing with our 16 Second Digital Delay released in 1982 and though I can’t divulge the details, 2016 is going to be an exciting year for EHX loopers.

Speaking of trends, there also appears to be no end in sight to small, “boutique” pedal makers coming into the marketplace, though I wonder how successful many are. The cost of entry is relatively low and it’s an easy step to take. No doubt that’s a great attraction, especially for someone who has some tech chops. Growing that little startup is the real challenge and requires wearing a whole bunch of different hats, I know!

Over time I’ve also seen a trend toward more and more acceptance of digital technology among pedal buyers. Players have really adopted it and I attribute that to advancements in the technology, algorithms and programming. Put another way, when done right it sounds great and pitch shifting effects like our POG2 polyphonic octave generator and Pitch Fork polyphonic pitch shifter are tremendously popular.

Mark Nelson: It’s interesting how many players today are far less focused on whether a pedal is analog or digital. The latest generation of guitar players doesn’t seem to care about how you get to the sound; ultimately it’s the sound itself that matters to them. They’re not so worried about the technology. There’s also been a swing back in popularity for the more traditional pedal companies. The companies making quality products with longstanding



Korg Pitchblack

Korg Pitchblack Mini

Providence DLY-4

Providence Heat Blaster

Providence Brick Drive

reputations are becoming more of the standard now, with fewer boutique pedal companies emerging. I also think the mini pedal trend is not as popular as it once was. When players started actually using the minis, they realized they're not as practical and sturdy, unless an external switcher is involved. As far as "types" of pedals gaining and losing momentum, we don't think there's a type to call out necessarily; it really comes down to how exciting a pedal is for the player. BOSS's Waza Craft line is doing well with its nod to boutique analog modded-style pedals, but BOSS has many digital pedals that are also doing really well.

Scott Wunschel: What we noticed before we joined the effects pedal market was everybody was going small. Small pedals at small prices seem to be popping up everywhere. There's also the wild graphics craze that's been happening for a couple of years and seems to be growing. Overdrives and distortion continue to be leaders for dealers.

Gary Lenaire: Guitar and bass pedals have been getting smaller. Not only are the pedals decreasing in size, but also the pedalboards they are placed on. Airline weight requirements and overhead space also play a part in this trend. Professional players must plan for travel and smaller pedal boards are becoming more popular. As far as types of pedals, modulation is becoming more popular with players. Chorus and shimmer-type sounds are gaining steam.

David Packouz: The market seems to be reaching a saturation point with the usual effect pedals. There are only so many of the thousands of variations of the same effect that a customer will buy. This provides an opportunity for companies that produce something truly unique and innovative. When we launched the BeatBuddy, we had a bit of confusion at first because no one had ever made a hybrid of a guitar pedal and a drum machine before with the BeatBuddy's powerful live, hands-free beat control capabilities. But once it got into the hands of musicians, the response has been overwhelming.

John Stippell: In my observations, it seems that analog is still king, however many players are beginning to loosen up a bit concerning digital technology. The main reason for this is simply because they sound really, really good and can often be produced more consistently than some pedals that rely on analog components that are often difficult to source in large quantities. Similarly, it seems that players are also willing to sacrifice a bit of pedalboard real estate for the right pedal, whereas a couple years ago, it seemed like everything had to fit into the smallest case imaginable. Robust reverbs, delays, and modulations, especially those that offer presets and tap tempo have to be built bigger by necessity and with the expanding pedalboard offerings, players are willing to find space for the right pedal. As far as types, it seems to come in waves. Last year, it seemed like chorus was the particular flavor

players were after, whereas in the past few months I am noticing a lot of spatial and shimmering reverbs. One of the great things about the effects category is that there is so much to explore.

How would you characterize the market for FX pedals at the present time?

GL: Compact or "stompbox" pedal sales continue to increase. Multi effects are gradually declining, partially due to players interested in smaller format pedals. Electric guitar products have been flat over recent years but are now showing signs of growth. The acoustic pedal effects market continues to expand.

MN: The market is volatile but still growing, and BOSS has increased market share, as we've been effective in responding more quickly to our customers' requests for products. This has made a big difference for our business. The guitar playing market may not be growing as quickly as it once was; however, a continued focus on getting more people interested in playing guitar – kids and adults included – has been important for us, and certainly should be for the industry as a whole.

JS: Korg USA has not been particularly active in the effects category over the past year or so, so I cannot really speak to this with any authority, but it doesn't seem like effects are slowing down at all. It has remained one of the most consistent categories in our industry for several years now and I do not anticipate that changing anytime soon.

DP: I can't speak for the general market, but we have seen our sales take off like a rocketship. It seems that the more customers we get, the more they tell their friends about the BeatBuddy which further increases our sales. Sales have even started spreading beyond our core guitarist and bassist customers, to keyboardists, cellists, flutists and other instrumentalists. We've even had drummers post videos on our Facebook page of themselves using the BeatBuddy as their percussion section while they play drums!

SW: We're the new guys when it comes to the effects pedal market. We started distributing Providence and Nobles pedals in January so it's all up business for us. We are re-introducing the brands to the North American market and the response has been great. Both brands have been around for 20 plus years, so dealers are familiar with the products which helps in a very crowded market place.

MM: Overall sales are up somewhat from the same time last year. Growth hasn't been phenomenal, but it has been consistent. Moving forward, it's difficult to predict, especially with this being a presidential election year. However, experience is the best teacher and we've had a great deal of it going all the way back to 1968!

What are the newest releases in this product category for your company, specifically? What's selling the best?



Waza Craft CE-2W Chorus Waza Craft VO-1 Vocoder Waza Craft TU-3W Chromatic Tuner



Beat Buddy Mini Beat Buddy

SW: Providence is not a huge line of pedals it's really condensed and with Nobels we are only selling the original Natural Overdrive. With Providence we are really fired up about the new Brick Drive which is a bass pre-amp, overdrive, and D.I all in one box at a very suitable street price of \$259 and hits the market mid-July. The Providence overdrives and distortion pedals do well but the surprise "Hits" have been the Anadime guitar and bass chorus and the Chrono Delay. The delay is unique with features like the Echo Harness(-adjusts the delayed signals" mids & highs) and Beat Split which gives you seven delay time variations ranging from half notes to eighth-note triplets making rhythm-based delay settings done in an instant.

DP: The BeatBuddy is a professional grade product with a MAP of \$299 – and while we've been doing incredibly well with it, we realized that this price point made the BeatBuddy out of reach for a large segment of the market. So we recently released the BeatBuddy Mini, a streamlined model with a MAP of \$99. We've seen incredible sales to the student market because rhythm is the skeleton of music and there's a lot more to learning a style than the time signature and BPM provided by a metronome. With the BeatBuddy Mini, students are learning much faster, improvising earlier, and having much more fun with a personal drummer that will stay with them for a lifetime – all for the price of a single lesson.

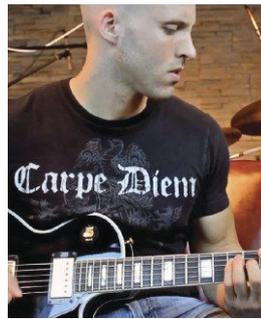
JS: Korg's been very busy in developing new pedal tuners, which certainly crosses over to the stompbox consumer. Our new Pitchblack Mini and Pitchblack Custom expand on the extremely popular Pitchblack pedal tuner that debuted years ago. The Mini



Mark Nelson, Vice President, Product Management, Roland Corporation



Mike Matthews, Founder & President, EHX



David Packouz, Founder & CEO, Singular Sound



Scott Wunschel, National Sales Manager, EMG, Inc.



Gary Lenaire, Director of New Product Marketing & Sales, Fishman



John Stippell, Product Manager – Guitar Brands, Korg USA

is geared towards the aforementioned consumer who is very conscious of the size of their pedalboard, while the Custom features Korg's brand-new three-dimensional display meter which allows users to tune with higher accuracy than ever before.

MN: The newest releases from BOSS include the Waza Craft CE-2W Chorus, Waza Craft VB-2W Vibrato, VE-8 Acoustic Singer, VO-1 Vocoder, and the Waza Craft TU-3W Chromatic Tuner. The Waza Craft CE-2W Chorus is brand new, and incidentally just won a Best in Show award at Summer NAMM. This pedal celebrates BOSS's 40th anniversary by recreating sonically accurate versions of the very

first chorus pedal, the CE-1, and BOSS's very first compact chorus pedal, the CE-2, and adding to that enhanced features not offered before. The Waza Craft VB-2W Vibrato and VO-1 Vocoder debuted at Winter NAMM this year and are currently selling neck and neck for us, which is interesting because the VO-1 is brand new for us; we've never offered anything like it before. And with the VB-2W, BOSS is bringing a very popular pedal back from the past and tweaking it with newly enhanced modes. Players seem to have "a-ha moments" with most BOSS pedals whenever they take the time to demo them personally, and the new VO-1 is a great pedal to jumpstart an in-store demo, as it's always a crowd pleaser.

MM: The newest release is our MEL9 Tape Replay Machine. It uses the same hardware technology as our B9 and C9 Organ Machines and KEY9 Electric Piano Machine to replicate the sounds of vintage tape-based keyboards, but with its own unique software.



Fishman ToneDEQ Preamp EQ

Electro-Harmonix Ravish Sitar

Electro-Harmonix Pitch Fork

Electro-Harmonix LPB-1

Electro-Harmonix MEL9

The distinctive sound of those early polyphonic tape replay keyboards is now part of the tapestry of rock 'n' roll. We've been able to give that to guitarists and other musicians in a portable, affordable way which is why it's been an extremely hot selling pedal. Because of our long history, we also have classic pedals like our Big Muff Pi, LPB-1 Linear Power Booster and Memory Man series that have been consistently strong performers year after year.

GL: The ToneDEQ Preamp and Platinum series are the latest pedals from Fishman. These products are doing very well as they are solutions for many musical needs. For acoustic players, sound quality is everything. ToneDEQ delivers a pro-quality discreet Class-A analog preamp, D.I., EQ, boost, and effects. The Platinum series provides a discreet Class-A analog preamp, EQ, and D.I. for guitar, violin, cello, bass, resonator guitar, banjo, mandolin, or other acoustic instruments.

Lastly, what are your expectations for this segment in the coming months?

MN: With our recent new product launches at Summer NAMM, and the enthusiasm we saw for those pedals, we at BOSS are very optimistic for the second half of the year, but it's hard to say how much more this market segment, as a whole, will grow in coming months. As we enter into Q4, we expect to see the traditional seasonal lift that we see coming into that quarter.

GL: The pedal effects market will most likely continue to grow. Players are always looking for new and better ways to get their tone and pedals are an important part of that goal.

DP: We expect to continue expanding the market and attracting new customers to the BeatBuddy line of products. We're working on some exciting new accessories and software updates that will make the BeatBuddy line even more powerful and fun. What's really exciting is that cool gadgets, like the BeatBuddy, seem to be inspiring young people to pick up an instrument and stick with it, which expands the MI market for the whole industry.

MM: Our expectations are high because we are excited about a number of new pedals we will be bringing to market as the year unfolds. Innovation drives our growth and success. We are constantly challenging ourselves to make unique pedals like the MEL9 and Ravish Sitar. At the same time we actively study existing styles of pedal and, when we can, improve on those platforms thru enhanced sounds and features as well as achieving more affordable price points. Examples of these would include our new Lester G rotary speaker emulator and Soul Food transparent overdrive.

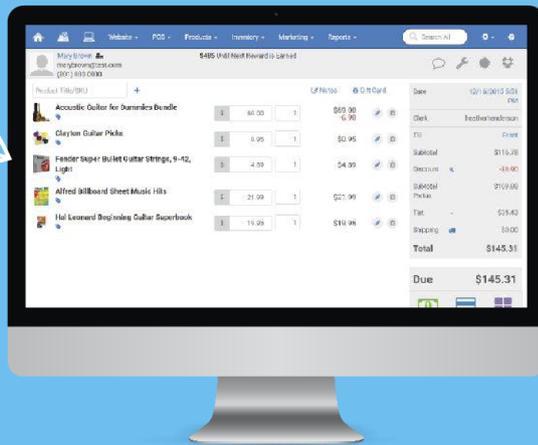
JS: Quite simply, I expect to see more product, specifically pedals, from more builders and brands. As I mentioned earlier, from my experiences with this category, I do not anticipate a slowdown anytime soon.

SW: We don't see the market shrinking any time soon. We never intended to be in the pedal market – we manufacture and market pickups. But the opportunity with Providence and Nobels came to us and we spent time with each company to make sure we could represent them to the fullest. We're very positive on the remainder of 2016 there's a lot of great effects pedal makers out there and we're excited to represent two of them. **MMA**

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'Bigger is No Longer Better'

Loudspeaker Sales in 2016

By Christian **Wissmuller**

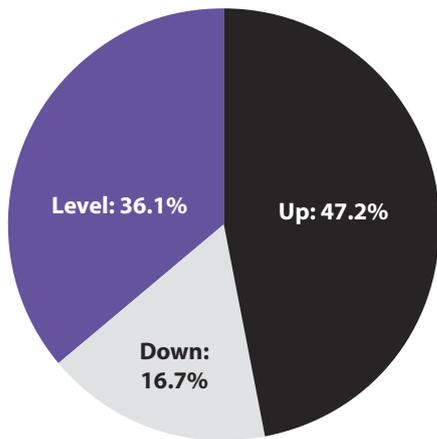
Loudspeakers would seem to represent a very healthy market segment, with over 83 percent of the 200-plus retailers we contacted for this month's survey reporting that sales are either up or level when compared to this time in 2015.

One trend that came through loud and clear when analyzing the results of this poll is that powered units have absolutely taken over. "Powered speakers are way up," observes Ken Cefalo of Tra-

cy, California's Main Street Music. "Bigger is no longer better with the customer." Or, as Lewis Music Store's (Kissimmee, Florida) put it: "They all want more POWER!"

Other frequently noted trends included rising build quality, lower price points, and continued integration of technology. As Danny Marquez of Chafin Music Center, Lake Worth, Florida states: "Bluetooth sells it."

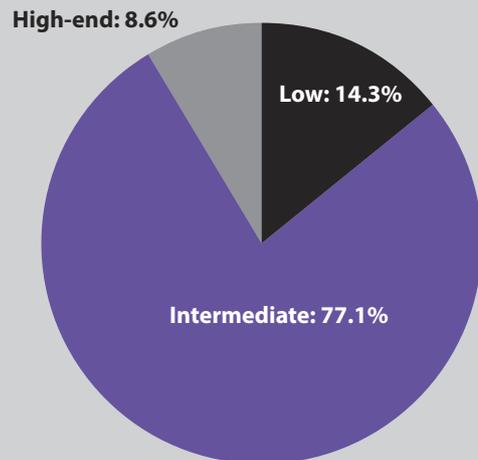
Compared to this time in 2015, sales of loudspeakers in your store are:



"Powered self-contained units rule the jungle now. The Samson XP series just flies out the door."

Paul Lewis
Lewis Music Store
Kissimmee, Florida

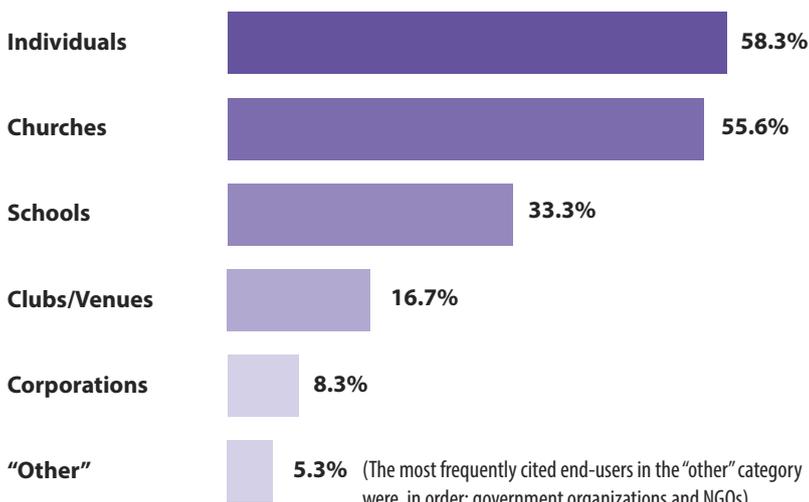
With respect to loudspeakers, what price points are doing best for your business?



"Schools and churches are preferring better quality. Rehearsal studios & garage bands are fine with low-end speakers."

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

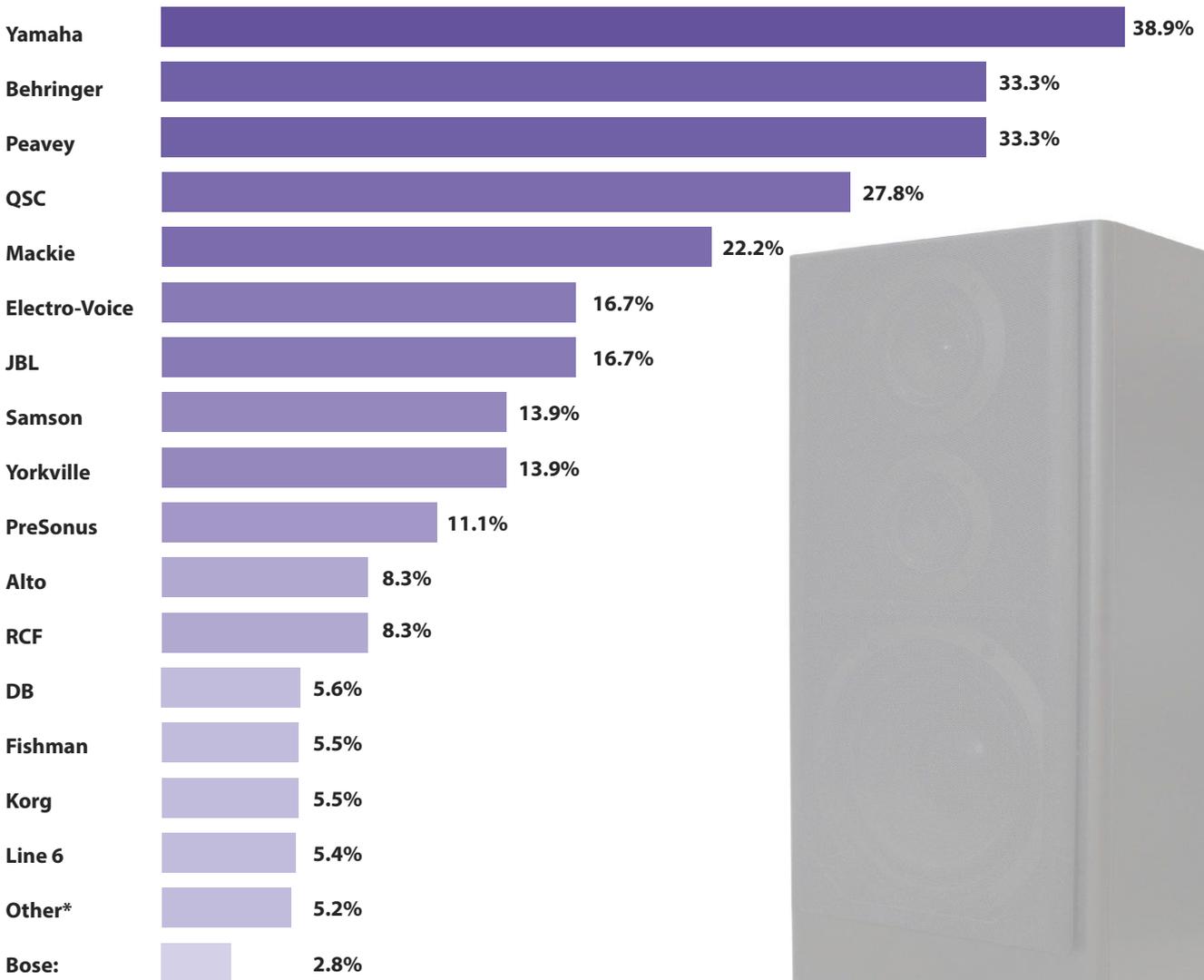
The bulk of these types of products sold in your store are sold to:



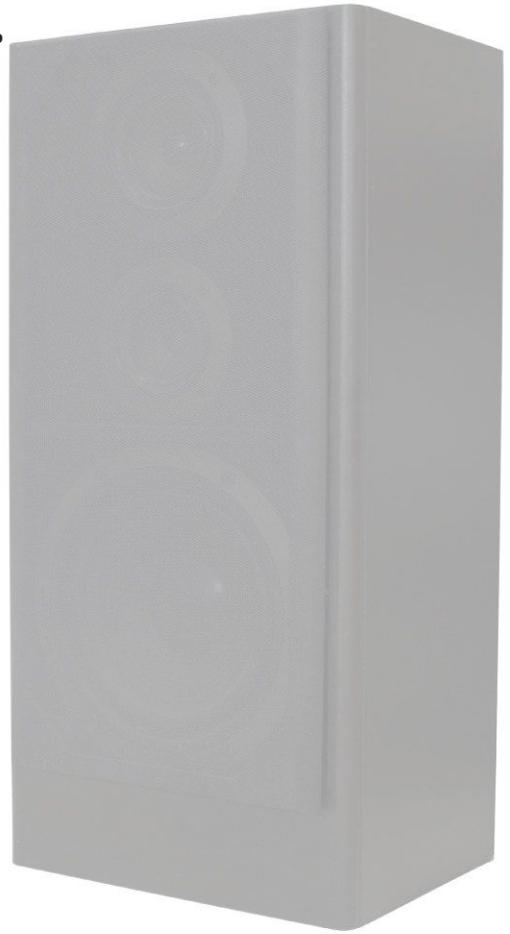
"Individuals, churches, and schools sales are almost evenly divided and account for more than 90 percent of our loudspeaker sales."

Don Williams
Q Systems Music & Sound
Hobbs, New Mexico

What brands of loudspeakers are your store's hottest sellers so far in 2016?



*(The most frequently cited brands in the "other" category were, in order: LD Systems, FBT, and Turbosound)



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Have you been noticing any significant trends with respect to loudspeakers?

"Powered speakers rule."

Robert Degraaf
Sound Vibrations, Inc.
Corpus Christi, Texas

"Almost everyone wants the high powered light-weight two-way speaker."

Spidey Mulrooney
The Music Shop
Southington, Connecticut

seem to be dropping. Convenience is everything unless you are dealing with professional users."

Paul Allison
The Music Trader
Tucker, Georgia

"Powered speakers are becoming more prevalent."

Phillip Adams
Music Masters
Tallahassee, Florida

"There has been a significant move from passive to powered speakers."

Clarence Berry
Allegro Music
Fremont, California

"There is a constant push for lower and lower prices and it is hurting the industry. Not sure what the answer is!"

Anthony Mantova
Mantova's Two Street Music
Eureka, California

"Quality over the whole market segment is getting much better."

Dan Patterson
Roger's Music
Fort Payne, Alabama

"Some of the lesser known and cheaper price brands are making inroads to the intermediate market."

Mike O'Rourke
Peachstate Audio
Sugar Hill, Georgia

"Powered speakers are moving nicely... passive speakers are dead in the water."

Tim Bascom
Morgan Music, Inc.
Lebanon, Missouri

"Powered speakers have become dominant over passive speakers. The design and quality have improved drastically over the past five years."

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

"Powered speakers are here to stay mostly I think because they are easy to understand. Just the act of plugging a power amp for some folks is daunting and on top of that volume level requirements keep

"Powered speakers seem to be the big seller."

Bob Cap
AAI
Gilbert, Minnesota

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Pearl River has just turned 60

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with our own

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Pearl River Group at 60

The World's Largest Piano Supplier Looks Towards the Future

By Christian **Wissmuller**

The Pearl River Piano Group has been on something of a winning streak for the past many years – most recently the company was the recipient of the 2015 *MMR* Dealers' Choice Award for "Acoustic Piano Line of the Year," as voted upon by hundreds of musical instrument retailers.

And it's not terribly surprising...

Founded in 1956 in Guangzhou, China, Pearl River now produces in excess of 125,000 pianos each year, making it the world's largest piano manufacturer. With a work force of over 2,000 skilled workers Pearl River fulfills orders for OEM clients and their other brands Ritmüller, and Kayserberg – each of which has established themselves as leaders in their respective product categories, stateside.

New Facility, Expanded Capabilities

Getting a kick-start from a successful IPO in 2012, the formerly government-owned company recently completed construction of a new, state-of-the-art, 1.2-million-sq.-ft. factory. The entire operation will transition to the complex over the next five years. The factory combines traditional craftsmanship with advanced technology and precise CNC digital machinery. This complies with European high-level technology and process standards. To say the least it is well-organized, systematic, environmental, and clean.

"Clean" is no understatement. It'd be fair to characterize Pearl River Piano as having jumped aboard the "green" movement with both feet. The company's Guangzhou factory received ISO 14001 certification in July of 2007 and has been actively pursuing environmentally sound practices ever since.

Experience, Continued Improvements, and Pride

While already a successful piano supplier, in 2009 Pearl River Group stepped up their game to another level entirely, by adding a significant player to their team.

Mr. Stephen Mohler, a senior piano technician from Switzerland, is now head of Pearl River's quality control. This has led to many new models being introduced, while older models have been reviewed and modified.

In fact, the technical team of Pearl River Piano has been trained by the European piano masters and experts for the past 10 years. The essential design concept, the rigorous QC system, the traditional craftsmanship, and the joy of making pianos has been inherited by the entire Pearl River technical team. Workers are, on average, 40 years old and boast over 15 years of experience

in piano craftsmanship. In other words, the professional team of Pearl River Piano employees under the guidance of Mohler and the other European masters is continually growing and improving.

June Wang, Pearl River Piano's director of foreign trading, states, "Our employees love piano craftsmanship, work with dedication and experience, and are proud of Pearl River Piano. Some of the workers' families have been working for several generations at the company over the past 60 years!"

Celebrating a Milestone and a New Alliance

After marking a major anniversary last year (30 years in North America), Pearl River Group in 2016 now celebrates six decades in existence as an organization – and the company not only has come a long, long way since having 55 employees in a modest factory back in 1956, but has big plans for the coming year.

Wang went on to say, "Winning the 2015 Dealers' Choice Award this past December was a wonderful way to jumpstart our 60th anniversary in 2016." We'd like to sincerely thank our dealers, our staff, our customers, and our friends who kept supporting to us these past decades. We are proud of what we've achieved and have confidence in what we'll achieve in the future."

Additionally, in late January of this year, German piano manufacturer Schimmel entered into a strategic alliance with Pearl River Piano Group. "As a renowned international brand, Schimmel will become a new member within the brands of Pearl River," says Li Jian Ning, general manager of Pearl River. "We will strengthen the production facilities in Germany and use the capital advantages as a public company to assure Schimmel's continued development, realizing complementary advantages of both companies for all aspects including brand, marketing, and other resources." **MMR**



Pearl River Piano Group in America

Dave Campbell Shares His Experiences with the Company

MMR reached out to respected, and now retired, veteran of the American Piano Manufacturing Industry (VP & general manager, Currier Piano Co; president & CEO, Aeolian American Co; VP Pratt Reed Corp; president of Sohmer Pianos), Dave Campbell, for his thoughts on Pearl River:

My association with Pearl River began in 2000 when I was hired to be a manufacturing consultant at the factory in Guangzhou. For the next ten years I shuttled back and forth from the U.S. and China. Along with the manufacturing work I did, at various times I was U.S. service manager and supported the marketing effort in the U.S. from the technical aspect.

During my time, the company made giant leaps in updating production equipment as in digitally controlled machinery, high frequency gluing equipment, and, most important, acclimatizing all manufacturing space from the point of view of controlling the humidity in the buildings. Guangzhou is in southern China and the climate is sub tropical. The piano has many components that are various species of wood, which must be cured correctly at point of manufacture in order to be stable in the various countries around the world to which Pearl River pianos are shipped. Millions of dollars were spent achieving this goal including building an individual wood processing factory which is climate controlled. This effort has enabled Pearl River products to be functional and long-lasting around the world.

I am familiar with all the buildings that are currently in use. One interesting fact is the original building that goes

back 50 plus years is still in use and produces sub-assemblies. Two separate foundries supply piano plates off site, another off-site location makes grand piano rims and the 30-acre lumber yard is off site. The company buys logs and rough lumber and does all the processing from a lumber mill that saws logs to drying kilns that season the wood before using it to build pianos. There is a huge investment in the inventory of wood that it takes to manufacture 100,000 pianos a year. I have estimated that the wood yard has a three-year supply of lumber aging, awaiting processing into pianos.

Pearl River factories employ the latest digital controlled machinery, high frequency gluing techniques, curtain coating finishing lines and all work space is environmentally controlled to assure the materials used are assembled to succeed in a world wide market.

The addition of Mr. Mohler and the other European piano masters and experts is another example of Pearl River's use of consultants from around the world in order to design and produce the best possible pianos for their customers. They have updated and created scales to meet and exceed the demands of the world market. They were instrumental in creating a new brand name and continues to monitor the application of their designs at the factory. Especially, Mr. Mohler brings field experience as a technician for training of the work force and applying his experience for technical quality control. The influence of both of these individuals, as well as the consultants that came before them, has allowed Pearl River to become the largest piano manufacturer in the world with a proven history of quality.

“ Our employees love piano craftsmanship, work with dedication and experience, and are proud of Pearl River Piano. ” – June Wang



Pearl River Group's North American dealers visiting the company's factory in 2015



The Kayserburg Artist piano workshop and staff



MMR's May issue "Century Club" story highlighted several venerable MI companies on the basis of their unbroken history of family ownership. But there's another manufacturer that holds the distinction of being the only major American MI company to be returned to family ownership after a break. That company is Gretsch – which has had someone named Gretsch at the helm for 116 of its 133-year history, and still does today.

It Started In Brooklyn...

The Gretsch Company got its start in 1883, when a young German immigrant named Friedrich Gretsch opened a small shop in Brooklyn, New York. There he made banjos, drums, and tambourines with an emphasis on hand-craftsmanship and a commitment to quality.

When Friedrich passed away unexpectedly in 1895, his fifteen-year-old son, Fred, took over the business, ultimately moving the operation to a ten-story building at 60 Broadway in Brooklyn. Innovations created in that factory included the industry's first multi-ply drum shell. By 1920, the Gretsch Company could justifiably claim to be, "The Largest Music Instrument Manufacturer in the United States."

Fred Gretsch Sr. retired in 1942. His eldest son, Fred Jr., managed operations briefly before leaving to serve in the U.S. Navy during World War II. Younger son William "Bill" Gretsch stayed to run the family operation, but passed away unexpectedly in 1948. Command of the company was returned to Fred Jr., who proceeded to lead the business into a new age of prosperity.

In the 1950s, Gretsch drums became *the* choice for the great drummers of the day – including big-band veterans like "Papa" Jo Jones, Louie Bellson, and Dave Tough, as well as jazz stars Art Blakey, Max Roach, Elvin Jones, and a young phenom by the name of Tony Williams. A pinnacle of this association is

There And Back Again



the landmark *Gretsch Night At Birdland* album recorded in 1960 by Art Blakey, Elvin Jones, "Philly" Joe Jones, and Charlie Persip.

Guitar stars of the period also made Gretsch their instrument of choice. These were led by the guitar operation's first signature artist: the incomparable Chet Atkins. Chet signed with the company in 1954 and helped to design many models bearing his name. In 1957 "twang" was born when Duane Eddy purchased a Gretsch 6120 at Ziggy's Accordion & Guitar Studio in Phoenix, Arizona.

The 1960s saw the explosion of rock 'n' roll music ushered in by Elvis Presley, Bo Diddley, and other artists of the day. In 1961, a young British guitarist by the name of George Harrison bought a 1957 Gretsch Duo Jet and used it on the first album by his band: The Beatles. Three years later George played another Gretsch guitar – a Country Gentleman – on the "The Ed Sullivan Show," helping to launch "Beatlemania" and sending guitar sales soaring. After George was seen playing a Gretsch Tennesseean in the 1965 Beatles movie "Help!," guitar production hit its highest point in company history. Not long thereafter another British band invaded the U.S.: The Rolling Stones, with the inimitable Charlie Watts anchoring the group on a Gretsch drumkit.

But British bands weren't the only ones to benefit from "That Great Gretsch Sound." In 1966, Gretsch supplied drums *and* guitars to The Monkees. Their hit TV show was regularly viewed by over thirty million teenagers, many of whom were motivated to start playing music themselves.

A Brief Break

In 1967 Fred Gretsch, Jr. decided to retire, and in that year he negotiated the sale of the Gretsch Company to piano giant Baldwin. Production of drums and guitars was moved from



Friedrich Gretsch



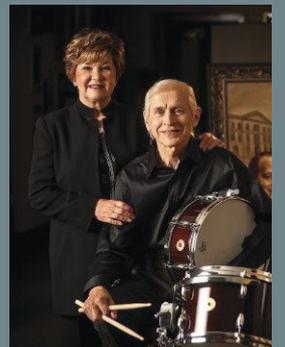
Fred Gretsch, Sr.



Fred Gretsch, Jr.



Bill Gretsch



Fred & Dinah Gretsch

Brooklyn, New York, to Booneville, Arkansas. Over the next few years, guitar models like the Chet Atkins Super Chet (1972) and Super Axe (1977) were introduced, but eventually production of professional guitars was put on hold. Drum introductions in the Baldwin period included a 24-karat gold-plated snare drum and a distinctive octagonal Gretsch badge.

Without the family dedication that had driven the business for so many years, the Gretsch Company began to falter. Meanwhile, as a testament to his passion for the family business, Fred W. Gretsch (son of William "Bill" Gretsch), vowed to one day regain control. In 1984 Fred made good on his promise when he and his wife Dinah bought the Gretsch Company back from Baldwin. This brought the company once again under the control of the family that founded it – an accomplishment unique in the annals of music-industry history.

Back In Operation

Fred moved his headquarters to Savannah, Georgia, and relocated high-end drum production to nearby Ridgeland, South Carolina. With the help of endorsements from drumming stars like Phil Collins (Genesis), Jack Gavin (the Charlie Daniels Band), and the late studio great Tommy Wells, Gretsch drums regained their reputation for quality and unique musical character. The roster now includes Foo Fighters' Taylor Hawkins, Toto's Keith Carlock, Tom Petty's Stephen Ferrone, New Orleans funkmaster Stanton Moore, rock great Matt Sorum... and the venerable Charlie Watts, who's been playing Gretsch drums for more than fifty years with the Rolling Stones.

In 1988, George Harrison collaborated with Gretsch Guitars to create the unique Traveling Wilburys collector guitar. One year later, a full line of professional electric and acoustic guitars was re-established. In 1993, rockabilly star Brian Setzer became



Gretsch Building at 60 Broadway, New York City 1916



Drummer Louie Bellson with his double bass kit in 1946



Gretsch Drums catalog from 1941

1960 album, *Gretsch Drum Night at Birdland*

the first Gretsch signature guitar artist since Chet Atkins. He was quickly followed by stars like Malcolm Young (AC/DC), Billy Gibbons (ZZ Top), and Stephen Stills (CSN&Y).

In 1999 Gretsch purchased Bigsby Accessories from owner (and former Gibson CEO) Ted McCarty. Bigsby tailpieces had been a fixture on many Gretsch guitar models for decades; now they were officially part of the Gretsch operation.

In 2002 Gretsch and Fender announced an alliance that granted Fender exclusive rights to develop, market,

and distribute Gretsch guitars. Five years later, after a 28-year absence, Gretsch introduced an extensive line of Chet Atkins electric guitars. In 2011 a George Harrison Tribute Duo Jet guitar was introduced, honoring the Beatle who had been so important to Gretsch Guitars history.

In 2013 Gretsch celebrated its 130th anniversary with the re-introduction of the iconic round badge on many drumkits. In January of 2015, the company entered into a partnership with Drum Workshop, giving DW exclusive rights to

develop, market, and distribute Gretsch drums. At that time Fred Gretsch commented, "Like Gretsch, DW is a family-owned company run by people who have a genuine understanding of – and respect for – the art of top-quality custom drum manufacturing. I'm confident that this new partnership will generate continued expansion of the world-wide market for Gretsch drums, while honoring the time-tested design and unique legacy that are so much a part of 'That Great Gretsch Sound.'"

Today, Gretsch drums and guitars are the preferred instruments of countless studio musicians and recording artists seeking exceptional tonal quality and hand-made craftsmanship. That craftsmanship is part of the lineage of the Gretsch brand – which can be directly attributed to the lineage of Gretsch Family continuity.

All In The Family

Commenting on that family continuity, Fred says, "When you add it all up, it's a whole lot of years, with the company guided by a series of exceptional leaders. My great-grandfather, Friedrich Gretsch, was an exceptional leader. My grandfather, Fred Gretsch Sr., was also an exceptional leader, with forty years in the business. His two sons – my father, William Gretsch, and my uncle, Fred Gretsch Jr. – were both exceptional leaders. My uncle had forty-nine years in the business, and now there's me with fifty-one years, my wife Dinah with thirty-seven, and our daughter Lena with twenty-two.

"I was fortunate," Fred continues, "to get a gift from my grandfather. When he took me into the factory as a young boy in the 1950s, I got his spirit for the business. It may be that spirit, as much as anything else, that has motivated our family through at all these years."

Dinah Gretsch adds, "When I'm asked what the most important aspect of the

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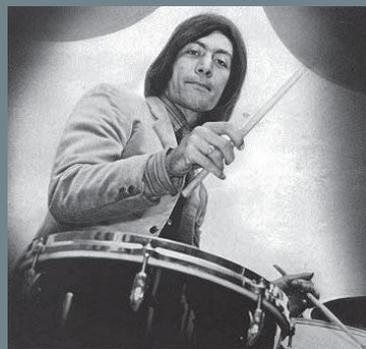
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EastmanGuitars.com





George Harrison playing his Gretsch Country Gentleman guitar on "The Ed Sullivan Show" in 1964



Rolling Stones drummer Charlie Watts in 1969



Stephen Stills and his Signature White Falcon guitar from Gretsch



Late 1960s Gretsch ad featuring the Monkees

Gretsch Family's connection to the business is, I always say it's 'the three Ps': passion, pride, and persistence. We have such passion for the business, and we're so proud of it. But perhaps persistence is the key... because we know that we always have to be the best. And no one can ever tell us we cannot do something. As an example, look at Fred's dream of buying the Gretsch business back from Baldwin. It was his persistence in pursuing that dream that ultimately made it a reality."

Among the classic American drum brands, Slingerland and Rogers are long gone, and there's no longer a Mr. Ludwig at Ludwig. Likewise with Fender and Gibson guitars. Only Fred Gretsch is still actively involved with the brand that bears his name. Are the legacies of the Gretsch brand and the legacy of the Gretsch Family inseparable?

"They certainly are," Fred replies emphatically. "Here in our office we have a banjo made in the Gretsch factory in Brooklyn, back in the 1920s. It has a die-cast rim – which ultimately led to the introduction of the die-cast hoops that are a key feature of Gretsch drums. It's that commitment to innovation and quality, whether on a banjo or a drum, that's the core strength of the family legacy. We're fortunate that today, in the fourth and fifth generation of the family, we're able to keep that commitment strong in order to keep the business strong. There are sixteen grandchildren and two great-grandchildren in the family now, and we hope that I'll be able to seed that love and enthusiasm for the family legacy in the fifth and sixth generations. I have to believe that fifty years in the future one of them will be feeling as enthusiastic as I am after my fifty years." **MRR**

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The GluBoost Bond

A Man, His Guitar, and His Build and Repair Products

Rick Rosenberg of GluBoost shares how big love for his guitar changed the course of his company's trajectory, and his commitment to products that make a real difference in the way guitar techs and luthiers do their jobs.

By Sharon Paquette Lose



If you were to speak to Richard Rosenberg you might get the sense that you were chatting with your favorite long lost uncle. Rosenberg is the founder and president of GluBoost (formerly known as Gear Up Products LLC) and developer of the GluBoost family of Products. He is full of surprises, energy, and lots of great stories to tell – the kind of stories that'll stick (tacky pun intended) in your mind long after that annual family reunion.

Based in River Vale, New Jersey, GluBoost is developing and manufacturing products specifically for the musical instrument build and repair industry. The GluBoost product line consists of GluBoost Glue Dry, a non-blushing glue dry accelerator – the company's flagship product; GluBoost Fill n' Finish Pro Formula, a uniquely flexible drop fill and finishing product; MasterGlu Thin and MasterGlu Ultra Thin, two high-performance CA (cyanoacrylate) adhesives. In describing his commodities Rosenberg explains, "We are committed to bringing both unique and absolute best in class products to the market. We want to make a real difference in how people work and the processes they use while working."

Rosenberg attended Berklee College of Music and NYU to study guitar, composition, and music education. After college he gained experiences in the fields of manufacturing and marketing. Eventually combining his passion for music and involvement with manufacturing he created Gear Up LLC and its most popular product GluBoost Glue Dry. "I always had a love for guitar and the music industry and wanted to contribute to the field," Rosenberg explains.

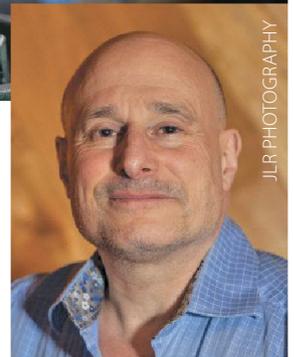
In the early days of the company, Rosenberg had been working on a formula for a glue dry accelerator, now known as GluBoost Glue Dry, when he brought his beloved Lowden O 38 Quilted Maple Engleman Spruce to have some work done by Manny Salvador at David Gage String Instruments in New York City. Rosenberg noticed, "Manny had an accelerator and CA there and I told him that I had been working on a formula." Manny invited Rosenberg to bring it in so he could give it a try. Later, when Rosenberg brought a sample for him, Manny's reaction changed the course of the compa-

ny's history. Rosenberg explained, "Manny looked at me in the middle of testing it out and said, 'you have to market it to this business, it will literally change how I do my repairs!' He encouraged me and told me that he hadn't seen anything like it before." When Rosenberg expressed his concerns that the market may not be big enough, Manny replied, "You never know until you try."

Following that fateful day, Rosenberg has not looked back. GluBoost Glue Dry, as well as the family of accompanying stock, launched in late 2013 online and to guitar manufacturers. At the 2014 winter NAMM Show, Rosenberg mustered up his passion for his product and literally visited every booth at NAMM to give demonstrations of the GluBoost Glue Dry Accelerator. The company found success and began selling to boutique luthiers around the country.

Rosenberg is also attempting to educate his customers on how they can save time and their health. "One of the biggest culprits for safety is the dust," Rosenberg said, "The chemicals and fine particulates that release into the air when filing down adhesive goes straight to your chest. If you have a product that bubbles and pits the glue, you'll need to use a heavy 300 or 600 grit sandpaper to file it down and not only will you create a lot of unhealthy dust but, you weaken the bond. GluBoost aims to change the game for those who are doing repairs and luthiers alike, 'by providing a product that dries the glue clear,' Rosenberg said, "you barely have to touch it. If you do, you're using a fine sand paper. Not only that but you're saving a lot of time because with this accelerator, you don't have to work the glue as hard."

The small company is slowly and steadily growing. The GluBoost team is made up of multiple interns and contracted employees, as well as, partners who assist with all phases of the business. "We pride



Richard Rosenberg

ourselves at being accessible as needed and at all times." said Rosenberg. Being a smaller company they have the ability to be very responsive to the needs of customers. As an example of this care and connection with his customers Rosenberg elaborated on an accomplishment that was nothing short of heroic, "Recently, the team helped a manufacturer with some over kilned bodies which cracked, and we were able to – with GluBoost Glue Dry and Fill n' Finish – create a technique for them that cleared up the problem and assured stability going forward."

The GluBoost company has recently undergone a name change from Gear Up Products LLC to GluBoost. Both websites are currently available and eventually the Gear Up LLC website will be phased out. MMR asked Rosenberg what was behind the decision to change the name. Rosenberg replied, "We felt that there might be some confusion with the company brand. And since GluBoost Glue Dry is our first product, we moved toward that as the brand for the entire line. The name 'GluBoost' surely is far catchier."

The company makes their products available through their website or by phone, and also works with select distributors. Rosenberg is more than excited to talk with his customers. He elaborated on a recent conversation, "Paul Miles, director of Private Stock Acoustics and PTC at Paul Reed Smith Guitars, recently sent me a nice note. 'The Fill



n' Finish filler you gave me has changed my life, I swear! You can even use it on Nitro. There is no sinking, no white marks, and no circles. Finally! Nothing makes me happier than the shout-outs we receive from our clients."

Some luthiers and stringed instrument techs that are singing the praises of GluBoost are Rosenberg Turner, Pat Wilkins, Paul Miles, Joe Glaser, Tracy Longo, Scott Holyfield, and Linda Manzer. Joe Glaser of Glaser Instruments in Nashville, Tennessee stated, "By far, the best accelerator we've seen; it creates a clean finish without crystalizing." Tom Anderson of Anderson

Guitarworks told Rosenberg, "I love GluBoost. I never thought such a small thing could make such a difference. We never have to worry about those nasty little white spots again."

Rosenberg has good reason to be genuinely excited about his GluBoost endeavor. His customers are loyal and satisfied, and he is able to serve the industry that is dear to his heart. Reminiscing fondly on that Lowden O 38 repair and the journey that set him on the course toward developing MI build and repair products, Rosenberg ensured MMR that his commitment to improve upon the industry standard is just as strong as that first day.

For more information about the GluBoost family of products, visit www.gluboost.com. **MMR**

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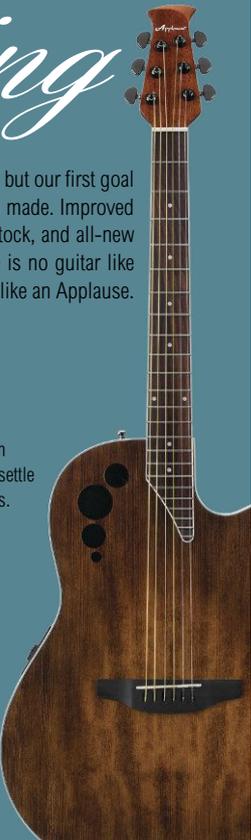
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Three Ways to Keep Students Engaged Over the Summer

By Menzie Pittman

If you think about it, it's not hard to relate to what happens to school students over the summer. First, there is the relief from the everyday stress they have been dealing with and, whether they realize it or not, they have been carrying that stress for the whole school year – and their parents carry it, too. So now that school is out, they are ready for fun and anything but organized study. This can pose a problem for music lesson businesses, so here are a few thoughts to keep students engaged over the summer.

Hot Fun in the Summertime

We are wise to take a page from Sly and the Family Stone's book.

In the summer, if it ain't fun, music students are not interested. And in truth, why should they be? Think about it – let's take student #1: a clarinet student whose teacher is unhappy with them because they didn't practice their scales enough this week, so in the music lesson the teacher is terse and impatient. That same student, of course, has their friends texting them from the pool asking why they aren't there joining in on the fun.

Compare that experience to a guitar student performing Van Halen's "Panama" at a music store show, where he can invite all his friends, and after the show he's a hero because he's done such a good job... Which student stays in lessons, and which one quits and probably won't come back in the fall?

Then there's dad, who drives his son to lessons after he's had a long drive home in rush hour. At one music store, he sits and browses his phone or looks at his watch and remembers the events of the day that frustrated him. Or at another music store, you could have a different scenario that goes something like this: In the morning, dad puts his banjo in the car next to his daughter's guitar. That evening after they both take lessons, they join in a bluegrass jam together. She musters the courage to sing, and proudly he joins her with harmony.

You see, if we make it what it should be – fun – then the chance of student retention is greater. The student and the parent stay engaged, both in music and in family. I promise you, fun is contagious and more and more students show will show up... just because it's fun. So thanks for the tip, Sly!

If Sly's advice doesn't excite you, then let's consider what Edgar Winter suggests and – Give it Everything You Got.

Here is a personal approach I use to engage students in the summer – keep in mind my ultimate goal is to have students succeed both in learning themselves and learning music. Whenever I see a struggling student or, just as importantly, an amazing student with great potential, I often offer to work with

him or her gratis for a short while, to see if I can advance or improve their cause.

Many teachers shy away from this approach because you give some of your time away for free, but most teachers have some open times in the summer. Although I also believe that we are pros and should always receive proper compensation, for me it's akin to letting a your child take out dad's Porsche on a sunny Sunday. Once they have driven the Porsche, they have a different perspective on what driving is all about. We should never lose sight of the truth that a music store should

be a magical place filled with surprises, and what better surprise can you give a family or student than personal interest and a few extra lessons as a "thank you" for being a good customer?

It's better to sing the Beatles than Eddie Cochran

While everyone loves the classic Cochran tune "Summertime Blues," in business it's best to think like The Beatles and get your staff to sing "Here Comes the Sun."

The idea here is a simple one: Make sure every conversation that comes from behind your counter revolves around one idea. "Now that you have some extra time..."

With advanced students, talk about going back to school in the fall "noticeably better." Have them look up the term "woodshed."

Have your curious students intern. And with Dad or Mom, have them revisit and fix the default statement, "I played when I was younger, but quit because..."

Suggest to a parent, now that it's summer, the younger sibling may want to try the piano, because you have noticed she sits at it every week while her brother is in lessons.

To keep your teachers engaged in the slower season, have them try some new approaches as well. Don't let the inconsistencies of the season dictate the outcome. Instead, take advantage of the lost format and think like a bop player from the '30s: IMPROVISE.

In Closing

The summer season presents a different canvas for a music retailer, so you have to think about it with a different mindset. Lesson programs can take quite a beating with turnover, students graduating and going off to college, et cetera.

It is a time to roll up your sleeves and break the back of complacency and routine. This process is demanding, so don't forget to also join in some summer fun. Go to a concert, take your earbuds and music device on a hike, get outside in nature... because the demanding fall season is right around the corner. **MMM**



Summer NAMM, Music Making, Politics, and Hammocks



By Mary Luehrsen

I hope you are reading this in the throes of summertime renewal. Summer NAMM in Nashville wrapped on June 25th, and it was once again a great gathering of professionals in the music products industry. Attendees at Summer NAMM express that they value both the pace and scale of a show that allows them to spend more time with each other, to engage in product demos, to review business models, and make time for professional development. A slightly slower pace seems to be one of the essential elements of renewal.

Just prior to the opening of Summer NAMM was Make Music Day on June 21st. Although this global day of making music certainly had sublime moments, its intent is to ramp up interest, enthusiasm and a passionate frenzy for people of all ages and abilities to make music. This year, more NAMM members were leading or involved in regional and local Make Music Day activities than ever before. More than 150 NAMM member companies participated in 3,000 Make Music Day events in 38 cities across the country! To all the folks that have contributed to gathering people together and galvanizing the power of music through Make Music Day event – THANK YOU! Special thanks to Aaron Friedman, executive director of the Make Music Alliance, an organization that unites community leaders around the country to plan and implement Make Music Day events. I hope Aaron and the high energy folks that have organized hundreds of events in communities around the country have found some hammocks in the shade to rest and dream of all the possibilities for the next Make Music Day on June 21, 2017.

After a brief respite, NAMM is heading into the summer political conventions to advocate our position that music and arts are vital to the enrichment of our communities and to the education of all children. NAMM and Americans for the Arts will be presenting public policy events at both political conventions. We will host performances and panel discussions at the Repub-

lication National Convention on July 20th at the Rock and Roll Hall of Fame in Cleveland, OH and at the Democratic National Convention on July 26th at the Philadelphia Museum of Art. NAMM's participation at both conventions is part of its overall advocacy efforts, and at the Conventions, we will make a strong, nonpartisan case that music and arts are not optional, but essential to a well-rounded education. Whatever

“...we will make a strong, nonpartisan case that music and arts are not optional, but essential to a well-rounded education.”



MAKE
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MAKEMUSICDAY.ORG
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your political leanings, I think we can all agree that this has been a stunning political season! NAMM's efforts at both Conventions – to assure that our call for music and arts to be included as part of the school day and available to ALL children – is heard loud and clear by current and potential political leaders!

[Cue - Mind-clearing exhale!] With hopes that this finds you reading this article at or near a hammock or from some other restful place, I urge you to reflect on the joys and happiness of a life in music – and to dream of ways to embrace and engage more people to know and love the benefits of making music. **NAMM**

ACCESSORIES

Radial JDX Direct-Drive

The JDX Direct-Drive is designed to simulate the sound of a guitar amplifier while doubling up as a direct box. In other words, with the JDX Direct-Drive on a pedalboard, you can do a gig without carrying an amp to the club.

The Radial JDX Direct-Drive begins with a traditional 1/4" guitar input and passive thru-put to feed a stage amp. This is then followed by a dedicated tuner output that is buffered in order to eliminate loading on the pickup or noise from the quartz clock. The guitar signal is then passed through a series of filters to create Radial's signature JDX tone. This is modelled after the sound of a Shure SM57 in front of a Marshall 4-12 cabinet. The JDX Direct-Drive offers two more settings; the first adds a typical Marshall tube head character to the signal path while the second brings in something similar to a Fender Twin combo. Note these companies are not related to Radial and are only indicated in order to give the reader a reference. The two amp tones can be further tailored using a presence switch to add extra sparkle. The amp tone signal exits the JDX Direct-Drive via either a 1/4" guitar level output or via a balanced XLR to feed the PA. The direct box output is outfitted with a 180-degree polarity reverse switch to help phase-align monitors with the stage amp along with a ground lift switch to help eliminate the nasty hum and buzz caused by ground loops. The JDX Direct-Drive may be powered using a standard 9V power supply or typical pedalboard power brick.

As with all Radial products, the JDX Direct-Drive is made to handle the rigors of professional touring with 14-gauge steel throughout. This not only helps prevent damage to the internal PCB, it also reduces susceptibility to noise from external magnetic fields. MAP is \$199.99.



radialeng.com

GluBoost's Fill n' Finish

Fill n' Finish, one of the GluBoost family of products, is a resilient, flexible and wood finishing product: the ideal, carcinogen-free finish for builds, repairs, and restorations. The product is formulated to fill pores, vanquish dings and dents, and resist environmental conditions. Fill n' Finish works on all finishes including nitro and poly. It offers repair shop owners rapid impulse sales and large volume guitar manufacturers a dependable and speedy solution that can occur on the assembly line.



gluboot.com

SoundSynergies STRINGTone

SoundSynergies STRINGTone is formulated to maintain optimal tone and response in-between string changes, and specifically engineered to evaporate in minutes, leaving your strings more resonant, performance-ready, dry-to-the-touch, and incredibly responsive. A micro-thin dry film remains to lubricate and guard against oxidation and corrosion for longer instrument performance life—all without the build-ups and migration of common silicone conditioners that can cause problems with fine finishes and sensitive electronics. STRINGTone is engineered for 3,300lbs. of load-bearing capacity to address friction and pressure issues. A typical tune-up with an application of STRINGTone will cost .002¢ per foot, so making your strings sing won't break the bank.



soundsynergies.net

PRO AUDIO

Whirlwind PW-1 Personal Wedge

Whirlwind, manufacturer of everything from cables to concert splitters to electrical distribution systems, and beyond, has released a PW-1 Personal Wedge for the perfect monitor mix. The PW-1 is a high-powered stereo headphone driver for use with on stage in-ear monitoring systems. It is a well-constructed, heavy-duty hardwired belt pack unit that has left and right balanced, line level XLR inputs. Features include a protective peak limiter with adjustable threshold preventing any high volume to suddenly get through, a stereo/mono switch, and an additional 3.5mm stereo input.



whirlwindusa.com

Hammond LESLIE 3300W

The LESLIE 3300 has been a top choice of touring professionals who demand a genuine physical two-rotor LESLIE speaker, due to its 300 watts of clean solid-state power complemented by a vacuum tube pre-amp. It is now joined by the 3300W, finished in oak veneer instead of road-going matte black. This makes it ideal for jazz clubs, houses of worship, or any installation that prefers a traditional-looking LESLIE that's still compact at just 31 inches tall. Beyond cosmetics, many listeners have insisted that the wood finish imparts a slightly warmer, "rounder" sound. Price: \$2,895 MAP



hammondorganco.com

ACCESSORIES

Kyser Quick-Clip Magnetic & Chromatic Tuner

The Kyser Quick-Clip features an easy to use and accurate chromatic tuner which seamlessly attaches to existing full-size Kyser Quick-Change capos magnetically. This combo eliminates the need to have multiple items clamped on your guitar. An all in one device, the Kyser Quick-Clip is designed to keep you in tune if you are using the capo on a fret or if the capo is simply parked on your headstock. Residing on the capo's rear boot, the tuner sits hidden behind the guitar neck when the capo is in use or hidden behind the guitar's headstock when the capo is not in use. The Quick-Clip tuner is held in place by a powerful magnet while being adjustable by 360° and the screen can flip to accommodate left-handed guitarists. Also, the tuner is easily detachable from the capo when not needed.



The Kyser Quick-Clip will be sold by itself at MSRP: \$21.95 or as a combo with a new black Kyser Quick-Change capo at MSRP \$39.95.

kysermusical.com

IMS Technologies Skulls Charactune Tuners

IMS Technologies is debuting its latest Charactune clip-on tuners, the Skulls. The red and black Skulls have presets for guitar, bass, violin, ukulele, and a chromatic setting that works with virtually any instrument. As with all IMS' products, a portion of the proceeds goes to a fund to help cancer patients.



imstechnologies.net

Floyd Rose Headphones

Introducing the Floyd Rose pro headphone collection which combines superior sound, noise isolation, lightweight and comfortable hi-gloss lacquered finish ear-cups (both wired and Bluetooth), each model comes with a hi-gloss lacquered finish wood carrying case. Designed, engineered and tested in Europe and the USA with the help of Mr. Floyd Rose and a group of professional audiophiles. The headphones are packed in eye-popping colored gift packaging which helps create point of purchase retail displays.



floydroseaudio.com

PRO AUDIO

Galaxy Audio ESM8 & HSM8 Headset Condenser Microphones

Galaxy Audio's wireless headset condenser microphone series features upgraded capsules for clarity, articulation, excellent feedback rejection, and smooth frequency response. The reduced element size (uni - 3.5mm / omni - 7mm) offers an aesthetically pleasing and unobtrusive low profile. The super lightweight design and pliable mic stem for easy adjustment and positioning of the capsule give both models a sleek, ergonomic look that's comfortable to wear. Street price \$199.99



galaxyaudio.com

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daddario.com

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on-stage.com

FRETTED

Legator Ninja 200-SE Fanned Fret Guitar Line

Legator presents the Special Edition Series Fanned Fret guitar line. Originally constructed within their Professional Series line of guitars, this Special Edition line of multiscale guitars allows players of all caliber to explore the tension and intonation benefits provided by a 25.5- to 27-inch scale without breaking the bank. In a build typically only seen at custom shop prices, Legator has packed high end performance into the only production fanned fret guitar at its price range on the market.

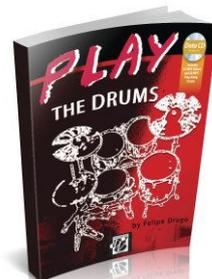


legatorguitars.com

PRINT & DIGITAL

Play the Drums A New Beginning Drum Set Approach

Alfred Music announces the release of *Play the Drums* by London-based educator and performer Felipe Drago. *Play the Drums* presents a new approach to learning the drum set for beginners, containing grooves, fills, reading concepts, and core rhythms in a simple and clearly organized format.



This easy-to-use book and CD kit covers quarter-note, eighth-note, sixteenth-note, and triplet grooves, fills, and reading exercises. In addition, the data CD provides 62 MP4 videos of the author demonstrating the examples and 30 play-along MP3s for practice. It has everything you need to start playing the drums with real-world beats and fills as quickly as possible.

Drago has road-tested all the material with large numbers of students in his teaching studio, the WizDom Drumshed in London – the first such franchise of Dom Famularo's teaching studio franchise in the U.K. *Play the Drums* is now available for \$18.99.

alfred.com

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DJ & LIGHTING

Chauvet Hurricane Haze 1D

Lighting users know the impact that haze and fog atmospheres can have on creating dynamic and dramatic lightscares. The Chauvet DJ line of Hurricane haze and fog machines includes models to fit any space and application including the Hurricane Haze 1D, a water-based haze machine mobile entertainers and event producers are depending on to create a light haze atmosphere to enhance their light shows because of its easy and convenient operation and powerful effect.



Users can easily set the DMX address and stand-alone operation using the digital display of the Hurricane Haze 1D. Haze output and blower speed can even be adjusted in stand-alone mode using the digital display with no controller required. Output can also be adjusted using the included FC-T wired timer remote and DMX. A built-in sensor helps prolong the hazer's life by stopping the pump automatically when the fluid level is low.

chauvetlighting.com

CASES & BAGS

Gator Cases Speaker Tote Series

Gator Cases has released a new series of lightweight speaker tote bags designed for the hottest compact speaker cabinets on the market. Four models are available to fit 8, 10, 12 and 15" speaker cabinets such as the QSC K Series, Yamaha DXR Series and Turbosound iQ Series.



The Tote Series is constructed of rugged water resistant polyester with protective, padded, lined interior. A heavy-duty, dual zipper design opens the entire top of the bag making loading and unloading a breeze. The secure wrap dual reinforced handles and straps help distribute the weight of the speaker to resist wear and tear on the bag as well as making it comfortable to carry.

The Speaker Tote Series provides ample storage with a large pocket on the front for cables and accessories. The Gator GPA-Speaker Totes are perfect for rental house, event DJ or back-line and front stage use and are available from your authorized Gator dealers.

gatorcases.com

String Swing Keyboard Hanger System

The Keyboard Hanger System by String Swing USA is a convenient package designed to allow you to display a keyboard anywhere on the wall. The hangers are fully adjustable to any display angle and available in three color options; copper vein, silver vein, and black vein.



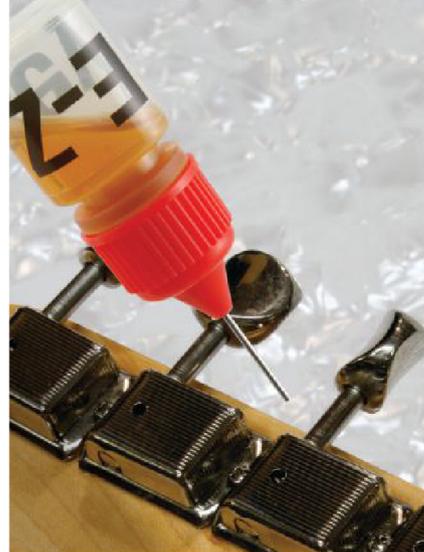
All of the mounting hardware is included. The tools required for installation are a standard drill with a 3/16" drill bit, a 4ft level and a Phillips screwdriver.

The Keyboard Hanger System retails for \$99.99 and has a list price of \$119.97.

stringswing.com



www.allparts.com/ezkey



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By Dan Daley

Music Education at the Top of the Market Looks a lot Like it Does Everywhere Else

The idea of the itinerant music teacher who has piano students over to her cozy home or meets his young charges in the sunlit atelier of a music shop has a nice Norman Rockwell ring to it, and it's still done that way in thousands of instances every week. However, music instruction has also run into many of the same exigencies that education in general has encountered in the 21st century. They include an overabundance of musicians for whom having been good students themselves may not necessarily translate into becoming equally good teachers. Anyone who lives in a major city has seen scores of flyers on lampposts advertising guitar lessons for less than the cost of a decent lunch.

But also like many other services these days, those who can afford to pay more can get more. That's one of the drivers behind Music To Your Home (www.musictoyourhome.com), the service that Vincent and Tracy Reina have been running from their suburban New York City home for over a decade. The husband and wife, both musicians (him: keyboards; her: voice) cull their stable of teachers from the upper strata of area musicians, with more than a few having masters or doctorates from schools like Juilliard, the Manhattan School of Music, and NYU. At \$90 an hour, it's not for everyone. However, nor is it solely for the one percent. Vincent says they pick students nearly as carefully as they vet teachers, looking for commitment as well as means. The business model is also careful at striking a balance: lessons are typically paid in an eight-week billing cycles, but students aren't charged for that package until they've had their first lesson and are satisfied with the teacher.

Talking to Vincent, one can sense him constantly calculating the pros and cons of expanding the business versus keeping it local. There's some attraction to the kind of reach that services like Take Lessons have achieved; even New York's massive metropolitan area can seem finite compared to the universe of the Internet. On the other hand, he's not warm to the amount of travel and other aspects of management that expansion would involve. And online services can too easily slip any boundaries that owners might set for them, with individual teachers able to compose personal resumes that often feel more appropriate for Craigslist postings than for Berklee applications. "I don't want us to just become a directory of teachers who are all over the place," he says.

That's not to say that either approach is inappropriate, or even that they are diametrically opposed

– Music To Your Home has experimented with some master classes online, and certainly the sharing apps like Uber and Airbnb have proved that people and digital can successfully coexist. But the Reinas face the same paradigmatic quandary that all music education confronts at a time when everything is supposed to be available everywhere, all the time: quantity and ubiquity often work against quality. To reduce it to a more colloquial equation: fast, cheap, good – pick two, because that's the most you can get. Or more to the point: go wide or stay close – go for the reach of the web or accentuate the advantages of where you are.

There are other possible connections that can be made at this level. There's the spouse of a notable Manhattan restaurateur who runs a children's music day camp out of a recording studio that could be a good fit for an equally upscale education proposition. Once you cross an invisible yet palpable economic line, one that varies from zip code to zip code, but that you recognize when you cross it, the possibilities increase, both in potential and complexity. Thinking

“Thinking outside the box is the cornerstone of entrepreneurship, but as any number of start-up veterans will tell you, make sure the box is really, really stable first.”

outside the box is the cornerstone of entrepreneurship, but as any number of start-up veterans will tell you, make sure the box is really, really stable first.

Vincent says he's looking at a number of other online propositions that involve music, tangentially or directly. But after a while much of what's on the web begins to look like the *Real Housewives of Somewhere Or Other*. More concretely, last year's National Study of Online Charter Schools, the first major study of online education effectiveness, concluded, based on research from 17 states, that online learning has failed to match that done by a live teacher.

It's why the Reinas may end up remaining local, with online used to fill in when teachers have to tour or otherwise travel. But it's also why Vincent says that teaching based in MI retail stores also remains a viable proposition. Local talent pools vary in depth, but he counsels patience with whatever a shop has to work with. "Even in the smallest markets, don't settle for mediocre teachers," he says. "Every teacher you work with represents you. We learned that the hard way."

Teaching isn't simply an add-on service to a store – it's a resume and calling card. And while balancing an education business at the top end of the spectrum isn't easy, it shares its most basic tenets with any other top-line venture: excellence is a full-time job. **MMR**

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