



Know someone else who might benefit from

MMMR?
MUSICAL MERCHANDISE REVIEW

Share your copy with a colleague!



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





TIMELESS
COMMUNICATIONS, CORP.

Producers / Publishers of:

PLSN
PROJECTION LIGHTS & STAGING NEWS

FOH
FRONT OF HOUSE

SD STAGE DIRECTIONS

MMR
MUSICAL MERCHANDISE REVIEW

SBO
SOUND BOARD AND ORCHESTRA

Jazzed

Choral Director
THE CHORAL DIRECTOR'S MANAGEMENT MAGAZINE

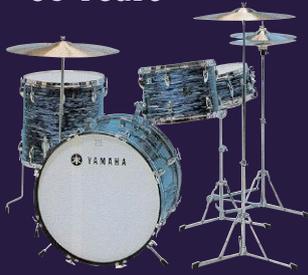
MMR

MUSICAL MERCHANDISE REVIEW



40

To the Beat of Their Own Drum: Yamaha Drums Celebrates 50 Years



66

Dealer Survey: Guitar & Bass Amplifiers

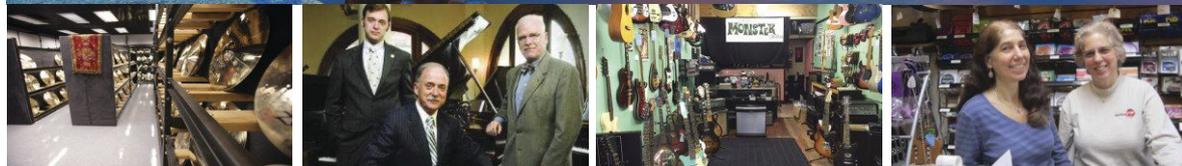
70

Accessories: Sound Synergies: Developing Turnkey Solutions for Retailers and Consumers



Boston Rocks!

Market Profile: Greater Boston 42



FREEDOM STICK
Inspire Your Customers.

CHAUVET 2



Powerful tools for lighting creativity
Learn more at www.CHAUVETDJ.com/freedomstick



No one's harder on gear than FISHBONE!

It would be an understatement to say that the world's most outrageous live band can be outright demanding on its gear. From the moment they strike their first chord, to their soaking wet encore, these guys throw down with an abandon that is often imitated, but never duplicated. Similarly, our cables are handmade right here in America and come with a **lifetime warranty**. That's how we've made 'em for over 40 years, and that's why pros like FISHBONE continue to be loyal, satisfied, and most importantly connected! Plug in with authority and perform with confidence with Whirlwind Cables.



"Whirlwind, your gear has always stood the test of time and FISHBONE thanks you!"

-NORWOOD FISHER

1-800-733-9473  whirlwindusa.com

whirlwind



Reverb.com
SELLING MADE EASY

LEARN HOW MONSTER MUSIC GREW
ONLINE SALES FROM 0% TO 20%

“Reverb gives me access to cutting edge e-commerce sales and marketing tools that have never before been affordable or accessible to Mom & Pop shops like mine.

Two years ago, I had negligible online sales. This year 20% of my store's revenue will come from Reverb. That type of growth in this economy has been a godsend.

PROUD SPONSOR OF

NAMM[®]

VISIT US AT BOOTH #1257
TO LEARN MORE

BRIAN REARDON

OWNER, MONSTER MUSIC
NAMM BOARD OF DIRECTORS
Reverb.com/MonsterMusic

C O N T E N T S



MUSICAL MERCHANDISE REVIEW

Vol.176 JULY 2017 No.7

FEATURES

To the Beat of Their Own Drum: Yamaha Celebrates a Half-Century of Pioneering Drum Kits 40

A chat with marketing manager Steven Fisher on Yamaha's significant introductions over the past 50 years

Boston Rocks: Market Profile: Metro Boston 42

In this market profile, *MMR* highlights and chats with the major MI retailers of Beantown to hear their perspective on the unique challenges of keeping a store in Boston

Carlton Family Values: Carlton Music on 50 Years in the Family 50

At Carlton Music, the family values extend far beyond the two (almost three) generations of Carltons in the business

2017 Summer NAMM Buyer's Guide 54

Our guide to the retailers and new products that will be on display at Summer NAMM this month in Nashville

Survey: 'Where Have All the Full-Stacks Gone...': Guitar and Bass Amplifier Sales in 2017 66

A look at the changes in guitar and bass amp sales from MI retailers around the country

Accessories: Sound Synergies: Developing Turnkey Solutions for Retailers and Consumers 70

A glimpse into the history and inventive process of the accessories from Sound Synergies

Dominating Dayton: Counting 80 Years of Milestones Hauer Music 72

As Hauer Music turns 80, co-owner and president Jim Hauer looks back on the Ohio company's history – and its future

Progressive Music: 70 Years of Music Education Advocacy 76

The older Progressive Music gets, the stronger their advocacy for music educations becomes, too

Cover Photo: ©maglara - stock.adobe.com

MMR Musical Merchandise Review® (ISSN 0027-4615), Volume 176, Number 7, July 2017, founded in 1879, is published monthly by Timeless Communications Corp., 6000 South Eastern Ave., Suite 141, 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 ©2017 by Timeless Communications Corp., all rights reserved. Printed in USA.



54

Take a peek at some of the hottest items hitting the show floor at Summer NAMM

Anniversary: Ashdown Engineering 20 Years Into the Game 79

Mark Gooday of Ashdown Engineering on the company's (very productive) 20 years in the MI industry

It's Just a Stage You're Going Through: MI Retailers try their hand at hosting live performance spaces 80

How different MI retailers are adding stages and areas for live performances to their stores to boost business

Going Pro: Recording and live sound products are creating a synergy with instrument sales 82

Dan Daley explains how pro audio equipment has helped to stimulate an industry-wide interest in recording

Small Business Matters: Remember What Your Mother Always Said: 'Don't Talk to Strangers!': How to Successfully Navigate Three Tricky Interactions Where the Customer is His or Her Own Worst Enemy 84

Menzie Pittman offers solutions to the trickiest MI customer interactions

COLUMNS

| | | | |
|----------------------|----|--------------------------|----|
| Editorial | 4 | People on the Move | 38 |
| UpFront | 6 | New Products | 86 |
| Letters..... | 8 | Classifieds..... | 88 |
| Supplier Scene | 16 | Ad Index | 91 |
| MMR Global..... | 28 | The Last Word | 92 |
| Trade Regrets | 36 | | |

For 38 years, the leader in custom pickguards.

Since 1978, we've been hand-making custom pickguards for the music world, offering hundreds of colors and material combinations for every brand of guitar! Expertise? You bet. And we offer the fastest turnaround time because we make everything right here in the USA! Check us out, and discover our secret for success.



For information, go to wdmusic.com or call 1-800-449-9348



Engineered to outperform every student string.

Introducing Ascenté. This latest innovation in synthetic strings from D'Addario combines the sophisticated tone, durability, and unbeatable pitch stability that are vital to a progressing player. Ascenté not only breaks ground in quality and performance, but in how well it performs for your margin, too.

D'Addario
ORCHESTRAL

It's Not Necessarily About Reinventing the Wheel



by Christian Wissmuller

“Competing with the big box stores hasn’t been as challenging as it sounds.”

Say what?

That was my initial reaction to Guitar Stop (Cambridge, Massachusetts) owner Jeanne Oster’s comments that appear in this July’s profile of the Greater Boston MI market.

But, upon consideration, I’ve been hearing and reading more and more folks expressing similar sentiment in recent years.

“Big box retail stores are losing relevance, while e-commerce and specialty stores grow in appeal,” noted Denise Lee Yohn, in a piece she penned for the *Harvard Business Review* last June (‘Big-Box Retailers Have Two Options if They Want to Survive’). “Big box retail must shift its strategy – from competing on access and selection to staging big experiences and providing big discounts.”

I’m not uncorking any rich vintage of truth for any *MMR* reader when I assert that the real and growing challenge to brick & mortar retail operations isn’t the big box retailers, but rather online sales. Hop on the internet, search around for a bit, and a few clicks later you’ve purchased whatever you need – all without having to leave the comfort of home. And, depending on the online dealer and your relationship with that vendor, you likely don’t even have to pay for shipping. How can you argue with (or beat) that type of convenience?

Well, as already (and often!) discussed, the larger-ticket items your own store may stock represent the types of purchases any but the most wealthy amongst us would think twice about pulling the “online trigger” on without some in-person, hands-on trial. So you’ve got that going for you. But what else?

As PricewaterhouseCoopers noted in a 2015

report, “Consumers will put heightened emphasis on personalization, look for opportunities where their input matters, and value product and service solutions.”

MI retailers need to aim to replace – and exceed, value-wise – the ease (and, quite frankly, inherent laziness) of a few casual clicks on a laptop or smartphone with comprehensive, personalized customer service and human relationships.

Going back to Jeanne Oster: How is she doing it? Why is competing with big box and online competition not “as challenging as it sounds?”

“Our prices are usually lower than the big box stores,” she offers. “We stand behind everything we sell. Everyone who works here can do minor repairs, set-ups, and adjustments on the spot if they are needed.” Oster’s Guitar Stop also has a “robust website” and a thriving lesson program.

These aren’t “big guys” and nobody at this store is reinventing the wheel, but they’re crafting and making use of a damn fine wheel: they do their job and have successfully cultivated loyal, repeat customers.

So there it is, the formula for success – even in today’s complex market: personalization and catering to a niche. Figure out what you can offer that distinguishes you from the competition – competition of all sizes – and then do that, and do it well. Again, hardly breaking news, but a simple truth that can sometimes get lost amidst the frequent cries of “unfair” competition.

Christian Wissmuller
cwissmuller@timelesscom.com



MUSICAL MERCHANDISE REVIEW

Published Since 1979

PRESIDENT

Terry Lowetlowe@timelesscom.com

GROUP PUBLISHER

Greg Gallardogregg@timelesscom.com

EXECUTIVE EDITOR

Christian Wissmullercwissmuller@timelesscom.com

ASSOCIATE EDITOR

Victoria Wasylakvictoria@timelesscom.com

ASSOCIATE EDITOR

Mike Lawsonmlawson@timelesscom.com

AUDIO / MI ADVISOR

George Petersengeorge@timelesscom.com

LIGHTING / STAGING ADVISOR

Nook Schoenfeldnook@timelesscom.com

CONTRIBUTING EDITOR

Dan Daleyddaley@timelesscom.com

WEB DESIGNER

Mike Hoffmike@mikehoff.com

ADVERTISING / MARKETING DIRECTORS

Mike Devinemd@timelesscom.com

Matt Hubermh@timelesscom.com

Dave Jeansdjeans@timelesscom.com

Matt Kingmking@timelesscom.com

GREATER CHINA

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

ART DIRECTOR

Garret Petrovgpetrov@timelesscom.com

PRODUCTION MANAGER

Mike Streetmstreet@timelesscom.com

GRAPHIC DESIGNER

Angela Marlettamarlett@timelesscom.com

VICE PRESIDENT

William Hamilton Vanyowvanyo@timelesscom.com

OFFICE ADMINISTRATOR / CIRCULATION

Naomi Crewsncrews@timelesscom.com

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



Enhance. Express. Impress.

www.bourns.com/proaudio



Martin & Co.
EST. 1833

THE 17 SERIES

Black Smoke & Whiskey Sunset



00-17S BLACK SMOKE

00-17 WHISKEY SUNSET

000-17 BLACK SMOKE

Industry News

Alvarez Artists Take the Stage at Summer NAMM

Alvarez Guitars is one of the sponsors of Muriel Anderson's All Star Guitar Night this year at Summer NAMM.

The show will feature performances by Alvarez friends Jack Pearson, Signature Artist Brad Davis, and Muriel Anderson herself and will take place on July 15th, 5pm at 3rd & Lindsey in Nashville.

"We were thrilled to have the opportunity to join other sponsors for the All Star Guitar Night this year," says Chris Meikle, head of development at Alvarez and senior vice president of St. Louis Music. "That more and more artists are using Alvarez guitars for their performances is a great indicator that all of our hard work in design and R&D is paying off."



Muriel Anderson's All Star Guitar Night is a NAMM tradition now more than 20 years running and features some of the best pickers from around the world. Alvarez recently built a custom designed Yairi for recording artist Brad Davis, and is in the process of designing Jack Pearson his own signature model. Muriel Anderson has been a long time player of a Yairi classical model.

While All Star Guitar Night celebrates the guitar and performers, it also raises money and awareness for a very important cause – music education for children. The artists donate their time and talent and the sponsors generously fund this event so that disadvantaged children can have access to instruments and music instruction in their schools.

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

KMC to Distribute Mackie and TASCAM in the U.S.

KMC Pro Audio has announced that it has been appointed to serve as a United States distributor of Mackie loudspeakers, mixers, portable PA systems, and recording and studio monitoring products.

In announcing the appointment, Henri Cohen, LOUD Technologies Inc. vice president, Worldwide Sales MG Brands (Mackie-Ampeg) noted, "We are very excited to announce a distribution agreement with KMC.



This is a great opportunity to make Mackie products more accessible to a wider range of customers. We believe it's a win/win for all parties involved, including KMC dealers that will benefit from the new option to add the iconic Mackie brand to their PA and recording assortment."

According to KMC vice president of merchandising Roger Hart, "Mackie is a worldwide leader in professional audio innovation with a well-deserved reputation for creating superior performing products that also deliver the highest levels of performance reliability. Constantly focused

on forward looking product design that delivers maximum real world customer benefits, Mackie has consistently defined

and redefined performance and value for customers in bars and clubs, houses of worship, mobile DJ, musicians, production and rental, restaurant and retail, and studio recording. We are proud to add Mackie to our growing roster of industry-leading pro audio brands."

continued on page 10

2017 NAMM Advocacy Fly-In

In late May, nearly 100 music industry leaders, notable artists and arts education activists joined together to advocate for all school-aged children to have access to quality, comprehensive school music education programs. As part of the NAMM Advocacy Fly-In, held May 22-24, the delegation met with Members of Congress and other policy stakeholders to reinforce the importance of music as part of a well-rounded education.

The issue of music education takes on a special importance this year as the *Every Student Succeeds Act* (ESSA), signed into law in 2015 by President Obama readies for state-level implementation in 2018, and is currently facing proposed budget cuts. The law specifies music as core subject of a well-rounded education for all K-12 students.

The Advocacy week began on Monday, May 22 with a Day of Service at Jefferson Middle School Academy. Members from the group provided three hours of music education instruction on drum, ukulele and guitar for the middle school students. NAMM delegates also provided maintenance and repair to many of the school's existing instruments. That evening, the group



Mary Luehrsen, executive director of The NAMM Foundation, introduces author and columnist David Brooks during the NAMM Fly-In For Music Education Briefing in reference to the 2017 national political and election outlook at the NEWSEUM in Washington, D.C.

joined The NAMM Foundation in awarding the SupportMusic Champion Award to Senator Robert Casey (PA). The award was presented in recognition of the Senator's long history in music education advocacy and role as a champion of the *Every Student Succeeds Act*.

On Tuesday, the delegates prepared for their efforts on Capitol Hill by participating in advocacy training at the Newseum, during which the music industry leaders were apprised of current issues facing public school music programs and briefed

continued on page 12

Hightech

THE ORIGINAL



CLASSICAL



DREADNOUGHT



000



OM



GRAND CONCERT



ARCH TOP 16"



ARCH TOP 17"

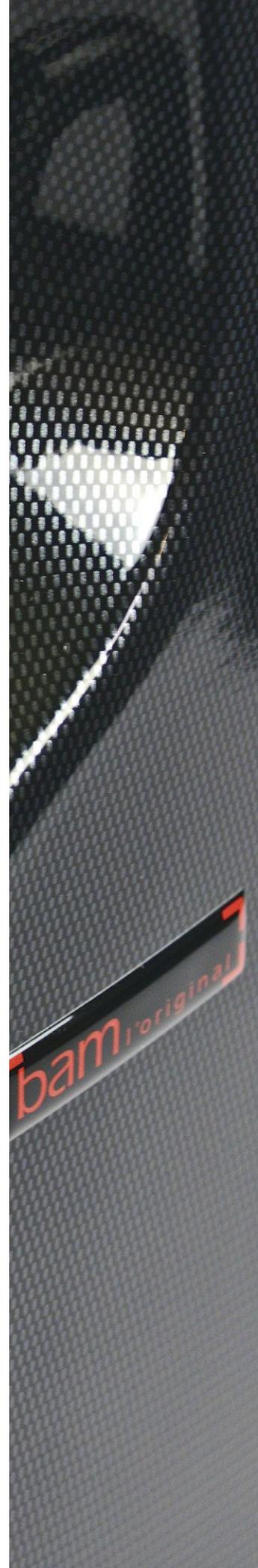


GYPSY SELMER
TYPE

bam
l'original

Fait Main en France • Hand Made in France

www.bamcases.com



Manhasset to Distribute T.H.Y. Designs

Manhasset Stands has announced their exclusive distribution agreement with T.H.Y. Designs, LLC., manufacturer of the Wind Wynder.

The Wind Wynder is a device for holding music books, pages or sheet music on a stand or with a hard music folder on a music stand. The unique design of the Wind Wynder is portable, efficient and easy to use which allows any musician to make normal page turns in windy, drafty conditions indoors or outdoors, or when music pages will not stay open. The Wind Wynder is designed to be used on music stands, with two clips attaching on each side of the stand and a monofilament line that pulls out from one of the clips which lies over the music holding it in place as the musician turns the pages as normal. It is no longer necessary to clip and unclip music to turn the page! A velour pouch is included for storing the Wind Wynder.

The owners and inventors of the Wind Wynder accessory, Mary Tolokan and Ra-Jean Higginson expressed their enthusiasm with the distribution agreement, "We

are very excited to be partnering with Manhasset to distribute our Wind Wynder™ product along with their wonderful music stands and accessories! We believe that Manhasset Stands are the best music stands in the business and we wanted to work with the best possible company to help us market our products!" Mary and Ra-Jean continue, "As musicians, we recognized the need for a better solution for addressing music page issues outdoors and indoors for all musicians. We knew it was important to be able to Hold That Note!"

Dan Roberts of Manhasset adds, "The Wind Wynder accessory has a very unique design that will be useful for all musicians whether they are playing indoors or outdoors, wherever there is a current of air that might inadvertently turn pages. The rugged construction and simplicity of design make it easy to use at a suggested retail price of only \$29.99!" Roberts continues, "Our distributors will have the WW-SOLO Wind Wynder product soon, for symphonies, outdoor festivals, music camps, and schools."



Letters

'Suckerpunch' – good one. [June, 2017 Editorial]

I'm a residual subscriber. CEO Seer Systems, that invented software synthesis.

Since starting in this biz in 1979 I've been saying the local music store is the foundation of culture.

Thank you for skillfully reinforcing this.

The editor's position requires the balance you demonstrate. And the convictions by which you gently persuade those still of flexible mind.

Best regards,
Stanley Junglieb, Seer Systems

Quiet
COIL
BY MOJOTONE

No batteries.
No stacked coils.
No PC boards.
No hum.

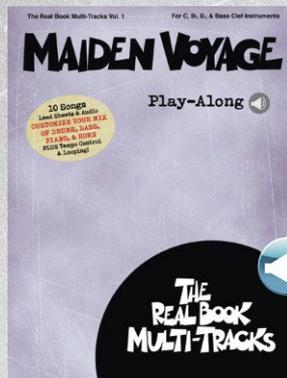
BECOME A DEALER

910.259.7291 | MOJOTONE.COM
INFO@MOJOTONE.COM

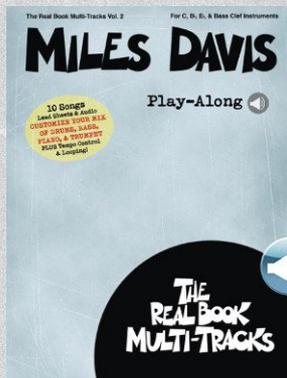
THE JAZZ PLAY-ALONGS YOUR CUSTOMERS HAVE BEEN ASKING FOR!

THE REAL BOOK MULTI-TRACKS from HAL LEONARD

Musicians have been asking for years for play-alongs that let them remove the part they want to remove. Technology finally caught up to their requests! The new *Real Book Multi-Tracks* from Hal Leonard feature an online interactive audio interface that enables players to control the backing tracks the way they always wished they could!



1. MAIDEN VOYAGE PLAY-ALONG
Autumn Leaves ■ Blue Bossa ■ Doby ■ Footprints ■ Maiden Voyage ■ Now's the Time ■ On Green Dolphin Street ■ Satin Doll ■ Summertime ■ Tune Up.
HL00196616
Book with Online Media.....\$17.99



2. MILES DAVIS PLAY-ALONG
Blue in Green ■ Boplicity (Be Bop Lives) ■ Four ■ Freddie Freeloader ■ Milestones ■ Nardis ■ Seven Steps to Heaven ■ So What ■ Solar ■ Walkin'.
HL00196798
Book with Online Media.....\$17.99



3. ALL BLUES PLAY-ALONG
All Blues ■ Back at the Chicken Shack ■ Billie's Bounce (Bill's Bounce) ■ Bir's Works ■ Blues by Five ■ C-Jam Blues ■ Mr. P.C. ■ One for Daddy-O ■ Reunion Blues ■ Turnaround.
HL00196692
Book with Online Media.....\$17.99

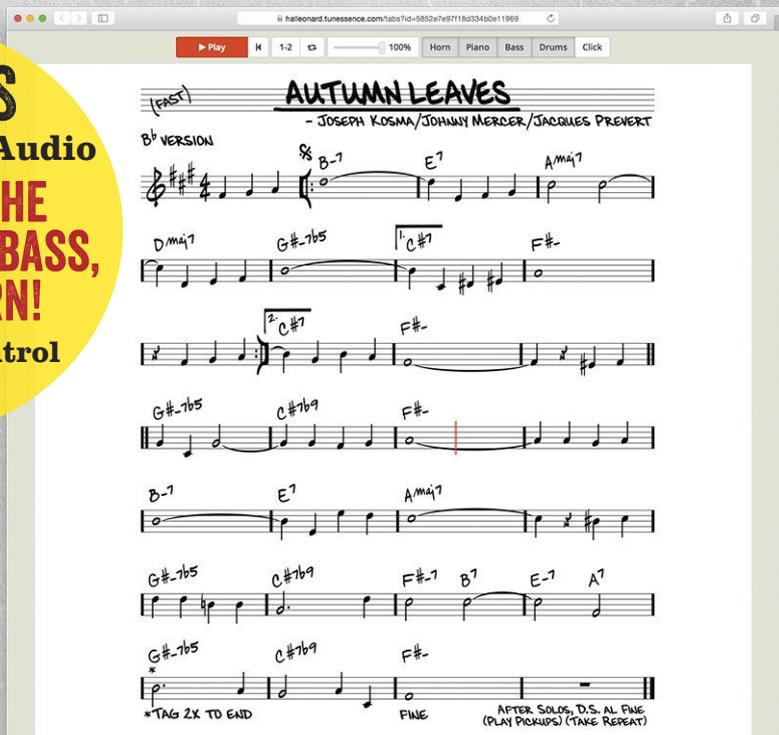


4. CHARLIE PARKER PLAY-ALONG
Anthropology ■ Blues for Alice ■ Confirmation ■ Donna Lee ■ K.C. Blues ■ Moose the Mooche ■ My Little Suede Shoes ■ Ornithology ■ Scrapple from the Apple ■ Yardbird Suite.
HL00196799
Book with Online Media.....\$17.99



5. JAZZ FUNK PLAY-ALONG
Alligator Bogaloo ■ The Chicken ■ Cissy Strut ■ Cold Duck Time ■ Comin' Home Baby ■ Mercy, Mercy, Mercy ■ Put It Where You Want It ■ Sidewinder ■ Tom Cat ■ Watermelon Man.
HL00196728
Book with Online Media.....\$17.99

10 SONGS
Lead Sheets & Audio
CUSTOMIZE THE MIX OF DRUMS, BASS, PIANO & HORN!
PLUS Tempo Control & Looping!



ORDER A MIX OF 15 FOR **55% OFF!**

1-800-554-0626

HAL LEONARD®

www.halleonard.com

Music & Arts Opens New Location in New Jersey

Music & Arts has announced the opening of its newest musical instrument store and lessons facility in Ramsey, New Jersey.

This new location is part of the company's 65th anniversary celebration, and carries on the company's tradition of serving music and education needs in local communities. Additional store openings across the U.S. will be announced throughout 2017.

Located in the Interstate Shopping Center 137 Interstate Shopping Center Ramsey, NJ, the store serves the residents of the Ramsey Borough and surrounding Bergen County by offering private and group lessons, instrument rentals, repairs and a wide assortment of top name instruments and accessories. School music programs throughout the county are also served.

"For 65 years we've been serving local

communities across the U.S. with the high quality rentals, repairs and lessons that have been an important part of the Music & Arts experience since our company founder, Benjamin O'Brien, opened his first shop," shares Music & Arts president Steve Zapf. "We're proud to continue to bring this same level of dedication to students, parents, and music educators today."

National sales director, Jeremy Mueller, notes, "Music & Arts provides a one-stop solution to students and parents for "everything music" – from instruments, to lessons, to accessories and advice. Our fully-trained, friendly staff of musicians is passionate about music education, and we take pride in being a strong member of the communities we serve."

KMC to Distribute Mackie and TASCAM

continued from page 6

According to Hart, Mackie product is now in stock and available for immediate delivery to KMC dealers nationwide.

Additionally, TASCAM, the professional audio division of TEAC Corporation, has appointed KMC Pro Audio to serve as a non-exclusive United States distribution partner, according to Hart. "TASCAM offers the industry's broadest range of recorders, mixers and related products, and their most popular products are now available to our reseller network," Hart said. "We are fully stocked and ready to immediately ship to customers who are looking for the finest quality recording, musician, broadcaster and contractor solutions."

According to Hart, TASCAM has developed solutions for every segment of the sound and music industry for more than 40 years. From the high-end audio professional in a major post-production studio to the hobbyist at home, TASCAM covers the entire spectrum of customer need. The company is committed to providing its customers with audio and video solutions that enable breakthroughs by using sound in ways that are as exciting as they are accessible.

"After literally creating the home recording industry in the 1970s, TASCAM went on to achieve recognition for pioneering the development of groundbreaking pro audio products like the first 1/2-inch, 4-track cassette recorder; the first 8-track reel-to-reel mixer combo; the first R-DAT recorder; and the first MiniDisc digital multitracker and CD scratcher," Hart said.

The best just got better.



8+ hours, full brightness



charge during use



USB powered



full-range dimmer



battery gauge



even lighting

The LED music stand light used by most professional musicians, orchestras, pits, and productions just got better. Introducing the Aria Forte. All the durability and brightness you expect but with longer lasting power and a blazingly fast recharge.

Bold. Bright. Beautiful. Aria Forte.

Visit us at Summer NAMM, Booth 802



Aria
arialights.com

ALFRED MUSIC STAFF PICKS



Pam Hendricks, Sales Director

Years at Alfred Music: Twenty-four

Instruments: Bass, Guitar, Cello

Best Perk of Working at Alfred Music:
Fantastic people

Favorite Genres to Play: Classic Rock, Prog

Favorite Artists: Yes, Elton John,
Nickel Creek

First Concert Experience: Yes, 1977

This series is perfect for directors working to improve their students' musicality and technical ability in an ensemble. It is unique in that the chorales are written by a number of renowned composers, exposing students to a variety of rich and colorful styles in the grade ½ to 1½ levels. The curriculum was written as a direct result of requests from band directors to the authors at festivals, music educator shows, and performances. Make sure to show it to all of your band directors. They will thank you!



alfred.com



2017 NAMM Advocacy Fly-In

continued from page 6

on ESSA and the current political climate, from a variety of policy and arts leaders, including representatives from the United States Department of Education, Americans for the Arts (AFTA), the National Governors Association (NGA), the National Association for Music Educators (NAfME), and the National School Board Association (NSBA), among others. The group also enjoyed a special lunchtime session on current policy trends presented by *PBS News Hour* contributor, *New York Times* columnist and Turnaround Arts artist, David Brooks. Delegation groups were also trained on developing state-level advocacy efforts for music and arts education to put into practice in their home states.

On Wednesday, nearly 200 meetings with Members of Congress were held by the delegation. The group of advocates discussed the multitude of benefits that music education espouses, such as increased brain function, focus and language development, as found in a new

research study from Northwestern University. The Country Music Association, VH1 Save the Music Foundation, and former New York Yankees centerfielder and three-time World Series winner, music education champion and Turnaround Arts artist Bernie Williams joined the day of advocacy, sharing his own experience in music education and a desire to create a more musical world.

In addition to the advocacy work, the group was part of a special Congressional reception, held on Wednesday, May 24 in the Mansfield Room at the U.S. Capitol that brought together arts advocates and policy makers. The evening was capped by a special CMA Songwriters Series event held at The Kennedy Center. The event featured notable acts including Lo-Cash Cowboys and Drake White, as well as songwriters Jim Beavers and Heather Morgan. The performance underscored a united commitment from both artists and delegates to continue to champion music education opportunities for all children.

GC Opens Location in Silver Spring, Maryland

Guitar Center recently opened its latest retail location, a brand-new 12,000-square-foot store in Silver Spring, Maryland.

This new store features modern showrooms equipped with the latest products for musicians – from guitars, amplifiers, percussion instruments and keyboards to live sound, DJ, lighting, and recording equipment. Customer services include Guitar Center Lessons, an in-house, state-of-the-art music academy for players of all ages and skill levels, GC Repairs, an on-site maintenance and repairs service, GC Rentals, easy rentals of instruments and other gear, and Guitar Center Workshops, offering free introductory classes and instruction on guitar, ukulele, and recording. Silver Spring shoppers are also able to enjoy Guitar Center's multi-channel "endless aisle," which gives customers the ability to combine in-store, online and phone options to purchase music equipment from anywhere.

Be a Tuning Ninja

ARE YOU READY?

RAT-O[®]

BALANCED-GEAR TUNING TECHNOLOGY
PATENTED

www.graphotech.com/MMR8

SWITCHER+ MULTI EFFECTS

The MS-3 Multi Effects Switcher is a new-concept pedalboard solution that maximizes your creative options by combining a world-class multi-effects engine and multi-pedal switcher in one small, dedicated unit.

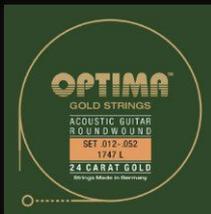
For more details
visit BOSS.info



Come see BOSS at Summer
NAMM 2017, Booth #723

BOSS **MS-3**

OPTIMA™
Strings Made in Germany



ACOUSTICS 24K GOLD



BANJO 24K GOLD



PEDAL STEEL 24K GOLD



OPTIMA Musiksaiten GmbH
82538 Geretsried • Germany

Malibu CA 90265 • USA

us.optima-strings.com
info@optima-strings.com

Summer NAMM

booth # 39

UpFront

14 JULY 2017 • mmmagazine.com

Music China 2017 Expands Scale

Music China is set to take place from October 11-14, 2017 at the Shanghai New International Expo Centre. The 2017 show is expected to exceed last year's scale and expands to 11 halls covering 125,000 sqm of exhibition space (2016: 112,000 sqm in 10 halls).

With full support from the global music industry, over 90 percent of exhibition space has been reserved to date.

China's 13th Five-Year Plan (2016 – 2020) has positioned the cultural industry as one of the key pillars of the national economy and highlighted the importance of the music industry's development. Backed by the government's initiatives and astounding purchasing power of Chinese consumers, the country's demand and expenditure on musical instruments will continue to grow. According to a report from the Economist Intelligence Unit (EIU), an advisory services provider, China will become a middle-class society by 2030. The rising disposable income has also brought about a shift in consumption patterns from necessities to cultural activities such as learning musical instruments and attending arts classes. The market size of cultural activities is expected to grow to RMB 80 billion (approximately USD 11.6 billion) in 2018, according to data revealed by a Beijing-based research company, Zhi Yan Market Research Ltd.

In view of the expanding market potentials in China, one more exhibition hall has been added by fair organizers to accommodate the strong demand from various sectors. Ms. Judy Cheung, deputy general manager of Messe Frankfurt (Shanghai) Co Ltd, elaborated: "Over the past 15 years, with the joint efforts from the organisers and support from the music industry, the fair continues to grow in scale and content to help exhibitors capture the emerging business opportunities. In response to the market trends and the strong requests from our industry peers, we have decided to further expand our show scale. This year, we will welcome an additional hall entirely dedicated to music education, as well as enlarged areas for

bowed instruments and pianos."

The early confirmation of numerous industry-leading brands at Music China is a strong testimony of their confidence in the promising music market. This year, the piano sector will occupy two halls with a strong line-up of international and reputable European brands including: Bluethner, Estonia, Fazioli, Petrof, Samick, Sauter, Schimmel, Seiler, Steinway, Yamaha, and more.

The area for bowed instruments will also be expanded from one and a half halls to nearly two halls. These halls will highlight European traditional bow and string instruments and craftsmanship brought by a group of well-recog-

nized Italian luthiers such as Andrea Schudtz, Grisales Violinmakers, and Piccinotti Violins.

Other globally renowned brands which reserved booth space for the upcoming edi-

tion include: ABRSM, Alfred, BAM, Buffet, Casio, D'Addario, EKO, ESP, Fender, GEWA, Hsinghai, Ibanez, Jinbao, Kawai, LTD, Marshall, Medeli, Music Sales, Pearl River, Roland, Schott Music, Tama, and Taylor.

Taylor Guitars, a leading global manufacturer of premium acoustic guitars from the US, is one of the loyal exhibitors and has been supporting Music China for years. Mr. Andy Lund, Export Sales Manager of Asia and South Pacific from the company said: "It's important for us to stay competitive in the industry and be seen by our customers. The show is a crucial platform to meet our end-users face to face and understand their needs."

Music China 2017 will once again feature 10 international pavilions and groups from Belgium, the Czech Republic, France, Germany, Italy, Japan, the Netherlands, Spain, Taiwan, and the UK. They are all geared up to present their unique strengths and state-of-the-art instruments from their respective regions.

For more details about the show, visit www.musikmesse-china.com or send an email to music@hongkong.messefrankfurt.com.

music
CHINA



Trust in a classic.

Another living legacy.

The Bullet-Nose Double-X Keyboard Stand from On-Stage® features heavy-duty 1" square tubing for strength and durability, movable arm sleeves to fit most keyboard widths and a 5-slot disk clutch with bullet-nose pull knob for quick, convenient height and width adjustability. Simple, sturdy and affordable. A classic win-win-win.

On-Stage®
KS8191 Bullet-Nose
Double-X Keyboard Stand

Contact your On-Stage® Specialist at (800) 289-8889 or visit On-Stage.com to learn more about On-Stage® Legacy Series products like the **KS8191 Bullet-Nose Double-X Keyboard Stand** and many others. ©2017 The Music People

On-Stage®

SINCE 1979

Be sure to check out our all new **On-Stage Booth (#543)** at the **2017 Summer NAMM Show.**

Supplier Scene

Claus Hessler Added to Promark by D'Addario Family

Promark by D'Addario has added drummer, clinician, and author Claus Hessler to their family of percussion artists. Hessler is known for a variety of work as a drummer, from his open-handed approach to drum set playing, to his ostinato-work and variety of musical styles.

Jim Chapin, author of *Advanced Techniques for the Modern Drummer*, said of Hessler, "I hardly know anyone who is closer to the real Moeller than Claus."

Claus has worked with and performed with musicians like Steve Smith, Alex Acuna, Walfredo Reyes Jr., JoJo Mayer,



David Garibaldi, Johnny Rabb and Luis Conte, and currently performs with his Hammond organ trio FLUX.

Claus also has released many educational books and DVDs that have been nominated "Best Educational Book," causing the drummer to be nominated for "Best Educator/Clinician" by *Modern Drummer* magazine. He also works as the chairman of Percussion Creativ, the biggest German-speaking community for drummers and percussionists in Europe.

On his partnership with Promark, Claus said, "Amazing range of products. Different avenues of sound. First class quality and craftsmanship. Dedication to music education and preserving wood resources. Finding all of this combined makes Promark my favorite choice!"

VH1's Save the Music and Gibson Partner for Music Education

VH1 Save The Music Foundation has partnered with the Gibson Foundation for a charitable project that brings musicians and visual artists together to create customized Gibson guitars in an effort to raise awareness and funds for music education.

The campaign began June 8 and includes multiple events that showcase the guitars, namely a charity auction presented by Julien's Auctions. The auction will be a part of Icons & Idols: Rock and Roll sale.

"For VH1 Save The Music's 20th Anniversary, we created a project with Gibson that celebrates the impact we've had in over 2,000 schools since 1997, combining music, creativity and the power of those to change childrens' lives," said Henry Donahue, executive director of VH1 Save The Music Foundation. "We've brought together twenty inspiring musical artists with twenty innovative visual artists to create twenty unique Gibson Les Pauls. We're incredibly grateful to the musicians, artists, and Gibson artisans who've collaborated to make these works of art."

The project pairs visual artists with fa-



mous musicians in a challenge to design a classic Gibson guitar model based a design inspired by one of the 20 musicians. Some of the participants include musicians Chris Stapleton, Rick Nielsen, Joe Perry, Miley Cyrus, Gary

Clark Jr., Wayne Kramer, Juanes, and visual artists D*Face, Dabs Myla, ThankYouX, LolaBlu, Hudson Marquez and Sage Vaughn. The guitars will be exhibited as part of the Art at Viacom initiative.

"It's incredibly important to keep music in the schools as well as all the arts," said Joe Perry, lead guitarist of Aerosmith. "Kids need to be exposed to music as early as possible. As in all the arts it creates an outlet for their creativity. Having music in school helped me find my calling."

"Gibson Brands is delighted to partner with VH1 Save The Music Foundation benefiting music education in America's public schools," stated Henry Juskiewicz, chairman/CEO of Gibson Brands. "We believe that every child should have the opportunity to learn a musical instrument and we're committed to supporting the arts as part of a well-rounded curriculum."

Chauvet DJ Distributors Gather in Belgium

Chauvet DJ distributors from countries all over Europe gathered at Chauvet's European HQ near Ghent, Belgium to network and see new product demonstrations.

Guests were able to learn about several of Chauvet DJ's latest fixture releases, such as the Intimidator Spot 375Z IRC, Intimidator Hybrid 140SR, Intimidator Beam 140SR, and the EVE E-100Z, as well as some forthcoming products. Both CEO Albert Chauvet and European general manager Michael Brooksbank gave speeches at the event, and guests were able to tour Ghent.

"This was an excellent opportunity for us to bring our Chauvet DJ distributors from Europe together to exchange in-



sights and ideas," commented Chauvet. "It was heartening to see so many passionate people – passionate about their own businesses as well as the Chauvet DJ brand – together in one room."

"The event reaffirmed the common values and goals we share with Chauvet DJ distributors in Europe," Brooksbank said. "I think all of us left the evening with a genuine feeling that the future is bright for Chauvet DJ in Europe."

PRS Guitars Named Guitar Sponsor of Warped Tour

PRS Guitars will be partnering with the Vans Warped Tour presented by Journeys as an official guitar sponsor of the summer festival for the fourth year in a row. The tour began on June 16 in Seattle and runs until August 6, where it ends in Pomona, California.

PRS Guitars will be represented on-site and on Warped Tour social channels. Fans can view some of the short videos featuring PRS artists on the Vans Warped Tour Facebook page.

"It is great for the Vans Warped Tour to have the support of endemic music companies like PRS Guitars. For a brand like PRS to support an often overlooked scene of music is very important to our industry overall; both the Vans Warped Tour and PRS Guitars have a history of working with artists that go on to become household names," said Kevin Lyman, founder and producer of the Vans Warped Tour.

Some PRS artists who are performing in the Vans Warped Tour include, Dylan Bowman and Steve Menoian (from I Prevail), Sam Bowden (from Neck Deep), Miguel Cardona (from Syllar), and Mason Gainer (from Bad Seed Rising).

In addition, PRS media partner, Alternative Press Magazine (AP) will be hosting PRS artist signings at their tent throughout the tour, offering free swag and a weekly snapchat challenge. The tent will also have an SE Custom 24 model and the Maryland made S2 Singlecut Standard plus a Sonzera 20 watt Combo amplifier from PRS Guitars on display.

"Vans Warped Tour has been bringing together fans, bands and brands for years and we are excited about con-

tinuing our relationship for the 2017 tour. This year, PRS artists will be rocking it on stage, signing autographs and telling fans across the globe about life on the road with Warped and PRS. The tour and relationship just keeps getting better," said PRS public relations & event coordinator, Jeanne Nooney.



STAY INDEPENDENT

ANNAlog
analog percussion stomp box

INPUT & OUTPUT
only one channel needed!

NO BATTERY or POWER SUPPLY
needed!

Your HANDS FREE
rhythm section for take-out!

Photo: Stefanie Tendler

a member of the Ortega stomp box effect family

www.ortegaguitars.com

Like Us On Facebook

www.facebook.com/mrrmagazine/

Yamaha Drums Adds Corey Fonville and Wendell Holmes

Yamaha Drums has added Corey Fonville and Wendell Holmes, Jr. to their artist roster.

Fonville, who has been drumming since the age of two, is now 25 and touring with the Nicholas Payton Trio and is a member of the Christian Scott Quintet. His own band, Butcher Brown, has toured the West Coast in 2012 and 2014. His ideal choice to complement his style is the Yamaha Live Custom drum set and 700 series hardware.



Corey Fonville

Wendell Holmes, Jr.

“Being part of the family is a homecoming experience for me, because I’ve always played Yamaha drums growing up,” said Fonville. “The communication here is top notch, and the Yamaha team is always around to assist me no matter where in the world I’m playing.”

Solo artist Wendell Holmes Jr. currently tours with Ryan Follese and has performed with Kip Moore, Tab Benoit, JT Hodges, Regina Belle, Brownstone, Olie Woodson and Karen Clark Sheard over the course of his career. Holmes performs on Absolute Hybrid Maple drums and 800 series hardware. He has released two solo albums, *Lewis Ave* and *Above It All*.

Peavey To Sponsor DMC USA DJ Battles

Peavey Electronics will be sponsoring the finals of the 2017 DMC USA DJ battles and providing prizes for regional winners. All first-place regional winners from the United States will receive a PV 10 AT mixer, while the national champion will receive a pair of Peavey Dark Matter DM 112 speakers and a DM 115 subwoofer.

The PV 10 AT mixer serves as a portable mixing solution and features four channels of reference-quality mic preamps, four direct outputs



for recording, MP3 playback, and built-in digital effects with LCD display. The mixer is also equipped with Antares Auto-Tune pitch correction and Bluetooth wireless input.

The high-SPL (sound pressure level) Dark Matter DM series of enclosures boasts Peavey’s exclusive Quadratic Throat Waveguide technology and EQ presets that provide a flexible method of configuring the powered speaker system for a specific use.



**THE BIGGEST
NAME IN CAPOS.**

www.kysERMUSICAL.com



KYSER HANDLES IT®

Capture the Music™

Stage or Studio

Audix is the pioneer of application-specific microphones for drums and percussion. The result, award-winning microphones that perfectly balance tone and attack across your entire kit.

Photo of Derrick Wright - Adele, Babyface, Toni Braxton and Thalia



Audix. Today's Mic.



D2



D4



D6



ADX51



i5

AUDIX.
audixusa.com

©2017 Audix Corporation All Rights Reserved. Audix and the Audix Logo are trademarks of Audix Corporation.

Sennheiser to Supply Sound at Museum Exhibition

Technology from Sennheiser will provide audio at the upcoming Revolution exhibit at the Montreal Museum of Fine Arts (MMFA). The exhibition, which opened to the public on June 17, will use Sennheiser's AMBEO 3D audio technology and guidePORT audio guide system.

"We are extremely pleased to work with the Montreal Museum of Fine Arts

as the official audio partner of this exciting exhibition," adds Daniel Sennheiser, co-CEO of Sennheiser. "Through their collaboration with the V&A [Victoria & Albert Museum], the MMFA has captured the essence of a period that was pivotal in the shaping of today's open-minded society. The unforgettable music of these turbulent times has significantly defined



contemporary culture."

Visitors will be able to examine the culture of the late 1960s at the exhibition, which features about 700 objects like photographs, posters, album covers, design objects, books, clothes, works of art, and consumer products from the period. These items were selected in part by Diane Charbonneau, the curator of Modern and Contemporary Decorative Arts and Photography at the MMFA.

"The music of the period was both a reflection of and inspiration for the social upheaval of the period, and we are pleased to have worked with Sennheiser to bring that sonic tapestry to life within the museum," Charbonneau says.

D'Addario Partners with Contemporary Youth Orchestra

D'Addario & Company, Inc. has partnered with Contemporary Youth Orchestra (CYO) in Cleveland, Ohio to help CYO continue to provide exceptional educational experiences to students. CYO, a youth ensemble, currently comprises of about 115 high school musicians in 64 different school districts. The organization helps to prepare students for careers in the creative industries.

"D'Addario is a leader of innovation with their products and passion for helping students achieve, create and perform at a high level while fostering a supportive and creative environment," said Liza Grossman, founding music director of CYO. "This is in alignment with the core of who Contemporary Youth Orchestra is and we are very proud of this partnership."

In the history of the organization, CYO has commissioned 21 concertos and premiered more than 500 orchestral works all with the composers present.

Exclusive Distributor
Musical Distributors Group LLC
1 South Corporate Drive, 07457 Riverdale, NJ, USA

Visit us at the
Summer NAMM
Booth # 633



THE NEW FORCE

IN THE FIELD OF INNOVATIVE PREMIUM STANDS.

available colours: 











5 YEAR
WARRANTY

DESIGNED & ENGINEERED IN GERMANY
gravitystands.com

Gravity is a brand of  experience event technology

SOUND | **LIGHT** | **STAGE** | **HARDWARE**
TECHNOLOGY | TECHNOLOGY | EQUIPMENT | FOR LIGHTHOUSES

share the experience at adamhall.com

We Take Full Responsibility

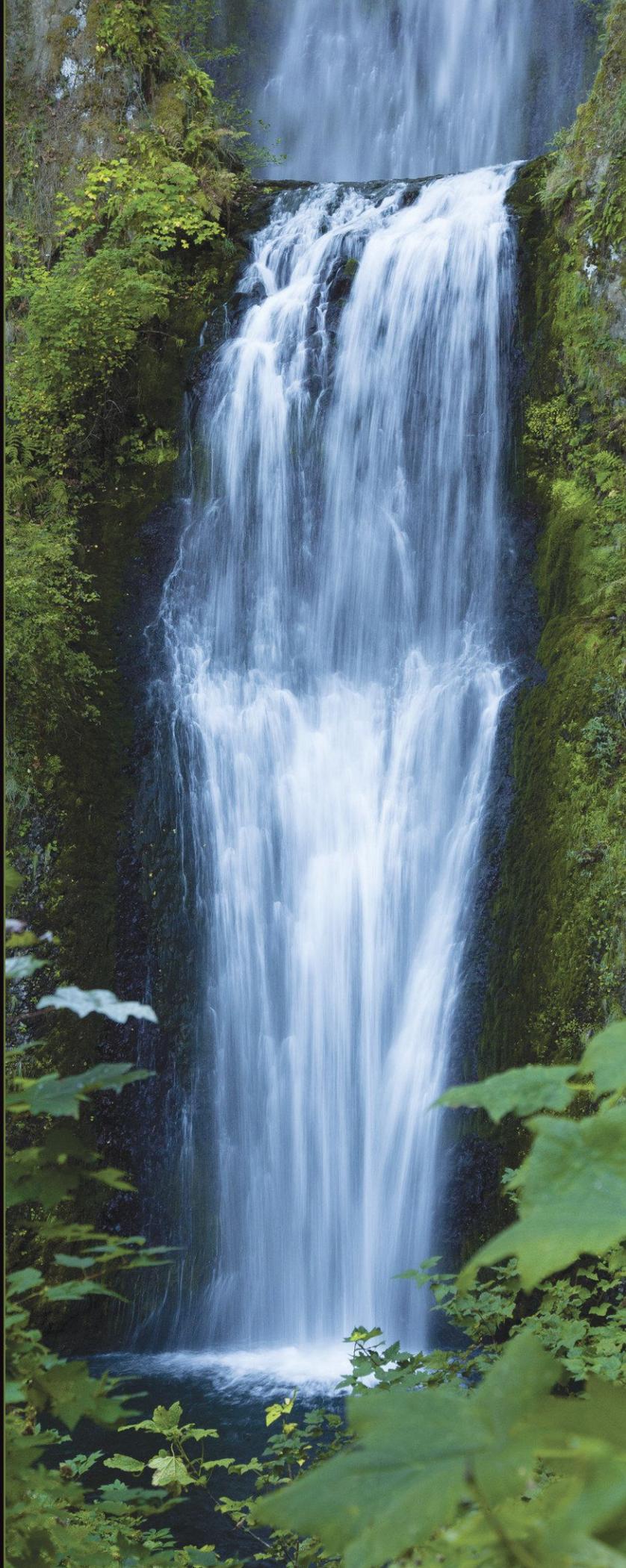
— For Eco-Friendly Products —

At Yamaha, innovation takes many forms – sometimes it appears as exciting product features, other times it's embodied in new products and processes that preserve the world's resources. Now those products are easy to spot – instruments that bear the Yamaha Eco-Products seal  meet the most stringent ecological standards. They utilize sustainable resources in place of rare or endangered ones; reduce harmful substances in the air, water and earth; reduce energy consumption; or provide other significant benefits. This initiative takes a lot of time, effort and innovation but at Yamaha, we strongly believe that companies must live in harmony with the environment.



SHARING PASSION & PERFORMANCE

@YamahaMusicUSA



Plugin Alliance Partners with ROLI to Promote Products

Plugin Alliance has announced a six-month promotion partnership with ROLI. The promotion, which runs from May 25 to November 25, offers Instant Delay (MSRP \$49.00) for free for ROLI BLOCKS product purchasers, who will be given a voucher code for redemption online. Plugin Alliance will also give an upgrade path to all Instant Delay license holders to

the latest (v1.1) update of Sandman Pro. "ROLI is a true innovator in our industry, so we were really excited to be able to partner them up with arguably our most innovative Alliance member, Unfiltered Audio," said Matt Ward, Plugin Alliance CEO. "Neither company is satisfied with redoing what's already been done; rather, they strive for new ways to create music



and sounds. We can't wait to see what the world's creative community will come up with by combining BLOCKS and Instant Delay."

"We are delighted to partner with Plugin Alliance and Unfiltered Audio on the release of the new Instant Delay and updated Sandman Pro," said Jean-Baptiste Thiebaut, ROLI senior director of developer products and partnerships. "Their integration with BLOCKS shows both the cutting-edge quality of their plugin designs as well as the exciting potential of BLOCKS as an open platform for app development."

Vandoren Hosts Artist Summit

In June Vandoren hosted more than 30 Vandoren Regional Artists (VRAs) at the 2017 VRA Summit in Los Angeles, California to educate and excite students to become the best musicians they can be.

VRAs were able to meet one another in person, attend workshops and discussions, and learn about the impact and growth of the program. Together attendees shared their most recent school year experiences and worked with DANSR staff on ways to improve the program for the next year.

"I continue to be inspired by these highly skilled educators," says Michael Skinner, president, DANSR, Inc. "They're delivering impactful, highly educational clinics to students and band directors across the U.S. on a daily basis. I am exceptionally proud of our VRA staff!"

The event also sent the VRAs to the Los Angeles Vandoren Musician's Advisory Studio to work with studio advisors to learn more about secondary instruments and product knowledge.



NS

DESIGN

Jacob Collier

Release:
In My Room
Instrument:
NS Electric
Upright Bass

See us at
NAMM
Booth 1326

A dynamic brand for a growing market.
Solid profitability. Extraordinary support.

sales@NedSteinberger.com

StompLight Now Being Sold Directly to Online Customers

The StompLight is now being sold directly to customers online after a successful Kickstarter campaign. Using the familiar and easy-to-use form of an effect pedal, the StompLight allows users to change lighting effects onstage while performing.

Musician Michael John Ahern is the inventor of the StompLight, which marks the world's first self-contained sound-responsive stage lighting effect pedal with DMX512 protocol.

"From the very beginning, the response to StompLight has been passionate," Ahern said. "People were so excited to have one; they were willing to place orders more than a year in advance. It feels great to fulfill orders and to now have StompLight in the hands of performers around the world. We recently added a testimonial page to our website and the feedback has been phenomenal."

StompLight will be at Summer NAMM next month in booth 1700, and has also



signed a distribution agreement in the United Kingdom.

"Over the past two years, we have had consistent interest from distributors and major online retailers but we were not ready. That's changed," says Ahern. "It's really going to be fun to see where it goes from here."

VOX Amplification Partners with Malibu Guitar Festival

VOX Amplification presented a VOX wall of amps at the Malibu Guitar Festival last month, which attendees were invited to take photos with. In addition, VOX also contributed an AC15C1 amplifier to be auctioned off at the event, which supports the charities Thera-Surf, Emily Shane Foundation, and Karl Wodakota Foundation.

"We were incredibly happy to partner yet again with the Malibu Guitar Festival," says Korg USA senior artist relations manager Tom Cusimano. "Between the charities the festival supports to the local schools who are invited to come perform, this festival is more than just a place to see celebrities. They really get involved with their community and we were eager to be a part of that."

SHAPE OF THE ART.

Ultra Light, Ultra Strong, Ultra Affordable Vectra® MC™ Cases by TKL



The Vectra® MC™ electric guitar case by TKL combines 30-plus years of experience with state-of-the-art designs and materials. The result is reduced weight, superior protection and a host of TKL innovations in an ergonomic form that's shape-of-the-art for today's musicians.



TKL PRODUCTS CORP.

1-804-749-8300 • www.tkl.com

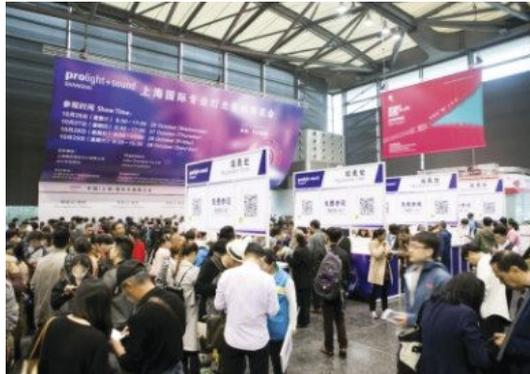
Retailer and distributor inquiries invited.

Prolight + Sound Shanghai Revs Up for 2017

Prolight + Sound Shanghai 2017 is revving up for its 2017 edition this October. About 90% of the exhibition space at the Shanghai New Expo Centre has been reserved thus far.

"The entertainment industry in China is still gaining momentum with a notable upswing in the sectors of integrated entertainment solutions, recording and production. In view of this, we are pleased to welcome a new hall to incorporate these emerging trends and increase our product variety on offer," said Judy Cheung, deputy general manager for Messe Frankfurt (Shanghai) Co Ltd. "This will include the debut of the AV Entertainment Solution Zone, as well as expansion of the Recording and Production Zone. So far, the overwhelming exhibitor response has exceeded our expectations and we are already looking forward to a larger edition in terms of scale, exhibitors and visitors."

More than 600 international brands and companies will be on the show floor, including Adam Hall, Audio-technica, AVID, BBS, Beta-3, Christie, DPA, Fidek, GLP, Hai Tian, Harman, KAIFAT, LD Systems, Maquinas Iberica, Midas, Neutrik, Next-Pro audio, Phonic, Plustruss, Restmoment, SAE, SE Audiotechnik, Shure,



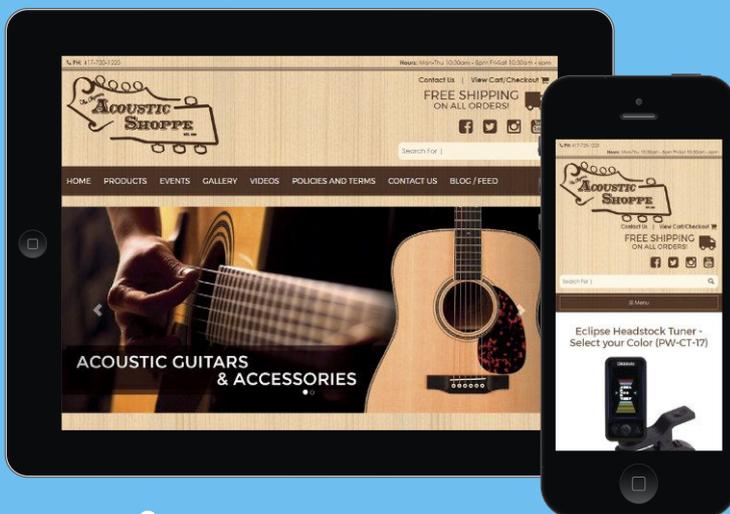
Soundking, Superlux, Takstar, TW Audio, VUE and Zsound. Newcomers to the edition also include Antelope, Digisynthetic, EM acoustics, Riedel and Show Tex.

The event will also offer the new "AV Entertainment Solution Zone" in Hall N2 that will feature KTV kiosks, mini theatres, karaoke servers, headphones, speakers and microphones. Some brands in this zone include Baofeng, BBS, Thunderstone and Wanledi.

"As the karaoke industry is flourishing in China, we believe this is good timing for us to bring our innovative microphone technologies to the audience," says Shulin Tang, marketing director of BBS Electronics Co Ltd. "We also hope to stay at the forefront of the industry by exchanging market insights with other industry peers through this platform."

This year's event will also include training courses and seminars as a major focus of the focus of convention's four days. An all-inclusive program of seminars, forums, and demonstration sessions are currently on the schedule, as well as a series of practical training courses with global associations on 3D audio technology, mixing consoles, and lighting design.

Point of Sale + Website + Rentals



rain www.rainpos.com
sales@rainpos.com • (801) 893-3680

ALL IN ONE cloud-based system

- POS & Website (Integrated Inventory)
- Rent to Own
- Reverb Integration
- Product Data Integration (Alfred & D'Addario)
- Class Management

Visit us at
Summer 17 NAMM
 Booth #706



"Our year-over-year sales increased by 35% after switching to Rain Retail"
 ~Jeremy Chapman, Owner, The Acoustic Shoppe

Breedlove

GUITARS OF SUMMER CELEBRATION

INSTANT REBATE
\$100
IN-STORE REBATE

INSTANT REBATE
\$200
IN-STORE REBATE

INSTANT REBATE
\$50
IN-STORE REBATE

Breedlove Guitars is celebrating summer with fantastic rebate specials on some of our top guitars! Between June 1st and August 31st, consumers get an instant \$200 rebate on any of the new Concerto body shape instruments, \$100 off our ultra-light USA electronic models or \$50 cash back on stunning Pursuit Exotic Series acoustic guitars. Contact our sales team to learn more at 877.800.4848 or BreedloveGuitars.com



Lee Oskar
HARMONICAS
www.leeoskar.com



HARMONICAS: MSRP 61.99 MAP 41.99



REED PLATES: MSRP 31.99 MAP 23.99

**More Profits!
Superior Quality!
Hottest Line!
Stock Lee Oskar!**



Photo by: ©Michael Weintrob

**For more information contact
KMC Music**

Music & Arts Employee Ridenour Receives Emerging Training Leaders Award

Music & Arts has announced that training manager Robin Ridenour was a recipient of the 2017 Emerging Training Leaders award from *Training* magazine. Ridenour started working at Music & Arts in 2008 and started the company's training department in 2015. In this role, she has trained more than 1,500 employees and 350 affiliate dealers nationwide



Ridenour has both a B.A. in physics and music from Rutgers University and an M.F.A in sound design from Savannah College of Art and Design.

"People are an organization's most valuable asset," the saying goes. And that is certainly true of the 2017 Emerging Training Leaders, who possess finely honed soft skills, business acumen, and a collaborative mindset that produce bottom-line results for their organizations," said Lorri Freifeld, editor-in-chief of *Training* magazine.

"This award is well-deserved," adds David Fuhr, vice president of sales for Music & Arts. "Since the formation of our formal training department, Robin has continued to ensure that our nationwide team of associates is in the upper echelon of our industry's most capable, professional, courteous and knowledgeable members."

Hercules Stands Hosts Video Competition

Hercules Stands is hosting a worldwide contest, encouraging musicians to share videos explaining their "musical journey" with them. Four winners will be chosen by judges and announced on November 30. The contest ends on October 31.

The first place winner will get to choose either a Jupiter band instrument, Mapex drum set, Gibson acoustic or electric guitar, or Korg keyboard/synthesizer valued at or below \$2,600, while the second place winner can select from a Jupiter band instrument, Mapex drum set, Gibson SG Standard

T in ebony, or Korg keyboard/synthesizer valued at or below \$2,000.

The third place winner will be able to choose from a Jupiter band instrument, Mapex drum set, Taylor GS Mini-E Mahogany Guitar, or Korg keyboard/synthesizer valued at or below \$1,100, and the winner of the "Most Popular Award" can select either a Jupiter band instrument, Mapex drum set, Taylor Big Baby Taylor, or Korg keyboard/synthesizer valued at or below \$900. The first 100 entries will win a Hercules DG305B All-in-One Tablet Holder.

TMP-Pro Awarded Bosch Partner in Excellence Award

TMP-Pro has been recognized by Bosch Communication Systems as the recipient of the 2016 "Bosch Partner in Excellence Award." AudioPros principal owner Rick Swensen and eastern U.S. director of sales Greg Compagnone presented the award on June 6.



"TMP-Pro is a world class operation," said Swensen. "Everyone there, from management to logistics, brings a professional, intuitive, forward-leaning approach. We look forward with tremendous excitement and optimism for the future."

The award recognizes TMP-Pro for a successful partnering with Bosch and growing sales.

"We're greatly honored," said TMP co-president John Hennessey. "We pride ourselves on consistency, and I think the longevity and growth of our relationship with Bosch speaks volumes -- especially in this fast-changing business."

COMPACT CLARITY CONTROL

ULTRA LIGHTWEIGHT CLASS D AMP W/ SMPS

USER FRIENDLY 24-BIT DSP W/ LCD SCREEN

PRESETS: LIVE, DANCE, VOCALS, BASS BOOST
& MONITOR MODES

STACKABLE 3-BAND EQUALIZER

STANDBY MODE W/ ADJUSTABLE TIME

RIGGING POINTS & MONITOR ANGLE

USER LOCKOUT TO PREVENT TAMPERING

HIGH-DEF. STEREO WIRELESS STREAMING
+ DAS LINK APP CONTROL *700 SERIES MODELS

400 SERIES = 800W PEAK
700 SERIES = 1500W PEAK

D.A.S. Audio of America, Inc.
6900 NW 52nd ST.
Miami, FL. 33166 U.S.A.

  
@DASAUDIOUSA

1-305-436-0521
1-888-DAS-4USA
www.dasaudio.com



Altea

400/700 SERIES



The new Altea Series from D.A.S. Audio

Affordably merges high-quality audio with a durable yet lightweight, Polypropylene cabinet design. With so many features and control the versatility is limitless. Look for a dealer near you to hear this exciting news in person.



by Ronnie Dungan

The Definition of Summer Madness

By the time you read this, summer may be over in the U.K.. We've already had more than three sunny days in a row prompting, as they do Every. Single. Year. tabloid stories about how Britain is going to bake as temperatures soar even hotter than (insert name of well-known Mediterranean resort here). So it can't last much longer than that.

It's silly season, which means newspapers usually have very little to write about. So they make stuff up. Or that should be, they make up even more stuff than usual.

Although, with a succession of terrorist attacks, a terrible tower block fire, political ineptitude and Brexit nonsense, they are somewhat spoiled for choice at the moment. Even the lack of a major football (sorry, soccer) tournament (actually no, I'm not sorry, it's football) has not slowed things down for them.

Elsewhere though, things have definitely slowed down and in few places does it get any slower than music shops up and down the country. In fact, it's pretty much a global phenomenon. The dip in business makes it a dangerous time for retailers, quite a few of which are barely getting by as it is. So it's important for dealers to get support from manufacturers and distributors with promotions, events, new launches, anything that helps bring more footfall into stores.

There used to be an excellent one-day retail event in the U.K. which helped provide such a boost. But the Machiavellian dealings of certain weasels in the industry and its trade body (they know who they are) put paid to that. So now there's... nothing. Great job.

In many ways, the U.K.'s reliably rubbish weather does help lessen the impact of the summer slowdown somewhat, but people's minds turn to other pursuits during June, July, and August. The important thing is that retailers don't just accept it for what it is, and are creative, engage with those manufacturer promotions and hopefully come out the other side of it in good enough shape to think about having a good last quarter.

It's a slow-down but it doesn't have to be a stop.

Double Deal for JHS

JHS has taken on exclusive U.K. and Irish distribution of Floyd Rose guitar parts and spares and has also signed a Canadian distribution deal for its Odyssey brass range.

With the invention of the world's first locking vibrato system in 1977, Floyd D. Rose revolutionized the electric guitar, and inspired a whole new generation of players who made the sound part of their playing style. Floyd Rose now offers a whole range of replacement vibrato systems, upgrades and spares.

"We are proud to be representing this fantastic range," said JHS managing director Dennis Drumm "which sits perfectly alongside our other market leading guitar hardware brands."

"Floyd Rose Marketing is pleased to announce our partnership with JHS for exclusive distribution," added Andy Papiccio, president of Floyd Rose Marketing. "JHS's stellar reputation and decades of experience are heralded in the industry, and the addition of the Floyd Rose brand is a perfect fit within their existing catalog of quality instruments and accessories. We're very much looking forward to growing Floyd Rose in the U.K. market with JHS."

Meanwhile, Counterpoint Musical Ser-

vices has become the exclusive distributor of JHS' Odyssey Brasswind brand in Canada.

Established in 1994 and based in Ontario, Counterpoint Musical Services is well-known throughout Canada with its range of orchestral and band products.

"Odyssey continues to be an important brand for us" said JHS export sales manager, Adam Butterworth, "and we're very pleased to reach an agreement with Counterpoint to become our exclusive distributor for Canada."

"I spent 15 wonderful years in Canada and it gives me great pleasure to know that the Odyssey instruments I designed will be available there" added Peter Pollard. "Even more thrilling to know that they will be represented in Canada by Counterpoint Music, a company that I myself witnessed growing into the thriving business it is today."

Kathleen Stokholm, Counterpoint Musical Services general manager, said, "After researching and testing many brands, we are certain Odyssey instruments are an exceptional choice for both beginning and advancing players. We are very excited to bring this premium line of instruments to our Canadian customers".



FRTS2000



FRT100

ADG Continues to Build Pedal Line-Up

Audio Distribution Group has added another range to its portfolio with exclusive distribution of Stone Deaf Pedals and Amplifiers.

The firm's range of drive, distortion and fuzz pedals includes Warp Drive, Kliptonite, Fig Fumb, Trashy Blonde, and the successor to the company's first creation, the PDF-2. It has also created a digitally controlled Dual Tremolo pedal, the Tremotron.

Stone Deaf founder, Luke Hilton, commented: "Stone Deaf are pleased to be working with Steve, Bruce and their team at ADG. I know that they are the exact partners we need to help us grow to our full potential as a brand and will support us to continually work positively with our innovative products, expanding dealer network and our joint marketing efforts".

ADG COO, Bruce Davidson, added, "ADG is delighted to now be responsible for distributing the amazing Stone Deaf brand across Europe and help to bring these fantastic British-made products to an even wider audience. Working closely with Luke and his team is a real pleasure and from what we've discussed and seen with future product plans, this is definitely a brand to watch, for sure."





The Kids Are Alright

Loog is an award-winning line of guitars designed to make it fun and easy for anyone to play music. They pair with an app that gets kids playing songs on day one. They bring new customers that stay for life.

Introducing Loog Pro & Loog Mini, the best-selling guitars on Kickstarter.

Distributed in North America by Hal Leonard Corporation.

(800) 554-0626 | sales@halleonard.com | Summer NAMM booth: 932.





Lowden Rolls Out the Barrels

Lowden Guitars has teamed up with Irish whiskey brand Bushmills, to create eight limited edition guitars made from whiskey barrels and ancient bog oak.

The guitars cost £8,500 each and are made from Bushmills whiskey barrel wood, which was picked for large sections of the guitar including the back inlays and bindings, while ancient bog oak was selected for the back and sides of the guitar; and Sinker Redwood for the soundboard.

They also include a cross symbol, formed of a cooper's hammer and the chisel of a luthier representing the coming together of the two crafts.

On the back, two lines echo the staves found in a Bushmills whiskey barrel and represent the passing of skills from one generation to the next.

George Lowden, said "We scour the world for the best tonewoods which are the real 'stars' of our guitars, determining how they sound, feel, and play. So my sons and I relished the opportunity to work with the coopers to select the best Bushmills barrel wood for the guitar.

"It was a great opportunity to see up close how the barrels are formed and how they give the whiskey its colour and flavour. The three woods used to create the guitar play an integral part in making the 'Bushmills x Lowden F-50' guitar so unique. The barrel wood complements the other tone woods with the bog oak offering a mellow, warm sound. And when paired with Sinker Redwood on the soundboard, it helps extract a clarity and sparkle from each and every note the guitar produces."

The guitar run is part of Bushmills' #AnswertheCall initiative to encourage creators, artists, entrepreneurs and adventurers to "celebrate their stories and inspire others to fulfill their true calling".



Change your mind
Change your strings
Stay-In-Tune



Authentic Performance. Affordable Price.

ES110 Digital Piano

The new ES110 is the latest addition to Kawai's award-winning line of portable digital pianos. It combines our class-leading authentic keyboard action and our highly-respected piano sound technologies in a lightweight, affordable package that is sure to please.



Optional Stand & Triple Pedal

KAWAI
Professional

KAWAIUS.COM



Bluetooth® Connectivity

Porter and Davies Extends Monitor Range

Porter & Davies has launched its latest tactile monitor, moving outside of its core drum monitor product range to produce a monitor for singers and other musicians.

The new KT Platform helps musicians and performers feel the power of the music being created without deafening volume. The transfer of the full signal through bone conduction is felt and heard internally through the tactile monitor and helps them feel the music as well as hear it.

The Platform is a “podium” with a tactile sound transducer which the user stands on when performing. The original KT Platform, featuring a 150w transducer, has been redesigned to feel more responsive, have a greater active area, and be more robust. It is now joined by two new versions. The TT6 Equipped KT Platform uses the TT6 1,000w super-transducer and like the TT6 Equipped Throne it can be driven by a stage amp from the monitor desk. The third version, the KT Concert Platform, also features the TT6 transducer and is twice the size of the other KT Platforms.

The Engine contains all the electronics: Amp, preamp, inputs and outputs, protection circuitry and volume, and tone controls. The engine comes in three styles: The BC2, rackmountable BC2rm, and the Gigster. All have identical build quality, power, perfor-



mance and the same controls, Input Gain, Master Volume, and Low Contour. The BC2 and BC2rm have a voltage switch for full international flexibility compared to the Gigster’s set voltage which makes it lighter and more portable. The BC2 has an inbuilt flight case making it ideally suited to touring and travel.

FUSION M2 40

ENGRAVE IT. CUT IT. MARK IT.



- Large 40" x 28" engraving area
- Flame-polished edge cuts
- Laser tube wattages up to 120 watts
- Large viewing door with LED lighting
- Our highest CO₂ engraving & cutting speeds
- Engrave items up to 13.25" in height
- Dual source (fiber and CO₂)
- eView™ camera options
- Maximum substrate compatibility





Get **MORE INFO** or
SCHEDULE A DEMO!

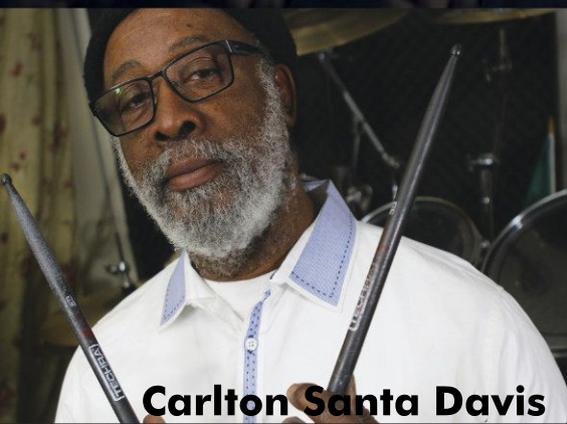
888.437.4564 | sales@epiloglaser.com
www.epiloglaser.com/mmr



SEE US AT NAMM
BOOTH #927

MADE IN USA

LEAVE THE WOOD IN THE FOREST, USE CARBON!



TECHRA®

THE ULTIMATE DRUMSTICKS

Visit us at
the **NAMM**[®]
show¹⁷
Booth #102

for full info, specs and details visit
www.techa-drumsticks.com

Re-investment for Adam Hall

The Adam Hall Group has announced a corporate repositioning, with fresh investment in online customer service and new infrastructure at its German HQ.

It aims to “increase the transparency of its solution portfolio” and its service commitment to customers, partners, and event technology professionals worldwide, investing more than €20 million in two new building complexes.

The firm said it will focus on event technology solutions for four professional customer segments – rental companies, AV installers, music instrument retailers, and industrial flightcase manufacturers.

The make-over includes a newly launched corporate website, and a completely redesigned B2B webshop with enhanced customer-orientation features, such as individual pricing, real-time inventory visibility, and detailed information on products, orders and invoice history, designed to provide customers with increased transparency and increased usability.

With an investment of over €20 million, the new 14,000 m² (150,000 sq. ft.) Logistics Park at the company headquarters in Neu-Anspach is currently being built to increase warehouse capacity. Almost 10,000 pallet spaces and 17,000 container spaces will be available upon completion in late 2017. In Spring 2018, it also plans to open its new Experience Center located in the new Adam Hall Str. 1. It will include a fully equipped product showroom, a large theatre auditorium for live demonstrations, facilities for the Adam Hall Academy and the company restaurant, Come Together. The integrated R&D department located in the other half of the Experience Center will house an anechoic measuring room, various endurance and climatic test rigs, a photometric laboratory and space for designing, modeling and 3D prototyping.

“The dynamic markets of our time require bold courage, mobility, innovation and high customer orientation”, said Alexander Pietschmann, CEO. “Our

new positioning underscores the identity of the Adam Hall Group and clearly expresses what drives us. Our customers’ needs are our main focus, and we want to provide professionals with innovative, user-friendly and affordable event technology solutions to enable more people to realize their creative ideas”.

In addition to the coming Experience Center at its German headquarters, the firm maintains modern showrooms in Singapore, Barcelona, Poland and the U.S.A. In direct support of its distribution partners, the partners can also utilize the facilities for product demos and training for their customers.

New Dynaudio Monitor Addition

Dynaudio PRO’s latest addition to the LYD studio monitor range, LYD 48, is now shipping.

The LYD 48 features a three-way speaker design, coupling an 8” and a 4” woofer with a 1” tweeter, well-suited for nearfield as well as midfield monitor applications.

“We are very excited to be adding a bigger brother to the LYD range,” said Michael Rohde Bøwadt, SVP product management at



The Dynaudio LYD 48

Dynaudio. “This new three-way monitor shares many of the same benefits as the original LYD range, including significant low-volume precision, but obviously, the new three-way is even more powerful.”

Each of the woofers and the tweeter are powered by a dedicated state-of-the-art Class D amplifier, delivering 80W / 50W / 50W of power and a 96kHz/24bit signal path. Also, like the other LYD monitors, the new three-way version features Bass Extension, allowing for a choice between the default setting or pushing towards maximum bass or maximum volume. Changes will affect the low-end response, but importantly the linear frequency response remains intact.

LYD 48 is designed, manufactured and tested at Dynaudio’s facilities in Denmark and will be available in black or white cabinet finishes.

WE JUST
REINVENTED
CLIP-ON
TUNERS

strobeCLIPHD™

True-Strobe Display
0.1 Cent Tuning Resolution
Over 50 Sweetened™ Tunings

PROFESSIONAL TUNING EQUIPMENT SINCE 1948

The Sound of Precision **peterson**
STROBE TUNERS

www.PetersonTuners.com | USA | 708.388.3311

MAKESOUNDCHOICES

Choose real value in a complete instrument care and MZAT* gear maintenance product line. 8 high-quality Multi-Compound products from SoundSynergies® with unique Micro-Barrier Technology. Products that keep on performing & performing in any environment with the lowest cost per application.

NAMM
show¹⁸
Exhibitor 2016-2018

LECTRICare® does the job of three products

| LECTRICare® out-performs other Brands... | Other Brand Metal-to-Metal | Other Brand Conductive Plastic | Other Brand Gold Plated-Metal | LECTRICare® Does job of 3 |
|--|----------------------------|--------------------------------|-------------------------------|---------------------------|
| Chemically improves metal-to-metal connections and contacts | ✓ | ✗ | ✓ | ✓ |
| Chemically improves gold & plated metal connections & contacts | ✗ | ✗ | ✓ | ✓ |
| Lubricates and protects plastic-to-plastic & plastic-to-metal contact surfaces | ✓ | ✓ | ✗ | ✓ |
| Dissolves corrosion | ✗ | ✗ | ✓ | ✓ |
| Protects against humidity and other environmental factors | ✗ | ✓ | ✗ | ✓ |
| Does not use harsh chemicals or stripping agents | ✗ | ✗ | ✗ | ✓ |



Musician
AND
Technician
Preferred

STRINGTone® does the job of three products

| STRINGTone® out-performs other Brands... | Other Brand String Lubricants | Other Brand String Cleaner | Other Brand String Alcohol | STRINGTone® Does job of 3 |
|---|-------------------------------|----------------------------|----------------------------|---------------------------|
| No residue buildup to attract dirt and grime | ✗ | ✗ | ✓ | ✓ |
| Self-leveling, long lasting with no migration | ✗ | ✗ | ✗ | ✓ |
| Conditions all metal parts: bridges, nuts, tremolos, springs & tuners | ✗ | ✗ | ✗ | ✓ |
| Safe and gentle for use on plastics and fine woods | ✗ | ✓ | ✗ | ✓ |
| Cuts down on fret wear and string fretting notches | ✗ | ✗ | ✗ | ✓ |
| Kills noise and static in pots, jacks and pickup switches | ✗ | ✗ | ✗ | ✓ |



Musician
AND
Technician
Preferred

Complies with California "VOC" air quality and all international safety regulatory requirements.

Learn about *Multi-Zone Application Technology:
SoundSynergies.net/MZAT

Dealers/Distributors/Manuf. inquiries:
Russell Reed: russ@soundsynergies.net
1-800-825-9256



HEAR AND FEEL THE DIFFERENCE®
Comprehensive Maintenance Technologies.
Lowest cost per use.

Products from the laboratories of DynaGlide a division of Multi-Marketing Corp. Made in the USA. MMR-summer-BG/07/17

dynaGlide®

Harmonize don't compromise



MasterKey
for Vocals

SN-10 for
Guitar



THE ORIGINAL
KRATT
PITCH PIPE

Available from all leading jobbers
Visit our website at www.krattpitchpipe.com

Trade Regrets

36 JULY 2017 • mrmagazine.com

Trade Regrets

On Saturday, June 24th, we received the following message from Sammy Ash of Sam Ash Music:



Sad day today for Sam Ash Music and friends in Music Retail and manufacturing. Clyde Miller, a former buyer for the Company and friend of the Family and Staff was found dead on a hiking trail outside of LA. Cause of death at this time has not been determined. My Father personally picked him out of the sales floor to become the head buyer of Sam Ash Brass, Woodwinds and Orchestral. To be picked for this job by Jerry Ash personally, was a very big deal. Essentially it meant the man who took over for "The Boss". My Father and Clyde's Mentor was visibly upset by the news. "He was a very nice guy, I enjoyed working with him".

He was kind, smart and quickly fit with in with all of us in the office and around the chain. Over the years he proved to be an invaluable and integral part of the SAM Organization. A few years ago and far too many snowstorms (he slipped and badly cracked his hip on the ice a while back) he desired to move back to LA. He got a job with Musicians Friend as the head buyer, as well, I know it wasn't an easy decision. As far as I can tell when he left us he didn't take and share the secrets that he had learned with his new bosses. That was Clyde, if nothing else, a gentleman and man of honor.

We as a Company normally don't celebrate a person who leaves us for a competitor but this is different. Clyde was different.

As far as I knew he didn't have any Family on the East coast so I never had the pleasure of meeting any of them. Our condolences go out to them as well.

I and this Industry have lost a friend and good soul. He died alone, no one should die alone. Good bye my old friend, this Family and Company lost a good friend this week. You will be missed.

On Monday, June 26th, Guitar Center's Paul Audi sent along the following:

It is with great sadness that we announce the passing one of our own, Clyde Miller, a valued member of Guitar Center family and the GC Private Brands team. Since joining Guitar Center in 2013, Clyde has been a driving force in our brand development of B&O and Percussion products.

Admiration for Clyde runs deep in the MI Industry and particularly in the B&O community, as evidenced by the overwhelming outpouring of respect and recognition from industry associates that span decades...

Details on services for Clyde will be distributed as they are finalized by his family.

guitar picks
guitar straps
guitar stands
66
ROTSOUND strings
SUMMER NAMM #1514
omgmusic.com
1-800-675-2501



Apex Tube Matching[®]

Accurate. Precise. Impeccably matched.

ApexMatching.com

ON THE MOVE

Korg USA has hired **Taylor McLam**, a new inside sales rep (ISR) to join the team's growing sales division.



McLam, a multi-instrumentalist and composer, has created music for more than 300 companies including: Verizon, Chrysler, and Sears. McLam also brings an entrepreneurial spirit to the company as he has managed Music Beast, his own production company for the last seven years.

"With many years as an accomplished drummer, and a successful career in creating and selling music for advertising, Taylor has a unique set of skills that we are very excited to add to our team," says inside sales and key account manager, Matt Phillips. "Taylor's deep understanding of our products, paired with his enthusiastic entrepreneurial attitude will be a great asset in offering our dealers the first-class level of sales support that Korg USA strives for," Phillips concludes.

McLam was a member of the band Orange 9mm and co-wrote the bonus track

"Jungle in the Circus" for the 2008 Gavin Rossdale album *Wanderlust*.

Korg USA has also hired **Chad Bscherer** as the new district sales and key account manager for the Ohio Valley territory, and the new sales field lead for Sweetwater. Bscherer joins the Korg USA sales team after spending five years with both Peavey and American Music and Sound, where he held district sales manager positions at both companies. Bscherer also retains a music educator background, having worked in the Education division of Cascio Interstate Music, a key independent dealer in Wisconsin. This experience led him to receive the prestigious Music Service Award from the Minneapolis Music Teacher's Forum.



"Chad's diverse background and ability to succeed in various aspects of the music industry really impressed us when looking for someone to take on the role," says AJ Reitz, national sales manager for Korg USA. "Chad's track record of sales success and customer service make him a welcome addition to an already strong Field Sales Team," Reitz concludes.

Bscherer has worked as a youth pastor in the ministry and lived in Singapore for

five years. He is a dedicated bassist as well as an acoustic and electric guitarist, and frequently plays in his church band.

Ashly Audio named industry veteran **Bob Tamburri** as its product manager, to launch, through market position, support and maturation. He will bring nearly 40 years of pro audio experience to the position and reports directly to Ashly CEO Jim Mack.



Eastern Acoustic Works (EAW) expands its U.S. sales engineering team with the addition of **Josh Garcia**, who will represent EAW in the



western half of the United States. Prior to joining EAW, Garcia was a regional sales manager for American Music & Sound. He is based in the Denver metro area and will travel the western states to support EAW.

Focusrite

announced that **Rich Nevens** has been appointed VP of worldwide sales of commercial & pro audio, and will lead the newly formed business unit that consists of RedNet, Red interfaces, and the ISA range of products. The new Focusrite Commercial & Pro Audio entity will focus on the Dante-based RedNet and Red ranges for the professional audio community.

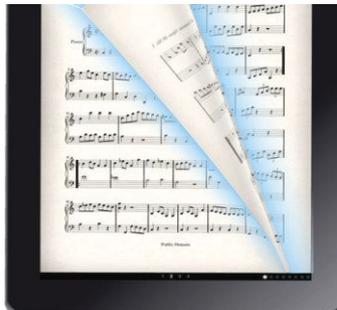


RCF expands its U.S. sales & engineering team with the addition of **Jim Reed**, who will provide product and engineering support,



as well as addressing customer service items. Prior to joining RCF, Reed was a senior audio technician and site manager overseeing audio contracting teams for large-scale commercial audio installations.

AIRTURN™ DUO



Turn Pages, Manage Effects, Backtracks and more

www.AirTurn.com
888-247-1223

freedom to perform





*Yamaha drums - 50 years in the pursuit of
sound and performance perfection*



50th Anniversary Limited Model



In 2017, Yamaha drums celebrates 50 years of drum craftsmanship and innovation. Since the release of our inaugural D20 and D30 kits in 1967, we have been inspired by a desire to be the first choice of artists. We have consistently developed unique concepts and technologies for each era and musical genre, and we are proud to have created classic kits to support so many drummers in their musical endeavors. We will continue to pursue sound and performance perfection and work towards delivering new values and experiences to our customers.

@YamahaMusicUSA



yamahadrums.com





The 50th Anniversary Kit in Amber Sunburst

To the Beat of Their Own Drum

Yamaha Celebrates a Half-Century of Pioneering Drumkits By Christian Wissmuller

50 years ago, the Yamaha Corporation began manufacturing acoustic drums and quickly became a major player in the category. With a broad line of products serving the needs of beginners, “semi-pros,” and professionals, Yamaha connects with end-users of all types.

Notable artists who’ve embraced the brand include Larry

Mullen, Jr., Matt Cameron, Dave Weckl, and Phil Ehart, among many others.

We recently connected with Steven Fisher, marketing manager for Yamaha Drums, to talk about the brand’s history, significant introductions over the past half-century, and plans for the future.

Can you talk about what prompted Yamaha to enter the drum market in 1967? Was there a particular event or artist that served as a catalyst, or was it just a general awareness of the opportunities available?

Steven Fisher: One impetus for Yamaha going into the acoustic drum market (and the guitar and bass market around that same time, for that matter) was the great number of combo instruments Japan was importing during the 1960s. Yamaha wanted to compete for that combo-instrument business, armed with our knowledge of wood-processing technology as applied to the crafting of fine musical instruments, like acoustic pianos.



Steven Fisher, marketing manager, Yamaha Drums

There have been plenty of significant and innovative Yamaha kits and technological breakthroughs relating to drums throughout the past half-century. If you had to narrow it down to just a few, what would you consider to have been the most important and influential product introductions for the company in those first 50 years?

The Yamaha D20 and D30 models, with their innovative staggered

diagonal seams and air seal system for making consistently round drum shells – a technique still in use today.

Yamaha System Hardware with interchangeable pieces, using standardized 22.2mm pipes, innovative hide-away boom stand, and the hexrod and ball clamp tom mounting system.

The Yamaha YD9000, which would later become the Recording Custom kit, the most recorded drum set in history.

The Yamaha Enhanced Sustain System (YESS) nodal mount, offering open, organic shell resonance.

The Yamaha PHX series, with its innovative Hook Lug design and hybrid shell construction.

Plenty of well-respected “big names” in drums choose – and have chosen – Yamaha. Can you talk about how important endorsement deals and artist relations have been to the evolution of the Yamaha brand?

The involvement of the drummers in the Yamaha Artist roster has served time and again as a vital contribution to R&D, generating

awareness, and other purposes. The same goes for hardware development as well as drums. Meanwhile, just as we depend on our artists, our artists can depend on us. They know that they can go anywhere in the world and get support from Yamaha. No other company does what we do for artists.

It's a mutually beneficial partnership, the dynamics of which undoubtedly have helped get us where we are today. To name just one example: one of our flagship products, the newest version of the Recording Custom drum set, is the result of a collaboration with a long-time Yamaha Artist, Steve Gadd; the elements of that process with Steve stretch all the way back to the late 1970s. That series not only put Yamaha on the map for drums, but also elevated Yamaha brand awareness to everyone across the musical-instrument spectrum.

If anything, the drum market is more crowded than ever, with new, boutique, and specialty brands popping up seemingly all the time. How does Yamaha position itself to remain a go-to brand for today's drummers?

Professionals depend on us for our consistent sound and level of quality, not for our gimmicks. They know what they are getting: a versatile, reliable and expressive instrument to create and deliver their musical message, no matter what stage or studio they play on. Boutique companies might have clever angles to their products with colors, et cetera. Our priority is the sound of the instrument.

We also know that hardware is crucial to the drum set, in both structure and sound. We excel at turning out reliable, quality hardware because we make the most of a separate set of engineering and manufacturing skills; skills that most boutique companies don't emphasize as we do.

We are thorough and exacting enough to maintain complete quality control over our manufacturing with our high-end kits, including wood selections, finishes, plating and durability tests, etc. We've spent a quarter-century on keeping our practices "green," starting with the establishment of our Global Environment Department in 1992 and leading to successful efforts to replenish forests, conserve water, reduce atmospheric emissions, and restrict our chemical footprint. This company-wide sense of responsibility is one of the reasons I'm so proud to work at Yamaha: we do it because it's right, not because it's popular.

Finally, we have the best customer support in the business. We've been making great drums and hardware for 50 years, and will continue to do so for 50 more. We will always be here when a customer needs us; not many companies in the entire music-products industry can say that.

Some drum suppliers are associated with specific genres. You have makers who craft what are generally considered "jazz drums" or "metal drum kits" et cetera, but Yamaha is embraced by players across virtually all styles. How does Yamaha go about targeting and appealing to such a wide variety of players?

What we target is the sound, rather than the player. We do that by stressing quality, consistency, and creating an expressive instrument. We have players in the Yamaha Artist roster such as Steve Gadd and

Dave Weckl, who play every style imaginable. We also have David Garabaldi from Tower of Power, Paul Bostaph of Slayer, Larry Mullen Jr. of U2, country music recording great Paul Leim, jazz legend Terry Lyne Carrington and everyone in between, each with a Yamaha drum kit to suit their sound. We have more Artists in our roster than we have kits; in fact, a lot of them play the same series of kits despite varying genres, which speaks volumes about Yamaha drums as diverse and expressive instruments. These artists could decide to play any drums they wish; they choose Yamaha, and for good reason: Yamaha fits. As an added benefit, the musical diversity of our Artists also fuels and informs our R&D when we create new instruments that appeal to a wide variety of musical tastes and styles.

Can you talk about Yamaha's relationship with U.S. dealers? What's the distribution model? How does an interested MI retailer go about becoming a Yamaha dealer?

We obviously have a variety of dealers and different distribution channels. Overall, we want Yamaha dealers that deliver the best customer experience with our products. To that end, we have recently created "Yamaha Experience Centers," which we are rolling out in cooperation with our key dealers, where customers can get a full and unique Yamaha product experience. We also have our "Absolute Drum Shops," our specialty drum shops in the U.S. They carry and offer the full line of Yamaha acoustic and electronic drum products and offer the same one-of-a-kind customer experience when purchasing Yamaha drums.



Yamaha PHX kit with Subkick

There are the limited-edition Absolute Maple sets, but are there any other specific product introductions, events, or promotions planned in 2017 to mark the anniversary?

We're initiating yearlong celebration activities. These include 50th Anniversary social posts and videos of legacy kits and artists, 50th Anniversary clinics around the U.S. with top artists, and a big 50th Anniversary event in Los Angeles this Fall. The event will feature top artist performances, plus presentations on topics such as creating hybrid kits, a "behind-the-scenes" look at how Yamaha makes drums and hardware by our designers and engineers, and other informative drum-related topics. Guests will also have the opportunity to see legacy kits like the first 1967 D20 kit, play all the series of Yamaha acoustic and DTX drums including exclusive kits like the 50th anniversary kit and PHX kits, and be treated to some sneak previews of future products.

What are your observations about the current state of the U.S. drum market and what are your expectations for the coming months?

The acoustic and electronic drum markets in general have been relatively flat this past year, but we see a lot of growth opportunities at Yamaha. We are not just focused on increasing our current business; with our broad and deep resources in acoustic and electronic drums, hardware, DSP technology, and sound reinforcement, we are uniquely positioned to present drummers with the products that will inspire them for new musical applications. **MMA**

Boston Rocks

By Victoria Wasylak and Christian Wissmuller

As home to world-renowned institutions of higher learning (M.I.T., Harvard, and Tufts, among many others), a number of storied music schools (Berklee College of Music, New England Conservatory), and ground-zero for a vibrant music scene stretching back literally centuries (Boston Symphony Orchestra, Aerosmith, James Taylor, New Edition, Dropkick Murphys, et cetera), it's not particularly surprising that some of the biggest names in MI supply and retail set up camp in Greater Boston.

While Boston proper is geographically – and, consequently, population-wise – relatively small when compared to other major American cities (673,184 year-round residents – 22nd largest in the nation according to the 2016 U.S. Census), the metropolitan area is another subject, altogether. With just under five million folks

calling the region home, Greater Boston is amongst the top-10 most populous in the U.S. – and it is this slice of Massachusetts that *MMR* is turning our focus to in this year's Market Profile.

While area businesses on both sides of the MI retail spectrum benefit greatly from a rich pool of musical, engineering, and technologically adept talent in the city, Boston also presents its share of challenges – not least amongst them some of the highest living expenses anywhere in the nation (the area consistently ranks within the top-six “cost of living index” in North America and annually lands within the top-three or top-four highest rents for any city in the U.S.)

Read on to learn about a handful of the significant dealers and suppliers which call Greater Boston home.

Avedis Zildjian Company

22 Longwater Drive
Norwell, Massachusetts

Dan Wiseman

The Avedis Zildjian Company opened in Quincy, Massachusetts in 1929. The company relocated to Norwell, Massachusetts in 1973.

Boston is a great city to operate a business, especially one in the music industry. We are able to recruit great talent from many of the top universities and schools in the area, especially Berklee College of Music. Boston has a history of great music being played at great music venues for all genres of music – from intimate rock clubs to the Boston Symphony Hall. Boston is also surrounded by other great cities with a great music scene that are a short trip away: Providence, Portland, Burlington, and Portsmouth, New Hampshire.

The Boston area is one of the most beautiful parts of the country, with four distinct seasons and being in close proximity to the ocean and mountains. However, Boston is an expensive area to live as one of the top-five most expensive cities in the USA. Also, the Boston area can face some challenging winters, averaging 44” inches of snow per year and an average low temperature of 22 degrees in January.

2017 is our 89th year manufacturing in Massachusetts and we look forward to celebrating our 100th year in Boston and the USA



Inside Zildjian's cymbal vault



Workers outside Zildjian's original Quincy, Massachusetts location

in 2029 (this celebration will follow our 400th anniversary in 2023). We are proud to be the only major cymbal company manufacturing in the USA and especially in the Boston area. Our cymbal factory continues to be a must-see/must-visit destination for any drummer or music fan. We take pride in the experience of coming to Norwell and showing our guests how the world's greatest cymbals are crafted each day.

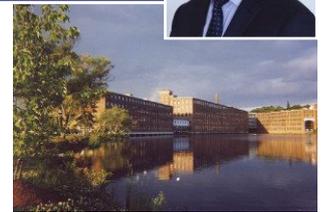
Verne Q. Powell Flutes

1 Clock Tower Place
Maynard, Massachusetts

Mark Spuria

The Powell Flutes workshop has been in Boston since its founding in 1927. The original shop was located at 295 Huntington Ave, directly across the street from the New England Conservatory of Music and a few doors down from Symphony Hall. 2017 marks the 90th Anniversary of Powell Flutes and we look forward to celebrating many more anniversaries in Boston.

Boston has been the home to many of the greatest flute makers of the last 100 years, which has led to a community of highly skilled flute makers in a relatively small area. The production of a handmade flute requires artisans to be trained over a period of years, thus access to trained professionals is an integral part of a growing business. As a hub of higher education institutions, Boston offers a pool of world-class flute professors and students. The local flute community encompasses flutists ranging from students to professionals, amateur and professional performing



organizations, and the top flute makers in the world. Due to these varied facets of the community; many consider Boston to be the center of the flute world.

In addition, southern Massachusetts and Rhode Island have a high concentration of jewelers, jewelry supply manufacturers, and precious metal suppliers. This proximity to our workshop allows our staff to have very close working relationships with our vendors as well as shortened delivery times.

The cost of doing business in Boston is high and has driven businesses to move out of the city limits. The Powell workshop is located in Maynard, Massachusetts which is small New England town with deep roots in artisan traditions.

Support and appreciation for the arts will continue to grow and foster new musicians throughout the region. Powell Flutes will continue to support the flute community through partnerships with schools, dealers and artists.

Mike's Monster Guitar

896 Massachusetts Avenue
Cambridge, Massachusetts
"Skinny Mike" Feudale

Skinny Mike
inside his
store



We've been in business here for four years. The advantages of greater Boston market include, of course, a massive student population and as number of music schools, as well as the number of musicians that make up the rock scene. Some present-day challenges include the rise of digital sales and finding ways to compete with the mega-stores.

What are my expectations for the area in coming years? That's a tough one, with soaring rents and the number of small business and club closings that we've seen over the past few years, I'm not sure that bodes well for small, independent music retailers. We'll keep doing what we do, offering a unique store experience and quality service.

M. Steinert & Sons

1 Columbus Avenue
Boston, Massachusetts

Paul Murphy

M. Steinert & Sons was founded in 1860 in Athens, Georgia. At the outset of the Civil War, Morris Steinert moved his business and family to New Haven Connecticut. Our first store in Massachusetts opened in Worcester in 1872. The Boston store was opened in 1883 and became the headquarters of the company under the leadership of Alexander Steinert, Morris's son.



The Murphy Family, owners of M. Steinert and Sons

I wish I knew who our "typical" customer is. If we could target that person, it would save a lot in advertising. Generally, our customer is an adult who plays for his or her personal gratification or wants to learn how to play the piano. So, while we see parents buying for a beginning or intermediate child, we see many of those who buy for themselves. More recently, with the advent of the player piano and specifically Steinway's Spirio, we've seen a

growing group of customers who do not play but who appreciate piano music. Many in this group never considered buying a piano until they heard and saw one playing itself. Institutions also represent a large segment of our business.

The challenge of a brick & mortar store is obviously the competition with whatever is on the internet. If someone is shopping for a brand such as a Steinway, they can always find a used one for less than a new one in our store. Often and unfortunately, this customer ends up with a PSO (piano shaped object). What they need is an education on the instrument they seek and what we need is to be able to give it to them. We can only do this if we can get them to visit one of our stores. So, the challenge is to get them in and show them the value in what we sell. The mantra in politics these days is "fake news." I think our customers see this on the internet and recognize it every day. It applies to pianos as well as politics.

Genelec, Inc.

7 Tech Circle
Natick, Massachusetts
Will Eggleston

Genelec, Inc., the North American subsidiary of Genelec Oy, was created January 1, 1996, as a two-person distribution center in Natick, Massachusetts, with Lisa Kaufmann, managing director, and Will Eggleston, marketing director. Today, the subsidiary has grown significantly with expanded staff and offices in Florida and California, plus a large warehouse facility including a testing chamber for service in Natick to house the growing demand for Genelec product in the Americas. Genelec Inc. supplies the U.S. with both marketing and sales support, as well as warranty and non-warranty repairs.



Key members of the Genelec Inc. team, pictured in front of the company's headquarters in Natick, Massachusetts. L-R: John Whitcore, Territory Manager; Jim Ciardelli, Service Manager; Lon Aguiar, Operations Manager; Will Eggleston, Marketing Director; Lisa Kaufmann, Managing Director; and Paul Stewart, Territory Manager. Not pictured: Eric Daubney, Sales Support / Community Manager; Alan Conzo, Logistics; Steffenee Copley, Western Region - Territory Manager; and David MacLaughlin, Education Sales Manager.

First, Boston is a port of entry for containers arriving from Europe, where our products are built. Second, the time difference is still within a workday (seven hours) from Genelec Oy in Finland, where manufacturing, global marketing, and engineering are based. Boston is great place to work and live, with a rich music community and a robust tradition of audio innovation and industry – think Bose and Bklee, where many of our employees hail from.

There are basically few challenges except maybe for the occasional snowstorm. Rents and cost of ownership are about what one would expect in a large city, but compared to other cities in the Northeast, Boston is relatively easy to operate in. From a personnel standpoint, there also happens to be a tremendous pool of talent here, drawing from the highly regarded colleges, universities and research institutions in the area. We have been here for more than 21 years and would never think about going anywhere else.

From my perspective, all indications are that Boston will continue to grow, and as such, Genelec Inc. has made a major investment in our facility and our people to ensure ongoing growth in the coming years.

Grover Pro Percussion, Inc.

22 Prospect Street
Woburn, Massachusetts
Neil Grover

We've been based in the Boston area since I founded the company in 1980, which makes it 37 years!

Boston is one of the country's oldest and richest cultural hubs. Boston has three music conservatories, a large number of world-renowned universities with strong music departments, and one of the world's preeminent symphony orchestras. On top of that, Boston is home to the Boston Pops, "America's Orchestra" and a musical ensemble that I have had the privilege of performing with for four decades. As a result, I have been presented with the opportunity to develop and test all of our percussion products with both the Boston Symphony and the Pops in Symphony Hall, which, acoustically speaking, is among the world's finest concert venues. Can't find a better sound lab than that!

Along with such a vibrant musical landscape comes a diverse musical talent pool. We have really been fortunate to have had so many talented musicians walk through our doors, some have interned here and a few became permanent members of our team. I'm proud to add that all of our interns have gone on to successful careers within the industry.

According to Kiplinger, Boston has the 8th highest cost of living of all cities in the U.S. I admit that manufacturing in a "high rent" environment challenges our ability to moderate production costs. We achieve this by utilizing a network of specialized component suppliers who are local and have the capacity to supply key parts that not only meet our stringent quality standard, but, that are produced efficiently and in a cost-effective manner. The bottom line is that we are in the business of manufacturing professional level, world-class instruments and even though our products cost more than imported products, our value proposition remains very strong.

I do want to add that Boston has the reputation of having the worst drivers in the world, and it is well deserved!

I am cautiously optimistic about the future. We are experiencing a growth in export sales which I expect to continue. Specifically, our sales in China are growing as our brand is revered by percussionists there. I have learned that the serious musicians in China want American made high quality products. To quote our President, "Who knew?" I can't tell you how much I love exporting product *into* China! Made in the USA is in our DNA and we're darn proud of it!



Neil Grover

MOTU

1280 Massachusetts Avenue
Cambridge, Massachusetts
Jim Cooper

Jim Cooper



MOTU was founded in 1980 as an MIT startup based in Belmont, Massachusetts, the next town over from Cambridge. The company soon moved to the Kendall Square area in East Cambridge, just a stone's throw from M.I.T., itself. Then, in 1992 we moved to Harvard Square, literally in the heart of Harvard University, on the

western side of Cambridge. We've been here ever since, and we still have that "tech startup" feel in our office to this day.

Our primary strength is our talented software and hardware engineers, most of whom are also accomplished musicians. Being in Harvard Square allows us to attract and retain hot talent out of MIT and other leading technology institutions. Boston has always been strong in both high-tech and music, with schools like MIT, WPI, Tufts, Berklee and world-class conservatories. Boston and Cambridge have an absolutely thriving music scene, and we feed off of that on many levels.

Our corporate offices are located in Harvard Square, but MOTU also has manufacturing, warehousing and shipping/receiving facilities around the greater Boston area, so we avoid the logistical headaches usually associated with core urban locations.

I'm optimistic about the future here. As the economy improves, the greater Boston area seems to be enjoying the leading edge of that surge. Things are hoppin', thanks to thriving high-tech, a solid local economy and a healthy and pervasive college and university presence. As a tech industry hub, Boston – and Cambridge in particular – has seen a real surge in tech startups, biotech and other fields, especially in the last ten years. When you walk around Cambridge, you really feel it.



Harvard Square, Cambridge

Mooradian Cover Company

65 Sprague Street
Hyde Park, Boston, Massachusetts
Peter Hoffman

For over 35 years, from its early days in a three-car garage in Cambridge to our current home in a re-purposed locomotive factory in Hyde Park, the Mooradian Cover Company has been producing high quality, handcrafted-in-the USA, lightweight-yet protective padded carrying covers and gig bags for stringed instruments.

Within reach of Boston's vibrant live music scene, our location offers us the advantage of first-hand contact with musicians seeking quality protection for their instruments. In addition, Boston's academic community is composed of some of the world's finest music schools and conservatories, allowing direct interaction with faculty and the student population. We are well positioned to respond to a range of needs, whether taking a custom order from a Berklee professor or fielding questions from those just starting out on their musical journey.

Although operating in the Greater Boston area has its advantages, both the higher-than-average cost of living *and* cost of doing business forces us to search for unique strategies to be even more efficient and competitive in the crowded MI marketplace. Having a product line that requires a team of highly skilled sewing machine operators in a region that has experienced a reduction of those with this skill set provides the greatest challenge. We have been able to build a small, highly productive team by blending full-time and part-time employment with shift flexibility. Our close proximity to downtown Boston with nearby public transportation provides easy access to staff and customers while affording us lower rent and operating costs that are more-user friendly to small businesses.

Instruments That Give Plastic a Good Name

Cool Wind™

Experience Cool Wind™, the next generation of ABS polymer horns. With high-precision, all-metal valves, superior tonal quality and other features found only on traditional brasswinds, Cool Wind™ is the most complete line in the category, with six popular models in seven exciting colors. Also available in custom colors and simulated silver and gold.

**Players Music is the exclusive
North American distributor for Cool Wind™**



P.O. Box 9210 • Mesa, AZ 85214
Sales@Playersmusic.com • p. 480.833.2500 • f. 480.833.2999
www.facebook.com/playersmusicaccessories • www.playersmusic.com

See us at NAMM booth #401

Given the rich and vibrant musical community here in the Greater Boston area, we intend to maintain our just-out-of-town location so that we can continue to serve those near and far who need our unique brand of high quality protection for their instruments.

Mr. Music
128 Harvard Avenue
Allston, Boston, Massachusetts
Tom Barone

I opened the store in 1973 when I was just 20 years old. We started initially as a record store, but slowly transitioned to selling guitars, amplifiers, and other musical gear as the Boston rock scene grew in the mid-seventies.



Mr. Music owner Sal Barone (right) and store manager and brother Tom Barone (left)

We are very centrally located near many local universities (Berklee, BU, BC, etc.) and local music venues (Great Scott, Brighton Music Hall, Paradise Rock Club, et cetera). Because of this we are an easy one-stop shop for any gear someone in the area may need. We often give out t-shirts to customers, roadies and touring musicians. We have seen our logo pop up everywhere from South Africa to Taiwan. There is no typical Mr. Music customer. We see everyone from high school and college students buying their first guitar, to touring bands in need of cables and strings before a show. We are now even seeing the children of loyal customers from the seventies and eighties coming in to buy their instruments from us.

Our biggest challenge is competing with online retailers who have a low operating cost and provide free shipping on even small items. However, we have found there is still no substitute for a brick and mortar store. When a customer plays an awesome guitar or hears a cool new pedal, great products sell themselves.

Virtuosity Musical Instruments
235 Huntington Avenue
Boston, Massachusetts
Steve Johnson



Virtuosity Music
Owner Steve
Johnson

I started working toward opening Virtuosity in early 2015. The need for a local brick & mortar shop dedicated to woodwinds and brass was clear. Boston is home to a diverse range of students and high-level amateurs in addition to its working professional musicians. The possibility for me to be the person to help service these wonderful musicians was very exciting and motivating.



Inside Virtuosity Music

Virtuosity opened its doors in November 6, 2015 (Adolphe Sax's Birthday!)

We were lucky to find a location which simply can't be beat for walk-in traffic. We're just steps from Berklee College of

Music, New England Conservatory, Boston Conservatory and Boston Symphony Hall. There's always something happening; when the colleges are not in session, there are shows coming through town, summer programs or tourists visiting.

A large portion of our students is made up of college/conservatory students. We also work with many professional and semi-professional players who work in and around Boston. Students range in age from 18-28 and do make up the bulk of our traffic, but we certainly see musicians of all ages, income and ability levels.

Being located in a metropolitan area, real estate costs are certainly a challenge that we have chosen to fight. Otherwise, because our main customer base receives and shares information so rapidly, we are constantly learning and working to keep pace with them. We have a great team here who help keep our digital presence current and I'm seeing motivating progress in how we are able to increasingly interact with those current and potential customers, both in-person and 'the cloud'.

Guitar Stop
1760 Massachusetts Avenue
Cambridge, Massachusetts
Jeanne Oster

I have been the proprietor of Guitar Stop for 30 years. Guitar Stop® is a full service neighborhood music store: selling guitars, accessories, and offering lessons and repairs. For three generations, my family has owned and operated a retail musical instrument store in Cambridge.



Annette Osgood (retail manager) and Jeanne Oster (proprietor) of Guitar Stop

Guitar Stop was originally started in 1962 by my father, Edward Oster. The original name for the store was Central Sales Company as his store sold a variety of items and was located in Central Square, Cambridge. My father's store was a second-hand shop where you could find almost anything. He had a large selection of used items: guitars, stereos, cameras, jewelry, and televisions.

My dad loved having me, along with my two older brothers and two younger sisters, working with him at the store. He started bringing us to work with him when we were very small- not even tall enough to see over the counters. By the time I was in high school, I knew I wanted to continue the tradition of running the store.

When I graduated college, I returned to Cambridge to work full time with my dad. Around this time, my father got sick with cancer and I started taking on more responsibilities at his store. Sadly, he lost his battle in September of 1986. I purchased the store from his estate with the intention of continuing the family business, but the landlord of my father's store had other plans. Six months after my dad passed, I received an eviction notice giving me only sixty days to vacate the building he had been in for the last 25 years!

After a lot of hectic scouting and planning, I found a location in Porter Square and started moving the business to its new home. From that time through today there have been

“Competing with the big box stores hasn’t been as challenging as it sounds.”

– Jeanne Oster, Guitar Stop

many changes along the way. I refocused the store to concentrate on musical instruments, and changed the name of the store from Central Sales to Guitar Stop to better reflect our inventory. I started a strong lesson program with professional musicians offering individualized lessons seven days a week. I shifted from selling used gear to new and we offer more in the way of repairs and set-ups than we used to. We also have a robust website and web presence along with our retail location.

The most important aspects of the business have remained; we are first and foremost a family run neighborhood music store. We have helped people pick out their first instrument and have been able to support and help them with accessories, repairs, lessons, and advice. We have students who have begun their musical training here, and have gone on to Berklee and professional music careers.

Cambridge has been a great location for us. It’s a very diverse city that appreciates music and feels strongly about supporting small, independent family businesses. There is so much music happening at the local clubs, and in the local colleges. It’s also a very international city. Through out the year we have customers that are visiting Boston from other countries as tourists or students that have found our website and are excited to purchase a guitar from us to bring home.

My store is a Cambridge neighborhood business; we are part of the community here. I love getting to know the families in our neighborhood. I have some students and customers that I originally met when they were quite small, and now they are graduating college, or introducing me to their children. It is a nice feeling to know that my store has been part of their lives in such a positive way.

We really don’t have a typical customer. On a typical day, we see musicians that have been playing in local clubs or as weekend warriors for decades, young parents that want to learn to play lullabies on guitar or ukulele for their newborn, college students starting a band, and elementary school children coming in for guitar or piano lessons. Sometimes music stores expect customers and staff to have a certain rock star vibe. I have had customers talk about the trouble they’ve had at other stores having the staff take them seriously as a musician, or a customer because they didn’t have the right “look” to them. I think my store has a very welcoming feel to it. Here, every customer receives help and information about the guitars, amps and accessories that we sell.

One of the biggest challenges I feel any business owner has to deal with is being aware of and responding to changes in customers’ needs and attitudes. A lot has changed since my Dad started the business in the ‘60s. The internet has been huge. Our customers use it as a research tool to check features and prices and availability of items before they even walk in the door. I developed my own website back in 1996. The website was actually the reason for changing the name of the store to Guitar Stop. I wanted a name that could be searched for easily, and reflected what we sold.

Competing with the big box stores hasn’t been as challenging as it sounds. Our prices are usually lower than big stores, and all our guitars come with the carrying case, and picks, included in the price. We stand behind everything we sell. Everyone who works here can do minor repairs, set-ups and adjustments on the spot if they are needed. I believe in fully representing the brands that I sell, which includes: Cordoba, Fender, Guild, Gretsch, and Washburn. The selection we offer of these brands is more complete than what may be found at the big box stores.

One of the biggest obstacles a family business faces is not having family to maintain it. I am lucky that my sister Annette, her son Alex, and my brother Al have remained with the business. Annette is the retail manager & lesson program coordinator, Alex teaches private music lessons, along with retail sales and service, and Al is the service manager.

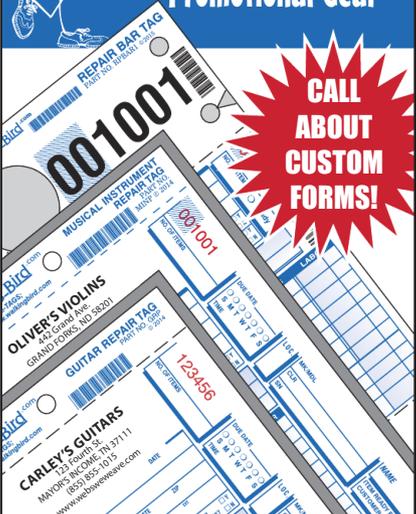
Our lesson program is also a very important part of our business. The store offers individual lessons 7 days a week for \$25.00 a half hour or \$50 for a full hour lesson. The teachers are top musicians, who gear their teaching style to the student’s in-

Walking_Bird.com

Tags • Forms
Labels • Stickers
Promotional Gear



CALL ABOUT CUSTOM FORMS!



CUSTOMIZABLE!

-  **Step 1: Go to walkingbird.com**
-  **Step 2: Select the form**
-  **Step 3: Customize it**
with YOUR STORE INFO!

IT’S THAT SIMPLE!

THREE FORMS TO CHOOSE FROM:

-  **Violins — NEW!** 
-  **Guitars** 
-  **Multipurpose** 



NEW!

We now sell promotional items!

Let us help you get the word out with our Promo Items with **YOUR LOGO!**

Get it done and tell them who you are with:

- Repair Tags & Forms
- Promotional Items with your **LOGO**
- Office Supplies

Walking_Bird.com

800.525.8257

Custom Forms

Distributor Inquiries Welcome

dividual needs and goals. Catherine Capozzi was featured in *Guitar World* magazine as one of the "Female Guitarists You Should Know." She recently collaborated with Christina Goh (France) on a project, "Hors Format- Oversize" released on Plaza Mayor LTD out of London. Travis Pullman plays with Somerville Symphony Orkestar, and has been a fixture on the Cambridge/Somerville music scene. Eric Guadette specialized in classical guitar performance at the Boston Conservatory, and performs with the duo He + He. Alex Oster, my nephew, studied music in New York, is a great player, and a patient & encouraging teacher.

We have students beginning as young as 5 years old, all the way up to seniors in their 80s. Along with guitar lessons we also teach banjo, mandolin, ukulele and beginner piano. The store has recently added bi-annual recitals to our lesson program. The recitals are a great opportunity for students to set goals to work towards, and it allows parents and friends to see the students perform. Recently, we've had some older students who have started or returned to music very late in their life as therapy. It is very gratifying to be able to help people who have other life struggles find enjoyment with music.

My father touched a lot of lives with his store. A great many Boston musicians remember him, as someone that helped them find a way to get an instrument and create music despite financial or other problems they were facing. My store is

continuing in that tradition, helping people enjoy and create music.

Fishman Transducers, Inc.
3 Riverside Drive
Andover, Massachusetts
Jason Cambra

We started out based out of Larry's [Fishman] house in Medford in 1981. In April of 2016 we moved up the road to our newest, current facility here in Andover, which is around 58,000 square feet.

One of the key advantages to being in this area for us is access to a vast amount of really skilled labor. A lot of kids come out of colleges in this area with mechanical engineering degrees and so on, and are highly qualified, ready to contribute immediately. The only thing that I would maybe consider to be a challenge is that there aren't quite as many other MI industry companies in this area, compared to maybe the West Coast or the Southwest. So that means a little bit more of travel requirements than if more places were local, plus shipping costs across country. If we were in the middle of the country, shipping would be a different situation, but I think we all love being here in Massachusetts.

There's a lot of development and infrastructure improvements going on in this area, so I'm optimistic for the future – I think we'll see lots of positive changes in the coming years.

Tune More Fun!

NAMM U BEST SHOW Summer NAMM

Come see all our Charactune™ Tuners **at Summer NAMM booth #1635**

Tune Style!™
Exclusive Distributor for Christopher™ Referencing Speakers

Tune Life!™
Charity CD Featuring: Bobby Kimball, Bernard Fowler, Walfredo Reyes Jr., Michael Landau, Neil Stubenhaus, John Jorgenson, Joshua Seth Eagan & Many More!

IMS TECHNOLOGIES, LLC
www.imstechnologies.net

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

Wells Fargo
Commercial Distribution Finance

WELLS
FARGO

We know about more than just inventory financing. We know music.

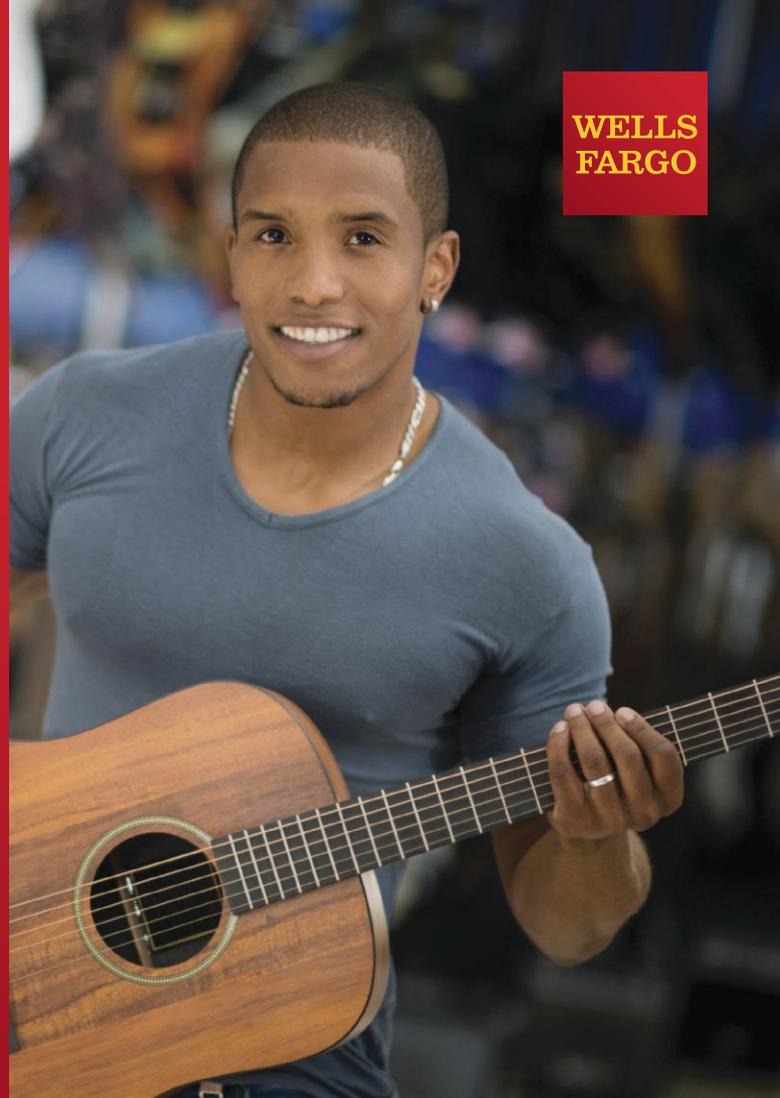
Our team of specialists have been helping dealers and manufacturers fine-tune their inventory and cashflow needs for more than 15 years. Whether it's maximizing working capital or maintaining adequate stock levels — our innovative solutions don't stop there. Our proprietary analytical tools are helping more and more dealers make faster, more informed decisions in *real-time* when it comes to inventory aging, consumer demographics, and market potential.

When you work with Wells Fargo Commercial Distribution Finance, you'll get more than just financing. You'll have peace of mind knowing you've chosen an industry leader who'll help keep your customers coming back — *not just today* — **but for years to come.**

Still not convinced?

Give us a call today at 1-844-202-8237

cdf.wf.com/mmr



Together we'll go far



© 2017 Wells Fargo Commercial Distribution Finance. All rights reserved. Products and services require credit approval. Wells Fargo Commercial Distribution Finance is the trade name for certain inventory financing (floor planning) services of Wells Fargo & Company and its subsidiaries.

Carlton Family Values: Carlton Music on 50 Years in the Family

By Sharon Paquette Lose and Victoria Wasylak

Carlton Music is on the cusp on a major milestone. Two generations into their Florida-based music store, owners Glen and Regina Carlton are hoping to add a third with their daughter, Julie.

Two generations into their Florida-based music store, owners Glen and Regina Carlton are optimistic that their daughter, Julie, will eventually carry on the tradition. "That's what we're hoping for anyway. She [Julie] kinda runs the place when Regina and I are out," Glen Carlton says. "Of course, I've got a lot of good store managers that have been with me a long time as well, but she actually has done a whole lot for the website."

But even if the Julie doesn't someday grow into an ownership role, by thriving for 50 years as a family-owned musical instrument retail operation, Carlton Music has already earned its bragging rights. Founded in 1967 by Glen's parents, John and Sally, the Carlton family's passion for instruments is rooted in the fact that they were all musicians.

"We all played instruments and it's a fun business to be involved with when you're a musician as well," Carlton says.

For the Carltons, being a musicians and entrepreneurs have always gone hand in hand, and most likely will continue to for the next 50 years.

On Location

Before Carlton Music branched out to two locations, there was one only Carlton Music, a one-story store plopped Winter Haven, Florida in 1976 after the Carlson family left their initial "cozy" space of 2500 sq. feet. In the late 90s, the Carltons added a second floor for studios and teaching, as well as back-stocking, cementing the Winter Haven location as the main office and primary location.

The Lakeland location has experienced similar growth, starting in 1980, and moving two times to accommodate for new growth. And with big sellers ranging from Yamaha, Fender, and Taylor and Martin, to accessories from D'Addario, Fender and Peavey, as much floor space as possible is needed.

"The first time was kind of a forced move because it was downtown and they were redeveloping and forced everybody out so they could level the buildings," Carlson says. "But we kinda outgrew it anyway so we moved to another building, which we actually purchased over, not too far away, a few blocks away, on the main center of there, and we kinda outgrew that one as well. So we're at the current location which we moved into in 1998 which is on Harden Boulevard, and that store is probably sticking 8000 square feet."



Regina Carlton, Julie Carlton, and Glen Carlton



The Winter Haven Storefront

Lessons for Life

Coming from a musical family, Carlton knows the importance of music in every child's life. He himself being a bass guitar and trombone player, both locations offer music lessons and support local music education.

In addition to being affiliated with NAMM and the Florida Bandmasters Association, Carlton says that the company deals with a lot of school instrument rentals within Polk County, as well as four or five counties around them as well. "I have an office manager that oversees the accounts and stays in contact with the schools, and we two full-time road reps that go out and call on the schools each week during the school year," Carlson notes. "So we do a lot and we do a lot of school instrument repairs as well. We have repair shops for both band percussion, electronic repairs for guitars and amps and PA, and we also have full-string repairs for guitar setup and all that."

Treat 'Em Like Family

While Carlton Music has always been "all in the family," the hospitality extends beyond anyone with the Carlton name. The company has multiple employees who have been working with them for more than 20 and 30 years – one main shop repairman, Chuck Furr, has been working for Carlton Music over 40 years.

"We've got a lot of long-term employees that have been with me a long time. Most of the employees have been with me 9, 10 years or more," Carlson adds.

And with the rise of online shopping, personality is more important than ever. Carlton says that perhaps the more important aspect of his work is giving customers the full experience – from picking out the right instrument for them, to getting lessons for their family or providing any repairs.

"I think it's just the...probably just the way we treat our customers. I think the service is so important and making sure that customers are taken care of. It's really nothing new. It's, you know, just the fundamentals of business, basically. But, you know, we're very conscientious of, you know, taking care of our customers and making sure that they leave happy," Carlson says. "We're not just here to put a guitar in their hands and walk out the door and never see us again. We wanna bring them back, sell the accessories they need, offer them lessons, repair the instruments if they're needed. So that's kinda what keeps us going." **MMMA**

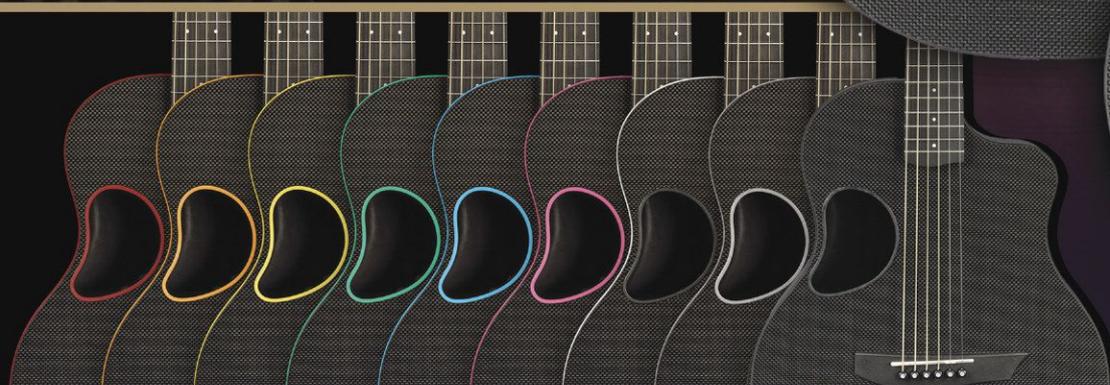
PLAY YOUR
BEST
ON THE
BEST

**BOUTIQUE WOOD SOUND
DURABLE CARBON DESIGN**

- ◆ Sable and Touring Models
- ◆ Crafted in the USA
- ◆ Ready to ship anywhere

DEALER INQUIRIES

For more information contact us at
337-255-4890 or email
laurie.abshire@mcphersonguitars.com
info@mcphersonguitars.com



McPherson[®]
CARBON
SERIES

mcphersonguitars.com

VISIT US AT
NAMM
BOOTH 905



Note From Joe

ADVERTORIAL • JULY 2017 • NAMM.ORG

In the Midst of Great Change, Don't Go it Alone

Attend Summer NAMM and Benefit from the Collective Wisdom of an Industry

Retail has existed for centuries, but we may have seen more change in the retail landscape over the last 15 years than in the hundreds of years prior. We've heard the theories, including evolving demographics, buying habits, new technology, global competition, and a time-starved consumer base.

There are many lessons from retail giants such as JC Penney and Sears, whose current challenges are now widely publicized. In hindsight it seems unthinkable that seemingly the best of the best retail minds arrived at decisions that ultimately led to ineffective models and alienating core customers. If retailers with every possible resource ran into this type of trouble, how can we expect to keep up?

Fortunately for all of us, we have each other. And together, we're a lot smarter than any of us would be alone. If you are like most of us, you spend countless hours working in your business. But it is the rare few hours when you work *on* your business that may make all the difference.

One of the most meaningful ways we serve our members is by providing two annual, reliable and stable gatherings with robust tradeshow floors featuring the latest products that your customers want; best in class education to re-fill the idea jar; and a community experience to interact with like-minded professionals, offering an important reminder that even during times of great change, we are not alone.

This year's Summer NAMM will showcase all the above, with an emphasis on the future. Doug Stephens, a retail futurist and best-selling author, will provide a glimpse to where our industry is headed next—and what you can do about it. Stephen's first book, "Retail Revival," was written back in 2013, and nearly all his predictions for the state of retail today have come to fruition. This is just one of the dozens of business-building topics that will be addressed in Nashville.

"As a school music dealer, we are calling on schools every week. Being able to support our schools' needs beyond the band and orchestra room to the auditorium, cafeteria, or theater has been a great way to be their one-stop shop."

**Ryan West, West Music Company,
Coralville, IA**

The learning opportunities at Summer NAMM are not only from retail visionaries—we can also learn directly from one another, hashing out our most difficult problems together. Attending a NAMM Show is like going home to a place where seemingly everyone knows your name. And in this type of environment, surrounded by a community that often feels more like a family, you can really disconnect from the day to day and work on tomorrow. Here members can share strategies with other members who are re-inventing their business models by adding in-store experiences, lessons, rentals, installations and live events to their list of services, and grow the bottom line while they are at it.

We all know two minds are better than one, so how about thousands? Benefit from the collective wisdom of an entire industry and visualize your future.



Joe Lamond
NAMM PRESIDENT AND CEO

Summer NAMM offers many solutions to today's toughest retail challenges

1,600+

Brands

Review products across categories and find those next best sellers that will drive customers through your door



Networking

Events like the NAMM Opening Night Party connect you to a community to help solve your toughest challenges

50+

Educational Sessions

With groundbreaking speakers, retail how-to's, and sessions for sound, studio and stage, new ideas are easy to find

30+

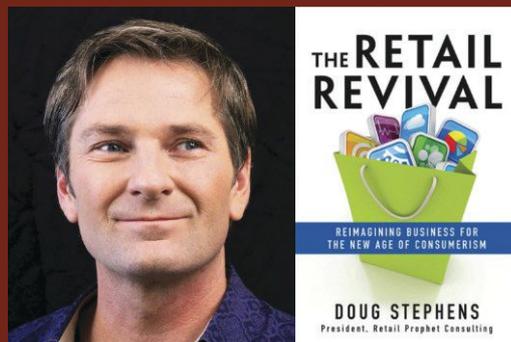
Musical Performances

Enjoy live entertainment on the NAMM Terrace featuring Nashville's hottest talent

If you could see the future today, how much more effective would that make your business?

NAMM U has the answer!

Attend a riveting, in-depth look at the future of retail, and how you can make it work for your business. Doug Stephens, the Retail Prophet, will be kicking off NAMM U Breakfast Sessions on Thursday morning with a discussion on how to sell in a post-digital world.



Summer NAMM

Thursday, July 13, 8 am
Grand Ballroom, Music City Center

Summer NAMM

the **inspiration** begins here

OPPORTUNITY • COMMUNITY • PROFITABILITY

Control Your Future, Register Today!
namm.org/summer/2017

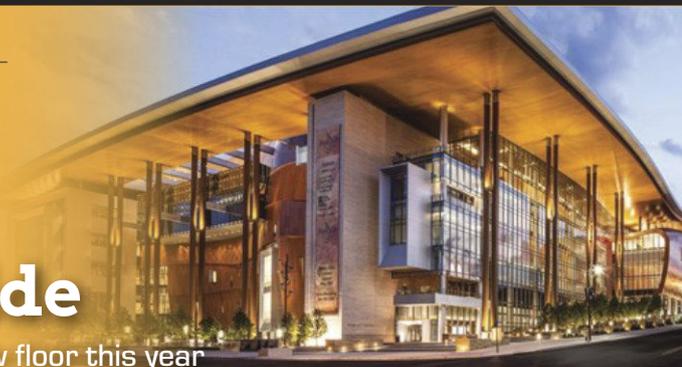
SUMMER NAMM

JULY 13-15, 2017 • MUSIC CITY CENTER • NASHVILLE, TENNESSEE • NAMM.ORG/SUMMER

Join the conversation! #SummerNAMM

2017 Summer NAMM[®] Buyer's Guide

Take a peek at some of the hottest items hitting the show floor this year



Cases & Stands

TKL Acoustic Guitar Cases

TKL Products Corp. offers a range of cases, including the Concept MC and Zero-Gravity models. The Concept series cases are perfect for collectors and professionals because of their Rigidlite exterior with a Cushion-Soft, Secure-Fit interior. TKL's Secure-Fit process guarantees a perfect fit for every guitar type and body style. The Zero-Gravity case is lightweight but strong with a T-Cord 600 exterior and a reinforced core. The Cushion-Soft and Secure-Fit interior help to cradle instruments for the most well-traveled musicians. Both series come with a limited lifetime warranty.



www.tkl.com

Booth: 909

BAM Guitar Case

BAM is expanding its range of guitar cases to include the 000, OM, and Grand Concert models, all of which boast a three-layer structure with AIREX core for a light yet durable construction. The cases come equipped with BAM Soft Touch locks, a small accessory bag attached under the guitar neck, and anti-slip neoprene backpack straps with security screw hooks. The new cases offer an outer shell manufactured with shock-resistant ABS and an airtight profile. The cases are available in all Hightech styles, as well as the Panther Soft Touch black and gray, the L'Etoile and the Texas series.



www.bamcases.com

Booth: 1033

Wind Wynder from Manhasset Stands

The Wind Wynder from Manhasset Stands holds music books, pages, or sheet music on a stand or with a hard music folder on a music stand. The design of the stand offers portability and ease of use in drafty conditions. With two clips attaching on each side of the stand and a monofilament line, musicians can turn pages as normal, even when things get windy. The stand comes with a velour pouch for storage.



manhasset-specialty.com

Booth: 923

TKL Electric Guitar Cases

The new Vectra series MC and IPX Impact-X electric guitar cases from TKL Cases all ideal for traveling performers and professionals in the studio. These cases for are developed to fit a variety of modern electric guitar models, as well as to offer the most protection and comfort without the cumbersome weight. The Vectra MC offers a custom-molded exterior and a plush, Cushion-Soft, Secure-Fit interior that maximizes protection for every guitar type and body style. The Vectra IPX case features a rugged T-Cord 600 exterior over a protective, molded core with a Cushion-Soft, Secure-Fit interior and Providence-Forge hardware. Both cases come with a limited lifetime warranty.



www.tkl.com

Booth: 909

Cooperstand Pro-Tandem

The Cooperstand Pro-Tandem is a furniture-grade stand that can support various instruments, such as guitars, ukuleles, mandolins, and violins. The Pro-Tandem is made from kiln-dried African Sapele and comes in a black velveteen bag, making it compact for the road. The stand makes a good choice for collectors and retailers alike.



www.cooperstand.com

Booth: 1648

On-Stage Guitar Racks

The newest guitar racks from On-Stage, the GS7563B and GS7563W, are side-loading racks that accommodate up to six electric or three acoustic guitars. Both racks offer solid ash construction with instrument-protecting EVA at all contact points. The racks measure up at 25"(L) x 14"(W) x 30.5"(H) deployed and 25"(L) x 14"(W) x 4"(H) when folded, making them easy to store and take on the road.



www.on-stage.com

Booth: 543

Accessories

Ascenté Violin Strings from D'Addario

The new synthetic violin set Ascenté from D'Addario Orchestral offers violin strings specifically designed to help players advance their craft with elegance and consistency. The synthetic core strings have a wider tonal range, excellent pitch stability and longevity, as well as D'Addario-level durability.

The set is available in three sizes: 4/4, 3/4, and 1/2, medium tension only, and individual strings or sets can be purchased starting July 17.



www.daddario.com

Booth: 1001

Power Groove Pure Nickel line from S.I.T. Strings

The S.I.T. (Stay In Tune) Strings Company has expanded its Power Groove Pure Nickel line of electric guitar strings to include various hybrid sets and heavier sets. The two newest sets will include a Heavy Bottom .010-.052 and a heavier .012-.052 with a wound third string. While these strings were originally designed for vintage guitars, more players are starting to use them for modern guitars. More options, such as a seven-string set, will be available later this year.



www.sitstrings.com

Booth: 1109

Faxx Mouthpiece Cushions

These mouthpiece cushions are created to reduce mouthpiece wear and protect sensitive teeth while performing. The cushions provide easy application and removal with no residue and can be trimmed for a custom fit. Each cushion is .8mm and are available in both black and clear, and three different sizes.



www.americanwaymktg.com

Booth: 1401

Lighting Effect Pedals from StompLight

The StompLight is a self-contained sound-responsive stage lighting effect pedal with DMX512 protocol. This new lighting device creates on-stage lighting effects in the familiar form of an effect pedal.



www.stomplight.com

Booth: 1700

Rich Robinson Signature Brass Slide

D'Addario Accessories has released the Rich Robinson Signature Brass Slide, a slide designed by the founding member of the Black Crowes. The bass slide features a unique taper inside that forms comfortably to your finger for any type of playing and also prevents the slide from moving. Made from solid brass, the slide's satin finish features Robinson's signature double-R initial logo laser etched into the exterior. Price: \$32.95.



www.daddario.com

Booth: 1001

GLUBOOST

+

"Fill n' Finish is a game changer!"

- Joe Glaser
Glaser Instruments, Nashville, TN

GluBoost + Fill n' Finish... Quick, Flexible Ding Repair!!!

NEW THIN!

Watch Us Work!
GluBoost.com/videos.html

Contact: (201) 331-3730

GluBoost®, MasterGlu™, Fill n' Finish™ and Master Tint™ are Trademarks of Gear Up Products, LLC

One of the Best Kept Secrets in the Business!

John Pearse® Strings

For ELECTRIC 6 STRING & BASS GUITARS

www.jpstrings.com

Breezy Ridge Instruments, Ltd.
610.691.3302 jpinfo@aol.com

Accessories

LED Lamp II from Manhasset Stands

The new #1060 LED Lamp II from Manhasset Stands features 15 LED bulbs built into the construction for glare-free, full-width, audience-shielded illumination. With three lighting settings and choice of batteries, rechargeable batteries, or an AC adaptor for power, users can adapt to whatever space they are performing in.



manhasset-specialty.com

Booth: 923

Dry N'Glide from Graph Tech Guitar Labs

Dry N'Glide is a non-gritty hand talc for musicians who are playing in hot and humid conditions. Users can smoothly apply the talc with a roller ball, preventing buildup on fret boards. The talc's pH balances acidic hands, stopping instrument strings and hardware from corroding. Dry N'Glide comes in single bottles or in 12 packs.



www.graphtech.com

Booth: 1611

Super Slinky Bass Guitar Strings

These bass guitar strings from Ernie Ball are tailored to fit short scale (~30") basses. The strings offer a superior slinky feel and consist of nickel-plated steel wrapped around a tin-plated high carbon steel core that compliments all electric bass types and playing styles. Each set is packaged in an ultra-low humidity environment, and the strings are available in gauges .040, .060, .080, .100



www.ernieball.com

Booth: 1323

Faxx Synthetic Reeds

Faxx Synthetic Reeds are made from a unique material formulated with consistent spacing of fibers to create a vibrant sound. The reeds are made in the USA and available in four strengths for clarinet, alto and tenor sax.



americanwaymktg.com

Booth: 1401

SuPRO
DISCOVER THE LEGEND



Summer **17**
VISIT US AT **NAMM** BOOTH 1247

Accessories

Aria Forte from Aria Lights

Aria Lights, Inc. has released the Aria Forte, a new rechargeable high-brightness LED music stand light with an eight-hour run-time for professionals. The stand also offers more than 36 hours of light on half-brightness, meaning that musicians can use it for multiple concerts and rehearsals without recharging.

The stand's lithium polymer battery provides fast charging, and Forte can be plugged in or recharged via a USB port. Musicians can check battery life with the built-in charge indicator. In addition, a built-in full-range dimmer allows musicians to adjust the light accordingly in darker venues.



www.arialights.com

Booth: 822

Asterope Pro Bass Cable

The new Pro Bass Cables from Asterope have been specifically designed to deliver more lows and mids while preserving the integrity of the highs. Like all Asterope products, these pro bass cables are designed and made in America.



www.asterope.com

Booth: 626

9v Battery Pack from D'Addario Accessories

D'Addario Accessories has released their 9v battery pack to accompany their line of high-quality power accessories. These two-packs of alkaline batteries can be used in pedals and other music accessories that use 9v power. The batteries can deliver up to 9 volts of premium power and provide dependable, long-lasting performances. MSRP: \$14.95



www.daddario.com

Booth: 1001

Humidipak Restore Kit by D'Addario

The Humidipak Restore Kit by D'Addario helps instruments and cases return to the ideal humidity level without danger of over-humidification. These packets use Bove-da's patented two-way humidity control technology to add moisture at an accelerated rate. After the instrument and case reaches 45-55% relative humidity, players can use the company's standard Humidipak. The kit includes three packets – one for the headstock and two for the soundhole. It retails for \$41.80.



www.daddario.com

Booth: 1001

Titanium Bridge Pins from D'Addario Accessories

D'Addario Accessories has added the D'Addario Titanium Bridge Pins to their line of premium bridge and end pins. These titanium bridge pins provide a more rounded tone and increased sustain, and are a direct replacement upgrade for any acoustic guitar to enhance the overall appearance. Pins come in packs of six. MSRP : \$109.95



www.daddario.com

Booth: 1001

GLU BOOST

+ "MasterTint Changes Everything!"

- Pat Wilkins
Wilkins Guitars and Finishing

Finally!! *Vintage Kit Shown!*

Mix and Match color additives for repairs and restorations!

For use with GluBoost CA and Finishing Products

Watch Us Work!
GluBoost.com/videos.html

Contact: (201) 331-3730

GluBoost®, MasterGlu™, Fill n' Finish™ and Master Tint™ are Trademarks of GearUpProducts, LLC

www.allparts.com/ezkey

E-Z KEY™ Vintage Tuner Lube

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

Accessories

LaTromba Maintenance Products

American Way Marketing has teamed up with Arnold Stolzel GmbH to produce for LaTromba maintenance products, now available in North and South America. All LaTromba products offer quality, Swiss-made oils, greases and polish that keep instruments performance-ready.



americanwaymktg.com

Booth: 1401

Steri-Spray from American Way

Steri-Spray from American Way Marketing is a no-rinse, fine mist mouthpiece cleaner and case freshener, designed to keep your band room germ-free. The spray is safe for use on all surfaces, contains no dye or alcohol, and is made in the USA. Steri-Spray is available in both 2 oz. and 8 oz. sizes.



americanwaymktg.com

Booth: 1401

StroboClip HD from Peterson Strobe Tuners

The StroboClip HD (SC-HD) is as a more powerful version of its predecessor, the StroboClip clip-on tuner. The SC-HD features .01 cent (1/1000th of a semitone or fret) tuning accuracy and comes with alternate temperaments for various string, brass, and wind instruments. The new model also boasts an increased battery life and over 50 exclusive, preset Sweetened Tunings to help correct inherent tuning issues. The Peterson Connect online utility allows users to connect via USB to update the latest firmware or create a custom configuration. Street price: \$59.99



www.petersonstuners.com

Booth: 914

Piano & Keyboard

Mobile Pianos from Artesia



Artesia has released new additions to their line of mobile pianos, including the PE-88 mobile ensemble, AM-1 semi-weighted, AM-3 hammer action, and A-61 61 key. Each model features an on-board stereo sound delivery systems, full connectivity with USB to Host/USB MIDI plus Audio In, and Audio Out ports, as well as a 3D sampled voices for players to use. Both semi-weighted and weighted hammer action models can power up via battery or the included power adapter, and all models come with a sustain pedal, music rack and various software bundles.

www.artesiapianos.com

Booth: 622

Amplification & Effects

GT-1B Bass Effects Processor

The GT-1B Bass Effects Processor from BOSS is a compact multi-effects unit for bassists. Users can choose from 90 unique effects, including 13 different preamp types, all specially tuned for bass. A selection of premium effects are also available on the unit. Easy select and easy edit functions help with patch creation, and a dedicated looper is a useful built-in tool for jamming and spontaneous creativity. AC or battery power. Players can access free patch collections on the website, and free BOSS Tone Studio software provides a full-featured editor/librarian for the GT-1B and integrated access to all the patch collections.



www.boss.info

Booth: 732

"The Real Stand Out"
Cooperstand[®]
Pro Instrument Stands
Pro-Tandem

For Home, Stage,
Studio, or Store Display Use



African Sapele

NAMM '17
Booth 1013

US Patent
9,010,700

Classy, Compact, Safe Support for
Two Acoustic or Electric Instruments

www.cooperstand.com

FEELS LIKE THE REAL THING



www.rockettpedals.com



Amplification & Effects

Katana-Mini from BOSS

The Katana-Mini from BOSS is portable and battery-powered, and features a multi-stage analog gain circuit that produces a wide range of highly expressive sounds. The amp weighs under three pounds and includes a three-band analog tone stack for sound shaping, plus a tape-style delay for ambience. The amp's brown setting delivers refined high-gain tones, while crunch provides overdrive that's ideal for rock rhythms and bluesy solos and clean offers crisp, sparkling tone with big dynamic response. The amp boasts an Aux In for smartphones or playback devices and a Phones/Rec Out with cabinet voicing to provide a polished tone for silent practice and recording applications.



www.boss.info

Booth: 723

Supro Statesman Amp

The Statesman from Supro is a 50W channel-switching amp with reverb that combines the vintage Thunderbolt and modern Comet models in one piece of equipment, while also adding an all-tube effects loop and other performance-friendly features. The amp features two distinct all-tube preamps that can be independently selected or run simultaneously, dubbed the "Thunderbolt preamp" (red channel) and "Comet preamp" (blue channel). Other features include switchable tube-driven spring reverb and effects loop, switchable tube-driven spring reverb, and a black rhino hide tolex with gold faceplate. The amp is available as a 1x12 Black Magick-sized combo or as a compact head, and comes equipped with 16-ohm, 8-ohm, and 4-ohm speaker outputs.



www.suprousa.com

Booth: 1247

Ernie Ball 40th Anniversary VP JR Pedal

The Ernie Ball 40th Anniversary VP JR Pedal features a redesigned ultra-durable kevlar cord that improves potentiometer traction, giving the most precise volume control and ultra-smooth foot sweep. While the pedal uses the same compact, rugged design consisting of an extruded aluminum, the pedal features a newly-adorned bead-blasted ruby red shell casing with updated graphics. The pedal also features a micro taper switch that provides players two distinct volume swell rates.



www.ernieball.com

Booth: 1323

RV-500 Reverb and MD-500 Modulation

The RV-500 Reverb and MD-500 Modulation from BOSS are two new effect pedals with 32-bit/96 kHz AD/DA, deep programmability, and advanced features. The pedals feature the same design of their companion pedal, the DD-500 Digital Delay.



The RV-500 boasts 12 modes and 21 reverb types, and all include sound-shaping parameters like modulation, ducking, and EQ. Modes and reverb types range from shimmer to non-linear and fast decay to SFX, in addition to recreations of the classic Roland SRV-2000 and RE-201 Space Echo.

The MD-500 provides 12 modes and 28 different mod effects. The unit includes BOSS's famous chorus and Roland's legendary Dimension D, plus flanger, tremolo, phaser, vibe, slicer, ring mod, and more. Simul mode allows players to use two patches at once, while the Insert Loop function lets users position mod effects around external pedals for the best sound.

www.boss.info

Booth: 723

KEP100 Expression Pedal from On-Stage

The KEP100 Expression Pedal from On-Stage features an instrument-accommodating polarity switch, a 6 foot, 1/4" TRS interface cable, and scalable expression range control knob. The pedal's robust exterior features a textured and slip-resistant rubber surface.



www.on-stage.com

Booth: 543

The Tone Corset from Electro-Harmonix

The Tone Corset analog compressor from Electro-Harmonix is a compact OTA (Operational Transconductance Amplifier) compressor with an organic quality that works especially well with guitar. The Tone Corset features a four-knob design for excellent control and a diverse range of compression effects. Equipped with a sustain knob for controlling the amount of compression applied to the guitar signal, an attack knob to adjust how quickly the compressor recovers, a blend knob for mixing the dry, and a volume knob to control the overall output level, the Tone Corset give users the ultimate amount of control. Price: \$119.30.



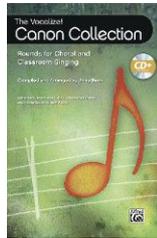
www.ehx.com

Booth: 1035

Print & Digital

The Vocalize! Canon Collection from Alfred Music

The *Vocalize! Canon Collection* is the follow-up to the best-selling *Vocalize!* book. The book includes 52 rounds for choral and classroom singing and was compiled and edited by Andy Beck. The *Vocalize! Canon Collection* is perfect for use when warming up, sight-singing, and technique-building. Each of the melodies in book easily stacks into two, three, or more layers. An enhanced CD includes accompaniment tracks and printable PDFs.



www.alfred.com

Booth: 735

Kaleidoscope from Alfred Music

Alfred Music has teamed up with the National Association for Music Education for *Kaleidoscope*, a manual of model lessons by master music teachers. Compiled and edited by Denese Odegaard, *Kaleidoscope* is a collection of 28 standards-based lessons for music education in grades K-8. This handbook includes step-by-step procedures, reproducible templates, related manipulatives, assessment tools, and an array of traditional songs, and each of the plans is on par with national standards and designed for success. Royalties are donated to NAFME. Price: \$34.99

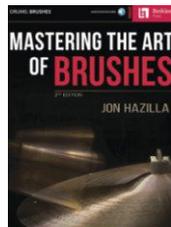


www.alfred.com

Booth: 735

Mastering the Art of Brushes

The second edition of *Mastering the Art of Brushes* by Jon Hazilla helps drummers understand the concepts behind brush playing and presents them with brush patterns and techniques. The book includes features such as ten concepts for good brush playing, 32 patterns for ballad, medium- and up-tempo playing, rhythm table exercises for brush dexterity, coordination exercises for time playing, and play-along audio with 34 bass grooves tracks. Price: \$19.99.

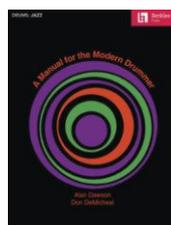


www.berklee.com

Booth: 613

A Manual for the Modern Drummer

A Manual for the Modern Drummer by Alan Dawson and Don DeMicheal helps players learn jazz drums from one of the classic texts of jazz drumming. Students can learn approaches to timing, the importance of the ride cymbal and hi-hat, and extensive exercises for independence and for integration of hands and feet. The book also includes several articles about jazz styles and history by *DownBeat* magazine editor Don DeMicheal. Price: \$14.99.

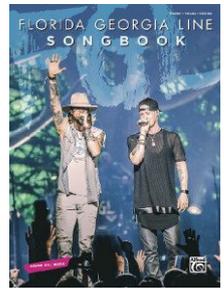


www.berklee.com

Booth: 613

Florida Georgia Line Songbook from Alfred Music

Alfred Music has released the *Florida Georgia Line Songbook*, an 18-song collection for piano/vocal/guitar of Florida Georgia Line's hits. The American country duo, fronted by co-founders Tyler Hubbard and Brian Kelley, has been one of the most successful country artists of the past few years.



Titles include "Anything Goes," "Confession," "Cruise," "Dayum, Baby," "Dirt," "Get Your Shine On," "H.O.L.Y.," "I'm in a Hurry (And Don't Know Why)," "It's Just What We Do," "May We All," "Round Here," "Sippin' on Fire," "Stay," "Sun Daze," "Take It Out on Me," "Tell Me How You Like It," "This Is How We Roll," "Tip It Back." Price: \$22.99

www.alfred.com

Booth: 735



Now ALL Your Sales People Can Be Rovner™ Experts. Even This One.

Introducing The **Rovner™ Resource Guide**
Product Info...Sizing Guides...Tips...
Everything You Need To Know
All In One Place.



Rovner™ Resource Guide:
English



Rovner™ Resource Guide:
Spanish



www.rovnerproducts.com



Print & Digital

Berklee Jazz Drums

Berklee Jazz Drums is designed to help students play jazz and comes with over 200 online audio examples by Berklee professor Casey Scheuerell. Scheuerell explains how to develop your own sound, perform a wide variety of essential jazz time feels, and improvise dynamic fills and solos. The approach of this book will help players to develop a better understanding of how to play jazz drums and to develop their own personal sound and style. The online audio also features PLAYBACK+, an audio player that allows users to slow down audio without changing pitch, set loop points, change keys, and pan left or right. Price: \$19.99.



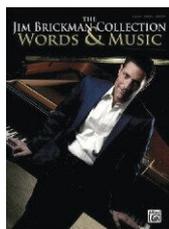
www.berklee.com

Booth: 613

Words & Music from Alfred Music

Words & Music from Alfred Music is Jim Brickman's latest collection of 26 titles from 14 albums from Brickman's 20-plus-year career. The compilation of piano solo and piano/vocal/guitar arrangements were all approved by Brickman himself.

Titles include "Angel Eyes," "Barcelona," "Beautiful (As You)," "By Heart," "Destiny," "Dream Come True," "Fly," "Free to Fly," "The Gift," "If You Believe," "Love of My Life," "Night Rain," "Paradise," "Part of My Heart," "Peace," "Rocket to the Moon," "Romanza," "Shaker Lakes," "Simple Things," "Thank You," "Thanksgiving," "Timeless," "Valentine," "Waterfall," "Welcome Home," and "Without You in My Life." Price: \$24.99

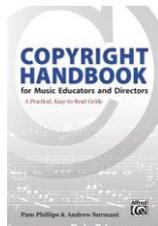


www.alfred.com

Booth: 735

Copyright Handbook for Music Educators and Directors

Alfred Music has released the *Copyright Handbook for Music Educators and Directors*, a book detailing key aspects of copyright law that affect music educators and directors in the United States. This book offers specific answers to the most common questions from educators and directors in an easy-to-find format. Topics range from the use of audio, video, and print music and lyrics, to performance rights, composing and arrangement, and how to determine if a work is protected by copyright. A glossary of terms and index help to organize information and educate teachers. Price: \$19.99.



www.alfred.com

Booth: 735

Pro Audio

Backpack Audio Recording Bundles from Artesia

The Backpack Mobile Studio and the mobile Performer Bundle from Artesia Audio are on-the-go, lightweight packages that feature a variety of pro audio and musical instrument configurations. All of the recording bundles include the Bitwig 8 Track Studio, a digital audio workstation that can be used for producing, and designing sounds. Even with a bundle and keyboard, these bundles can fit into backpacks and do not need AC power.



www.virginmusicalinstrumentcompany.com

Booth: 622

SA Performance Audio System from Fishman

The new SA Performance Audio System from Fishman is a portable and easy-to-set up package that consists of the SA330x wide dispersion modified line array speaker system, the SA Sub subwoofer and the SA Expand 4-channel expander/mixer.

The SA330x produces 330 watts in a wide dispersion design and offers full-range audio source capability, as well as a dedicated Subwoofer output.

Features include two mic/instrument channels with combo 1/4 inch/XLR inputs, high quality preamps, 3-band EQ on each input channel, four digital reverb effects with channel Reverb level control, 48V phantom power, feedback-fighting Phase and Notch filters, and auxiliary stereo input with level control. The system comes with a footswitch jack, a tripod stand, and padded carry bag.



www.fishman.com

Booth: 933

WINGMAN™

Foot Control Knob

Option Knob, Inc.

- ★ Universal Model
- ★ Glow-In-The-Dark
- ★ oknob.com
- ★ [option_knob](https://www.instagram.com/option_knob)
- ★ [@optionknob](https://twitter.com/optionknob)
- ★ [/option.knob](https://www.facebook.com/option.knob)

Booth #1548

\$9.95 MSRP

★ EVERY FX PEDAL NEEDS A WINGMAN ★

SCHIMMEL –THE MOST HIGHLY AWARDED GERMAN PIANO

In France, instrument tests have a long tradition. Professional musicians have tested upright and grand pianos for the magazines Le Monde de la Musique, Diapason, Classica and Pianiste. Since 1988 Schimmel has received the most awards among all piano manufactures. Come and test your keys to happiness.



Your keys to happiness



Fretted

Sun Light Guitar and Daylight Guitar from Breedlove

The new USA Concert Sun Light E guitar from Breedlove Guitars offers the thinnest finish to date on a Breedlove model and weighs just 3.5 pounds. The Sun Light model features an Alaska Sitka spruce top and Honduran mahogany for the back, sides and neck. Similarly, the USA Concert Day Light E guitar features the same thin finish – 5 mils on the top and 2 mils for the back and sides – and is almost 25% lighter than other Breedlove mahogany concert guitars. With minimized binding and decoration and a smaller sound hole, this model hits Breedlove's target fundamental resonance frequency for textured big sound.



www.breedlovemusic.com

Booth: 1215

Yamaha BB Bass Series

The nine new Yamaha BB series basses offer better playability in smaller guitar bodies. The new models feature an alder/maple/alder construction that puts maple at the center of the body for quicker sound transmission from the strings. The 6-bolt miter neck joint improves stability and increases the efficiency of vibration transmission to the bass' body for a more resonant feel and tone, and the custom-wound pickups help to achieve higher output gain. The new models also feature standard sized pickups for more convenient customization or replacement, a first for the BB series. Other small modifications to the series include contour changes and body weight reduction.



www.yamaha.com

Booth: 643

Huntington Bass from Supro

The Huntington is a short-scale bass from Supro that combines the classic body shape of the early '60s Ozark model with passive electronics the Supro Pocket Bass of the same era. The Huntington bass comes in three models: the single pickup Huntington I model, the dual-pickup Huntington II model, and the three-pickup Huntington III model. All models have an optional piezo bridge and a choice of unique metallic and transparent colors over a choice of mahogany, swamp ash or alder tonewood for the bass body. The bass' smooth maple neck boasts a black satin finish, and the bass' gold foil pickups mimic the original "Clear-Tone" pickups from the vintage Supro Violin, Taurus and Pocket Bass models.



www.suprousa.com

Booth: 1247

Eclipse Series Ukuleles From Ortega Guitars

Ortega Guitars has released the Eclipse Series of ukuleles, which feature a built-in armrest and a custom designed eclipse fretboard inlay. The matching eclipse rosette makes these ukulele stunning onstage. The series includes a concert-sized model, as well as a tenor sized six-string and eight-string version, adding two or four octave tuned strings to the standard string set.



www.daddario.com

Booth: 1001

Cutlass HSS Guitar from Ernie Ball

Ernie Ball has introduced the Cutlass in a new HSS pickup configuration. The HSS Cutlass retains all of the elements of the original, including alder body, oversized 4 over 2 headstock, and super smooth modern tremolo. The bridge pickup in the HSS is a custom wound Music Man ceramic humbucker with a vintage sound.



www.ernieball.com

Booth: 1323

St. Vincent Signature Guitars From Ernie Ball

Grammy-award-winner St. Vincent has partnered with Ernie Ball to release her signature guitars. The guitars boast African mahogany bodies, Ernie Ball Music Man tremolos, Schaller locking tuners, gunstock oil, and hand-rubbed rosewood necks and fingerboards, as well as St. Vincent inlays. The guitars come with with Ernie Ball Regular Slinky guitar strings and retail for \$1,899.



www.ernieball.com

Booth: 1323

PRENTICE
PERFECTING PRACTICE

Visit us at
 Summer
 NAMM
 Booth #2!

www.PrenticePracticePads.com

Drums & Percussion

Tour Custom Maple Drum Set from Yamaha

The Tour Custom Maple drum set from Yamaha is great for both recording and live performances. These drum sets are constructed with 100 percent maple 6-ply shells using Yamaha's staggered diagonal seam shell construction to create thin but durable drum shells. 2.3mm vintage inverted Dyna Hoops help to focus the drums' sound and keep the drums in tune for longer periods of time, and one-point lug attachments on all shells enhance the drums' sustain. All drums come equipped with Remo US heads. The series is available in five new satin finishes: butterscotch satin, caramel satin, candy apple red satin, chocolate satin and black licorice satin.



www.yamaha.com

Booth: 643

Drums & Percussion Accessories

E-Rhythm Techra Drumsticks

Techra has introduced new low-noise E-Rhythm drumsticks for acoustic and electronic drums sets. Using a process called Chembond, the rubber tips of these drumsticks are seamlessly chemically bonded to the tips of the sticks, and include a rubber tip placed at the bottom to help vibration absorption. While the E-Rhythm sticks are the same weight as regular wooden drumsticks, they produce 25 percent less noise and have more rebound. Increased comfort and stiffness offers drummers the perfect low-noise drumsticks for warming up or using electronic drum sets.



www.techra.it/en/

Booth: 102

Techra Hammer of the Gods Drumsticks

The new Hammer of the Gods drumsticks from Techra are the most powerful and durable drumsticks for hard hitters and heavy metal drummers. These drumsticks are 25 percent heavier than wooden sticks and seven times more durable, and also include a rubber tip at the bottom of the sticks to help absorb vibrations. A higher sound volume and smoother rebound cap off these new drumsticks as the perfect fit for hard rockers.



www.techra.it/en/

Booth: 102

XCarb Techra Drumsticks

Named the best product from Techra, the new XCarb drumsticks are the company's fastest and lightest drumsticks ever, made for recording sessions that require intense precision. These carbon drumsticks weigh 20 percent less than classic wooden sticks, and feature a central cavity that makes them perfectly balanced. While the rebound on the XCarb drumsticks is the same as that of wooden drumsticks, the XCarb sticks generate a higher sound volume and last up to four times longer because of their technopolymer composition. A rubber tip on the bottom of the drumsticks helps to absorb vibrations and reduces stress on drummers' wrists, while more stiffness and comfort make the XCarb drumsticks the best choice from Techra.



www.techra.it/en/

Booth: 102

AcousticsFirst! can
Materials to Control Sound & Eliminate Noise.™

Original
1 ft. x 2 ft.

2 ft. x 3 ft.

Tone Tiles™
Acoustic Panels

PRINT OR PAINT

Toll-Free Number:
888-765-2900

DAVA®
GRIP TIPS

Order
Dava
Today!

AND OUR SMALLER SIZE!

JAZZ GRIPS

Tiny Pick!
Huge Grip!

Made in USA

Distributed by: Kaman, Harris Teller,
St. Louis Music, Chesbro, Tone King.

'Where Have all the Full-Stacks Gone...'

Guitar & Bass Amplifier Sales in 2017

By Christian Wissmuller

So let's start with the "bad news": only 30 percent of the participants in this month's dealer survey – sent out to over 500 MI retailers across the globe – reported that guitar & bass amplifier sales are up, compared to last year, while nearly 43 percent are observing a downwards trend.

When you peel back the layers of this poll's replies, though, the overall picture is decidedly more nuanced. Many reported that bass amp sales are, in fact, robust and that both used guitar amplifier and *smaller* amplifier sales are up.

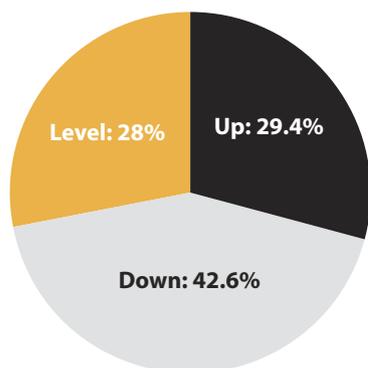
"Small tube amps are definitely hot, while stacks are basically non-existent," observed Nori Wenworth of Wenworth Music in Kelowna, British Columbia, Canada – a trend agreed upon by

many. Among them, Tim Brown of Faversham, Kent's (UK) E Street Music, Ltd.: "Nobody wants big amps anymore! Smaller amps seem to be outselling bigger amps four-to-one now!"

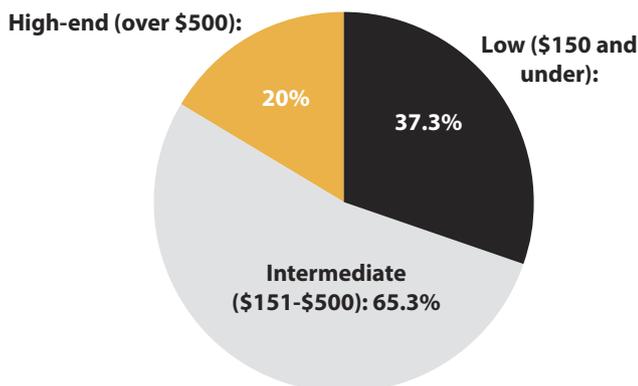
The issue seems not to be *only* price (although that is, no doubt, a factor). Shrinking club and stage sizes, plus a desire for more easily transportable gear seems to be leaving the full- and half-stacks that used to be on every aspiring guitarist's wish-list more and more a thing of decades gone by.

Internet competition for sales, technological advances, and stylistic shifts were additional issues frequently brought up by the retailers represented in this survey – read on to learn more about what's hot (and not) in guitar & bass amps right now...

Compared to this same time last year, sales of guitar & bass amplifiers in your store are:



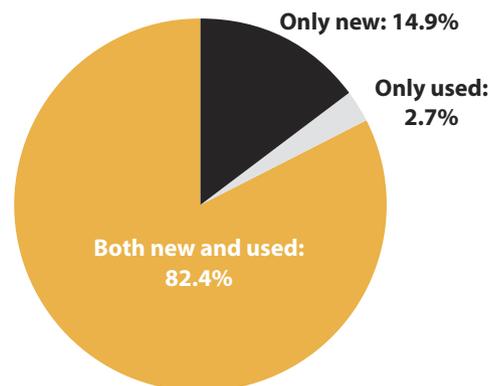
What price points for these amps are doing best for your store? (more than one category/response was accepted)



"Our customers with high-end amps are more apt to have them repaired than to replace them."

David St. John
Gard's Music
Montebello, California

Do you offer new or used amplifiers?



"We are selling a lot less amps and guitars than I sold two years ago. The guitar amp market is very slow. More online sales every year have made the music store a place for lessons, repairs, and other services. Without that, the community would not need a store. Manufacturers like Gibson and Fender have not supported the USA, or the American economy... They are now just investors looking for 400 percent profits, while they expect the smaller stores to make a 15 percent margin. Hopefully our new government will help, and I do see a LOT of optimism for the future, despite journalists' efforts to undermine good things."

Rodney Lindner
Lindner Music
Watertown, South Dakota

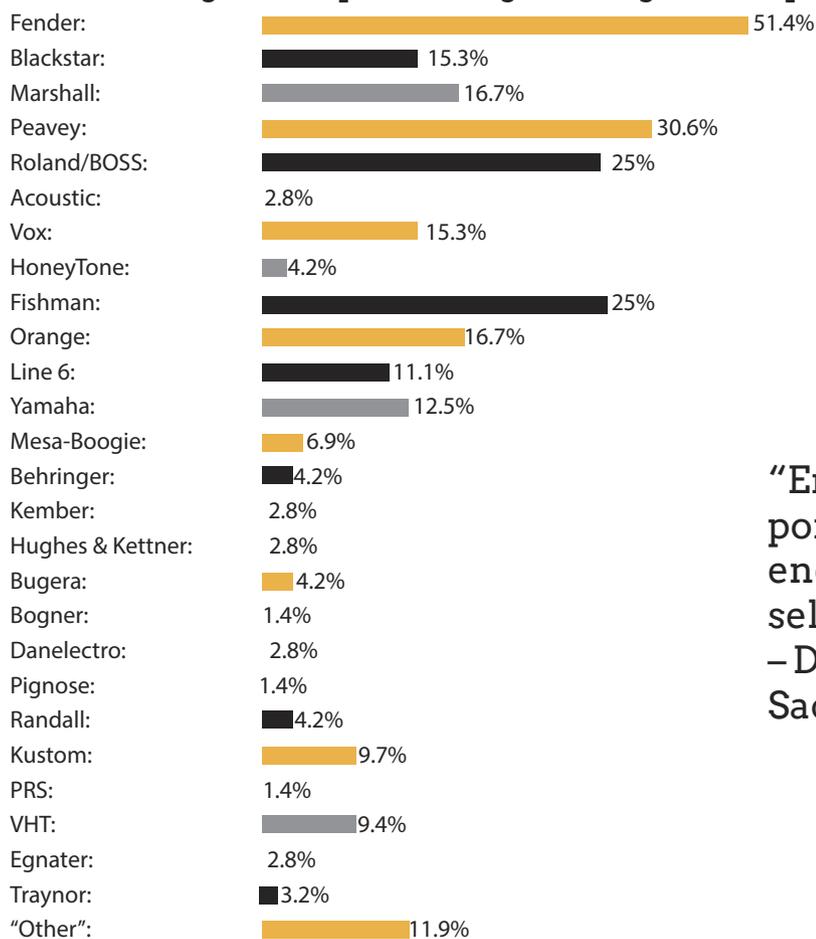
"Student level stuff flies out the door."

Paul Lewis
Lewis Music Store
Kissimmee, Florida

"Entry and mid-price amps support our lesson program. High-end are great for demo, but we sell very few."

Dave Lynch
Guitar Workshop
Sacramento, California

What brands of guitar amplifiers are generating the most profit for your store?

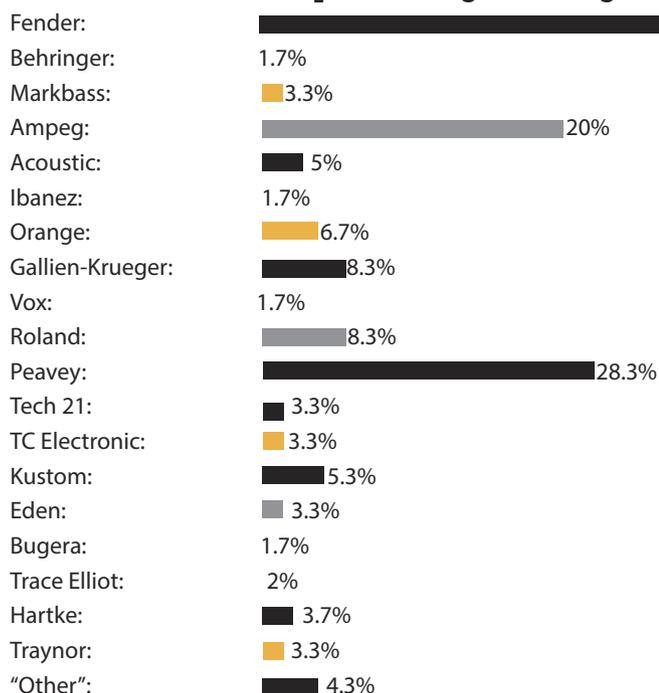


(The "other" brands most commonly mentioned were, in order: Magnatone, Gibson, Supro, Suhr, and EVH)

"Entry and mid-price amps support our lesson program. High-end are great for demo, but we sell very few."

– Dave Lynch, Guitar Workshop, Sacramento, California

What brands of bass amplifier are generating the most profit for your store?



(The "other" brands most commonly mentioned were, in order: Stagg and EVH).

"Smaller is easier to transport, and easier to fit on shrinking club stages."

– Allen McBroom, Backstage Music, Starkville, Mississippi

Have you been noticing any significant trends in the guitar & bass amplifier market?

"We have had significant growth in all price points of bass amplifier sales thus far in 2017."

Chris Teesdale
Willis Music Company
Lexington, Kentucky

"Nobody wants big amps anymore! Smaller amps seem to be outselling bigger amps four-to-one now."

Tim Brown
E Street Music, Ltd.
Faversham
Kent
UNITED KINGDOM

"Selling more acoustic guitars, less electrics, very few basses. We are a small store in a small town. Band and orchestra rentals and sales keep us in business."

Lawrence Jamieson
Walton Music House
Walton, New York

"Entry-level instruments like guitar, bass, and uke are starting to sell again to younger kids. I am hoping that it becomes a trend of this age group tiring of their cell phones, putting them aside, and taking interest in music."

Jeff Elias
Interesting Music Shoppe
Cannington, Ontario
CANADA

"Things are somewhat flat here. No complaints though. From what we are hearing from our suppliers, things must be pretty slow all over."

Paul Tobias
Tobias Music
Downers Grove, Illinois

"Bass amps and anything related to bass are higher than projected."

Matt Duncan
Sweetwater Sound
Fort Wayne, Indiana

"With product developments and popularity increasing in the in ear monitor market, smaller combos have been our best sellers for players. The bass amp market seems to be hot as well with the bass guitar being used in almost every genre of music. In general, small to medium size amp sales have been quite strong, in both the beginner and step up tube amp price ranges."

Mark Janzen
Janzen Brothers Music Company
Winkler, Manitoba
CANADA

"We're used to older customers buying down-size, going to smaller combo amps, but now the younger market is also moving away from large bass rigs, and going to small combos or small heads and small cabinets. Smaller is easier to transport, and easier to fit on shrinking club stages."

Allen McBroom
Backstage Music
Starkville, Mississippi

"The formulas for amp sales are: brand name = low margin + no work to sell, versus: non-brand name = high margin + lots of work to sell. We used to embrace the second formula but lately have carried more of the brand names. We live in a rough time for margins!"

Anthony Mantova
Mantova's Two Street Music
Eureka, California

"Decline in both guitar sales and lessons. Just not the same interest in guitar we traditionally had."

Kevin Walters
Central Penn Music
Palmyra, Pennsylvania

"For guitar amps we've seen an increase in tube amp sales, as the individual pedal market continues to be solid. Players want a warm, clean platform for their pedals. For bass amps, high power and low weight seem to be a preference for our bass-playing friends."

Paul Elliott
Upton Music
Keizer, Oregon

"People are looking for good deals on used amps. Experienced players prefer tube, and newer players seem to like onboard DSP. And lighter weight amps!"

Frank Kames
Lynchburg Music Center
Lynchburg, Virginia

"There are a ton of inexpensive, imported amplifiers in the marketplace... They are basically designed for big box stores that lack 'real' salespeople (sorry guys). We're not terribly interested in pushing the standard fodder. We stock some higher-end amplifiers that are made in the USA and we're doing very well with them. Expensive? Sure. But not 'crazy' money and we get LOT of trades from the sales, which boosts our used amp inventory, which we like a lot."

Tim Bascom
Morgan Music
Lebanon, Missouri

First.



The world's first carry-on studio rack case gets a serious upgrade.

With a virtually indestructible injection molded shell that's lighter, stronger, and less expensive than the previous 2U Studio Flyer, the new 1 SKB-iSF2U is a powerhouse of innovative features packed into a compact, convenient carry-on size:

- Waterproof and impact-resistant
- Lighter, stronger construction
- Cutting-edge molded-in front/rear rack rails
- Upgraded quiet-glide wheels and pull handle
- Made in the USA – Lifetime Warranty



©2017 SKB Corporation

skbcases.com/music
800.410.2024





L-R: Brad Mix, advertising and graphic design; Dean Hart, technical engineer; Lena Huntsman, art design specialist; Timothy Reed (back standing), percussion engineer; Russell Reed, president; Jim Akers, CEO

How does one come up with a suite of customized musical instrument- and accessory-specific maintenance products typified by a single, all-in-one spray-on solution that acts as a cleanser, lubricant, and conditioner? As it turns out, Sound Synergies' path to market started over four decades ago.

Back in 1971, Seattle was in the midst of a recession. Boeing, the largest employer in the area, had just laid off thousands of employees. Jim Akers, a young marketing professional who had worked his way up from floor clerking to regional field supervisor and then into product development, recalled seeing a now-famous billboard on the side of the road near the Sea-Tac airport. It read: "Will the last person leaving Seattle - turn out the lights."

At that point, Akers realized change was afoot, and within a year he had quit his job and struck out on his own, in 1972, launching A&A Western, a manufacturers representative agency. Thus began a circuitous journey in product development, manufacturing, and marketing that led, eventually, to Sound Synergies.

"When I foresaw the decline in old-line manufactured brands that were being trashed by an onslaught of new brands of like items, I knew I had to adjust my business," says Akers. In 1985, he decided to look for a struggling would-be-entrepreneur who had exhausted his funding and cash reserves. Akers found his mark, helped him get back his investment and then, eventually, bought him out.

SOUND synergies

Developing Turnkey Solutions for Retailers and Consumers
By Eliahu Sussman

And so Akers ended up with a new technology grounded in specialty lubrications. Quickly realizing the wide potential for applications of this technology, he launched the Multi-Marketing Corporation, a company that would go on to develop lubricants and conditioners that have been utilized in manufacturing and product maintenance across many verticals in the decades since.

So what does this have to do with the musical instrument market? Well, around the same time, Akers' first grandchild was born.

A Family Business

"I have three grandsons and from the time when they were in diapers, I've been supplying them with music equipment," he says. "My daughter was a very good piano player, and my son-in-law is a sound technician, so all three of my grandkids have been very involved in music." One took to the drums, another to the acoustic guitar, and a third to the electric guitar.

The concept for Sound Synergies – a series of fast, easy solutions for musical instrument equipment maintenance issues – came to Akers as he watched his grandchildren grow up in this musical environment. He would take note of some of the maintenance issues that they were having with their equipment. He and his grandchildren would discuss common challenges and obstacles relating to corrosion, cleaning, and lubrication for various instruments and string types, and he began to see it as an opportunity.

As he watched his grandchildren grow, and continue down paths of serious musicianship – and as he continued to assist them with instrument maintenance issues – he also realized that they too might have some interest in a business built around MI products.

The thought of entering the MI market stuck in Akers' mind for years, until 2011, when he finally began mentoring his grandchildren in earnest. At the same time, he enlisted a small team to begin a four-year product development process, with the goal of tackling the biggest obstacles relating to instrument and accessory maintenance. "Sound Synergies conditioners and lubricants for the music industry were designed and engineered to change how music instruments were maintained under all environmental conditions. If the products were to be industry-firsts products, we wanted to address the most difficult, problematic areas first," says Akers.

It's All About Timing

In 2015, at the end of the four-year product development process, Akers and team were ready to bring the Sound Synergies products to market. "My oldest grandson [Russell Reed, president of Sound Synergies] is 31, and I've been grooming him to take over the business," he says. "I didn't want to do this until my grandsons were ready to take it seriously and be able to learn the business side of the industry, in addition to the performance side. So it was a timing issue."

Having years of experience in marketing – from custom branding to building product from scratch – as well as the rep industry and consulting work with manufacturers, Jim Akers had accrued a deep library of knowledge and best practices that he applied to the Sound Synergies strategic plan from day one.

"I wanted to build the business around distribution, solving problems, and basically taking care of all aspects of the distribution chain right down to the end user walking out the store with the product. I wanted to address all the areas that were necessary, and that's what I started teaching my grandson: the A-to-Z approach to the business. And that's why it took four years to get this thing ready. I didn't want all of the other obstacles raising their ugly head and having to confront or adapt to whatever the problem may be. I wanted to get ahead of that curve, so that's what we've done."

Based on the premise that music has so much intrinsic value to society, and factoring in current trends in retail, Akers reckons that today and in the future specialty music stores will flourish by fusing elements of traditional retail with a mix of in-store services and online offerings. And with that in mind, he wanted to be able to present retailers with turnkey solutions that would help them migrate toward that vision. "I saw the fragmentation of maintenance products that were lumped together with general accessories," Akers explains. "I wanted to offer the brick-and-mortar stores sales and marketing tools to stave off the erosion of in-store sales by online discounters of today. This approach stems from having a foot in old-line service and new online sales technologies, coupled with social media and other newer forms of promotion."

A Foot in the Door

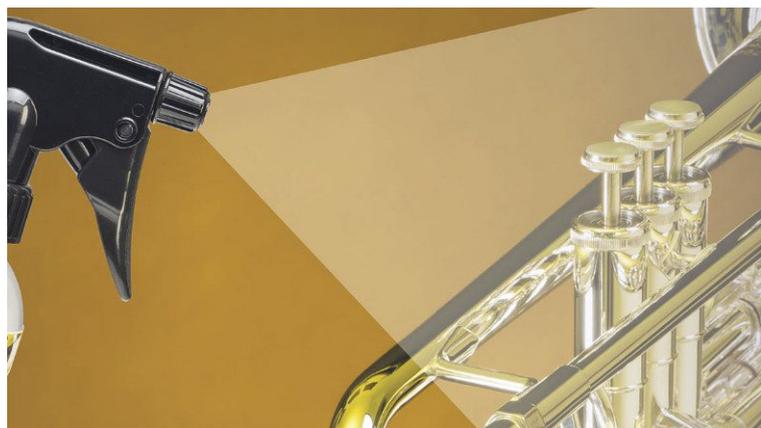
One of the most significant hurdles for a new company with this type of product line is educating the industry on differentiating features – how these are different from other products in the marketplace. Akers understands that it may take some time for retailers – and musicians – to learn about the Sound Synergies technology and trust its products. "I told my grandsons that it's going to take you three years just to say hello in the marketplace out there. The way we're going to do that is through our advertising. We're going to build enough demand through our advertising that people will

want to take a look at us."

That process started in 2015 and will continue through next year. He continues, "Introducing new paradigms in technology is usually the most difficult hurdle. It takes time for people to accept a change from traditional, accepted and well-established regimens."

Even with a product line that includes specialized maintenance products for strings, brass and woodwinds, electronics, stage sound and lighting, drum hardware, cymbals, and drum heads, Akers continues thinking ahead, looking to future trends that may drive consumer trends and impact demand in the marketplace. Akers says, "We can read the tea leaves and see the future, if you will. Superbugs are a big health concern, and that will be a problem in the school rental and repair market for wind instruments."

Noting that accessories and school business are the top two growth areas in the music industry, Akers thinks that Sound Synergies is well positioned to help prevent superbugs from ever gaining a foothold in the band room. "We're looking at the superbug thing because more than one person uses the same instrument, and if you look inside brass and wind instruments, they're perfect incubators



for bacteria. So we're addressing that area ahead of this potential problem that may raise its ugly head. And that's how we think in terms of trying to forecast.

A Simple-but-Complex Solution

The Sound Synergies solution to the superbug concern involves a two-step process. First, simplifying the cleansing process so it isn't time-consuming or laborious, to remove all of the gunk and corrosion internally, where the bacteria tends to build up. In addition, Akers says that Sound Synergies product leaves behind a film that will prevent the growth of bacteria in the first place.

"We're working on a program where we have three different bacteria fighters in there, so it's not just a substrate film coating, but it's also the actual bacteria fighters, which are all natural. Some of these materials, which are mostly concentrates from different plant life, are very good bacteria fighters." Akers expects that product to be available later in 2017 or early 2018.

"We're an innovative company. We are not going to make anything that is a 'me too.' All of our products are very different – we're not single-compound makers slapping a different label on things. Every one of our products has at least four different compounds in it, where most maintenance products just have a single compound. All of these things take time to get the message out and it requires an organized, structured advertising program over a period of several years to get people oriented and prepared to look at this product. It's costly and requires patience, but we have confidence we'll get there." **MMA**

Dominating Dayton

Counting 80 Years of Milestones with Hauer Music

By Sharon Paquette Lose

Like most good stories, the origins of Hauer Music started with some sort of a timely coincidence. Flash back to the 1930s when Gerald Hauer, the unlikely founder of Hauer Music, was a mere teacher at a musical instrument store. After slowly accruing his own accessory sales in the store from his students, the store owner finally caught on and bit the bullet. "Do you want to buy my business?"

And of course, Gerald said yes.

The exchange took place in 1937 in Dayton, Ohio, and while much has changed in the 80 years since then, their roots remain in the Ohio city, not all that far from where it all began.

In 2017, Hauer Music has grown into a two-floor operation, where the company not only sells a stunning variety of musical instruments, but also provides endless repairs and music lessons every week. At their new location, the company finds themselves in a lofty space with room to grow in each of their many MI directions.

Truly, after 80 years, Hauer Music is really just beginning.

MMR talked to co-owner and president Jim Hauer to catch up on the company's major milestone, and how Hauer Music's past defines its present.

Could you talk about the origins of the company?

Jim Hauer: The actual Hauer Music was started by my grandfather, Michael Hauer back in 1937. And prior to that he was a big band leader, "Michael Hauer and His Band of the Hour." He was a national act but mainly played in Ohio area, many times as a dance band. He was broadcast by CBS throughout the country using The Nation's Station radio station WLW out of Cincinnati. So he was playing in a big band and then started giving a few lessons at a music store, teaching saxophone, clarinet, all the woodwind instruments, and sooner or later the music store saw that he was expanding out [of] his music lesson program and expanding out a little accessory - a little, how would you say, kind of a counter he had for accessories. Then he expanded it more and almost took over the music store and finally the owner says, "Hey,



The Hauer Music storefront

you want to buy my business?" And he finally decided that's what he wanted to do - get into the retail music business. So it started in 1937. And from there we're now four generations. I'm the third generation and I have a son, Eric Hauer and a daughter, Ashley Hauer that will be the fourth generation of Hauer music. So that was kind of the starting of it. My father, Gerald Hauer, expanded the store to a much greater degree because we got into all kinds of things besides just a band and orchestral instruments. Obviously we got into drums and guitars, pianos, organs, hi-fi, so it was truly a full-line music store. And we are still a full line music store but we don't sell hi-fi anymore.

Could you summarize the evolution of the store all the way to present day? Would you say anything else about that as far as how many people were on staff at the beginning and then how does that compare to today?

Right. Well we've of course expanded into, with my father, we were downtown Dayton, and this was just up to just a few years ago. So we were al-

ways in Dayton since 1937, downtown Dayton. And then in 1989 we went into a four-story, 40,000 square foot brewery that was built in 1896. It was built in 1896. It was a brewery called Saks-Prudent Brewery and it was actually a famous brewery even though it was out of Dayton, Ohio. So we were in a little place on First Street, downtown Dayton, that again started from '37 and went all the way to 1989 and then we basically went from 1989 all the way up to 2013. So almost 25 years in this big building downtown.

In the big brewery?

In the big brewery, yep. Unfortunately, we weren't serving beer but it would have fit very well with the music industry. And then back in 2013 we did a buildout of this place that we have here in Centerville, Ohio. So we moved in the suburbs. We went to where the people were. Downtown Dayton is like a lot

of downtowns in cities and doesn't have to be... Even some major cities are having struggles with their downtowns, but Dayton, it was struggling a little bit with the economy of downtown Dayton. So we moved about 15 miles south of the downtown city of Dayton into Centerville, which is a suburb of Dayton, obviously. And it's a very, very nice area. More traffic, a lot of restaurants, a lot of retail, things that just weren't happening downtown.

What is the square footage of your new space?

Surprisingly, it is 30,000 square feet. So we moved into a pretty large facility. Now, to be honest with you, 15,000 of this is retail. 3,000 of the space is for repair, that's our second floor. So we have two floors of 15,000 square feet. But most of it's basically an empty warehouse that we have not grown into. So we majorly downsized – it's hard to explain because we had four stories in the other facilities that we weren't adequately using, and this we only have two stories and, you know, about 12,000 feet that we're not really actively using.

With room to grow.

With room to grow.

And are you doing lessons there?

We absolutely are doing lessons. Yes, we have 16 teaching studios on our main floor. All of our retail, all of our activities, everything is on a main, one floor operation. Before we had it on two floors, it was complicated to manage with two floors doing retail. So this is all very nice open space but with individual department rooms and then obviously isolated teaching studios that are semi-soundproofed but all on the first floor. We teach right now. We instruct, it's growing to about 500 students a week.

And which year did you move there?

Well we didn't get in here till 2014 so we've only been here just a little over two years. Yeah, we started in 2013 to do the buildout but it was towards the end of the year to 2014, we finally got in here in May of 2014. So we've just been in here a little over two years.

What is your philosophy around lessons, rentals, and repairs? How does that work for your business?

The lesson program is absolutely

vital. If you do not grow the musical community from the infancy stage of, you know, learning an instrument, the market's gonna die. So you have to promote the fact of music lessons and that you are a facility that wants to encourage a teaching and hands on. One on one instructions with a teacher that can help you get motivated, like a personal trainer, you know, it's independently focused on you. And so we think that's very important. We're teaching all ages. Probably the youngest one is probably six, and I definitely have people that are close to 80 years old that are taking lessons. So it's a wide range of ages that are taking lessons, and they're starting earlier and earlier. We're finding young ones that are really nicely focused and have the attention span. Most lessons are just a half hour. So it's good for the young students. There are some adults that are taking an hour lesson so the teachers kind of dictate it. We call them, they're hired contractors. We don't have them physically on our payroll but these are professional instructors, many of them have degrees at universities for Music Education. And so we try to staff good quality teachers.

How many teachers do you have?

We have 17 instructors.

How many people on staff total?

We have on staff, the total is 21, if we include part time and full time. That's including our repair department and that's including our sales staff, our road representatives, and that's including all of our accounting department is 21. That's not including the teachers.

Do you have relationships with the local schools?

We call on about 70 local schools. We cover about a 50 mile radius from our location. So there are multiple school districts. So when we say schools, we're usually talking going to the high schools. And with 50 it's a lot of schools because when we go to the high schools, they may have four, five, or possibly even six feeder schools that feed that high school. So we are talking about a lot of schools. When we talk about a 50 mile radius and we're going out to about 50 to 60 plus schools, those are just the high schools and then the teachers then communicate or we take repairs in or accessories. We don't deal with the individual elementary school, the actual feeder schools to the high schools. We typically go to the high schools and then each one of the high schools then will take the repairs and they'll take whatever the ac-



SwirlyGIG®

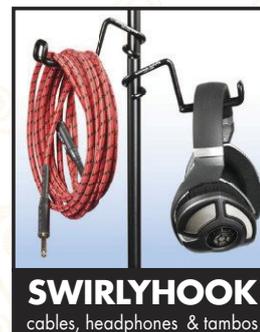
FAST SELLING ACCESSORIES

Easy to use holders for drinks, headphones, mutes and more.

swirlygig.com

(612) 721-5012

mail@swirlygig.com



cessories to the feeder schools which is pretty good. So in a sense it's way over 150 plus schools that we're calling on.

Okay, so when the elementary feeder schools need repairs they're sending them to the high school to get in touch with your company?

Absolutely.

Now I know why you have a whole floor of repairs.

We have a huge repair staff, yes.

And you said the repair staff was how large in particular?

Well, we just have five full time repair people but they put out... Oh my gosh, I mean, hundreds of repairs a week, a week. So yeah, they're a very busy staff for just five.

Do you have any upcoming events that you want to make mention of?

You know, right now we're just talking to some of the vendors, we deal with companies such as Yamaha, of

course. Some of the big ones like Fender and Martin guitars and we've got Pearl. So we've got a variety of brands that we're asking right now, what would they like to participate in and then that helps us to kinda see, "Do we want to do clinics? Do we want to do some type of milestone?" So right now, no. I have been so busy trying to figure out our year end here which comes up in March to kinda close that year end that once we get past that then... But I am already bugs in the ears of the manufacturers to see how they would like to support and then that kind of dictates a little bit. Some people will give us clinicians to come in and do something. That'd be nice. We may do some type of concert. So right at the present time I haven't nailed down exactly how we're going to celebrate the 80th.

So you have any milestone events or awards that you'd like to make mention of?

We've won a number of awards It's the Better Business Bureau Eclipse Integrity, it's called the Eclipse Award and it's an Integrity Award that's given to local businesses that exceed, you know, exceptional services that are beyond reproach there and Guitar Player Magazine, they named us the top... Well in fact we were the only store in Ohio they named. It was the 50 independent stores in the United States and we were the only one in Ohio. So we were not only the top but we were the only one of Ohio.

Do you have any association with prominent artists or organizations?

We have repairmen that have done repairs for people like Wynton Marsalis has come to us. We're well-known, not only in this area, but again, some of the top performers have been by and have used our service center for repairs. Marsalis and Doc Severinsen, are definitely two noted ones that I have pictures with the repairmen.. One of our repairmen that has been with us the longest and he is the head department manager of the service department. His name is Gary Dafler. He's our head tech.

We've been a NAMM member since the '60s so I guess we're an old time member. I remember going to the Chicago show. Chicago goes way, way back. That was the big show. You went to Chicago for the big shows, yeah.

But it was typically summertime. It was definitely not a wintertime show. To my knowledge, it was... Anaheim, I don't know when Anaheim started. That's a great question. But even if Anaheim started it was not the big show. The regional show was Chicago. And then obviously, more of the California companies wanted to put more interest into that Anaheim show and that's why all of a sudden most manufacturers, or the distribution centers for the manufacturers overseas was in California. So then Anaheim became the big thing and then of course, because CES, which is a huge, huge show has used Chicago and then of course, Las Vegas.

What do you think makes the store unique?

Well, I think we have a staff that understands the product line. Most of the people that we have in the store on our sales staff have been here ten years or longer. Some of them have been here with us 20, some have been with us 30 years or more. I've been doing it myself for over 40 years. My brother, Bill Hauer, he's the general manager of the store. I'm the president of the store. So I have a brother that is a percussion specialist. He's plays percussion professionally. So I've also been in the string area both, you know, orchestral instruments and also guitars for that 40 years. So I have a real good knowledge of current instruments and vintage instruments and my brother in the percussion has that same kind of knowledge, current.

But then the staff that we surround around us, I'm on the floor. My brother's on the sales floor. So any customers can come and see the owners but they can see people that really play the instrument and understand the instrument and it's not just selling a box. We encourage hands on. So we think the advice that they're getting from one of our sales member is truly, how would you say, an educational experience on the instrument. And we're here to sell them a lifetime of music, not just sell them a box.

If I had to take it off the top of my head, I'm thinking we have at least, and this is not including the repair department, just on the sales staff, at least 200 years of experience on the sales floor.

You have a brother, is he a co-owner?

Yes, we're co-owners. Absolutely,

asterope

David Grissom

- AMERICAN MADE
- AWARD WINNING
- RESPECTED BRAND
- 50 POINT MARGIN

CABLES MATTER
sales@asterope.com • 866.466.1115

we're co-owners but he is vice president and general manager of the store.

And how do you refer to yourself?

A co-owner and president.

What are your thoughts on how your company's past defines its present day identity now?

Well, we're an old school, full line music retailer. I mean we like the customer to come into the store and have hands on experiences with the instruments. So in that sense we're a little behind times. I think it's so valuable that we still have this brick and mortar store but we are looking intently and we are walking, we are not running, towards the whole, you know, cyber side of things and exploring. Even though we do have an eBay store, it's still on small scale even though we've sold a number of things on eBay, it's still in the infancy stage. We are looking at other sources such as reverb.com. We're looking at a lot of ways to expand. We have a minimal Facebook page and presenting ourselves. So we're seeing the whole digital explosion in the musical industry as something that's kind of a frontier for us. We are not... How would you say, we're adopting very slowly. And so that's one area of tremendous growth potential that we think is there. It's just that we've been very slow to the game, you know, on that one.

Right. And to be a store that has such quality experienced sales staff, how do you get that out to your online audience?

We have to just tell them. I mean it's there. It's a story that has to be told and we're looking at ways to present that story. I mean we have, again, on our website, has a little bit of history, but we're really not selling it to the full extent it can.

And what spin would you put on the story that you would tell about your store?

Our musical heritage. I mean it started with the grandfather that had a love of music. My father had a complete love of music, and I mean, truly my brother, myself are here each and every day. I mean we love to sell musical instruments. We love to talk the story. And

we feel like we are a reputable business. And I think one of the failings of many music stores is it becomes kind of like a box store mentality. Keep hiring managers and then you've got this whole layer of people that it finally comes down to

sales people that are really just nothing more than just a paid staff that almost can read a script. They really don't have depth and they don't have love. That's our lives. You know, it's not a job, we eat, sleep, and think music. **MMR**

MANHASSET®

Lifetime
Warranty

Stands



Quality and innovation since 1935. *Look for the original!*



**Manhasset Chorale®
Microphone Stand**
(Model #3016)
Many great colors to chose from!



LED Lamp II
(Model #1060)



**Noteworthy
Music Stand**
Available In 12 Styles



**Symphony
Music Stand**
(Model #48)
Available In 20 Colors









MANHASSETSTANDS.COM

WHOLESALE USED GUITARS



- ✓ 10,000 brand name instruments
- ✓ Over 45 major brands to choose from
- ✓ Serving the industry since 1992
- ✓ All instruments setup and ready to sell



www.mircweb.com



Progressive MUSIC



Jeff Giuliana, director of band instrument repair; Lorry Yednak, manager; and Mark Despotakis, director of market development

70 Years of Music Education Advocacy

By Sharon Paquette Lose

Saying that you're an advocate of music education and actually being an advocate are two entirely different things, but for Progressive Music, walking the walk has never been an issue in their 70-year history. The McKeesport music education advocate and retailer goes above and beyond with their efforts to promote quality and accessible music education, citing 2006 as the point where Progressive Music dove into advocacy.

From working with NAMM to the Pennsylvania Music Educators Association (PMEA), Progressive Music has a history of hands-on work with advocating for music education. Paired with being a retailer and rental source for students and professionals alike, Progressive Music truly distinguishes itself as one of the driving forces in supporting music education.

MMR caught up with Mark Despotakis, director of market development at Progressive Music, to talk about how just far the company has come since 1947.

MMR: As I was researching Progressive Music, I noticed that some of the details concerning the origins of the business in 1947 are somewhat unclear. Can you talk about the history and summarize the evolution of the business to the present-day?

Mark Despotakis: We've been able to piece together that the business was started by the band director of the McKeesport High School, Ed Garbett, in McKeesport, Pennsylvania—the town that we're still located in—because he saw there was no place for lessons. From what I understand, there were some other music stores in town, but maybe not doing actual lessons. He partnered with a couple of people who were teaching music at Duquesne University, who were also professionally playing musicians, to start the company. They were two brothers, Matty and Eddie Shiner, who taught and played with professional acts that would come through town. So there was this K-12 Connections as well as a higher ED connection right from the get-go. With that focus on lessons, the business morphed into the retail side within the first

couple of years.

In the very beginning, we also had baton twirling lessons. Helen Tazzi was one of the featured twirlers at McKeesport High School and went on to become one of Progressive Music's first employees. She created the McKeesport majorette and drill team, which was a huge youth program in the 50s and 60s. She traveled with the kids and took them to perform all over the place, it was a prestigious thing, in the area, to be a part of.

When the lessons expanded to Progressive Music the store, what were they carrying?

PJ Khan band instruments, that they sold before the grand opening in March of 1948, accordions, and a trial rental plan where a customer would rent an instrument. There were one-month and four-month fees, and that's what put Progressive Music on the map with school music programs. Rental instruments are still the heart of our business now, and getting an instrument into a kid's hands early on for a low price is a focus of ours.

Do you have a staff of sales representatives visiting schools?

Yep, we have reps that go out to schools servicing rental instruments, selling products, and I always like to say that our reps are kind of like, psychiatrists for music teachers too. We have previous music teachers working for us. When we go to make that visit, we're not just there to sell a box of reeds, we're there to support our customers, so that the teacher can unload to somebody that understands what's going on in their day or share news of what's happening in their programs.

What is the size of your current staff?

We have nine total employees; all of us serve a school in some way. So we don't necessarily have any full-time road reps. We're all kind of involved in that in one way or another. We cover most of western Pennsylvania. I'd say probably a third of the state.

**What would you say that Progressive Music is known for?
Does the company have a mission statement?**

In the last 15 years or so we've kind of branded ourselves in the advocacy world and got very involved in that. I mean, we obviously believe in that, and I think at some point we said, "Okay, so we believe in it, now it's time to put our stake in the ground and actually step up and take action, and be a part of that." We stepped up and joined in around 2006. We began to get involved and get ourselves knowledgeable about advocacy and public policy, moved on with the work at several levels with NAMM, and then now, we have really done a lot of work at state level. In some ways, we've been kind of the go-to across the states for advocacy. We have teachers from districts across the state who contact us with a question. We have districts around here who might not even be a customer of ours who say, "Can you help us with this and this?" Of course, we're not gonna exclude someone because they're not a customer of ours because our goal is that we want every student to have the opportunity to participate in a music and arts program.

What kind of advice would you give a teacher who is looking to advocate for their program or students?

The first thing is, there's probably already people out there who have put something together, so it's finding that connection. Be that through State Music Educators Association, or an Arts Education Network or Arts Education Coalition.

The first opportunity is finding those outlets, and getting yourself connected, because most of them are putting out information.

At a policy level there's a lot to dig through. These organizations can give information in a digestible form that talks about, "Okay, this is what's actually relevant to music and arts education." Now that we're living in the time of the Every Student Succeeds Act (ESSA), check out what your state departments of education are doing. We're in the timeframe now that states are gonna be rolling out their state plans, that they have to turn into central government.

Now is a chance for music educators, and really even those in the music industry, to look at those state plans as they start or are starting to be rolled out and see, "Okay, would this actually help students in our state receive a fair and quality access to music education?" And that doesn't necessarily mean that it says in there that every student will take music class because that's most likely not going to be in the language, but it's looking for a language in there that then would support the ability for that to happen. And then the next step once those plans are in place is to go to school districts and say, "Okay, so here's where we see how music in the arts fits in the law. So this is how we want it to be implemented in our school district."

Are there any specific advocacy events or organizations that Progressive Music is associated with specifically?

A lot of the work that we do is in conjunction with PMEA, the Pennsylvania Music Educators Association. I'm actually the chair of their advocacy council. So we do a state fly-in day every year. And we're doing one on March 20th where, you know, we'll get music educators, members of music projects community, to come

**KAYATA OPUS
CALIFORNIA**

OPUS Musical Instruments - Affordable Quality

OEM Manufacturer

School Band & Orchestra Instruments



Corporate Office/Showroom/Distribution Center
1701 E. Edinger Ave., Ste. G-4., Santa Ana, CA. 92705
Tel: 714-884-3293 | Mobile: 626-620-1620
Web: www.usaopus.com | Email: sales@usaopus.com

artesia

Let's Play



Visit us at BOOTH # 622

www.virginmusicalinstrumentcompany.com



Jeff Giuliana in the repair shop



Pennsylvania delegation in Washington, D.C. with Senator Pat Toomey

to our state capitol where we talk about the importance of music education. At the same time, we actually talk about some specific policy things, we talk about budget issues which are related to all of education.

We're very tuned in now to what's going to happen with our state plan. We've been a part of that conversation for a few months now. We're just waiting for the state to put pen to paper and see what they come up with as a plan, and then that's our chance to analyze it and see where we fit in.

Can you describe Progressive Music's facilities and location?

We've been in three locations, all in the city of McKeesport. My understanding was that the first location was very lesson-based, so there were just lots of lesson rooms. The second location, you know, had a large warehouse for rental instruments and a repair shop, a smaller retail store and there was a good bit of lessons. So now in our third location, we have an even bigger retail store area. There's less lesson rooms because we find students are not taking private lessons as

much as in the years past. I'd probably attribute that to kids being busier than ever with all of the after-school activities that are out there.

In our current location we have a retail area, we have a little bit of lesson area, of course, offices, and then we have our warehouse and our repair shop. We have an in-house string repair shop and an in-house band instrument repair shop. And of note, a guy that got his start here in the industry, repairing band instruments was Bill Schultz of Fender Fame.

Does Progressive have any association with key artists?

In the beginning, we actually had a guy that worked here named Hart Davis, and several years ago we were at NAMM headquarters. When we were in the museum we saw a photo on the wall with a picture of Benny Goodman and his big band. Our manager just happened to be on the trip with us, and he says, "There's Hart in the background!" A lot of our employees in those early years played with a lot of these big name bands that would come through town.

What are your thoughts on how the company's rich past defined its present day identity?

It's different in that we are not as lesson-based as we once were, for a variety of reasons, but it has stayed the same because the focus has always been on music education. [Progressive Music] has always been on serving music students, music educators, school music programs for 70 years. **MMM**

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

Al Cass
Milford, Mass. U.S.A.
"FAST"
 VALVE-SLIDE OIL

Sold Only To Distributors And Manufacturers
 Direct Only From

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

Ashdown Engineering: 20 Years into the Game

by Victoria Wasylak

"Nate Mendel of the Foo Fighters continues work with us on sound and pedal," Ashdown founder Mark Gooday says, as if it's merely another statistic in Ashdown's lengthy history. The collaboration with the Foo Fighters bassist is apropos, however; Ashdown has been consulting the expertise of bass legends like John Entwistle of The Who JJ Burnel of The Stranglers before the company even opened its doors.

Sandwiched in between the two collaborations is a history of reliability and understanding the ins and outs of bass amplification as only someone with "bass in their blood" can.

Partially born out of necessity, and partially born out of a clever collaboration, Ashdown formed when Gooday left Trace Elliot and designed a full product line with his former Trace Elliot coworker Clive Button in just six months.

"As they say, the rest is history," Gooday says.

With a background in manufacturing and playing bass with an early Trace amp created a perfect storm. When he left Trace Elliot, all the cards were in line for Ashdown to move to the forefront of bass amp technology. In 2017, Ashdown remains the go-to for bassists who need an amp or pedal made by a bona fide bass veteran.

Back to Basics

Ashdown started at the most basic level, as most good things do; one employee in one garage, with 12 products in the first line. From there, Gooday purchased a 16,000 sq. foot industrial estate 15 years ago and has since expanded to 10 people on their staff and about 55 products. Not too far from the Ashdown Research and Development offices sits the old Trace Elliot building, and the Ashdown founder rents some buildings out to other companies to keep prices low for customers.

Despite these changes, Gooday still focuses on keeping prices low, the staff small, and products made in the United Kingdom.

"Let's be honest, how many company's make anything themselves in the UK or USA today? Really make it all in their own facility?" Gooday asks. "This allows us to make custom products and be very versatile, it does not mean we can stop offshore manufacture for higher volume products but it does mean we make more and more in the UK today."

Despite pushing forward with their B Social amp, Ashdown celebrates their 20th anniversary by returning to their roots and making a 20th anniversary edition of ABM. The anniversa-



Ashdown founder Mark Gooday

ry models of Ashdown's signature amp will feature original speakers and parts with a new finish, all made in Ashdown's own factory in the UK.

An Eye on Originality

With such a unique focus on bass amps, Ashdown has been able to push technology used in their products forward, always with the aim of standing out as an individual brand. Over Ashdown's 20-year history, they've had mixed success with their dedication to originality, but regret isn't any-

where on Gooday's mind.

"Ashdown has very much continued to be an innovator, with many companies copying much of what we do first," he says. "We just try very hard to be a little different. It does not always work immediately – sometimes it takes 5 years, and other companies to do the same before we have success."

Gooday cites doing the Class D lightweight first with the Superfly, as one of the many things that Ashdown pioneered, but have since been copied by other companies. There's a certain element of frustration regarding industry copycats, but you know what they say about imitation; it's the sincerest form of flattery. And of course, no one would bother unless the product truly was superior. While it's a mixed blessing, the fact that companies have jumped though hoops to copy Ashdown technology is ultimately a testament to the British company's knack for quality.

The Future of Ashdown

Mark Gooday, if anything, is a realist, second only to being an innovator. Looking towards the future, the Ashdown founder says that he wants to keep his staff small and never wants to return to his staff of hundreds like the days of Trace Elliot. Gooday says that a smaller staff helps to adapt quickly to the changes and trends in the market – something he sees as vital in the new age of technology.

"The MI market is NOT growing and has been in decline since the iPhone came to the world, and people stopped paying for music, films et cetera," Gooday notes, although he says that he hopes the new vinyl music trend will help the music and musical instrument industry in the long run.

Gooday says the market won't return to the pre-iPhone days until people start investing in music and venues again. In the meantime, Gooday plans to do more in home recording, like B social, and will also continue working with musicians on all fronts of the company. Because really, has Ashdown ever operated any other way? **MMA**

The homey loom of the stage at Tobias Music



it's just a

STAGE

you're going through

MI retailers try their hand at hosting live performance spaces By Dan Daley

Live music was worth \$9.3 billion in 2015, and it's expected to continue to be the music industry's chief revenue generator going forward, reaching nearly \$11.7 billion in 2020, according to PwC. That's better than three percent CAGR, which is better than you can get at the bank these days and far better than what the recorded-music segment has seen; CD sales (still the single-biggest music format) earned \$1.5 billion in 2015, down 84 percent in a decade from \$9.4 billion in 2006. And downloads, also once viewed as the industry's savior, have now been falling for three consecutive years with no sign of recovery.

That's been driving a number of trends in MI, including digital processing that allows fewer musicians to sound like more on stage, such as harmony and choral processors like the Digitech VLHM and Boss VE-5 Vocal Performer. But it's also putting new value on strategy that some MI retailers have been employing for some time: dedicated performance stages for live music within the store.

Rick's World

A longtime proponent of the idea is Rick Santos, president of Rick's Music World in Raynham, Massachusetts. Santos decided to put a stage into the store they opened in 2001 there and says, "It has made all the difference in the world to us."

Santos uses a pair of Bose L1 portable PA systems for sound, in part because they help avoid feedback issues. The stage also has four microphones, keyboards, DI boxes for guitars, an array of foot pedals and an electronic drum set, which allows the store manager to keep the volume under control. The stage can be ready to rock at a moment's notice, which it sometimes does if Santos or another employee hears a particularly inspired player banging away on an instrument on the shop floor.

Santos says he's experimented with a variety of scenarios for the stage area, including an open-mic night that's been a success, and a café environment that's sold everything from packaged

snacks to homemade cookies and soups. But the idea has always been centered around the idea that the stage is there to engage both customers and the community.

"Live music has become huge, and it's a great way to be connected to the community," he declares. It also supports Santos' emphasis on the store as a music education center; new students see it aspirationally, a goal for themselves, while parents view it as a palpable outcome of what they pay for. In that sense, says Santos, there's no way to precisely determine an ROI on the stage. "If I had to look at it on a cost-per-square-foot basis, it might not seem to make sense," he says. "But as part of a larger strategy, it's been a huge success. It sets us apart."

Getting A Promotion

Paul Tobias, owner of Tobias Music in the Chicago suburb of Downers Grove, has had similar good outcomes from the separate performance space he installed in the space next door to his store when they expanded three years ago. He had similar expectations for the stage, as a community focal point and as for something students could aspire to, but it also acts as a direct revenue generator when rented out for private events, something possible because it's in a separate space from the shop, which became available when the adjacent ballet studio closed. It's also used as a commercial venue; Tobias has booked shows in the venue, which seats between 75 and 100, featuring acoustic guitar luminaries, like Adrian Legg and hometown heroine and NAMM Show legend Muriel Anderson, reinforcing the store's focus on high-end acoustic instruments.

"Our family could always throw some pretty wicked parties, but concert promoting is something new to us," he says, noting that some performers can command as much as \$30 per ticket. "But top-flight talent also reinforces our emphasis on high-end guitars." (That's also why he says he's shied away from open-mic nights so far, though that's not completely off the table.) Most



Contemporary Music Center's @4410 performance space



Stages are for playing and branding. A live stage display at Sam Ash Nashville features an EV-equipped and-bannered stage

if not all of any ticket revenue generally goes to the performers, which makes the store a regular stop for many well-known guitar names. Tobias likens the performance space, which he says cost less than \$10,000 to build out, to the house concerts that have become a staple of many touring singles and duos. It's made the stage almost self-liquidating financially – Tobias notes that during intermissions at two shows in the past he sold two high-end acoustic guitars – but asserts that wasn't the goal.

'We're an upscale shop and having great guitar players in her performing on a regular basis tells customers what we're all about,' he says.

Authentic

At a time when more retail stores are implementing performance areas, nuance becomes more important. The @4410 is the performance space that's accessed by passing through Contemporary Music Center's store in Haymarket, Virginia and heading into the building's basement. There, performers ranging from participants in CMC's rock camps to local guitar heroes perform in a 1,300-square-foot space that's drawn its esthetic from actual clubs, including the nearby venues Cellar Door and Blues Alley, and the Station Inn and The Bluebird in Nashville. Weathered wood and an antiqued floor finish give it a lived-in look and systems like JBL speakers and a Soundcraft FOH console provide a professional polish to the sound.

Authenticity is key to making the stage work for the store, asserts Menzie Pittman, owner and director of education at the 2016 NAMM Dealer of the Year. "The last thing we wanted was a recital hall with folding chairs," he says. "I grew up in Georgetown watching guys like Danny Gatton play in clubs. So we built this like a nightclub."

Pittman says the performance area's basement location, accessed through the store, is calculated to put its missions of sales and education foremost in visitor's minds, whether they're there to see a ticketed show or a student performance. But he emphasizes that their authenticity of the atmosphere in @4410 is critical to the overall success of the concept. "It's the Disney model," he says. "You want to believe you're in an authentic environment, and you're passing through the retail sales area. It's a combination that works."

They're Just Cool

Some of the stages now found in virtually all Sam Ash store locations came with the assets the Long Island-based dealer acquired when it bought out the MARS' brand in 1998. Now, COO Sammy Ash says he can't imagine a store without a stage, and new ones are integrated with the stores' education programs,

such as those opened in Dallas three years ago and in San Diego last year. But while Sam Ash will use its in-store stages at times for student activities, Ash says they serve a useful purpose even when they're quiet.

"There's a coolness to having the stage there, even when no one's performing on it," he says. "It's always there as a display for backline, for equipment. Things just look better on stage, under the lights."

Sam Ash in-store stages have some common elements – any use modular platforms from IntelliStage and all conform to local code requirements, and every Wednesday everywhere is open-mic night – but Sammy Ash says he encourages individual stores to create their own traditions for them that reflect the regions they serve. But in any event, the in-store stage will be a component of all of the chain's locations going forward. "They just look so good," he says.

There Can Be Issues

Stages haven't been consistent winners for everyone, however. In 2005, Doug Ponier's store in West Marietta, Georgia (one of two he owned in the area at one point) opened The Warehouse, a performance space adjacent to the Ponier Music store there. It began well but he encountered some hurdles, including a minor row (which he ultimately won) with local codes officials. However, various strategies couldn't make the idea stick there.

"When we started with the warehouse stage we would have teen bands play every Saturday and some Fridays," he recalls. "We would average 50 to 100 kids per night, sometimes as many as 350. It just kind of slowly fizzled out. We tried all sorts of things: glow-in-the-dark paint/black-light parties, pajama parties, battle[s] of the bands, lowering the price of admission to \$5 at the door, [but] we just couldn't get the kids to come out anymore. I don't know why. Kids just weren't coming. The last couple of years, the only thing we were using our stage for were our semi-annual recitals."

When Ponier combined the two stores into a single location, the one with the stage was closed. The consolidation boosted business, but he says he was sorry to have to let the stage go. "I do miss having the stage, we need a place to do recitals," he says. "But we found a nice church that hosted us for our spring recital."

Given the decade-plus-long decline in recorded-music sales and the continued growth of most forms of live music, retailers can expect that live-music performances will continue to be the driver for the music business and a growing focus of interest for customers in general and students, in particular. Finding ways to foster that trend in and around the store will be a good bet for some time to come. **NAMM**



Going Pro...

Recording and live sound products are creating a synergy with instrument sales

By Dan Daley

MI retail and pro audio have been on a convergent course for several decades now. The overtures were made initially by pro audio companies seeking broader markets; the poster child for the phenomenon could have been Tascam's PortaStudio, which when it was introduced in 1979 leveraged the then-ubiquitous Compact Cassette format into a four-track proposition with a six-fader mixer and internal bussing and EQ integrated into a single unit. Its simplified multitracking operation and affordable \$999 cost (that would be almost \$4,200 today, but still cost-effective considering the alternatives at the time) made it a hit among musicians who wanted more control over their recordings. The PortaStudio and its many variants over the years were a bridge between the domains of MI and pro audio, making at least rudimentary engineers and producers out of a generation of musicians.

The PortaStudio was no toy: Bruce Springsteen recorded his 1982 *Nebraska* LP on a PortaStudio 144 in his New Jersey bedroom, and Wu-Tang Clan's debut album, *Enter the Wu-Tang (36 Chambers)*, was mixed down to a Portastudio 244. Recordings like these proved that music artists weren't limited to expensive and complex commercial recording facilities.

This vanguard of pro audio products also set the stage for what has grown into a substantial industry, with much of its sales now done through MI channels. NAMM's data shows that the retail value of pro audio products, a category that includes speaker enclosures, power amplifiers, mixers, processors, multitrack recorders, cables and microphones, last year advanced a steady if unspectacular 2.3 percent to \$1.55 billion, compared with \$1.52 billion in 2014. That places it second only to fretted instrument sales as the leading revenue generator for MI retail.

A Migrating Sector

Anthony Thompson, who for the last 15 years has managed the professional audio department at Alto Music's Middletown, New York location, says that as pro audio products have become more ubiquitous, easier to use and less expensive, they've been migrating from a dedicated department in the store and infusing other departments. Pro audio recording products remain centered around the store's dedicated department, but products like looping systems will also be displayed in the guitar department.



John Grabowski, Sweetwater

The pro audio department is still the place to go for the high-end products,"he says."But as the products have gotten less complicated and less expensive, they've moved into other areas. And that helps stimulate overall interest in recording."

Finding a home for pro audio can take a while. Nashville's Corner Music has been selling the category for several decades, but as the products have become more software based, the department has migrated, as well, to a small alcove in the rear of the store, where buyers have to first pass through keyboards and live-sound areas to get to it. Pro audio manager Joel Dobbins says that pro audio simply needs less space these days, as hardware now centers around interfaces and controllers. But, he adds, that has its own charms.

"It's kind of like a little club back there," he says of the den of shelves and displays that looks like a stage in a small club. "It's also an efficient use of the space that we have." Pro audio may yet move again, as Corner Music prepares for an upcoming renovation.

Pro audio is also often compartmentalized online, but the linkable nature of the internet allows for plenty of cross-pollination.

"Because computer audio has been such an important segment of Sweetwater's business, we do dedicate a category to it online," says John Grabowski, senior director of merchandising at Sweetwater. However, he adds, links allow for the flexible cross-merchandising products between multiple categories too, "So a product may be able to be found in computer audio, recording, and even live sound," he says.

Grabowski says further that product videos, which are also linkable from product's landing page, have become an invaluable tool in selling a product. "[They] can go a long way to closing an online sale," he says.

The Live Music Factor

Recording equipment is also getting a boost from the growing popularity of live sound gear. As the larger music industry changes its emphasis from selling records to selling tickets, that transition is being felt at retail. "Demand for high-quality portable sound systems... remains strong," NAMM's 2016 Global Report found. Easy-to-use, self-powered live-sound systems "have been a hit with buyers," the report states, noting a 4.5-percent sales gain in loudspeakers. Increasingly, live sound mixers, such as the PreSonus Studio/live, the Behringer X-32 and the Midas M32, are specifically designed to be used in either or both recording and live-sound applications, and can accommodate multitrack recordings of live performances.

Thompson says that interaction is creating a synergy at retail, one that's also further accelerated by social media. "We're seeing the recording and the live-sound products become more integrated with each other, and that's what people want," he explains. "Musicians don't want to just play anymore – they want to capture and share their music. They want it to go from their head to their guitars out to a show that then gets posted to their SoundCloud and YouTube accounts."

In that way, says Thompson, sales of instruments, PA systems and mixers, and recording gear have become more intertwined than ever before, creating a new opportunity and a new challenge. "It's easier to sell the guitar buyer on a pro audio product and vice versa," he says. "But you also have to make them understand that just because they can record it doesn't mean it's going to sound like a record."

Sweetwater's John Grabowski agrees, having watched as the role of recorded music in an artist's career or potential revenue stream has changed. "People are still recording – maybe more people than ever before," he says, "but most of them know that their recorded music may serve mostly to drive ticket and merch sales. But I think that the democratization of pro audio, whether through user-friendly and extremely affordable recording technology or increasingly feature-packed and affordable hardware, has made pro audio more popular with musicians."

In-Store Know-How

Who's doing the selling is as important as what's being sold; pro audio has its own canons of knowledge and knowledgeable sales people are as critical in this sector as they are in guitars and drums. While music stores have relied for generations on musicians as a source of sales people, those working in pro audio tend to come from more isolated verticals, in recording studios, post production or live and installed sound fields.

George Adjieff, CEO and co-owner of Westlake Pro, the Los Angeles successor company to West Lake Music, believes that MI retailers have been overlooking a major potential source of pro audio sales people in the form of graduates of the hundreds of media academies and collegiate media-arts programs across the U.S.

"You can't take someone from another department and just put him or her into selling pro audio," says Adjieff, who's spent 35 years in retail, most of it in MI and pro audio sales. "They have to be passionate about the stuff. Just as they would be for any instrument."

Adjieff is practical enough to know that convincing a newly minted graduate of a school like Full Sail University or SAE Institute to move directly into retail sales is long shot. But, he says, it usually doesn't take too long after graduation for some economic realities to set in. And the schools themselves – which are heavily dependent on Federal student-loan guarantees – are under pressure to get students placed into paid employment situations directly related to their fields of study, to meet newly tightened requirements around those loans. In fact, he was scheduled to address that subject on a panel at the AES Show in Los Angeles in September.

"It's an issue for MI retail – there haven't been enough truly knowledgeable sales people about pro audio, and that can make or break the success of a pro-audio department," he says. He further suggests that instead of waiting for post-graduate economic realities to make themselves felt, retailers ought to reach out to schools in their areas directly and pitch the idea of a sales job to incipient graduates. "You might be surprised, and so might they," he says.

More Options Than Ever

Pro audio is not a monolithic proposition; it's been through several inflection points during its evolution, and those changes can sometimes be reflected in how MI retailers adapt to them. Skip's Music, in Sacramento and Elk's Grove, California has been selling pro audio products for most of the company's 40 years in business. But, says Tony Mason, pro audio manager at the Sacramento store, as online sales began to undermine margins on electronics keyboards, he discovered that the ubiquity of keys as interfaces for recording systems and the natural proclivity of his keyboards sales staff, along with the migration of more pro audio to a software format made a compelling argument to combine the two departments.

"They just seemed to make sense fitting together, and it's been working out well," he says. "Digital products like synths and personal multitrack recorders like the Zoom H8 fit together nicely. In the end, they're both really computers."

Mason also points out that live sound products are also incorporating recording aspects, blurring the lines between pro audio and live sound. He points to digital mixers like the PreSonus StudioLive, Yamaha's TF series mixers and Allen & Heath's QU series mixers as examples of how musicians are looking for one platform to enable them in the studio and on stage. He's also seeing a divide emerge between high-end recording software platforms, where Avid's Pro Tools leads a small pack, and more products geared to casual and entry-level recordings, like PreSonus' Studio One, Steinberg's Cubase, Ableton's Live and FL Studio 12.

"Musicians have more options than ever to get into pro audio now," says Mason. Merging that with keyboards made sense, but the most important part is having the knowledge on staff. There's a lot more to know about now."

While many stores continue to present pro audio as a separate department, the reality is that as recording technology migrates further into the software domain, the category increasingly becomes fluid enough to stand on its own or find an attachment to other major MI categories. It becomes a natural action to propose a handheld multitrack recorder to a drummer for rehearsals or an iPhone recording app to a guitarist to stimulate his or her songwriting ambitions. Pro audio is a kind of über category that can pool nicely in other departments. What it's not doing is going away, because everyone is a producer and an engineer these days. **MMA**

Remember What Your Mother Always Said: 'Don't Talk to Strangers!'

How to Successfully Navigate Three Tricky Interactions Where the Customer is His or Her Own Worst Enemy

By Menzie **Pittman**

After my manager Jerry Hammack and I had several discussions about particularly odd behaviors we saw from some of our "loyal" customers, Jerry suggested implementing a "CMC rescue mission." We truly believed these behaviors didn't serve our customers' needs and actually worked against what they were ultimately hoping to accomplish.

The initiative was born from a moment when a longtime customer was on vacation and bought an impulse product while visiting a music store. Mind you, there is nothing wrong with shopping in another store. We already understand that we can't possibly have everything at our customers' fingertips or at their beck and call. However, we pride ourselves on being able to help people meet their needs, and at the best pricing possible. But there is no doubt that as an independent music retailer, you probably have experienced some very similar scenarios:

Scenario #1 ~ The 'I can't stop you, but...':

A call from a longtime customer: "I want it, they have it, it's really cool, and it sounds and plays great. It's a floor model, and it's really cheap."

Me: "Awesome. That's an unusual pick for you. How does it sound through the amp, and what amp are you playing through?"

LC: "I'm not playing through an amp."

Me: "But it's an electric."

LC: "The sales guy seems nice, and he said it will sound great in almost any amp."

Me: "Does he know you're a bass player with a bass amp?"

LC: "No, he didn't ask me anything about my playing or my gear, but he told me all about his band, and I just love this guitar."

Me: "Do they have a refund policy?"

LC: "No... It's a floor model, so not on this guitar."

Me: "The choice is ultimately up to you, but if I can help you, let me know."

Thus, the birth of Contemporary Music Center's **'Don't Talk to Strangers' Rescue Mission:**

The idea is simple: customers have the right to shop anywhere they want; you have to earn their business every time. The difference we see in today's customers and sellers is that it's more about instant gratification and quick turns, so we are trying to slow the game down and give customers time to think about what they are doing. We already know that we are not the only choice. We want to rescue them from bad choices that don't serve them well. We want them to talk to us!

Scenario #2 ~ The 'But my teacher said _____, and he's been playing for three years':

A young musician comes into your store to participate in your nationally recognized program. You are excited because you learn your facility was recommended to this family, and this young student has nice potential to become a good musician. But you soon discover that the student has been studying with a naïve instructor at a gener-

ic franchise elsewhere, and you can see questionable techniques in the student's playing. You learn that he or she studies with someone who is giving him or her unproductive suggestions. That is when you ponder why anyone would make the choice to study at a generic box and the warning light goes off in your head: *Remember to be careful of what you say!* It is truly less than graceful to ask the parents how they have arrived at selecting and settling for the less-than-average choice, especially when you witness a better-than-average ability in the student. At the same time, remember, your store has a reputation for delivering top-level education and personalized service.

In the back of your mind you remember the 'Don't Talk to Strangers' Rescue Mission, and you almost find yourself shouting the mantra. However, this time *you* are the stranger, so now comes the ultimate challenge: without recruiting – which is against our policy – you have to demonstrate in a matter of a few hours the qualities in education that you pride yourself on. In that short time, you have to show that your input to the student is so helpful that the student and family can see you are no stranger to teaching, and therefore, their friend.

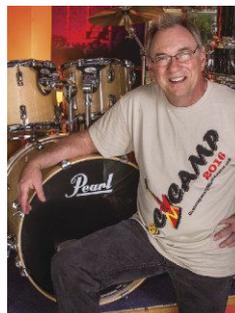
Scenario #3 ~ The 'Yes, but it's cheaper, and if they all look the same then surely they sound the same!'

We see Scenario #3 a lot.

A customer brings in an instrument for repair. This savvy shopper has gone online to save money and purchased this instrument which now needs repair. I don't have to type another word because any other MI retailers likely already knows the rest of the story. Now your job becomes finding the right ways to develop a rapport as well as trust with the customer. They need your help because they were just burned; however, they won't trust so easily. We start by talking with them and reminding them of what our mother always told us: "Don't Talk to Strangers."

In Closing

No matter what aspect of the music business you participate in, whether it's music retail, music education, repairs, or performance, the business itself can make us all a touch neurotic. Every day we open our doors to help those who need our services, and some days you play the role of the bug, and some days you play the role of the windshield. But any day you help somebody have a better experience with music is a good day. Just take Frank Zappa's advice and listen to your mothers: "Don't Talk To Strangers." **MMR**



Menzie Pittman is the owner and director of education at Contemporary Music Center in Virginia (CMC). Following a performance and teaching career spanning more than 32 years, he founded CMC in 1989 and continues to perform, teach, and oversee daily operations. He has 50 years of musical experience as a drummer and drum instructor. Menzie is a frequent speaker at NAMM's Idea Center, and a freelance writer for MMR's "Small Business Matters" column.



9V⁺

DRY VOL SYNTH CTRL 1 CTRL 2

SYNTH synthesizer machine

1 2 3 4 5 6 7 8 9

- 1 OBX
- 2 PROFIT V
- 3 VIBE SYNTH
- 4 MINI MOOD
- 5 EHX MINI
- 6 SOLO SYNTH
- 7 MOOD BASS
- 8 STRING SYNTH
- 9 POLY VI

INPUT

electro-harmonix

electro-harmonix

SYNTH synthesizer machine

1 2 3 4 5 6 7 8 9

- 1 OBX
- 2 PROFIT V
- 3 VIBE SYNTH
- 4 MINI MOOD
- 5 EHX MINI
- 6 SOLO SYNTH
- 7 MOOD BASS
- 8 STRING SYNTH
- 9 POLY VI

INPUT

9V⁺

ACCESSORIES

Bill Evans Signature Mouthpiece

The Bill Evans Signature Mouthpiece is a gold-plated and hand-made saxophone mouthpiece. The mouthpiece is the only one Evans has used since he started his career in 1980 with Miles Davis.



www.billevansmouthpieces.com

AMPLIFICATION & EFFECTS

The Bomb from Whirlwind

The Bomb pedal from Whirlwind is a simple unit that features one knob that dials volume boost and gain. The pedal uses a 9-Volt internal battery for power and is designed to give a user's effects line extra horse power. The pedal comes with Input and Output jacks and a 9-Volt Input to connect an optional, external power supply. The pedal's status LED shows when the unit is active, and a foot switch switches the pedal from on to off.



www.whirlwindusa.com

ON-1 Okto-Nøjs Pedal from EMMA Electronic

EMMA Electronic has released the ON-1 Okto-Nøjs Analog Octave/Fuzz/Synth pedal, the first new model from EMMA Electronic in nearly 10 years. The ON-1 Okto-Nøjs works as two pedals in one, offering an accurate fast-tracking Octave down (the Okto) with a synth-like Octave-Fuzz (the Nøjs). Both sections can be used separately, combined, or blended with Dry signal. Both sides of the circuit are 100% analog and feature high-quality buffers and true bypass switching for the best sound quality possible. Street price: \$229



www.godlyke.com

Drawmer MPA-90 Stereo/Bridged-Mono Amplifier

Drawmer has released the new MPA-90 two-channel class D power amplifier, a fan-free amp with guts capable of delivering 90W per channel (into 4 Ohms) or 180W bridged. Like Drawmer's MC2.1 Monitor Controller, the new MPA-90 treats audio signals with integrity with a transparent output made to show any flaws in whatever is run through it.



Its inputs are either balanced XLR or unbalanced phono to cover the two universes of gear, and the amp features thermal, overload, and power-up/power-down protection and front-panel standby, fault, and clip indicator LEDs. The amp can be switched from stereo to mono with the mono loudspeaker jack and the flick of a switch, and features a tabletop or rack mountable footprint. Made in England to last a lifetime, the amp features a rugged steel chassis and brushed aluminum cover.

www.drawmer.com

FRETTED



Reissued Import Series from Hamer Guitars

Hamer Import Series Guitars has announced that six reissued classic Hamer Import Series guitars, including the Vector Flame (VECF-HB), the Standard Flame (STDF-CS), the Sunburst Archtop Flame Top (SATFW-DCB), the Hamer Special Junior (SPJ-NT), and the Monaco Flame (MONF-CS). These models are inspired by and mimic previous legendary models in the '70s and '80s with the highest quality finishes and components. All models are now available.

www.hamerguitars.com

Traveler Guitar Hollow Body Acoustic/Electric AG-450EQ

Traveler Guitar has added another model to their hollow body acoustic/electric line with the AG-450EQ. At 32 1/4" long, the AG-450EQ is the shortest full-scale acoustic travel guitar on the market. Because of Traveler Guitar's Streamline Tuning System, the guitar doesn't need a headstock and is 20 percent smaller and 36 percent lighter than full size acoustics.



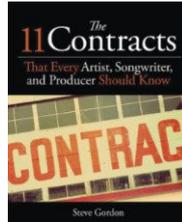
It boasts a sunburst gloss top and dark-stained gloss back and sides, as well as a 1/8" auxiliary input, EQ with built-in tuner, headphone amp, and also comes with a deluxe gig bag.

www.rockettpedals.com

PRINT & DIGITAL

The 11 Contracts That Every Artist, Producer, and Songwriter Should Know

Steve Gordon has released his new book, *The 11 Contracts That Every Artist, Producer, and Songwriter Should Know* to assist musicians with the legal aspects of the music business. Gordon is an entertainment attorney specializing in music, television, film, and video, and his new books aims to help artists understand binding agreements and negotiate favorable deals.



In the book, Gordon presents sample agreements and then explains the nuances of both the legal and business side of each arrangement. Subjects covered in the book include management agreements, indie label deals, sync licenses, producer agreements, music publishing deals, composer agreements, live performance contracts, music video production contracts, investment agreements, and business actions artists can take without an attorney.

www.backwingstore.com

DRUMS & PERCUSSION

New Pearl Awakenings Tongue Drum Series

Pearl has introduced six new Awakenings Tongue Drums, including three eight-note and three nine-note drums tuned to pentatonic scales. Named after the tongue-shaped area where players strike



the drum, Pearl Tongue drums can be played with either fingers or a set of mallets, which are included with each drum. Each of the new drums features a 10" hardened steel shell with precise laser cut tongues for accurate and consistent tuning, as well as three rubber isolation feet on each drum allow the instrument to ring freely. Every drum in the series features a different lacquer finish that reveals the polished steel shell towards the center of the instrument. A percentage of the sales from each Awakenings Tongue Drum will be donated to The Rhythmic Arts Project.

www.pearldrums.com

Quality Instruments

That Your School and Students Can Afford



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

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

Hunter Music Instruments

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

Arriba 
CASES
Lighting-Audio-&Accessory Cases
Make More Profit with Arriba Cases!



Become a Dealer Today!

**Pre-Paid Freight at
\$125 Order!**

626-330-6100

**info@arribacase.com
www.arribacases.com**

EVERYTHING NEEDS A CASE!

CLASSIFIEDS

BUSINESS OPPORTUNITIES



RENT MY INSTRUMENT.COM
AFFILIATE NETWORK

SEEKING AFFILIATE LOCATIONS

CLAIM YOUR SHARE OF THE SCHOOL RENTAL MARKET

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

Proud Member Of: **NAMM**  

www.rentmyinstrument.com
1219 Lydia Ave., Kansas City, MO, 64106
816-842-0240

- **PREMIUM RATES:**
Available for extended ad placements.
Just call the number listed below!
- **PAYMENTS: ALL ADS ARE PREPAID.**
Charge on Mastercard, Visa
or American Express.
- **SEND YOUR ADVERTISEMENT TO:**
6000 South Eastern Ave., #14-J
Las Vegas, NV 89119
- **QUESTIONS?**
Call **702-479-1879**

MERCHANDISE

Freedom Barrel

Adjustable Clarinet Barrel

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



MADE IN THE USA

RS Berkeley
musical instruments
1-800-974-3909 RSBerkeley.com

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

Adjusts from 60mm-70mm

SERVICES



MODERN PIANO MOVING

Nationwide Door-To-Door Service Since 1935
800-737-5600
www.modernpiano.com

HELP WANTED

ken stanton music

WE'RE HIRING!

JOIN THE LARGEST INDEPENDENT MUSIC RETAILER IN THE SOUTHEAST

Are you...

- Experienced
- Friendly
- Customer Oriented
- Self-motivated
- A Proven Closer
- Bilingual (A Plus)

We offer...

- Excellent Pay
- Flexible Hours
- Medical/Dental Coverage
- 401(k) Plan
- Vacation/Holiday/Sick Time
- Room for Advancement

Apply online at kenstanton.net/join-our-team

VINTAGE INSTRUMENTS



WE BUY
Guitars • Mandolins
Banjos • Ukuleles
From all known makers, especially
GIBSON • VEGA
MARTIN • FENDER

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

ACCESSORIES

AcousticsFirst.com

Materials to Control Sound & Eliminate Noise



MADE IN THE USA

Toll-Free Number: **888-765-2900**



DRUM CLIP
EXTERNAL DRUM RING CONTROL
ACCESSORY ADAPTOR

www.KJMusicInc.com

FOR SALE

WE BUY, SELL, TRADE,
and ship worldwide.



Gruhn Guitars
Nashville, Tennessee Established 1970
ONLINE APPRAISAL SERVICE
guitars.com/appraise

MAGNAKEY

Magnetic Drum Tuning Key



www.KJMusicInc.com

mrmagazine.com

REPAIR

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

World's Largest Manufacturer of
 Quality Band Instrument Repair Tools

Pads, corks and many other supplies
 also available

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

www.ferreestools.com

See our website for our catalog and
 up to date price lists!!



Contact us for a
 FREE printed
 catalog
 Tech Questions:
 repairtips@aol.com



BOW REHAIRING

Expert Bow Service

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

"An industry leader since 1967"

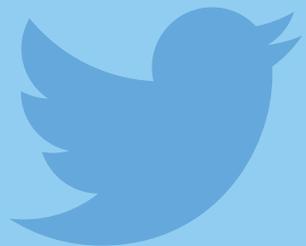
IRA B. KRAEMER & CO.

Wholesale Services Division

467 Grant Avenue

Scotch Plains, New Jersey 07076
 (908) 322-4469

Follow us on
 twitter



MMR
 MUSICAL MERCHANDISE REVIEW

twitter.com/mmr magazine

MERCHANDISE

BEST AMERICAN CRAFTSMAN

COOL IS BAC

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

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

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

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



APPRENTICE SERIES

BUSINESS OPPORTUNITIES

Make Money Renting School
 Band & Orchestra Instruments



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

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

Shopping Rental Programs? Ask These Questions:

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



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



BUSINESS OPPORTUNITIES



Your Band Rental Business Start or Expand with our Flexible Plan

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



1.800.356.2826

WILL SIMMONDS AT EXT. 105

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

ACCESSORIES

Visit us at Summer NAMM, Booth #514

Gatchell



Violins

Many new Accessories have been added along with the
addition of eight new Master Makers from Europe and China

*Ametto • H. Luger • Nicolás Parola
Stefan Petrov • Ricardo Galaini • Viktor Kereske
Plaman Edrev • Radiana Edreva • Nocolo Marcasi
Keith, Curtis & Clifton • Rudolph Fiedler
Danio Wu • Dennis Yi • Lelio Pan • Marco Jian*



Hermann Luger Bows



For Great Products with Fantastic Margins Call (866) 614-7547

www.gatchellviolins.com



CLASSIFIED ADVERTISING

To place an ad, please call (702) 479-1879 x100

AdvertiserIndex

| COMPANY | PAGE | WEB |
|------------------------------------|--------|------------------------------------|
| Absara Audio/Supro | 56 | suprousa.com |
| Acoustics First Corporation | 65 | acousticsfirst.com |
| Adam Hall GmbH | 20 | adamhall.com |
| Air Turn Inc. | 38 | airturn.com |
| Al Cass | 78 | aicassmouthpieces.com |
| Alfred Music Company Inc. | 11 | alfred.com |
| Allparts Music Corp | 57 | allparts.com |
| Amati's Fine Instruments | 63 | amatis.org |
| Aria Lights | 10 | arialights.com |
| Arriba Cases | 87 | arribacases.com |
| Asterope | 74 | asterope.com |
| Audix Corporation | 19 | audixusa.com |
| Bam Cases | 7 | bamcases.com |
| Bourns Inc. | 4 | bourns.com |
| Breezy Ridge Instruments | 55 | bjstrings.com |
| C.F. Martin & Co. Inc. | 5 | martinguitar.com |
| CE Distribution/Apex | 37 | apexmatching.com |
| Chauvet | 61 | chauvetdj.com |
| Cooperopia | 58 | cooperstand.com |
| D'Addario & Co. | 3 | daddario.com |
| D.A.S. Audio S.A. | 27 | dasaudio.com |
| Dava Company | 65 | davapick.com |
| Epilog Laser | 32 | epiloglaser.com/mmr |
| Gatchell Violins | 90 | gatchellviolins.com |
| Gear Up Products, LLC | 55, 57 | gearupproducts.com |
| Graph Tech Guitar Labs | 12 | graphtech.com |
| Hal Leonard Corp. | 9 | haleonard.com |
| Hunter Music Instrument Inc. | 87 | huntermusical.com |
| IMS Technologies | 48 | imstechnologies.net |
| J. Rockett Audio Designs | 59 | rockettpedals.com |
| Kawai America Corp. | 31 | kawaius.com |
| Kratt Pitch Pipe Co. | 36 | krattpitchpipe.com |
| Kyser Musical Products Inc. | 18 | kysermusical.com |
| Lee Oskar Harmonicas | 26 | leoskar.com |
| Loog Guitars | 29 | loogguitars.com |
| Manhasset Specialty Co. | 75 | manhassetstands.com |
| McPherson Guitars | 51 | mcphersonguitars.com |
| MIRC | 75 | mcphersonguitars.com |
| Mojotone | 8 | mojotone.com |
| NAMM | 52, 53 | namm.org |
| New Sensor Corp./ Electro-Harmonix | 85 | ehx.com |
| NS Design | 22 | thinkns.com |
| OMG Music | 36 | omgmusic.com |
| Optima Musiksaiten GmbH | 14 | us.optima-strings.com |
| Option Knob | 62 | oknob.com.com |
| OPUS Musical Instruments Corp. | 77 | usopus.com |
| Peterson Strobe Tuners | 34 | petersontuners.com |
| Players Music | 45 | playersmusic.com |
| Prentice Practice Pads | 60 | prenticepracticepads.com |
| Rain Retail Software | 24 | rainpos.com |
| Reverb.com | 1 | reverb.com |
| Roland Corp. U.S./BOSS | 7 | boss.info |
| Roland Meinl, Musikinstrumente | 17 | ortegaguitars.com |
| Rovner Products | 61 | rovnerproducts.com |
| Schimmel Pianos | 63 | schimmel-pianos.de |
| S.I.T. Strings Corp. | 30 | sitstrings.com |
| SKB Corp. | 69 | skbcases.com/music |
| Sound Synergies | 35 | sound synergies.net |
| String Swing Mfg. Inc. | 43 | stringsswing.com |
| SwirlyGig Industries | 73 | swirlygig.com |
| Techra | 33 | techra-drumsticks.com |
| The Music People | 15 | tmppro.com |
| TKL Products | 23 | tkl.com |
| Two Old Hippies/Breedlove | 24 | breedloveguitars.com |
| Virgin Musical Instruments Co. | 77 | virginmusicalinstrumentcompany.com |
| Walking Bird Forms & Tags | 47 | walkingbird.com |
| W.D. Music Products Inc. | 2 | wdmusic.com |
| Wells Fargo Commercial | 49 | cdf.wf.com/mmr |
| Whirlwind Music Inc. | 62 | whirlwindusa.com |
| Yamaha Corporation of America | 21, 39 | usa.yamaha.com |
| Zoom North America | 64 | zoom.us |

TEACHING

Give your Ensemble a Boost with The Lesson Studio



PRIVATE LESSONS BENEFIT EVERYONE

Playing in a school ensemble contributes to a well-rounded education for any student. Private lessons encourage them to get the most benefits from music programs in their schools.

RESOURCES FOR THE CLASSROOM

Many of the instructors at The Lesson Studio participate in community outreach such as:

- Offering assistance with band and string sectional rehearsals
- Subbing in for school or youth ensemble concerts
- FREE classes and clinics at our retail locations to offer additional learning opportunities

TEACH WITH MUSIC & ARTS!

- Flexible teaching hours
- Set your own rates and curriculum
- Quick access to materials in-store and more!

APPLY NOW! APPLY ONLINE AT: MUSICARTS.COM/CAREERS

Looking for Suppliers? - MMR Has Them For You!

The Directory For Musical Instrument Products

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

Easy to Use...

Search By:
Company • Brand • Location • Product Category

mmrmagazine.com/directory

By Dan **Daley**

A True 'Collaborative Alliance'

I've got something Donald Trump may never enjoy: vindication. I've been predicting, and to some extent advocating for, a deeper engagement between NAMM and AES for a number of years. Always complementary in that the art of one side and the craft of the other both focused mainly on making music, music and the production of it have been moving steadily towards each other for the better part of three decades now, ever since personal recording began to challenge and ultimately supplant conventional recording environments. In that time, the recording studio evolved from an expensive and intimidatingly complicated proposition to a free app on a smartphone. During that same time, the Stratocaster continued to get by with just six strings.

You almost couldn't *not* see this coming. Certainly not after the TEC Awards moved from the AES Show, where they had been since their founding in 1985, to prime-time Saturday night at the Winter NAMM Show, as of 2011. That switch was the first public acknowledgement of the tectonic shift that had taken place over the preceding two decades. It's not one that AES' stalwarts have always wanted to concede.

It didn't help – or perhaps in retrospect we should say that it did help very much – that AES had undergone a traumatic transformation in leadership that same year, a changing of the guard that saw the previous administration depart under turbulent circumstances, but one that, it must also be said, had also tried to lead the organization through the hardest era the conventional studio business has ever experienced. In more ways than one, AES was ready for a change.

NAMM Was Ready

If the AES new/old guard was still wary of the optics of deeper interactivity with an MI organization five or six years ago, NAMM itself always seemed eager for an alliance. It made sense: the overlap in constituencies had been growing for years. Musicians had become de facto record producers and engineers, thanks to a tsunami of affordable and user-friendly tools and platforms for record production. These can be dated back to digital's Pleistocene Era, when in 1979 Tascam's four-track PortaStudio was introduced. The pro audio community of the time eyed home/personal recording as an existential threat, which, as it turned out, it was, as mighty recording-studio empires fell and many of the same skeptics began to cobble together their own personal-professional studios.

All of them – newly empowered musicians and displaced recording professional alike – turned to MI retail as their partners in a new landscape of music production. MI stores opened and expanded pro-audio departments and added expertise. NAMM encouraged its constituency's connection with music recording using propositions like the "H.O.T. Zone," the "Hands-On Training" seminars it's been hosting at the Winter NAMM Show for the past seven years. If the AES camp once considered NAMM a bit of a threat, it now sees it as a partner, with which it can establish the kind of "collaborative alliance" that assures its relevancy into a future for music production that no one really knows will look like.

“In more ways than one, AES was ready for a change.”

Synergy

And that's the real matter at hand. AES' mandate may have seemed to be contracting, as the so-called democratization of music production made putative producers and engineers out of anyone with ambition, a pulse and a credit card, but music's own path forward as a career has also become rockier. As music icon David Byrne wrote in 2014, "...it looks doubtful that musicians will be able to make much of a living from their recordings given the kind of pittance that trickles down from streaming services after record labels and others have taken their pieces of the pie." Little has occurred since then to suggest he was wrong.

Musicians today not only have to pursue the art and craft of music and song, but have also had to become far more entrepreneurial than they ever had to before (as if booking New Year's Eves gigs every July wasn't hard enough) even as they also had to transform themselves into social-media wizards. Add the work of music production onto that and you end up with the dreaded "jack of all trades, master of none" equation. A true collaborative alliance between AES and NAMM will underscore the authentic value of each of their constituencies' core competencies, and create synergies that help both of them make their way forward into a complicated future for music as a way to make a living. **MMR**

Order Our **13** Piece NAMM Package

- (8) UK120S
- (3) UK120C
- (2) UK120T

CALL TODAY
888 • 262 • 8471
WWW.AMAHIUKULELES.COM



Visit us at
Summer 17
NAMM
Booth #1501
for
Free Swag &
NAMM-only
Specials

No Minimums On Any Order

First Time Customers Receive **Free** Ukulele Slatwall Display
(\$30.00 Value | Holds 4 | Display Only)



ONLY
\$399
INCLUDES
FREE FREIGHT

YOUR ACOUSTIC SOUND — AMPLIFIED.

When you're on stage with your acoustic, nothing's more important than delivering sound that's true to your instrument. The AC-2 automatically restores tone lost through acoustic pickups and is the ideal performance companion.

zoom | We're For Creators®

