

# M M R

MUSICAL MERCHANDISE REVIEW

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THE MUSIC SHOP



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## U.S. Piano & Keyboard Dealers in 2015

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# MMR

## MUSICAL MERCHANDISE REVIEW

Vol.174 MAY 2015 No.05

“ We feel the importance of a trade show is primarily the opportunity to efficiently see many of our best customers in a relatively short period of time, to update them on our business trends and our direction, and to gain a better understanding of the trends. ”

– Keith Brawly, Taylor Guitars

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The 51<sup>st</sup> Annual MMR Supplier Directory features updated information for distributors, manufacturers, publishers, and more.

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Cover by Garret Petrov

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# Piano Sales and the 'New Normal'

Piano sales are back. Sort of. "As the housing and stock markets improved, pianos have experienced a revival," noted a report in the *Chicago Tribune* from March 23<sup>rd</sup> of this year. Hal Leonard's Larry Morton was quoted in that same article: "The sales of new acoustic pianos, particularly grand pianos, have always been driven by people buying new homes... It's part of the experience of having a house, not unlike buying furniture, in some ways."

All of this not only makes sense to those in the MI industry, but it just stands to reason: Increased housing sales (and car sales, and general retail sales figures) speak to a growing – or at least stabilizing – economy and greater disposable income. Families concerned about making next month's mortgage payment aren't apt to throw down a few thousand dollars on a grand piano, after all.

The current market, both for home and piano sales, is one settling into the "new normal" – we're not neck-deep in the recession anymore and some of the more extreme purchasing trends from a few years ago have faded away. "One of the main stories of the real estate recovery – cash-rich investors buying up single-family homes for rock-bottom prices – could be coming to an end," *Fortune* magazine observed in a report from last spring.

Indeed, in 2015 first quarter home ownership rate actually fell to its lowest level in 25 years according to a report from the Census Bureau released in late April. If, as the *Tribune* article maintains, piano sales and home sales go hand-in-hand, then that can't be good, right?

Well, as with all multi-layered metrics, it's not that simple.

Existing home sales did, in fact, jump more than six percent in March – the largest monthly increase in sales since 2010. However... that same period (March, 2015) saw an 11.4 percent

drop, month over month, of new home sales.

So... things are better? Worse?

"The [existing home] sales are back around five million and something, which is sort of like normal," says David Blitzer, chairman and managing director of S&P Dow Jones Indices. "New home sales are a whole different story. They are running maybe half of what they should be."

Right. Thanks for clearing that up.

What it all boils down to, of course, is disposable income. Pianos don't represent as large of a financial commitment as cars, which don't represent as much of an expense as homes, but these are all – to some extent, anyway – big ticket items. Both the housing and piano markets are driven (of course) by the overall health of the economy. If it seems there are so many conflicting and contradictory opinions about the health of the piano market (see our retailer survey on page 36), ask yourself: what's the consensus on the job market? Most report that employment is up, but wages are down. While it's generally agreed that we're out of the worst of the recession, folks are hardly dancing in the streets or singing praises of the current administration – or really any branch of a seemingly irreparably broken government.

So, yes: piano sales *are* up. Just as overall home sales are on the upswing. It's just not the big rebound everyone's been hoping for. And in the new normal, maybe it's best to realize that waiting for that big, clear, uncomplicated "everything is great now!" moment is a pipe dream. **MMR**

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

## No Plans for Additional Peavey Plant Closings

On April 21, *The Clarion-Ledger* (Jackson, Mississippi) confirmed that Peavey Electronics is not closing additional plants in Mississippi, despite rumors suggesting that the company was moving manufacturing operations overseas:



*The Associated Press in New York reported Tuesday morning that the Meridian-based guitar amplifier and musical equipment maker was closing its remaining two manufacturing plants and shifting those jobs overseas.*

*The report apparently originated from a press release from PPL Group and Myron Bowling Auctioneers announcing the auction of Peavey equipment.*

*Sources with knowledge of Peavey's operation say the press release was erroneous and that the auctioning of items is only an extension of previously announced changes in Mississippi facilities.*

When reached for comment on April 28, Peavey Electronics founder and CEO Hartley Peavey said, "The simple truth is we closed a facility — eight years ago. We hired PPL Group and Myron Bowling Auctioneers to sell some of the equipment from that factory and some other equipment. They then sent out a bulletin about this auction that they're going to have and somehow this story came out that we were closing all our factories. That's absolutely not true. This AP thing went out everywhere and we didn't know anything about it until the largest newspaper in Mississippi published the story and then all these people started calling wondering, 'Is it true you're closing all your facilities?' And we absolutely are not. It's all much ado about nothing."

## Yamaha Forms Professional Audio Division

Yamaha Corporation of America (YCA) has announced that it is forming the Professional Audio division, "to provide a stronger, more unified presence in the live sound, recording, and sound installation markets."

Alan Macpherson, a 27-year Yamaha veteran with a background in marketing a broad range of Yamaha musical instruments, commercial audio, live sound, and recording products, will lead a dedicated team of professional and commercial audio specialists in the new division. He will report directly to Tom Sumner, senior vice president of YCA.

The Yamaha Professional Audio (PA) division will market all Yamaha commercial audio products including the highly acclaimed CL and QL consoles and the recently announced flagship PM10 Rivage, which are currently marketed by Yamaha Commercial Audio Systems (YCAS). The PA division will continue to provide the same high level of service to dealers and customers currently provided by YCAS, and has no plans to change the current distribution strategy. The division will also continue to serve commercial audio markets in Canada as well as the U.S.

The new division will also represent all Yamaha live sound products, including the MG mixer line and DXR powered speakers. The new division will continue to represent NEXO speaker products, including the STM system.

Recording solutions are also integrated, including the Yamaha Nuage post-production system, Steinberg software, and hardware products including Cubase, and the best selling Yamaha HS series of powered monitor speakers.

Yamaha's new commercial installed sound (CIS) products round out the broad range of quality products the new Professional Audio division offers.

"We believe this new structure will empower us to get closer to our customers," notes Hitoshi Fukutome, president, Yamaha Corporation of America. "With this focus we can grow our business, grow our dealers' business, and delight our customers with innovative, quality products, service, and solutions."

YCAS will be merged into YCA as part of this initiative and Larry Italia, another Yamaha veteran who most recently has served as vice president/general manager of YCAS, will be leaving Yamaha. "We wish to acknowledge Larry's years of loyal and valuable service to the company," said Mr. Fukutome. "Larry has made significant contributions and helped Yamaha achieve many milestones during his tenure. We wish him the very best in the future."

Macpherson is currently general manager of the Pro Audio and Combo division, and previously led Steinberg recording products in the U.S. He began his career at Yamaha Canada Music Ltd. in 1987. In 1999, he was promoted to national sales and marketing manager of the Pro Music and Audio Division and, in 2001, he was named marketing manager, Combo and Music Production Division. His responsibilities were further broadened in 2006, when he was



named manager of the Corporate Planning and Communications department at Yamaha Canada. He became director of Steinberg North America at YCA in 2008.

YCA will rename its current Pro Audio and Combo division the Pro Music division. The new Pro Music division will now focus on marketing Yamaha guitars, amps, acoustic and electronic drums and music production products.

John Shalhoup, who has a 16-year Yamaha career, will lead the new Pro Music division. He currently is the company's chief marketing director, guiding company-wide branding and marketing strategy. Shalhoup has broad experience including district sales, national account sales, sales management and administration with Yamaha's Pro Audio and Combo and Band & Orchestral divisions. Shalhoup started his musical instrument career with retailer Daddy's Junky Music, serving as a salesperson, store manager, and regional manager prior to joining YCA in 1998. Shalhoup will report directly to Rick Young, senior vice president of YCA.

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## UpFront

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### Gibson Brands Acquires HarmonyCentral.com

Gibson Brands has acquired HarmonyCentral.com. According to Gibson CEO and chairman Henry Juszkiewicz, "The industry needs a neutral, entertaining, informative site where musicians can exchange opinions and knowledge, ask questions, get answers, be controversial, and have a great experience. Harmony Central will not be a 'Gibson site'; we already have that. Think of it as Gibson providing a place to throw a party, and everyone—musicians, the industry, competitors, educators, anyone involved in music and sound—is invited and welcome."

Harmony Central has operated continuously since 1995. In 2004 it was purchased by Musician's Friend, and in 2010, folded into Guitar Center. Changes in direction at Guitar Center opened up the possibility for an acquisition of Harmony Central.

The current editorial team of Dendy Jarrett, Phil O'Keefe, and Chris Loeffler will remain onboard and Gibson's Craig Anderson, who was at HC's helm during its period of greatest success, will serve as editorial director.

### SLM to Distribute Ponzol Mouthpieces

St. Louis Music has announced their appointment as the exclusive distributors of this excellent product for the United States and Canada.

"The Ponzol line of mouthpieces present a phenomenal option to retailers and players alike," Says Craig Denny, vice president of Band & Orchestra at St. Louis Music. "They are machined extremely well, they are very consistent, and most importantly, they sound amazing. Ponzol Mouthpieces are well suited for playing in a variety of situations and hold their sound very well. They allow saxophonists to concentrate on musicianship instead of simply trying to play the saxophone."

The current line of Ponzol mouthpieces includes the stainless steel models for soprano, alto, and tenor, and the EBO hard rubber models for alto and tenor. All Ponzol mouthpieces are designed and tested by Peter Ponzol, himself.

To learn more about Ponzol Mouthpieces, visit [www.peterponzol.com](http://www.peterponzol.com). Interested retailers are encouraged to contact St. Louis Music at (800) 727-4512 or [www.stlouismusic.com](http://www.stlouismusic.com).

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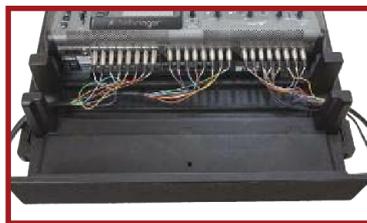


**1RMQU32-DHW Mixer case  
fits the Allen & Heath QU32**

Up until now, the only way to transport 32-channel sized mixing consoles, was with bulky, heavy flight cases. SKB has designed a new line of mixer cases for three of the most popular 32-channel mixers in the market. The 1RMX32-DHW, fits the Behringer X32 mixer, the 1RMQU32-DHW fits the Allen & Heath QU32 and the 1RMSL32-DHW fits the PreSonus StudioLive 32.4.2AI. All three Roto-molded cases include a large rubber gasket in the lids to keep rain and moisture out. Overall weight is lighter than equivalent road cases while providing superior protection.



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## 2015 NAMM Musikmesse Russia and Prolight + Sound NAMM Russia

Russia's only international music-trade exhibition and its biggest international trade fair for event production technology expands product platforms and professional development opportunities as the show returns to Moscow's Sokolniki Exhibition and Convention Centre, September 10-13, 2015. The fourth edition of NAMM Musikmesse Russia and Prolight + Sound NAMM Russia offers new opportunities for every aspect of the music industry. Russian and CIS music product retailers, distributors, educators, theatre and production professionals, and musicians will find programming tailored for their specific interests. Globally known brands along with public and private supporters are already on board for the September event, indicating that NAMM Musikmesse Russia and Prolight + Sound NAMM Russia 2015 are on track to be the largest gathering yet.

Since the Moscow shows' inception in 2012, nearly 30,000 Muscovites and international visitors have come to see, hear, and demonstrate products from more than 500 companies and 25 countries. In 2014, the shows' exhibitor square footage increased 40 percent and the number of exhibitors and visitors expanded by 42 percent over 2013. The 2015 shows will be presented in conjunction with the Moscow Ministry of Culture and of the Russian State Duma have the endorsement of The Moscow Ministry of Culture, the Moscow Conservatory, the Russian Guild of Theatre Managers, the Russian Union of Theatre Workers, the Russian state musical TV center "Orpheus," the Association of Musical Theatres, and many other public and private organizations.

Established music industry brands including Roland, Artimusic, MixArt, Coda Music, and Sintez-Audio are signed on to exhibit at NAMM Musikmesse Russia. Clay Paky, Martin Professional, Show Atelier, SiM, Contactica, Softlight, TTS, Stagemarket, MuzTorg, OKNO-Audio, MS-Max, Rutton-S, Sonoruss, Serapid (France), HSE (Italy) and more will showcase their products at Prolight + Sound NAMM Russia.

NAMM Musikmesse Russia, held September 10-13, will fill two pavilions in 2015. One pavilion houses exhibitors of electronic music products and instruments, including synthesizers and electronic keyboards. Pavilion Classique is devoted entirely to classical and acoustic

music products and instruments. Teachers and students from the Moscow Conservatory and cello virtuoso George Gusev's Cello Drive project will perform on the Pavilion Classique's Acoustic Stage.

Held September 10-12, Prolight + Sound NAMM Russia will spread out across three pavilions at Sokolniki Exhibition Centre. Building on the enthusiasm of last year's show for performance technologies, one entire pavilion will be devoted to theater production. The Theatre Forum's program will be presented with the support of the Bolshoi and Mariinsky Theatres, the Russian Guild of Theatre Managers, the Russian Union of Theatre Workers, Bakhrushin Theatre Museum, and other professional associations. Forum events include master classes and workshops



with experts such as the Bolshoi's Damir Ismagilov, and demonstrations and seminars from leading manufacturers.

Additional Prolight + Sound NAMM Russia pavilions will hold forums on rental and event management, radio-industry summits, educational seminars in lighting, media and audio technologies, and demonstrations of concert sound installations.

Professional development sessions at NAMM Musikmesse Russia will meet the diverse business needs of music industry professionals. NAMM University presents sessions specifically tailored to support Russian retailers' business needs. Piano Days training seminars will cater to piano tuners and other piano masters. And music educators will receive a full slate of training specifically designed for their needs.

Register for a free online ticket through April 2015. For more information about the shows, visit the official fair websites: [www.namm-musikmesse.ru](http://www.namm-musikmesse.ru) and [www.prolight-namm.ru](http://www.prolight-namm.ru).

# Celebrate Global Make Music Day on June 21

Music will fill the air on Make Music Day, June 21, as people take music into the streets, parks and plazas of 700 cities across 120 countries. Make Music Day continues to grow in North America with more than 25 U.S. and Canadian cities hosting citywide events. The day-long celebration of the original social network—music—is the perfect time for retailers and manufacturers to connect with new music makers.

Everyone from smaller music retailers to some of the best-known names in music products and publishing including Alfred Music, Guitar World, Hal Leonard Corp., Hohner, Kala Brand Music, Making Music Magazine, C.F. Martin & Co., Yamaha, and Zildjian are planning creative music making events. Many of these manufacturers are now taking their events nationwide. For example to commemorate Frank Sinatra's 100th birthday, Yamaha is sponsoring a roving Clavinova Piano Bar in three Make Music cities where everyone is welcome to hop on board.

NAMM's Mass Appeal supports NAMM Members, partners and communities' creation of hands-on music making events for the masses. These events are generally single-instrument ensembles ranging from four bagpipes to more than 400 guitarists, where all ages and skill levels are welcome. Easy to produce Mass Appeal events include ukulele circles, free group lessons, drum circles, musical flash mobs and jam sessions. Current highlights include:

- **Mass Appeal Guitars**, 100's of players at Make Music New York, Seattle, Boston, and Nashville will play eight pop and rock classics. Twenty additional partners around the country will receive free booklets to pass out and create their own guitar Mass Appeals. Sponsored by Guitar World, C.F. Martin & Co., and Hal Leonard Corp.

- **Mass Appeal Harmonicas**, free harmonicas and harmonica lessons (first

come first served) in each U.S. Make Music city. After a quick introduction to the instrument, players will jam. Sponsored by Hohner.

- **Mass Appeal Ukuleles**, ukulele circles convening at music retailers around the country, with books of ukulele tunes for all, gratis. Sponsored by Kala Brand Music and Alfred Music.

- **Mass Appeal littleBits**, an easy-to-use electronic instrument distributed for free in 10 Make Music cities. Participants will assemble their own synthesizers, and then – using the internet-en-

abled "cloudBit" – perform together, live, with players in other cities on June 21. Sponsored by littleBits / KORIG.

It's not too late to plan a Make Music Day event! Event ideas, timelines and publicity materials designed to support NAMM members' participation can be found at NAMM.org. NAMM members and partners are welcome to contact NAMM Mass Appeal fellow Dave Ruder for assistance in creating music making events and connecting with Make Music organizers nationwide. Learn more at MakeMusicDay.org.

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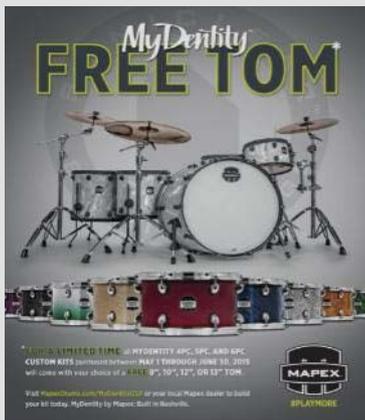
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## Supplier Scene

### Free Tom from Mapex with MyDentity Kit Purchase

Mapex MyDentity custom drums is offering a free matching tom with any MyDentity four, five, or six piece kit purchased during the promotional period of May 1 through June 30.

Mapex MyDentity custom drums offer a wide array of options for shell sizes, wood type, wraps, and hardware colors. The SONIClear bearing edge was added to the MyDentity line last year. Visit <http://mydentity.mapexdrums.com> and start building the drum kit of your dreams. Once the kit is built



and saved, a quote can be requested from any authorized Mapex dealer who then can process and place the order. Most orders for MyDentity drum sets ship within 30 days of the order being placed.

As an added bonus from Mapex, anyone who purchases a qualifying kit during the promotional period will receive an extra tom for free. Choose from any 8", 10", 12", or 13" tom to match the qualifying order. Mapex MyDentity drums and this special promotion are available only in the USA.

[usa.mapexdrums.com](http://usa.mapexdrums.com)

## Sennheiser Delivers at Juno Awards

Sennheiser lit up the Juno Awards of 2015, held at the FirstOntario Centre in Hamilton. The Juno Awards, which represent the pinnacle of Canadian recognition for technical and artistic achievement in music, were broadcast on CTV Television Network and hosted by Jacob Hoggard, lead singer of pop-rock group Hedley. Hedley are regular users of Sennheiser.

Sennheiser was well-represented both onstage and off, with Hoggard relying on a Sennheiser SKM 2000 handheld transmitter and MMD 935 capsule for the du-

ration of the ceremony – including for his live vocal performances with Hedley.

Other Sennheiser users that were recognized during the evening included The Weekend, who picked up 'Artist of the Year' and 'R&B/Soul Recording of the Year.' Singer Abel Tesfaye performed "Earned It" from the blockbuster movie *Fifty Shades of Grey*, captured through his customized, grey camouflage Sennheiser SKM 5200, which was coupled with an MD 5235 capsule.

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

### Breedlove Offers Customizable Instruments

Breedlove's Custom Sound Studio, inspired by Kim Breedlove, allows players to express themselves and their music through custom heirloom instruments with distinctively crafted sound.

Crafting your Breedlove Custom Sound Studio instrument begins with an extensive menu of rare and exotic tonewoods, state-of-the-art electronics, custom options, finish styles, inlay patterns, custom artwork, and hardware.

The Breedlove Custom Sound Studio website is where they'll teach you how to listen to understand exactly what tonal qualities you're after. You'll learn the common language they use to describe guitars, their components, and the sounds

they produce. They'll also explain body shapes to ensure your new instrument fits you. You can see examples of Custom Sound Studio instruments we've already built.

The Breedlove Wood Library offers an assortment of exotic tonewoods. Breedlove luthiers pair back and side tonewoods with carefully selected



soundboards to craft specific sound suited to your playing style and musical preferences.

Their craftsmen and luthiers are available to guide you through every step of the process, but you can also select an authorized Breedlove Distinctive Dealer to help you design your instrument.

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

## Wolf is Latest Silvertone Guitars Artist

Samick Music Corporation, Inc. is proud to announce the addition of Carley Wolf to the Silvertone family of artists.

"It's an honor to welcome Carley Wolf of The Ghost Wolves to the Silvertone family," said Tony De La Rosa, artist relations/marketing manager, Samick Music Corporation. "The first time I heard Carley play, I knew there was something special about her. She has an unassuming musical prowess coupled with the looks of a fashion model, and a guitar tone that will rip your face off!"

"I'm so excited to become a Silvertone artist," said Carley. "I've always been a fan of the brand and the remakes are excellent – the same vibe as the vintage gear without the hassles of decades-old equip-



ment. I can't wait to test my new 1478 out on the road!"

Carley has toured for years with a vintage 1478 model as her main axe. This year, she'll hit the road with a re-issue Silvertone Classic 1478, in black.

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



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Tiny, mighty, and affordable, the JD-Xi puts a true analog synth engine, Roland's famous SuperNATURAL synth sounds, and many other creative tools under one hood. Equipped with 37 mini keys, this compact instrument delivers fat, warm analog bass and lead tones with ample controls for hands-on tweaking, plus polyphonic PCM essentials like pads, strings, brass, and more. Create impressive loops in a flash with the pattern sequencer and built-in drum kits, and explore expressive vocal textures with the gooseneck mic, Vocoder, and AutoPitch. Small in size and large in versatility, the JD-Xi is all about big sounds and big fun!



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## TMP Pro Adds DUBS Acoustic Filters to Pro Audio Lineup

TMP Pro Distribution announced an agreement with Doppler Labs, an NYC-based tech startup, to be the exclusive pro audio distributor for their DUBS Acoustic Filters, across the United States.

DUBS Acoustic Filters provide effective transparent SPL attenuation. Instead of muffling sound by merely blocking the ear canal, DUBS reduce sound



level in a tailored curve, protecting hearing while maintaining tone and balance.

Recently, Doppler Labs announced

a partnership with Goldenvoice where those attending the Coachella Valley Music and Arts Festival will have access to Doppler Labs products, actively encouraging hearing protection on a much wider scale. "We are excited to partner with TMP Pro to offer dealers an advanced tech earplug that allows you to protect your hearing without sacrificing sound fidelity," said Meghan Powers, head of key accounts, Doppler Labs.

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

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## Yorkville Sound to Distribute Snark in Canada

Yorkville Sound has announced that, effective immediately, they will now be the exclusive distributor for the Snark tuner and accessories line for Canada. Retailers currently carrying the Snark line are encouraged to contact Yorkville Sound's order desk at 905-837-8777 for more information.

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

## Audio-Technica Provides Microphones for 2015 CMAs



ACM Awards Male Vocalist of the Year and Audio-Technica endorser, Jason Aldean.

Audio-Technica provided wireless solutions for the 50th Academy of Country Music (ACM) Awards. Three Audio-Technica endorsers – Male Vocalist of the Year winner Jason Aldean, New Artist of the Year winner Cole Swindell, and New Artist of the Year nominee Thomas Rhett – each performed using Audio-Technica's Artist Elite 5000 Series UHF Wireless System with the AEW-T6100a Hypercardioid Dynamic Handheld Transmitter.

[audio-technica.com](http://audio-technica.com)

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# Selling Mutes, and Mutes, and More Mutes



**Nick Rail,**  
*President,  
Nick Rail Music*

## How long has Nick Rail Music been in business?

We opened our doors for business on May 12th, 1986, and our first customer was the Dixieland cornettist Wild Bill Davison. Unfortunately, the Denis Wick fiber straight mute wasn't on the market yet! We have 6 locations throughout Southern California – Santa Barbara, Redlands, Valenica, San Diego, Agoura Hills, and Bakersfield. Our focus is on school music and supporting the programs through conveniently located stores.

## You do very well with the Denis Wick line of mutes. To what do you attribute your success?

Denis Wick is a win-win for the customer and the retailer, hitting that perfect apex where best quality meets best price. Most of our employees are accomplished musicians and they recognize the Denis Wick brand and have a high degree of confidence recommending it to customers.

## In terms of mute offerings in your stores, where does the Denis Wick mute 'fit'?

The best 'fit' is in the case walking out the door! All our mute displays start with the Denis Wick practice mute, followed immediately by the fiber straight mute.

It is by far our #1 brand. In addition to the practice mutes and fiber mutes we also stock the aluminum straight mutes which also sell very well.

## Do customers ask for mutes by brand or is it more of your staff 'selling' the brand?

Denis Wick is an iconic brand of long standing, well recognized and respected by the professional player. Using the fiber straight mutes to introduce the brand to our beginning students pairs them with a winner right from the start. Plus we have teachers that are now recommending the fiber mute because they have found the construction and tuning to be far superior compared to other products.

“**Denis Wick is a win-win for the customer and the retailer, hitting that perfect apex where best quality meets best price.**”



Denis Wick practice, aluminum straight, and fiber straight mutes

## What words of advice would you have for dealers who are not currently selling Denis Wick products?

Denis Wick's well-earned reputation of quality is no accident; stemming from the fact that every customer is a lucky beneficiary of Denis' thirty-plus years as a trombonist in the London Symphony Orchestra. In 2013 the company was honoured with the Queen's Award for Enterprise in International Trade, one of the highest accolades awarded to any British business. Denis and his son Stephen (a brass player in his own right), met and were congratulated directly by Queen Elizabeth herself. If it's good enough for the Queen, I think your customers deserve the opportunity to enjoy it as well.

For more on Denis Wick Mutes, visit [bit.ly/wickmutes](http://bit.ly/wickmutes)

For more on Nick Rail Music, visit [www.nickrailmusic.com](http://www.nickrailmusic.com)

## Chauvet DJ Used at Artistic Gymnastics Championships

The Geyser RGB water-based fogger was utilized recently at the 2015 Men's and Women's Artistic Gymnastics Championship, which was held in Liverpool's Echo arena. Lighting designer Stephen Jolly positioned six Geysers at strategic points in the facility for the event. Jolly arranged four of the Geysers around the performance platform in the center of the arena and positioned the remaining two out of sight under grills at the venue's entrance.

"As gymnasts walked in, the Geysers under the stage would fire, as if colored smoke was appearing from nowhere on the stage," said Tim Jacques, commercial director of Novum AV, which supplied lighting staging, sound, pyro, video, and cameras for the event. The four Geyser foggers positioned around the stage were activated at critical points during the event.

Some wash lighting from Chauvet Professional's Q-Wash 560Z-LED added to the visuals surrounding the competition. Jolly arranged eight Q-Wash 560Z-LED fixtures on either side of



the raised competition stage. Spaced approximately 23 feet apart, the wash fixtures filled an important dual role during the event, serving as color washes at some points, then working with high output aerial beam effects at other points.

"The Q-Washes enabled us to create some simple color across the podium, light parts of the arena seating, and then bounce color off the roof of the arena," said Jacques. "What made

the Q-Washes so well suited for this project was their combination of a wide zoom and tight beam angle. When these fixtures were in a tight - 6° - beam, they did not look out of place at all with the bigger beam fixtures we used for some of our looks." "The client commented that this year's event was the best yet - and we were over the moon," he continued. "The reaction from the audience was great; people really engaged with the presentation."

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

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## Fender's Accelerator Tour Supports Emerging Musicians

Fender unveiled the Fender Accelerator Tour, a new initiative that provides emerging musicians the support and resources they need to grow their fan base and promote their music.

Extending through June, the Fender Accelerator Tour is made up from a diverse collection of musicians on tours throughout the U.S. and Canada including: Night Terrors of 1927; Priority; Matthew Curry; Marmozets, Deap Vally and Waters, with several others to be announced. Each band is receiving tour support including a customized 15-passenger touring van, promotional and marketing support, and Fender gear, including electric and acoustic guitars, basses, amps, and accessories. Fender is also covering all fuel and vehicle maintenance needs.

"Fender has a rich mix of musicians on our team and we understand the



challenges of touring first hand," said Richard McDonald, executive vice president, Fender Brand. "It's such a dynamic time in a band's professional journey and you are usually ready to hit the road before you have all the pieces in place. The Fender Accelerator Tour takes some of that pressure off these amazing bands and gets them on the road, in front of their audiences. We are pumped to be able to offer support to these talented artists so they can focus on what really matters, the music!"

"We grew up playing Fender gui-

tars," said Brandon Rush of the band Priority. "Our 12-year-old selves are freaking out right now. We are floored out of our minds to be Fender artists and part of the Fender Accelerator Tour in 2015."

Covering emerging artists across a wide array of musical genres from alternative and rock to country and singer/songwriters and beyond, the Fender Accelerator Tour will follow the musicians as they embark on tour and share their experiences along the way. Each van is equipped with GoPro cameras to capture real-time daily content on the stage and on the road. From the trials and tribulations to the flashes of inspiration, key moments will be documented as they happen and shared by the artists themselves across their own social channels using #FENDERXLR8R.

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

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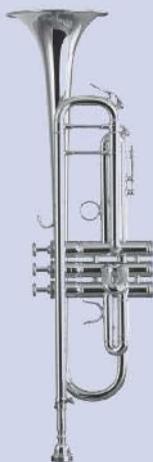
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## ON THE MOVE



**Line 6, Inc.** announced that **Marcus Ryle** has assumed the role of president. His appointment completes some planned organizational changes following the purchase last year by Yamaha, coordinated and led by president and CEO Paul Foeckler.

Marcus Ryle, co-founder of Line 6, has most recently been working as chief strategy officer, and has been instrumental for over 30 years in the development and launch of some of the industry's most innovative products. "I am delighted to take on the responsibility of president for Line 6, now as a part of Yamaha. I want to thank Paul for his leadership and strategic vision as president and CEO" Ryle said.



**Full Compass Systems** has announced that **Cristin Livezey** has expanded her role to vice president of finance and procurement. In addition to managing the company's financial accounting, Livezey will now manage the purchasing department as well. Livezey joined Full Compass as a corporate controller in 2008 and helped to drive initiatives resulting in record sales. In 2010, she was promoted to vice president of finance and has since been dedicated to deepening outside financial relationships, optimizing internal processes and controls, and managing cash flow to achieve profitable growth for the company.

"Combining these departments will improve efficiencies and continue a high-level of support for our vendors," stated COO Doug Carnell. "Cristin's new role is the result of careful consideration and our goal to continually improve service to both our customers and our vendors."

## Trade Regrets

On April 12, *MMR* received the following from NAMM's Dan Del Fiorentino:

**Denver Spence** joined the music industry in 1968 after having been involved with his school marching bands and school band programs since he was in elementary school. He worked as a school road rep for Jenkins Music in Kansas City for two years before opening his own retail store in Ada, Oklahoma. Spence Music Company focused on school music as did a side business he created, Ban-Kor, which

produced school band uniforms and accessories. After closing the store in 1982, Denver worked for several manufacturers including Leblanc, as a sales rep, and CG Conn and UMI as a district manager. After running his own rep firm for a decade, Denver was hired by Gemeinhardt as a consultant for two years before his retirement in 2007.



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## European Beat

by Ronnie Dungan



### New European Boss for Yamaha



Yamaha has appointed Thomas Schoepe as its new European president.

Schoepe, formerly vice-president, head of administration for the company, replaces Mr. Sasaki who will be returning to Japan to retire in May.

The appointment has significance for Yamaha, which has never previously appointed a non-Japanese to such a senior position.

Yamaha's UK managing director Mark Rolfe, said: "This departure shows that Yamaha is embracing the direction for global companies and creating an international top management that is well informed and well placed to respond to the demands of modern business in an ever-shrinking world."

# A Messe Situation

Huge changes are afoot at German trade show Musikmesse, which is shifting its emphasis to become a consumer event next year. Ronnie Dungan talked to the show's new chief, Kai Hattendorf, and gauged some reaction from regular visitors and exhibitors to find out what the future holds for the sprawling Frankfurt expo...

Amid the excitement, or otherwise, surrounding new product launches at this year's Musikmesse in Frankfurt, by far the biggest story over the four days of the show concerned the future of the event itself.

Put simply, its harshest critics would say that, long term, it simply doesn't have one, a future that is. Changes to the format of next year's Musikmesse will see it opening its doors to the public every day. The MI industry's biggest trade show has just become a consumer show.

The 2016 event will take place from April 7th-10th and will "welcome" the public on each and every day. The next Prolight + Sound will be held from April 5th-8th but retains its trade-only status.

Hall 8 is the only hall that will not be open to the public for those that want a trade-only Musikmesse environment.

If it is a reflection of the health of the market, then it is somewhat alarming that the world's biggest musical instrument trade show is now effectively a sideshow in one hall of a consumer event that may or may not be a success.

All good news for the NAMM Show of course, which must surely declare itself the winner in the trade show heavyweight championship. Musikmesse just quit on its stool.

All that said, it should be noted that Musikmesse is also the organizer of the burgeoning Music China show and joint-organizer (with NAMM) of Music Russia, although that's a show that has yet to really establish itself. A victim of its own success elsewhere, perhaps.

The Frankfurt show has always been an expensive deal for exhibitors and visitors. It is not a cheap city to visit or stay in and space at the show is also a big commitment for manufacturers and distributors. In the last two years it has lost two huge exhibitors in Fender and German bass brand Warwick, both of which took significant floor space.

So, change therefore comes as no surprise. Indeed, it was already proceeding



down its chosen route, committing to extra public access in 2013. But going the whole hog and becoming a show geared primarily towards the public is radical.

Kai Hattendorf, vice president Digital Business at Messe Frankfurt, has taken over from long-serving Cordelia von Gymnich to head up the show's new direction.

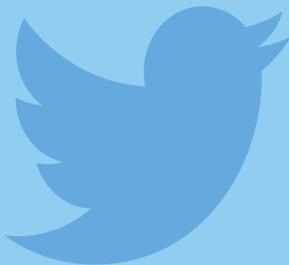
He explained to *MMR* the reasoning behind the move: "Increased quality of business opportunities and, at the same time, greater character and impact as an event are not at all contradictory in this context – as we proved in 2015 with the launch on an exclusive B2B area. This part of the show has been an unqualified success – therefore we will be extending and building on this concept by establishing a dedicated business hall, to which only manufacturers, traders, and distributors will have access. This allows us to serve exhibitors' demands to conduct business discussions in a quiet surrounding, undisturbed and in a professional atmosphere.

"In addition, there are other investments from our side that underline our commitment to qualified musical instrument retailers. So that, from 2016 onwards, there will be an attractive professional-development and training program, specifically designed for specialist retailers. In addition, we are looking into numerous lead-building activities to help initiate and build business links between manufacturers and visitors.

"As far as musicians and music-making are concerned, there are two key developments in the market: sales and marketing are undergoing a structural change, as we are all seeing; and people are not making music themselves as much as they used to. As a result, for many exhibitors, being

*continued on next page*

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# A Messe Situation *(continued)*

able to speak to end customers is becoming ever more important as one of their objectives at the show. There is no other platform anywhere in the world, at which exhibitors can reach such a large number of musicians at all levels of professional involvement and excite enthusiasm for their products.

"We are very conscious of this as a strength of the show. Therefore we will build on it still further – and, indeed, such a move corresponds to the wishes of the majority of exhibitors."

How then, has this news been received by regular exhibitors and attendees of the show? Talking to a handful of the UK's distributors and manufacturers it seems that such a move has done nothing to improve a relationship that was already a little fraught, as it is with a lot of trade shows and exhibitors - all of them represent a significant investment in time and money.

The party line, from the UK's trade association, the MIA, which has a close working relationship with Musikmesse has to be one of positivity. And is.

Chief executive Paul McManus says: "Change is inevitable with all events and shows and the balance of public and trade is always a tricky one. The new B2B area that was piloted at the 2015 event seemed to work well and points a clear way for those wishing to purely meet the trade. The overlap of Pro Light and MI over Thursday and Friday seems sensible. There is a clear choice now for potential exhibitors to either go B2B, go public or both. The MIA have already met with the Musikmesse management team to discuss and understand the new format and we will offer them our full support on behalf of the industry, as always."

Rob Castle, UK MD of Korg, is largely positive about the changes too, and thinks the B2B area was a success this year, but says exhibitors will need convincing before they commit to next year's new format.

"The show is an expensive event to exhibit at and whenever you introduce a big change to a show like this you give people a reason to rethink. It's not just a question

of 'do we go larger or smaller' but 'do we go at all?' Unless it can be seen as good value there is a danger that people will sit the next one out and see how it goes before committing for the following year."

That's a situation that the show can ill afford to endure. Visitor numbers for this year's event (combined with Prolight and Sound) were down on last year - 108,000 compared with 110,000 in 2014. And the suspicion is that Prolight attendance, buoyed by the thriving pro-audio industry, is masking worse figures for Musikmesse.

Simon Gilson, MD, of the UK's largest MI retailer, PMT has never been a fan of the show and doesn't pull his punches in his assessment of it: "Frankfurt is in trouble, we all know that. We don't need a show three to four months after the best show in the World. Having said all that you could argue that NAMM is in slight jeopardy as well. But we just don't need a show in Germany. Products can be launched online so

*continued on next page*

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# A Messe Situation *(continued)*

you could argue that you don't need it at all. It is an opportunity once a year for the whole community to get together and talk, which is great, but in terms of pounds and pence, it doesn't make much sense.

"Frankfurt was a dowdy, downtrodden, show this year. And if exhibitors are beginning to stop supporting it, there really

is no future for it. It's done."

Oof! Even supporters of the show, of which Jason How, MD of iconic UK string manufacturer Rotosound, is one, are re-assessing how they will be involved next year.

He says: "I think these changes have been in the air for a while. We will still do the show, but on a smaller scale. Frankfurt

is still relevant, but having NAMM and Musikmesse so close makes it awkward. It would be better if the shows were six months apart so you saw your distributors twice a year.

"The noise in Hall 4 is unbearable and it's impossible to discuss business over all the 'trade show widdling' so we opted for a meeting room this year. It's not ideal, but at least we could discuss business with out all the aggro.

"Making it a consumer show makes it even less attractive, but as a manufacturer we still need to be there. Some European and Far Eastern distributors don't always go to NAMM. Maybe a soundproof booth on the show floor would be the best option!"

One firm which already seems to have made up its mind about next year is distributor Barnes & Mullins. Simply, the shift to a consumer show, places the onus on local distributors to promote brands such as Faith Guitars, which it has traditionally used the show to boost.

"For us, we're there for international business," says Brian Cleary, joint MD. "For our Faith guitar brand, however, any public show would be the responsibility of the local German distributor. We've got our distribution for Faith established across Europe, so it negates the necessity to exhibit the brand in Europe. So the question is 'are we likely to exhibit at next year's show?' and the answer is 'we're not!'"

"It's a shame, but the difficulty is whether or not the international trade needs three international music fairs every year. We also find April to be too close to NAMM as well."

"They've got a difficult situation on their hands and a lot is due to the success of Music China, which they also organize, so it may be that they are the victims of their own success."

The popularity of trade shows does seem to ebb and flow and they must be in tune with the market's needs if they are to continue to succeed. That's true of any market.

The question is not so much about whether the market wants or needs a big showcase trade show right now, some would say not, it's more about whether a set-up the size of Musikmesse has the agility to deliver anything else, should that be what the market desires.

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# 2015 Musikmesse and ProLight + Sound

Big Changes in Store for What Was Once the World's Largest MI Trade Gathering

by Christian Wissmuller



**A**s Ronnie Dungan reports in this month's "European Beat" (see page 22), the hot-button topic in Frankfurt this April was the proposed changes to Musikmesse and ProLight + Sound for 2016. The increased attendance and significance of Music China, coupled with the continued strength (and proximity to Musikmesse, time-wise) of Winter NAMM has unquestionably impacted the annual Frankfurt convention. In light of those developments, organizers plan to shake things up next year, consolidating aspects of the joint show and opening the majority of the gathering to the public.

This year, Musikmesse reported 1,329 exhibitors and 65,355 attendees – even when adding in ProLight + Sound's strong figures there's a clear downward trend compared to 2014's 110,000 visitors.

"We've had a great Musikmesse and ProLight + Sound Show this year, with more than 108,000 visitors from all around the world coming to Frankfurt," notes Messe Frankfurt VP of entertainment and digital business, Kai Hattendorf. "We are drawing especially high marks for the launch of a new, quiet, designated Business to Business area away from the vibrant buzz in the halls – something many exhibitors requested that we will expand in 2016.

We know that the MI industry is one where the people are really close to the topics they cover – most music professionals are also musicians and music lovers. So we are focusing Musikmesse around this idea in the future – offering lots of space for quiet B2B interactions as well as themed halls where attendees can experience instruments and all the music-related products on display."

## Voices From the Show Floor

"The booth traffic was fine and there was a great reaction to our new products this year. We did find the noise level to be a hindrance to having productive conversations and demonstrating our products at a more reasonable volume.

"I do feel that it's valuable to get our brand out in front of the public. It's a great opportunity to meet and interface with consumers. Having said that though, I feel that being open to the public on all four days will make our business-to-business goals more challenging. As far as consolidating halls and moving things around, we'll have to see how well it can be organized and how it effects the ability to accomplish our goals for being at Musikmesse."

**Chris DeMaria, Fishman**

"Taylor Guitars enjoyed another very successful Messe show this year. We feel the importance of a trade show is primarily the opportunity to efficiently see many of our best customers in a relatively short period of time, to update them on our business trends and our direction, and to gain a better understanding of the trends those dealers are seeing in their respective businesses. In addition, we introduced several new products at Messe, including new 600 Series and 900 Series guitars, which were very positively

received. We proudly accepted a M.I.P.A. for the Best New Acoustic Guitar (600 Series), an award from *Gitarre&Bass* for the 814ce, and an award from *Guitar* magazine for our efforts in sustainability. Our orders for new products were surprisingly strong, our booth was quite busy, and our brand message to the dealers and consumers was fully embraced. I have to say it was as equally strong to last year, when we introduced our award-winning new 800 Series, although other booths at the show seemed somewhat less busy.

"Europe remains a very important market for Taylor Guitars and we are committed to helping our dealers achieve greater success and enhanced profitability with our products. That won't change, so we will find a way to make the changes at Messe in 2016 fit with our message and strategy."

**Keith Brawly, Taylor Guitars**

"This past Musikmesse Frankfurt show was a great mix of customer and consumer interaction. There was an abundance of positive buzz around our new products for the year. Our team that did attend in '14 indicated they saw a few less distributors than last year from Asia and Latin America, but about the same from Europe and the Middle East. The traffic overall seemed a bit lighter on the first three days.



1.) Taylor Guitars' Andy Powers. 2.) Ted Burger and Harvey Levy of Levy's Leathers Ltd. 3.) BOSS's wall of stompboxes was a colorful display that easily put any single guitarist's personal pedalboard to shame. 4.) Dynatone's Brad Bae and Yong-Woon Bang. 5.) The Avedis Zildjian Company's Tony Lapsansky. 6.) John Musselman of American Way Marketing. 7.) Chris Martin of C.F. Martin & Co. 8.) Hailun Pianos' Basilio Strmec and Petrof's Said Tabet. 9.) Fishman's Chris DeMaria. 10.) Stephan Mayer and Torben Müller of Tube Amp Doctor. 11.) This illuminated Pearl kit was an attention-getter on the Show floor. 12.) Colin Schofield and Jody Espina of JodyJazz. 13.) Luis Cardoso of Sabian. 14.) Edmund Bloechinger, Naomi Con and Bernhard Hecht of Cordoba Guitars. 15.) Ogre Guitars' Sang Kima and Min Shin. 16.) Julie and Tim Pfouts of Stay In Tune String Company. 17.) Mélanie Gomez, Patricia Gläfcke of Schott Music. 18.) Sam Finlay and Claire Stefani of David Gage Instruments. 19.) Loog Guitars' Rafael Atijas. 20.) Joe Delaney of Randall Amplifiers. 21.) Michael Bär, Patrick Godin of Godin Guitars. 22.) Joel Richardson, Karl Szwed and Dan Wright of Blackstar Amplification. 23.) Deering Banjos' Janet Deering and Barry Hunt. 24.) Eberhard Kerker, Mary Faith, Todd Newman of Breezy Ridge Instruments. 25.) Mimmo Peruffo and Gianluca Dal Bianco of Aquila Strings.

"The idea of the public getting more time to spend in the hall isn't necessarily a bad thing. Though we as a company will certainly strategically align on our B2B side to be sure there is minimal disruption to those efforts of the show.

"One thought our team is battling around: is Frankfurt the right venue for such a show year after year and how does the Messe attract more public from around Europe to attend the show? How does Messe create more interest in making music and musical instruments in general? That is, after all, the challenge the entire industry is facing."

**Anthony Lapsansky, Avedis Zildjian Co.**

"We take advantage of Musikmesse to get information on market developments and to visit with key suppliers. As such, the Messe is indispensable for us – especially as some suppliers will selectively attend NAMM, the Messe, or the Music Fair in Shanghai. In terms of traffic from European retailers the impetus of the market is certainly moving in the digital keyboard segment. I hope with next year being the acoustic piano year that we will see more of the European keyboard retailers visit.

"A fair that is completely open to the public would be a good initiative for the German keyboard industry. The German keyboard market has been very soft in the last few years and if the Messe engages in a campaign that brings more people to directly experience various makes, it might provide a spark that re-ignites one of the most prosperous markets in the world to perform better."

**Basilios Strmec, Hailun Pianos**

"My belief is this: 'You cannot do business if you do not show up.' So, we show up and display. As a practical matter, we saw about two-thirds as many customers and prospects as in 2014 or 2013. However, all were very good serious contacts and business

was good. The difficulty for us with the Musikmesse has been the increasing number of public days. We are not trying to sell to the end consumer and are primarily interested in the B2B trade contacts. So, the expansion to more public days is not of interest to us. Maybe, the proposed approach for 2016 with a separate B2B area will be an improvement."

**John Musselman, American Way Marketing LLC**

"In my conversations with German exhibitors, they felt that dealer attendance was down. My purpose for Messe is to meet with my major European and Asian distributors, most of whom, were in attendance. It is also a chance to meet with our smaller European distributors who do not attend NAMM. In short, from Levy's perspective it was a busy and fruitful show.

"As to next year's show, speculation is all over the map. I have sympathy for those companies that carry pro light and sound and MI products, as their show will now be much longer and as a result more expensive.

"I do not anticipate being involved in the B2B section. I will exhibit in the consumer hall where I can have the most brand exposure. My appointments may have a little difficulty getting around because of the consumer attendees being there every day, but if they attend they'll make their appointments. I have a sound-proof meeting room, built into my stand, so a buyer/consumer format for all days should not be an issue.

"The only negative from Levy's perspective is lack of support from the major exhibitors. If they do not like the format and boycott the show, attendance from every segment, buyer/distributor/consumer will fall off. I'm hoping the major exhibitors find a way to exploit the changes profitably. I do not need to do anything very different from what I have been doing in the past."

**Harvey Levy, Levy's Leathers Ltd.**

# U.S. Piano & Keyboard Dealers in 2015

## A SNAPSHOT

by Bryan Reesman and Paige Tutt

To get a more detailed view of the state of the piano and keyboard market in America in 2015, *MMR* spent time with three distinct retailers from across the country: Kim's Piano in California, the Midwest/Northwest's Schmitt Music, and M. Steinert & Sons in Boston.



### KIM'S PIANO

A passion for pianos drives the business at Kim's Piano, a three-store Southern California chain co-run by David Kim and his son Benjamin. Catering to a clientele that loves acoustic pianos, but also bringing aboard digital brands that are gradually growing in favor, the company appeals to both the middle level and high-end piano market. And with the recital hall in their flagship Stanton store, Kim's Piano offers both a forum for performance and a venue for networking.

David Kim began his career as a piano technician and began selling pianos out of a small Diamond Bar location in 1987. Four years later, he officially opened the first Kim's Piano store in Garden Grove, California. A second store in the City of In-

dustry/Diamond Bar area opened in 2010, and their flagship Stanton store followed in 2013. Benjamin Kim joined his father in the business in 2000, and the duo works multiple tasks as they oversee 12 employees in their three locations. They also offer repair services.

Although the original store is approximately 6,500 square feet and the City of Industry location is 4,500 square feet, their recently opened store in Stanton is their flagship location. Benjamin Kim estimates the space between 60,000 and 70,000 square feet. "I believe it's the larg-

est showroom in the West Coast, if not in the whole nation," he says.

Kim's Piano does not offer lessons, but their Stanton location offers something special: a 3-4,000 square foot recital hall. "We do invite local piano teachers for recitals," says Kim. "We also started to do some small concerts here in the flagship store. It keeps us in the loop with piano teachers and does create some traffic for us. We already had a few successful classical and contemporary venues at our recital hall. David Lanz and Kevin Kern performed here, and we are also planning



The recital hall at Kim's Piano.



The exterior of Kim's Piano's Stanton flagship location.



Benjamin Kim in the Bluthner showroom.

to have some Blüthner and Kawai artists perform this year as well. We do really want to make a small cultural center in this area and make it very affordable so anyone can come."

As far as acoustic pianos, Kim's mainly carries Kawai, Shigeru Kawai, Estonia Kawai, and German manufacturers Blüthner, Seiler, and Samick (including the Pramberger brand). The used brands they carry include Yamaha, Steinway, Young Chang, Baldwin, and Story & Clark. "The only pianos we are missing are American pianos," observes Kim with a laugh, referencing their love for Japanese and European brands.

Kawai verticals and grands are their biggest sellers, although they are steadily growing in the high-end piano market. "Blüthner piano has been great for us," says Kim. "We took that line less than two years ago, and we had a fantastic first year." He says their main brands are what works for them in the market, and that Kawai is popular because it is reliable

and a great value for the money. "Kawai has been extremely good for us -- teachers love them, and schools recommend them," he remarks. They have received the Dealer of the Year from Kawai Pianos six times since 2004, the most recent being one at the NAMM show this past January.

On the digital side, Kim's mainly carries Kawai Digital and have started to carry the new Blüthner digital line, which they are excited about. "The digital piano market has been steadily growing for us, but acoustic pianos are dominant here," says Kim. "I know digitals are very popular in other parts of the market, but in Southern California a lot of our clients are Asian immigrants. They're traditional and believe in acoustic pianos, and the piano teachers here promote acoustic pianos more than anything. We're kind of conservative when it comes to pianos in Southern California."

Kim acknowledges that the market was challenging seven or eight years ago, but they have seen steady growth in

their piano sales for the last three or four years, and they are seeing an extension of the high-end piano markets at their stores also. "They're exploring the market or coming to find us," he remarks, noting how high-end customers in areas like Beverly Hills and Newport Beach do not get affected by the market. "I do see that for the middle lines it's been somewhat challenging. We see more people are looking for more used pianos than ever at the moment. We just don't have enough to sell. Middle class families are more value conscious nowadays."

At the end of the day, the business at Kim's Piano remains steadfast because it is a father-son endeavor, a union that has been going strong for 15 years. "Luckily we get along," quips Kim. "He's my boss, so we have our moments, but overall we get along okay. We take pride in the family business. Customers seem to like that, and it just puts us on the front line to make sure our customers are well taken care of."

## SCHMITT MUSIC

Music is the lifeblood of the nearly 120 year-old Minneapolis-based chain, Schmitt Music. Co-owners Tom Schmitt and his brother Doug represent the fourth generation of their family in the business, which has blossomed into 15 locations across seven states in the Midwest. They have continually navigated the changes in the marketplace, getting into the piano business over 60 years ago and now embracing the growing demand for digital pianos.

The brothers' great grandfather Paul A. Schmitt came to Minneapolis from New York in 1890 when he was asked to run the sheet music department for Century Piano Company. After quitting their employ six years later, he bought the sheet music business from them and opened his first store in downtown Minneapolis (their full name is actually the Paul A. Schmitt Music Company, Inc.). That first store moved locations as it grew and evolved, and eventually their grandfather Robert A. Schmitt took charge.

Once the Schmitt's father Robert P. Schmitt returned from the Korean War in the early 1950s, "the postwar economy was taking off, shopping centers were being developed, and everything was on the go-go track, and he wanted to be a part of that," recalls Tom Schmitt. "His vision was he wanted to have a Schmitt Music cen-



ter within 10 minutes of every customer in the Twin Cities. Then after that, he started acquiring companies in other areas around the upper Midwest and covered the state of Minnesota."

Schmitt Music got into the piano business by the early 1950s and became a Steinway dealer in 1960. Currently they have two locations (Kansas City and Denver) that exclusively sell pianos, keyboards, and organs. Throughout the chain they sell Steinway, Boston, Essex, Kawai, Roland, and their own brand, Lyrica, which

**Schmitt Music Denver exterior, Englewood, Colorado.** they import directly from a manufacturer at the Pearl River in Guangzhou, China.

The fifteen Schmitt Music stores vary in size from 2,500 square feet to their combined warehouse, office, and retail space headquarters in Downtown Brooklyn Center, Minneapolis, which encompasses 50,000 square feet. "It's actually funny, the first shipment of pianos that we brought in from China for our own brand were sent to Brooklyn, New York instead of Brooklyn Center, Minneapolis," recalls Schmitt.

"It wasn't funny at the time, but it's funny now. The most typical store size that we have for branch stores is about 4,000 square feet. If there are pianos included in the store, which we don't do at all of our stores, then it's more like 10,000 square feet."

The company has approximately 175 full-time equivalent employees, not including teachers. Schmitt says that they teach about 4,000 children per week in their stores on all types of instruments.

He mentions that some national news outlets have reported about the declining number of piano stores in the nation, but from what he has seen plenty of children are still eager to learn how to play. They just might start on something digital or smaller keyboard models rather than vertical acoustic pianos. "There's no shortage of people who want to learn a play keyboard instrument," says Schmitt. "But we have to be a good conduit to the market and show that we have the kind of instru-

The institutional market is also a growing market segment. "It's a very slow sort of sales process that takes a long time, but there are a lot of colleges and universities out there that are good prospects," explains Schmitt. "In addition to that, you've got the whole K-12 market and the houses of worship market. You just keep expanding the definition of the institutional piano market. We're investing resources in that business, and it has been paying off pretty well for us for the last couple of years."



Steinway and Steinway-designed pianos.



VIP event at "Margaret Schmitt Hall"; Schmitt Music Edina's performance space.



An MMTA Honors Student performs on one of 20 Steinway and Steinway-designed pianos used during rehearsals in the Schmitt Music Brooklyn Center warehouse space.

The most popular lesson types are piano and guitar, followed by band and orchestra instruments. They offer instrument repairs in all of their stores.

Schmitt says the company has always liked the piano business and admitted that "it was pretty tough sledding there from about 2007 until 2011. The market basically hit the reset button." But they have adjusted to changing circumstances. "There are fewer piano stores now, and the stores that we have are somewhat smaller. We've tried to size our footprint and inventory investment to meet the size of the market. We like the piano business and are optimistic about it for the future."

ments that people want to be playing. Our vertical acoustic piano business is sort of over, particularly for beginning students and advancing students, but the digital piano business is really good."

In analyzing the current piano market, Schmitt sees a few different types of consumers. There are beginning and advanced students, serious musicians and teachers, the "aspirational buyer" (a professional with a passionate love for music as a hobby), and the luxury buyer, many of which boosted Schmitt Music sales in the late '90s and early '00s as wealthy people sought items to furnish their homes with. That latter consumer is less common for them these days.

A newer buyer that Schmitt is excited about is the music listener that loves to listen to piano music but does not play or know how. "They buy the QRS devices, the piano technology out there that digitizes songs and adds orchestration," says Schmitt. "You can tie them into your home entertainment system and use a video screen in your home, and you've got Diana Krall playing in your living room. I think about 35 percent of our grand pianos are going out equipped with those systems now. It's pretty good and a nice add-on sale, and it also has great potential for distance learning because of the record strip features. It really opens up a different kind of market, and we're excited about it."

## M. STEINERT & SONS

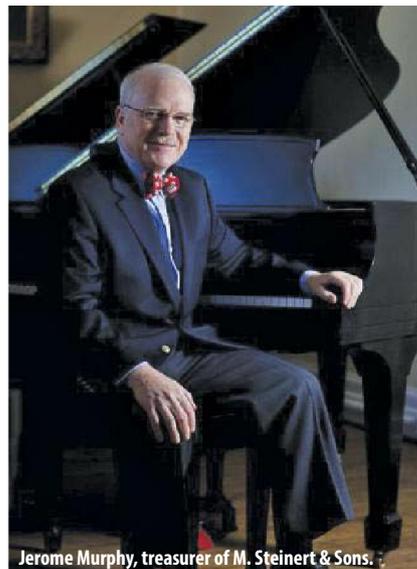
A lasting relic of what once was known as the "Piano Row District," M. Steinert & Sons sits firmly at 162 Boylston Street in Boston and has since 1880, making it the oldest existing music store in the United States. "When [the storefront] was built, it was the anchor of Piano Row; everything over here was music," comments Jerome Murphy, treasurer of M. Steinert & Sons. The Piano Row District encompasses two blocks of buildings facing the Boston Common at the corner of Tremont Street and Boylston Street. The strip became commonly known as "Piano Row" for the high concentration of music-related businesses, especially piano showrooms. "To get into the piano business back then," says Murphy, "There were very few barriers to entry."

The whole M. Steinert & Sons journey began with one man: Morris Steinert. Bavarian-born Steinert migrated to New York City in 1850 at 21 years old. All he had to his name was a craft for making eyeglasses and optical goods (learned from an uncle), a proficiency in piano, organ, and violin (learned at a monastery in his home town), and ten

francs. Steinert – after limited success in the optical goods industry due to his poor English – joined a traveling minstrel troupe as a violinist. He attempted to set up a business in Baltimore teaching music lessons, which failed due to a lack of students. Steinert was then recommended by music publisher G. Schirmer for a clerk position in a retail music store in Savannah, Georgia. The owner of that store introduced Steinert to the Whitaker Square Baptist Church, where he was hired as the organist. Steinert, now comfortably settled and financially stable, had his fiancé, Caroline Dreyfuss, come to Savannah, where the two were married in 1857.

Around the mid to late 1860s, Steinert started going to New York to visit Steinway & Sons, soliciting their agency, and after three refusals, was granted agency on his fourth try in 1869 (with a lot of help from his wife, who impressed the Steinways). Skip ahead a few years to 1878 – Steinert was now a father of nine and in dire need of greater income. He took his sons Henry, 19, and Alexander, 17, to Providence, Rhode Island, where they rented a store. The success of this Providence location led Steinert's eyes

toward Boston, where, in 1880, he opened M. Steinert Sons. The decision was made to move the headquarters to Boston in 1883 when Steinert's son, Alexander, took charge. Steinert Hall was built in 1896 at 162 Boylston St., which is where the store remains today.



Jerome Murphy, treasurer of M. Steinert & Sons.



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M. Steinert & Sons brands itself exclusively as a Steinway premier dealer, carrying Steinways, as well as two additional Steinway lines of pianos: the Boston line and the Essex line. The store also carries Roland digital pianos and is a Rodgers institutional organ dealer. The company not only offers consultation regarding Steinway restoration, but also purchases Steinways that are in need of restoration for re-sale. At roughly 24,000 square feet, Jerome Mur-

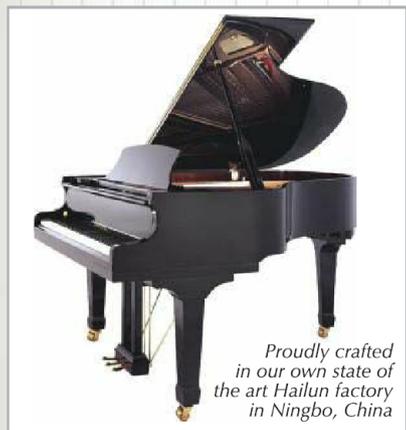
phy sees growing opportunities for this big space. "I'm kind of encouraged by the current state of the market because we've got a good economy right now," he says. "It's not as dire as some have reported it. I see good growth opportunity for us." The company just opened a 7,000 square foot store in Natick, Massachusetts last year – a new investment Murphy says is meeting expectations and doing quite well. "We had the opportunity to take a big space for a great

cost," says Murphy of the new location. The expanded Natick showroom features a new performance hall, which enables M. Steinert & Sons to host live piano performances. That additional space also allowed the company to provide additional showroom display space for their Steinway, Boston, Essex, and Roland pianos, as well as expand its Piano Academy teaching program. Piano lessons are offered at both the Natick and Boston locations. Though the Natick location is



## THREE-PEAT Another WIN For Hailun, Another WIN For Our Dealers

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-- Joe Defio, Executive Vice President Hailun USA*



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the art Hailun factory  
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Technicians*



The M. Steinert & Sons façade from 1938.

smaller – housing only six employees as opposed to 21 employees at the Boston location – Murphy has a good feeling about the venture. "We feel good about the future and present state of the market. Recreational music making is creating a whole new group of customers that we probably haven't cultivated ourselves."

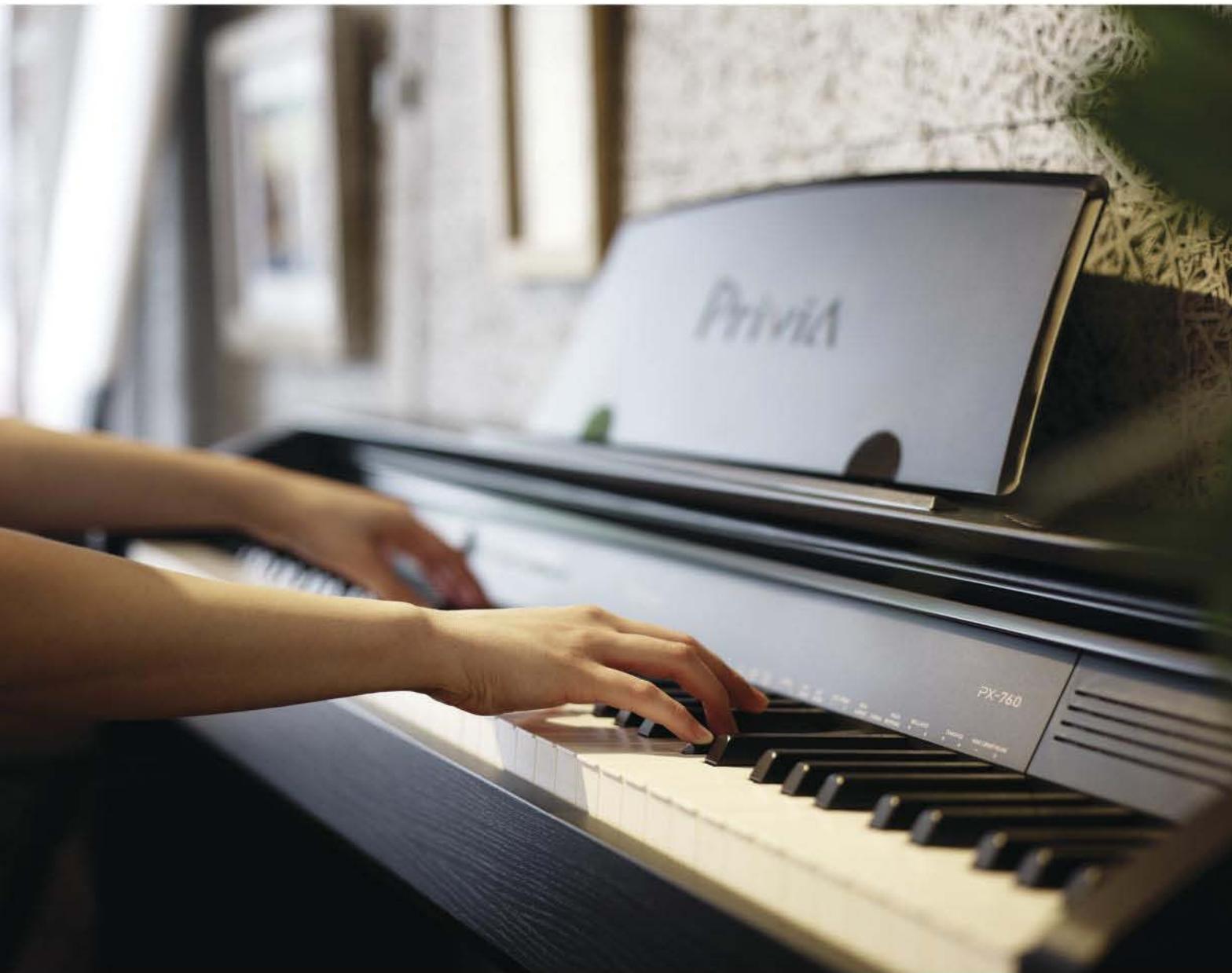
Over the next six months, Murphy sees that positive trend of growth continuing: "I'm seeing a continuing increased interest in quality instruments." Murphy explains that M. Steinert & Sons has been entertaining bids to sell the building, or lease part of it. The Boylston Street space will be renovated by the new owners and M. Steinert & Sons will come back into a 4-5,000 foot space, according to Murphy. He speculates they will open up an additional presence in another part of Boston. Murphy apparently has two ways to tell if the economy will benefit the store. "There's an enormously active housing market in greater Boston, driven by low interest rates. This is an encouraging statistic to see for someone in the piano business. Greater housing activity equals greater sales." And the second telltale sign? Traffic jams! "The worse the traffic, the better the economy," he says, laughing. **MMR**

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# Getting Keyed Up

Piano & Keyboard Retailers Discuss the Market **By Christian Wissmuller**

“Slow and steady wins the race,” goes the old adage, and there are some signs of hope that such maxims can prove true when applied to the piano & keyboard market. Seven months ago, in a survey similar to this one before you, 34 percent of retailers reported that sales within this segment of MI were up, while when we look even further back to March of 2012, only 33 percent of piano & keyboard dealers claimed sales were on the rise. Compared to spring of 2015’s nearly 42 percent (41.7) noting an upwards trend in units sold, that’s a not-too-shabby uptick of nearly 10 percent within less than half a decade.

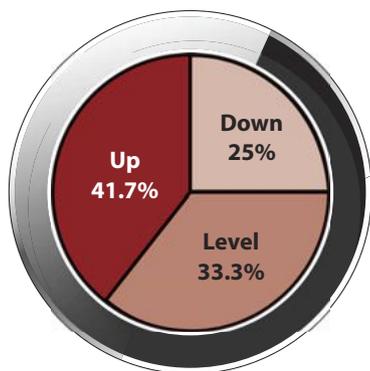
So, while piano sales are still nowhere near the numbers that veteran dealers fondly remember from the salad days of years

gone by, we may have truly turned a corner.

Other, perhaps predictable, trends are borne out by this month’s poll results: digital consoles continue to provide more features and more “realistic” feel and sound and, consequently, are appealing to more and more end-users; while such sales are certainly welcome, they don’t represent the same profit margins as acoustic pianos. As Colton Piano Gallery’s (San Jose, California) Dave Gatt lays out in easy-to-digest numbers: “Digital [represents] 70 percent of the units [sold], but only 30 percent of the dollars. Acoustic is 30 percent of the units, but 70 percent of the dollars.”

The results of this issue’s survey, sent out to over 300 dealers, are below – read on... **MMR**

## Compared to this time of year in 2014, piano & keyboard sales for your store are:



*“Overall the trend has been slightly up but supply problems during the holiday season left us with fewer units available to be sold for that period.”*

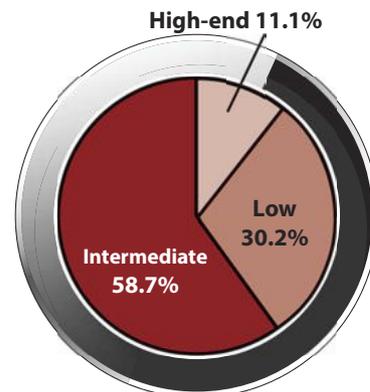
**John Parker**  
The Music Loft  
Greensboro, N.C.

*“Digital pianos are hot right now! Yamaha Arius YDP240V is our more expensive best seller at \$2,000 and lower-end, weighted keys Yamas are doing great, too. Customers are interested in simple and elegant consoles rather than ‘busy’ boards with lots of buttons. At least that’s what we are seeing.”*

**Anthony Mantova**  
Mantova’s Two Street Music  
Eureka, Calif.

keys Yamas are doing great, too. Customers are interested in simple and elegant consoles rather than ‘busy’ boards with lots of buttons. At least that’s what we are seeing.”

## With respect to pianos & keyboards, what price points are doing best for your store?



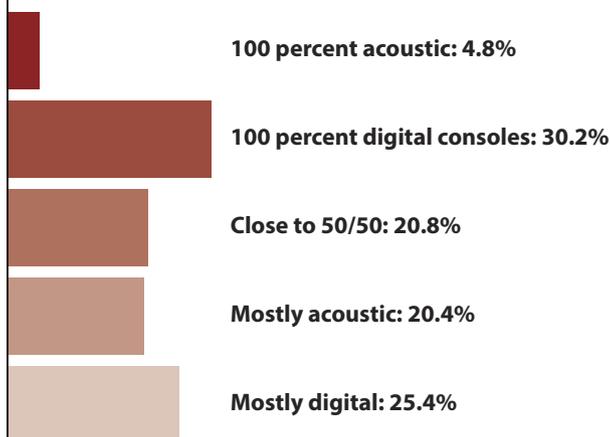
*“We are lucky to have a store that is able to restore used pianos and keep them at a respectable cost while giving families a great piano to bring into the home. New piano sales are still doing well, also.”*

**Steffanie Vaugeois**  
Don’s Piano Place  
St. Albert, Alberta,  
Canada

*“Actually, It’s been a mix of all three. We have seen more movement in the Intermediate price point than last year for sure!”*

**Buddy Shirk**  
Summitt Pianos  
Chattanooga, Tenn.

## What’s the breakdown, in terms of percentage, of total sales for your operation?



*“Digital is 70 percent of the units, but only 30 percent of the dollars. Acoustic is 30 percent of the units, but 70 percent of the dollars.”*

**Dave Gatt**  
Colton Piano Gallery  
San Jose, Calif.

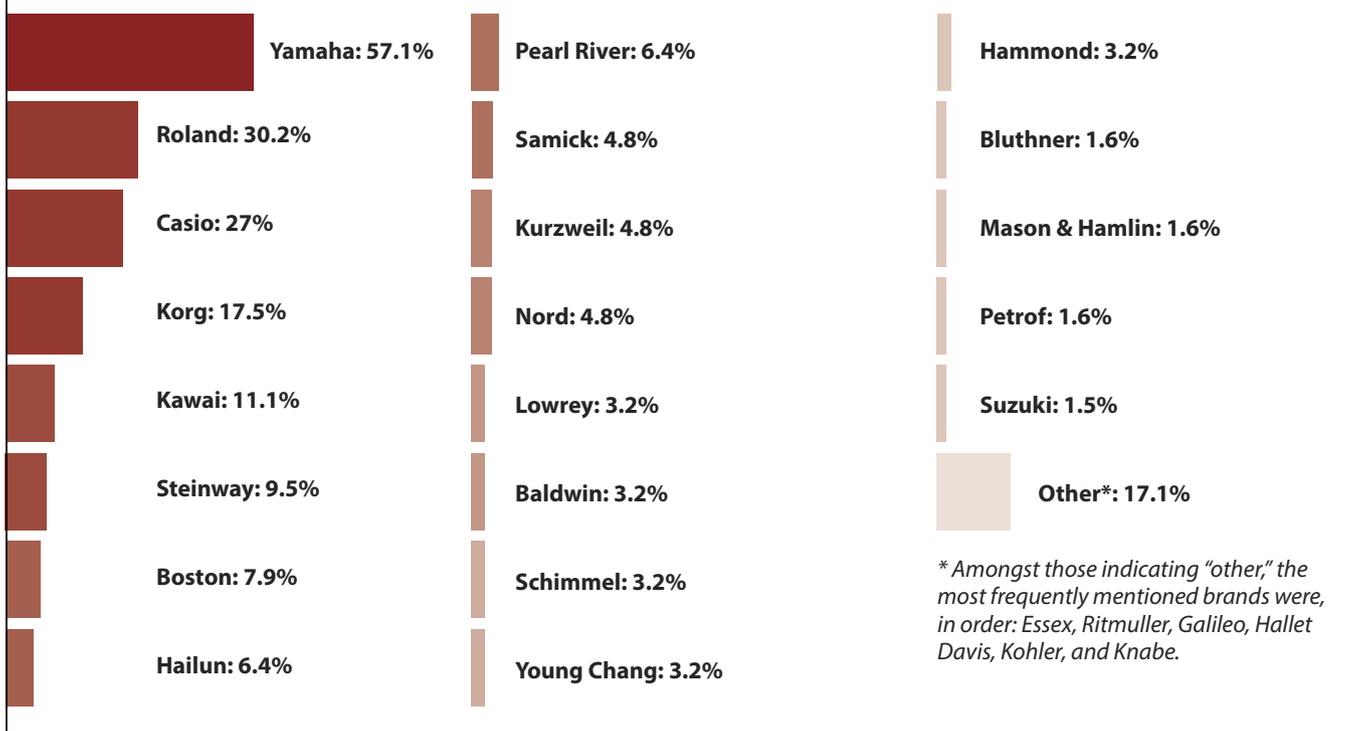
*“In our opinion, nothing compares to a quality grand piano in the keyboard industry – at least not yet. Digital pianos have improved a lot, but I don’t see how they are ever going to compare to a quality acoustic grand.”*

**Richard Robitaille**  
Robitaille’s Pianos Sales Service  
Turner, Maine

*“Units are 50/50, but revenue is 75/25 in favor of acoustic.”*

**Peter Sides**  
Robert M. Sides Family Music Centers  
Williamsport, Pa.

**What brands are the strongest sellers for your operation thusfar in 2015?**



**Are you serving the Tablet Accessory Market?**



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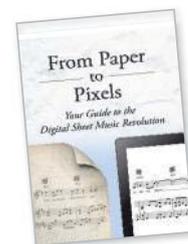
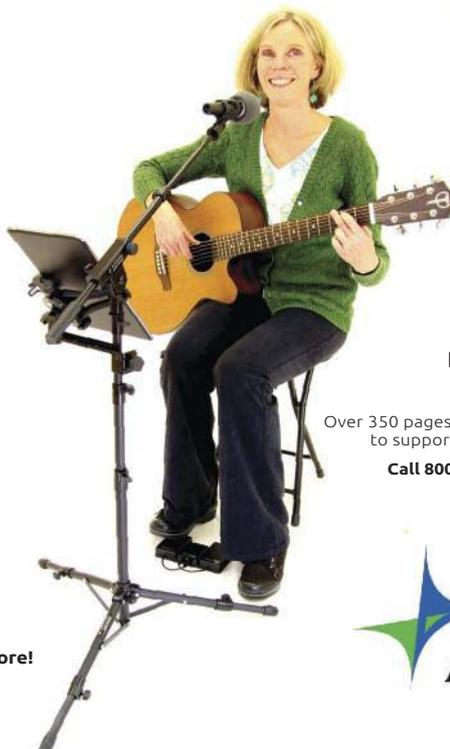
**QUAD**  
OnSong, Jamup and other IPAD apps come alive with 4 programmable foot switch options. **\$149**



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## *Note From Joe*

# Creating Lifelong Music Makers— Why Some Stick With It While Others Quit

**NAMM's vision is a world in which the joy of making music is a precious element of daily living for everyone. Achieving that vision would benefit every NAMM member and make the world a much brighter place. That vision could be summed up to this: get more people to start playing music and get fewer to quit. Sounds simple, right? But why do some stick with it while so many others quit, especially after leaving their school music programs? A newly published Swedish study looked at the factors that keep kids playing music into adulthood.**

When researchers at the Karolinska Institute in Stockholm examined years of data, they found some interesting results. “Lifelong musicians tend to be people who, as kids, practiced frequently, were surrounded by other musicians, chose their own instruments, and began taking lessons early in life.”

While not groundbreaking revelations, they seemed to make a lot of sense to me. I could see the important role that our industry members—especially retailers—have in fostering these four critical factors. With my Skip's Music hat on I thought about these four factors in this order:

### **Picking Out an Instrument**

We see this play out every day in our stores; leading a new customer (of any age) to the instrument that is right for them is one of the most important roles we can play. The study shows that if we get this right, we're halfway to creating a lifelong music maker.

### **Taking Music Lessons**

In my opinion, selling a musical instrument to a new customer without offering instruction is a huge missed opportunity and leads to increased dropouts. Whether you have your own lesson

program or work with local teachers, please ensure that everyone has the chance to learn to play.

### **Practicing Frequently**

Performances, recitals, open mic events, jams, ukulele or drum circles ... giving your customers incentive to practice and play with other musicians is now linked with keeping them playing longer. “The strongest predictor of continued playing was total amount of music practice,” the researchers add. And make sure that parents recognize this too. The study found that a positive attitude toward practice on the part of parents increased the odds that their children would still be playing when they were ready to have kids themselves.

### **Being Surrounded by Other Musicians**

Kids join their school band for many reasons but one of the strongest is to belong to a group. The same friendships and camaraderie that comes with playing music with others is what keeps people involved as they grow older. NAMM members have the opportunity to be the hub of music making in their communities. Get people involved in making music with others and you'll create connections that lead to lifelong music making.



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## Playing Music Into Adulthood



Decrease in likelihood of continued music making for each year delay in starting age.

### Type of Early Music Education in Continued Adulthood Music Making:



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Read Music



Played in  
Ensemble



Playing  
by Ear



Practiced  
Improvisation

You can read the study in the article  
“What Leads to a Lifetime of Music-Making?” at [www.psmag.com](http://www.psmag.com).

You can grow your business, increase your competitive advantage, help create more lifelong music makers and help us achieve our industry’s vision—such a deal, right? Visit the NAMM Foundation and NAMM U websites to learn more about proven programs and strategies to develop these opportunities for your customers. And together we can get a little closer to our vision and create more music makers for life.

*Joe Lamond*

Joe Lamond  
NAMM PRESIDENT AND CEO

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# Six Easy Steps to Begin a Lesson Program in Your Music Store

By Menzie Pittman, Contemporary Music Center

Often I am asked about how you build a successful music lesson program. I believe the best answer is to make quality your first and only priority. If your program entails the following six steps and your purpose is to serve others with genuine specialized knowledge, you will serve your community and your purpose well.

## 1. Begin with the end in mind.

Let me suggest this Steven Covey principle: Be clear on your purpose and how you intend to implement it. When starting a music lesson program, your only agenda should be to offer high quality music education. Therefore, you have to begin with the end in mind. I have witnessed many stores developing lesson programs for a chance to earn additional income, and while that is probable, it should never be the initial reason. Once you are clear on your purpose, you should build your program in stages. A word of precaution: If you are a teacher working for a music store and wish to build your own studio, I don't recommend pilfering the students from the store in which you work. The story will never die, and your reputation going forward will always be besmirched.

## 2. Build an alluring environment that intrigues learning.

Make sure you have the proper space/rooms and gear to accommodate the undertaking. If your rooms aren't treated acoustically or the setting isn't inspiring, there is a reduced chance of success. In today's digitally distracted environment, you need a setting that stimulates, encourages, and invites the creative curiosity of the student. You need a setting that enables the student to learn current technologies and a setting that flirts with futuristic possibilities, but one that is also based in fundamental musical and instrumental education... music principles first and technology second... because basic fundamentals are still king!

## 3. Find teachers with passion.

Pompous and boring teachers, while dripping in degrees, are sometimes not inspiring to young curious learners. At the same time, just because a person is a high energy, excited new musician, doesn't mean he or she knows their way around a lesson room. I see just as many semi-qualified teachers as I do snobbish windbags. When developing a studio, my advice is to find teachers that can play and teach, and that are cooperative enough and have enough business savvy to support and serve the mission of your store. Keep in mind that over time your mission may morph due to changes in the market place, and at that time, even though you will find it inconvenient, you may have to reiterate your business practices and mission with even your best teachers.

## 4. Your message needs to be clear.

After 25 years, I have found that being a leader and overseeing an education program is not as sexy as one might think; so, you better know who you are and what you stand for. As your program grows, you will bring on widely diverse teachers. Strong teachers are not weak in bravado; my advice is to be clear on who you are

and be clear on your intended outcome. Let them know early and often what your establishment represents. Let your instructors, both old and new, know you are there to serve them as well as the client, and most of all, you are there for the higher purpose of promoting music education.

## 5. Understand the true value of specialized knowledge.

The difference in one program versus another is generally vision, and the quality of specialized knowledge. Today there are many musical merchants who are jumping into the business of education as another product to sell... if only it were that easy. The Internet is flooded with videos and online methods for quick and easy learning. The only problem with quick and easy is that the approach is most often shallow, and shallow doesn't breed good musicians. The trick is to provide specialized knowledge wrapped in a format that is relevant to today's youth, and that is also encouraging enough to entice adults to rekindle their love for learning.

## 6. Split the difference.

We are living in a time where the end user is bombarded with superficial information. Faster is confused with better. Sadly, we have displaced the value of the connected experience. When creating your music education program you may be thinking "old school" versus "new school," but perhaps you should split the difference. If old school is connecting through a fundamental process (i.e. practice makes perfect, technology is second to musicality, and discipline while laborious, is in fact your friend) and "new school" is high tech-centric (i.e. video is king, loops are cheaper than side men, or a "we can always fix it in the mix" mentality), perhaps you should consider splitting the difference.

In my business, I accept the truth that our music education program is our number one responsibility. When we built @4410, Contemporary Music Center's listening room, my intention was for the student, the performer, and the audience to enter yesterday, today, and tomorrow. It is our responsibility to breed musicians who revere music history, and who intend to make music history of their own. As you embrace the possibility of tossing your hat into the music education ring, with a simple clear understanding of your purpose, and a good plan to bring your purpose to life, you will serve the music industry well. **MIMM**



*Menzie Pittman is the founder and owner of Contemporary Music Center. Since 1989, he remains CMC's only director of education. CMC has won NAMM's Top 100 Award four consecutive years since 2011. Menzie is a frequent speaker at NAMM's Idea Center on music education. He serves on the steering committee for the Support Music Coalition and also serves on the Hylton Center's Education Committee. Menzie was appointed to NAMM's Board of Directors and served from 2012-2015.*

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## Sometimes Along the Way, We Get Lucky

By Mary Luehrsen

**M**y thanks to Terry Lowe, Christian Wissmuller, and the Timeless Communications team for the opportunity to pen this article for *MMR* and its sister music education publications. My gratitude also to this team for honoring me with the Don Johnson Service Award this past January; an award that will forever make me feel both humbled and inspired. I hope this article – and all that follow – will continue to be of service to music education and the music industry.



My column will be devoted to two essential topics: 1) music education and the policy environments that impact music education access and opportunity; and 2) advocacy tactics and ideas that are or can be deployed to press in on policy and create needed changes that expand access. NAMM's advocacy efforts seek to assure

that every child has the opportunity to learn and grow with music and that it is available to every child in school. Federal, state, and local policies must support this opportunity. Starting with this article, and along the way, I will share updates – and sometimes opinions – about policy and advocacy activities around the country.

As these topics unfold and develop, I hope readers will engage in these topics and also share their advocacy challenges, opportunities, and successes via the magazine's social media (@mmrmagazine on Twitter) or the NAMM Foundation's and SupportMusic Coalition's Facebook pages. And you can follow updates from me on Twitter @MaryLNAMM.

For starters, let me share what was a really good advocacy moment that took place in Washington, D.C., in the House and Senate office buildings. It's an example of relentlessly positive music education advocacy in motion; doing something to make sure that music education is celebrated and promoting the value and importance of music education. Sometimes along the way, we get lucky and that's what happened on April 7.

Quick background: as many readers may know, the Best Communities for Music Education is a core program of the NAMM Foundation. Through a national survey, districts and schools are awarded the designation that recognizes support for music education as demonstrated through time in the curriculum for instruction, funding for materials and equipment, and having certified, high-quality teachers. This March, the NAMM Foundation awarded 508 districts and schools with the Best Community for Music Education Award and SupportMusic Merit Award, respectively. Local communities celebrate this award at spring concerts, school board meetings, and other community events and many NAMM members are on hand to share in these celebrations. In past years, NAMM also shared this good news with Members of the U.S. Congress through

email outreach. But this year because a new Congress (the 114th) is in place, and there was the potential for the re-authorization of the Elementary and Secondary Education Act (ESEA) to be developed and debated, we decided to take this good news directly to every relevant member of Congress – those that had awarded schools or districts.

So on April 7, armed with 161 meticulously prepared in-



**Saturday, May 2**

**9:00 AM Pacific / 12:00 PM Eastern**

**LIVE From RPMDA's Annual Convention**

Join a Town Hall discussion live from the 2015 Retail Print Music Dealers Association Convention in Las Vegas. The 30-minute call explores ways to "speak up for music education" and features Ron Manus, CEO of Alfred Music Publishing, Kevin Cranley, president of Willis Music and Marcia Neel, founder and president of Music Education Consultants, Inc. Join us and Speak Up for #musiced.



**Thursday, May 21**

**8:00 AM Pacific / 11:00 AM Eastern**

**LIVE From NAMM's Advocacy Fly-In**

During the week of May 18, NAMM Members will gather in Washington, D.C. to advocate for music education on behalf of the music products industry. NAMM Members will participate in a Day of Service and celebrate music education at a school in Washington, D.C. Follow updates at @NAMM and @MaryLNAMM

NAMM advocates will participate in issues briefings and advocacy training to prepare for meetings with Members of Congress and their staff.

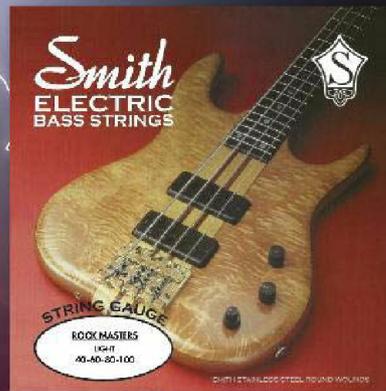
Save the date, and plan to join us for the SupportMusic Coalition Webcast from the 2015 NAMM Music Education Advocacy D.C. Fly-In. This "Special Edition: It's a Wrap!" webcast will feature reports from delegates who participated in the Fly-In, as well as responses from Members of Congress on specific music education asks. Tune in, get involved: advocacy matters.

formation packets with school contacts, names, addresses cross referenced to each Member of Congress (and organized so you could essentially walk door to door!), NAMM staffer Luis Murguia and NAMM member Myrna Sislen of Middle C Music in Washington, D.C., went to Capitol Hill. They started each meeting with, "I have some great news about schools in your district" and then shared news of districts and schools and their Best Community for Music Education or Support-Music Merit Award designations. They encouraged Members of Congress to send congratulatory letters, or outreach to communities via their social media pages – and to date, many have. Most importantly, these Members and Congress learned that their communities – their constituencies – were being celebrated for music education and that music education was important to folks back home. NAMM also informed state governors of the designations in their states, but by email and mail contact!

On the same day, April 7, the Senate HELP committee released a bi-partisan draft of the ESEA re-authorization and music was included as a core academic subject. NAMM and its advocacy partners have been working on this for years and many NAMM Members who have been on Advocacy Fly-ins have helped carry this message. With the new Congress, and since January, several NAMM members have also reached out to Senate HELP committee members to assure that core academic subjects were included in the bill, music and the arts among them. By the end of April, a Senate ESEA Re-authorization bill had passed through the Senate HELP Committee and is headed to the Senate floor for debate and consideration for passage, but this is an important step! We await action from the House. It's not quite time for a victory lap, as the ESEA re-authorization process has a way to go – for updates, visit ESEA tracker at: [www.namm.org/public-affairs/articles/track-esea-reauthorization-bill](http://www.namm.org/public-affairs/articles/track-esea-reauthorization-bill)

There is no causative link between the two efforts above. Rather, they are examples of advocacy for music education and all the children we want to experience its many benefits. As champions of this idea, we worked on April 7 and all the many years and months before as we pushed in on ESEA re-authorization because we want every child to have the chance to learn and grow with music. **MMR**

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## New Products

### DJ & LIGHTING

#### ADJ Zipper



ADJ's new Zipper – a powerful four-in-one barrel mirror scanner that combines four separate barrels and four different-colored 8W LEDs – lets users generate an array of attention-grabbing beam effects.

The flexible Zipper has been tailor-made for covering large areas in small venues, thanks to its four heads and swivel-mirror movement (which has been enhanced by stepper motors with micro-stepping). This versatility of movement also allows users to utilize the Zipper as the centerpiece of a mobile light show. Its red, green, blue, and white LEDs bounce off four mirror barrels that swivel back and forth to generate multiple beams that shoot at all angles, from the center outwards.

The Zipper weighs in at just 13 lbs. (4.9kg) and measures 19" x 10" x 5" (482 x 254 x 127mm). This makes it the ideal fixture for taking on the road as part of a more extensive mobile rig or stage setup; perfect for mobile DJs, entertainers, touring bands and stage productions. Furthermore, the use of multiple Zippers is enabled by the inclusion of 3-pin XLR in/out sockets – for use in Master/Slave configuration or for DMX control – and the ability to daisy-chain power via the IEC in/out sockets on the rear of the fixture. Giving users greater versatility, up to ten Zippers can be power-linked at 120V or 18 at 230V.

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

### ACCESSORIES

#### DR Pure Blues Bass Strings

DR Strings announces Pure Blues electric bass strings, featuring Quantum-Nickel. DR's Quantum-Nickel alloy offers players a smoother feeling bass string with deep low end, enhanced mids, tons of punch, and bright, clear highs. Hand wound on round cores, Pure Blues bass strings combine a fat, warm punch with an edge especially designed for the modern bassist. Pure Blues strings provide more output, more power, and more top-end clank than traditional nickel-wrapped bass strings.



DR's Pure Blues bass strings are now available in sets for 4-, 5- and 6-string basses. Pure Blues sets are offered in light (PB-40), medium light (PB-45/100), medium (PB-45), and heavy (PB-50) gauges for 4-string basses. Medium gauge 5- (PB5-45) and 6- (PB6-30) string packs are also available.

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

#### MJC Ironworks Bass Strings

The display is an all-in-one custom gauge center that allows a customer to choose his or her own B, C, or F strings. This patent-pending display allows the dealer to purchase 4-string sets in each gauge (NPS and SS) and the consumer can pick their own singles for the 5<sup>th</sup>, 6<sup>th</sup>, and 7<sup>th</sup>. No need to stock all the individual 5, 6, and 7-string sets. The display is no charge when purchased with product. MJC Ironworks products are also available at St. Louis Music. Prices are: \$39.95, \$45 for 5-string sets.



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

### PERCUSSION

#### Impression Splash and China Cymbals

Impression Cymbals has announced the addition of new splash and china cymbals to the Illuminati Cymbal series. Sounding modern and urban, the Illuminati Series are partially lathed, partially polished on top. Made for rock and metal, the fast attack of the splashes, chinas, and crashes with the penetrating ping of the rides, these cymbals easily cut through layers of amplified guitars. Splashes come in 6", 8", 10", and 12" with retail pricing of \$149-\$215 while Chinas are available in 10", 12", 14", 16", and 18" with retail pricing of \$215-\$379.



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

## CASES &amp; BAGS

## Gator Cases Deluxe PRO-Go Series

Gator Cases deluxe PRO-Go series provides professional level protection for musicians on the go and is now available for brass instruments. With storage room and adjustable, removable, padded backpack straps, the PRO-GO band bags are ideal for the traveling musician. Gator's PRO-GO series features a durable nylon exterior and thick, padded sidewalls. On the interior, your instrument is cushioned in a thick, white, micro-fleece lining. The alto and tenor saxophone bags include a padded, adjustable neck storage area, while the trumpet includes 2 removable mouthpiece pouches. Each PRO-GO bag includes multiple storage options with a large front pocket perfect for reeds and accessories. A protective rain cover is stored in the rear compartment and wraps around the exterior.



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

## SKB Mixer Cases

SKB has designed three new specific military-grade, Roto-molded case solutions for the most popular 32-channel mixers in the market. The 1RMX32-DHW fits the Behringer X32 mixer, the 1RMQU32-DHW fits the Allen&Heath QU32, and the 1RMSL32-DHW fits the PreSonus StudioLive 32.4.2AI.

The exterior is double-walled, molded of LMDP linear medium density polyethylene plastic that provides maximum strength and rigidity. The cases feature four locking casters, six spring-loaded handles, and eight steel heavy-duty latches. The interior features custom foam blocks and a roto-molded-hinged doghouse for management of all of the back connectors. All three cases include a large rubber gasket in the lids to keep rain and moisture out. All models have a street price of \$499.99 and are backed by SKB's Unconditional Lifetime Warranty.



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

## AMPS

## Quilter Labs Aviator Gold Series

Capitalizing on Pat Quilter's patented technology, the Aviator Gold series delivers even more deep-end to the distortion, reduced noise floor, quieter reverb circuit, and thicker baffle to reinforce even the lightest neo speakers without vibration. Using a modular approach, the guitarist can build a system that is expandable from small gigs all the way to the big stage.

The Aviator Gold Series comes in the following versions: 8" combo: featuring a high power pro audio grade driver to deliver shocking power from a tiny package; 2"x10" open back combo: featuring dual Celestion G10 Vintage drivers; 1"x12" open back combo: Featuring a Celestion Classic Lead 80; Head version; Extension speakers: featuring Celestion Classic Lead 80 or G10 Vintage drivers.



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

## FRETTED

## Jericho Guitars Fusion 26.9"

The Fusion comes loaded with all-American components and a range of sound capabilities that adds volumes to any style or situation both live and in the studio. Specifics include Seymour Duncan pickups (upgradable to Bare Knuckle Pickups), hipshot fixed bridge, individually coil-split volume controls, a 26.9" scale neck, a mahogany body and neck, and many variations of top and color.

Fusion 26.9" has a retail price of \$1,399.99 and can be purchased directly from Jericho Guitars on their website for \$899.99.



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

## Kala Tenth Anniversary Model

Kala Brand Music Co. marks a milestone with the introduction of a special limited edition Tenth Anniversary Tenor ukulele, released in recognition of the company's founding in 2005 in Petaluma, CA by Michael Upton. Kala will limit the production to 500 pieces of this model.

Composed of all solid Acacia back and sides, additional features include a gloss finish, Padauk binding on top, back, and fingerboard as well as a Padauk rosette, heel cap, and position markers. Other features include rosewood fingerboard and bridge, mahogany neck, Grover Gold Vintage Tuners, and Graphtech Nu-Bone nut and saddle. The model number is KA-ASAC-T-TNTH and has a suggested retail price of \$629.99.



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



# born to be a DISKLAVIER

## *Getting to Know the Award-Winning e3*

Yamaha Execs Discuss the New e3 Model and Chime in on Why the Disklavier has been a Multiple *MMR* Dealers' Choice 'Product of the Year' Winner.

by Paige Tutt

producing systems from that time period and many today do not reproduce key-off velocity. What this means is that those other reproducing pianos simply reproduce the strike of the key and then release all notes at the same speed. The Disklavier PRO also brought high resolution MIDI recording and playback in a commercially available product. With the Mark III, Yamaha introduced audio synchronization functionality, allowing the user to create and enjoy piano performances that played along to compact discs. The Mark IV was the first instrument to incorporate continuous grayscale shutters for capturing key, hammer, and pedal movement."

The current generation of Disklavier, the e3, is manufactured completely by Yamaha. Every bit of technology and all the mechanisms built into the

Disklavier were developed, designed, and produced entirely in-house by Yamaha. They're tailored specifically for the piano they are integrated with before the piano itself is put into production. "The end result is not a Frankenstein's monster of modified components, not a piano built in the U.S. with electronic components built by a third party factory in China, and not a production piano with a hole cut into it with an unplayable action," comments Mark Anderson, director of marketing, Keyboard division, Yamaha. "It is a singular, meticulously crafted and technologically refined instrument 'born to be a Disklavier.'"

The e3 has some of the most accurate record and playback technology on the market today (it can play softer than any other system and retain accuracy) and can connect to the Internet to stream piano music and perform software updates without the use of a third party device, much like the Mark IV before it. The Disklavier e3 is a truly versatile instrument – part educational tool, part entertainment system. "Out of the box, the Disklavier can be used as a standalone entertainment system," says Levesque. "The instrument can be connected to the Internet, providing the user with streaming piano music for any occasion. It can provide users with live and on-demand video performances that play their piano via our exclusive DisklavierTV service." A user could purchase albums online through the Yamaha MusicSoft website and transfer it to the instrument using a USB drive or the local network. Levesque explains the e3 can also playback material from a myriad of sources – USB, CD, iPad/iPhone, CD/DVD Player, MIDI, or over a network. Yamaha has invested over \$2 million dollars in the creation of

**I**t all started back in the 1970s. A few piano teachers had been requesting a keyboard console that offered them the ability to review and critique student performances along with the student. This, according to Jim Levesque, was how Yamaha's Disklavier was born. "Yamaha's development team set out to fulfill this educational need by creating an instrument that could be used as a music tool, with both record and playback functionality," says Levesque, Disklavier marketing manager, Keyboard division, Yamaha. "In 1982, Yamaha introduced its first reproducing piano in Japan, called the Piano Player. The Piano Player featured a record-and-playback system, floppy disk storage of performance data, and the ability to playback multi-track performance files that included instrumental tracks whose sound was reproduced by a tone generator. While the Piano Player never made its way to U.S. retailers, many of Yamaha's American staff and consultants provided feedback for what would become the first generation Disklavier, introduced in 1987." The first consumer sale of a Disklavier didn't happen, however, until 1988; the instrument was sold to a McDonald's restaurant in Limon, Colorado.

Fast forward 27 years to the present day and the Disklavier of 2015 is a completely different instrument. Russ Hirota – product manager of the Keyboard division at Yamaha – was able to shed some light on the instrument's remarkable seven generation evolution. "The initial Disklavier PRO, which was introduced as part of the second generation of Disklavier (MARK II), was the first reproducing system with the ability to capture and reproduce key-off velocity," mentions Hirota. "Re-

the Disklavier's music software library and has released over 20,000 songs in a variety of software types. The e3 also offers 24/7 streaming radio services with more than 30 channels. "The Disklavier e3 has an iOS app that allows you to control every aspect of the instrument from anywhere in the home," says Levesque. "Also, third party devices, such as an Apple Airport Express Wi-Fi base station, allow for cable-less connectivity." From an educational standpoint, the e3 fits everyone from beginners to the most advanced student. "The big trend in modern college education is to tear down walls," adds Levesque, "to reach students wherever they may be, and to connect students to resources and to each other regardless of geographic location. The ability to link pianos anywhere in the world is a concept that fits beautifully with this trend in modern education. Remote Lesson provides the opportunity for long distance teaching and performing at an unprecedentedly high level, providing a much more realistic experience compared to teaching or performing via video-conference."



**Jim Levesque, Disklavier marketing manager, keyboard division**

The Disklavier e3 has numerous unique features that distinguish it from other pianos. "Owners can use it as an entertainment device," says Anderson, "with a myriad connectivity options for content consumption including the most refined streaming services available with Disklavier Radio and DisklavierTV." DisklavierTV allows the opportunity to broadcast a musical performance from one Disklavier to many pianos simultaneously, sending a combination of MIDI, video, and audio data. DisklavierTV was launched at NAMM in 2011. There, Roberta Flack played a Disklavier and sang at the Yamaha Piano Salon in New York City, while her music could be heard in real time a continent away in Anaheim, California over Internet-connected Disklavier DCFX and Bösendorfer 200DE3 performance reproducing pianos. DisklavierTV also provides on-demand and live broadcasts of artists performing simultaneously on your TV and your Disklavier (some of those artists have included Elton John and Sarah McLachlan). "The e3 has educational features such as high-resolution recording and playback, SmartKey, and a Silent System that does not negatively impact the playability of the instrument," adds Anderson.



**Russ Hirota, product manager, keyboard division**

It's perhaps this mixture of education and entertainment that won the Disklavier its first *MMR* Dealers' Overall Product of the Year Award in 1994. But it didn't win just once. In 2001, the Disklavier began a 10-year winning streak as overall Product of the Year, an accolade Paul Calvin – vice president/general manager of the Keyboard division – says has really lit a fire in Yamaha. "Yamaha is passionate about music and music education, which is reflected in our relentless determination to delight our customers and to advance the musical landscape, and the Disklavier is certainly reflective of that," says Calvin. "The string of *MMR* Dealers' Choice Awards for "Product of the Year" reminds us that dealers, as well as consumers, recognize the tradition, dedication, innovation, and above all, the highest standards of quality that Yamaha is known for, including in our Disklavier. Being recognized with those awards really helps inspire us to build on our goals of being the best, infusing that mission with a focus on sharing passion and performance." With a slew of Dealers' Choice Awards under their belts, Yamaha is eagerly working to better the Disklavier in hopes of another DCA. "Yamaha's eyes and ears are open," comments Hirota. "We are taking note of the current trends and how consumers interact with their products and media. Our desire is to continue to provide users with the experiences they want as well as create tools that will expand music education in new and meaningful ways. We are extremely proud of the many advantages of the Disklavier, including DisklavierTV, Disklavier Radio, and Remote Lesson. And although we're currently in our seventh generation of the Disklavier, we're diligently working on 'what comes next.' We can assure you that the Disklavier difference – the performance capabilities that set the Disklavier above any other instrument out there – will be expanded upon even further." **MMR**



**Mark Anderson, director of marketing, keyboard division**



**Paul Calvin, vice president/general manager, keyboard division**

## Guitar & Musical Instrument Repair Tags

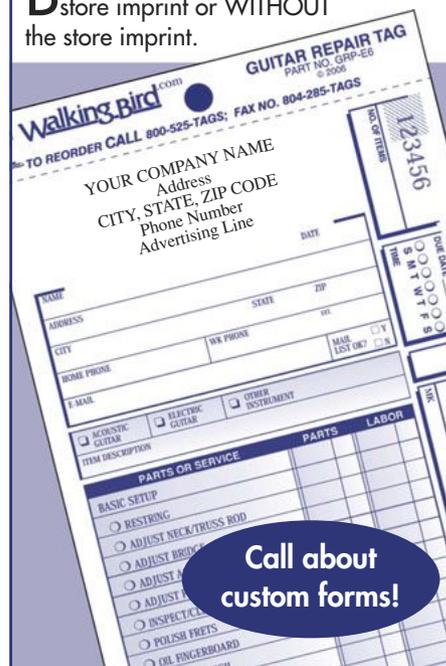


### Walking Bird

**T**wo Repair Forms for the Musical Instrument Industry. The first form (**Part# GRP**) is designed for technicians working primarily on guitars and other string instruments. It has services pre-listed in an organized and concise format.

**T**he 2nd Repair Form (**Part# MINP**) has none of the services pre-listed. This is perfect for those who prefer to write in the work-to-be-done. It can be used, as well, for instruments other than guitars as there is more room to specify work-to-be-done. Carbonless paper, 3 full parts and 2 Product ID Stubs are included.

**B**oth forms are available **WITH** your store imprint or **WITHOUT** the store imprint.



## Walking Bird

### Forms & Tags

800-525-8247

**WALKINGBIRD.COM**

Distributor Inquiries Welcome

# 51st Annual Supplier Directory



ED. NOTE: Every effort has been made to ensure the accuracy of this user/supplier-generated Supplier Directory. However, the reader is cautioned that further verification may be required, as contact information is subject to change. Manufacturers, wholesalers/distributors, and organizations not listed are urged to fill out the form online at [mmmagazine.com/directory](http://mmmagazine.com/directory) for future issues. Unpaid listings may have been removed due to space limitations.

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 PowerFingers by System5  
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Riversong Guitars  
Roland Corporation U.S.  
Rovner Products  
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Rubato Mouthpieces  
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Ultimate Support  
Ultra-Pure Oils LLC  
Vandoren Paris  
Vic Firth Company  
VocalBooth.com, Inc.  
WD Custom Pickguards  
WD Music Products  
Westheimer Corp  
Westheimer Corp  
Westone Laboratories, Inc.  
WhisperRoom, Inc.  
Wittner GmbH & Co. KG  
ZT Amplifiers, Inc.

## Amplifiers

AccuGroove LLC  
Aguilar Amplification  
Alto Professional  
Beard Guitars, LLC  
Born To Rock Design Incorporated  
BOSS  
CE Distribution  
Colby Amplification  
D.A.S. Audio of America, Inc.  
Dealer Direct  
Dean Markley USA  
Demeter Amplification  
Denon DJ  
Devilcat Amplifiers  
Diamond Amplification, Inc.  
Digital Audio Labs  
Eden Bass Amplification  
EMD Music Inc  
ETI Sound Systems, Inc  
FDW Corp  
Fender Musical Instruments Corporation  
FireBelly Amps  
Fishman  
Gallien-Krueger  
Gemini  
Godin Guitars  
Gorilla Inc.  
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Hammond USA  
Harris Teller Inc  
Henriksen, Inc.  
Hohner, Inc.  
inMusic Brands, Inc.  
ISP Technologies, LLC  
Kay Guitar Company  
Kayline Processing, Inc.  
Koenig, Inc dba King Kong Cases  
Korg USA, Inc.  
Line 6

M&M Merchandisers, Inc.  
Mackie  
Marshall Amplification  
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MIPRO/Starin  
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Numark  
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Osiamo LLC  
Oxygen Audio Ltd  
Park Amplification  
Phil Jones Bass  
Pignose Industries  
Polytone  
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Supro USA  
TecAmpUSA  
Tech 21 USA, Inc.  
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Toneville Amps  
U.S. Music Corp.  
Velvet Distribution  
Victoria Amplifier Co  
Warwick Basses, Amps & Rock'n Roll  
Westheimer Corp  
Yorkville Sound  
ZT Amplifiers, Inc.

## Associations / Organizations

Fender Music Foundation  
GAMA  
Let My Children Hear Music/The Charles  
Mingus Institute  
Los Angeles College of Music  
NAMM

## Bowed Instruments

Amati's Fine Instruments and Amahi  
Ukuleles  
Angels Musical Instruments Inc  
Born To Rock Design Incorporated  
Cecilio Musical Instruments  
Chesbro Music Co.  
Concord International Group, Inc.  
Connolly Music Company  
Dealer Direct  
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German American Trading Company Inc.  
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Howard Core Company, LLC  
Hunter Music Instrument, inc.  
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## Brass Instruments

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Amati's Fine Instruments and Amahi  
Ukuleles  
Antigua Winds, Inc.  
Antoine Courtois  
B&S  
Besson  
Best American Craftsman  
Buffet Group USA  
Cannonball Musical Instruments  
Carolbrass -USA Doug Teeter-Dist.  
Cecilio Musical Instruments  
Chesbro Music Co.  
Eastman Music Company  
EMD Music Inc  
Getzen Company Inc.  
Hans Hoyer  
Harris Teller Inc  
Hunter Music Instrument, inc.  
J. Scherzer  
John Hornby Skewes & Co. Ltd.  
John Packer Ltd  
Jupiter Band Instruments  
Kanstul Musical Instruments  
KHS America  
Koenig, Inc dba King Kong Cases  
Kratz Pitch Pipes  
M&M Merchandisers, Inc.  
Melton Meinl Weston  
Music Factory Direct  
The Music Link  
NEMC  
Paxman Musical Instruments Ltd  
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Pickett Brass  
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rentMyinstrument.com  
Roy Benson USA  
RS Berkeley  
Rubato Mouthpieces  
St. Louis Music  
The Tuba Exchange  
Ultra-Pure Oils LLC  
Veritas Instrument Rental Incorporated  
Westheimer Corp  
XO Brass

## DJ & Lighting Equipment

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Blizzard Lighting  
BOSS  
Chauvet DJ  
Dawn Pro Audio  
Denon DJ  
EMD Music Inc  
FDW Corp  
Gemini  
Gibson Brands, Inc.  
Grundorf Corporation  
Guitar Liquidators  
Harris Teller Inc  
Icon Digital USA  
iConnectivity  
inMusic Brands, Inc.  
Italian Speaker Imports

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M Audio  
M&M Merchandisers, Inc.  
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Music Group Services  
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Numark  
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BOSS  
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Dana B. Goods  
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Peterson Electro-Musical Products, Inc  
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Randall Amplifiers  
Roland Corporation U.S.  
Samson Technologies  
Singular Sound  
Sublime Guitar Company  
Supro USA  
TC Group Americas  
Tech 21 USA, Inc.  
Telefield North America  
TMP Pro Distribution  
Truetone  
U.S. Music Corp.  
ZT Amplifiers, Inc.  
Zoom

## Keyboard Instruments

Accordions International  
Akai Professional  
Allen Organ Company  
American Music & Sound  
Casio America Inc  
Dave Smith Instruments

eMedia Music Corporation  
Emerson Piano Company  
EurekaSound  
FDW Corp  
Focusrite Novation  
Generalmusic Corp  
German American Trading Company Inc.  
Gibson Brands, Inc.  
GW Distribution, LLC  
Hailun USA  
Hammond USA  
Harris Teller Inc  
Hohner, Inc.  
Icon Digital USA  
iConnectivity  
inMusic Brands, Inc.  
J.D. Grandt Piano Supply Company  
Kawai America Corporation  
Korg USA, Inc.  
Lowrey Organ Company  
M Audio  
M&M Merchandisers, Inc.  
Moog Music, Inc.  
Music Group Services  
MV Pro Audio  
Nektar Technology Inc  
NEMC  
North American Music, Inc.  
Omega Digital Pianos / Piano Empire, Inc.  
Perzina Pianos / Piano Empire, Inc.  
Petrof America - Piano Royale Prague, LLC  
Piano Empire, Inc.  
PianoDisc  
Pianoforce Inc.  
QRS Music Technologies, Inc.  
Rodgers Instruments Corporation  
Roland Corporation U.S.  
Samick Music Corp.  
Samson Technologies  
Sauter Piano Company - America  
Schimmel Piano Corporation  
Starr Pianos / Piano Empire, Inc.  
Steinway & Sons  
Turner's Keyboards  
Vienna International Inc., LLC  
Virgin Musical Instrument Company, Inc.  
Viscount International  
Yamaha Corporation of America

## Marching Percussion

Avedis Zildjian Company  
CHOPS Builders  
Dream Cymbals and Gongs  
DrumLite  
DuraSticks  
EMD Music Inc  
HaMaR Percussion Publications  
Harris Teller Inc  
Hunter Music Instrument, inc.  
Kelley Percussion / Kelley International  
KHS America  
Koenig, Inc dba King Kong Cases  
Lsrk In The Morning  
M&M Merchandisers, Inc.  
Majestic Percussion  
Mike Balter Mallets  
NEMC  
Peace Musical Co  
Pearl Corporation  
Pearl River  
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St. Louis Music  
Vic Firth Company

## Media & Software

Akai Professional  
Alfred Music  
Applied Acoustics Systems  
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Blizzard Lighting  
Born To Rock Design Incorporated  
Breezin' Thru Inc.  
Charles Dumont & Son, Inc.  
eMedia Music Corporation  
FDW Corp  
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Jazzbooks.com  
KRUTZ, Inc.  
M&M Merchandisers, Inc.  
MakeMusic, Inc.  
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npc Imaging  
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Rock House Method/McCarthy Publishing  
Tempo Cases  
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ADK Microphones  
American Music & Sound  
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Audix Corporation  
Avlex Corporation  
Blue Microphones  
CAD Audio  
Dealer Direct  
DPA Microphones  
Earthworks Inc  
EMD Music Inc  
FDW Corp  
Gemini  
Guitar Liquidators  
Harman  
Harris Teller Inc  
Hosa Technology, Inc.  
Icon Digital USA  
inMusic Brands, Inc.  
John Hornby Skewes & Co. Ltd.  
Line 6  
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Avedis Zildjian Company  
BONE Custom Drums  
Boso Drumsticks  
BOSS  
Brio Sales Group  
Burns Engineering  
Cecilio Musical Instruments  
CHOPS Builders

Craviotto Drum Company  
ddrum  
Dealer Direct  
Dream Cymbals and Gongs  
Drum Channel  
Drum Workshop Inc.  
DrumLite  
DuraSticks  
EMD Music Inc  
EurekaSound  
Fender Musical Instruments Corporation  
Ford Drums  
Godin Guitars  
Gold Tone, Inc.  
Gon Bops  
The Gretsch Company  
Guitar Liquidators  
Hansenfutz  
Harris Teller Inc  
Hiptrix Drumsticks  
Hohner, Inc.  
Hoshino U.S.A. Inc.  
Hunter Music Instrument, inc.  
Icon Digital USA  
inMusic Brands, Inc.  
Jon Cross Custom Drums  
Kelley Percussion / Kelley International  
Kent Drum Company USA  
KHS America  
Kickport International  
Koenig, Inc dba King Kong Cases  
Korg USA, Inc.  
Leedy Drums  
Los Cabos Drumsticks  
M&M Merchandisers, Inc.  
Majestic Percussion  
Mapex Drums  
Mic-Eze  
Mid-East Mfg., Inc.  
Mike Balter Mallets  
Mingde Musik Ltd  
Motus North America  
Music Dealers Resource Group llc  
Music Factory Direct  
Music Group Services  
The Music Link  
Natal Drums  
NEMC  
Peace Musical Co  
Pearl Corporation  
Prentice Practice Pads  
Remo, Inc.  
Rhythm Band Instruments, LLC / Boom-whackers International  
Roland Corporation U.S.  
RS Berkeley  
SABIAN  
Schlagwerk GmbH  
Sol Percussion, Inc.  
St. Louis Music  
Superdrum  
TreeWorks Chimes  
Tru Tuner  
TRX Cymbal Co.  
Tycoon Percussion  
U.S. Music Corp.  
Veritas Instrument Rental Incorporated  
Vic Firth Company  
Virgin Musical Instrument Company, Inc.  
Westheimer Corp  
Westheimer Corp  
Yorkville Sound

## Plucked / Fretted Instruments

Alfred Music  
Allen Guitars & Luthier Supplies  
Amati's Fine Instruments and Amahi Ukuleles  
AP International  
Beard Guitars, LLC  
Bedell Guitars

Benedetto Guitars, Inc  
Bigsby Vibratos  
Black Mountain Instruments  
Bohemian Guitars  
Bootleg Guitars  
Born To Rock Design Incorporated  
BOSS  
Boulder Creek Guitars Inc.  
Breedlove Stringed Instruments  
C.F. Martin & Co., Inc.  
C.R. Alsip Guitars  
Cecilio Musical Instruments  
Chesbro Music Co.  
Cleartone Strings  
CMG Guitars  
Cole Clark Guitars  
Conklin Guitars and Basses  
Cordoba Guitars  
Cort Guitars & Basses  
Crafter Guitars- 1st Chair Accessories  
D'Andrea USA  
D'Angelico Guitars  
Dana B. Goods  
Dealer Direct  
Dean Guitars  
Diamond Guitars (f/k/a DBZ/Diamond)  
Dusty Strings Company  
E Lombardo Guitars  
Eastman Music Company  
Electra Guitars  
EMD Music Inc  
eMedia Music Corporation  
Epiphone  
Ernie Ball, Inc.  
ESP Guitars  
EurekaSound  
Everly Music Company  
Fender Musical Instruments Corporation  
Floyd Rose  
Framus Guitars  
Fretlight Guitar  
Gibson Brands, Inc.  
GJ2 Guitars by Grover Jackson  
Godin Guitars  
Gold Tone, Inc  
The Gretsch Company  
Guitar Liquidators  
Guptill Music  
Hagstrom Guitars  
Hall Crystal Flutes, Inc.  
Harmony Guitars  
Harper Guitars  
Harris Teller Inc  
Hipshot Products, Inc.  
Hohner, Inc.  
Hoshino U.S.A. Inc.  
Islander Ukulele  
Jay Turser  
Jericho Guitars  
Journey Instruments Limited  
Juan Orozco LTD., INC.  
Kala Brand Music Co.  
Kanilea Ukulele  
Kay Guitar Company  
Kay Vintage Reissue, LLC  
Ken Smith Basses  
Kent Armstrong  
Kluson  
Koenig, Inc dba King Kong Cases  
Korg USA, Inc.  
Lacey Guitars  
Lakota Leathers  
Legator Guitars  
Line 6  
Lipe Guitars USA  
Lollar Pickups  
Loog Guitars  
LR Baggs  
LsL Instruments  
Lsrk In The Morning  
Luna Guitars  
M&M Merchandisers, Inc.  
Metalin' Guitars

Mid-East Mfg., Inc.  
Mingde Musik Ltd  
Montarado Guitars  
Morrell Music Co.  
Moses Carbon Graphite USA  
Motus North America  
Music Dealers Resource Group llc  
The Music Link  
Musicvox LLC  
MV Pro Audio  
NEMC  
Normandy Guitars LLC  
NS Design  
Ohana Music, Inc.  
OMG Music  
Optek Music Systems, Inc.  
Oscar Schmidt  
OZZtosh Guitars  
Parker Guitars  
Perry's Music LLC dba ChordBuddy  
Pignose Industries  
Prestige Guitars  
Quaystone Music Singapore Pte Ltd  
Riversong Guitars  
Rocklin Guitar LLC  
Roland Corporation U.S.  
Sadovsky Guitars  
Saga Musical Instruments  
Samick Music Corp.  
Shane Music Products USA  
St. Louis Music  
Stephallen Guitars  
Stonebridge Guitars International Inc.  
Sublime Guitar Company  
Taylor Guitars  
Thomas Knatt Guitars  
Timberline Guitars  
Traveler Guitar  
Trem King, LLC  
U.S. Music Corp.  
Ventura Guitars  
Voyage Air Guitar  
Warwick Bases, Amps & Rock'n Roll  
Washburn Guitars  
Weber Fine Acoustic Instruments  
Westheimer Corp  
Yamaha Corporation of America  
Yorkville Sound

### Print Music

A.D.G. Productions  
Alfred Music  
Barr None Music Publishers  
Beard Guitars, LLC  
Charles Dumont & Son, Inc.  
Chesbro Music Co.  
Enter Music Publishing Inc.  
Five Pin Press  
Hal Leonard Corporation  
HaMaR Percussion Publications  
Harris Teller Inc  
Jazzbooks.com  
Learn To Play  
M&M Merchandisers, Inc.  
Mel Bay Publications, Inc.  
Morrell Music Co.  
MUSIC-SEARCH  
RBC Music Company  
Rock House Method/McCarthy Publishing  
Sher Music Co.  
Small World MUSICFOLDER.com Inc.  
Turner's Keyboards

### Pro Audio / Sound Reinforcement

Acoustics First Corporation  
Akai Professional  
Alto Professional  
American Music & Sound  
Anchor Audio  
Audio-Technica

Audiofly USA Inc.  
Avid  
Avlex Corporation  
Beard Guitars, LLC  
Blue Microphones  
Bourns, Inc.  
CAD Audio  
Celestion  
Connolly Music Company  
D.A.S. Audio of America, Inc.  
Dana B. Goods  
Dangerous Music  
Dawn Pro Audio  
Dealer Direct  
Denon DJ  
Digital Audio Labs  
DPA Microphones  
Earthworks Inc  
Electro-Voice  
EMD Music Inc  
Eminence Speaker  
ETI Sound Systems, Inc  
FDW Corp  
Fender Musical Instruments Corporation  
Focusrite Novation  
Gemini  
Genelec Inc.  
Gibson Brands, Inc.  
Grundorf Corporation  
Guitar Liquidators  
Harman  
Harris Teller Inc  
iConnectivity  
Ingram Engineering, LLC  
inMusic Brands, Inc.  
ISP Technologies, LLC  
Italian Speaker Imports  
John Hornby Skewes & Co. Ltd.  
Journey Instruments Limited USA Office  
Koenig, Inc dba King Kong Cases  
Konig & Meyer  
Korg USA, Inc.  
LD Systems  
Line 6  
Lynx Studio Technology  
M Audio  
Mackie  
Mingde Musik Ltd  
MIPRO/Starin  
Moses Carbon Graphite USA  
MottAudio LLC  
The Music People, Inc.  
Music Group Services  
Musistic  
MV Pro Audio  
Nady Systems  
NOMAD Stands  
OmniSistem  
Peterson Electro-Musical Products, Inc  
PreSonus Audio  
QSC Audio, LLC  
Radial Engineering Ltd.  
Rane Corporation  
Retro Instruments, Inc.  
Roland Corporation U.S.  
Samson Technologies  
Shaker Microphones, Inc.  
Stedman Corporation  
TC Electronic  
TC Group Americas  
TMP Pro Distribution  
Toleeto Fasteners Int'l.  
Triad-Orbit Advanced Stand Systems  
Vermilion Audio  
VocalBooth.com, Inc.  
WhisperRoom, Inc.  
Yamaha Corporation of America  
Yorkville Sound  
Zoom

### Racks, Cases & Stands

A&S Case Company, Inc.  
Access Bags and Cases  
AP International  
Arriba Cases / Arriba Products LLC  
Concord International Group, Inc.  
D.A.S. Audio of America, Inc.  
Dana B. Goods  
Dealer Direct  
EMD Music Inc  
EurekaSound  
FDW Corp  
Gator Cases/Starin  
Gemini  
Georgia Case  
Godin Guitars  
Grundorf Corporation  
Guitar Liquidators  
Harris Teller Inc  
Hosa Technology, Inc.  
John Packer Ltd  
Juan Orozco LTD., INC.  
Kayline Processing, Inc.  
KHS America  
Koenig, Inc dba King Kong Cases  
M&M Merchandisers, Inc.  
Mingde Musik Ltd  
MIPRO/Starin  
Mooradian Cover Company  
Music Dealers Resource Group llc  
The Music Link  
The Music People, Inc.  
Namba Gear  
Nomad Drum Cases  
OmniSistem  
On-Stage  
Prentice Practice Pads  
Profile  
Quik Lok  
Roland Corporation U.S.  
SKB Corporation  
Small World MUSICFOLDER.com Inc.  
Tempo Cases  
TMP Pro Distribution  
Triad-Orbit Advanced Stand Systems  
U.S. Music Corp.  
Ultimate Support  
WD Music Products

### Retail Displays & Business Products / Services

A & D Music Appraisers  
Barr None Music Publishers  
Chesbro Music Co.  
Dealer Direct  
Guitar Liquidators  
Kay Guitar Company  
Lone Wolf Trucking  
M&M Merchandisers, Inc.  
MUSIC-SEARCH  
RicoH  
Walking Bird Publications  
WD Music Products  
Yorkville Sound

### Traditional Folk Instruments

AP International  
Beard Guitars, LLC  
Cleartone Strings  
Dealer Direct  
Dusty Strings Company  
EMD Music Inc  
Everly Music Company  
George Lowden Guitars  
German American Trading Company Inc.  
Guitar Liquidators  
Hall Crystal Flutes, Inc.  
Harris Teller Inc  
Hohner, Inc.

Kay Guitar Company  
Lsrk In The Morning  
M&M Merchandisers, Inc.  
Matsikas SA Handmade Musical Instruments  
Mid-East Mfg., Inc.  
Mingde Musik Ltd  
Orme Banjos  
Oscar Schmidt  
Roland Corporation U.S.  
Saga Musical Instruments  
U.S. Music Corp.  
Washburn Guitars

### Videos / DVDs

Beard Guitars, LLC  
Charles Dumont & Son, Inc.  
Dealer Direct  
Drum Channel  
Drum Workshop Inc.  
eMedia Music Corporation  
Fretlight Guitar  
Guitar Liquidators  
Harris Teller Inc  
Jazzbooks.com  
JodyJazz Inc.  
Lsrk In The Morning  
M&M Merchandisers, Inc.  
Morrell Music Co.  
Rock House Method/McCarthy Publishing

### Woodwinds

Altus Flutes  
Azumi Flutes  
Backun Musical Services Ltd.  
Best American Craftsman  
Braithophone Musical Instrument Company, Inc.  
Buffet Group USA  
Cannonball Musical Instruments  
Cecilio Musical Instruments  
Claude Lakey Woodwinds  
Dakota Saxophones  
MUSIC  
Eastman Music Company  
EMD Music Inc  
Emerald Reed Co., Inc  
Fiberreed  
German American Trading Company Inc.  
Hall Crystal Flutes, Inc.  
Harris Teller Inc  
Hohner, Inc.  
JodyJazz Inc.  
John Packer Ltd  
Julius Keilwerth  
Jupiter Band Instruments  
KHS America  
Koenig, Inc dba King Kong Cases  
The L.A. Sax Company  
Lsrk In The Morning  
M&M Merchandisers, Inc.  
Marlin Leshner Reed Co.  
Mid-East Mfg., Inc.  
Music Factory Direct  
The Music Link  
NEMC  
Nuvo Instrumental (Asia) Ltd  
PJLA Music Sales & Marketing  
ReedGeek, Inc.  
rentMyinstrument.com  
Rovner Products  
Roy Benson USA  
RS Berkeley  
Softwind Instruments  
St. Louis Music  
Ted Klum Mouthpieces LLC  
Theo Wanne Mouthpieces and Instruments  
Veritas Instrument Rental Incorporated  
W. Schreiber  
Westheimer Corp

## Directory

### 3 Zigma Audio

2542 Orchard Hill Lane  
Portland, OR 97035

W: [www.hybridmic.com](http://www.hybridmic.com)

**Business Type:** Wholesaler/Distributor, Manufacturer  
**Microphones**

### 5 Starr Music Products

39 Windham Ln  
Grand Island, NY 14072

W: [www.5starrproducts.com](http://www.5starrproducts.com)

**Business Type:** Wholesaler/Distributor, Manufacturer  
**Accessories**

### A & D Music Appraisers

23016 LakeForest Dr. A-398  
Laguna Beach, CA 92653

W: [www.admusic.net](http://www.admusic.net)

**Business Type:** Other

**Retail Displays & Business Products / Services**

### A&S Case Company, Inc.

5260 Vineland Avenue  
North Hollywood, CA 91601

W: [ascase.com](http://ascase.com)

**Business Type:** Manufacturer

**Racks, Cases & Stands**

### A.D.G. Productions

15517 Codary Ave. Lawndale CA 90260  
Los Angeles, CA 90260

P: (310) 379-1568

E: [adgordon@adgproductions.com](mailto:adgordon@adgproductions.com)

W: [www.adgproductions.com](http://www.adgproductions.com)

**Business Type:** Manufacturer

**Print Music**

### Access Bags and Cases

8202 NE State Hwy 104 Suite 102 #23  
Kingston, WA 98346

W: [www.carryaccess.com](http://www.carryaccess.com)

**Business Type:** Wholesaler/Distributor, Manufacturer

**Racks, Cases & Stands**

**Accessories**

### Accordions International

1760 South 450 West  
Salt Lake City, UT 84115

P: (801) 485-5840

F: (801) 485-5840

E: [paul@accordionfactory.com](mailto:paul@accordionfactory.com)

W: [www.AccoridonFactory.com](http://www.AccoridonFactory.com)

**Business Type:** Wholesaler/Distributor, Manufacturer  
**Keyboard Instruments:** Concerto, Piermaria, Colombo, Mic-7, Borsini, Scandalli, Orla, Roland, Hohner

### AccuGroove LLC

PO Box 990697  
Redding, CA 96099

W: [www.accugroovevllc.com](http://www.accugroovevllc.com)

**Business Type:** Manufacturer

**Amplifiers**

### ACE Products Group

3920 Cypress Drive  
Suite B

Petaluma, CA 94954

P: (800) 950-1095

F: (800) 950-1095

E: [sales@aceproducts.com](mailto:sales@aceproducts.com)

W: [www.aceproducts.com](http://www.aceproducts.com)

**Business Type:** Wholesaler/Distributor, Manufacturer

**Accessories**

### Acoustic Science Strings

PO Box 309  
Eldersburg, MD 21784

W: [www.acoustic-science.com](http://www.acoustic-science.com)

**Business Type:** Manufacturer

**Accessories**

### Acoustics First Corporation

2247 Tomlyn Street  
Richmond, VA 23230-3334

P: (804) 342-2900

E: [nick@acousticsfirst.com](mailto:nick@acousticsfirst.com)

**Business Type:** Wholesaler/Distributor, Manufacturer

**Pro Audio / Sound Reinforcement:** The Art Diffusor,

Cutting Wedge, Sonora, Cloudscape, HiPer Panel, Acoustical materials

### ADK Microphones

2542 Orchard Hill Lane  
Portland, OR 97035

W: [www.adkmic.com](http://www.adkmic.com)

**Business Type:** Wholesaler/Distributor, Manufacturer

**Microphones**

### Aguiar Amplification

599 Broadway, 7th FL.  
New York, NY 10012

W: [www.aguilaramp.com](http://www.aguilaramp.com)

**Business Type:** Manufacturer

**Accessories**

**Effects & Pedals**

**Amplifiers**

### AIM Gifts

3001 Penn Avenue  
Pittsburgh, PA 16066

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

**Business Type:** Wholesaler/Distributor

**Accessories**

### AirTurn, Inc.

P.O. Box 3359  
Nederland, CO 80466

P: (888) 247-1223

E: [support@airturn.com](mailto:support@airturn.com)

W: [www.airturn.com](http://www.airturn.com)

**Business Type:** Wholesaler/Distributor, Manufacturer

**Accessories:** AirTurn, MANOS, DIGIT, DUO, PED, QUAD,

StompKit, goSTAND

**Effects & Pedals**

### Akai Professional

200 Scenic View Drive  
Cumberland, RI 02864

W: [www.akaipro.com](http://www.akaipro.com)

**Business Type:** Wholesaler/Distributor, Manufacturer

**Media & Software**

**Pro Audio / Sound Reinforcement**

**Keyboard Instruments**

**DJ & Lighting Equipment**

**Accessories**

**Effects & Pedals**

### AL Cass

P.O. Box 412  
Milford, MA 01757

P: (508) 473-3572

**Business Type:** Manufacturer

**Brass Instruments:** AL Cass Valve-Slide oil

**Accessories:** AL Cass Valve-Slide oil

### Alfred Music

16320 Roscoe Blvd.  
Suite 100

Van Nuys, CA 91316

P: (818) 891-5999

P: (805) 729-4373

F: (805) 729-4373

E: [dbraus@alfred.com](mailto:dbraus@alfred.com)

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

**Business Type:** Manufacturer

**Media & Software**

**Print Music**

**Plucked / Fretted Instruments**

**Allen Guitars & Luthier Supplies**

PO Box 1883

Colfax, CA 95713

W: [www.allenguitar.com](http://www.allenguitar.com)

**Business Type:** Wholesaler/Distributor

**Accessories**

**Plucked / Fretted Instruments**

### Allen Organ Company

150 Locust St.  
Macungie, PA 18062

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**P:** (610) 966-2202**E:** aosales@allenorgan.com**W:** www.allenorgan.com**Business Type:** Manufacturer  
**Keyboard Instruments****Allparts**13027 Brittmoore Park Dr.  
Houston, TX 77041**W:** www.allparts.com**Business Type:** Wholesaler/Distributor, Manufacturer**Accessories:** Allparts; ABM hardware; Joe Barden bridges; Bartolini pickups; Bigsby vibratos; Bullet tool; CTS pots; Dan Electro parts; Delta Series tuning keys; Fender parts; Gotoh keys & hardware; Graph Tech; Grover tuning keys; Hipshot hardware; Lace pickups; Schaller keys & hardware; Snapz; Sperzel tuning keys; Switchcraft; Tone Pros; Tremol-No; Vibramate; Wilkinson**Alto Professional**200 Scenic View Drive  
Cumberland, RI 02864**W:** www.altoproaudio.com**Business Type:** Wholesaler/Distributor, Manufacturer**Pro Audio / Sound Reinforcement Amplifiers****Altus Flutes**12020 Eastgate Blvd  
Nashville, TN 37122**P:** (615) 773-9900**W:** www.altusflutes.com**Business Type:** Manufacturer  
**Woodwinds:** Altus**Amati's Fine Instruments and Amahi Ukuleles**7605 Production Drive  
Cincinnati, OH 45237**Contact:** Michael Schear, President**P:** (800) 846-5270**P:** (513) 679-7747**F:** (513) 679-7746**E:** amatisfine@msn.com**W:** www.amahiukes.com**Business Type:** Wholesaler/Distributor, Manufacturer**Brass Instruments:** Amati Winds**Accessories:** FOM, Sandner, Supersensitive, Hamilton Music Stands, Dominant Rosin, Pops Bass Rosin, Bernadel Rosin, Larsen Rosin, RDM Rosin**Bowed Instruments:** Amati, Ming Jiang Zhu, Sandner Germany, Sacconi Strad**Plucked / Fretted Instruments:** Amati Guitars, Amahi Ukuleles**American Music & Sound**925 Broadbeck Dr. Suite 220  
Newbury Park, CA 91320**W:** americanmusicandsound.com**Business Type:** Wholesaler/Distributor**Pro Audio / Sound Reinforcement****Keyboard Instruments****DJ & Lighting Equipment****Microphones****American Way Marketing**400 Pine Creek Court  
Elkhart, IN 46516**W:** www.americanwaymktg.com**Business Type:** Wholesaler/Distributor, Manufacturer**Accessories****Amptweaker, LLC**3482 Keith Bridge Rd, #345  
Cumming, GA 30041**W:** www.amptweaker.com**Business Type:** Manufacturer  
**Effects & Pedals****Anchor Audio**5931 Darwin Court  
Carlsbad, CA 92008**P:** (800) 262-4671**F:** (800) 262-4671**E:** sales@anchoraudio.com**W:** www.anchoraudio.com**Business Type:** Manufacturer**Pro Audio / Sound Reinforcement****Angels Musical Instruments, Inc**1200 Mountain View Circle  
Azusa, CA 91702**W:** www.angelsstrings.com**Business Type:** Wholesaler/Distributor, Manufacturer**Bowed Instruments****Antigua Winds, Inc.**5806 La Colonia  
San Angelo, TX 78218**P:** (800) 661-6505**E:** grant.henry@antiguawinds.com**W:** www.antiguawinds.com**Business Type:** Wholesaler/Distributor**Brass Instruments:** Antigua Winds**Antoine Courtois**7255 Salisbury Rd  
Jacksonville, FL 32256**W:** www.a-courtois.com**Business Type:** Wholesaler/Distributor, Manufacturer**Brass Instruments****AP International**5044 Industrial Rd.  
Unit D

Wall Township, NJ 07727

**W:** www.apintl.com**Business Type:** Wholesaler/Distributor**Traditional Folk Instruments****Racks, Cases & Stands****Accessories****Effects & Pedals****Plucked / Fretted Instruments****Applied Acoustics Systems**486 Ste Catherine W  
Suite 301

Montreal, QC H3B1A6

Canada

**P:** (514) 871-4963**F:** (514) 871-4963**E:** marcpverge@gmail.com**W:** www.applied-acoustics.com**Business Type:** Manufacturer**Media & Software****Arriba Cases / Arriba Products LLC**15308 East Vally Blvd  
City of Industry, CA 91746**W:** www.arribacases.com**Business Type:** Manufacturer**Racks, Cases & Stands:** Arriba

Cases, Afford-A-Stand

**Audio-Technica**1221 Commerce Drive  
Stow, OH 44224**W:** www.audio-technica.com**Business Type:** Manufacturer**Pro Audio / Sound Reinforcement****Microphones****Audiofly USA Inc.**23421 South Pointe Drive  
Suite 260

Laguna Hills, CA 92653

**P:** (949) 716-7479**E:** sales@audiofly.com**W:** www.audiofly.com**Business Type:** Wholesaler/Distributor, Manufacturer, Other**Pro Audio / Sound Reinforcement****Audix Corporation**9400 S.W. Barber St  
Wilsonville, OR 97070**P:** (503) 682-6933**E:** info@audixusa.com**W:** www.audixusa.com**Business Type:** Wholesaler/Distributor, Manufacturer**Microphones:** Audix**Avedis Zildjian Company**22 Longwater Dr  
Norwell, MA 02061**P:** (781) 871-2200**P:** (781) 871-2473**F:** (781) 871-2473**E:** cus-service@zildjian.com**W:** www.zildjian.com**Business Type:** Manufacturer**Marching Percussion:** Zildjian

Cymbals

**Percussion Instruments:** Zildjian

Cymbals, Gen-16

**Accessories:** Zildjian Drumsticks**Avid**75 Network Drive  
Burlington, MA 01803**W:** www.avid.com**Business Type:** Wholesaler/Distributor, Manufacturer**Media & Software:** Pro Tools,

Sibelius

**Pro Audio / Sound Reinforcement:** Pro Tools, Avid, Euphonix**Avlex Corporation**6655 Troost Ave.  
Kansas City, MO 64131**W:** www.avlex.com**Business Type:** Wholesaler/Distributor**Pro Audio / Sound Reinforcement****Microphones****Azumi Flutes**12020 Eastgate Blvd  
Nashville, TN 37122**P:** (615) 773-9900**W:** www.azumiflutes.com**Business Type:** Manufacturer  
**Woodwinds****B&S**7255 Salisbury Rd  
Jacksonville, FL 32256**W:** www.b-and-s.com**Business Type:** Wholesaler/Distributor, Manufacturer**Brass Instruments****Backbone Guitar Products, LLC**4125 Durham Chapel Hill Blvd.  
Suite 4A, Box 11

Durham, NC 27707

**P:** (919) 477-9775**E:** mmiller805@get-a-backbone.com**W:** www.Get-A-Backbone.com**Business Type:** Manufacturer**Accessories****ALL PARTS**

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6750 Cariboo Road, Suite 1  
Burnaby, BC V3N 4A4  
**P:** (604) 205-5770  
**F:** (604) 205-5770  
**E:** sales@backunmusical.com  
**W:** www.backunmusical.com  
**Business Type:** Wholesaler/  
Distributor, Manufacturer  
**Woodwinds**  
**Accessories**

**Barr None Music Publishers**

1833 Valley Vista Dr.  
Borden, IN 47106  
**W:** www.learn2play.biz  
**Business Type:** Wholesaler/  
Distributor, Manufacturer, Other  
**Media & Software**  
**Retail Displays & Business**  
**Products / Services**  
**Print Music**

**Beard Guitars, LLC**

21736 Leitersburg Pike  
Hagerstown, MD 21742  
**W:** www.beardguitars.com  
**Business Type:** Wholesaler/  
Distributor, Manufacturer  
**Pro Audio / Sound Reinforce-**  
**ment:** Fishman  
**Print Music:** Mel Bay, Mike  
Witcher, Jim Heffernan, Leroy  
Mack, Mike Auldridge  
**Traditional Folk Instruments:**  
Beard  
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Instructional, Jim Heffernan  
Instructional, Mel Bay, Mike  
Witcher  
**Plucked / Fretted Instru-**  
**ments:** Beard, Gold Told Paul  
Beard Signature Resonator  
Guitars, Bases

**Bedell Guitars**

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**F:** (541) 385-8339  
**E:** artistrelations@breedlove-  
sound.com  
**W:** www.bedellguitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instru-**  
**ments:** Bedell, Breedlove

**Benedetto Guitars, Inc**

10 Mall Terrace  
Suite A  
Savannah, GA 31406  
**W:** www.benedettoguitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**Besson**

7255 Salisbury Rd  
Jacksonville, FL 32256  
**W:** www.besson.com  
**Business Type:** Wholesaler/  
Distributor, Manufacturer  
**Brass Instruments**

**Best American Craftsman**

3124 Gillham Plaza  
Kansas City, MO 64109  
**W:** www.bestamericancrafts-  
man.com  
**Business Type:** Manufacturer  
**Brass Instruments**  
**Woodwinds**  
**Bigby Vibratos**  
PO Box 2468  
Savannah, GA 31402  
**E:** CustomerService@Bigby.  
com  
**W:** www.Bigby.com  
**Business Type:** Manufacturer  
**Accessories**  
**Plucked / Fretted Instruments**

**Black Mountain Instruments**

100 Foothill Blvd  
Calistoga, CA 94515  
**P:** (707) 494-6423  
**F:** (707) 494-6423  
**E:** david@blackmntinstruments.  
com  
**W:** www.blackmntinstruments.  
com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**Blizzard Lighting**

N16 W23390 Stoneridge Dr.  
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Waukesha, WI 53188  
**W:** www.blizzardlighting.com  
**Business Type:** Manufacturer  
**Media & Software**  
**DJ & Lighting Equipment**  
**Accessories**

**Blue Microphones**

5706 Corsa Ave  
Ste 102  
Westlake Village, CA 91362  
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**F:** (818) 879-5200  
**E:** orders@bluemic.com  
**W:** www.bluemic.com  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforce-**  
**ment**  
**Accessories**  
**Microphones**

**bo-pep**

P.O. Box 144  
South Thomaston, ME 04858  
**Business Type:** Manufacturer  
**Accessories**

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**F:** (404) 409-0530  
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**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

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**Percussion Instruments**

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**F:** (971) 975-3327  
**E:** dave@bosomusic.com  
**W:** www.bosodrumsticks.com  
**Business Type:** Manufacturer  
**Percussion Instruments**

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Distributor, Manufacturer  
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**ments:** Boulder Creek Guitars &  
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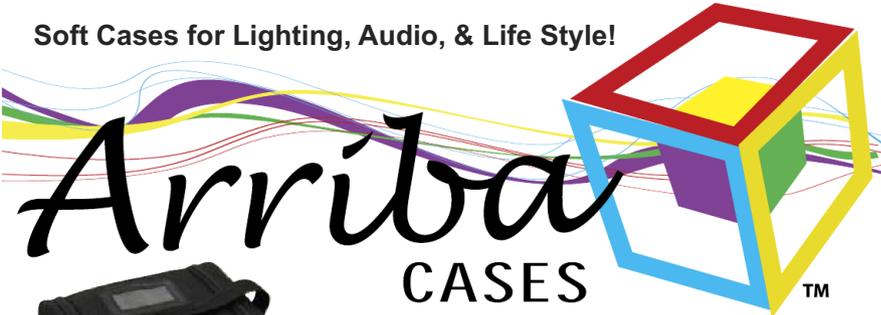
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163 Castleton Avenue  
Staten Island, NY 10301  
P: (347) 247-9800  
F: (347) 247-9800  
E: emorse5457@aol.com  
**Business Type:** Manufacturer  
**Woodwinds**

**Breedlove Stringed Instruments**  
61573 American Loop  
Bend, OR 97702  
W: www.breedlovesound.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments:** Breedlove Acoustic Guitars, Acoustic/Electric Guitars, Mandolins, Ukuleles, Acoustic Bases

**Breezin' Thru Inc.**  
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Toronto, ON M5M 1L6  
Canada  
P: (855) 265-3805  
E: info@breezinthrutheory.com  
W: http://BreezinThru.com  
**Business Type:** Manufacturer, Other  
**Media & Software**

**Breezy Ridge Instruments, Ltd.**  
PO Box 295  
Center Valley, PA 18034-0295  
P: (610) 691-3302  
E: info@jppstrings.com  
W: www.jppstrings.com  
**Business Type:** Manufacturer  
**Accessories:** John Pearse

**Brio Sales Group**  
2648 Meadow Wood Dr  
Palm Harbor, FL 34683  
W: www.briosales.com  
**Business Type:** Wholesaler/Distributor  
**Percussion Instruments**  
**Accessories**

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Farmingdale, NY 11735  
P: (631) 420-4238  
E: JasonDorf@Buckle-Down.com  
W: www.Buckle-Down.com  
**Business Type:** Manufacturer  
**Accessories**

**Buffet Group USA**  
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Jacksonville, FL 32256  
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F: (904) 821-0234  
W: http://www.buffet-group.com/en  
**Business Type:** Wholesaler/Distributor, Manufacturer  
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**Woodwinds**

**Burns Engineering**  
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Glendale, CA 91208  
W: www.bass-plate.com  
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**Accessories**

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W: www.martinguitar.com  
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**Accessories:** Martin Strings, Vega and Darco Strings  
**Plucked / Fretted Instruments:** Martin Guitars

**C.R. Alsip Guitars**  
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Arkansas City, KS 67005  
W: www.cralispguitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**  
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6573 Cochran Road  
Solon, OH 44139  
P: (800) 762-9266  
E: mcarr@cadaudio.com  
W: www.cadaudio.com  
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**Pro Audio / Sound Reinforcement:** CAD (headphones)  
**Microphones:** CAD, Astatic

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Sandy, UT 84070  
W: www.cannonballmusic.com  
**Business Type:** Manufacturer  
**Brass Instruments**  
**Woodwinds**

**Carolbrass -USA Doug Teeter-Dist.**  
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Fresno, CA 93704  
W: www.carolbrass.com  
**Business Type:** Wholesaler/Distributor  
**Brass Instruments**

**Casio America Inc**  
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Dover, NJ 07801  
W: www.musicgear.com  
**Business Type:** Manufacturer  
**Keyboard Instruments**

**CE Distribution LLC**  
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Tempe, AZ 85283  
P: (800) 840-0330  
E: info@cedist.com  
W: www.cedist.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Accessories:** Jensen, Yellow Jacket Tube Convertors  
**Effects & Pedals:** Mod Kits DIY,

**Cecilio Musical Instruments**  
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Rancho Cucamonga, CA 91730  
W: www.ceciliomusic.com  
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**Brass Instruments**  
**Woodwinds**  
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2551 Turkey Creek Road  
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P: (800) 370-2991  
E: sales@cedarcreekcases.com  
W: www.cedarcreekcases.com  
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United Kingdom  
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W: www.celestion.com  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement**  
**Accessories**

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Voorhees, NJ 08043  
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Sunrise, FL 33351  
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W: www.chauvetlighting.com/dj-club.html  
**Business Type:** Manufacturer  
**DJ & Lighting Equipment:** Chauvet DJ, Trusst

**Chem-Pak, Inc.**  
242 Corning Way  
Martinsburg, WV 25405  
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W: www.chem-pak.com  
**Business Type:** Manufacturer  
**Accessories:** Finger Ease

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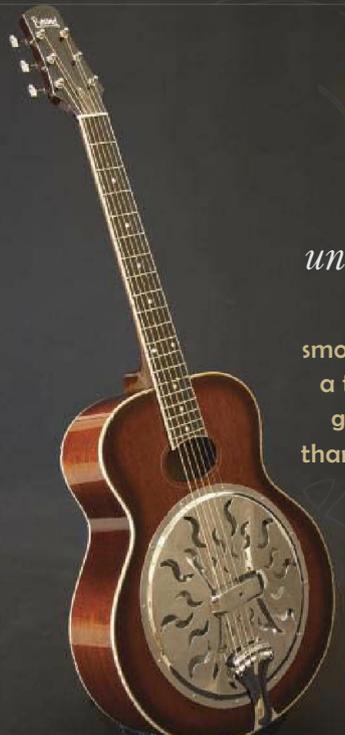
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Percussion Instruments****Claude Lakey Woodwinds**1416 NW 46th St  
Ste 105 Pmb 126  
Seattle, WA 98107**P:** (425) 861-5920**E:** info@claudelakey.com**W:** www.claudelakey.com**Business Type:** Wholesaler/Distributor, Manufacturer  
**Woodwinds  
Accessories****Cleartone Strings**827 Hollywood Way #420  
Burbank, CA 91505**P:** (818) 503-2700**E:** tone@cleartonestings.com**W:** www.cleartonestings.com**Business Type:** Manufacturer  
**Traditional Folk Instruments  
Plucked / Fretted Instruments****CMG Guitars**1993 Randy Lowery Road  
Statesboro, GA 30461**P:** (912) 541-0649**E:** chris@pladdmusic.com**W:** www.cmgguitars.com**Business Type:** Manufacturer  
**Plucked / Fretted Instruments****Colby Amplification**P.O. Box 199  
Bronx, NY 10464**W:** www.colbyamps.com**Business Type:** Manufacturer  
**Amplifiers****Cole Clark Guitars**7 Clare Street  
Bayswater, VIC 03153  
Canada**W:** www.coleclarkguitars.com**Business Type:** Manufacturer  
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www.facebook.com/christopherinstrument**Business Type:** Wholesaler/Distributor, Manufacturer  
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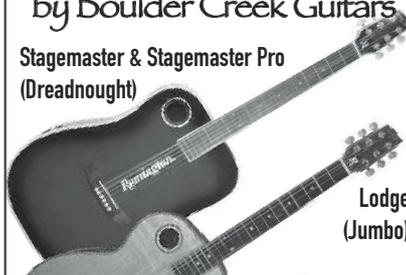
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**Business Type:** Manufacturer  
**Accessories**  
**Plucked / Fretted Instruments**

**Connolly Music Company**  
8 Vernon Valley Rd.  
East Northport, NY 11731  
**W:** [www.connollymusic.com](http://www.connollymusic.com)  
**Business Type:** Wholesaler/Distributor

**Pro Audio / Sound Reinforcement**  
**Accessories**  
**Bowed Instruments**

**Cordoba Guitars**  
1455 19th St.  
Santa Monica, CA 90404  
**W:** [www.cordobaguitars.com](http://www.cordobaguitars.com)  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Plucked / Fretted Instruments**

**Cort Guitars & Basses**  
700 West Pete Rose Way  
Building B #155-159  
Cincinnati, OH 45203  
**P:** (866) 817-3822  
**W:** [www.cortguitars.com](http://www.cortguitars.com)  
**Business Type:** Manufacturer  
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**W:** [www.crafterusa.com](http://www.crafterusa.com)  
**Business Type:** Wholesaler/Distributor  
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**Craviotto Drum Company**  
PO Box 719  
Santa Cruz, CA 95019  
**W:** [www.CraviottoDrums.com](http://www.CraviottoDrums.com)  
**Business Type:** Manufacturer  
**Percussion Instruments**

**Creative Tunings / SpiderCapo**  
31 maurizi lane  
Woodstock, NY 12498  
**P:** (845) 679-3391  
**E:** [spidercapo@gmail.com](mailto:spidercapo@gmail.com)  
**W:** [www.spidercapo.com](http://www.spidercapo.com)  
**Business Type:** Manufacturer  
**Accessories**  
**Effects & Pedals**

**CruzTOOLS, Inc.**  
PO Box 250  
Sonora, CA 95373  
**W:** [www.cruztools.com](http://www.cruztools.com)  
**Business Type:** Manufacturer  
**Accessories**



**D'Addario & Company**  
595 Smith Street  
Farmingdale, NY 11735  
**P:** (800) 323-2746  
**W:** [www.daddario.com/woodwinds](http://www.daddario.com/woodwinds)  
**Business Type:** Manufacturer

**Accessories:** D'Addario, Planet Waves, Pro Mark, Rico, Rico Royal, Reserve, Select Jazz, La Voz, Plasticover, Mitchell Lurie, Frederick L. Hemke, Grand Concert Select

**D'Andrea USA**  
400 Christian Lane  
Berlin, CT 06037  
**W:** [www.dandreausa.com](http://www.dandreausa.com)  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Accessories**  
**Plucked / Fretted Instruments**

**D'Angelico Guitars**  
141 W 28th Street 4th Floor  
New York, NY 10001  
**W:** [www.dangelicoguitars.com](http://www.dangelicoguitars.com)  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**D.A.S. Audio of America, Inc.**  
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Miami, FL 33166  
**P:** (305) 436-0521  
**E:** [infousa@dasaudio.com](mailto:infousa@dasaudio.com)  
**W:** [www.dasaudio.com](http://www.dasaudio.com)  
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**E:** [pjlabilab2@aol.com](mailto:pjlabilab2@aol.com)  
**W:** [www.saxdakota.com](http://www.saxdakota.com)  
**Business Type:** Manufacturer  
**Woodwinds:** Dakota Professional Saxophones: Soprano, Alto, Tenor, Baritone, Straight Alto, Straight Tenor, Curve Soprano

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**E:** [info@dangerousmusic.com](mailto:info@dangerousmusic.com)  
**W:** [www.dangerousmusic.com](http://www.dangerousmusic.com)  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement**

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4110 Fieldstone Road  
Champaign, IL 61822  
**P:** (217) 531-0620  
**E:** [information@dansr.com](mailto:information@dansr.com)  
**W:** [www.dansr.com](http://www.dansr.com)  
**Business Type:** Wholesaler/Distributor  
**Accessories:** Vandoren, Denis Wick, Jones Double Reeds

**Dava Company**  
9615 Cochiti Rd Ste B  
Albuquerque, NM 87123  
**P:** (505) 292-4578  
**E:** [davacompany@aol.com](mailto:davacompany@aol.com)  
**W:** [www.davapick.com](http://www.davapick.com)  
**Business Type:** Manufacturer  
**Accessories:** Dava

**Dave Smith Instruments**  
1527 Stockton St  
2nd Floor  
San Francisco, CA 94133  
**P:** (707) 963-7006  
**E:** [mail@davesmithinstruments.com](mailto:mail@davesmithinstruments.com)  
**W:** [www.davesmithinstruments.com](http://www.davesmithinstruments.com)  
**Business Type:** Manufacturer  
**Keyboard Instruments:** Pro 2, Profit 12 Profit 08, Tempest, Tetra, Mopho, Evolver, DSM01 Curtis Filter Module

**David Wexler & Co.**  
7807 E. Greenway Road, Suite #8  
Scottsdale, AZ 85260  
**E:** [wexlermusic@aol.com](mailto:wexlermusic@aol.com)  
**W:** [www.wexlermusic.com](http://www.wexlermusic.com)  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Accessories**

**Dawn Pro Audio**  
3015 Kustom Dr.  
Hebron, KY 41048  
**W:** [www.dawnproaudio.com](http://www.dawnproaudio.com)  
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**W:** [www.ddrum.com](http://www.ddrum.com)  
**Business Type:** Manufacturer  
**Percussion Instruments**

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**W:** [www.OrderDealerDirect.com](http://www.OrderDealerDirect.com)  
**Business Type:** Wholesaler/Distributor

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**F:** (925) 548-7400  
**E:** jawdms@gmail.com  
**W:** www.deanmarkley.com  
**Business Type:** Manufacturer  
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**F:** (661) 964-0217  
**E:** laura@myeclubtv.com  
**W:** www.decibel11.com  
**Business Type:** Manufacturer  
**Accessories**  
**Effects & Pedals**

**Demeter Amplification**

6990 Kingsbury Road  
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**F:** (805) 461-1028  
**E:** james@demeteramps.com  
**W:** www.demeteramps.com  
**Business Type:** Manufacturer  
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**Amplifiers**

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**P:** (713) 934-0100  
**F:** (713) 934-0100  
**E:** jeff@diamondamplification.com  
**W:** www.diamondamps.com  
**Business Type:** Manufacturer  
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**P:** (713) 934-0100  
**F:** (713) 934-0100

**E:** jeff@diamondamplification.com

**W:** www.guitarsbydiamond.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**Digital Audio Labs**

1266 Park Road  
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**F:** (952) 401-7700  
**E:** jgedden@digitalaudio.com  
**W:** www.digitalaudio.com  
**Business Type:** Manufacturer  
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**Accessories**  
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**W:** www.digitech.com  
**Business Type:** Manufacturer  
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**DMC Musical Products**

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**W:** www.dmcmusicalproducts.com  
**Business Type:** Wholesaler/Distributor,  
Manufacturer  
**Accessories**

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 Emerson, NJ 07630  
**P: (201) 599-0100**  
**E:** drstaff@drstrings.com  
**W:** drstrings.com  
**Business Type:** Manufacturer  
**Accessories**

**Dream Cymbals and Gongs**  
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 Toronto, ON M6H 3W9  
 Canada  
**W:** www.dreamcymbals.com  
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**Percussion Instruments**

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**W:** www.earasers.net  
**Business Type:** Manufacturer  
**Accessories**

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**F: (603) 654-2433**  
**E:** megan@earthworksaudio.com  
**W:** www.earthworksaudio.com  
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**Amplifiers:** Eden Bass Amplification

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**Plucked / Fretted Instruments**

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**Accessories**  
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**Keyboard Instruments:** Emerson

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**W:** www.emgpickups.com  
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**E:** cobistein@eminence.com  
**W:** www.eminence.com  
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**W:** www.epiloglaser.com  
**Business Type:** Manufacturer  
**Accessories:** Epilog Zing 16, Epilog Zing  
24, Epilog Helix, Epilog Fusion M2, Epilog  
Fusion 40, Epilog FiberMark 24

**Epiphone**  
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Nashville, TN 37217  
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**Business Type:** Manufacturer  
**Plucked / Fretted Instruments:**  
Epiphone

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4117 Earthwood Ave.  
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**Business Type:** Manufacturer  
**Accessories:** Ernie Ball  
**Plucked / Fretted Instruments:** Music  
man, Sterling

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**W:** www.cleartonestings.com  
**Business Type:** Manufacturer  
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tion.org  
**W:** www.fendermusicfounda-  
tion.org  
**Business Type:** Other  
**Associations / Organizations**

**Fender Musical Instruments  
Corporation**  
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Scottsdale, AZ 85255  
**P:** (800) 488-1818  
**E:** consumerrelations@fender.com  
**W:** www.fender.com  
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**Pro Audio / Sound Reinforce-  
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Passport  
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Percussion, Gretsch Drum  
**Accessories:** Fender, Gibraltar  
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Preamp Systems, Powerbridge  
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**Business Type:** Manufacturer  
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**Business Type:** Manufacturer  
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**W:** www.framus.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments:** Framus Guitars

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Reno, NV 89502  
**W:** www.fretlight.com  
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**W:** www.discoverguitar.com  
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**W:** www.starin.biz  
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**Racks, Cases & Stands**

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PO Box 949  
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West Milford, NJ 07480  
**E:** info@gluboo.com  
**W:** www.gluboo.com  
**Business Type:** Manufacturer  
**Accessories:** GluBoost, Fill n' Finish, MasterGlu

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**Business Type:** Wholesaler/Distributor  
**Keyboard Instruments**

## George Lowden Guitars

22 Down Business Park  
Down Business Centre  
Downpatrick, NI BT30 9UP  
Northern Ireland  
**W:** www.georgelowden.com  
**Business Type:** Manufacturer  
**Traditional Folk Instruments**  
**Accessories**

## Georgia Case

2052 Mountain Industrial Blvd  
Tucker, GA 30084  
**P:** (770) 938-0707  
**F:** (770) 938-0707  
**E:** brian@georgiacase.com  
**W:** www.georgiacase.com  
**Business Type:** Manufacturer  
**Racks, Cases & Stands**

## German American Trading Company

P.O. Box 17789  
Tampa, FL 33682  
**P:** (813) 961-8405  
**F:** (813) 961-8405  
**E:** germanamer@msn.com  
**Business Type:** Wholesaler/Distributor  
**Woodwinds**  
**Keyboard Instruments**  
**Traditional Folk Instruments**  
**Accessories**  
**Bowed Instruments**

## Getzen Company Inc.

P.O. Box 440  
530 S. Hwy H  
Elkhorn, WI 53121  
**W:** www.getzen.com  
**Business Type:** Manufacturer  
**Brass Instruments**  
**Gig Gear LLC**  
463 Quentin Road  
Brooklyn, NY 11223  
**P:** (718) 569-5345  
**E:** info@gig-gear.com  
**W:** www.gig-gear.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Accessories**

## GHS Strings

2813 Wilber Ave.  
Kalamazoo, 49037  
**E:** info@ghsstrings.com  
**W:** www.ghsstrings.com  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement:** Rocktron  
**Accessories:** GHS Strings  
**Effects & Pedals:** Rocktron

## Gibson Brands, Inc.

309 Plus Park Blvd.  
Nashville, TN 37217  
**P:** (800) 444-2766  
**E:** service@gibson.com  
**W:** www.gibson.com  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement:** KRK, Stanton, Cerwin Vega, Phillips, Tascam, Neat Microphones  
**Keyboard Instruments:** Baldwin, Wurliitzer  
**DJ & Lighting Equipment:** Stanton, Cerwin Vega  
**Plucked / Fretted Instruments:** Epiphone, Gibson, Kramer, Tobias

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23286, Del Lago Drive  
Laguna Beach, CA 92653  
**W:** www.gj2guitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

## Godin Guitars

19420 Clark Graham Ave.  
Baie D'Urfe, QC H9X3R8  
Canada  
**W:** www.godinguitars.com  
**Business Type:** Manufacturer  
**Percussion Instruments**  
**Racks, Cases & Stands**  
**Amplifiers**  
**Plucked / Fretted Instruments**

## Gold Tone, Inc

3656 S Hopkins Ave  
Titusville, FL 32780  
**P:** (321) 264-1970  
**F:** (321) 264-1970  
**E:** arogers@goldtone.com  
**W:** www.goldtone.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Percussion Instruments**  
**Accessories**  
**Plucked / Fretted Instruments**

## Gon Bops

219 Main Street  
Meductic, NB E6H2L5  
**P:** (506) 272-2019  
**E:** luisc@gonbops.com  
**W:** www.gonbops.com  
**Business Type:** Manufacturer

## Percussion Instruments Accessories

## Gorilla Inc.

570 W. Cheyenne Ave.  
Suite 80  
North Las Vegas, NV 89030  
**E:** hchatt@aol.com  
**W:** www.pignoseamps.com  
**Business Type:** Manufacturer  
**Amplifiers**

## Graph Tech Guitar Labs Ltd.

5-7551 Vantage Way  
Delta, BC V4G1C9  
Canada  
**P:** (604) 940-5353  
**F:** (604) 940-5353  
**E:** dave@graphtech.com  
**W:** www.graphtech.com  
**Business Type:** Manufacturer  
**Accessories**

## The Gretsch Company

PO Box 2468  
Savannah, GA 31402  
**W:** www.Gretsch.com  
**Business Type:** Manufacturer  
**Percussion Instruments:** Gretsch  
**Plucked / Fretted Instruments:** Gretsch  
**GRK Manufacturing Co**  
1200 Dayton ST  
Hamilton, OH 45011  
**P:** (800) 289-2362  
**E:** gkilday@grkmfg.com  
**W:** www.grkmfg.com  
**Business Type:** Manufacturer  
**Accessories**

## Grundorf Corporation

721 9th Avenue  
Council Bluffs, IA 51501  
**P:** (712) 322-3900  
**F:** (712) 322-3900  
**E:** sales@grundorf.com  
**W:** www.grundorf.com  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement**  
**DJ & Lighting Equipment**  
**Racks, Cases & Stands**  
**Accessories**

## GtrWrks LLC

11501 Lochwood Dr  
Suite 711  
Yukon, OK 73099  
**W:** www.gtrwrks.com  
**Business Type:** Manufacturer  
**Accessories**  
**Effects & Pedals**

## GuitarGrip by Grip Studios Inc

743 Wing St.  
Rear Bldg  
Plymouth, MI 48170  
**W:** www.guitargrip.com  
**Business Type:** Manufacturer  
**Accessories**

## Guptill Music

3621 W MacArthur Blvd, Ste 119  
Santa Ana, CA 92704  
**W:** www.guptillmusic.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Accessories**  
**Plucked / Fretted Instruments**  
**GW Distribution, LLC**  
P.O. Box 329  
Mahwah, NJ 07430  
**W:** www.pearlriverusa.com, www.ritmullerusa.com, www.kayserburgusa.com, www.galileopianos.com,

**Business Type:** Wholesaler/Distributor  
**Keyboard Instruments****Hagstrom Guitars**1000 Corporate Grove Dr.  
Buffalo Grove, IL 60089**P:** (800) 877-6863**E:** usm.info@usmusiccorp.com**W:** www.hagstromguitars.eu**Business Type:** Manufacturer**Plucked / Fretted Instruments:** Hagstrom Guitars**Hailun USA**P.O. Box 1130  
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Dayton, OH 45036**W:** www.hamiltonstands.com**Business Type:** Manufacturer**Accessories****Hammond USA**743 Annoreno Drive  
Addison, IL 60101**W:** www.hammondorganco.com**Business Type:** Wholesaler/Distributor,

Manufacturer

**Keyboard Instruments****Accessories****Effects & Pedals****Amplifiers****Hans Hoyer**7255 Salisbury Rd  
Jacksonville, FL 32256**W:** www.hans-hoyer.com**Business Type:** Wholesaler/Distributor, Manufacturer**Brass Instruments****Hansenfutz**569 E Broad St  
Souderton, PA 18964**P:** (215) 723-2370**F:** (215) 723-2370**W:** www.hansenfutz.com**Business Type:** Manufacturer**Percussion Instruments****Harman**8500 Balboa Blvd.  
Northridge, CA 91329**P:** (818) 893-8411**W:** www.harman.com**Business Type:** Wholesaler/Distributor, Manufacturer**Pro Audio / Sound Reinforcement:**

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**W:** www.harmonmutecompany.com  
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**Accessories**

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Dallas, TX 75225  
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**F:** (469) 939-5052  
**E:** harmoniousdesigns4u@gmail.com  
**W:** www.designs4harmony.com  
**Business Type:** Manufacturer  
**Bowed Instruments**

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3451 Commercial Ave.  
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**P:** (847) 498-9850  
**F:** (847) 498-5370  
**E:** lgoldstein@westheimercorp.com  
**W:** www.harmonyguitarsusa.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

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118 N 1st St  
Evansville, IN 47601  
**W:** www.harperguitars.com  
**Business Type:** Manufacturer  
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1222 Fairmount Avenue  
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**W:** www.henrettaengineering.com  
**Business Type:** Manufacturer  
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**W:** www.henriksenamps.com  
**Business Type:** Manufacturer  
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**W:** www.hiptrix.com  
**Business Type:** Manufacturer  
**Percussion Instruments**

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5134 Cub Creek Road  
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**F:** (434) 361-0128  
**E:** ann@hodgeproductsinc.com  
**W:** www.hodgeproductsinc.com  
**Business Type:** Wholesaler/Distributor,  
Manufacturer  
**Accessories**

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**W:** us.playhohner.com  
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**F:** (714) 522-8878  
**E:** kyle@hosatech.com  
**W:** www.hosatech.com  
**Business Type:** Manufacturer  
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**Accessories**  
**Microphones**

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## **P:** (800) 428-5367

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**W:** www.houseoftroy.com  
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**Accessories:** House of Troy Piano Lamps

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**W:** www.howardcore.com  
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**Bowed Instruments**

## Hunter Music Instrument, inc.

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Long Island City, NY 11101  
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**E:** kate@huntermusical.com  
**W:** www.huntermusical.com  
**Business Type:** Wholesaler/Distributor,  
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**Brass Instruments:** Hunter  
**Percussion Instruments:** Hunter  
**Bowed Instruments:** Hunter

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Middleton, WI 53562  
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**Business Type:** Manufacturer  
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**Microphones**

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Calgary, AB T2E 7P6  
Canada  
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**Keyboard Instruments**  
**DJ & Lighting Equipment**  
**Accessories**

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PO Box 5870  
Atlanta, GA 31107  
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**Business Type:** Manufacturer  
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200 Scenic View Drive  
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**P:** (401) 658-3131  
**W:** www.inmusicbrands.com  
**Business Type:** Manufacturer  
**Media & Software:** Mixmeister, AIR  
**Pro Audio / Sound Reinforcement:** Alesis, Alto Professional, M-Audio, Marantz  
Professional  
**Keyboard Instruments:** Alesis, M-Audio,  
Akai  
**DJ & Lighting Equipment:** Denon,  
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**W:** www.isptechnologies.com  
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Canada  
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lous 71  
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Building B #155-159  
Cincinnati, OH 45203  
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**W:** www.jayturser.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments:** Jay Turser

**Jazzbooks.com**

PO Box 1244  
New Albany, IN 47151-1244  
**Contact:** Matt Eve, President  
**P:** (800) 456-1388  
**E:** staff@jazzbooks.com  
**W:** www.jazzbooks.com  
**Business Type:** Wholesaler/Distributor  
**Media & Software**  
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9603 Custer Road  
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**E:** Dave@jerichoguitars.com  
**W:** www.jerichoguitars.com  
**Business Type:** Wholesaler/Distributor,

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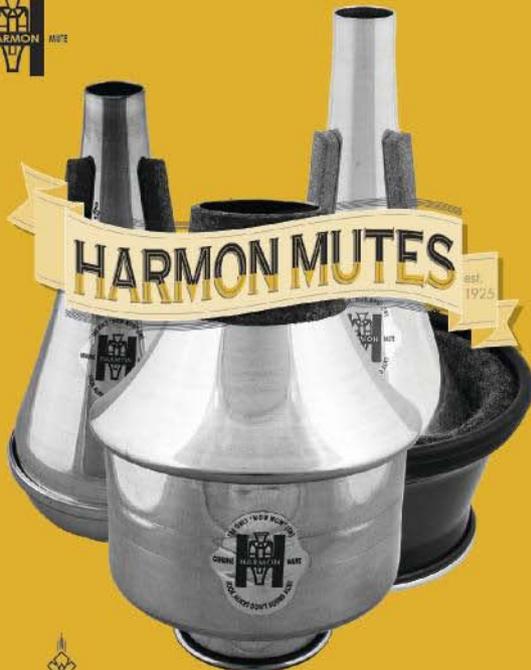
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**W:** www.jbbabbitt.com  
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Savannah, GA 31408  
**P:** (912) 964-4705  
**E:** Jody@Jodyjazz.com  
**W:** www.jodyjazz.com  
**Business Type:** Manufacturer  
**Woodwinds**  
**Videos / DVD**

**John Packer Ltd**

141 Staplegrove Road  
Taunton, Somerset TA2 6AF  
United Kingdom  
**W:** www.jpmusicalinstruments.com  
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**W:** www.jordanmusic.com  
**Business Type:** Manufacturer  
**Bowed Instruments**

**Journey Instruments Limited USA Office**  
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Cedar Park, TX 78613  
**W:** www.journeyinstruments.com  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement**  
**Plucked / Fretted Instruments**

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**W:** www.jrmusicupply.com  
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**W:** www.aranjuezstrings.com  
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**Accessories**  
**Plucked / Fretted Instruments**

**Julius Keilwerth**  
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**W:** www.julius-keilwerth.com  
**Business Type:** Wholesaler/Distributor,  
Manufacturer  
**Woodwinds**

**Jupiter Band Instruments**  
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Nashville, TN 37122  
**P: (615) 773-9900**  
**W:** www.jupitermusic.com  
**Business Type:** Manufacturer  
**Brass Instruments: Jupiter**  
**Woodwinds**  
**Accessories: Jupiter**

**Kala Brand Music Co.**  
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Petaluma, CA 94975  
**W:** www.kalabrand.com  
**Business Type:** Manufacturer  
**Accessories**  
**Plucked / Fretted Instruments**

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**Business Type:** Wholesaler/Distributor,  
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**Plucked / Fretted Instruments**

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Anaheim, CA 92805  
**W:** www.kanstul.com  
**Business Type:** Manufacturer  
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2055 E. University Drive  
Rancho Dominguez, CA 90220  
**P: (800) 421-2177**  
**E:** info@kawaius.com  
**W:** www.kawaius.com  
**Business Type:** Wholesaler/Distributor  
**Keyboard Instruments: Kawai**

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**W:** www.KayGuitar.com  
**Business Type:** Manufacturer

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31 Coates Street  
Trenton, NJ 08611  
**W:** www.kayline.com  
**Business Type:** Manufacturer  
**Racks, Cases & Stands**  
**Amplifiers**

**Kelley Percussion / Kelley International Sales**  
1320 Stirling Road  
Suite #8A  
Dania Beach, FL 33004  
**W:** www.kelleypercussion.com  
**Business Type:** Wholesaler/Distributor  
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420 Race St.  
Perkasie, PA 18944  
**P:** (215) 453-8887  
**E:** sales@kensmithbasses.com  
**W:** www.KenSmithBasses.com

**Business Type:** Manufacturer

**Accessories:** Smith Electric Bass & Guitar Strings

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**Kent Armstrong**

17570 N. Tamiami Trl., Ste. 1  
North Fort Myers, FL 33903  
**P:** (800) 449-9348

**E:** info@kentarmstrong.com

**W:** www.kentarmstrong.com

**Business Type:** Wholesaler/Distributor, Manufacturer

**Accessories**

**Plucked / Fretted Instruments**

**Kent Drum Company USA**

1620 Broadway  
PO Box 35  
Buffalo, NY 14212

**P:** (800) 828-7676

**E:** kentdrum@verizon.net

**Business Type:** Wholesaler/Distributor

**Percussion Instruments**

**KHS America**

12020 Eastgate Blvd  
Nashville, TN 37122

**P:** (615) 773-9900

**W:** www.facebook.com/KHSinAmerica

**Business Type:** Wholesaler/Distributor, Manufacturer

**Marching Percussion:** Mapex, Majestic

**Brass Instruments:** Jupiter, XO

**Woodwinds:** Jupiter, Altus Flutes, Azumi Flutes

**Percussion Instruments:** Majestic, Mapex, Nfuzd Audio

**Racks, Cases & Stands:** Hercules Stands, Nomad Stands

**Accessories:** Hercules Stands, Jupiter Band, Nomad Stands, Mapex

**Kickport International**

921 Transport Way #29  
Petaluma, CA 94954

**W:** www.kickport.com

**Business Type:** Manufacturer

**Percussion Instruments**

**Accessories**

**Killer-Q Guitar and Instrument Straps (a Div. of Strapworks LLC)**

3900 W. 1st Ave.

Eugene, OR 97402

**W:** www.Killer-Q.com

**Business Type:** Manufacturer

**Accessories**

**KlipLite**

3817 Hickory Grove Rd  
Davenport, IA 52806

**P:** (866) 315-4567

**E:** kliplite2@aol.com

**W:** www.KlipLite.com

**Business Type:** Manufacturer

**Accessories:** KlipLight: Cordless LED Music Stand Light,

KlipLite Universal Music Stand Light, KlipLite LED Music

Light AC Adapter

**KLOTZ AIS GmbH**

Johann-Sebastian-Bach-Strasse 36

Vaterstetten, Bavarian 85591

Germany

**P:** (+49) (0-)810

**E:** info@klotz-ais.com

**W:** www.klotz-ais.com

**Business Type:** Manufacturer

**Accessories**

**Kluson**

17570 N. Tamiami Trail, Ste. 1  
North Fort Myers, FL 33903

**P:** (800) 449-9348

**F:** (800) 449-9348

**E:** sales@kluson.com

**W:** www.kluson.com

**Business Type:** Wholesaler/Distributor, Manufacturer

**Accessories**

**Plucked / Fretted Instruments**

**Koenig, Inc dba King Kong Cases**

10040 Patterson Park Rd.

PO Box 6302

Ashland, VA 23005

**Contact:** Buz King, President

**P:** (804) 798-8282

**F:** (302) 382-6501

**F:** (804) 798-8585

**E:** koeniginc@earthlink.net

**W:** www.kingkongcases.com

**Business Type:** Wholesaler/Distributor, Manufacturer

**Pro Audio / Sound Reinforcement**

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**Bowed Instruments**

**Amplifiers**

**Plucked / Fretted Instruments**

**Konig & Meyer**

8 Vernon Valley Rd.

Wertheim, B-W 11731

**W:** www.km-america.com

**Business Type:** Manufacturer

**Pro Audio / Sound Reinforcement**

**Accessories**

**Korg USA, Inc.**

316 South Service Road

Melville, NY 11747

**P:** (800) 645-3188

**E:** customer\_service@korgusa.com

**W:** www.korgusa.com

**Business Type:** Wholesaler/Distributor, Manufacturer

**Pro Audio / Sound Reinforcement:** HK Audio

**Keyboard Instruments:** Korg

**DJ & Lighting Equipment:** Korg

**Percussion Instruments:** Sakae Drums

**Accessories:** Dean Markley

**Effects & Pedals:** Korg, Vox

**Amplifiers:** VOX Amplification, Blackstar Amplification,

Ashdown Engineering,

**Plucked / Fretted Instruments:** Lag Guitars

**Kratt Pitch Pipes**

40 Lafayette Place

Kenilworth, NJ 07033

**P:** (908) 709-8901

**E:** service@krattpitchpipe.com

**W:** www.krattpitchpipe.com

**Business Type:** Manufacturer

**Brass Instruments**

**KRUTZ, Inc.**

9336 West 53rd Terrace

Shawnee, KS 66203

**W:** www.krutzstrings.com

**Business Type:** Wholesaler/Distributor, Manufacturer

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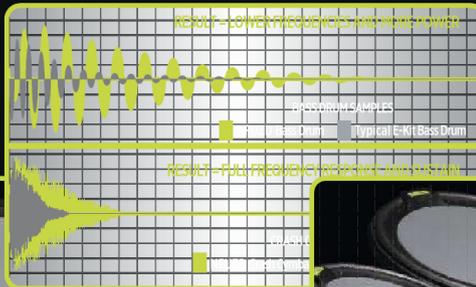
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**P:** (269) 340-9013  
**E:** scott@kurtzweilmusical.com  
**W:** www.kurtzweilmusical.com  
**Business Type:** Manufacturer  
**Accessories**



**Kyser Musical Products**  
28141 State Highway 64  
Canton, TX 75103  
**W:** www.kysermusical.com  
**Business Type:** Manufacturer  
**Accessories:** Quick-Change capos, guitar strings, guitar straps, acoustic guitar humidifiers, instrument care products

**The L.A. Sax Company**  
864 North 12th Street  
Niles, MI 49120  
**P:** (888) 943-1452  
**E:** sales@lasax.com  
**W:** www.lasax.com  
**Business Type:** Manufacturer  
**Woodwinds:** L.A. Sax

**Lacey Guitars**  
PO Box 634  
Kingston Springs, TN 37082  
**W:** www.laceyguitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**Lakota Leathers**  
537 S Schrader Rd.  
Sevierville, TN 37876  
**P:** (865) 963-9303  
**F:** (865) 963-9303  
**E:** kenny@lakotalathers.com  
**W:** www.lakotalathers.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Accessories**  
**Plucked / Fretted Instruments**

**LD Systems**  
9 Mars Court  
Boonton, NJ 07005  
**P:** (973) 224-2975  
**F:** (973) 224-2975  
**E:** steve1959@gmail.com  
**W:** www.ld-systems.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Pro Audio / Sound Reinforcement**

**Learn To Play**  
1833 Valley Vista Dr.  
Borden, IN 47106  
**W:** www.learntoplay.biz  
**Business Type:** Manufacturer  
**Print Music**

**Leedy Drums**  
PO Box 2468  
Savannah, GA 31402  
**W:** www.leedydrums.com  
**Business Type:** Manufacturer  
**Percussion Instruments**

**Legator Guitars**  
7764 San Fernando Rd.  
Unit 10A  
Los Angeles, CA 91352  
**P:** (818) 768-7764

**E:** info@legatorguitars.com  
**W:** www.legatorguitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**Legere Reeds Ltd.**  
121 Welham Rd., Unit #4  
Barrie, ON L4N 8Y3  
Canada  
**P:** (705) 735-1559  
**E:** customerservice@legere.com  
**W:** www.Legere.com  
**Business Type:** Manufacturer  
**Accessories**

**Let My Children Hear Music/The Charles Mingus Institute**  
484 W. 43rd St., Suite 43-S  
New York, NY 10036  
**Contact:** Sue Mingus, President  
**P:** (212) 736-4749  
**E:** mingusedu@charlesmingus.org  
**W:** www.charlesmingus.org  
**Twitter:** twitter.com/mingus  
**Facebook:** facebook.com/charlesmingus  
**YouTube:** www.youtube.com/user/TheMingusInstitute  
**Business Type:** Other  
**Associations / Organizations**



**Levy's Leathers Limited**  
190 Disraeli Freeway  
Winnipeg, MB R3B 2Z4  
Canada  
**P:** (204) 957-5139  
**E:** levys@levysleathers.com  
**W:** www.levysleathers.com  
**Business Type:** Manufacturer  
**Accessories:** Levy's Guitar Straps, Levy's gig bags

**Line 6**  
26580 Agoura Road  
Calabasas, CA 91302  
**P:** (818) 575-3600  
**W:** www.line6.com  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement:**  
Line 6  
**Amplifiers:** Line 6  
**Microphones:** Line 6  
**Plucked / Fretted Instruments:** Line 6

**Lipe Guitars USA**  
341 A Street  
Fillmore, CA 93015  
**P:** (818) 383-8241  
**E:** mike@lipeguitars.com  
**W:** www.lipeguitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments:** Lipe Guitars & Basses

**Liuteria Dimitri Atanassov - Cremona Strings SRL**  
Via San Martino 1  
Cremona, Cremona 26100  
Italy  
**W:** www.dimitriatanassov.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Bowed Instruments**

**Lollar Pickups**  
2312 A Street  
Tacoma, WA 98402  
**W:** www.LollarPickups.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Accessories**  
**Plucked / Fretted Instruments**

**Lone Wolf Trucking**  
1503 Walnut Drive  
Alamogordo, NM 88310  
**P:** (575) 434-9744  
**E:** lonewolfbigtruck@yahoo.com  
**W:** lonewolftrucking.com  
**Business Type:** Other  
**Retail Displays & Business Products / Services:** We transport pianos, all makes and models, nationwide with residential delivery available.

**Loog Guitars**  
119 W 72nd St. Ste. 335  
New York, NY 11023  
**W:** www.loogguitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**Los Angeles College of Music**  
300 S Fair Oaks Ave  
Pasadena, CA 91105  
**W:** www.lacm.edu  
**Business Type:** Other  
**Associations / Organizations**

**Los Cabos Drumsticks**  
29 Millennium Drive  
Hanwell, NB E3C2N9  
**W:** www.loscabosdrumsticks.com  
**Business Type:** Manufacturer  
**Percussion Instruments**  
**Accessories**

**Lowrey Organ Company**  
989 AEC Drive  
Wood Dale, IL 60191  
**P:** (708) 352-3388  
**E:** frankw@lowrey.com  
**W:** www.lowrey.com  
**Business Type:** Manufacturer  
**Keyboard Instruments**

**LR Baggs**  
483 N. Frontage Rd.  
Nipomo, CA 93444  
**W:** www.lrbaggs.com  
**Business Type:** Manufacturer  
**Accessories**  
**Plucked / Fretted Instruments**

**LsL Instruments**  
26559 Ruether Ave.  
Santa Clarita, CA 91350  
**P:** (818) 785-1111  
**P:** (818) 363-5235  
**F:** (818) 363-5235  
**E:** info@lslinstruments.com  
**W:** www.lslinstruments.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**Lsrk In The Morning**  
PO Box 1176  
Mendocino, CA 95460  
**P:** (707) 964-5569  
**F:** (707) 964-5569  
**E:** mickie@larkinam.com  
**W:** www.larkinam.com  
**Business Type:** Wholesaler/Distributor  
**Marching Percussion**  
**Woodwinds**  
**Traditional Folk Instruments**  
**Bowed Instruments**

**Videos / DVD**  
**Plucked / Fretted Instruments**

**Luna Guitars**  
4924 W. Waters Ave.  
Tampa, FL 33634  
**P:** (773) 793-6667  
**F:** (773) 793-6667  
**W:** www.lunaguitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**M Audio**  
200 Scenic View Drive  
Cumberland, RI 02864  
**W:** www.maudio.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Pro Audio / Sound Reinforcement**  
**Keyboard Instruments**  
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**Accessories**

**M&M Merchandisers, Inc.**  
1923 Bomar Ave.  
Fort Worth, TX 76103  
**W:** www.mmwholesale.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Media & Software**  
**Retail Displays & Business Products / Services**  
**Print Music**  
**Mackie**  
16220 Wood Red Road N.E.  
Woodinville, WA 98072  
**P:** (425) 487-4333  
**W:** www.mackie.com  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement:**  
Mackie  
**Effects & Pedals:** Ampeg  
**Amplifiers:** Ampeg

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**Plucked / Fretted Instruments**

**Majestic Percussion**  
12020 Eastgate Blvd  
Nashville, TN 37122  
**P:** (615) 773-9900  
**W:** www.majesticpercussion.com  
**Business Type:** Manufacturer  
**Marching Percussion:** Majestic  
**Percussion Instruments:** Majestic

**MakeMusic, Inc.**  
7615 Golden Triangle Drive, Suite M  
Eden Prairie, MN 55344  
**P:** (952) 906-3606  
**F:** (952) 906-3606  
**E:** mfrisbie@makemusic.com  
**W:** www.makemusic.com  
**Business Type:** Manufacturer  
**Media & Software**

**Manhasset Specialty Company**  
P. O. Box 2518  
Yakima, WA 98907  
**P:** (509) 248-3810

E: dan@manhasset-specialty.com  
 W: www.manhasset-specialty.com  
**Business Type:** Manufacturer  
**Accessories:** Manhasset music stands and accessories

**Mapex Drums**  
 12020 Eastgate Blvd  
 Nashville, TN 37122  
 P: (615) 773-9900  
 W: mapexdrums.com/us  
**Business Type:** Manufacturer  
**Percussion Instruments:** Mapex Drums, Black Panther Snare

**Marlin Leshner Reed Co.**  
 PO Box 1004  
 Port Townsend, WA 98368  
**Business Type:** Manufacturer  
**Woodwinds**  
**Accessories**

**Marshall Amplification**  
 1000 Corporate Grove Dr.  
 Buffalo Grove, IL 60089  
 P: (800) 877-6863  
 E: usm.info@usmusiccorp.com  
 W: www.marshallamps.com  
**Business Type:** Manufacturer  
**Effects & Pedals**  
**Amplifiers:** Marshall Amplification

**Maxonix**  
 P.O. Box 272312  
 Tampa, FL 33688  
 P: (813) 932-3499  
 E: sales@maxonix.com  
 W: www.maxonix.com  
**Business Type:** Manufacturer  
**Accessories**

**Meisel Accessories LLC**  
 51 Boland Drive  
 PO Box 7003  
 West Orange, NJ 07052  
 W: www.meiselaccessories.com  
**Business Type:** Wholesaler/Distributor  
**Accessories:** Meisel tuners, quivers, stands, shoulder rests, etc.

**Mel Bay Publications, Inc.**  
 4 Industrial Dr  
 Pacific, MO 63069  
 W: www.melbay.com  
**Business Type:** Manufacturer  
**Print Music**

**Melton Meinl Weston**  
 7255 Salisbury Rd  
 Jacksonville, FL 32256  
 W: www.melton-meinl-weston.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Brass Instruments**

**Mesanovic Microphones**  
 12950 Cloverdale Street  
 Oak Park, MI 48237  
 P: (248) 709-3950  
 F: (248) 709-3950  
 E: deni@mesanovicmicrophones.com  
 W: www.mesanovicmicrophones.com  
**Business Type:** Manufacturer  
**Microphones**

**Metalin' Guitars**  
 5 Industrial Drive  
 PO Box 395  
 St. James, MO 65559  
 W: www.metalinguitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**Mic-Eze**  
 P O Box 900

Pittsburgh, PA 15662  
 P: (800) 537-3491  
 E: mike@mic-eze.com  
 W: www.mic-eze.com  
**Business Type:** Manufacturer  
**Percussion Instruments**  
**Accessories**

**Mick's Musical Accessories, Div. of Concept-Logic, LLC**  
 P.O. Box 371  
 Crown Point, IN 46307  
 W: www.micksicks.com  
**Business Type:** Manufacturer  
**Accessories**

**Mid-East Mfg., Inc.**  
 7694 Progress Circle  
 West Melbourne, FL 32904  
 P: (321) 724-1477  
 F: (321) 724-1477  
 E: gregk@mid-east.com  
 W: www.mid-east.com  
**Business Type:** Wholesaler/Distributor  
**Woodwinds**  
**Traditional Folk Instruments**  
**Percussion Instruments**  
**Bowed Instruments**  
**Plucked / Fretted Instruments**

**Mighty Bright**  
 650 Ward Drive  
 Santa Barbara, CA 93111  
 P: (805) 683-9000  
 F: (805) 683-9000  
 E: mhaas@mightybright.com  
 W: www.mightybright.com  
**Business Type:** Manufacturer

#### DJ & Lighting Equipment Accessories

**Mighty Mite**  
 3451 Commercial Ave.  
 Northbrook, IL 60062  
**Contact:** Jeff Kylloe, Product Manager  
 P: (847) 498-6483  
 P: (847) 498-9850  
 F: (847) 498-5370  
 E: sales@mightymite.com  
 W: www.mightymite.com  
**Business Type:** Manufacturer  
**Accessories**

**Mike Balter Mallets**  
 15 E. Palatine Rd., Ste. 116  
 Prospect Heights, IL 60070  
 E: info@mikebalter.com  
 W: mikebalter.com  
**Business Type:** Manufacturer  
**Marching Percussion**  
**Percussion Instruments**

**Mingde Musik Ltd**  
 5550 Este Ave  
 Cincinnati, OH 45232  
 W: www.mingdemusik.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Pro Audio / Sound Reinforcement**  
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818-352-6212

[mike@LipeGuitars.com](mailto:mike@LipeGuitars.com)

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### MIPRO/Starin

136 Venturi Drive  
Chicago, IL 46304

**P:** (219) 929-4127

**E:** [mipro@starin.biz](mailto:mipro@starin.biz)

**W:** [www.starin.biz](http://www.starin.biz)

**Business Type:** Wholesaler/Distributor

**Pro Audio / Sound Reinforcement  
Racks, Cases & Stands  
Accessories  
Amplifiers**

### MJC Ironworks

140 Mountain Spring Dr  
San Jose, CA 95136

**W:** [www.mjcionworks.com](http://www.mjcionworks.com)

**Business Type:** Manufacturer  
**Accessories:** MJC Ironworks  
Premium High Performance Bass  
Strings, Stainless Steel, Nickel Plated  
Steel,  
RN Protects Anti Corrosion System

### Mod Kits DIY

6221 South Maple Ave  
Tempe, AZ 85283

**P:** (480) 820-5411

**E:** [info@modkitsdiy.com](mailto:info@modkitsdiy.com)

**W:** [www.modkitsdiy.com](http://www.modkitsdiy.com)

**Business Type:** Manufacturer  
**Accessories**

### Mojave Audio

2711 W. Empire Ave.  
Burbank, CA  
Burbank, CA 91504

**P:** (818) 847-0222

**F:** (818) 847-0222

**E:** [cr@audio-import.de](mailto:cr@audio-import.de)

**W:** [www.mojaveaudio.com](http://www.mojaveaudio.com)

**Business Type:** Manufacturer  
**Microphones**

### Mono

14 East Sir Francis Drake, Ste D  
San Francisco, CA 94939

**P:** (415) 830-5522

**E:** [sales@monocreators.com](mailto:sales@monocreators.com)

**W:** [www.monocreators.com](http://www.monocreators.com)

**Business Type:** Wholesaler/Distributor, Manufacturer  
**Accessories**

### Montarado Guitars

3745 Needles Dr  
Colorado Springs, CO 80908

**W:** [www.montarado.com](http://www.montarado.com)

**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

### Moog Music, Inc.

160 Broadway St.  
Asheville, NC 28801

**P:** (800) 948-1990

**E:** [info@moogmusic.com](mailto:info@moogmusic.com)

**W:** [www.moogmusic.com](http://www.moogmusic.com)

**Business Type:** Manufacturer  
**Keyboard Instruments: Moog  
Effects & Pedals: Moog**

### Mooradian Cover Company

65 Sprague Street  
Boston, MA 02136

**W:** [www.mooradian.com](http://www.mooradian.com)

**Business Type:** Manufacturer  
**Racks, Cases & Stands  
Accessories**

### Morrell Music Co.

16 23rd Street  
Bristol, TN 37620

**W:** [www.morrellmusic.com](http://www.morrellmusic.com)

**Business Type:** Wholesaler/Distributor, Manufacturer  
**Print Music  
Accessories  
Videos / DVD  
Plucked / Fretted Instruments**

### Moses Carbon Graphite USA

32591 Fox Hollow Road  
Eugene, OR 97405

**W:** [www.mosesgraphite.com](http://www.mosesgraphite.com)

**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement  
Bowed Instruments  
Plucked / Fretted Instruments**

### MottAudio LLC

10391 Blue Fin Drive  
Indianapolis, IN 46256

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 5550 Este Ave  
 Cincinnati, OH 45232  
**W:** www.mdrghusa.com  
**Business Type:** Wholesaler/Distributor  
**Percussion Instruments**  
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**Accessories**  
**Bowed Instruments**  
**Amplifiers**  
**Plucked / Fretted Instruments**

**Music Factory Direct**  
 864 North 12th Street  
 Niles, MI 49120  
**P:** (888) 943-1452  
**E:** support@musicfactorydirect.com  
**W:** www.musicfactorydirect.com  
**Business Type:** Wholesaler/Distributor  
**Brass Instruments:** Roy Benson, Bach Brass, King, Conn, Vento  
**Woodwinds:** Roy Benson, Armstrong, Emerson, Gemeinhardt, Selmer, Selmer Paris, Leblanc, Vito, Bliss, L.A. Sax, Vento  
**Percussion Instruments:** Bad Aax,  
**Accessories:** Bach, Conn-Selmer, Bonade, Vandoren, Kurtzweil Custom,  
**Microphones:** Bad Aax

**The Music Link**  
 31067 San Clemente St.  
 Hayward, CA 94544  
**P:** (415) 570-0970  
**E:** info@themusiclink.net  
**W:** www.themusiclink.net  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Brass Instruments:** Palatino  
**Woodwinds:** Palatino  
**Percussion Instruments:** CODA Percussion  
**Racks, Cases & Stands:** Guardian Cases  
**Accessories:** Palatino Strings  
**Bowed Instruments:** Palatino  
**Amplifiers:** VHT Amplification  
**Plucked / Fretted Instruments:** Recording King, The Loar, AXL Guitars, Johnson, Antonio Hermosa, Savannah, Koloa Ukulele, Paris Swing Guitars, Lucida Guitars

**The Music People, Inc.**  
 154 Woodlawn Rd.  
 Suite C  
 Berlin, CT 06037  
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**Business Type:** Wholesaler/Distributor, Manufacturer  
**Pro Audio / Sound Reinforcement:** TMP Pro Distribution  
**Racks, Cases & Stands:** On-Stage, On-Stage Stands, On-Stage Cases  
**Accessories:** u-mount, DrumFire, Hot Wires, Audio Spectrum, Hennessey, TMP Pro Distribution.

**Music Group Services**  
 5270 Procyon St  
 Las Vegas, NV 89118  
**P:** (702) 800-8290  
**E:** sales@music-group.com  
**W:** www.music-group.com  
**Business Type:** Manufacturer  
**Media & Software:** Behringer  
**Pro Audio / Sound Reinforcement:** Midas, Turbo-sound, Klark Teknik, Behringer  
**Keyboard Instruments:** Behringer  
**DJ & Lighting Equipment:** Behringer  
**Percussion Instruments:** Behringer  
**Effects & Pedals:** Behringer  
**Amplifiers:** Bugera, Behringer  
**Microphones:** Behringer

**Music Works Custom Batons**  
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 Denver, CO 80207  
**W:** www.musiworkscustombatons.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Accessories**

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 P.O. Box 393  
 111 S. Poplar St.  
 Loda, IL 60948  
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**E:** sales@musicsearchusa.com

**W:** www.musicsearchusa.com  
**Business Type:** Manufacturer  
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**Print Music**

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 Sonoma, CA 95476  
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**Plucked / Fretted Instruments**

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44 N. Second St.  
Memphis, TN 38103  
**W:** [www.musistic.com](http://www.musistic.com)  
**Business Type:** Manufacturer  
**Media & Software**  
**Pro Audio / Sound Reinforcement**  
**DJ & Lighting Equipment**  
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**Mutec, Inc.**  
7650 Austin Ave  
Skokie, IL 60077  
**P:** (847) 983-8675  
**F:** (847) 983-8675  
**E:** [info@mutecmutes.com](mailto:info@mutecmutes.com)  
**W:** [www.mutecmutes.com](http://www.mutecmutes.com)  
**Business Type:** Manufacturer  
**Accessories:** Mutec Mutes, Mutec Mouthpieces

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1630 Williams Highway  
Suite 213  
Grants Pass, OR 97527  
**W:** [www.mpproaudio.com](http://www.mpproaudio.com)  
**Business Type:** Wholesaler/Distributor  
**Media & Software:** Softube AB

**Pro Audio / Sound Reinforcement:** SM Pro Audio, Violet Audio  
**Keyboard Instruments:** Waldorf GmbH  
**Accessories:** Rimshot Locs  
**Microphones:** Soyuz Microphones  
**Plucked / Fretted Instruments:** Blade Guitars, Levinson Guitars

**Nady Systems**  
6701 Shellmound St  
Emeryville, CA 94608  
**W:** [www.nady.com](http://www.nady.com)  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement**  
**Amplifiers**  
**Microphones**

**Namba Gear**  
3793 Rosepark Dr  
Portland, OR 97068  
**W:** [www.NambaGear.com](http://www.NambaGear.com)  
**Business Type:** Manufacturer  
**Racks, Cases & Stands**



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Carlsbad, CA 92008  
**W:** [www.namm.org](http://www.namm.org)  
**Business Type:** Other  
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**P:** (800) 877-6863

**E:** [usm.info@usmusiccorp.com](mailto:usm.info@usmusiccorp.com)  
**W:** [www.nataldrums.com](http://www.nataldrums.com)  
**Business Type:** Manufacturer  
**Percussion Instruments:** Natal Drums

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655 N. Central Ave, Floor 17  
Glendale, CA 91203  
**W:** [www.nektartech.com](http://www.nektartech.com)  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Keyboard Instruments**

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1181 Route 22  
Mountainside, NJ 07092  
**P:** (908) 232-6700  
**E:** [rnotoris@nemc.com](mailto:rnotoris@nemc.com)  
**W:** [www.nemc.com](http://www.nemc.com)

**Business Type:** Wholesaler/Distributor  
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**W:** [www.neotechstraps.com](http://www.neotechstraps.com)  
**Business Type:** Manufacturer  
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**Business Type:** Manufacturer  
**Racks, Cases & Stands**

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**Pro Audio / Sound Reinforcement:** Nomad  
**Accessories:** Nomad

**Normandy Guitars LLC**  
PO Box 3564  
Salem, OR 97302  
**P:** (503) 689-1998  
**F:** (503) 689-1998  
**E:** [jjm@normandyguitars.com](mailto:jjm@normandyguitars.com)  
**W:** [www.normandyguitars.com](http://www.normandyguitars.com)  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

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11 Holt Dr.  
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**W:** [www.namusic.com](http://www.namusic.com), [www.pianoseats.com](http://www.pianoseats.com)  
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**Keyboard Instruments**  
**Accessories**

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**E:** [nick@npcimaging.com](mailto:nick@npcimaging.com)  
**W:** [www.npcimaging.com](http://www.npcimaging.com)  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Media & Software**

**NS Design**  
134 Back Meadow Road  
Nobleboro, ME 04555  
**P:** (207) 563-7705  
**F:** (207) 563-7705  
**E:** [garyb@nedsteinberger.com](mailto:garyb@nedsteinberger.com)  
**W:** [thinkns.com](http://thinkns.com)  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Bowed Instruments:** NS Design  
**Plucked / Fretted Instruments:** NS Design

**Numark**  
200 Scenic View Drive  
Cumberland, RI 02864  
**W:** [www.numark.com](http://www.numark.com)  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**DJ & Lighting Equipment**  
**Amplifiers**

**Nuvo Instrumental (Asia) Ltd**  
16F, Mayson Garden Building  
68 Hing Fat Street, Tin Hau  
Hong Kong, Central Hong Kong  
**W:** [www.nuvo-instrumental.com](http://www.nuvo-instrumental.com)  
**Business Type:** Manufacturer  
**Woodwinds**

**Ohana Music, Inc.**  
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Suite 105  
Long Beach, CA 90804  
**W:** [www.ohana-music.com](http://www.ohana-music.com)  
**Business Type:** Wholesaler/Distributor  
**Plucked / Fretted Instruments**

**Ome Banjos**  
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Boulder, CO 80301  
**W:** [www.omebanjos.com](http://www.omebanjos.com)  
**Business Type:** Manufacturer  
**Traditional Folk Instruments**

**Omega Digital Pianos / Piano Empire, Inc.**  
3035 E. La Mesa St.  
Anaheim, CA 92806  
**W:** [www.omegapianos.com](http://www.omegapianos.com)  
**Business Type:** Wholesaler/Distributor  
**Keyboard Instruments**

**OMG Music**  
1530 Endeavor Dr.  
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Noblesville, IN 46060  
**W:** [www.omgmusic.com](http://www.omgmusic.com)  
**Business Type:** Wholesaler/Distributor, Manufacturer  
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**Plucked / Fretted Instruments**

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**W:** On-Stage.com

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700 West Pete Rose Way  
 Building B #155-159  
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**P:** (866) 817-3822

**E:** info@onoriintl.com

**W:** onoriintl.com

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**Accessories:** Onori Guitar Straps

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5350 Capital Ct.  
 Suite 108

Reno, NV 89502

**P:** (775) 636-7300

**F:** (775) 636-7300

**E:** aengesetter@fretlight.com

**W:** www.fretlight.com

**Business Type:** Manufacturer

**Plucked / Fretted Instruments**

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2200 8th St  
 Tuscaloosa, AL 35401

**P:** (800) 398-8501

**E:** info@optionknob.com

**W:** www.optionknob.com

**Business Type:** Manufacturer

**Accessories:** OKnob, GloKnob, VKnob

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1000 Corporate Grove Dr.  
 Buffalo Grove, IL 60089

**P:** (800) 877-6863

**E:** usm.info@usmusiccorp.com

**W:** www.oscarschmidt.com

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**Plucked / Fretted Instruments:** Oscar

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2753 Broadway Ste 333  
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**F:** (778) 808-5879

**W:** www.oxygenamps.com

**Business Type:** Manufacturer  
**Amplifiers**

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**P:** (212) 650-6160

**F:** (212) 650-6160

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**W:** www.pageflip.com

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**P:** (310) 488-3066

**F:** (310) 488-3066

**E:** ashreve@paiste.com

**W:** www.paiste.com

**Business Type:** Manufacturer

**Accessories:** Percussion Instruments: Formula 602 Classic, Formula 602 Modern Essentials, Masters, Signature Traditionals, Signature Dark Energy, Signature Classic, Signature Precision, 2002, Giant Beat, RUDE, Alpha Brilliant, PST X, PST 8,

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**P:** (800) 877-6863

**E:** usm.info@usmusiccorp.com

**W:** www.parkerguitars.com

**Business Type:** Manufacturer

**Plucked / Fretted Instruments:** Parker Guitars

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**W:** www.paxman.co.uk

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**W:** www.pearldrums.com

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**P:** (845) 429-3712

**E:** info@pearlriverusa.com

**W:** www.pearlriverusa.com

**Business Type:** Wholesaler/Distributor, Manufacturer

**Keyboard Instruments:** Pearl River, Ritmuller, Kayserburg

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2868 E. Cottonwood Road  
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**P:** (334) 699-6188

**E:** customerservice@chordbuddy.com

**W:** www.chordbuddy.com

**Business Type:** Manufacturer

**Accessories****Plucked / Fretted Instruments****Perzina Pianos / Piano Empire, Inc.**

3035 E. La Mesa St.  
Anaheim, CA 92806

**W:** www.perzinapianos.com

**Business Type:** Wholesaler/Distributor

**Keyboard Instruments****Peterson Electro-Musical Products, Inc**

11601 South Mayfield Ave  
Alsip, IL 60803

**P:** (708) 388-3311

**F:** (708) 388-3311

**E:** mlj@petersonemp.com

**W:** www.petersontuners.com

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PO Box 1130  
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**W:** www.petrof.com

**Business Type:** Wholesaler/Distributor, Manufacturer

**Keyboard Instruments:** Petrof

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29 Cadillac Ave  
Victoria, BC V8Z 1T3

**P:** (250) 475-2874

**P:** (250) 361-1862

**F:** (250) 361-1862

**E:** marketing@pgmusic.com

**W:** www.pgmusic.com

**Business Type:** Manufacturer

**Media & Software****Phaeton Trumpet Company**

22159 N Pepper Road, Unit 1  
PO Box 550

Barrington, IL 60010

**P:** (847) 382-3210

**E:** pjlabiz2@aol.com

**W:** www.phaetontrumpet.com

**Business Type:** Manufacturer

**Brass Instruments:** Phaeton Professional Trumpets, Flugelhorns, Pocket Trumpets, Piccolo Trumpets, FX-Custom Trumpet

**Phil Jones Bass**

8509 Mid County Industrial Drive  
Saint Louis, MO 63114

**W:** www.pjbworld.com

**Business Type:** Manufacturer

**Amplifiers****Piano Empire, Inc.**

3035 E. La Mesa St.  
Anaheim, CA 92806

**W:** www.perzinapianos.com

**Business Type:** Wholesaler/Distributor

**Keyboard Instruments****PianoDisc**

4111 N. Freeway Blvd.  
Sacramento, CA 95834

**P:** (916) 419-2704

**E:** toml@pianodisc.com

**W:** www.pianodisc.com

**Business Type:** Manufacturer

**Keyboard Instruments****Accessories****Pianoforce Inc.**

115 S. Ohio, Suite A  
Sedalia, MO 65301

**P:** (877) 542-8807

**E:** mike.rooks@pianoforce.us

**W:** pianoforce.us

**Business Type:** Wholesaler/Distributor

**Keyboard Instruments****Pickett Brass**

308 North Ashland Ave  
Lexington, KY 40502

**P:** (661) 772-7277

**P:** (859) 312-1954

**F:** (859) 312-1954

**E:** info@pickettbrass.com

**W:** www.pickettbrass.com

**Business Type:** Manufacturer

**Brass Instruments****Pignose Industries**

570 West Cheyenne Ave.  
Suite 80

North Las Vegas, NV 89030

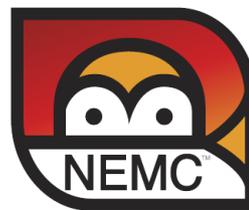
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**Effects & Pedals:** Pigtronix

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1925 E Dominguez St  
Long Beach, CA 90810  
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**Business Type:** Manufacturer  
**DJ & Lighting Equipment**

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**Accessories**

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**W:** www.polytoneamps.com  
**Business Type:** Manufacturer  
**Amplifiers**

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21781 Ventura Blvd.  
Suite 116  
Woodland Hills, CA 91364  
**W:** www.polytoneamps.com  
**Business Type:** Manufacturer  
**Amplifiers**

**Portastand Inc.**  
P.O. Box 2242  
Stillwater, MN 55082  
**P:** (651) 337-9331  
**E:** info@portastand.com  
**W:** www.portastand.com  
**Business Type:** Manufacturer  
**Accessories**

**POWER Wrist Builders**  
1434 Corte De Rosa  
San Jose, CA 95120  
**P:** (408) 221-3277  
**E:** taloose@taloosegroup.com  
**W:** www.PowerWristBuilders.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Accessories**

**PowerFingers by System5**  
575 Pine Tree Rd  
Jenkintown, PA 19046

**W:** www.thepowerfingers.com  
**Business Type:** Manufacturer  
**Accessories**

**Premier Music International Limited**  
Kibworth Business Park  
Kibworth, Leics LE8 0EX  
United Kingdom  
**P:** (+44) (0)-116  
**E:** info@premier-percussion.com  
**W:** www.premier-percussion.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Marching Percussion**

**Prentice Practice Pads**  
33815 Golden Lantern St.  
Dana Point, CA 92629  
**Contact:** Colin Hilborne  
**P:** (714) 296-8870  
**F:** (714) 296-8870  
**E:** willitlast@cox.net  
**Business Type:** Manufacturer  
**Percussion Instruments:** Prentice, Partridge  
**Racks, Cases & Stands:** Prentice, Partridge  
**Accessories:** Prentice, Partridge

**PreSonus Audio**  
18011 Grand Bay Court  
225.216.7887  
Baton Rouge, LA 70809  
**P:** (225) 216-7887  
**E:** info@presonus.com  
**W:** www.presonus.com  
**Business Type:** Manufacturer  
**Media & Software:** PreSonus Studio One, PreSonus Capture, Nimbit  
**Pro Audio / Sound Reinforcement:** PreSonus StudioLive AI  
**Effects & Pedals:** PreSonus ADL series  
**Microphones**

**Prestige Guitars**  
1332 Main St. North Vancouver  
Vancouver, BC V7J 1C3  
**W:** www.prestigeguitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**Pro Co Sound**  
3581 Larch Lane  
Jackson, MO 63755  
**P:** (800) 253-7360  
**E:** info@procosound.com  
**W:** www.procosound.com  
**Business Type:** Manufacturer  
**Accessories**  
**Effects & Pedals**

**Profile**  
700 West Pete Rose Way  
Building B #155-159  
Cincinnati, OH 60089  
**P:** (866) 817-3822  
**W:** www.profilemusicproducts.com  
**Business Type:** Manufacturer  
**Racks, Cases & Stands:** Profile  
**Accessories:** Profile

**Protect**  
1340 Manhattan Avenue  
Fullerton, CA 92831  
**P:** (714) 441-0114  
**F:** (714) 441-0114  
**E:** andy3hb@yahoo.com  
**W:** www.protectstyle.com  
**Business Type:** Manufacturer  
**Accessories**

**QuickPick Headwear**  
1101 18th Ave S

Suite 601  
Nashville, TN 37212  
**P:** (316) 377-4775  
**F:** (316) 377-4775  
**E:** lukesigle@gmail.com  
**W:** www.quickpick.com  
**Business Type:** Wholesaler/Distributor  
**Accessories**

**QRS Music Technologies, Inc.**  
269 Quaker Dr  
Seneca, PA 16346  
**P:** (800) 247-6557  
**F:** (800) 247-6557  
**E:** qrssupport@qrsinc.com  
**W:** www.qrsmusic.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Media & Software**  
**Keyboard Instruments**  
**Bowed Instruments**

**QSC Audio, LLC**  
1675 MacArthur Blvd.  
Costa Mesa, CA 92626  
**P:** (714) 754-6175  
**E:** info@qscaudio.com  
**W:** www.qsc.com  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement:** QSC  
**Amplifiers:** QSC

**Quaystone Music Singapore Pte Ltd**  
Block 211, 02-06 S. Ave.1  
Singapore, Singapore 469336  
**Contact:** Bill Ladick, Creative Director  
**P:** (403) -91-8-84  
**F:** (403) 91-8844  
**E:** contact@lapaxe.com  
**W:** www.lapaxe.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**Quik Lok**  
1000 Corporate Grove Dr.  
Buffalo Grove, IL 60089  
**P:** (800) 877-6863  
**E:** usm.info@usmusiccorp.com  
**W:** www.quiklok.com  
**Business Type:** Manufacturer  
**Racks, Cases & Stands:** Quik Lok  
**Accessories:** Quik Lok

**Quilter Laboratories, LLC**  
1700 Sunflower Ave Ste A  
Costa Mesa, CA 92626  
**P:** (714) 519-6114  
**F:** (714) 519-6114  
**E:** chris@quilterlabs.com  
**W:** www.quilterlabs.com  
**Business Type:** Manufacturer  
**Effects & Pedals**  
**Amplifiers**



**Radial Engineering Ltd.**  
1588 Kebet Way  
Port Coquitlam, BC V3C 5M5  
**E:** thisamberis@gmail.com  
**W:** www.radialeng.com  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement:** Radial, Primacoustic, Reamp, Tonebone  
**Effects & Pedals:** Radial, Reamp, Tonebone

**Randall Amplifiers**  
1000 Corporate Grove Dr.

Buffalo Grove, IL 60089  
**P:** (800) 877-6863  
**E:** usm.info@usmusiccorp.com  
**W:** www.randallamplifiers.com  
**Business Type:** Manufacturer  
**Effects & Pedals**  
**Amplifiers:** Randall Amplifiers

**Rane Corporation**  
10802 47th Ave West  
Mukilteo, WA 98275  
**W:** www.rane.com  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement**

**RBC Music Company**  
P.O. Box 29128  
San Antonio, TX 78229  
**P:** (800) 548-0917  
**E:** sales@rbcmusic.com  
**W:** rbcmusic.com  
**Business Type:** Wholesaler/Distributor  
**Print Music**

**ReedGeek, Inc.**  
P.O. Box 3569  
Carson City, NV 89702  
**W:** www.reedgeek.com  
**Business Type:** Manufacturer  
**Woodwinds**  
**Accessories**

**Remo, Inc.**  
28101 Industry Drive  
Valencia, CA 91355  
**P:** (661) 294-5600  
**F:** (661) 294-5600  
**E:** skincade@remo.com  
**W:** www.remo.com  
**Business Type:** Manufacturer  
**Marching Percussion**  
**Percussion Instruments**  
**Accessories**

**Renovo Amp Works**  
3507 Wilbur Place  
Nashville, TN 37204  
**W:** www.renovoampworks.com  
**Business Type:** Manufacturer  
**Accessories**  
**Amplifiers**

**rentMyinstrument.com**  
3124 Gillham Plaza  
Kansas City, MO 64109  
**W:** www.rentmyinstrument.com  
**Business Type:** Wholesaler/Distributor  
**Brass Instruments**  
**Woodwinds**  
**Bowed Instruments**

**Retro Instruments, Inc.**  
1220 Reno Ave.  
Suite F  
Modesto, CA 95351  
**P:** (209) 810-3344  
**E:** info@retroinstruments.com  
**W:** www.retroinstruments.com  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement**  
**Amplifiers**

**Reunion Blues**  
3920 Cypress Drive  
Suite B  
Petaluma, CA 94954  
**P:** (800) 950-1095  
**F:** (800) 950-1095  
**E:** sales@reunionblues.com  
**W:** www.reunionblues.com  
**Business Type:** Manufacturer  
**Accessories**

**Revelle**

8 Vernon Valley Rd.  
East Northport, NY 11731  
W: [www.revellestrings.com](http://www.revellestrings.com)  
**Business Type:** Manufacturer  
**Accessories**  
**Bowed Instruments**

**Rhythm Band Instruments, LLC / Boomwhackers International**

1316 E. Lancaster Ave  
Fort Worth, TX 76102  
E: [bfogle@rhythmband.com](mailto:bfogle@rhythmband.com)  
W: [www.rhythmband.com](http://www.rhythmband.com)  
**Business Type:** Wholesaler/Distributor  
**Percussion Instruments**  
**Accessories**

**Ricoh**

5 Dedrick Place  
Wayne, NJ 07006  
W: [www.Ricoh-USA.com](http://www.Ricoh-USA.com)  
**Business Type:** Manufacturer  
**Retail Displays & Business Products / Services**

**Rio Grande Pickups**

3526 East T.C. Jester Blvd.  
Houston, TX 77018  
W: [riograndepickups.com](http://riograndepickups.com)  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Accessories**

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1305 Battle St.  
Kamloops, BC V2C2N9  
P: (250) 319-5050  
F: (250) 319-5050  
E: [Mike@riversongguitars.com](mailto:Mike@riversongguitars.com)  
W: [www.RiversongGuitars.com](http://www.RiversongGuitars.com)  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Accessories**  
**Microphones**  
**Plucked / Fretted Instruments**

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52 Collis St.  
West Haven, CT 06516  
P: (203) 934-2501  
E: [rockhouseschool@gmail.com](mailto:rockhouseschool@gmail.com)  
W: [www.rockhousemethod.com](http://www.rockhousemethod.com)  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Media & Software**  
**Print Music**  
**Videos / DVD**

**Rocklin Guitar LLC**

1248 20th St.N.  
Jacksonville, FL 32250  
P: (904) 210-6632  
F: (904) 210-6632  
E: [rnicklin53@gmail.com](mailto:rnicklin53@gmail.com)  
W: [www.rocklinguitar.com](http://www.rocklinguitar.com)  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**Rodgers Instruments Corporation**

1300 NE 25th Ave  
Hillsboro, OR 97124  
P: (503) 681-0471  
F: (503) 681-0471  
E: [jennifer.brandlon@rodgersinstruments.com](mailto:jennifer.brandlon@rodgersinstruments.com)  
W: [www.rodgersinstruments.com](http://www.rodgersinstruments.com)  
**Business Type:** Manufacturer  
**Keyboard Instruments**



**Roland Corporation U.S.**

5100 S. Eastern Avenue  
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W: [www.RolandUS.com](http://www.RolandUS.com)  
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**Traditional Folk Instruments:** Roland  
**Percussion Instruments:** Roland  
**Racks, Cases & Stands:** Roland  
**Accessories:** Roland, BOSS  
**Effects & Pedals:** Roland, BOSS  
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**E:** support@roybensonusa.com

**W:** www.roybensonusa.com

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 Scotch Plains, NJ 07076

**P:** (908) 790-9499

**E:** info@rsberkeley.com

**W:** www.rsberkeley.com

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**Accessories**

**Bowed Instruments**

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 Huntington Beach, CA 92648

**W:** www.rubatomouthpieces.com

**Business Type:** Manufacturer

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**Accessories**

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Entire Province, NB E6H2L5

**P:** (506) 272-2019

**P:** (506) 470-4152

**F:** (506) 470-4152

**E:** customerservice@sabian.com

**W:** www.sabian.com

**Business Type:** Manufacturer

**Percussion Instruments:** SABIAN, Gon Bops

**Accessories:** SABIAN Performance Accessories, Gon Bops

### Sadowsky Guitars

2107 41 Ave FL4  
 Long Island City, NY 11101

**P:** (718) 433-1990

**E:** roger@sadowsky.com

**W:** www.sadowsky.com

**Business Type:** Manufacturer

**Amplifiers:** Sadowsky Bass Preamps

**Plucked / Fretted Instruments:** Sadowsky, MetroLine, Sadowsky Strings

### Saga Musical Instruments

137 Utah Ave.  
 South San Francisco, CA 94080

**P:** (650) 588-5558

**E:** info@sagamusic.com

**W:** www.sagamusic.com

**Business Type:** Wholesaler/Distributor, Manufacturer

**Traditional Folk Instruments:** Trinity College Concertinas, Schwartz Jaw Harps and Musical Spoons, Cusco Ocarinas and Panpipes.

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**Bowed Instruments:** Cremona, Cervini, and Anton Breton String Instruments

**Plucked / Fretted Instruments:** Blueridge Acoustic Guitars, Gitane and Cigano Gypsy Jazz Guitars, Kentucky Mandolins, Gold Star Banjos, Regal Resophonic Guitars, Prudencio Saez, Catala and J. Navarro Classical Guitars, Diamond Head and Hamano Ukuleles.

### Samick Music Corp.

1329 Gateway Drive  
 Gallatin, TN 37066

**W:** www.smcmusic.com

**Business Type:** Wholesaler/Distributor, Manufacturer

**Keyboard Instruments**

**Plucked / Fretted Instruments**

### Samson Technologies

45 Gilpin Ave  
 Hauppauge, NY 11788

**P:** (800) 328-2882

**E:** sales@samsontech.com

**W:** www.samsontech.com

**Business Type:** Wholesaler/Distributor, Manufacturer

**Pro Audio / Sound Reinforcement:** Samson Audio, Samson Wireless

**Keyboard Instruments:** Samson Audio

**Accessories:** Samson Accessories

**Effects & Pedals**

**Amplifiers:** Samson Audio, Hartke

**Microphones:** Samson Audio, Samson Wireless

### Sauter Piano Company - America

PO Box 1130  
 Richland, WA 99352

**W:** www.sauterpiano.com

**Business Type:** Wholesaler/Distributor, Manufacturer

**Keyboard Instruments:** C. Sauter Pianos

### Schimmel Piano Corporation

329 N New Street  
 Lititz, PA 17543

**W:** www.schimmel-piano.de

**Business Type:** Wholesaler/Distributor, Manufacturer

**Keyboard Instruments**

### Schlagwerk GmbH

Brueckenstrasse 10  
 Gingen an der Fils, BW 73333

**W:** www.schlagwerk.com

**Business Type:** Wholesaler/Distributor, Manufacturer

**Percussion Instruments**

**Accessories**

### Shaker Microphones, Inc.

PO Box 1070  
 Diamond, AR 72630

**W:** www.shakermicrophone.net

**Business Type:** Manufacturer

**Pro Audio / Sound Reinforcement**

**Microphones**

### Shane Music Products USA

3211 Barbara Lane Unit 2  
 Fairfax, VA 22031

**W:** shanemusic.com

**Business Type:** Manufacturer

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**E:** shubb@shubb.com  
**W:** www.shubb.com  
**Business Type:** Manufacturer  
**Accessories:** Shubb

**Shure Inc.**  
5800 W. Touhy Ave.  
Niles, IL 60714  
**W:** www.shure.com  
**Business Type:** Manufacturer  
**Microphones**

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4141 Nautilus Drive, Suite 2E  
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**F:** (714) 283-0425  
**E:** kgalbraith@skbcases.com  
**W:** www.skbcases.com/music  
**Twitter:** www.twitter.com/skbcases  
**Facebook:** www.facebook.com/skbcases  
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Suite 315  
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**W:** www.solpercussion.com  
**Business Type:** Manufacturer  
**Percussion Instruments**

**St. Louis Music**  
1400 Ferguson Avenue  
St. Louis, MO 63133  
**P:** (314) 727-4512  
**E:** info@stlouismusic.com  
**W:** www.stlouismusic.com  
**Business Type:** Wholesaler/Distributor  
**Marching Percussion:** Evans, Vic Firth, Dixon, Rogers, Innovative Percussion, Sabian  
**Brass Instruments:** Zonda, P. Mauriat  
**Woodwinds:** Zonda, P. Mauriat  
**Percussion Instruments:** Dixon  
**Accessories**  
**Bowed Instruments:** Knilling, Suzuki, Sebastian  
**Microphones:** Audio-Technica  
**Plucked / Fretted Instruments:** Alvarez, Alvarez Yairi, Austin, Sigma, Yairi

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309 Plus Park Blvd  
Nashville, TN 37217  
**W:** www.stantondj.com  
**Business Type:** Manufacturer  
**DJ & Lighting Equipment**

**Starr Pianos / Piano Empire, Inc.**  
3035 E. La Mesa St.  
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**W:** www.starrpianos.com  
**Business Type:** Wholesaler/Distributor  
**Keyboard Instruments**

**Stedman Corporation**  
4167 Stedman Dr  
Richland, MI 49083  
**W:** www.stedmanusa.com  
**Business Type:** Manufacturer  
**Pro Audio / Sound Reinforcement**  
**Accessories**  
**Microphones**

**Steinway & Sons**  
1 Steinway Place  
Long Island City, NY 11105  
**W:** www.steinway.com  
**Business Type:** Manufacturer  
**Keyboard Instruments**  
**Stephallen Guitars**  
Jl. Raya Jenggolo 141 Porong  
Jawa Timur  
Sidoarjo, EJ 61274  
**Contact:** Julius Salaka  
**P:** (628) 123-0222  
**F:** (623) 436-3688  
**W:** www.stephallen-guitars.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

**Stetsbar**  
50 East & West Rd  
Buffalo, NY 14224  
**W:** www.stetsbar.com  
**Business Type:** Wholesaler/Distributor, Manufacturer  
**Accessories**

**Stonebridge Guitars International Inc.**  
605 Lancaster St. W.  
Kitchener, ON N2K 1M5  
**W:** www.stonebridgeguitars.com  
**Business Type:** Wholesaler/Distributor  
**Plucked / Fretted Instruments**

**Stork Custom Mouthpieces**  
160 Holt Rd., Plainfield, VT 05667  
Plainfield, VT 05667  
**W:** www.storkcustom.com  
**Business Type:** Manufacturer  
**Accessories**

**Sublime Guitar Company**  
6203 Johns Rd. Suite2  
Tampa, FL 33634  
**W:** Sgcguitars.com  
**Business Type:** Manufacturer  
**Effects & Pedals**  
**Plucked / Fretted Instruments**

**Superdrum**  
3016 Colorado Blvd unit 70064  
Los Angeles, CA 91117  
**P:** (626) 590-5967  
**E:** Dave@superdrum12.com  
**W:** www.superdrum12.com  
**Business Type:** Manufacturer  
**Percussion Instruments**

**Supro USA**  
200 Wilson St  
Unit A3  
Port Jefferson Station, NY 11776  
**P:** (631) 331-7447  
**F:** (631) 331-7447  
**E:** pigtronix@gmail.com  
**W:** www.SuproUSA.com  
**Business Type:** Manufacturer  
**Effects & Pedals:** Supro  
**Amplifiers:** Supro

**Taylor Guitars**  
1980 Gillespie Way  
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**E:** steve.strassberg@tcg-americas.com  
**Business Type:** Wholesaler/Distributor  
**Pro Audio / Sound Reinforcement  
Effects & Pedals**

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AUSTIN, TX 78749  
**Business Type:** Wholesaler/Distributor,  
Manufacturer  
**Amplifiers**  
**Tech 21 USA, Inc.**  
790 Bloomfield Avenue  
Building B  
Clifton, NJ 07012  
**P:** (973) 777-6996  
**E:** info@tech21nyc.com  
**W:** www.tech21nyc.com  
**Business Type:** Manufacturer  
**Effects & Pedals  
Amplifiers**

### Ted Klum Mouthpieces LLC

101 East Main st Bldg #5 Unit #4  
Little Falls, NJ 07424  
**P:** (973) 890-8755  
**F:** (973) 890-8755  
**E:** tedk@tedklummouthpieces.com  
**W:** www.tedklummouthpieces.com  
**Business Type:** Manufacturer  
**Woodwinds  
Accessories**

### Telefield North America

4915 SW Griffith Drive  
Suite 302  
Beaverton, OR 97005  
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**F:** (503) 646-6345  
**E:** scott.dunmire@telefieldna.com  
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**E:** ggunsberg@tempocases.com  
**W:** www.tempocases.com  
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Racks, Cases & Stands**

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**F:** (888) 926-6301  
**F:** (888) 926-6301  
**E:** info@theowanne.com  
**W:** www.theowanne.com  
**Business Type:** Manufacturer  
**Woodwinds  
Accessories**

### Thomas Knatt Guitars

687 Townsend Rd.  
Groton, MA 01450  
**E:** thomas.knatt@orange.fr  
**W:** www.thomasknatt.com  
**Business Type:** Manufacturer  
**Plucked / Fretted Instruments**

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**E:** timberlineguitars@me.com  
**W:** www.timberlineguitars.com  
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**W:** www.timelesscom.com  
**Business Type:** Wholesaler/Distributor  
**Accessories**



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**E:** info@tkl.com  
**W:** www.tkl.com  
**Business Type:** Wholesaler/Distributor,  
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Series, Synergy Series, American Vintage  
Series

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**W:** www.tonevilleamps.com

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**P:** (909) 307-2626

**E:** travel@travelerguitar.com

**W:** www.travelerguitar.com

**Business Type:** Manufacturer

**Plucked / Fretted Instruments**

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443 Chestnut St  
Nashville, TN 37203

**P:** (615) 780-2641

**E:** info@treeworkschimes.com

**W:** www.treeworkschimes.com

**Business Type:** Manufacturer

**Percussion Instruments**

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Burleson, TX 76028

**W:** www.tremking.com

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**Accessories**

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**W:** www.technology4retailers.com

**Business Type:** Other

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**W:** www.woodviolins.com

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**W:** www.xobrass.com

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By Dan Daley

# Getting Wired Up Over Wireless Audio

**M**I retailers who sell pro audio are going to have a lot of explaining to do. Explaining, that is, about the confusing state of wireless microphones, which isn't their fault, but which will continue to impact their business.

The category has been a solid one for retailers – it was worth \$132 million in retail sales in 2013, according to NAMM-provided statistics, up over 20 percent in the last 10 years. The flexibility, mobility, and flat-out sexiness of wireless microphones, which have also been gaining significant bling appeal as vocalists trim them with everything from rhinestones to mirrored discs, has made them an integral component for performers, whether in arenas or on postage stamp-sized stages at Holiday Inns.

But starting back in 2009, the ether that wireless microphones need to breathe was disrupted, when the Federal Communications Commission, which regulates all radio frequencies in the U.S., reallocated much of the 700-MHz airwaves to other users, most notably consumer mobile devices, in the wake of the shift from analog to digital television broadcasting. That essentially evicted

professional users from the 700-MHz band (698 to 806 MHz, to be precise), including wireless microphone users. Manufacturers then migrated down into the 600-MHz band, at no small cost to their customers, who had to replace their legacy wireless systems. Now, however, that patch of RF real estate, also in the UHF band, is in the process of being taken over, as well, via a spectrum auction scheduled to take place in mid-2016.

This time, though, the future is a bit cloudier than it was before the last reallocation: it's based on an auction of spectrum, but no one knows yet how much of that spectrum will be offered and how much of it will remain available for professional use after the sales smoke clears. Manufacturers of wireless microphones were even more proactive this time, petitioning the FCC for some clarity and predictability for their user bases, which range from Broadway theaters and sports broadcasters to indie bands in Brooklyn. But that's not going to happen, both because of the unknowns mentioned earlier having to do with how much spectrum will be offered and how much sold, and because the reallocations this time will be a drawn-out affair – instead of the date-and-time closure of the 700-MHz band five years ago, the loss of 600-MHz frequencies will be spread out over time and geography, with winning bidders taking years before activating their new spectra.

## You Are Going To Be The Go-To

MI and pro audio users, alike, will be looking to their retailers as sources of information on this. What we do know is that once it becomes clear what parts of the 600-MHz band will be left available for wireless-microphone use, those legacy 600-MHz systems that can be tuned to access them will continue to be able to function, operationally and legally. (It should be noted here that even after the 700-MHz band was closed off for professional use, a sizeable number of users, from musicians to churches that were well away from broadcast channels they could interfere with, continued to use old 700-MHz illegally, knowingly or not, but putting themselves at considerable risk of incurring substantial fines.) Otherwise, there already is a good array of products that work in the upper 400-MHz range into the 500-MHz band, as well as in the 900-MHz and 2.4-GHz ranges. The lower frequencies don't propagate as well as those in the 600- and 700-MHz ranges do (which is why they were so desirable

**“MI and pro audio users, alike, will be looking to their retailers as sources of information.”**

in the first place), unable to penetrate thick walls and other barriers; the higher frequencies have less range and share that spectrum with cordless

phones and other consumer electronics. But as we get closer to the reality of further reduced spectrum, wireless microphone manufacturers will be ramping up new product solutions using all of these and other remaining spectrum options. Retailers who keep abreast of these developments will be doing their customers – and by extension, themselves – a real favor.

“We know that a large portion of wireless microphone sales go through MI outlets,” Mark Brunner, senior director of global brand management at Shure, told me. “Those retailers are pretty familiar with the wireless category, but there's going to be a lot more to keep up with.” Brunner suggests that dealers check in at the FCC's website for information, and the manufacturers themselves will be reaching out to dealers as we reach critical junctures in the auction process.

It's also important to look at the spectrum displacement as an opportunity. A sales opportunity, for sure – it's inevitable that new wireless systems will need to be purchased by many if not most UHF-band users in the next two to four years – but also a connectivity opportunity, one that can pull the retailer and the customer together in a way that only shared trauma can. There's going to be some fear out there at some point, and that that fear can be replaced by useful information the retailer will be well positioned to provide. **MMF**

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