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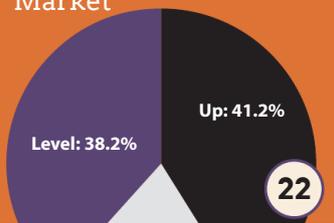
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MUSICAL MERCHANDISE REVIEW

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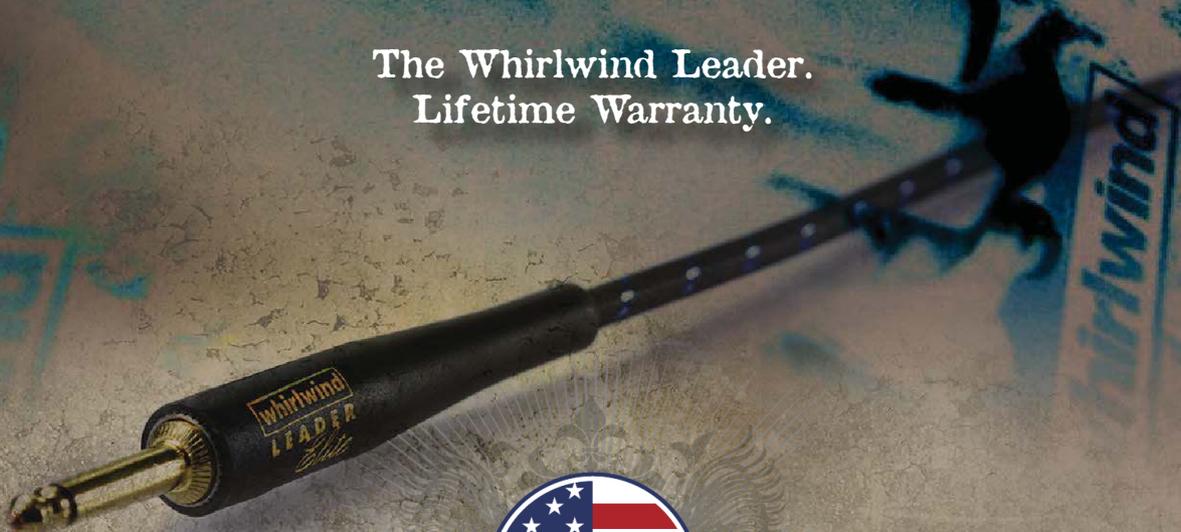


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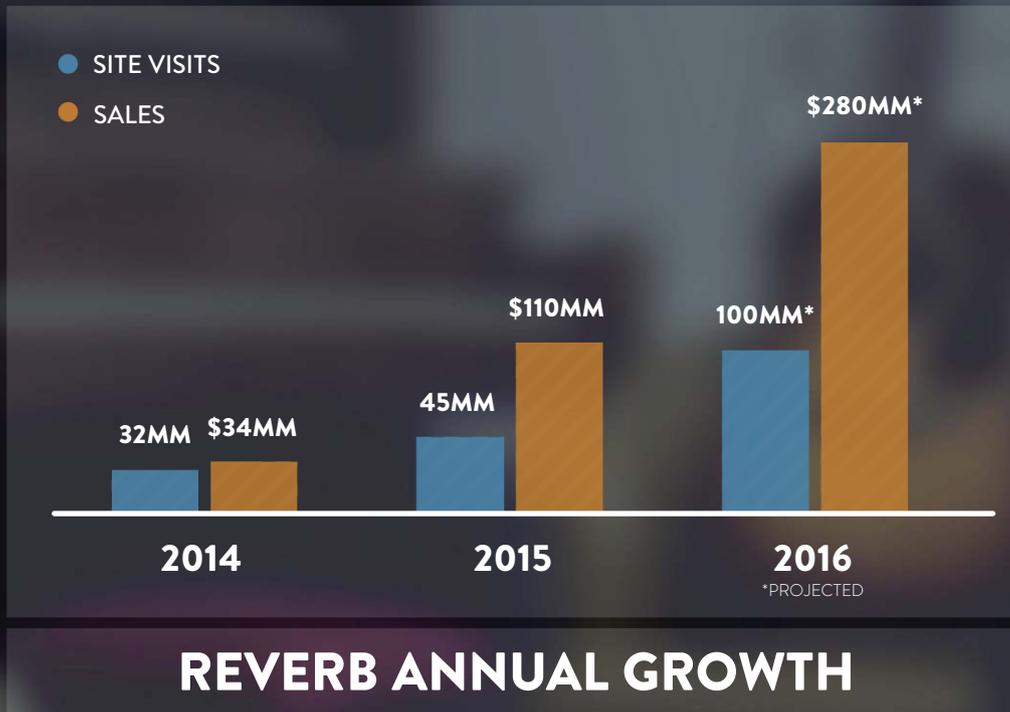


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— Peter D'Addario
J. D'Addario & Co.



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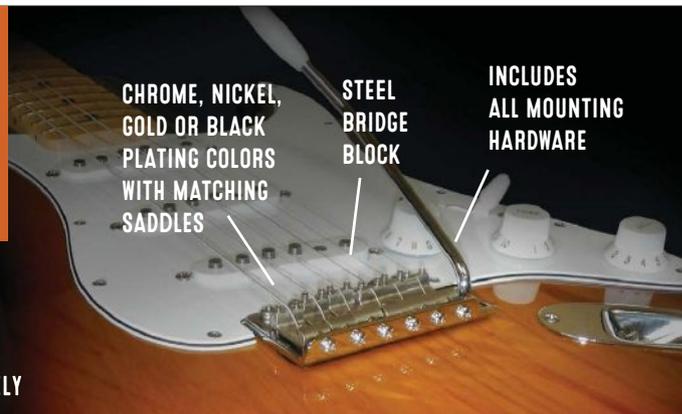


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Conventional Wisdom (well, perhaps “Conventional Ramblings”...)



by Christian
Wissmuller

Trade shows and conventions – for many vocations, they’re an integral component to doing business, but opinions can nonetheless vary. Depending on where your own piece in the industry puzzle falls (and also contingent on your personality type and perspective) such gatherings are either generally valuable, worthwhile expenditures of time and money, or they’re a nuisance that eats up resources that could be better allocated.

We’re in an interesting spot in the calendar with respect to such events: on the one hand, our industry (some of us, anyway. More on that later...) recently convened in Frankfurt, Germany for the now-much-smaller-and-trying-to-rebuild-and-find-its-way Musikmesse; on the other, a portion of the MI world will soon be shaking hands and sharing BBQ and beers once again in Nashville, Tennessee at Summer NAMM – a show which, just a handful of years ago, was, itself, deemed by many (most?) to be on life-support, but now has seemingly found a steady heartbeat.

“I try to go to all of these [trade shows]. The shows are all valuable – the value may manifest in different ways, but it’s there,” asserted well-respected industry vet and all around great guy, Hap Kuffner of Kuffner International, when I spoke with him in Germany this April. And plenty share his viewpoint.

The Frankfurt show is unquestionably smaller than in, say, 2006, but “small” brings its own unique set of upsides. Anyone who has battled their way through the cluster*%^ of humanity clogging up the aisles at Winter NAMM, or braved the brain-jarring cacophony that is walking through the cymbal area at any number of MI trade shows can appreciate Brenden Cohen of D’Angelico Guitars’ take on this year’s Musikmesse when he observes, “The smaller format gave us a bit more one-on-one time with our dealers and distributors.” There’s something to be

said for being able to have meaningful (and audible!) conversations with business partners – or potential business partners – over a span of minutes (gasp!) rather than a few shouted words and a rushed exchange of business cards.

Also, “regional” conventions allow targeted interactions with folks you might not otherwise have any opportunity to see face-to-face – an upside that could be said to apply both to the “in flux” Musikmesse and the present-day Summer NAMM meetings.

“My main purpose for this show, here in Frankfurt, is to meet with many of the smaller European distributors... the countries that don’t necessarily come to the Winter NAMM Show, I see when I come to Frankfurt,” explained Levy’s Leathers’ Harvey Levy. And I can’t tell you how many have shared similar sentiments with me regarding the revitalized Nashville get-together since the move to the still-new Music City Center.

None of this is to say that every show – regardless of size, location, cost involved – is worth the effort for every supplier or retailer. It is maybe worth bearing in mind, though, that these types of events don’t exist in a vacuum and what may no longer be worth the airfare, hotel cost, booth rate, hassle, time away from the office, et cetera for you today... well, if history is any indication, there’s a reasonable chance that it’d behoove you to remain open to re-evaluation as events warrant.

For my part, I hope to see you all in Nashville this June!

Christian Wissmuller
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Industry News

- Industry News
- Supplier Scene
- People on the Move
- Trade Regrets
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Sweetwater Files Lawsuit Against Hello Music

Sweetwater has filed suit in United States Federal District Court against Hello Music, for copying verbatim a large number of images and copy blocks from Sweetwater's online pages.

According to the company, "the abuse is so blatant that the name Sweetwater appears on most pages, and even the words 'Call your Sweetwater Sales Engineer' are present."

In a press release issued on March 24th the company noted that, "It's understandable that mistakes can be



made and that there can be an unintentional use of copyrighted words and phrases, as well as the depiction of products that may or may not be 'fair use.' In the case of Hello Music, as with many others, copy and images have been deliberately cut and pasted from Sweetwater's website."

Sweetwater's attorneys have commented, "Copyright infringement is a very serious matter. Infringement of a federally registered copyright can result in statutory damages of at least \$750 per incident and as much as \$150,000 per incident (plus attorney fees) for willful infringement."

Daisy Rock Guitars Seeks New Distribution Partner

After a long and fruitful partnership, the distribution deal between Daisy Rock Girl Guitars and Alfred Music came to an end on March 31st.

"I am so grateful for my time at Alfred Music," says Daisy Rock founder and president Tish Ciravolo. "Ron Manus really understood my mission to get more girls to play guitar and enjoy music. And, the Manus's always made me feel like I was part of their family."

Interested parties should contact Ciravolo directly at tish@daisyrock.com.

NASMD 2016 Convention

While attendance at this year's annual gathering, held from March 30 to April 2, didn't hit the all-time record set in New Orleans last year, 414 dealer and manufacturer representatives were on hand at the JW Marriott in Orlando for NASMD's 54th convention. Almost 20 percent of those representatives were new or first-time attendees.

Many would agree that the breakout presentations for 2016 were the new "Manufacturer/Dealer Speed Dating" sessions, giving retailers a chance to spend a few minutes with associate members. In these days of Internet communications, face time is an increasingly rare and valuable commodity. The two sessions were a hit, opening doors of communication, giving first-time members a chance to dive in and meet fellow NASMDers. Another first, a "no owners allowed" session – who knows what happened in that room, no owners were allowed!

Veteran salesperson and retailing consultant Larry Mersereau was back for two days of training. And it was standing room only for Gary Winder's program, "Did you sell it or clerk it?"

Joe Lamond was a featured speaker, walking the audience through the implications of the new "Every Student Suc-

ceeds Act" and its potential impact on the school music industry. NAMM's senior executive for government affairs, Mary Luehrsen was also on hand to offer effective advocacy strategies for music education at the state level. There was plenty of opportunity for networking during the annual Faulhaber/Winkler Golf Scramble,

as well as the Beach Blanket Bocce Ball tournament. While the hotel has a beautiful bocce ball court enjoyed by guests, hotel staff was clearly fascinated to see a first-ever tournament on its grounds.

Rain and wind held off until the final day of the convention, bringing the closing party indoors, but nothing could dampen partygoers' spirits thanks to Volcano Joe and the Hot Lava Band, covering danceable hits and serving frozen drinks from its onstage bar. Special guests at the closing party were of the four-legged and no-legged varieties. Attendees posed for photos with Willie Bite, a small and sociable alligator, and Izzy Real, a snake who gladly allowed himself to be draped around the shoulders of brave NASMD attendees.

Next year's convention will take place at the Sheraton Wild Horse Pass Resort & Spa in Phoenix, Arizona from April 5 - 8, 2017.



Music China 2016 Expands to Ten Halls

Preparation for Music China 2016 is in full swing with 90 percent of the exhibition area reserved.

The 2016 edition will be expanded to 10 halls, occupying 113,000 sqm of the exhibition area at the Shanghai New International Expo Centre in China from October 26 – 29, 2016.

Judy Cheung, deputy general manager of Messe Frankfurt (Shanghai) Co. Ltd. explained the need for expansion: "The demand for musical instruments in China is enjoying substantial growth, mainly driven by an expanding market and enhanced aesthetic appreciation of quality musical instruments. The increasing importance of music educa-



tion in schools in recent years is also one of the many factors stimulating the demand for all kinds of musical instru-

ments. In view of that, we will also be welcoming a bigger hall for bowed instruments this edition on top of last year's expanded halls for pianos as well as woodwind and brass instruments. The larger halls and positive market response reflect that Music China is the ideal platform to reach all segments of the musical instrument market."

For more details about Music China 2016, visit www.musikmesse-china.com or send an email to music@hongkong.messefrankfurt.com.

Inside Information

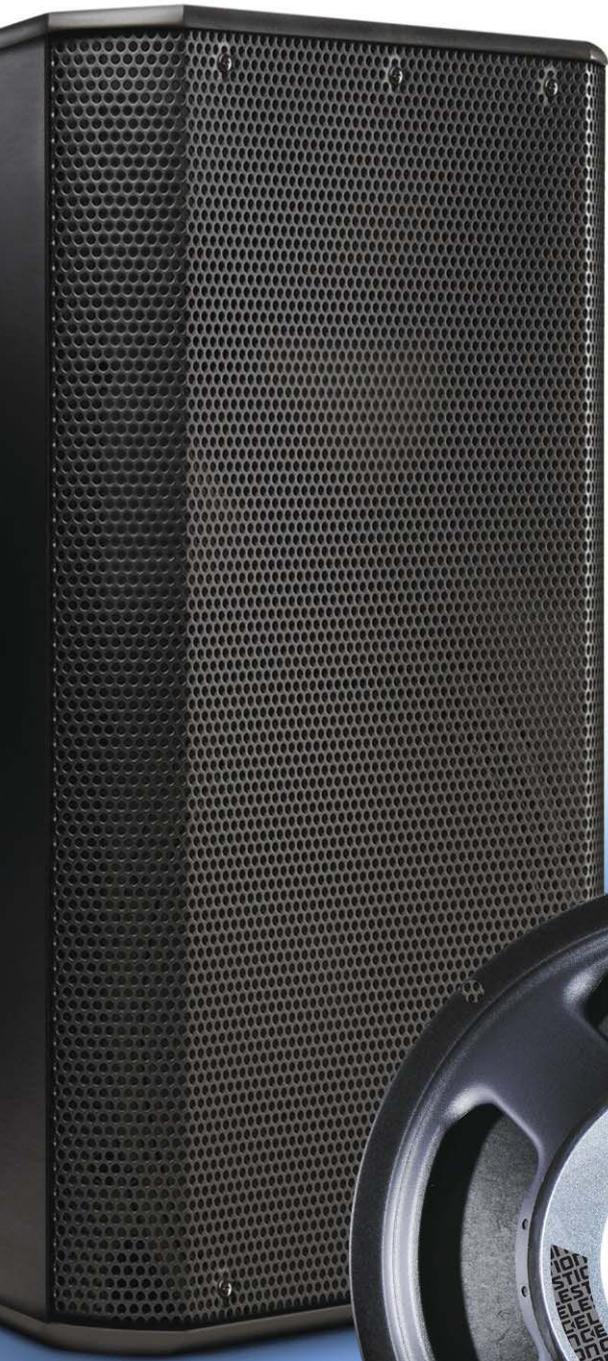
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CELESTION

Taylor Guitars Donates \$400,000 Toward Ebony Conservation

Guitar maker Bob Taylor, of Taylor Guitars, has donated \$400,000 to support ebony conservation research and restoration efforts in Cameroon.

Work will be coordinated by UCLA professor Thomas B. Smith, co-director of Congo Basin Institute, UCLA's first foreign affiliate in its 97-year history. The gift was announced at a recent star-studded fundraising gala hosted by UCLA's Institute for the Environment and Sustainability (IoES).

Ebony is an exotic but endangered species coveted for the beauty and tonal qualities of its wood, making it a sought-after material for guitars and other stringed instruments.

"Making a difference in central Africa is very hard. Bob is making a difference at the nexus of poverty alleviation and conservation, and along the way he is creating jobs, supporting cutting edge science, and being a terrific partner for IoES and UCLA," said Peter Kareiva, director of the IoES.

About five years ago, Taylor began visiting Cameroon and saw firsthand not only the depleted state of the ebony forests but also the impoverished conditions of its people. In 2011, the company partnered with Madrid firm Madinter, which sells tone woods for musical instruments, to buy CRELICAM, Cameroon's leading ebony sawmill, in a move to transform the ebony trade for the better and engage the community in the process. The mill now employs more



Bob and Cindy Taylor (Taylor Guitars), Peter Kareiva (IoES director) Dr. Tom Smith (Professor, CBI director) and Restoration in Cameroon

than 70 people and continues to invest in the community's future through employee training and the exploration of ebony propagation, including an on-site seedling nursery.

"We've accomplished much over the five years we've been in Cameroon, first by elevating the income of our employees, then training suppliers, adding equipment for greater yield, leaving more money in the country, all the while increasing legality

and transparency in the forest," Taylor said. "Now it's time to plant trees in a meaningful way, but little is known about how to do it."

It was on one of his trips to Cameroon that Taylor met Smith, director of the Center for Tropical Research at IoES and professor in the Department of Ecology and Evolutionary Biology in the UCLA College. Smith has been conducting biodiversity and conservation research in the Congo basin for 35 years.

According to Smith, the ecology of West African ebony remains poorly understood despite its economic importance.

Taylor's gift will fund a multi-pronged effort that includes engaging local farmers to propagate and steward ebony seedlings in rural areas; creating predictive models of West African ebony distribution and identifying suitable harvesting and planting areas; research on the basic ecology of ebony; and lab testing to identify optimal conditions for ebony cultivation.

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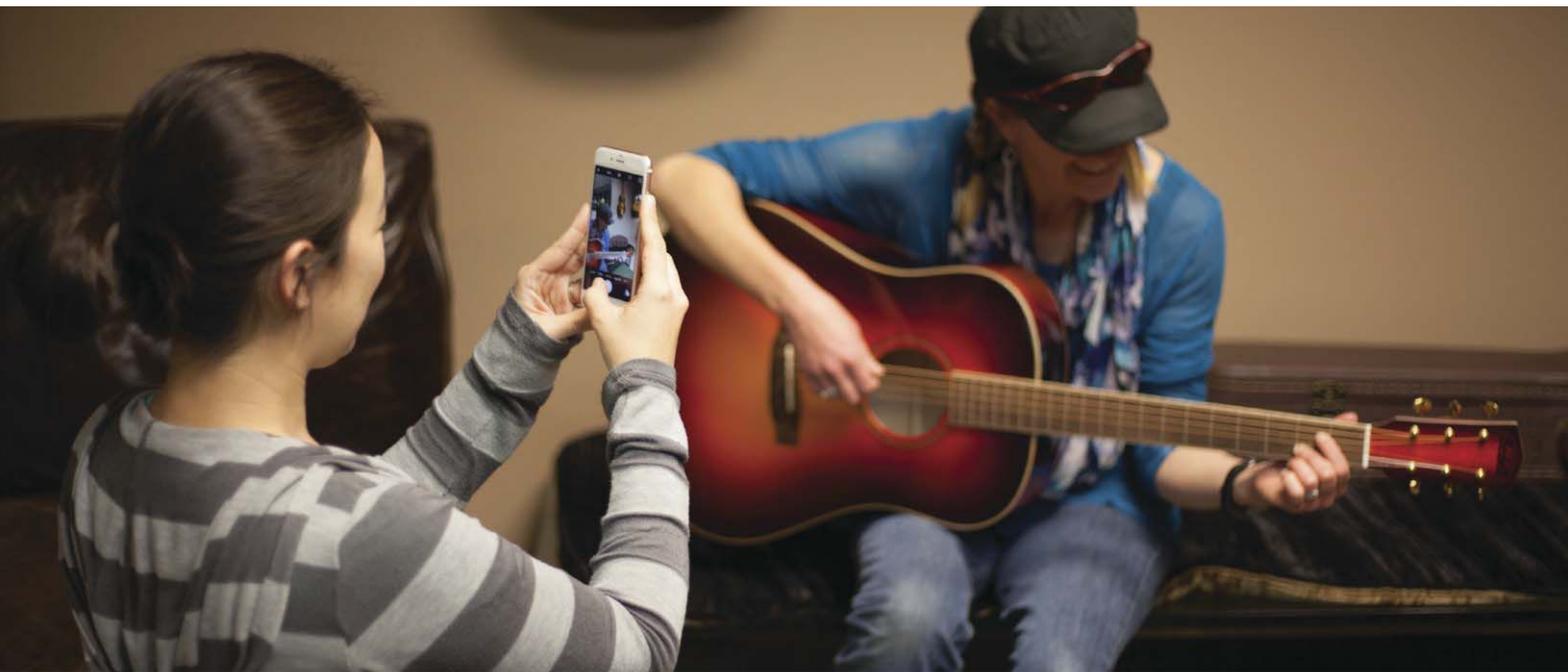
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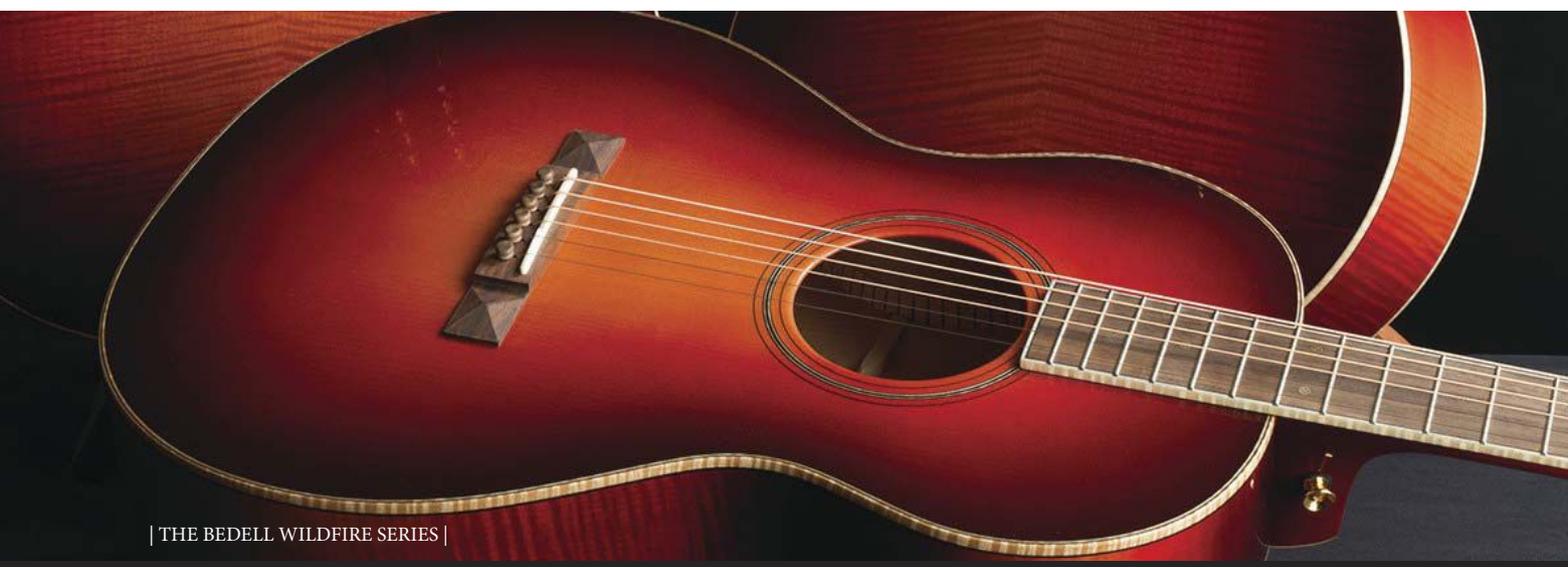
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Powell Flutes Joins Buffet Crampon

Steven A. Wasser, president of Verne Q. Powell Flutes, announced that ownership of Powell Flutes has been transitioned to Buffet Crampon.

Commenting on the change, Wasser shared the following personal message:

For the past 40 years my personal clarinet, and that of our CFO, Mark Spuria, has been a Buffet. It is therefore with great pleasure that we announce the merger of Powell into Buffet Crampon.

It's hard to believe that it was 30 years ago when I first set foot in Powell's cinder block building in Arlington Heights. Powell and I have come a long way since then. Following the legacy of Verne Powell, we have continued to be a leader in quality and innovation.

My discussions with Buffet Crampon began nearly 3 years ago. Each party, Buffet Crampon and Verne Q. Powell Flutes, spent time getting to know one another, making sure the merger would be mutually complementary. Rob Viola and Mark Spuria were included in the discussions from the beginning.

I was impressed by the professionalism of the Buffet Crampon management team, the strength of their distribution network, and, most importantly, their commitment to run Verne Q. Powell Flutes as a stand-alone operation. This means they have committed to continue producing the world's finest flutes in Maynard, Massachusetts, and to retain all Powell people. Rob Viola will continue as Vice President of Manufacturing, and Mark Spuria will



Jean-Baptiste Bouvier (CFO of Buffet Crampon), Francois Kloc (CEO/president of Buffet Crampon USA), Jérôme Perrod (CEO of Buffet Crampon), Steven Wasser (president, Verne Q. Powell Flutes)

continue as CFO. I will remain involved as a consultant for the next couple of years, focusing primarily on product development, manufacturing technology, and precious metals management.

Wasser stated that Powell dealers can expect the highest level of quality and service to continue from their contacts in the Massachusetts office.



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Supplier Scene

Vic Firth Workers Commit to Charity Ride

A team of former and current Vic Firth co-workers – organized by Vic's daughter, Tracy Firth – has committed to the 2016 Pan-Mass Challenge charity bike-a-thon.



Vic Firth's pursuit of musicality led to a lifetime of accomplishments both on the stage and in the industry. Firth passed away in July 2015 at age 85 from pancreatic cancer.

Team Vic Firth will ride in the 2016 Pan-Mass Challenge to honor Vic and raise \$50,000 for life-saving cancer research and treatment at Dana-Farber Cancer Institute in Boston. Established in 1980, the Pan-Mass Challenge raises more money than any other athletic fundraising event in the country. 100 percent of every donor-raised dollar goes to the Dana Farber Cancer Institute.

Team Vic Firth's two-day, 163-mile ride from Wellesley, Massachusetts to Provincetown, Massachusetts will take place on Aug. 6 and 7. A team Instagram account will document the journey from training to the finish line. Donations are gratefully accepted on the Team's official webpage.

Donation Page

<http://profile.pmc.org/TV0030>

Instagram

www.instagram.com/teamvicfirth

SoundSynergies Debuts LECTRICare Specialty Maintenance Conditioner

SoundSynergies has announced the release of a new product in its LECTRICare line of music maintenance products: LECTRICare Music/Electronics, created to maintain, condition, and lubricate electronic music gear and components. LECTRICare Music/Electronics is designed to optimize and safeguard the performance of electronics by lifting away grime and other foreign substances that accumulate over time diminishing performance and causing drop-outs and distortion. The formula works with a spray applicator or lint-free cloth to protect sensitive electronics with a microbarrier coating designed to guard against the adverse

effects of humidity, oxidation, polluting environments, and climatic conditions. LECTRICare Music/Electronics is safe and effective for use on all metal and conductive plastic surfaces. It won't harm plastics, cork, lacquer, wood finishes, or vinyl. It is currently available in a 7 oz. aerosol can. All SoundSynergies products comply with all California VOC air quality and all safety regulatory requirements.



Dynaudio Pro Introduces LYD Nearfield Monitors



Brand new from Dynaudio Pro, the LYD Series personal nearfield monitor offer producers and musicians nearfield speakers that excel when used in controlled volume listening spaces. Each drive unit is fueled by a Class-D amplifier that features a 96kHz/24bit signal path. New softdome tweeters

and trademark MSP woofers are designed to ensure accuracy.

DSP control in the Dynaudio LYD Series offers the option to extend or curtail the low frequency response by 10 Hz where needed. Advanced position and sound balance controls are designed to ensure the best possible performance in any professional listening environment.

Advanced controls on LYD Monitors' rear panel include bass extension which allows the user to choose between having the speaker play with a flat default bass setting, or tuned to play as loud as possible (+10Hz/+5dB) or as deep as possible (-10Hz/-5db). None of the three settings influences the linearity of the frequency response.

LYD Monitors offer two user selectable position settings, one for free-standing speakers ("free") and one for speakers placed within 50 cm of a back wall or closer ("wall"). The sound balance option is a so-called "tilt filter". Tilt filters lift one end of the frequency spectrum while lowering the other end by the same amount. The tilt filter used on the Dynaudio LYD Series lifts 20 kHz by 1.5dB while lowering 20Hz by 1.5dB for a "bright" setting, or the other way around "dark" tone shape.

Dynaudio Pro LYD Series Monitors will be shipping in North America early in the second half of 2016.

TMP-Pro Adds sE Electronics to Its Pro Line Card

TMP-Pro is pleased to add microphone manufacturer sE Electronics to its pro audio brand lineup. "The unique hand-crafted designs, precision engineering, and quality components of sE Electronics microphones make them a good fit for TMP and an excellent brand to add to our line card," says TMP's Eugene Mulcahy, Director of Pro Audio Products.

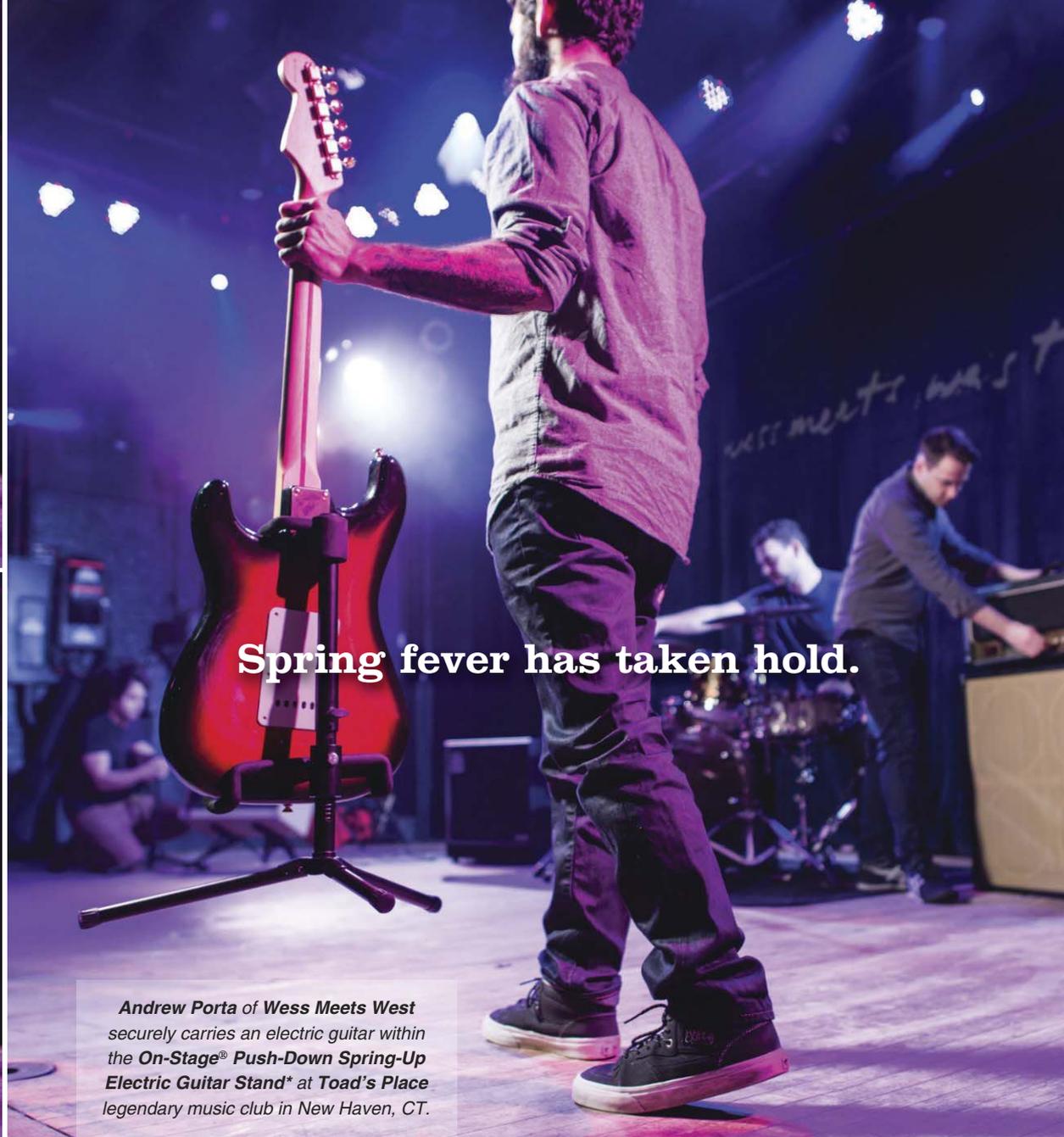




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Chauvet Professional Fixtures Anchor New Lighting System at Worcester City Hall

City leaders of Worcester, Massachusetts, decided to build a broadcast studio, with the help of Chauvet Professional, in the historic Worcester City Hall.



The Worcester City Hall is an ornate granite building found on the National Register of Historic Places. Recently, city leaders decided to build a City Hall broadcast studio; however, they were unable to expand the size of their historic structure outwardly which led to the decision to create their new studio in the building's basement. Lighting designer Jonathan Lipsy, manager of Broadcast & Lighting for the Integrated Solutions Group, drew on the performance features of Chauvet Professional LED fixtures for the install.

That project involved creating an 18' wide by 25' long studio divided into two sets: one for interviews and news shows, the other for standing podium speeches and two-seat "pub-height" one-on-ones. Running over the entire studio is a 10' pipe

grid with a 9' curtain track. The low ceiling and the dual set arrangement in a confined area made it essential to have tightly focused lights with no spill.

Using 12" and 18" drop-down arms, Lipsy created separate and distinct lighting levels for each of the two sets. The lighting for the left (news) set passes over or around the lighting for the right (podium) set, which was positioned at a lower level.

The fixtures Lipsy selected for this task included eight Ovation F-95WW LED Fresnels for the front key lights and eight COLORado Batten 144 Tour LED units for uplighting, as well as a collection of LED studio lights and fluorescent key lights for the news/interview set. In the podium set he used four COLORdash Par-Quad 18 par style fixtures for a front wash and eight COLORdash Par-Quad 7 fixtures for hair/separation lighting, accent lighting and curtain washing.

Jupiter Launches New Website

Jupiter Wind Instruments has announced the launch of its new website at www.jupitermusic.com. A new format makes it easy for educators, parents and students to learn about Jupiter musical instruments while exploring comprehensive information on concerts, clinics and other events being sponsored by Jupiter and their partners in performance and education. Intuitive navigation for product information and direct connection with social networks, artists and educators enables visitors to access information quickly and easily.

Other website features include: product information and images organized by

category, community page with links to artists, educators, blogs and other media and resources, support tab with warranty information, dealer locations, parts diagrams, social networks, contact information and other materials, and company information including history and information about Jupiter and our other brands.



New Manuel Rodriguez Guitars Factory Tour

To help support the launch of its expanded United States marketing program through KMC Music, Manuel Rodriguez Guitars has produced a six-minute video that takes the viewer through the entire production process of a guitar line known around the world as "Brand Spain."

CEO Manuel Rodriguez III notes that the production of the new video also coincides

with the recent completion of a substantial factory expansion and remodeling program that allows the company to increase its production capacity to meet a global growth in demand for the Manuel Rodriguez line of hand-made guitars.

According to KMC Music Product manager Rodney Washburn, the new Manuel Rodriguez Guitar video has been distributed to all KMC Music dealers to help with in-store presentations to their customers.



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MMR GLOBAL



by Ronnie Dungan

Barnes & Mullins Re-launches Promuco Sticks

Barnes and Mullins has acquired UK-based drumstick brand, Promuco.

Used by pioneering drummers such as John Bonham (Led Zepelin), Carl Palmer (Emerson, Lake & Palmer), Phil Collins, and Buddy Rich, the brand can boast a solid reputation among pro-level players.

Initial offerings from Promuco use Hickory wood to create a versatile, long-lasting and robust range of sticks with a natural feel suitable for all styles, designed for hard hitters. Four weight and size variants are available - 7a, 5a, 5b and 2b.

Notorious for breaking numerous pairs of drumsticks when performing, Bonham overcame the issue when he turned to Promuco sticks, going on to develop a signature series with the brand that he affectionately named his "trees" due to their superior strength and longevity.

Founded in 1964, continued endorsement from leading drummers in rock's golden era in the '70s and into the '80s saw the brand grow from a small-scale canal-side manufacturing operation in Doncaster to one with substantial global distribution. At their peak, Promuco produced over 1.5 million drumsticks each year and held 28 different drumstick patents designed by engineering graduate and owner Garry Waller, who was instrumental in the design of highly esteemed Hayman drum kit before his time with Promuco. The brand also went on to gain the War Office contract for military bands.

Promuco Drumstick pairs are available to order now from Barnes & Mullins Ltd. with a retail price of £5.99.

Alfred Music Joins Peaksware

Alfred Music has become part of Peaksware Holdings, a group of companies which includes music notation technology firm MakeMusic.

The two firms – Alfred and MakeMusic – will continue to operate independently while sharing resources within the group to "advance innovations," provide additional content, and leverage distribution channels.

"Our long-term goal at Peaksware is to build an end-to-end ecosystem that connects composers, publishers, educators, directors, and musicians," explained Peaksware CEO, Gear Fisher. "Alfred brings additional distribution opportunities for artists and composers while expanding the repertoire within SmartMusic for teachers and musicians."

"We are excited about working with the Peaksware portfolio of companies and more closely with MakeMusic to significantly enhance Alfred Music's mission since 1922 of helping the world experience the joy of making music," said Ron Manus, CEO and chairman of Alfred Music. "The combination of the industry's leading music education publisher with the industry's leading technology innovator will excite the entire music community. This is great news for our customers, publishing partners, composers, arrangers, and musicians who will benefit from working with both companies."

The main Alfred office will remain in Van Nuys, California and additional offices will stay in their current New York, Miami, U.K., Singapore, and Germany locations.



Alfred Music
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+ peaksware

The Drum Show Launches in September

Looks like the London Drum Show has a rival in the form of a new event from Torn and Frayed, organizer of The Guitar Show, held in the Midlands.

The firm has dipped a toe into the percussion market with The Drum Show, which will take place in Milton Keynes at the MK Arena from September 17th-18th this year.

Brands including Tama, Zildjian, Natal, Schlagwerk, Aquarian, Vic Firth, and UFIP have already been confirmed as exhibitors. The show is pitching itself as three events in one, with the exhibition area complemented by the National Drum Fair and the drumBEAT world record attempt also taking place over the weekend. Running alongside The Drum Show, the National Drum Fair, specifically for vintage and custom drums, will allow visitors to get hands-on with rare and classic drums, find spares for restoration projects and more.

Meanwhile, organized in memory of Charlatans drummer Jon Brookes, Kate Fenney (co-founder of The Music Shipping Company) and Eleri McBay (wife of guitarguitar founder Kip McBay), drumBEAT aims to break the world record for the largest number of drummers playing the same pattern simultaneously by bringing together 1001 drummers (on full kits) at Stadium MK on Sunday September 18th. The record attempt is being held in support of the Brain Tumour Charity and is being organized by Natal Drums, Marshall Amplification, and The Music Shipping Company.

Aquarian Accessories, Shaw Percussion, Rhythm Magazine, Cympad, Hearosx, and several other manufacturers are also contributing to the event by providing hearing protection and other items free of charge to all who take part.



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German Market Sees 7.2 Percent Sales Increase

Sales in the German musical instrument market were up 7.2 percent in 2015, according to trade body SOMM (Society of Music Merchants).

According to SOMM, total sales of musical instruments, music equipment, and sheet music in 2015 were around €1.03bn, up 7.2 percent compared to the same period the year before (2014: €960 million).

The market saw an increase in sales in nearly all product sectors.

Double-digit sales increases were registered in the areas of stringed instruments (13.2%), microphones and earphones (10.4%) and lighting equipment (39.2%). There was also high single digit growth in keyboard instruments, wind instruments, drums and percussion.

"The generally positive consumer demand last year was also clearly visible in sales in the musical-instrument sector. The favourable labour market conditions and rising real incomes had an impact on the musical instrument market," said Daniel Knöll, managing director of SOMM.

Despite recent growth, the lack of music teaching at schools in Germany remains the biggest challenge for the industry. Fewer and fewer pupils are active in music or have no more contact with musical instruments.

"This has a particularly negative impact on the cultural education and personal development of young people. It is an irreplaceable educational gap arise that cannot be replenished. Politicians must act here – immediately," demanded Knöll.

But the decrease in music tuition has an impact on the economy of the musical-instrument sector. So reported the industry association in recent years the market growth in the field of music equipment, but recorded in return a reduction in the market share of traditional musical instruments. The industry responds to these trends and provides products in the market, which are the interests, wishes and requirements of the consumer needs.

"However, this will be borne by the product and the retail trade. The shops

try to bring their profits not from customers but from competitors and suppliers. But branded live on their promise of quality and a high price and the dealer live on their margins, but some consumers are no longer willing to pay for quality," summarized Knöll.

"This is about much more than a music teaching debate and the importance of music in society and the preservation of the cultural musical instrument. It is also about fair competition, obtaining a corporate culture and the economy of an entire industry."

That the overall market gets this change is clearly noticeable: the price pressure is gaining in importance, increasing competition and market concentration increases. Foreign suppliers are pushing with cheap offers across platforms and Internet marketplaces in the business field and attack from transactions which are not invested back into the industry.

Price pressure is also affecting German retailers, said Knöll, who called for the German government to introduce minimum price protection.

"We would hope that we in Germany could have something that has long been standard in the United States: a minimum advertised price. More than the 'retail price' in this country is not possible. To that extent, I envy the resale price of the German book trade."



Daniel Knöll, managing director of SOMM

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~ Kristina Henckel

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A graduate of the Academy of Performing Arts in Prague, Kristina is currently finishing her dissertation titled *A Pianistic Analysis of Bedrich Smetana’s Piano Cycle Dreams* as a doctoral candidate in Piano Performance and Piano Pedagogy at the University of Oklahoma. She is an award winning performer who most recently was guest pianist with the internationally acclaimed Rimsky-Korsakov String Quartet of St. Petersburg, Russia. Her concerts performed on the Ritmüller include the Tacoma WSMTA Four-Piano Concert and UP for Arts Concert Series.



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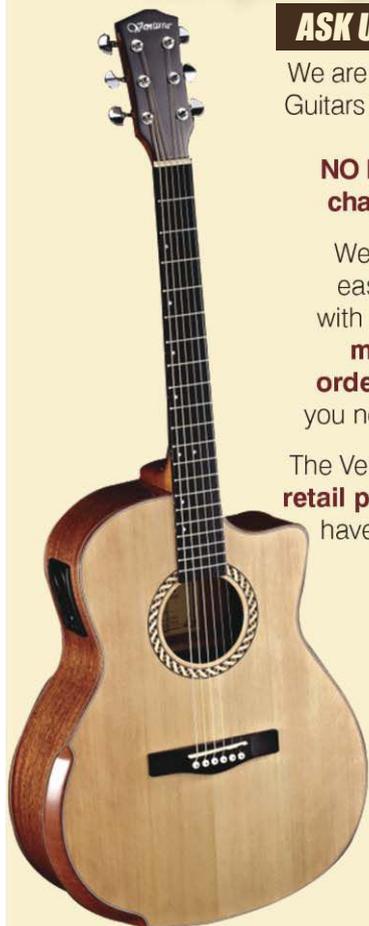


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Tom & Lily Oliphant, Owners Ventura Guitars

Many of you may have seen us in your store already. We spend several weeks a year out in the field and from that perspective we understand the independent store operation, your problems, concerns and needs. You have told us what your customer wants and what they are willing to pay and Ventura Guitars are designed with the features and value to meet these requirements and allow you the reasonable profit your store needs to stay in business.



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Warehouse: Austin, Texas

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Trade Regrets

20 MAY 2016 • mmrmagazine.com

Trade Regrets

Remo Belli, the founder and CEO of Remo Inc., passed away on the afternoon of April 25th at the age of 88.



A pioneer in the industry, Belli developed the first successful drum-head skin from a synthetic material: Mylar. His patented invention was easier and more cost-effective to produce than traditional animal skin-based heads and also was not susceptible to problems caused by humidity. He founded Remo, Inc. in 1957, opening a small store in Los Angeles, later moving to the San Fernando Valley, and then Valencia, California.

"It was kind of shocking to everyone. He touched a lot of people all around the world. Phones were ringing off the hook," company president Broach Kaericher told *The Santa Clara Valley Signal*.

Industry veteran **Jerry Muenchow** passed away on April 21.



Muenchow began his career working in MI retail before joining Chicago Musical Instrument Company (CMI) where he served as a field representative for a decade. Next up was a stint as East Coast regional sales manager for Fender, followed by time as an independent sales rep for Guild Guitars in the Southeast U.S.

Later, as a regional sales manager for Samick, Muenchow was a key figure in establishing the brand as a major supplier of fretted instruments for Community Music Stores.



ON THE MOVE

LOUD Technologies Inc. (LOUD) recently announced the appointment of **Loren Robinson** to the position of director of sales, Independent Accounts (North America) for the Mackie and Ampeg brands.



Robinson comes to LOUD with an extensive background in the industry, having worked for Crown Audio for 10 years, where he called on both MI and Production and Installation accounts, as well as stints with Community and DAS Audio. Prior to Crown, he was an independent sales representative for GLS Marketing in Southern California.

Robinson will be based out of the Woodinville, Washington headquarters and working from his office in Southern California.

Atlas Music Publishing has appointed **Phil Cialdella** as their chief operating officer.

Cialdella brings over 20 years of music publishing expertise to the Atlas team. Previously, as SVP of Administration and Licensing, Cialdella worked closely alongside Atlas Music founder and CEO Richard Stumpf at Cherry Lane Music Publishing, and helped usher in a high-water mark era of growth and commerce for the company.

American Music & Sound (AM&S) has announced the appointment of **Tim Schaeffer** as senior vice president for Allen & Heath USA.



Schaeffer, who has over thirty years' of pro audio sales and marketing experience, will manage Allen & Heath USA to build and develop its sales and support teams and to promote sales growth and customer satisfaction.

"I couldn't be more excited about this opportunity," said Schaeffer. "I previously managed Allen & Heath sales in the U.S. and I am excited to be back working with this great group of people. Allen & Heath is an amazing company with a competitive and forward thinking product lineup.

I look forward to building the brand and promoting it in the U.S. marketplace."

DANSR, Inc. has added **Gina Scheer** as a Vandoren account specialist in Texas. Scheer lives in the DFW area and is a graduate of University of North Texas.



After completing her studies, she became the assistant band director at Killian Middle School in Lewisville, a position she held for four years. She was one of the first Vandoren Regional Artists and has been performing clinics on a regular basis. In her role as an account specialist she will be responsible for in-store training, new product introductions, sales events and attending TMEA and TBA.

Yamaha Corporation of America (YCA) has announced that **Marcia Neel** has been appointed as the company's senior director of education.



Neel, a 30-year music industry veteran, will work with director of artist relations and education John Wittmann and the company's existing education department on initiatives targeted at music educators in both private and institutional settings.

Neel brings a wealth of knowledge built on a lifetime of pioneering programs for diverse student bodies and communities, and has a similar depth of experience in advocating for changes at the legislative level. For 36 years, she served in public school music education in Connecticut, Ohio, Massachusetts and, most notably, in Clark County School District (CCSD) in Nevada, the fifth largest district in the country with more than 300,000 students.

Neel will continue in her role as president of Music Education Consultants, Inc., a consortium of music education professionals who foster the growth and breadth of school-based music education programs.

Yamaha also has announced that **Lisa Steele-MacDonald** has been appointed as the company's director of marketing for the Band & Orchestral division.





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Down to the Wire(less)

Wireless Microphone Sales Making Strides

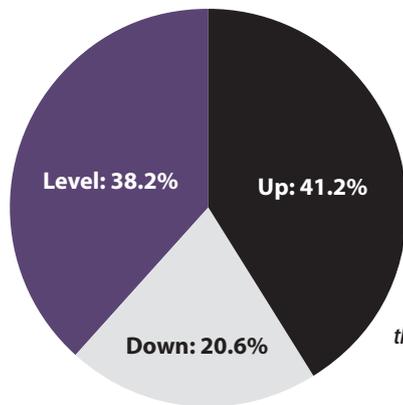
By Christian **Wissmuller**

With nearly 80 percent (79.4) of retailers participating in this month's survey reporting that sales of wireless mics are either up or level when compared to this time last year, it'd be fair to say this is a robust market segment for MI. Moreover, slightly more (81.8 percent) note that intermediate – not low-end – units are what's selling the most, which means that these wireless wonders are not only selling, but there are profits to be had. It's a growing area for many and, as Karl Markl of St. Louis' South County Vintage Instruments notes: "I am selling more wireless [mics] than cable."

One trend that was reported by many was the popularity of wireless systems with churches, in particular, though schools were also observed to be keen users of the technology. There were also some fairly unexpected trends shared by a few, such as Gwendolyn Zupans' of Steph Musik in Sorel-Tracy, Quebec, Canada assessment that these mics are most commonly used for "Karaoke and gourmet food cooking events."

I didn't realize there were all that many gourmet cooking events. Fair enough. **MMR**

Compared to this time in 2015, sales of wireless microphones for your store are:



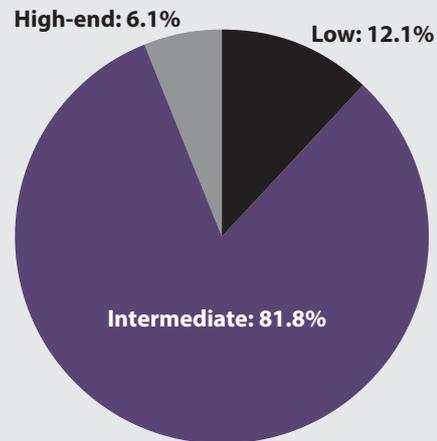
"Frequency issues are big in the Los Angeles area!"

Ken Dymmel
J D Audio Visual, Inc.
Pasadena, California

"We haven't had a real strong market for it until lately. We're finally starting court churches."

Steven Steward
Music & Arts
Corona, California

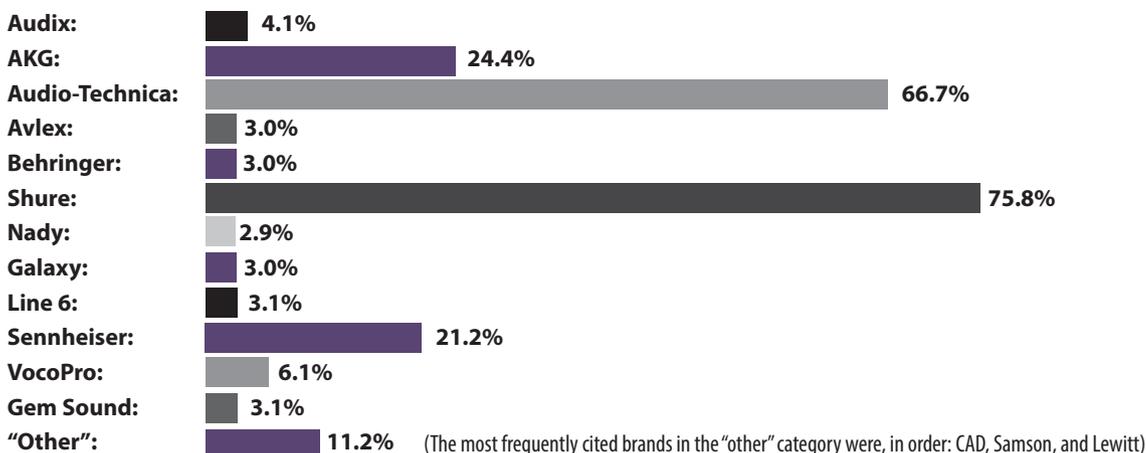
With respect to these types of products, what price points are doing best for your store?



"The majority of the school and church sales we have, there is only a need for two or three [microphones] at one time. Therefore, the low-end models which generally offer three to four optional channels work fine for that purpose."

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

What brands of wireless mics are the strongest sellers for your operation in 2016?



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1 X D4
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POUCHES

DP4

\$40 REBATE

3 X I5
1 X D6
+ ACCESSORIES AND
ALUMINUM CASE

DPQUAD

\$50 REBATE

2 X ADX51
1 X I5
1 X D6

DP5A

\$50 REBATE

1 X D6
1 X I5
2 X D2S
1 X D4
+ ACCESSORIES AND
ALUMINUM CASE

FP5/FP7

\$25/\$50 REBATE

1 X F5
3 X F2
1 X F6
2 X F9 (FP7 ONLY)
+ ACCESSORIES AND
ALUMINUM CASE

DP ELITE 8

\$150 REBATE

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1 X I5
2 X D2
1 X D4
2 X SCX1C
1 X SCX1HC
+ ACCESSORIES AND
ALUMINUM CASE

SCX25APS

\$150 REBATE

2 X SCX25A
+ ACCESSORIES AND
ALUMINUM CASE

STE8

\$200 REBATE

1 X I5
1 X D6
1 X D4
2 X D2
2 X SCX25A
1 X SCX1

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Survey: Wireless Mics

24 MAY 2016 • mmrmagazine.com

Can you describe the typical customer who purchases wireless microphones at your store (age, ability level, intended application, et cetera)?

"Mostly used in churches and businesses."

Wesley Edwards
Draisens Edwards Music
Anderson, South Carolina

"Church members of all ages, [with] zero to medium ability."

Renn Little
Sound Entertainment Services
Stantonburg, North Carolina

"Small to medium banes and churches."

Ronnie Orme
Rock Hard Music
Milton Keynes, Buckinghamshire
United Kingdom

"No typical customers. All over the spectrum."

Reese Marin
Bellevue American Music
Bellevue, Washington

"Most are 16-18 [years old] then skip to 40-50. The 16-18 year olds are buying the VocoPro. The 40 - 50 year olds are buying Shure, Sennheiser, some Behringer and some VocoPro."

Karl Markl
South County Vintage Instruments
St. Louis, Missouri

What larger trends have you been noticing in the wireless mic market?

"More and more lower cost microphones and I'm not sure that this is a good thing for our customers and for the dealers."

Mike Guillot
Mississippi Music, Inc.
Flowood, Mississippi

"Wireless was soft in the 'Great Recession.' We are starting to see more multi-systems sales again."

Michael Kay
Ted Brown Music
Tacoma, Washington

"More church business and less business from the gigging musician."

Spidey Mulrooney
The Music Shop
Southington, Connecticut

"People tend to want to find the cheapest option. Once they have a negative experience with a fixed frequency system they start to realize it is worth it to invest a little more in a wireless system."

Santino Rumore
Paragon Music Center
Tampa, Florida

"[The] consumer is using more wireless products together. 10 or 12 [units] are not unusual."

William Knight
Showtime Music
Mt. Hope, West Virginia

"Simplicity is preferred over multi-functional, complex set-up."

Leonard Wyeth
AcousticMusic.Org
Guilford, Connecticut

"We see improved sales in the higher dollar market in wireless mics and also, our customers are becoming more knowledgeable."

Dale Gerschutz
K and C Music
Smithville, Missouri



THE FOREST
AND THE CHAINSAW
in perfect harmony.

THIRTY YEARS AGO, WHEN STEVE McMINN STARTED SOURCING WOOD FOR GUITARS, FINDING THE RIGHT LOGS WAS AN EASY TASK. BUT WITH A DEPLETING FOREST, FINDING THOSE SAME LOGS TODAY IS INCREASINGLY DIFFICULT. A GENERATION FROM NOW, WHO KNOWS? SO, TO ENSURE WE HAVE GUITARS TOMORROW, STEVE IS STEPPING INTO THE UNKNOWN, TODAY. HE IS PIONEERING NEW FORESTRY TECHNIQUES TO GROW AND CUT TREES JUST FOR GUITARS, SECURING THE FUTURE OF THESE WOODS. STEVE CONTINUES TO INVEST HIS PASSION, TIME AND MONEY TACKLING PROBLEMS THAT WILL TAKE GENERATIONS TO SOLVE. AND WHILE STEVE WON'T EVER MEET HIS SON'S GRANDCHILDREN, HE KNOWS THEY'LL HAVE A GUITAR TO PLAY. THIS STORY INSPIRES AND REMINDS US THAT THE WORLD NEEDS MORE VISIONARIES LIKE STEVE. *For more information about Steve and others with the courage to step forward, visit taylorguitars.com.*

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THE CENTURY CLUB

Family Values

By Christian **Wissmuller**
and Sharon **Paquette Lose**

In this special feature, *MMR* turns the spotlight on family-owned American suppliers of musical instruments who have been in continuous operation for at least 100 years.

A number of very worthy candidates who one might expect to be included aren't part of our profile – some are currently operated by the family who originally founded the business, but were at one point acquired by outside parties; others are well within the “100-year” parameter, but are no longer family-owned; and still more are very close to having been in operation for one hundred or more years, but don't quite make the cut (let's revisit this concept in five years or so!).

Read on to get a glimpse into the specific histories of some of the most storied names in MI, as well as a fascinating overview of how our industry, overall, has evolved.



*New Years 1940
John D. Addario, Sr. (far left) playing bass in 1940*



Chesbro band students in 1928.

Avedis Zildjian Company – 1623

All of the companies featured in this article have endured for impressive stretches of time, but Zildjian can lay claim to origins dating back to the 17th century

The story goes that Avedis Zildjian I (the first), an Armenian alchemist in Constantinople in the early 1600s, stumbled upon a unique alloy of copper, tin, and silver while seeking to create gold from base metals. This “secret alloy” was found to have remarkable and distinct sound properties and, in 1618, Avedis used his discovery to create cymbals. As per the official Zildjian history on the company's website: “The sound of the instruments was so extraordinary that the Sultan invited Avedis to live at court (Topkapi Palace) to make cymbals for the Sultan's elite Janissary Bands. As

Avedis' reputation grew, the Sultan gave him the name 'Zildjian' in Armenian (Zilciyan in Turkish), a word meaning 'son of cymbal maker.'”

After receiving permission to depart the palace in 1623, Avedis set up shop in the Samatya, not far from Constantinople and the Zildjian company and brand was born.

Cut to 1929 and Avedis III relocates the business to America, establishing the Zildjian factory in Quincy, Massachusetts. The company's reputation and scope grew, thanks in part to close partnerships with such significant musicians as Gene Krupa, Papa Jo Jones, Chick Web, and Louie Bellson. By the time the '60s rock and roll revolution was in full swing – post The Beatles' groundbreaking performance on *The Ed Sullivan Show* in December of



Zildjian factory workers in 1929.



A young Avedis Zildjian.



Armand and Buddy Rich share a playful moment.

1964 – the company was at the next level. Zildjian ended that year with 90,000 cymbals on backorder. Strong associations with performers such as Charlie Watts and Ringo Starr continued Zildjian's association with the most popular performers of the day.

The next decade saw a move to a new facility in Norwell, Massachusetts, where the company celebrated its 350th anniversary in 1973. Armand succeeded his father as president in 1977 and, two years later, Avedis passed away. The company saw continued suc-

cess in the '80s and '90s and in 1999, Armand's daughter, Craigie, was named CEO – three years before her father passed.

The Avedis Zildjian Co. continues to be one of the most respected names in cymbal design and manufacture – and all of MI, for that matter. Recent developments such as the 2010 merger with the Vic Firth Company, and the introduction of the Gen16 Acoustic Electric System and the S family of cymbals underscore that Zildjian continues to innovate and grow.

C.F. Martin & Co., Inc. – 1833

C.F. Martin was born in Markneukirchen, Germany and, at the age of 15, apprenticed under well-known luthier Johann Georg Stauffer in Vienna, Austria. Afterwards, he opened and operated his own guitar-making operation under the European guild system, but soon found the restrictions and controversy to be restrictive (the then-new guitar did not clearly fall within either the Cabinet Makers nor Violin Makers Guilds).

In 1833, Martin moved to New York City and five years later moved his business to Nazareth, Pennsylvania – where the company's headquarters remains to this day.

Current chairman and CEO of C.F. Martin Guitars, Christian Frederick Martin IV, notes that, "Our goal – from the point at which my great-great-great grandfather began crafting guitars – has always been: build the perfect guitar."

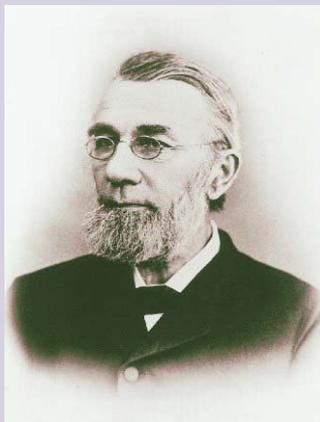
"There's a very long story I could tell," he continues with

a laugh. "But, one of the great things we offer is continuity. It's a brand you can trust; it's been trusted for generations. Particularly when you're buying something that's expensive, I think people find comfort in that. It's money well spent. That's one of the reasons we give factory tours – to show a potential customer, 'There's a reason they're so expensive. Look at the time and effort involved.'" There are no lemons. The advantage fine musical instruments have is the potential of them getting *better* over time. I always joke with people: I wish they made cars like that!"

While Martin has – and continues to – produce popular, iconic instruments, Christian points to the Dreadnought as being "the" defining guitar for the brand. "In the '50s with the folk music boom taking off... initially many people were resistant and negative: 'That's too big!' But players appreciated the sound and, at this point, it's probably the most-copied acoustic guitar shape there is."



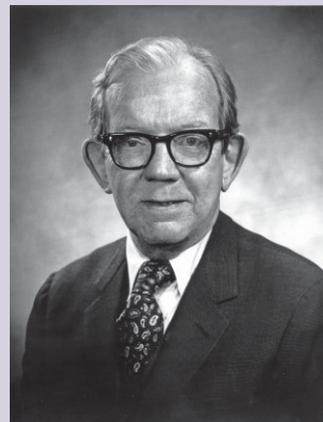
C.F. Martin Sr.



C.F. Martin Jr.



Frank Henry Martin



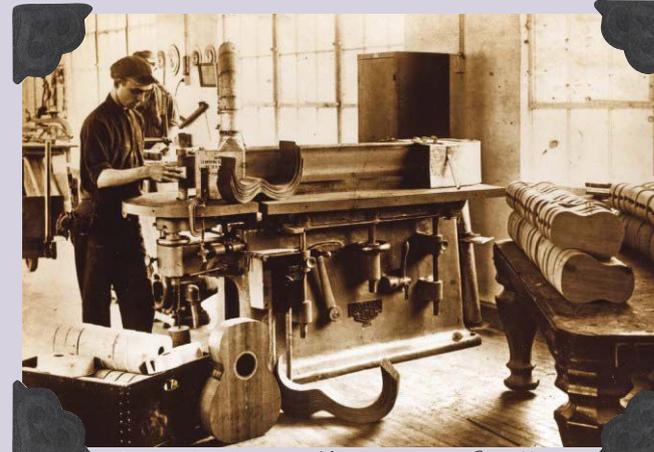
C.F. Martin III



Frank Herbert Martin



Christian "Chris" Martin



A 1925 shot of longtime Martin craftsman Earl Hartzell.

Noble & Cooley – 1854

Founded in 1854 by Silas Noble and James Cooley, the company first gained widespread exposure as one of the primary manufacturers of marching drums for the Union Army during the Civil War. Related fun fact: In 1869 the company manufactured the largest drum ever (8' in diameter) for the National Peace Jubilee held in Boston to celebrate the end of the Civil War. By 1873, they were producing an estimated 100,000 drums per year.

Initially powered by waterwheel, Noble & Cooley grew during the steam era and transitioned into the electric era in the 1920s. In 1926, the company designed and built an eight-color printing press, believed to be the first of its kind. The Second World War brought about advances in mass production as the company made wooden reels for a local explosives manufacturer.

For many years, Noble & Cooley served primarily the toy drum market, but that changed significantly in the late 20th century.

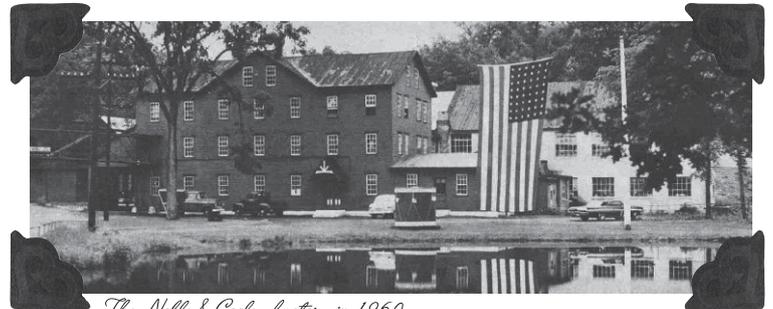
As noted on the company's website: "It was in 1980 that company vice president Jay Jones (great-great-great grandson of James Cooley) decided to enter the professional drum arena. Working closely with designer Bob Gatzen and pulling out of retirement a steam bending machine old enough to have survived a company fire in 1889, N&C introduced the Solid Shell Maple Classic snare drum in late 1983. The drum was a huge success and revolutionized the drum industry to a degree no one could have expected."

Still owned and operated by direct descendants of James Cooley, the Noble & Cooley Company of today is run from the same rustic location in Granville, Massachusetts. The drums have been go-to instruments for everyone from Mickey Mouse, (1930 to 1975) Fraggie Rock and The Muppets' Animal (1980s) to Phil Collins, Denny Carmassi, and many great recording artists of today. To date, over 2,000 recordings have featured Noble & Cooley drums.



James Cooley

Silas Noble



The Noble & Cooley factory in 1960

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Willis Music Company – 1899

For 117 years, Willis Music has maintained the same mission: focus on taking care of people and provide education. Charles H. Willis, with a background in the sheet music industry, founded the piano store at 41 East Fourth Street in downtown Cincinnati, Ohio, along with his son, William. Over a twenty-year period the Willis family grew the business and con-

tinued to till its soil through providing for the needs of music educators in-store, as well as through the acquisition of several music publishers such as The John Church Company and George B. Jennings and Company.

In 1919, Gustave Schirmer bought the Willis Music Company, making it a branch of G. Schirmer of Boston, Massachusetts.

By 1923 John J. Cranley, originally a stockboy at Boston Music, became the



Back: Bill Digregio, Dan Herbert, Bill Phipps, Paul Finke. Front: Cindy Hicks, Kevin Cranley, Myra Barrowman, Colleen Cranley

general manager of all three stores; Willis Music, Schirmer Music, and Boston Music Company. Under his leadership, Willis Music became a publisher for teaching methods, such as The John Thompson method, *Modern Course for the Piano*, Edna Mae Burnam and her *Dozen a Day* series, and William Gillock.

In the 1950s, John Cranley purchased Willis Music Company and by 1965 his own son Edward Willis became president of the company and moved the company's headquarters and publishing operation to Florence, Kentucky.

As of 1980, Kevin Cranley, Ed's son, joined the company full time and 1990, Kevin succeeded his father as president and continues in that role today.

"I started working at the company when I was very young and after college came to work full time. Originally we had one small store," Cranley recalls, "and now we have about 55 employees, plus our publishing division."

Willis Music currently owns and operates five family oriented retail stores of which three are located in Ohio and two in Kentucky. In 2005 Willis partnered with the Hal Leonard Corporation who now handles product development, production, and distribution for the Willis catalog. In 2012 Willis became the exclusive rep for Steinway and Sons Pianos in the Cincinnati, Northern Kentucky and Dayton. With the 2013 acquisition of Moeller Music, Willis strengthened its commitment and dedication to school music programs and began representing the Yamaha Band and Orchestra line of instruments.

They retain membership with the American Association of Independent Music, the Independent Music Merchants Group, and Kevin himself attends all of the Music Teachers National Association conventions. Mr. Cranley is also very involved with NAMM: he served as the organization's chairman of NAMM from 2011-2013.

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Chesbro Music Company – 1901

Chesbro Music Company was founded in 1901 as a piano store in Seattle. Brothers Horace and Harry Chesbro then moved operations – first to their home in St. Anthony, Idaho, and then to a storefront in Idaho Falls, Idaho.

Horace Chesbro and his brother, Harry, had chosen Idaho Falls, after seeing the business potential of bringing music to Idaho farmers and their large families. The two had moved from Seattle, where they had been producing their own brand of “H & H Chesbro” upright pianos.

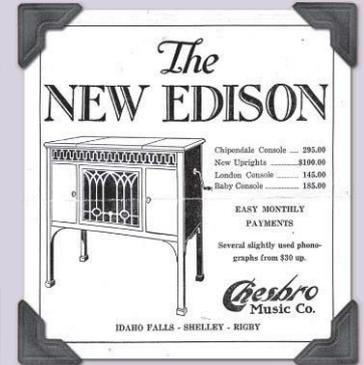
A decade later, the Chesbro brothers purchased a Ford Model T Runabout Pickup, their first “company car.” Horace then initiated school band programs in Idaho Falls and other south-eastern Idaho communities – well before public schools began funding and staffing their own music programs.

Horace’s son, Henry, took over Chesbro Music Company as president in 1945 and began selling newly introduced “long playing” (LP) records which replaced the phonographs that Chesbro had been selling since the 1920s.

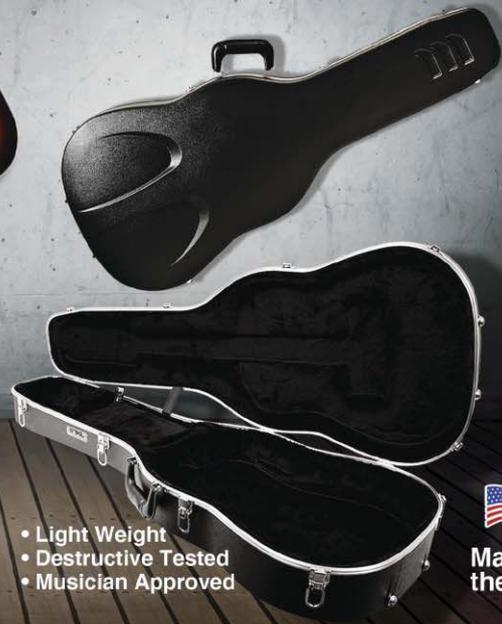
In 1953, 70-year old Ella Chesbro, Henry’s mother, assumed management of the company due to the untimely death of Henry in a plane accident. Under the matriarch’s supervision five years later, to accommodate wholesale growth, Chesbro Music expanded warehouse and retail space to 60,000 square feet and added a new, modern facade. Civic officials and prominent music industry executives attended an open house in 1961 showcasing the new building and marking the company’s 50-year anniversary.

In 1969, with a Stanford degree in economics, 37-year-old Joan Chesbro Griggs took the reins from her grandmother in 1969 – a time when young women CEOs were not common.

In 1973 Joan positioned Chesbro Music Company to negotiate for the Western United States distributorship of Tama Drums and Ibanez Guitars with Hoshino USA. With the help and experience of Gary Bennett, a top decade-long salesman, Chesbro Music Wholesale then helped Tama and Ibanez gain domestic popularity for the next four decades.



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Optional external Foot Controller.



The 22500 Dual Stereo Looper's loops can be locked to each other or run independently in free form. It lets you do verse/chorus switching in Sequential mode, or two-loop simultaneous playback in Parallel mode. A phantom-powered mic input adds convenience. The compact 22500 also includes 16 Drum/Rhythm tracks, or import your own!

Optional external Foot Controller.



With 12 minutes of stereo loop recording on 10 banks that remain in memory until you erase them, plus unlimited Standard, Reverse and 1/2 Speed overdubbing and an adjustable Fade Out mode, the 720 Stereo Looper packs plenty of power in a compact pedalboard friendly design.



Boasting 6 minutes of looping time, the super-affordable 360 lets you record, store and recall 11 loops. Single footswitch control of record, erase, undo-redo and unlimited overdubbing, plus a compact size and easy-to-use functionality, complete the picture.



electro-harmonix

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1999 saw daughters Vanetta Chesbro Wilson and Tana Jane Stahn taking on co-ownership of Chesbro Music. The two declined offers to wholesale to major national retailers, selling only to the independent music dealer.

The long and successful partnership between Chesbro Music and Hoshino Gakki ended in 2009 and the sisters streamlined expenses and initiate more efficient ways of doing business, as a result. In 2010, Chesbro Music Co. introduced Teton Guitars, a new brand of acoustic guitars manufactured in China, named after a prominent mountain range near Chesbro Music Company headquarters. At its inception, Chesbro pledged that

this brand would only be sold to independent music dealers.

In 2011, Chesbro Music Company marked its 100-year anniversary with an open house for local community, civic leaders, and employees. This anniversary was noted by many (including *MMR*) and Chesbro received a citation of distinction at the NAMM Show that year.

Vanetta died unexpectedly November 2013, leaving Tana at the helm. The company forged ahead marking Teton Guitars 5th anniversary in 2015 with record sales. As of 2016, Chesbro has the distinction of 63 years of being led by a woman CEO.

American Plating and Manufacturing – 1902

Karl Urban is the third-generation president of American Plating and Manufacturing Company (APM), based in Chicago, Illinois. The company was founded by his grandfather, Charles, Sr. in 1902 to plate and lacquer fenders for horse-drawn buggies and early model cars. With Charles Sr.'s strong interest in music, the business advanced its core skills of polishing, plating, and lacquering in the 1920's into repairing brass band instruments. During WWII, APM was first reassigned to plating electrical contacts for submarines, but the War Relations Board soon authorized APM to return to working on musical instruments due to high demand among military marching bands.

Over the years, buffing tubas by hand gave way to the use of cutting edge CNC technology to create tuba mouthpieces, as well as mouthpieces for trumpets, trombones and French horns, all finished in silver. APM's instrument accessory business has grown from serving just the U.S. to serving all of North America, as well as reaching Europe and Asia. Advances in production methods and customization over the years have enabled APM to also expand its woodwind accessory business into private labeling for some of the world's leading instrument manufacturers.

In the late 1950s, Karl's father, Charles, Jr., was instrumental in creating a uniform, standardized stem and receiver for marching lyres. This enabled consumers to easily obtain a lyre that would always work for them, and it streamlined design for manufacturers.

APM has been a strong voice for the industry by directly advocating with school boards and superintendents for the return of formerly cancelled school music programs, giving 100s of kids the opportunity to play their favorite instruments as part of their school

curriculum. APM was an original donor for the Museum of Making Music in Carlsbad, California. And an APM American Song Whistle even made an appearance in Disney's 2010 movie, *Secretariat*.



Charles Urban, Sr.



Charles Urban, Jr.



Karl Urban with a present-day employee.



APM's Buffing Room, circa 1950.

J. D'Addario & Co. – 1905

While the D'Addario family can trace their roots back to Salle, Italy, the present-day company first took shape in 1905, when Charles D'Addario immigrated to the U.S. and began selling strings fashioned in the family's factory in Pescatora, Italy.

Peter D'Addario explains: "There are records in Salle, Italy from the 1680s showing the D'Addario family as 'cordaros' (string makers.) The present day D'Addario & Co., Inc. was founded in 1974 when Jim, John Jr., and John Sr. opened their factory on Long Island. At first it was the three of them, along with Jim's wife Janet's, brother Wayne Carbone, her cousin, Kathy Slezak along with Leo Gonzalez. Wayne still manages the company's printing department today. Kathy served in many, many roles over the years and is one of the great pioneers for women in the music industry... In 1974 there were six staff, in 2016, there are over 1,000 staff members, worldwide."

Significant milestones in the company's evolution since have included the 1987 partnership with Vandoren to distribute their brand in the U.S. "This fantastic partnership represented D'Addario's entry into the band & orchestra market and lasted until D'Addario purchased Rico Reeds in 2004, says Peter.

In 1995 D'Addario purchased Evans Drumheads and moved the factory to



Charles D'Addario



John D'Addario III



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John D'Addario, Jr., Charles D'Addario, John D'Addario, Sr., and Jim D'Addario in 1975.

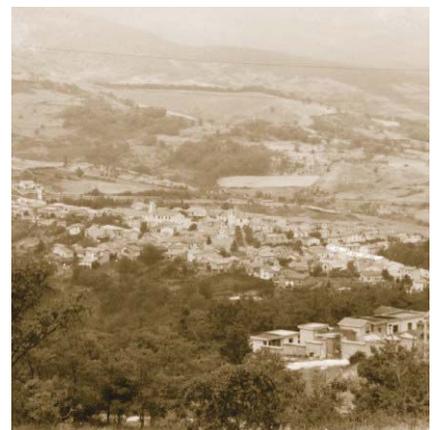
NY, entering the percussion accessories market. Another significant development took place in 2013 when D'Addario moved wire manufacturing operations to New York, creating the D'Addario Wire Co. and the brand releases D'Addario NYXL Electric Guitar Strings, representing advancement in how guitar

strings and wire for strings are manufactured.

The family is well recognized for their activities both within and outside of the realm of MI, being extremely active in philanthropic efforts. "The D'Addario family donates hundreds of thousands of dollars annually through the D'Addario Foundation," Peter says. "The Foundation supports music education programs worldwide. We have not trumpeted widely all of the great things our foundation does, but we are very proud of the organizations we have supported over the years and the musicians we have helped to inspire.

"The family has given back a lot to this industry: Jim D'Addario, John D'Addario Jr. & John D'Addario III have served on the NAMM Board. John Jr. and Jim have served as board members for several not for profit organizations over the last 40 years. John Jr. is a former President of GAMA. Peter D'Addario is the current GAMA President, as well as the former President of Guitars in the Classroom and he has served on the IBMA Board of Directors. John D'Addario III has also been a major contributor to the NAMM Music Achievement Council.

"This company was founded on hard work and passion and that continues to this day. Personally, I am fortunate to be who I am and proud of what we have accomplished as a family and brand. I take nothing for granted; tomorrow is not guaranteed. We are surrounded by examples of industries, once thriving, that have disappeared in just a few years. Improvement and innovation are as important today, as they were 50 years ago, maybe more so. We go to work every day asking ourselves, 'What can we do today better than we did yesterday. What's next?'"



The town of Sallè, Italy, where the D'Addario story began.

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Mapes String Company – 1912

In 1868, John Adam Schaff and G. Schaff founded the G. Schaff & Brothers piano company in Chicago. Unfortunately, the enterprise was one of many casualties of the Great Chicago Fire of 1871.

In the wake of the tragedy, the Schaffs decided to design and make bass strings for the emerging upright piano market and, in 1884, buoyed by interest and support of other piano suppliers who had come to embrace their strings, John A. Schaff set up shop as a string maker. Schaff then set to work perfecting his automatic string making machines which soon were admired by manufacturers and tuners for their ability to blend the speed and efficiency of automation with the deft touch of talented craftsmen.

To expand business, Schaff purchased an NYC-based string making company, founded in 1912 by one Steven Mapes. William George Schaff left shortly after to manage the newly acquired



John Adam Schaff



William George Schaff

Mapes Piano String Company.

William George Schaff Jr. inherited management of the company and in 1951 began making wire in Elizabethton, Tennessee, where, in 1971 all Mapes Piano String operations were relocated. In the new HQ, Mapes could now go from raw material, to drawn wire, to finished piano strings all under one roof. Following the passing

of William G. Schaff, ownership passed to his three sons: William L., Robert, and Frank.

1978 saw the company expand to a larger facility and the year 2000 saw further growth via an acquisition. The company remains in Elizabethton and is a trusted name in piano string replacements and dulcimer wire.

E&O Mari – 1913

With a family history that dates back nearly as far as that of the Avedis Zildjian Co., E&O Mari takes pride (understandably!) in being, “the oldest contentiously family owned and operated string maker in the USA, if not the world” – although it’s worth noting that Mapes may take issue with that, but that’d be splitting hairs since the “official” start-dates are only off by a year. The company has never been sold, never changed hands, and the tradition of string making has been handed down from generation to generation for the last 400 years.

Established in the mid-1640s in Salle, Italy, the Mari family emerged as one of the most prominent suppliers of violin strings – forging relationships with both Amati and Stradivari in Cremona.

In 1913, Olinto and Emilio Mari immigrated to New York City and began crafting steel and gut instrument strings. The following year, the company’s first factory opened at 170 Fifth Avenue. An additional factory – opened in the brothers’ native region of Abruzzi, Italy in 1918 – was added to accommodate the high demand for the E&O Mari’s strings in both the U.S. and Europe. La Bella – now the company’s flagship brand – was trademarked and launched two years later.

Subsequent expansion and developments saw the Italian factory close with the outbreak of World War II and a move of E&O Mari’s HQ to Long Island, New York, where it would remain until 1981 when the factory was moved to Newburgh, New York.

“Eric Cocco (my brother, Richard Cocco Jr’s son) and I are the fourth generation from founders E. & O. Mari (Emilion & Olinto Mari) who brought the business to the USA from Italy over 100 years ago,” says Lorenza Cocco, director of E&O Mari.

The company remains a major player in string design and production, and its owners are strong advocates for music education and performance, with E&O Mari sponsoring rock and jazz clinics, residencies, and performances across the globe.



Olinto and Emilio Mari



Winding gut for strings at the Astoria factory

Every attempt was made by the MMR team to include all U.S.-based, family owned (uninterrupted) MI suppliers in this feature. If you feel a company was omitted which deserved inclusion, please let us know - We'd love to hear from you.

Musikmesse 2016

Premiere of New Show Concept

By Christian Wissmuller

From April 7 to 10, the Frankfurt Fair and Exhibition Centre was the setting for a newly overhauled Musikmesse, showcasing the MI sector in Europe.

1,103 exhibitors presented their latest products and innovations – down somewhat from last year’s figure of 1,329. With around 64,000 visitors (again, slightly down from 65,355 in 2015) convening in a smaller portion of the Exhibition Center, the gathering did seem, nonetheless, to be revitalized, in some respects.

More than 20,000 music fans attended over 50 concerts held within the framework of the Musikmesse Festival, which took place parallel to the fair for the first time at venues throughout Frankfurt. “In this digital age, direct contact to consumers is more important than ever before and we took account of this when realigning the fair. At the same time, however, we also expanded our facilities and services for the musical-instrument trade. The positive response from visitors and the support of numerous key players from the industry show that we are on the right track with the new concept. Together with the sector, we will continue in this direction and work together with the associations and exhibitors on the fine tuning,” said Detlef Braun, member of the Board of Management of Messe Frankfurt.

In total, 52 exhibitor nations were represented at Musikmesse, and visitors made their way to Frankfurt from a total of 108 different countries.

Better for Business?

Within the framework of the new concept, Musikmesse opened a special hall expressly for retailers, distributors, and other professional market participants. Reserved exclusively for trade visitors, the “Business meets Business” Hall, (11.1) created room for business discussions in a more quiet atmosphere than that on the show floor. Exhibitors took advantage of the opportunity to make presentations to international retailers and distributors well away from the hustle and bustle of the fair. Additionally, there was a high-grade information program and new matchmaking and networking facilities catering specifically to the requirements of trade attendees, and which Musikmesse organizers say was met with a positive response. Also new for 2016, music aficionados (in other words, “the public”) could, for the first time, attend the fair on all four days, as well as choose from an even more extensive event program with concerts, workshops, and lectures. In agreement with the sector, this year’s Musikmesse was held from Thursday to Sunday, instead of from Wednesday to Saturday as in the past. The synergies to Pro-light + Sound, which has also been restructured, were retained by two overlapping days, Thursday and Friday.

The next Musikmesse will be held at the beginning of April 2017.



1. Abi von Reininghaus of **Schaller**, Hap Kuffner of **Kuffner International**, and Petr Vykydal of **NS Designs**. 2. Manuel Rodriguez, III of **Manuel Rodriguez Guitars**. 3. **Nuvo Instrumental's** Max Clissold. 4. David Gartland of **Saga Musical Instruments**. 5. Levy's Leathers' **Harvey Levy**.



6. Tim Pfouts of **S.I.T. Strings**. 7. Brenden Cohen of **D'Angelico Guitars**. 8. Mike Castellano of **Electro-Harmonix**. 9. Mark Gooday of **Ashdown Engineering**. 10. Howard Paul, Fabia Mantwill, Jody Espina, and Colin Schofield of **JodyJazz**.



11. Gianluca Dal Bianco, Nadia Marchesin of **Aquila Strings**. 12. Mikhail and Simona Ioffe of **MiSi Electronics**. 13. Lee Oskar of **Lee Oskar Harmonicas**. 14. Jean-Louis Lasserri of **Newzik**. 15. Marcel Haupt of **Gravity Stands**.

Voices from the Show Floor

"Most of our dealer interactions took place early in the day on Thursday and Friday, and new dealer meetings were much more common than existing dealer visits. Foot traffic was relatively consistent over the four days with Saturday being the busiest. Media appointments and interaction were down significantly from previous years. Overly loud product demonstrations were a concern prior to the event, but the location of our booth (away from the drums) helped shield us from the ear-splitting noise that was clearly an issue for less fortunate exhibitors.

"Our objective for Musikmesse this year was to support our European dealers by raising brand awareness, generating engagement with live product demonstrations, and shortening the path to purchase – all at the consumer level. We felt that we achieved our objective and now we must weigh the cost of attending the event versus the benefit that Musikmesse provided Electro-Harmonix and our authorized dealer network."

Mike Castellano, Electro-Harmonix

"For D'Angelico, the show was a huge success. The smaller format gave us a more intimate customer experience and a bit more one-on-one time with our dealers and distributors. It also gave us a larger footprint. For the dealers and distributors there, I believe they felt the same. It gave everyone some more time to spend with their business associates in a still-hectic show. I believe the smaller show size also gave the consumers at the show more time to concentrate on really reviewing our products, spending proper time with them."

Brenden Cohen, D'Angelico Guitars

"Going into the show, we all decided not to prejudge the new design. We looked at it like we would any trade show and prepared accordingly by contacting our customers and potential prospects in order to assure the greater possibility of a positive result. Keep in mind, that we are also of the belief that this trade event is positioned on the calendar at a reasonably logical time of the year (following Winter NAMM) that allows for a three-month purchase and selling cycle that would infer a healthy business.

"Upon arriving, it was clear that the Messe organization spent a lot of time preparing and thinking through this design in order to provide maximum benefit to all who attended. This year, the attendee makeup varied, as you know, but this proved to be a great experience for us to share our message with all layers of the 'chain of commerce.' End-users did not interfere with any distributor or

retail direct business discussion on our side, and everyone had a great time. In fact, being located in Hall 8 put us in a fantastic location with limited extraneous noise and put us directly in the path of all entry traffic. This made it easy for scheduled meetings and others to find us very easily.

"In short, nothing is ever perfect and there are some tweaks required still (adjustments to show hours as it gets to the final days, for example), but all in all the show was a great experience for us and we look forward to next year."

David Gartland, Saga Musical Instruments

"This is a public entertainment show now, with any products being a side-show, at best. The public attendance was no better than normal years, but the hours were very over the top, because the public can get in before the show was open and did not leave for an age after, and security was non-existent.

"The show shot itself in the foot four to five years ago with no, or poor, noise control. The ambient level in our hall was 100 dB most of the time. For a small company, it is not cost effective to have an office and a public display and doing a show with a cheap display is not good for a brand, of course.

"The key overseas visitors were eastern block who do not travel to NAMM. The level of retail attendance from each country was appalling. An expensive show, and a small, spread-out festival to me – not a product show really at all today."

Mark Gooday, Ashdown Engineering

"I really did not have any expectations going in, but the show went okay. It was definitely a smaller show. For me, it can best be described as a little 'strange.' With the public area downstairs and dealer area upstairs it didn't have the feel of a normal trade show or Messe. Maybe with a little tweaking or adjustments it could work. I think a European show is important for the market so hopefully things can get worked out."

Tim Pfouts, S.I.T. Strings

"From my perspective, we had more visits – approximately 60 per day – making it the best show ever. The main reason: the big guys like Fender, Gibson, and Yamaha were not at the show and we had more traffic. Also we made before 1,000 phone calls and sent 10,000 emails before the show.

"Also, moving our production back to Spain helped. Musicians and dealers are tired of China-made products, and we can now reach almost the same prices by making our instruments in Spain."

Manuel Rodriguez III, Manuel Rodriguez Guitars



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Note From Joe 2016 Summer NAMM—Where Inspiration Begins

We're all very fortunate to be part of such a passionate industry, but even in a business where we generally love what we do, a little extra inspiration can go a long way.

Many members tell me that they believe there's something uniquely special about Summer NAMM. Maybe it's the more intimate vibe, perfect for networking, building relationships with the industry's best vendors and catching up with old friends. Or perhaps it's all of the cutting-edge brands making their market debut at the show. The education offered at NAMM U, TEC Tracks and the Retail Boot Camp surely come into play, and I suspect a lot of it could be Nashville itself that makes time spent here feel more like a fun family getaway than a routine business trip. Whatever it is, attending Summer NAMM is a special experience, and as investments go, you would be hard-pressed to find a better investment than your own ability to chart the course for your business in the critically important fall and holiday shopping seasons!

Products Across the Musical Spectrum

With a complete product landscape across the MI, an increasing number of pro audio, recording, music app and technology companies, and a focused and relaxed atmosphere where conversations are easy, attending Summer NAMM is tailor-made for community retailers to find the right products that will lead to sales success.

By coming to Summer NAMM, you'll be able to connect with such household names as Yamaha, Peavey, Roland, C.F. Martin, Alesis, Taylor Guitars, Casio, Sabian, ESP Guitars, Hal Leonard, Floyd Rose, Zildjian and many more.

"I couldn't imagine not coming to this show. We have at least 20 people here—buyers, sales management, marketing—including people creating web content. And I love Nashville. At this show, I spend quality time with products and vendors, really getting to talk with people, friends."

Chuck Surack of Sweetwater Sound

And this year, buyers will have even more products to consider. Among the brands returning to the show floor for the first time in several years are Fender, Ovation Guitars, American Music & Sound, Ernie Ball, Davitt & Hanser, Vestax, Heritage Guitars, Pearl Drums and Dunlop—with many more to come before the show opens.

You'll also see a wide variety of upstart companies debuting their gear for the first time, and that means you can head home with exciting new products that your customers will be looking for.

Advanced Business Education

New to 2016, Retail Boot Camp will now feature two tracks: one devoted to music retail sales and marketing and the other centered on music retail financial management. This FREE professional education program is designed for anyone in music retail, so bring your entire team!

A variety of focused NAMM U offerings will be available to show attendees, including the popular NAMM U Breakfast



Top row left to right: TEC Tracks session in action; Performers thrill the crowd; CMT star and Top 100 host Cody Alan shares the stage with Brian Reardon of Monster Music
Bottom row left to right: Music Row treats Summer NAMM attendees to Nashville's best musical talent; Rosanne Cash lights up The American Eagle Awards

Sessions, with keynotes from the likes of marketing and business-leadership guru Jeffrey Hayzlett.

In addition, the NAMM Idea Center will deliver proven, peer-to-peer strategies for maximizing retail business opportunities through sessions led by NAMM retail members for NAMM retail members. Just a few of the presenters include Walter and Christie Carter of Carter Vintage Guitars, Mike Ross of Sweetwater, Donovan Bankhead of Springfield Music, and Sammy and Ben Ash of Sam Ash Music. You're sure to leave with lots of great ideas for fine-tuning or elevating your music retail business when you head home. And don't forget, even one great idea can pay for your whole trip.

Adjacent to the NAMM Idea Center, you'll find TEC Tracks, where we're showcasing three full days of technology-focused educational offerings for recording, live sound and music industry professionals, with appearances from Nashville studio royalty Chuck Ainley and Glenn Meadows, and A3E's "The Future of Audio Summit."

NAMM's Top 100

Another highlight of Summer NAMM is the Top 100 Dealer Awards, which celebrates the best of the best in music retail. Well beyond an awards show, this is an opportunity for all

dealers to learn proven strategies, best practices and helpful tips across subjects critical to music retail, such as marketing, connecting to the community, designing your store, excelling at customer service, and helping more people make music more often.

A Global Community

Summer NAMM welcomes attendees from more than 20 countries, offering you the chance to meet with business associates and friends from around the world. And with special events like our new industry networking reception, musician's chapel services, music making circles, and NAMM at Night festivities, you'll have plenty of chances to connect.

And it wouldn't be a NAMM show without a lot of great live music. This year Summer NAMM will showcase a stage on the Music City Center's outdoor terrace, featuring some of the best local talent in Nashville.

Set your business up for success in the busy fall and holiday selling season by making plans to join us at 2016 Summer NAMM, June 23-25.

"Summer NAMM is a lot bigger and better this year, and it's great to see more pro audio exhibitors. I'm very pleased with what's happening at the show."
Ray Arsenaul of Corner Music

Joe Lamond

Joe Lamond
 NAMM PRESIDENT AND CEO



Plugged In – Part I

Electric Guitar Suppliers Discuss the 2016 Market

By Christian **Wissmuller**

Few instruments have inspired the type of passion as the electric guitar since the instrument's introduction in the 1930s and subsequent evolution. Jazz, rock, R&B, country, pop, metal – without electric guitars, our contemporary understanding of such forms of music wouldn't exist. Even, more and more, dance music and hip-hop lean on the venerable amplified six- (or seven- or eight-) string.

While sales took a hit (as was the case for many categories) during the recent recession, retailers are reporting that numbers are bouncing back. As established guitar-heavy legends re-emerge (Guns N Roses, anyone?) and newer bands find chart success, the time may well be ripe for a full-on electric guitar takeover.

MMR recently chatted with some established brands as well as a couple up-and-comers to get an up-to-date feel for this market segment...

How would you describe the overall health of the electric guitar market in 2016?

Ken Youmans: The traditional side of the electric market continues to be the healthiest, and we're answering that demand in a few ways. We've brought back the Talman as a simple single coil style instrument to provide an alternative to consumers in that area. Artcore and Artstar continue to be strong in the semi-hollow and hollow-body categories. Part of our strength in that market is variety. Hollowbody guitars are used in such a wide range of genres, so offering an equally wide range of specs and finishes is one of our strengths. Also we launched a more traditional version of our single cutaway ARZ and that's getting a strong response.

The popularity of metal/progressive has always been a bit of a swinging pendulum, which is probably somewhere in the middle right now.

Brian Ball: Early indications are 2016 will be a great year for the electric guitar. Acoustics have dominated over the last five-to-six years, so hopefully this is a trend that has some staying power.

It's been a transformational year in a lot of ways for Ernie Ball Music Man, with new artist models (St. Vincent, James Valentine, JP16), production models, passive basses, and the 40th anniversary of our flagship bass, the StingRay. We're happy to see that the interest level in the electric guitar is making a comeback.

Armando Vega: Guitar sales are still staying strong in the current market, considering the abundance of used instruments and high unemployment rate in the prime demographic, which is under the age of 30. I think it's interesting to note that, in 2015, shipments of electric guitars declined by 4.6 percent, while the value of this category on the retail side has only declined 0.3 percent.

Adam Romine: As a relative newcomer to the market, Legator Guitars' tide flows at a different pace than the rest of the playing field. Since our establishment in 2012, Legator has seen constant growth and has quadrupled our production. This shows the market is saturated with guitarists seeking to explore new options with focus on quality and performance.



Legator Guitars' Ninja 300 Pro

Silvan Küng: The answer differs depending to the market area. The high-end guitar market is growing, as a result the average guitar prices are rising again. Musicians are spending more money for better quality.

On the other side, I guess the market itself changed the direction to prevent self-destruction on providing just cheap, uninspiring guitars in market which neither manufacturer, dealer nor guitarist make profit [from].

Have there been any recent, technology-driven trends that have been impacting the design and use of electric guitars?

BB: The advancements in DSP technology in effects pedals have been a big driver for the electric guitar. What Line 6 has done with the Helix, and the advancements brought about by engines companies like Fractal and Kemper, has made the electric guitar such an expressive instrument. I think pedals have become so much more advanced, that it's really made the electric guitar such a diverse tool to write with. I personally bought some of the new Electro-Harmonix keyboard emulators, and the Mellotron emulator, which really blew me away. It's just a really fun time to play the electric guitar, and



Brian Ball of Ernie Ball/Music Man



Armando Vega of Yamaha Corporation of America



Jon Donais, Adam Romine, and Joshua Travis of Legator Guitars



Silvan Küng and Pirmin Giger of Relish Guitars



Ken Youmans of Hoshino USA/Ibanez

there are so many things you can do on an electric that you just can't do with an acoustic.

SK: Our job is to inspire musicians, providing them with the best possible instrument through a construction that results in a new sound experience or a design that appeals and [inspires] one to grab it even on days on which you feel not in the mood to exercise your skills, or to make your instrument personalized – that you get access to your guitar, that you can adapt, change or integrate stuff in your guitar without having the knowledge of a luthier.

People want an iPhone cause they can install any apps they want and it is so easy to handle... symbolic to our market I personally see great potential in future possibilities of electric guitar manufacturing. Our industry created great craftsmanship engineered guitars through hands as Leo Fender, Les Paul, Adolph Rickenbacker, and many more.. Those forward-thinking guys are inspiring us in getting new stuff into guitarists' hands nowadays.

AV: Guitar design is fundamentally steered by the current musical taste. Right now it seems to be swaying towards what we refer to as the "other" guitar style – just a little bit different and slightly offset, and not so "traditional." On the opposite side of the spectrum, you have the growing popularity of the seven-, eight-

and nine-string exotic/figured electric guitars.

AR: Ergonomics. Rather than a technology that has outright replaced or improved existing components we have seen a demand for maximum efficiency and playability in a guitars build while reinforcing and complimenting its construction.

KY: Even though Ibanez has always been an innovative guitar maker, the truth is that the technological zeitgeist has gotten so far out in front of our industry that the electric guitar has instead become, for some players, a refuge from the trappings of cutting-edge technology.

That said, I would say our most interesting "tech" driven product has been the RGKP6, which is an RG model with a built on Korg kaoss pad . In spite of the fact that sales were strong, it's interesting that there

was also a highly vocal contingent on the blogs and in our social media feed, voicing contempt for the very idea of the instrument. We assume these are the same people who criticized the 7-string guitar, and the 8-string guitar, so we're kind of used to that by now. But that's the guitar community – on one side those who couldn't wait to get their hands on an interesting new idea, on the other side those who claim they wouldn't be caught dead playing such an abomination – and then everyone else in-between. **MMA**

Look for Part II of this Roundtable in our June 2016 issue.



Relish Guitars' Bordeaux Jane

"TUSQ picks are really special. They really affect my tone in a positive that way I can hear and feel."

Adam Zimmon, Guitarist / Composer

"I use TUSQ picks for the Incredible range of tone they offer! An amazing advancement in flat-pick technology."

*Rock Clouser
Independent live, pit and session - string multi-instrumentalist*

"I never thought a pick could be do determinant to my tone. It really Improves the way I hit and feel the strings."

Juan Cruz Masotta

"The harmonics sparkle!"

Dallas Sutherland

"Best pick for acoustics I have ever used!"

James Brill

"All I can say is WOW! They help deliver a clear, clean and vibrant tone that is hard to describe....Thanks!!!!!!!"

Jim White

"I have to say I am In love!"

Chris Sheriff

"Graph Tech hit a home run here with their TUSQ Picks"

*Chris Buono
TrueFire Artist, Hal Leonard/Cengage Learning PTR Author*

"I really like these picks and the articulation I get from them."

Joe Pinnaiva

"The material is lighter, harder, and comes off of the string faster so the sound just pops. They have their own tone and it is simply just amazing!"

Bobby Keller (Meka Nism)

"TUSQ Picks are very useful especially when I double my acoustic guitar track using different TUSQ Picks."

Takeishi Akimoto (Ziggy Marley Band)

"I finally have the sound I was looking for and [TUSQ Picks] will be all I use from here on out. Thanks so much!!"

Michael Flynn

"It's one of the best picks I have ever used! It may be the perfect pick."

Kim Young

"They are superior to my old picks in every way...tone, feel, and a new sense of authority against the string. Thanks!"

Stephen Kramer

"Harmonics out the ass and overall helped tone and feel."

Clayton Mark

"I'm extremely impressed by the harmonics...they're the best sounding and best playing picks I've tried."

Julien Bitoun

"These picks really impressed me and have become my favorite. Great tone, excellent attack and articulation."

YouTube User JPulido421



- ◆ Three Tones
- ◆ Three Shapes
- ◆ Three Gauges

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ESSA Passage Provides Opportunities to Expand Music Learning During the School Day: A Call to Action



By Mary **Luehrsen**

After more than ten years of music education advocacy and “storming the Hill,” it feels like we have been in a holding pattern since January 1, 2016 as the realities of the passage of the Every Student Succeeds Act (ESSA) are sorted out and understood. Though it’s true that it will take time for the sea change to be realized, there is much we can do to become educated about the law ourselves and to inform our communities, starting now.

I call the strategy below the “Three ‘R’s of ESSA Advocacy,” which involves meeting with school and community leaders to share goals to expand equity and access to music and arts education for all children during the school day. Decisions about how and why federal, state and local funds will be used under the new federal guidelines will be made by professional education administrators in your state and school districts. These people need to hear from us as informed and interested advocates and that we are standing by to assist – and promote – the important decisions that will create more arts education opportunities for all children.

Strategy Breakdown: The Three “R’s

1. REINFORCE what is in ESSA regarding music and the arts

Music is designated as part of a well-rounded education in on Page 298 of Section 1177 of the Every Student Succeeds Act www.congress.gov/114/bills/s1177/BILLS-114s1177enr.pdf

“WELL-ROUNDED EDUCATION — The term ‘well-rounded education’ means courses, activities, and programming in subjects such as English, reading or language arts, writing, science, technology, engineering, mathematics, foreign languages, civics and government, economics, arts, history, geography, computer science, music, career and technical education, health, physical education, and any other subject, as determined by the State or local educational agency, with the purpose of providing all students access to an enriched curriculum and educational experience.”

ESSA outlines subjects that are important for a well-rounded education and what is included in the curriculum is “determined by the state or local education agency.” In other words, states and local districts have the opportunity to act on the overwhelming belief of parents and teachers that music should be part of the school curriculum and available to all students. Resource: *Striking a Chord, The Public’s Hopes and Beliefs for K-12 Music Education* www.nammfoundation.org/educator-resources/striking-chord-publics-hopes-and-beliefs-k-12-education-united-states-2015

2. REMIND state, district and community leaders, and other music and arts stakeholders about the benefits of music education. Of significance to ESSA is music education’s impact on school climate and effectiveness and how opportunities for students (and families) to participate in music and arts programs provide a foundation that strengthens students’ connection to school. Links to research that supports this statement are available at www.nammfoundation.org/why-music-matters/why-learn-play-music

www.nammfoundation.org/sites/default/files/facts%20and%20quotes.pdf

3. REQUEST school and community leaders to work with school district, who will ultimately work with state education departments to:

- Use federal, state and local education funds to develop and expand music education programs available to all students during the school day as part of *school turnaround and reform objectives*.
- Use federal, state and local education funds to *pay certified music and arts educators and supporting needed educational materials* – to allow for access and opportunity for more students to receive the benefits of music.

“It is important to get conversations started and development relationships within districts and states so opportunities to expand music and arts education can be the true win of ESSA.”

• Use federal, state and local education funds to *expand music education curriculum offerings to under-served students*.

• Review the district’s opportunities to participate in the federal preschool grant program that included the arts within the “*Essential Domain of School Readiness*” definition [hyperlink “essential domain of readiness” www.ed.gov/early-learning/elc-draft-summary/definitions]

• Work with district administration on *accountability metrics* that include opportunity for music education for all students in K-12 as part of school climate assessments that are reportable to both state and federal education agencies.

These Three “R’s” offer a starting point for conversations between advocates in school districts, state education departments and legislators. It is important to get conversations started and development relationships within districts and states so opportunities to expand music and arts education can be the true win of ESSA. **MMA**

DRUMS & PERCUSSION

Paiste Formula 602, Giant Beat, and 2002 Sound Edge Cymbals

KMC Music announced that it is now shipping the new line of Paiste Formula 602, Giant Beat, and 2002 Sound Edge cymbals.

The Formula 602 Modern Essentials gains a 22 inch Crash and a 24 inch Ride.

Modern Essentials cymbals were developed in collaboration with Vinnie Colaiuta and based on the Formula 602.

The 2002 Sound Edge Hi-Hat is now available as a 17 inch. Its wavy bottom design is a once-patented Paiste innovation from the 1970s. The new 17-inch version is designed to add boost, low end and projection without sacrificing musicality.

The Giant Beat is a 26 inch cymbal. It is designed to embody a clear and powerful stick sound, and features a pearly wooden ping, a deep whooshing wash, a swelling crash and a strong and articulate bell. Giant Beat cymbals were originally developed in 1967.

Formula 602, Giant Beat and 2002 cymbals are made by hand in Switzerland using traditional methods that have remained unchanged in over half a century.



www.kmcmusic.com

ACCESSORIES

The Mouthpiece Manager by Rovner

The Mouthpiece Manager by Rovner is a handy little stand for organizing and displaying your collection. Hand washable and stackable when not in use, it is designed for the instrument workshop table, too. Its 12 posts can accommodate clarinet and saxophone mouthpieces of any size. Music stores can use it for display and demo, and can employ the peg hole if retail shelf space is at a premium. With an MSRP of just \$24.95, the Mouthpiece Manager is a tidy solution to mouthpiece mayhem.



www.rovnerproducts.com

AIM Gifts G-Clef Marble Mugs

Enjoy your favorite hot beverage with the new marbled mug designs from AIM Gifts. These glass mugs are available in a brown or blue finish and designed for the music lover. Pictured here are the G-Clef Marble Mugs.



www.aimgifts.com

FRETTED

Kanile`A `Ukulele Ku`uipo Concert

Kanile`A `Ukulele's Ku`uipo Concert features a heart-shaped sound hole as the centerpiece of the instrument's aesthetic design. The Kanile`a patented TRU bracing system is designed to guarantee optimal resonance and sound quality. Available in Concert, Super Concert, Tenor, and Super Tenor sizes.

The Ku`uipo Concert has a deluxe curly koa body, ebony fret board, bridge and head plate, Kailua Beach white sand position markers and logo, gold Kanile`a open geared tuners with black buttons, NuBone nut and saddle, Aquila Corde super nylgut strings, and UV-cured high gloss finish. The Ku`uipo Concert has a list price of \$1,390. Mention MMR and receive 15 percent off your Ku`uipo Concert purchase.



www.kanileaukulele.com

Jericho Guitars Edge Series Electric Guitars

Jericho Guitars is excited to bring their first Standard Scale Electric Guitar featuring the new scale length, 25.75". Both 6 and 7 string versions are available in Standard (25.75") and Baritone (27") scale lengths, while the 8 string versions carry a 27" scale with 5-ply (maple/walnut/maple/walnut/maple) neck-through construction.

All versions of Edge Series feature a hand-selected walnut body designed to give the guitar a sharper attack, sweetened midrange, firm and quick low-end, and resonance from top to bottom.

The series is available in 3 tiers: Bolt-on, Neck-Through and Premium Edition. The Premium version in a 1/4" Wenge top, Wenge Fretboard, 5-ply (wenge/walnut/wenge/walnut/wenge) neck-through construction and custom made Black Hipshot bridge and locking tuners with gold fitted thumb-screws.

Edge Series specifics include:

- 25.75" or 27" Scale Lengths
- Open-Pore Finish
- Jericho Alnico V Hand Wound Pickups (Edge Premium SD Nazul/Sentient)
- Choice of Natural or Transparent Black stains
- One Volume, One Tone, Three-Way w/ Push-Pull Tone Knob (coil split/deactivates magnet)

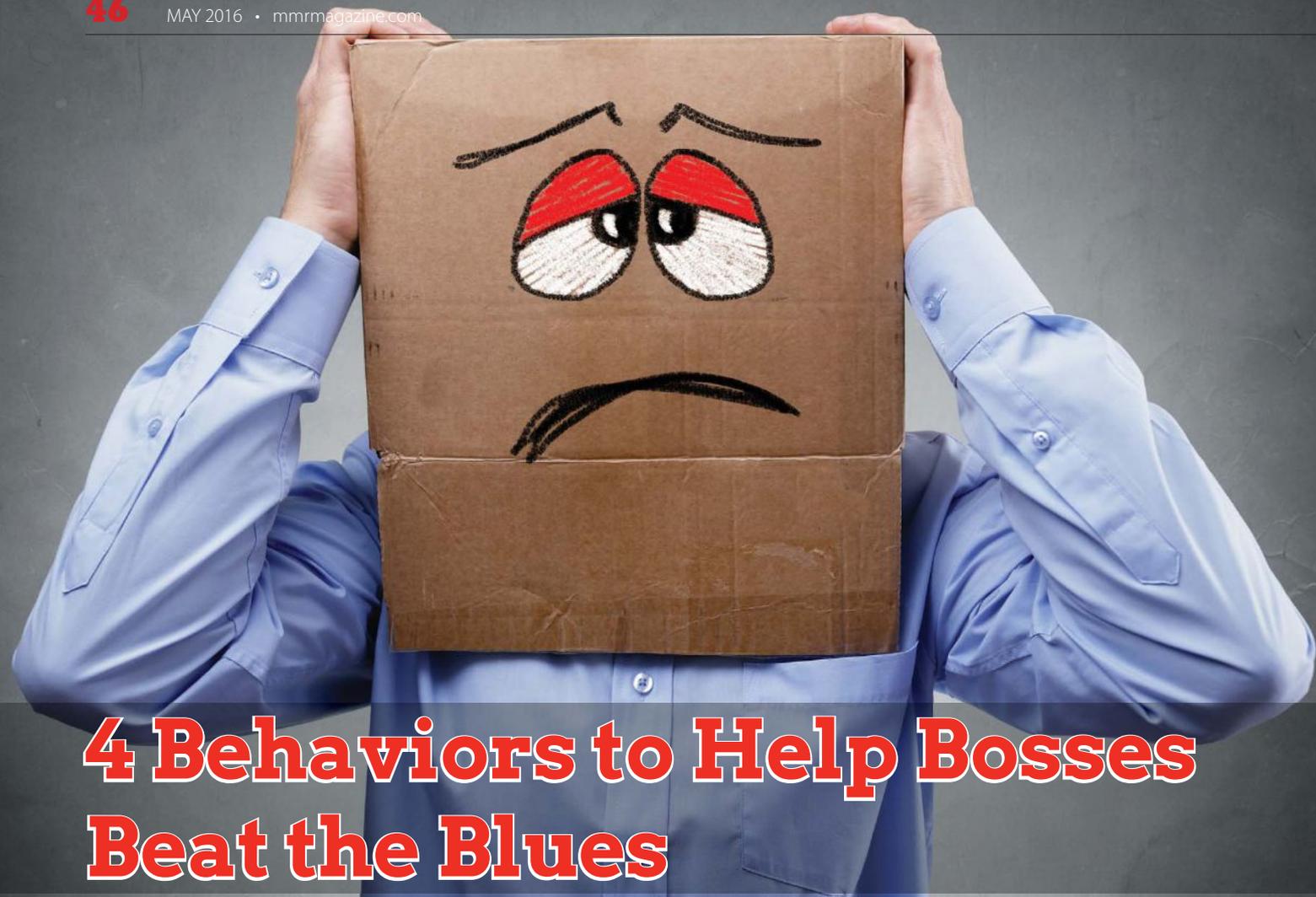
Edge 6 Bolt on: Suggested retail price of \$1,112 with a street price of \$699.99

Edge 6 Neck Through: Suggested price of \$1,275 with a street price of \$799.99

Edge 6 Premium: Suggest retail price of \$2,223 with a street price of \$1,399.99



www.jerichoguitars.com



4 Behaviors to Help Bosses Beat the Blues

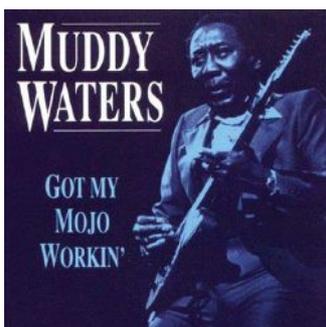
By Menzie Pittman

If you are a business owner, a caring manager, perhaps a commissioned sales person, or even a sales rep for a manufacturer, you should be interested in this month's installment of "Small Business Matters." No matter what your role is in this crazy industry called the Musical Instrument Business, emotions fluctuate intensely because every day we are challenged to be at our best while running on a treadmill of uncertainty. Here are a few inside tips and practices from folks in the industry on ways to keep your mojo workin'

Encourage and lift others by teaching through your trials and tribulations.

As Muddy Waters sang, "Got My Mojo Workin', but it just don't workah on you!"

If that is the case for you, let me share what works for me at those times. One of the ways I keep the spirits of my fellow co-workers lifted is to share the disastrous moments I have personally experienced with "difficult" customers. Yes, I know the customer is always right, but that doesn't mean they're not slightly impetuous. For example, when a customer's behavior affects the morale of one of my employees, I try to cheer him/her up by engaging in humor and asking if he or she has ever had a cello thrown at him/her from across the room by an indignant customer, and then, of course, I include... aimed directly at the head. After regaining composure from laughing, I generally find the an-



swer is no. So my retort is to quip, "Then it looks like you still have some things to look forward to and a ways to go." Usually, the next question is, "Did that *really* happen?" After I confirm, the employee always asks, "What did you do when that happened?" I tell them, "As I ducked to keep from getting hit, I reminded the customer she was still under contract and didn't have damage coverage and, therefore, was responsible for any damage caused to the instrument." Imagine how well that was received by the irate customer! I promise you, through using the method of *commiseration*, the employee's spirits are lifted and you have forged a better bond as well.

Take a lesson from Willie Stargell and Sister Sledge

In 1979, by using the Sister Sledge track "We Are Family" as a theme song, the great baseball player Willie Stargell mo-

tivated the spirits of the Pittsburgh Pirates, and the entire metropolis of Pittsburgh. The city became gloriously infected with the spirit of unity, and that year the Pirates became baseball's World Champions.

At times the music business can feel erratic. The professional stories that unfold are not always based in logic, and business trends genuflect to the dollar. It's no secret that the business "combine harvester" can chew you up quickly.

That's where perspective on your "business family" becomes even more important because you are not alone, and your store is not an island.

My suggestion is improve your network and actively reach out to other dealers; most will gladly interact and provide support in helping you sort any professional issues you may be experiencing. This help will certainly strengthen every

aspect of your business. Take NAMM for example; they are your music family.

Recently I spoke with Brian Reardon of Monster Music in New York and brought up this topic. He shared a few thoughts with me: "What gets me through is that I have the privilege to be surrounded by music each day and [that] I am constantly surrounded by remarkably creative people." Dealers across the country are glad to open up about the daily struggles they face, and they are happy to share successes. Keep in mind, they are just as willing to talk about business exasperations.

Remember as a business owner you, too, are a brand...

Be sure to use social media for yourself and not just your business. It is important to keep personal interactions open with the music community. We need to look no further than the most recent and sad passings of Prince and David Bowie to grasp how much our music friends and music industry professionals turn to each other for news and music-related stories. I constantly strive to keep in touch with my peers to assess what they are doing both personally and in business and to see what they believe is working. This comradery lifts our spirits to a more expectant and productive level.

4. Share resources, read the columns, and attend NAMM's Idea Center sessions

When she speaks at the NAMM Idea Center, Gayle Beacock of Beacock Music (a former NAMM Dealer of the Year) sets the bar high for sharing this best practice example. In order to help other dealers thrive in their businesses, when Gail speaks on a topic, she makes available multiple resources. It's a practice that shows exactly why Beacock is so successful. Throughout the year I make a point to keep in contact with most of the Idea Center speakers; often I reach back out after I implement an idea they have suggested to let them know of its viability. Also, I always try making myself available to answer any questions from dealers who attend my sessions at NAMM-U.

In closing, always remember, we are all in this together. The music community is, indeed, special, and it is our job to seed the fields of tomorrow. You will definitely come across days where the retail or education aspects of our businesses don't meet our expectations or perplex us. However, I think all would agree that playing the blues is a sure fire way to get rid of them. **MMR**

“My suggestion is improve your network and actively reach out to other dealers; most will gladly interact and provide support in helping you sort any professional issues you may be experiencing.”

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 Amati's Fine Instruments and Amahi
 Ukuleles
 American Way Marketing, LLC
 Amprx Power Solutions
 Ansmann USA
 AP International
 Aria Lights
 Audio-Technica
 Avedis Zildjian Company
 AweSome Musical Instruments
 B-Band, Inc.
 Backbone Guitar Products, LLC
 Backun Musical Services Ltd.
 Beard Guitars, LLC
 Bigsby Vibratos
 Blast Cult
 Blizzard Lighting
 Blue Microphones
 bo-pep
 Born To Rock Design Incorporated
 BOSS
 Breezy Ridge Instruments, Ltd.
 Brio Sales Group
 Buckle-Down, Inc.
 Burns Engineering
 C.F. Martin & Co, Inc.
 CE Distribution LLC
 Cedar Creek Custom Cases
 Celestion
 Celestion USA
 Chem-Pak, Inc.
 Chesbro Music Co.
 CHOPS Builders
 Claude Lakey Woodwinds
 Conklin Guitars and Basses
 Connolly Music Company

Crafter Guitars- 1st Chair Accessories
 Creative Tunings / SpiderCapo
 CruzTOOLS, Inc.
 CYPAD
 D'Addario & Company
 D'Andrea USA
 DANSR Inc.
 Dava Company
 David Wexler & Co.
 Dealer Direct
 Dean Markley USA
 Decibel Eleven
 Denis Wick Products Ltd
 Denon DJ
 Digital Audio Labs
 DigitalDeckCovers Inc
 DMC Musical Products
 Dog Days Vintage Guitar Straps
 DR Strings, Inc.
 Drum Channel
 DrumLite
 Drumskull Drums
 Dunlop Manufacturing, Inc.
 DuraSticks
 EARasers by Persona Medical
 The Earshot Group
 Eastman Music Company
 Electra Guitars
 Elixir Strings
 EMD Music Inc
 eMedia Music Corporation
 Emerald Reed Co., Inc
 EMG, Inc
 Epilog Laser
 Ernie Ball, Inc.
 EurekaSound
 Everly Music Company
 Fantastix Drum Stick Company
 FDW Corp
 Fender Musical Instruments Corporation
 Ferree's Tools, Inc
 Fiberreed
 Fishman
 Floyd Rose
 G.H. Reno Custom Guitars
 Gatchell Violins
 Gear Up Products, LLC
 Gemini
 George Lowden Guitars
 German American Trading Company Inc.
 GHS Strings

Gig Gear LLC
 Gold Tone, Inc
 Gon Bops
 Graph Tech Guitar Labs
 GRK Manufacturing Co
 Grundorf Corporation
 GSM Multimedia GmbH
 GTR Store
 GtrWrks LLC
 Guitar Liquidators
 GuitarGrip by Grip Studios Inc
 Guptill Music
 Guptill Music
 Hal Leonard Corporation
 Halo Systems
 Hamilton Stands
 DMC Musical Products
 Hammond USA
 Harmon Mute Company
 Harris Teller Inc
 Health Enterprises, Inc.
 Hell Guitars
 Hodge Products, Inc.
 Hogjim LLC
 Hohner Kids
 Hohner, Inc.
 Hosa Technology, Inc.
 House of Troy
 Howard Core Company, LLC
 Icon Digital USA
 iConnectivity
 IMS Technologies, LLC
 inMusic Brands, Inc.4
 Instrument Care Apparel, LLC
 Jazzbooks.com
 JJ Babbitt Co., Inc.
 John Hornby Skewes & Co. Ltd.
 John Packer Ltd
 JohnHoytArt.com
 Jones Double Reeds
 Juan Orozco LTD., INC.
 Jupiter Band Instruments
 K.J. Music - DrumClip
 Kala Brand Music Co.
 Kay Guitar Company
 Kelley Percussion / Kelley International
 Sales
 Ken Smith Basses
 Kent Armstrong
 KHS America
 Kickport International
 Killer-Q Guitar and Instrument Straps (a

Div. of Strapworks LLC)
 KlipLite
 KLOTZ AIS GmbH
 Kluson
 Konig & Meyer
 Korg USA, Inc.
 KRUTZ, Inc.
 Kurtzweil Custom Mouthpieces
 Kyser Musical Products
 Lakota Leathers
 Larry Larson Music Store
 Lee Oskar Harmonicas (A division of Lee Oskar Enterprises Inc.)
 Legere Reeds Ltd.
 Levy's Leathers Limited
 Lollar Pickups
 Los Cabos Drumsticks
 Low Boy Custom Beaters
 LR Baggs
 M Audio
 M&M Merchandisers, Inc.
 Mad Professor Amplification Ltd
 Manhasset Specialty Company
 Marlin Leshner Reed Co.
 Maxonix
 Meisel Accessories LLC
 Miami Audio Music
 Mic-Eze
 Mick's Musical Accessories, Div. of Concept-Logic, LLC
 Mighty Bright
 Mighty Mite
 Mingde Musik Ltd
 MJC Ironworks
 Mod Kits Diy
 Mono
 Mooradian Cover Company
 Morrell Music Co.
 Motus North America
 Music Dealers Resource Group LLC
 Music Factory Direct
 The Music Link
 The Music People, Inc.
 Music Works Custom Batons
 MusicNomad
 Mutec, Inc.
 MV Pro Audio
 NEMC
 Neotech - a division of OP/TECH USA
 New Sensor Corp.
 NOMAD Stands

North American Music, Inc.
Nuvo Instrumental LLC
OMG Music
OmniSistem
On-Stage
OnBoard Research Corporation
Onori Guitar Straps
Option Knob, Inc.
Original Fuzz
Osiamo LLC
PageFlip, Inc.
Pearl Corporation
Perry's Music LLC dba ChordBuddy
Pete Schmidt, LLC
Peterson Electro-Musical Products, Inc
PianoDisc
Pipe and Drape Online
Pirastro GmbH
PJLA Music Sales & Marketing
Players Music LLC
Portastand Inc.
POWER Wrist Builders
PowerFingers by System5
Prentice Practice Pads
Pro Co Sound
Profile
Protec
QuickPick Headwear
Quik Lok
ReedGeek, Inc.
Remo, Inc.
Renovo Amp Works
Reunion Blues
Revelle
Rhythm Band Instruments, LLC / Boom-
whackers International
Rio Grande Pickups
RITTER USA LLC
Riversong Guitars
Rock-Tips LLP
Roland Corporation U.S.
Rovner Products
RS Berkeley
Rubato Mouthpieces
SABIAN
Saga Musical Instruments
Samson Technologies
Schatten Design Acoustic Pickups
Schlagwerk GmbH
SCORE Mktg.
Shubb Capos
Small World MUSICFOLDER.com Inc.
St. Louis Music
Starin
Stedman Corporation
Stentor Music Co Ltd
Stetsbar
Stork Custom Mouthpieces
Ted Klum Mouthpieces LLC
Theo Wanne Mouthpieces and Instru-
ments
Thomastik-Infeld
TKL Products Corp.
Toleeto Fasteners Int'l.
Tombo Harmonicas (Distributed by Lee
Oskar Enterprises Inc)
Trem King, LLC
Truetone
U.S. Music Corp.
Ultimate Support
Ultra-Pure Oils LLC
Vandoren Paris
Vic Firth Company
Vic Firth Company
VocalBooth.com, Inc.
Volume & Tone Guitar Straps and Leather
Goods
Walking Bird Publications
WD Custom Pickguards
WD Music Products
Wessell, Nick & Gross
Westheimer Corp
Westone Laboratories, Inc.
Whirlwind Music Inc.

WhisperRoom, Inc.
William Feldman Studio
Wireworld Inc.
Wittner GmbH & Co. KG
ZT Amplifiers, Inc.

Amplifiers

3 Monkeys Amps
AccuGroove LLC
Aguilar Amplification
Alesis
Alto Professional
Amprx Power Solutions
Barbetta Technical Design
Beard Guitars, LLC
Benedetto Amps
Born To Rock Design Incorporated
BOSS
Burriss Amps & Effects Pedals
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
Dr. Z Amps Inc
The Earshot Group
Eden Bass Amplification
EMD Music Inc
ETI Sound Systems, Inc
Euphonic Audio
FDW Corp
Fender Musical Instruments Corporation
FireBelly Amps
Fishman
Gallien-Krueger
Gemini
GHS Strings
Godin Guitars
Gorilla Inc.
GTR Store
Hal Leonard Corporation
Hammond USA
Harris Teller Inc
Henriksen, Inc.
Hermit Cab
Hohner, Inc.
inMusic Brands, Inc.4
ISP Technologies, LLC
John Hornby Skewes & Co. Ltd.
Kay Guitar Company
Kayline Processing, Inc.
Korg USA, Inc.
Line 6
M&M Merchandisers, Inc.
Mackie
Mad Professor Amplification Ltd
Marshall Amplification
Miami Audio Music
Milbert Amplifiers
Mingde Musik Ltd
MottAudio LLC
Music Dealers Resource Group llc
Music Group Services
The Music Link
Musicvox LLC
Nady Systems
Numark
OmniSistem
Osiamo LLC
Oxygen Audio Ltd
Park Amplification
Phil Jones Bass
Pignose Industries
Polytone
QSC Audio, LLC
Quilter Laboratories, LLC
Randall Amplifiers
RCF USA

Renovo Amp Works
Retro Instruments, Inc.
Roland Corporation U.S.
Sadovsky Guitars
Saint Blues Guitar Workshop
Samson Technologies
Starin
Supro USA
TC Electronic
TecAmpUSA
Tech 21 USA, Inc.
TMP Pro Distribution
Toneville Amps
U.S. Music Corp.
Velvet Distribution
Victoria Amplifier Co
Warwick Bases, Amps & Rock'n Roll
Westheimer Corp
Yorkville Sound
ZT Amplifiers, Inc.

Associations / Organizations

American String Teachers Association
Donarra Extrusions, LLC
Fender Music Foundation
GAMA
Get Banded.com
Halo Systems
Kidzrock Music Licensing
Let My Children Hear Music/The Charles
Mingus Institute
Maple Leaf Strings
Maryland Summer Jazz
NAMM
PMC - Percussion Marketing Council

Bowed Instruments

Amati's Fine Instruments and Amahi
Ukuleles
American Way Marketing, LLC
Blast Cult
Born To Rock Design Incorporated
Cecilio Musical Instruments
Chesbro Music Co.
Concord International Group, Inc.
Connolly Music Company
Dealer Direct
Eastman Music Company
EMD Music Inc
Gatchell Violins
German American Trading Company Inc.
Guitar Liquidators
Harmonious Designs, LLC
Harris Teller Inc
Heinrich Gill
Howard Core Company, LLC
Hunter Music Instrument, Inc.
Ira B. Kraemer & Co
John Hornby Skewes & Co. Ltd.
Jordan Electric Violins
JR Music Supply
Kay Guitar Company
KRUTZ, Inc.
Lark In The Morning
Liuteria Dimitri Atanassov - Cremona
Strings SRL
Lsrk In The Morning
M&M Merchandisers, Inc.
Maple Leaf Strings
Miami Audio Music
Mid-East Mfg., Inc.
Mingde Musik Ltd
Moses Carbon Graphite USA
Music Dealers Resource Group llc
The Music Link
NEMC
NS Design
Players Music LLC
QRS Music Technologies, Inc.
rentMyinstrument.com
Revelle

RS Berkeley
Saga Musical Instruments
St. Louis Music
Stentor Music Co Ltd
Ventura Guitars
Veritas Instrument Rental Incorporated
Wood Violins

Brass Instruments

Amati's Fine Instruments and Amahi
Ukuleles
American Way Marketing, LLC
Antigua Winds, Inc.
Antoine Courtois
B&S
Besson
Best American Craftsman
Buffet Crampon USA
Cannonball Musical Instruments
Carolbrass -USA Doug Teeter-Dist.
Cecilio Musical Instruments
Chesbro Music Co.
daCarbo AG
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
Kratt Pitch Pipes
Lark In The Morning
M&M Merchandisers, Inc.
Melton Meinl Weston
Miami Audio Music
Music Factory Direct
The Music Link
NEMC
Paxman Musical Instruments Ltd
Phaeton Trumpet Company
Pickett Brass
PJLA Music Sales & Marketing
Players Music LLC
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

Akai Professional
American Music & Sound
Aria Lights
Audio-Technica
Blizzard Lighting
BOSS
Chauvet DJ
Dawn Pro Audio
Denon DJ
DigitalDeckCovers Inc
DrumLite
EMD Music Inc
FDW Corp
Gemini
Gibson Brands, Inc.
Grundorf Corporation
GSM Multimedia GmbH
Halo Systems
Harris Teller Inc
Icon Digital USA
iConnectivity
inMusic Brands, Inc.4

Italian Speaker Imports
Korg USA, Inc.
M Audio
M&M Merchandisers, Inc.
Mighty Bright
Music Group Services
Musistic
Numark
OmniSistem
Pioneer DJ Americas, Inc.
RCF USA
Roland Corporation U.S.
Stanton DJ
StompLight International LLC
TMP Pro Distribution
Yamaha Corporation of America
Zeo Brothers

Effects & Pedals

Aguilar Amplification
AirTurn, Inc.
Akai Professional
Amptweaker, LLC
AP International
Beard Guitars, LLC
Black Ice Enterprises
BOSS
Burriss Amps & Effects Pedals
CE Distribution
CE Distribution LLC
Creative Tunings / SpiderCapo
Dana B. Goods
Dealer Direct
Decibel Eleven
Demeter Amplification
DigiTech
DOD
Dunlop Manufacturing, Inc.
The Earshot Group
Eden Bass Amplification
EMD Music Inc
EurekaSound
GHS Strings
GTR Store
GtrWrks LLC
Guitar Liquidators
Hammond USA
Harris Teller Inc
Henretta Engineering LLC
Icon Digital USA
inMusic Brands, Inc.4
ISP Technologies, LLC
JAM pedals
John Hornby Skewes & Co. Ltd.
Korg USA, Inc.
M&M Merchandisers, Inc.
Mackie
Mad Professor Amplification Ltd
Marshall Amplification
MC Systems
Milbert Amplifiers
Moog Music, Inc.
Music Group Services
Musistic
New Sensor Corp.
Osiamo LLC
PageFlip, Inc.
Peterson Electro-Musical Products, Inc
Pigtronix
PreSonus Audio
Pro Co Sound
Quilter Laboratories, LLC
Radial Engineering Ltd.
Randall Amplifiers
Roland Corporation U.S.
Samson Technologies
SCORE Mktg.
Singular Sound
Sublime Guitar Company
Supro USA
TC Electronic
Tech 21 USA, Inc.

Telefield North America
TMP Pro Distribution
Truetone
U.S. Music Corp.
Zoom
ZT Amplifiers, Inc.

Insurance

Edward Jones / Jeff Ponte

Keyboard Instruments

Accordions International
Akai Professional
Alesis
Allen Organ Company
American Music & Sound
Anacleto Accordions
Atlantic Music Center
Casio America Inc
Cline Pianos
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 Kids
Hohner, Inc.
Icon Digital USA
iConnectivity
inMusic Brands, Inc.4
J.D. Grandt Piano Supply Company
Kawai America Corporation
Korg USA, Inc.
Lowrey Organ Company
M Audio
M&M Merchandisers, Inc.
Mason & Hamlin Piano Company
Moog Music, Inc.
Music Group Services
MV Pro Audio
Nektar Technology Inc
North American Music, Inc.
Omega Digital Pianos / Piano Empire, Inc.
Pearl River
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
Walker Piano Key Service
Wessell, Nickel & Gross
Yamaha Corporation of America

Marching Percussion

American Way Marketing, LLC
Avedis Zildjian Company
CHOPS Builders

Dream Cymbals and Gongs
DrumLite
DuraSticks
EMD Music Inc
Fantastix Drum Stick Company
HaMaR Percussion Publications
Harris Teller Inc
Hunter Music Instrument, Inc.
Kelley Percussion / Kelley International Sales
KHS America
Lsrk In The Morning
M&M Merchandisers, Inc.
Majestic Percussion
Mike Balter Mallets
NEMC
Peace Musical Company
Pearl Corporation
POWER Wrist Builders
Premier Music International Limited
Remo, Inc.
St. Louis Music
Vic Firth Company

Media & Software

Akai Professional
Alfred Music
Applied Acoustics Systems
Avid
Barr None Music Publishers
Blizzard Lighting
Born To Rock Design Incorporated
Breezin' Thru Inc.
Charles Dumont & Son, Inc.
eMedia Music Corporation
FDW Corp
Fretlight Guitar
Hal Leonard Corporation
Idcard Inc.
inMusic Brands, Inc.4
Jazzbooks.com
Joel Sampson Design
KRUTZ, Inc.
M&M Merchandisers, Inc.
MakeMusic, Inc.
Music Group Services
Musistic
MV Pro Audio
npc Imaging
Passport Music Software, LLC
PG Music Inc.
PreSonus Audio
QRS Music Technologies, Inc.
Rock House Method / McCarthy Publishing
Tempo Cases
Tri-Technical Systems, Inc.

Microphones

3 Zigma Audio
ADK Microphones
American Music & Sound
Ansmann USA
Audio-Technica
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
Hermit Cab
Hosa Technology, Inc.
Icon Digital USA
inMusic Brands, Inc.4

John Hornby Skewes & Co. Ltd.
Line 6
M&M Merchandisers, Inc.
Mesanovic Microphones
Miami Audio Music
Mojave Audio
MottAudio LLC
Motus North America
Music Factory Direct
Music Group Services
MV Pro Audio
Nady Systems
PreSonus Audio
Riversong Guitars
Samson Technologies
Shaker Microphones, Inc.
Shure Inc.
St. Louis Music
Stedman Corporation
TMP Pro Distribution
Yorkville Sound
Zeo Brothers

Percussion Instruments

Alesis
Alternate Mode, Inc.
American Way Marketing, LLC
Avedis Zildjian Company
BONE Custom Drums
Boso Drumsticks
BOSS
Brio Sales Group
Burns Engineering
Cecilio Musical Instruments
CHOPS Builders
Craviotto Drum Company
CYMPAD
ddrum
Dealer Direct
Dream Cymbals and Gongs
Drum Channel
Drum Workshop Inc.
DrumLite
Drumskull Drums
DuraSticks
EMD Music Inc
EurekaSound
Fantastix Drum Stick Company
Fender Musical Instruments Corporation
Fibrestar Drums Ltd
Ford Drums
Godin Guitars
Gold Tone, Inc
Gon Bops
Green Tones
The Gretsch Company
Guitar Liquidators
Hal Leonard Corporation
Hansenfutz
Harris Teller Inc
Hiptrix Drumsticks
Hohner Kids
Hohner, Inc.
Hoshino U.S.A. Inc.
Hunter Music Instrument, Inc.
Icon Digital USA
inMusic Brands, Inc.4
John Hornby Skewes & Co. Ltd.
Jon Cross Custom Drums
K.J. Music - DrumClip
Kelley Percussion / Kelley International Sales
Kent Drum Company USA
KHS America
Kickport International
Korg USA, Inc.
Lark In The Morning
Leedy Drums
Los Cabos Drumsticks
Low Boy Custom Beaters
M&M Merchandisers, Inc.
Majestic Percussion

Mapex Drums
Miami Audio Music
Mic-Eze
Mid-East Mfg., Inc.
Mike Balter Mallets
Mingde Musik Ltd
Motus North America
Music Dealers Resource Group IIc
Music Factory Direct
Music Group Services
The Music Link
Natal Drums
NEMC
Paiste America, Inc.
Peace Musical Company
Pearl Corporation
PMC - Percussion Marketing Council
POWER Wrist Builders
Prentice Practice Pads
Remo, Inc.
Rhythm Band Instruments, LLC / Boom-
whackers International
Rockwood
Roland Corporation U.S.
RS Berkeley
SABIAN
Schlagwerk GmbH
Sol Percussion, Inc.
Sonor Drums
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
William Feldman Studio
Yorkville Sound

Plucked / Fretted Instruments

A+ Guitars & Bluegrass Instruments
Alfred Music
Allen Guitars & Luthier Supplies
Amati's Fine Instruments and Amahi
Ukuleles
American Way Marketing, LLC
AP International
AweSome Musical Instruments
Beard Guitars, LLC
Bedell Guitars
Benedetto Guitars, Inc
Bigsby Vibratos
Bill Lawrence Pickups
Black Mountain Instruments
Bohemian Guitars
Bootleg Guitars
Born To Rock Design Incorporated
BOSS
Boulder Creek Musical Instruments, LLC
Breedlove Stringed Instruments
C.F. Martin & Co, Inc.
C.R. Alsip Guitars
Caparison Guitar Company Ltd.
Cecilio Musical Instruments
Chesbro Music Co.
Clearstone Strings
CMG Guitars
Cole Clark Guitars
Collins 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
E.A.G. INTERNATIONAL - Wood for Music
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
G.H. Reno Custom Guitars
Gibson Brands, Inc.
GJ2 Guitars by Grover Jackson
Godin Guitars
Gold Tone, Inc
Graph Tech Guitar Labs
The Gretsch Company
GTR Store
Guitar Liquidators
Guptill Music
H. Jimenez Instruments
Hagstrom Guitars
Hall Crystal Flutes, Inc.
Harmony Guitars
Harper Guitars
Hell Guitars
Hipshot Products, Inc.
Hohner Kids
Hohner, Inc.
Hoshino U.S.A. Inc.
Idcard Inc.
Islander Ukulele
Jay Turser
Jericho Guitars
John Hornby Skewes & Co. Ltd.
JohnHoytArt.com
Journey Instruments Limited USA Office
Juan Orozco LTD., INC.
Kala Brand Music Co.
Kanilea Ukulele
Kay Guitar Company
Kay Vintage Reissue, LLC
Ken Smith Basses
Kent Armstrong
Kluson
Kohala Ukuleles
Korg USA, Inc.
Lacey Guitars
Lakota Leathers
Lanikai Ukuleles
Lark In The Morning
Laurence White Luthery
Legator Guitars
Line 6
Lipe Guitars USA
Lollar Pickups
Loog Guitars
LR Baggs
LSL Instruments
Lsrk In The Morning
Luna Guitars
Luthiers Workshop
M&M Merchandisers, Inc.
Matsikas SA Handmade Musical Instru-
ments
Messiah Guitars
Metalin' Guitars
Miami Audio Music
Mid-East Mfg., Inc.
Mingde Musik Ltd
Montarado Guitars
Morrell Music Co.
Moses Carbon Graphite USA
Motus North America
Music Dealers Resource Group IIc

The Music Link
Musicvox LLC
MV Pro Audio
NEMC
Niils Guitars and Mandolins
Normandy Guitars LLC
NS Design
Ohana Music, Inc.
OMG Music
Optek Music Systems, Inc.
Oscar Schmidt
OZZtosh Guitars
Parker Guitars
Peekamoose Custom Guitars, LLC
Perry's Music LLC dba ChordBuddy
Pignose Industries
Players Music LLC
Prestige Guitars
Quaystone Music Singapore Pte Ltd
RITTER USA LLC
Riversong Guitars
Rocklin Guitar LLC
Rockwood
Roland Corporation U.S.
Sadowsky Guitars
Saga Musical Instruments
Saint Blues Guitar Workshop
Samick Music Corp.
Shane Music Products USA
St. Louis Music
Stentor Music Co Ltd
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
Walden Guitars
Warwick Basses, 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.
David E. Smith Publications, LLC
Enter Music Publishing Inc.
Five Pin Press
Hal Leonard Corporation
HaMaR Percussion Publications
Harris Teller Inc
Idcard 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 Publish-
ing
Sher Music Co.
Small World MUSICFOLDER.com Inc.
Turner's Keyboards
Watch & Learn, Inc.

Pro Audio / Sound Reinforcement

Acoustics First Corporation

Akai Professional
Alesis
Alto Professional
American Music & Sound
Anchor Audio
Ansmann USA
Audio-Technica
Audiofly USA Inc.
Avid
Avlex Corporation
Barbetta Technical Design
BASSBOSS
Beard Guitars, LLC
Blue Microphones
Bourns, Inc.
CAD Audio
Celestion
Celestion USA
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
DigitalDeckCovers Inc
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.
GHS Strings
Gibson Brands, Inc.
Grundorf Corporation
Halo Systems
Harman
Harris Teller Inc
Hermit Cab
iConnectivity
Ingram Engineering, LLC
inMusic Brands, Inc.4
ISP Technologies, LLC
Italian Speaker Imports
John Hornby Skewes & Co. Ltd.
Journey Instruments Limited USA Office
KEATONA
Konig & Meyer
Korg USA, Inc.
LD Systems
Line 6
Lynx Studio Technology
M Audio
Mackie
Miami Audio Music
Milbert Amplifiers
Mingde Musik Ltd
Moses Carbon Graphite USA
MottAudio LLC
Music Group Services
The Music People, Inc.
Musistic
MV Pro Audio
Nady Systems
NOMAD Stands
OmniSistem
Peterson Electro-Musical Products, Inc
PreSonus Audio
QSC Audio, LLC
Radial Engineering Ltd.
Rane Corporation
RCF USA
Retro Instruments, Inc.
Roland Corporation U.S.
RTZ Professional Audio, LLC
Samson Technologies
Shaker Microphones, Inc.

Starin
Stedman Corporation
TC Electronic
TMP Pro Distribution
Toleeto Fasteners Int'l.
Vermilion Audio
VocalBooth.com, Inc.
WhisperRoom, Inc.
Yamaha Corporation of America
Yorkville Sound
Zeo Brothers
Zoom

Racks, Cases & Stands

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Access Bags and Cases
AP International
Arriba Cases / Arriba Products LLC
Bam France
Cedar Creek Custom Cases
Concord International Group, Inc.
CooperCopia LLC
D.A.S. Audio of America, Inc.
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Dealer Direct
DigitalDeckCovers Inc
EMD Music Inc
EurekaSound
FDW Corp
Gemini
Georgia Case
Godin Guitars
Grundorf Corporation
GTR Store
Guitar Liquidators
Harris Teller Inc
Hosa Technology, Inc.
John Hornby Skewes & Co. Ltd.
John Packer Ltd
Juan Orozco LTD., INC.
Kay Guitar Company
Kayline Processing, Inc.
KHS America
Koenig, Inc dba King Kong Cases
M&M Merchandisers, Inc.
Manhasset Specialty Company
Miami Audio Music
Mingde Musik Ltd
Mooradian Cover Company
Music Dealers Resource Group IIc
The Music Link
The Music People, Inc.
Namba Gear
NEMC
Nomad Drum Cases
Nuvo Instrumental LLC

OmniSistem
On-Stage
Prentice Practice Pads
Profile
Quik Lok
Roland Corporation U.S.
SKB Corporation
Small World MUSICFOLDER.com Inc.
Starin
Tempo Cases
TMP Pro Distribution
U.S. Music Corp.
Ultimate Support
WD Music Products
Zeo Brothers

Retail Displays & Business Products / Services

A & D Music Appraisers
American Way Marketing, LLC
Barr None Music Publishers
CenterPoint Marketing
Chesbro Music Co.
Cut Sheet Labels
Dealer Direct
Ferre's Tools, Inc
Guitar Liquidators
GuitarPR
Harris Teller Inc
Idcard Inc.
JohnHoytArt.com
Kay Guitar Company
Lone Wolf Trucking
M&M Merchandisers, Inc.
Maryland Summer Jazz
MUSIC-SEARCH
Nuvo Instrumental LLC
Pipe and Drape Online
Players Music LLC
Reverb
Ricoh
Walking Bird Publications
WD Music Products
Whirlwind Music Inc.
Yorkville Sound

Traditional Folk Instruments

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Cleartone Strings
Collings Guitars
Dealer Direct
Drumskull Drums
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.
John Hornby Skewes & Co. Ltd.
JohnHoytArt.com
Kay Guitar Company
Lark In The Morning
Laurence White Luthery
Lee Oskar Harmonicas (A division of Lee Oskar Enterprises Inc.)
Lsrk In The Morning
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Matsikas SA Handmade Musical Instruments
Mid-East Mfg., Inc.
Mingde Musik Ltd
Ome Banjos
Oscar Schmidt
Roland Corporation U.S.
Saga Musical Instruments
Saint Blues Guitar Workshop
Stentor Music Co Ltd
Tombo Harmonicas (Distributed by Lee Oskar Enterprises Inc)
U.S. Music Corp.
Washburn Guitars

Videos / DVDs

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

Woodwinds

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American Way Marketing, LLC
Antigua Winds, Inc.

Azumi Flutes
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Best American Craftsman
Braithophone Musical Instrument Company, Inc.
Buffet Crampon USA
Cannonball Musical Instruments
Cecilio Musical Instruments
Claude Lakey Woodwinds
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Dakota Saxophones
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Emerald Reed Co., Inc
Fiberreed
German American Trading Company Inc.
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Harris Teller Inc
Hohner, Inc.
Mingde Musik Ltd
JodyJazz Inc.
John Hornby Skewes & Co. Ltd.
John Packer Ltd
Julius Keilwerth
Jupiter Band Instruments
KHS America
The L.A. Sax Company
Lark In The Morning
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Marlin Leshner Reed Co.
Mid-East Mfg., Inc.
Music Factory Direct
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Players Music LLC
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rentMyinstrument.com
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Softwind Instruments
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E: info@3monkeysamps.com
W: www.3monkeysamps.com
Business Type: Manufacturer
Amplifiers

3 Zigma Audio
2542 Orchard Hill Lane
Portland, OR 97035
W: www.hybridmic.com
Business Type: Wholesaler/Distributor, Manufacturer
Microphones

5 Starr Music Products
39 Windham Ln
Grand Island, NY 14072
W: 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
Business Type: Other
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5260 Vineland Avenue

North Hollywood, CA 91601
W: ascase.com
Business Type: Manufacturer
Racks, Cases & Stands

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Mt. Juliet, TN 37122
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E: webinfo@hohnerusa.com
W: us.playhohner.com/instruments/guitars/aguitars
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Lawndale CA 90260
Los Angeles, CA 90260
P: (310) 379-1568
E: adgordon@adgproductions.com
W: www.adgproductions.com
Business Type: Manufacturer
Print Music

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8202 NE State Hwy 104
Suite 102 #23

Kingston, WA 98346
W: www.carryaccess.com
Business Type: Wholesaler/Distributor, Manufacturer
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1760 South 450 West
Salt Lake City, UT 84115
P: (801) 485-5840
E: paul@accordionfactory.com
W: www.AccoridonFactory.com
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Keyboard Instruments: Concerto, Piermaria, Colombo, Mic-7, Borsini, Scandalli, Orla, Roland, Hohner

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Redding, CA 96099
W: www.accugroove.com
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ACE Products Group
3920 Cypress Drive
Suite B
Petaluma, CA 94954
P: (800) 950-1095
E: sales@aceproducts.com

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

Acoustic Science Strings
PO Box 309
Eldersburg, MD 21784
W: 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

W: www.acousticsfirst.com
Business Type: Wholesaler/Distributor, Manufacturer
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W: www.adkmic.com
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Manufacturer
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6005 Cimmaron Trail
AUSTIN, TX 78645
W: www.picstix.com
Business Type: Manufacturer
Accessories

Agular Amplification
599 Broadway, 7th FL.
New York, NY 10012
W: www.aguilaramp.com
Business Type: Manufacturer
Accessories Effects & Pedals Amplifiers

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W: aimgifts.com
Business Type: Wholesaler/Distributor
Accessories

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P: (888) 247-1223
E: support@airturn.com
W: www.airturn.com
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Cumberland, RI 02864
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Suite 100
Van Nuys, CA 91316
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P: (805) 729-4373
E: (805) 729-4373
E: dbraus@alfred.com
W: 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
Business Type: Wholesaler/Distributor
Accessories Plucked / Fretted Instruments

Allen Organ Company
150 Locust St.
Macungie, PA 18062
P: (610) 966-2202
E: aosales@allenorgan.com
W: www.allenorgan.com
Business Type: Manufacturer
Keyboard Instruments

Allied Supply Corp.
510 County Road H
Elkhorn, WI 53121
P: (262) 723-5455
E: techhelp@alliedsupplycorp.com
W: www.alliedsupplycorp.com
Business Type: Wholesaler/Distributor, Manufacturer
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W: www.astaweb.com
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**Associations / Organiza-
tions**

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ing, LLC**
400 Pine Creek Court
Elkhart, IN 46516
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E: info@anacletoaccordi-
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anacleto-collection
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facturer
Keyboard Instruments

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5931 Darwin Court
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W: www.anchoraudio.com
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E: awi@antiguawinds.com
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Business Type: Manu-
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Brass Instruments:
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W: www.a-courtois.com
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facturer
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W: www.atlanticmusic-
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W: www.audio-technica.com

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Audiofly USA Inc.
23421 South Pointe Drive
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Laguna Hills, CA 92653
P: (949) 716-7479
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W: www.audiofly.com

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Manufacturer, Other
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Wholesaler/Distributor,
Manufacturer
Microphones: Audix

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E: sales@avlex.com
W: www.avlex.com
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W: www.AweSome-Guitars.com
Business Type: Manufacturer
Accessories Plucked / Fretted Instruments

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W: www.azumiflutes.com
Business Type: Manufacturer
Woodwinds

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Jacksonville, FL 32256
W: www.b-and-s.com
Business Type: Wholesaler/Distributor, Manufacturer
Brass Instruments

B-Band, Inc.
P.O. Box 342394
AUSTIN, TX 78734
P: (512) 266-3820
E: sales@b-bandusa.com
W: www.b-band.com
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Accessories

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

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

Manufacturer
Woodwinds Accessories

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143 Lawrence street
Hackensack, NJ 07601
W: www.bamcases.com
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Racks, Cases & Stands

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Simi Valley, CA 93065
P: (805) 991-6850
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W: www.barbetta.com
Business Type: Manufacturer
Pro Audio / Sound Reinforcement Amplifiers

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W: www.learn2play.biz
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P: (512) 368-3268
E: sales@bassboss.com
W: www.bassboss.com
Business Type: Manu-

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21736 Leitersburg Pike
Hagerstown, MD 21742
W: www.beardguitars.com
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Bedell Guitars
61573 American Loop
Bend, OR 97702
P: (541) 385-8339
E: info@twooldhippies.com
W: www.bedellguitars.com
Business Type: Manufacturer
Plucked / Fretted Instruments: Bedell, Breedlove

Benedetto Amps
7942 SW 115th Loop
Ocala, FL 34476-4111
P: (912) 663-3075
E: benedetto@mind-spring.com
W: www.benedettoamps.com
Business Type: Other
Amplifiers

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
suite 4
Jacksonville, FL 32256
P: (904) 821-0234
W: www.besson.com
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Brass Instruments

Best American Craftsman
1219 Lydia Ave.
Kansas City, MO 64106
P: (816) 479-2639
E: mike@bacmusic.com
W: www.bestamericancraftsman.com
Business Type: Manufacturer
Brass Instruments: BAC Student & Professional Series
Woodwinds: BAC Student Series

Bigsby Vibratos
PO Box 2468
Savannah, GA 31402
E: CustomerService@Bigsby.com
W: www.Bigsby.com
Business Type: Manufacturer
Accessories: Bigsby
Plucked / Fretted Instruments: Bigsby

Bill Lawrence Pickups
862 Muirlands Vista Way
La Jolla, CA 92037
P: (866) 280-1076
E: Jim@BillLawrencePickups.com
W: BillLawrenceUSA.com
Business Type: Manufacturer
Plucked / Fretted Instruments

Black Ice Enterprises
419 Richland Blvd.
Brightwaters, NY 11718
W: www.blackiceoverdrive.com
Business Type: Manufacturer
Effects & Pedals

Black Mountain Instruments
100 FOOTHILL BLVD
Calistoga, CA 94515
P: (707) 494-6423
E: david@blackmtninstruments.com
W: www.blackmtninstruments.com
Business Type: Manufacturer
Plucked / Fretted Instruments

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1580 Batavia #4
Orange, CA 92867
W: blastcult.com
Business Type: Manufacturer
Accessories Bowed Instruments

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N16 W23390 Stoneridge Dr.
Suite E
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
P: (818) 879-5200
E: orders@bluemic.com
W: www.bluemic.com
Business Type: Manufacturer
Pro Audio / Sound Reinforcement Accessories Microphones

bo-pep
po box 144
South Thomaston, ME 04858
P: (207) 596-6595
E: bopep@roadrunner.com
Business Type: Manufacturer
Accessories

Bohemian Guitars
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Atlanta, GA 30318
P: (404) 409-0530
W: www.bohemianguitars.com
Business Type: Manufacturer
Plucked / Fretted Instruments

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Redlands
San Bernardino, CA 92374
W: www.bonedrum.com
Business Type: Manufacturer
Percussion Instruments

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3635 Perkins Ave
STE 1D
Cleveland, OH 44114
W: www.bootlegguitars.com
Business Type: Manufacturer
Plucked / Fretted Instruments

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www.bourns.com/proaudio

51 Ryan Drive
West Hurley, NY 12491
W: www.BornToRock.com
Business Type: Manufacturer
Media & Software Accessories
Bowed Instruments
Amplifiers
Plucked / Fretted Instruments

Boso Drumsticks
1300 Hudson St.
A-6
Hoboken, NJ 07030
P: (971) 975-3327
E: dave@bosomusic.com
W: www.bosodrumsticks.com
Business Type: Manufacturer
Percussion Instruments

BOSS
5100 S. Eastern Avenue
Los Angeles, CA 90040
W: www.BossUS.com
Business Type: Wholesaler/Distributor, Manufacturer
DJ & Lighting Equipment: Roland, BOSS, AIRA
Percussion Instruments: Roland
Accessories: Roland, BOSS
Effects & Pedals: Roland, BOSS
Amplifiers: Roland, BOSS
Plucked / Fretted Instruments: Roland

Boulder Creek Musical Instruments, LLC
5810 Obata Way Suite #1
Gilroy, CA 95020
P: (408) 842-0222
E: info@bouldercreekguitars.com
W: www.bouldercreekguitars.com
Business Type: Manufacturer
Plucked / Fretted Instruments

Bourns, Inc.
1200 Columbia Avenue
Riverside, CA 92507
W: www.bourns.com
Business Type: Manufacturer
Pro Audio / Sound Reinforcement

Braithophone Musical Instrument Company, Inc.
163 Castleton Avenue
Staten Island
Staten Island, NY 10301
P: (347) 247-9800
E: emorse5457@aol.com
Business Type: Manufacturer
Woodwinds

Breedlove Stringed Instruments
61573 American Loop
Bend, OR 97702
P: (541) 385-8339

E: info@twooldhippies.com
W: www.breedlovesound.com
Business Type: Manufacturer
Plucked / Fretted Instruments: Breedlove Acoustic Guitars, Acoustic/Electric Guitars, Mandolins, Acoustic Bases



Breezin' Thru Inc.
Breezin' Thru Inc. offers two easy-to-use and engaging resources to teach music theory and composition, suitable for middle and high school. These two award-winning products are accessed 100% online through breezinthru.com. Breezin' Thru Theory offers an interactive online E-Binder with 27 chapters of scaffolded content including fun auto-assessed drills and student tracking as well as supporting drill games. Breezin' Thru Composing offers interactive lessons that teach compositional concepts and shows students how to create their own melodies using the notation software tool and audio/sequencing tool of their choice.
471 Woburn Ave.
Toronto, ON M5M 1L6
Contact: Jean McKen, Co-Founder
P: (855) 265-3805
E: info@breezinthrutheory.com
W: breezinthru.com
Twitter: twitter.com/BreezinThruT
Facebook: www.facebook.com/breezinthrutheory
YouTube: www.youtube.com/user/BreezinThruTheory
Business Type: Wholesaler/Distributor, Manufacturer
Media & Software: Breezin' Thru Theory, Breezin' Thru Composing

Breezy Ridge Instruments, Ltd.
PO Box 295
Center Valley, PA 18034-0295
P: (610) 691-3302
E: info@jpstrings.com
W: www.jpstrings.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

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

Buffet Crampon USA
7255 Salisbury rd
suite 4
Jacksonville, FL 32256
P: (904) 821-0234
P: (904) 821-0234
F: (904) 821-0234
E: matt.vance@buffet-crampon.com
W: www.buffet-group.com

Business Type: Wholesaler/Distributor, Manufacturer
Brass Instruments
Woodwinds

Burns Engineering
2426 Canada Blvd. #7
Glendale, CA 91208
W: www.bass-plate.com
Business Type: Manufacturer
Percussion Instruments Accessories

Burriss Amps & Effects Pedals
750 Enterprise Drive
Lexington, KY 40510
W: www.burrissamps.com
Business Type: Manufacturer
Effects & Pedals Amplifiers

C.F. Martin & Co, Inc.
510 Sycamore St.
Nazerath, PA 18064
W: www.martinguitar.com
Business Type: Manufacturer
Accessories
Plucked / Fretted Instruments

C.R. Alsip Guitars
14453 8TH Street
Arkansas City, KS 67005
W: www.cralispguitars.com
Business Type: Manufacturer
Plucked / Fretted Instruments

CAD Audio
6573 Cochran Road
Solon, OH 44139
P: (800) 762-9266

E: mcarr@cadaudio.com
W: www.cadaudio.com
Business Type: Manufacturer
Pro Audio / Sound Reinforcement
Microphones

Cannonball Musical Instruments
625 E Sego Lily Drive
Sandy, UT 84070
W: www.cannonballmusic.com
Business Type: Manufacturer
Brass Instruments
Woodwinds

Caparison Guitar Company Ltd.
PO BOX 80
Cardiff, Wales CF11 1SA
E: info@caparisonguitars.com
W: www.caparisonguitars.com
Business Type: Manufacturer
Plucked / Fretted Instruments

Carolbrass -USA Doug Teeter-Dist.
5491 N. Wilson Ave
Fresno, CA
Fresno, CA 93704
W: www.carolbrass.com
Business Type: Wholesaler/Distributor
Brass Instruments

Casio America Inc
570 Mt. Pleasant Ave.
Dover, NJ 07801
P: (973) 361-5400
E: gdean@casio.com
W: www.casiomusicgear.com
Business Type: Manufacturer
Keyboard Instruments

CE Distribution
6221 South Maple Ave
Tempe, AZ 85283
P: (480) 755-4712
E: sales@cedist.com
W: www.cedist.com
Business Type: Wholesaler/Distributor
Effects & Pedals Amplifiers

CE Distribution LLC
6221 S. Maple Ave.
Tempe, AZ 85283
P: (800) 840-0330
E: info@cedist.com
W: www.cedist.com
Business Type: Wholesaler/Distributor, Manufacturer
Accessories
Effects & Pedals

Cecilio Musical Instruments
8676 Rochester Avenue
Rancho Cucamonga, CA 91730
W: www.ceciliumusic.com

Business Type: Wholesaler/Distributor, Manufacturer
Brass Instruments
Woodwinds
Percussion Instruments
Bowed Instruments
Plucked / Fretted Instruments

Cedar Creek Custom Cases
PO Box 362
2551 Turkey Creek Road
Richmond, VA 23129
P: (800) 370-2991
E: sales@cedarcreekcases.com
W: www.cedarcreekcases.com
Business Type: Manufacturer
Racks, Cases & Stands
Accessories: Historic Collection, Saddlebrooke Series, AVS Series, GEC Series

CELESTION
Celestion
Claydon Business Park
Great Blakenham
Ipswich, S IP6 0NL
United Kingdom
P: (+44) 14-73 8

E: info@celestion.com
W: www.celestion.com
Business Type: Manufacturer
Pro Audio / Sound Reinforcement: Celestion
Accessories: Celestion

Celestion USA
10 Timber Lane
Marlboro, NJ 07736
P: (732) 683-2356
E: sales@celestion.com
W: www.celestion.com
Business Type: Manufacturer
Pro Audio / Sound Reinforcement: Celestion
Accessories: Celestion

CenterPoint Marketing
375 Rivertown Drive
Woodbury, MN 55125
P: (651) 578-3600
E: info@centpoint.com
W: www.centpoint.com
Business Type: Manufacturer
Retail Displays & Business Products / Services

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1085 Dumont Circle
Voorhees, NJ 08043
W: www.dumontmusic.



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Chauvet DJ
 5200 NW 108th Ave.
 Sunrise, FL 33351
P: (954) 577-7000
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
P: (304) 262-1880
E: info@chem-pak.com
W: www.chem-pak.com
Business Type: Manufacturer
Accessories

Chesbro Music Co.
 327 W Broadway St
 PO Box 2009
 Idaho Falls, ID 83403
W: www.chesbrowholesale.com
Business Type: Wholesaler/Distributor
Retail Displays & Business Products / Services Print Music Brass Instruments Accessories Bowed Instruments Plucked / Fretted Instruments

CHOPS Builders
 2903 Mount Royal Drive
 Castle Rock, CO 80104
P: (800) 645-6673
E: info@ChopsBuilders.com
W: www.ChopsBuilders.com
Business Type: Wholesaler/Distributor, Manufacturer, Other
Marching Percussion Percussion Instruments Accessories

Claude Lakey Woodwinds
 1416 NW 46th St
 Ste 105 Pmb 126
 Seattle, WA 98107
P: (425) 861-5920
E: info@claude-lakey.com
W: www.claude-lakey.com
Business Type: Wholesaler/Distributor, Manufacturer
Woodwinds Accessories

Clartone Strings
 827 Hollywood Way #420
 Burbank, CA 91505
P: (818) 503-2700
E: tone@clartonestrings.com
W: www.clartonestrings.com

Business Type: Manufacturer
Traditional Folk Instruments Plucked / Fretted Instruments

Cline Pianos
 PO Box 1130
 Richland, WA 99352
W: www.cline-pianos.com
Business Type: Wholesaler/Distributor, Manufacturer
Keyboard 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
W: www.coleclarkguitars.com
Business Type: Manufacturer
Plucked / Fretted Instruments

Collings Guitars
 11210 W. Hwy 290
 Austin, TX 78737
W: www.collingsguitars.com
Business Type: Manufacturer
Traditional Folk Instruments Plucked / Fretted Instruments



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P: (847) 836-8688
F: (847) 836-8288
E: info@concordgroup.com
W: www.concordgroup.com

Facebook: www.facebook.com/concord-internationalgroup
www.facebook.com/christopherinstrument
Business Type: Wholesaler/Distributor, Manufacturer
Racks, Cases & Stands: Bowed Instruments: Christopher, ALTA, Eminence

Conklin Guitars and Bases
 P.O. Box 1394
 Springfield, MO 65801
W: www.conklinguitars.com
Business Type: Manufacturer

Accessories Plucked / Fretted Instruments

Connolly Music Company
 8 Vernon Valley Rd.
 East Northport, NY 11731
W: www.connollymusic.com
Business Type: Wholesaler/Distributor
Pro Audio / Sound Reinforcement Accessories Bowed Instruments

CooperCopia LLC
 5150 Whitaker Drive
 Nashville, TN 37211
W: www.cooperstand.com
Business Type: Manufacturer
Racks, Cases & Stands

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

Cort Guitars & Bases
 700 West Pete Rose Way
 Building B #155-159
 Cincinnati, OH 45203
P: (866) 817-3822
W: www.cortguitars.com
Business Type: Manufacturer
Plucked / Fretted Instruments

Crafter Guitars- 1st Chair Accessories
 325 Hill Carter Parkway
 Unit K
 Ashland, VA 23005
P: (804) 798-2006
E: acrafter1usa@aol.com
W: www.crafterusa.com
Business Type: Wholesaler/Distributor
Accessories Plucked / Fretted Instruments

Craviotto Drum Company
 PO Box 719
 Santa Cruz, CA 95019
W: www.CraviottoDrums.com
Business Type: Manufacturer
Percussion Instruments

Creative Tunings / SpiderCapo
 31 Murizi Lane
 Woodstock, NY 12498
P: (845) 679-3391
E: spidercapo@gmail.com
W: www.spidercapo.com
Business Type: Manufacturer
Accessories Effects & Pedals

CruzTOOLS, Inc.
 PO Box 250
 Sonora, CA 95373
W: www.cruztools.com
Business Type: Manufacturer
Accessories

Cut Sheet Labels
 21 Commerce Park North
 Bedford, NH 03110
P: (877) 770-9680
E: victoria@cutsheetlabels.com
W: www.cutsheetlabels.com

Business Type: Wholesaler/Distributor, Manufacturer
Retail Displays & Business Products / Services
CYMPAD
 Birkenweg 4
 Biel, BE 02504
W: www.cympad.com
Business Type: Manufacturer
Percussion Instruments Accessories

D'Addario
D'Addario & Company
 595 Smith Street
 Farmingdale, NY 11735
P: (800) 323-2746
W: www.daddario.com
Business Type: Manufacturer
Accessories: D'Addario, Evans, Kaplan, Planet Waves, Promark, 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
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
Business Type: Manufacturer
Plucked / Fretted Instruments

D.A.S. Audio of America, Inc.
 6900 N.W. 52nd Street
 Miami, FL 33166
P: (305) 436-0521
E: info@dasaudio.com
W: www.dasaudio.com
Business Type: Wholesaler/Distributor,

Manufacturer
Pro Audio / Sound Reinforcement Racks, Cases & Stands Amplifiers

daCarbo AG
 Beulweg 58
 Lachen, SZ 08853
P: (+41) 554-4218
E: info@dacarbo.ch
W: www.dacarbo.ch
Business Type: Manufacturer
Brass Instruments Woodwinds

Dakota Saxophones
 22159 North Pepper Road
 Barrington, IL 60010
P: (847) 382-3210
E: pjlabiz2@aol.com
W: www.saxdakota.com
Business Type: Manufacturer
Woodwinds: Dakota Professional Saxophones: Soprano, Alto, Tenor, Baritone, Straight Alto, Straight Tenor, Curve Soprano

Dana B. Goods
 3000 Paseo Mercado
 Suite 101
 Camarillo, CA 93036
P: (800) 741-0109
P: (805) 218-0057
F: (805) 218-0057
E: Katie@danabgoods.com
W: www.danabgoods.com
Business Type: Wholesaler/Distributor
Pro Audio / Sound Reinforcement Racks, Cases & Stands Effects & Pedals Plucked / Fretted Instruments

Dangerous Music
 231 Stevens Rd
 Edmeston, NY 13335
P: (845) 202-5100
E: info@dangerousmusic.com
W: www.dangerousmusic.com
Business Type: Manufacturer
Pro Audio / Sound Reinforcement

DANSR Inc.
 4110 Fieldstone Road
 Champaign, IL 61822
P: (217) 531-0620
E: information@dansr.com
W: 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
W: 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
W: www.davesmithinstruments.com
Business Type: Manufacturer
Keyboard Instruments

David E. Smith Publications, LLC
 4826 Shabbona Rd.
 Deckerville, MI 48427
P: (810) 376-9055
E: despub@greatlakes.net
W: www.despub.com
Business Type: Wholesaler/Distributor
Print Music

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

Dawn Pro Audio
 3015 Kustom Dr.
 Hebron, KY 41048
W: www.dawnproaudio.com
Business Type: Wholesaler/Distributor, Manufacturer
**Pro Audio / Sound Reinforcement
 DJ & Lighting Equipment**

ddrum
 4924 W. Waters Ave.
 Tampa, FL 33634
P: (773) 793-6667
W: www.ddrum.com
Business Type: Manufacturer
Percussion Instruments

Dealer Direct
 17162 Murphy Ave.
 Suite B
 Irvine, CA 92614
P: (949) 752-0050
E: info@OrderDealerDirect.com
W: www.OrderDealerDirect.com
Business Type: Wholesaler/Distributor
**Retail Displays & Business Products / Services
 Pro Audio / Sound Reinforcement
 Traditional Folk Instruments
 Percussion Instruments**

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 Accessories
 Effects & Pedals
 Bowed Instruments
 Amplifiers
 Videos / DVD
 Microphones
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Dean Guitars
 4924 W. Waters Ave.
 Tampa, FL 33634
P: (773) 793-6667
W: www.deanguitars.com
Business Type: Manufacturer
Plucked / Fretted Instruments

Dean Markley USA
 17505 N 79th Ave
 Glendale, AZ 85308
P: (925) 548-7400
E: jawdms@gmail.com
W: www.deanmarkley.com
Business Type: Manufacturer
**Accessories
 Amplifiers**

Decibel Eleven
 25129 The Old Road
 Suite 305
 Valencia, CA 91381
P: (661) 964-0217
E: laura@myclubtv.com
W: www.decibel11.com
Business Type: Manufacturer
**Accessories
 Effects & Pedals**

Demeter Amplification
 6990 Kingsbury Road
 Templeton, CA 93465
Contact: James Demeter
P: (805) 461-1028
E: james@demeteramps.com
W: www.demeteramps.com
Business Type: Manufacturer
**Effects & Pedals
 Amplifiers**

Denis Wick Products Ltd
 19 Dawkins Road
 Unit 19
 Poole, UK BH15 4JY
P: (012) 02-6651
E: tradesales@deniswick.com
W: www.deniswick.com
Business Type: Manufacturer
Accessories

Denon DJ
 200 Scenic View Drive
 Cumberland, RI 02864
W: www.denondj.com
Business Type: Wholesaler/Distributor, Manufacturer
**Pro Audio / Sound Reinforcement
 DJ & Lighting Equipment
 Accessories
 Amplifiers**

Devilcat Amplifiers
 1993 Randy Lowery Road
 Statesboro, GA 30461
P: (912) 541-0649
E: chris@pladdmusic.com
W: www.devilcatamps.com
Business Type: Manufacturer
Amplifiers

Diamond Amplification, Inc.
 707 N Shepherd Dr
 Ste 300
 Houston, TX 77007
P: (713) 934-0100
P: (713) 934-0100
F: (713) 934-0100
E: jeff@diamondamplification.com
W: www.diamondamps.com
Business Type: Manufacturer
Amplifiers

**Diamond Guitars (f/k/a
 DBZ/Diamond)**
 707 N Shepherd Dr
 Ste 300
 Houston, TX 77007
P: (713) 934-0100
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
 Minneapolis, MN 55317
P: (952) 401-7700
E: jgedden@digitalaudio.com
W: www.digitalaudio.com
Business Type: Manufacturer
**Pro Audio / Sound Reinforcement
 Accessories
 Amplifiers**

DigitalDeckCovers Inc
 P.O. Box 100203
 Denver, CO 80250
P: (720) 545-9766
E: sales@digitaldeckcovers.com
W: www.digitaldeckcovers.com
Business Type: Manufacturer
**Pro Audio / Sound Reinforcement
 DJ & Lighting Equipment
 Racks, Cases & Stands
 Accessories**

DigiTech
 1000 Corporate Grove Dr.
 Buffalo Grove, IL 60089
P: (800) 877-6863
E: usm.info@usmusic-corp.com
W: www.digitech.com
Business Type: Manu-

facturer
Effects & Pedals

DMC Musical Products
 1170 Cohutta Beaverdale Rd.
 Cohutta, Ga, GA 30710
W: www.dmcmusical-products.com
Business Type: Wholesaler/Distributor, Manufacturer
Accessories

DOD
 1000 Corporate Grove Dr.
 Buffalo Grove, IL 60089
P: (800) 877-6863
E: usm.info@usmusic-corp.com
W: dod.com/en-US
Business Type: Manufacturer
Effects & Pedals

**Dog Days Vintage
 Guitar Straps**
 2801 Mission Street
 Santa Cruz, CA 95060
W: www.dogdaysvintage.com
Business Type: Manufacturer
Accessories

Donarra Extrusions, LLC
 1811 SW 42nd Ave.
 Ocala, FL 34474
Contact: Kevin Donohue,
 President
P: (352) 369-5552
E: Donarra_Extrusions@yahoo.com
W: www.donarraextrusions.com
Business Type: Manufacturer
Associations / Organizations

1500 Kansas Avenue
 Suite 3A
 Longmont, CO 80501
P: (303) 485-1025
E: infousa@dpamicrophones.com
W: www.dpamicrophones.com
Twitter: twitter.com/dpamicrophones
Facebook: www.facebook.com/dpamicrophones?fref=ts
YouTube: www.youtube.com/user/DPAmicrophones
Business Type: Manufacturer
**Pro Audio / Sound Reinforcement
 Microphones: DPA**

DR Strings, Inc.
 7 Palisade Avenue
 Emerson, NJ 07630
P: (201) 599-0100
E: drstaff@drstrings.com
W: drstrings.com
Business Type: Manufacturer
Accessories

Dr. Z Amps Inc
 17011 Broadway Ave.
 Maple Heights, OH 44137
P: (216) 475-1444
E: drz@drzamps.com
W: www.drzamps.com
Business Type: Manufacturer
Amplifiers

Dream Cymbals and Gongs
 616-R St. Clarens Ave.
 Toronto, ON M6H 3W9
W: www.dreamcymbals.com
Business Type: Manufacturer
**Marching Percussion
 Percussion Instruments**

Drum Channel
 900 Del Norte Blvd.
 Oxnard, CA 93030
W: www.drumchannel.com
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Drum Workshop Inc.
3450 Lunar Ct.
Oxnard, CA 93003
W: www.dwdrums.com
Business Type: Manufacturer
Percussion Instruments
Videos / DVD

DrumLite
5115 Excelsior
#218
Saint Louis Park, MN 55416
E: info@getdrumlite.com
W: www.getdrumlite.com
Business Type: Manufacturer
Marching Percussion
DJ & Lighting Equipment
Percussion Instruments
Accessories

Drumskull Drums
105 Pioneer St. Ste. C
Santa Cruz, CA 95060
W: www.drumskulldrums.com
Business Type: Manufacturer
Traditional Folk Instruments
Percussion Instruments
Accessories
Videos / DVD

Dunlop Manufacturing, Inc.
P.O. Box 846
Benicia, CA 94510
W: www.jimdunlop.com
Business Type: Manufacturer
Accessories
Effects & Pedals

DuraSticks
2903 Mount Royal Drive
Castle Rock, CO 80104
P: (800) 645-6673
E: info@DuraSticks.com
W: www.DuraSticks.com
Business Type: Wholesaler/Distributor, Manufacturer, Other
Marching Percussion
Percussion Instruments
Accessories

Dusty Strings Company
3450 16th Ave W Ste 200
Seattle, WA 98119
P: (206) 634-1656
E: handcrafted@dustystings.com
W: www.dustystings.com
Business Type: Wholesaler/Distributor, Manufacturer
Traditional Folk Instru-

ments
Plucked / Fretted Instruments

E Lombardo Guitars
22 Andrea Drive
Stony Brook, NY 11733
W: www.elombardoguitars.com
Business Type: Manufacturer
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Contact: Everardo Amernteros, Owner
P: (34-) 963-2855
W: www.eag-international.com
Business Type: Wholesaler/Distributor, Manufacturer
Woodwinds
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EARasers by Persona Medical
170 N. Cypress Way
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P: (407) 339-2422
E: heatherc@earasers.net

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

The Earshot Group
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Minneapolis, MN 55309
E: info@attuneaid.com
W: www.attuneaid.com
Business Type: Manufacturer
Accessories
Effects & Pedals
Amplifiers

Earthworks Inc
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P: (603) 654-2433
E: megan@earthworksaudio.com
W: www.earthworksaudio.com
Business Type: Manufacturer
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Microphones

Eastman Music Company
2158 Pomona Blvd
Pomona, CA 91768
P: (800) 789-2216

E: info@eastmanmusic-company.com
W: www.eastmanmusic-company.com
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Brass Instruments: Andreas Eastman, Eastman Winds, S. E. Shires
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Accessories: Andreas Eastman, Eastman Strings, Eastman Guitars, Eastman Winds, Wm. S. Haynes, S. E. Shires
Bowed Instruments: Eastman Strings
Plucked / Fretted Instruments: Eastman Guitars and Mandolins

Eden Bass Amplification
1000 Corporate Grove Dr.
Buffalo Grove, IL 60089
P: (800) 877-6863
E: usm.info@usmusic-corp.com
W: www.edenamps.com
Business Type: Manufacturer
Effects & Pedals
Amplifiers

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Chesterfield, MO 63017
Contact: Jeff Ponte, Financial Advisor
P: (855) 581-1696
F: (314) 469-1696
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E: jeffrey.ponte@edward-jones.com
W: www.edwardjones.com
Business Type: Other
Insurance

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Tampa, FL 33694
W: www.electraguitar.com
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Accessories
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Electro-Voice
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Burnsville, MN 55337
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W: www.electrovoice.com
Business Type: Manufacturer
Pro Audio / Sound Reinforcement

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W: www.elixirstrings.com
Business Type: Manufacturer
Accessories

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W: www.emdmusic.com
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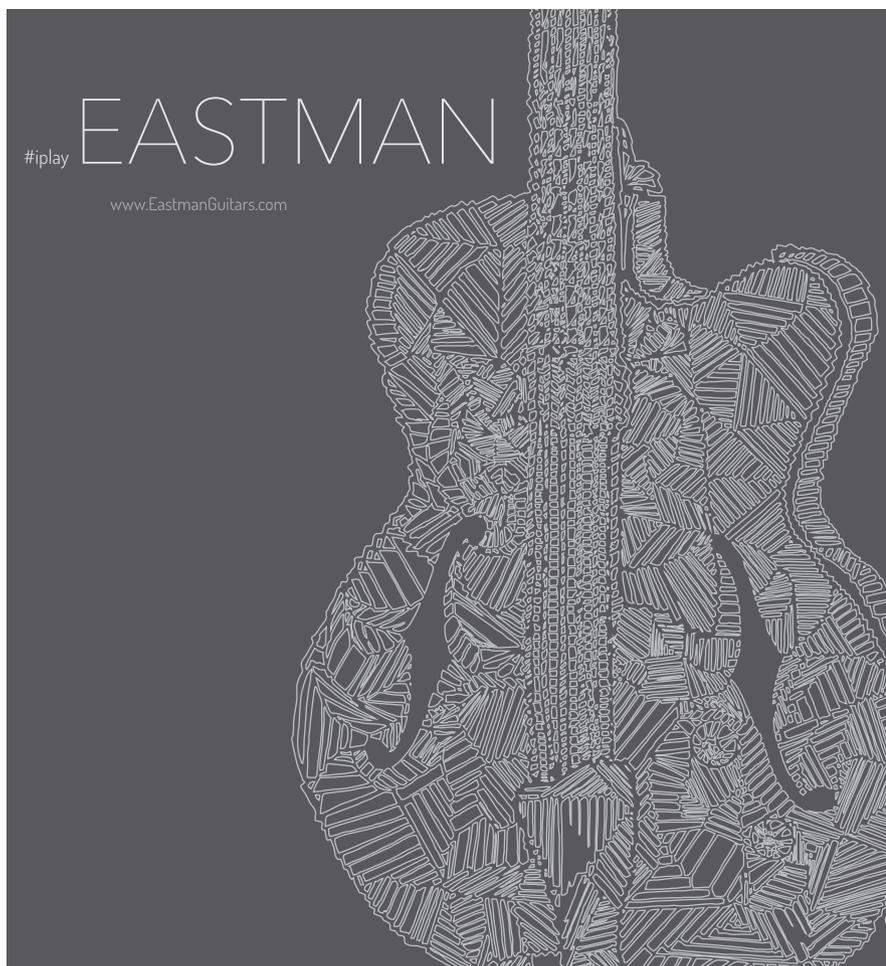
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E: reed@cablespeed.com
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Accessories

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E: sales@emgpickups.com
W: www.emgpickups.com
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Accessories

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Associations / Organizations

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W: www.gonbops.com
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W: www.isptechnologies.com
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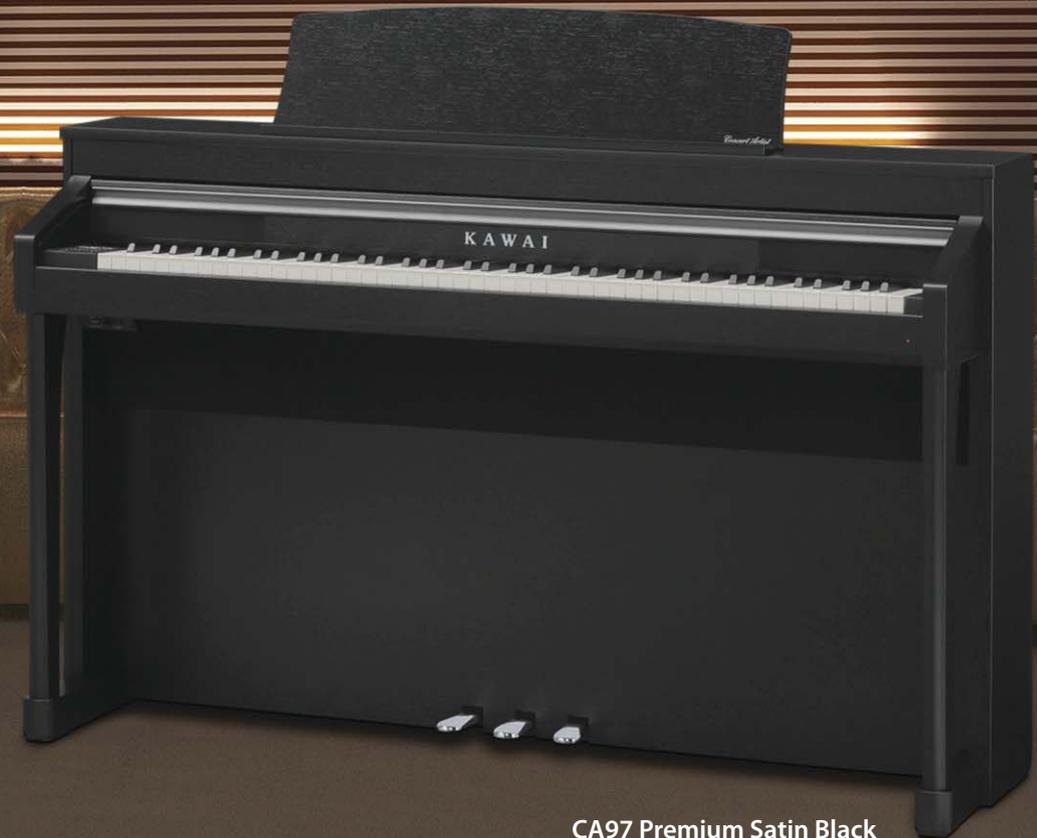
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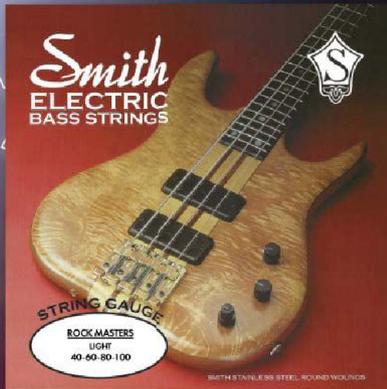
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P: (204) 957-5139
E: levys@levysleathers.com
W: www.levysleathers.com
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E: mike@lipeguitars.com
W: www.lipeguitars.com
Business Type: Manufacturer
Plucked / Fretted Instruments

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 Cremona, Cremona 26100
W: www.dimitriatanassov.com
Business Type: Wholesaler/Distributor, Manufacturer
Bowed Instruments

Lollar Pickups
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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

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

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 Denver, CO 80211
P: (720) 837-1916
P: (303) 717-3161
F: (303) 717-3161
E: jeremy@lowboybeaters.com
W: lowboybeaters.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: Lowrey Organ, Lowrey Virtual Orchestra, Lowrey Piano

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 Nipomo, CA 93444
W: www.lrbaggs.com
Business Type: Manufacturer
Accessories Plucked / Fretted Instruments

LsL Instruments
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E: info@lslinstruments.com
W: www.lslinstruments.com
Business Type: Manufacturer
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 190 McCormick Ave
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P: (714) 545-4700
E: pmoon@lynxstudio.com
W: www.lynxstudio.com
Business Type: Manufacturer

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W: www.maudio.com
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W: www.mpamp.com
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P: (615) 773-9900
W: www.majesticpercussion.com
Business Type: Manufacturer
Marching Percussion: Majestic
Percussion Instruments: Majestic

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 7615 Golden Triangle Drive, Suite M
 Eden Prairie, MN 55344
P: (952) 906-3606
E: mfrisbie@makemusic.com
W: www.makemusic.com
Business Type: Manufacturer
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P: (513) 681-0186
E: info@mapleleafstrings.com
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Accessories

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Business Type: Manufacturer
Effects & Pedals
Amplifiers

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 Bethesda, MD 21401
P: (443) 822-6483

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Retail Displays & Business Products / Services

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W: www.mesanovicmicrophones.com
Business Type: Manufacturer
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 Jackson, TN 38305
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W: www.messiahguitars.com
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facturer
Plucked / Fretted Instruments

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

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Plucked / Fretted Instruments

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W: www.mightymite.com
Business Type: Manufacturer
Accessories

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W: mikebalter.com
Business Type: Manufacturer
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Percussion Instruments

Milbert Amplifiers
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Moog Music, Inc.
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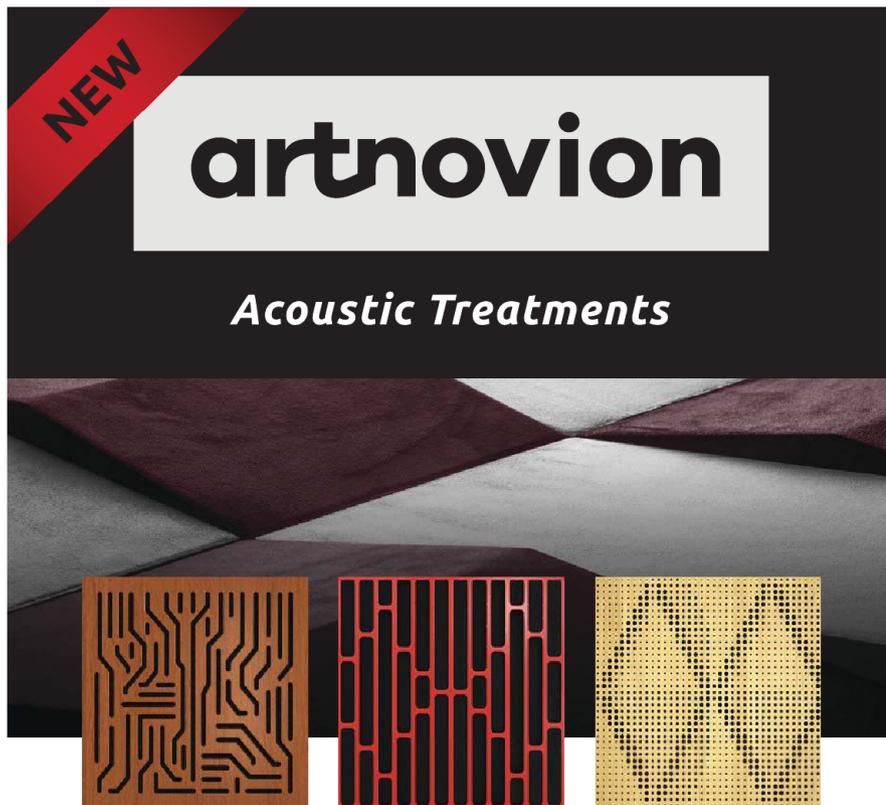
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W: www.mosesgraphite.com
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E: rrognlien@musicnomad.com
W: www.musicnomad-care.com
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Accessories

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W: www.musicvox.com
Business Type: Manufacturer
Amplifiers Plucked / Fretted Instruments

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Accessories



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Effects & Pedals: Electro-Harmonix

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4F

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E: nilsjohnson328@gmail.com

W: www.nilsguitarsandmandolins.com

Business Type: Manufacturer, Other

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W: www.nomadcases.com

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Racks, Cases & Stands

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Pro Audio / Sound Reinforcement: Nomad

Accessories: Nomad

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P: (503) 689-1998

E: jim@normandyguitars.com

W: www.normandyguitars.com

Business Type: Manufacturer

Plucked / Fretted Instruments

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W: www.namusic.com,

www.pianoseats.com

Business Type: Wholesaler/Distributor

Keyboard Instruments

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Retail Displays & Business Products / Services

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3350 E. 7th Street, #105

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W: www.ohana-music.com

Business Type: Wholesaler/Distributor

Plucked / Fretted Instruments

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W: www.omebanjos.com

Business Type: Manufacturer

Traditional Folk Instruments

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W: www.omegapianos.com

Business Type: Wholesaler/Distributor

Keyboard Instruments

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W: www.omgmusic.com

Business Type: Wholesaler/Distributor, Manufacturer

Accessories

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W: www.omnisistem.com

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E: info@onoriintl.com
W: onoriintl.com
Business Type: Manufacturer
Accessories

Optek Music Systems, Inc.
5350 Capital Ct, Suite 108
Reno, NV 89502
P: (775) 636-7300
E: aengesetter@fretlight.com
W: www.fretlight.com
Business Type: Manufacturer
Plucked / Fretted Instruments

Option Knob, Inc.
2200 8th St
Tuscaloosa, AL 35401
P: (800) 398-8501
E: info@optionknob.com
W: www.optionknob.com
Business Type: Manufacturer
Accessories

Original Fuzz
2736 Herschel Street
Jacksonville, FL 32205
W: www.originalfuzz.com
Business Type: Manufacturer
Accessories

Oscar Schmidt
1000 Corporate Grove Dr.
Buffalo Grove, IL 60089
P: (800) 877-6863
E: usm.info@usmusic-corp.com
W: www.oscarschmidt.com
Business Type: Manufacturer
Traditional Folk Instruments
Plucked / Fretted Instruments

Osiamo LLC
2753 Broadway Ste 333
New York, NY 10025
W: www.osiamo.com
Business Type: Wholesaler/Distributor
Accessories
Effects & Pedals
Amplifiers

Oxygen Audio Ltd
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Surrey, BC V3Z 0L1
P: (778) 808-5879

W: www.oxygenamps.com
Business Type: Manufacturer
Amplifiers

OZZtosh Guitars
8834 Golf Drive
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W: www.ozztosh.com
Business Type: Manufacturer
Plucked / Fretted Instruments

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P: (212) 650-6160
F: (212) 650-6160
E: sales@pageflip.com
W: www.pageflip.com
Business Type: Wholesaler/Distributor, Manufacturer
Accessories
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Paiste America, Inc.
460 Atlas St
Brea, CA 92821
P: (714) 529-2222
P: (310) 488-3066
F: (310) 488-3066
E: ashreve@paiste.com
W: www.paiste.com

Business Type: Manufacturer
Percussion Instruments

Park Amplification
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Bronx, NY 10464
W: www.parkamplifiers.com
Business Type: Manufacturer
Amplifiers

Parker Guitars
1000 Corporate Grove Dr.
Buffalo Grove, IL 60089
P: (800) 877-6863
E: usm.info@usmusic-corp.com
W: www.parkerguitars.com
Business Type: Manufacturer
Plucked / Fretted Instruments

Passport Music Software, LLC
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Philadelphia, PA 19125
W: www.passportmusic.com
Business Type: Manufacturer
Media & Software

Paxman Musical Instru-

ments Ltd
164-180 Union Street
London
London, UK SE1 0LH
W: www.paxman.co.uk
Business Type: Wholesaler/Distributor, Manufacturer
Brass Instruments

Peace Musical Company
18555 E Gale Ave
City of Industry CA
City of Industry, CA 91748
P: (626) 581-4510
E: sales@peace-drums.com
W: www.peace-drums.com

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Accessories
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E: mlj@petersonemp.com
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W: www.petrof.com
Business Type: Wholesaler/Distributor, Manufacturer
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Phaeton Trumpet Company
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E: pjlabiz2@aol.com
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Brass Instruments: Phaeton Professional Trumpets, Flugelhorns, Pocket Trumpets, Piccolo Trumpets, FX-Custom Trumpet

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W: www.pjbworld.com
Business Type: Manufacturer
Amplifiers

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Keyboard Instruments

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W: www.pianodisc.com
Business Type: Manufacturer
Keyboard Instruments
Accessories

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 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

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 308 North Ashland Ave
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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
E: hchatt@aol.com
W: www.pignoseamps.com
Business Type: Manufacturer
Amplifiers
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Pigtronix
 200 Wilson St
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 Port Jefferson Station, NY 11776
P: (631) 331-7447
E: pigtronix@gmail.com
W: pigtronix.com
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Effects & Pedals

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 Long Beach, CA 90810
P: (310) 952-2000
W: www.pioneerdj.com
Business Type: Manufacturer
DJ & Lighting Equipment

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 Suite 300
 Atlanta, GA 30076
P: (770) 442-8777
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F: (770) 442-8777
E: sales@pipeanddrape-online.com
W: www.pipeanddrape-online.com
Business Type: Other
Retail Displays & Business Products / Services
Accessories

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W: www.pirastro.com
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Bowed Instruments: Players Rosin, Big & Slim Softies, Wee Bad Shoulder Pads, Economy Violin Pads, Players Peg Grip, Violin Finger Markers, Violin Gig Bags, Magic Touch Violin Polish, Maintenance Care Kits for all string Instruments, Sublimated Microfiber Polishing Cloths, Violin Chin Wrench, Master Series Kits,
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Amplifiers

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P: (866) 817-3822

W: www.profilemusic-products.com
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E: andy3hb@yahoo.com
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QuickPick Headwear

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P: (316) 377-4775

E: lukesigle@gmail.com

W: www.quickpick.com
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Accessories

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269 Quaker Dr
 Seneca, PA 16346

P: (800) 247-6557
P: (800) 247-6557
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E: qrssupport@qrsinc.com

W: www.qrsmusic.com
Business Type: Wholesaler/Distributor, Manufacturer
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1675 MacArthur Blvd.
 Costa Mesa, CA 92626

P: (714) 754-6175
E: info@qscaudio.com
W: www.qsc.com
Business Type: Manufacturer
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 Singapore, Singapore
 469336

Contact: Bill Ladick,
 Creative Director

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P: (403) 91-8844

E: contact@lapaxe.com

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

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 Buffalo Grove, IL 60089

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E: usm.info@usmusic-corp.com

W: www.quiklok.com

Business Type: Manufacturer
Racks, Cases & Stands Accessories

Quilter Laboratories, LLC

1700 Sunflower Ave Ste A
 Costa Mesa, CA 92626

P: (714) 519-6114
E: chris@quilterlabs.com
W: www.quilterlabs.com
Business Type: Manufacturer

Effects & Pedals Amplifiers

Radial Engineering Ltd.

1588 Keбет Way
 Port Coquitlam, BC V3C 5M5

E: thisamberis@gmail.com

W: www.radialeng.com

Business Type: Manufacturer
Pro Audio / Sound Reinforcement Effects & Pedals

Randall Amplifiers

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 Buffalo Grove, IL 60089

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E: usm.info@usmusic-corp.com

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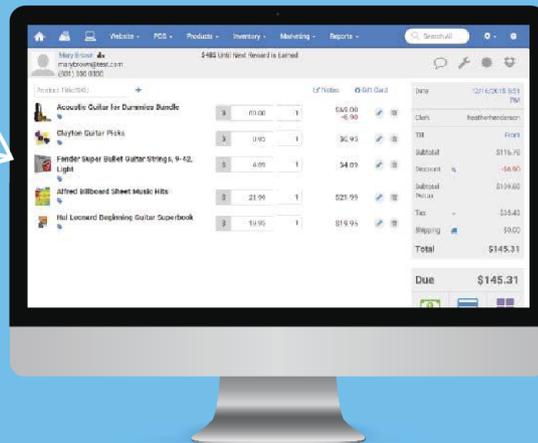
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110 Talmadge Rd.
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P: (732) 902-6100
E: info@rcf-usa.com
W: www.rcf-usa.com
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DJ & Lighting Equipment: RCF
Amplifiers: RCF

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Carson City, NV 89702
W: www.reedgeek.com
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Woodwinds Accessories

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E: customerservice@remo.com
W: www.remo.com
Business Type: Manufacturer
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W: www.retroinstruments.com
Business Type: Manufacturer
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3920 Cypress Drive
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Petaluma, CA 94954
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E: sales@reunionblues.com

W: www.reunionblues.com
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14030
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E: ritter@ritterusa.com
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Accessories
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E: dave@Rock-Tips.com
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Business Type: Manufacturer
Accessories

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P: (904) 210-6632
E: rnicklin53@gmail.com
W: www.rocklinguitar.com

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Plucked / Fretted Instruments

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Mt. Juliet, TN 37122
P: (615) 773-9900
E: webinfo@hohnerusa.com

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Business Type: Manufacturer
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1300 NE 25th Ave
Hillsboro, OR 97124
P: (503) 681-0471
E: jennifer.brandlon@roddgersinstruments.com
W: www.roddgersinstruments.com
Business Type: Manufacturer
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Los Angeles, CA 90040
W: www.RolandUS.com
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Traditional Folk Instruments: Roland
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E: info@rsberkeley.com
W: www.rsberkeley.com
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219 Main Street
Meductic
Entire Province, NB
E6H2L5
P: (506) 272-2019
F: (506) 470-4152
F: (506) 470-4152
E: customerservice@sabian.com
W: www.sabian.com
Business Type: Manufacturer
Percussion Instruments
Accessories

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
Plucked / Fretted Instruments

Saga Musical Instruments
We offer established brands including, Anton Breton and Cremona String Instruments that cover a variety of price points and instrument designs. Our instruments are sold as outfits and fully setup for play with the highest quality fittings.

Our string instrument lines, as well as the entire string category is supported by a wide selection of parts and accessories developed under the Anton Breton brand name. We also offer several other branded products by other famous makers and global sources.

Using our in-depth knowledge of global manufacturing sources and musical instrument design, we are able to develop and design parts and accessories, suitable for the strings market. We also offer OEM case design services to fit any string instrument or manufacturing need, as well as a variety of other musical instrument types.
137 Utah Ave.
South San Francisco, CA 94080

P: (650) 588-5558
E: info@sagamusical.com
W: www.sagamusical.com
Business Type: Wholesaler/Distributor, Manufacturer
Traditional Folk Instruments: Trinity College Concertinas, Schwartz Jaw Harps and Musical Spoons, Cusco Ocarinas and Panpipes.
Accessories: Golden Gate Acoustic Guitar, Mandolin, Banjo, and Electric Guitar Parts, Cases and Bags; Superior Instrument Cases and Bags; Anton Breton Violin Parts and Accessories; Baker Street and Travelite Instrument Cases.

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.

Saint Blues Guitar Workshop
645 Marshall Ave
Memphis, TN 38103
W: www.saintblues.com
Business Type: Manufacturer
Traditional Folk Instruments
Amplifiers
Plucked / Fretted Instruments

Samick Music Corp.
1329 Gateway Drive
Gallatin, TN 37066
W: www.smcmusic.com
Business Type: Wholesaler/Distributor, Manufacturer
Keyboard Instruments

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Plucked / Fretted Instruments**Samson Technologies**

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P: (800) 328-2882
E: sales@samsontech.com

W: www.samsontech.com

Business Type:

Wholesaler/Distributor,
Manufacturer

Pro Audio / Sound**Reinforcement****Keyboard Instruments****Accessories****Effects & Pedals****Amplifiers****Microphones****Sauter Piano Company****- America**

PO Box 1130
Richland, WA 99352

W: www.sauterpiano.com

Business Type:

Wholesaler/Distributor,
Manufacturer

Keyboard Instruments**Schatten Design Acoustic****Pickups**

627 Colby Drive
Waterloo, ON N2V 1B4
W: www.schattendesign.com

Business Type:

Manufacturer

Accessories**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****SCORE Mktg.**

P.O. Box 34431
Bethesda, MD 20827
P: (301) 765-7788

E: sales@scoremktg.com

W: www.scoremktgonline.com

Business Type:

Wholesaler/Distributor

Accessories**Effects & Pedals****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

Plucked / Fretted Instruments**Sher Music Co.**

P.O.Box 445
Petaluma, CA 94953

W: shermusic.com

Business Type:

Manufacturer

Print Music**Shubb Caper**

1758 Martin Ave.
Rohnert Park, CA 94928

P: (707) 843-4068

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**Singular Sound**

4141 Nautilus Drive,
Suite 2E

Miami Beach, FL 33140

E: dpackouz@gmail.com

W: www.myBeatBuddy.com

Business Type:

Manufacturer

Effects & Pedals**Singular Sound**

4141 Nautilus Drive,
Suite 2E

Miami Beach, FL 33140

E: dpackouz@gmail.com

W: www.myBeatBuddy.com

Business Type:

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Contact: Jerry Andreas, Sr.

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P: (714) 637-1252

F: (714) 637-1252

F: (714) 283-0425

E: questions@skbcases.com

W: www.skbcases.com/music

Twitter: www.twitter.com/skbmusicCases

Facebook: www.facebook.com/skbmusic

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Business Type:

Manufacturer

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iSeries Watertight Guitar

Cases, ATA Cases

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Vancouver, BC V6H 4B9

Contact: Ian Bullen,
President

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W: www.musicfolder.com

Business Type:

Wholesaler/Distributor,
Manufacturer

Print Music**Racks, Cases & Stands****Accessories****Softwind Instruments**

Munsterberg 24
Berne, CH 03011

W: www.softwind.com

Business Type:

Manufacturer

Woodwinds**Sol Percussion, Inc.**

701 Del Norte Blvd
Suite 315

Oxnard, CA 93030
W: www.solpercussion.com

Business Type:

Manufacturer

Percussion Instruments**Sonor Drums**

12020 Eastgate Blvd.
Mt. Juliet, TN 37122

P: (615) 773-9900

E: info@sonorusa.com

W: us.sonor.com

Business Type:

Manufacturer

Percussion Instruments:

Drum System,
Vintage Series, ProLite

Series, Ascent Series, Select

Force Series, Essential

Force Series, Smart Force

Series, Smart Force Xtend

Series, Special Edition

Series, Snare Drums, Hard-

ware, Accessories

Cymbals, Orff, Glockenspiels,

Xylophones, Metallo-

phones, Concert Mallets,

Chime Bars, Timpani,

Trolley Systems

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St. Louis, MO 63133

P: (314) 727-4512

E: info@stlouismusic.com

W: www.stlouismusic.com

Business Type:

Wholesaler/Distributor

Marching Percussion**Brass Instruments****Woodwinds****Percussion Instruments****Accessories****Bowed Instruments****Plucked / Fretted Instruments****Stanton DJ**

309 Plus Park Blvd
Nashville, TN 37217

W: www.stantondj.com

Business Type:

Manufacturer

DJ & Lighting Equipment**Starin**

136 Venturi Drive
Chesterton, IN 46304

P: (219) 929-4127

E: mipro@starin.biz

W: www.starin.biz

Business Type:

Wholesaler/Distributor

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

Empire, Inc.
3035 E. La Mesa St.
Anaheim, CA 92806

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**Stentor Music Co Ltd**

Albert Rd North
Reigate, Surrey RH2 9EZ

P: (+44) 17-37 2

E: info@stentor-music.com

W: www.stentor-music.com

Business Type:

Wholesaler/Distributor,
Manufacturer

Traditional Folk Instruments**Accessories****Bowed Instruments****Plucked / Fretted Instruments****Stephallen Guitars**

Jl. Raya Jenggolo 141
Porong
Jawa Timur

Sidoarjo, EJ 61274

Contact: Julius Salaka

P: (628) 123-0222

P: (628) 123-0222

F: (623) 436-3688

W: www.stephallenguitars.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**StompLight International LLC**

PO Box 365
El Granada, CA 94018

P: (650) 533-1408

P: (650) 533-1408

E: mja@stomplight.com

W: www.stomplight.com

Business Type:

Manufacturer

DJ & Lighting Equipment**Stonebridge Guitars International Inc.**

605 Lancaster St. W.
Kitchener, ON N2K 1M5

W: www.stonebridgeguitars.com

Business Type:

Wholesaler/Distributor

Plucked / Fretted Instruments**Accessories****Amplifiers****TC Electronic**

335 Gage Ave.
Kitchener, ON ON N2M 5E1

P: (800) 565-2523

E: info@tcgroup.tc

W: www.tcelectronic.com

Business Type:

Manufacturer

Pro Audio / Sound**Reinforcement****Effects & Pedals**

TecAmpUSA

5310 Spirea Cove
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: Manu-
facturer
Effects & Pedals
Amplifiers

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Unit #4
Little Falls, NJ 07424
P: (973) 890-8755
F: (973) 890-8755
E: tedk@tedklummouth-
pieces.com
W: www.tedklummouth-
pieces.com
Business Type: Manu-
facturer
Woodwinds
Accessories

Telefield North America

4915 SW Griffith Drive
Suite 302
Beaverton, OR 97005
P: (503) 646-6345
F: (503) 646-6345
E: scott.dunmire@tele-
fieldna.com
W: www.mcsystems-
music.com
Business Type: Whole-
saler/Distributor
Effects & Pedals

Tempo Cases

236 Huntington Avenue
Suite 403
Boston, MA 02115
P: (734) 771-8383
E: ggunsberg@tempo-
cases.com
W: www.tempocases.com
Business Type:
Wholesaler/Distributor,
Manufacturer
Media & Software
Racks, Cases & Stands

Theo Wanne Mouthpieces and Instruments

445 Sequoia Dr
Bellingham, WA 98226
P: (888) 926-6301
E: info@theowanne.com
W: www.theowanne.com
Business Type: Manu-
facturer
Woodwinds
Accessories

Thomas Knatt Guitars

687 Townsend Rd.
Groton, MA 01450
P: (978) 448-9663
F: (978) 448-9663

E: Thomasknatt@yahoo.
com
W: www.thomasknatt.
com

Business Type: Manu-
facturer
**Plucked / Fretted Instru-
ments**

Thomastik-Infeld

8 Vernon Valley Rd.
Vienna, VA 11731
W: www.thomastik-infeld.
com
Business Type: Manu-
facturer
Accessories

Timberline Guitars

PO Box 2983
San Diego, CA 92131
P: (888) 610-5551
E: timberlineguitars@
me.com
W: www.timberlinegui-
tars.com
Business Type: Manu-
facturer
**Plucked / Fretted Instru-
ments**

TKL Products Corp.

PO Box 215
2551 Turkey Creek Road
Richmond, VA 23129
P: (804) 749-8300
E: info@tkl.com
W: www.tkl.com
Business Type:
Wholesaler/Distributor,
Manufacturer
Accessories: Concept
Series, Vectra Series, Zero
Gravity Series, Elite Series,
Professional Series, LTD
Series, Premier Series,
Synergy Series, American
Vintage Series

TMP Pro Distribution

154 Woodlawn Rd.
Suite C
Berlin, CT 06037
W: TMPpro.com
Business Type: Whole-
saler/Distributor
**Pro Audio / Sound Rein-
forcement:** JBL, EV, QSC,
PreSonus, Worx Audio,
Outline Array, Mackie,
K-Array, SoundTube,
Allen&Heath, OWI, Com-
munity, db Technologies,
RCF, Peavey, BSS, Syme-
trix, Westone, AudioFly,
AVID, Martin Audio, EAW,
QUAM, Soundcraft.
**DJ & Lighting Equip-
ment:** Chauvet, Martin
Audio.

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Stands, On-Stage Cases,
Grundorf, Atlas, K&M.
Effects & Pedals: TC
Electronic, Whirlwind,
Lexicon, BBE, Proco, dbx.
Amplifiers: Crown, QSC,
Lab.Gruppen, Powersoft,
Ashly, Atlas, Bogen,
Mackie, Peavey.
Microphones: Shure,
Sennheiser, DPA, Audio-

Technica, CAD, Audix,
Telefunken, Mogan,
Countryman, AKG, Heil,
EV, Peavey.

Toleeto Fasteners Int'l.

1580 Jayken Way
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W: www.cord-lox.com
Business Type: Manu-
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P: (425) 258-3585

E: info@leeoskar.com
W: www.leeoskar.com
Business Type: Whole-
saler/Distributor
Woodwinds
**Traditional Folk Instru-
ments**
Accessories

Toneville Amps

7830 N. Academy Blvd.
Colorado Springs, CO
80920
W: www.tonevilleamps.
com
Business Type: Manu-
facturer
Amplifiers

Traveler Guitar

440 Business Center
Court
Redlands, CA 92373
P: (909) 307-2626
E: travel@travelerguitar.
com
W: www.travelerguitar.
com
Business Type: Manu-
facturer
**Plucked / Fretted Instru-
ments**

TreeWorks Chimes

443 Chestnut St
Nashville, TN 37203
P: (615) 780-2641
E: info@treeworkschimes.
com
W: www.treework-
schimes.com
Business Type: Manu-
facturer
Percussion Instruments

Trem King, LLC

836 E. Renfro St.
230
Burleson, TX 76028
W: www.tremking.com
Business Type:
Wholesaler/Distributor,

Manufacturer

Accessories
**Plucked / Fretted Instru-
ments**

Tru Tuner

9072 Brigadier Rd
Mechanicsville, VA 23116
W: www.trutuner.com
Business Type:
Wholesaler/Distributor,
Manufacturer
Percussion Instruments

TRUETONE

Truetone
4922 Port Royal Road
B-11
Spring Hill, TN 37174
P: (931) 487-9001
F: (931) 486-9965
F: (931) 486-9965
E: jamie@truetone.com
W: www.truetone.com
Business Type: Manu-
facturer
Accessories: 1 SPOT
Effects & Pedals:
Truetone, Visual Sound,
Garagetone, Visual
Volume, 1 SPOT

TRX Cymbal Co.

12665 Kling St.
Studio City, CA 91604
W: www.trxcymbals.com
Business Type: Manu-
facturer
Percussion Instruments

The Tuba Exchange

1825 Chapel Hill Road
Durham, NC 27707
E: luc@tubaexchange.
com
W: www.tubaexchange.
com
Business Type: Whole-
saler/Distributor
Brass Instruments

Turner's Keyboards

2358 Washington Road
Augusta, GA 30904
W: www.turnerskey-
boards.com
Business Type: Other
Print Music
Keyboard Instruments

Tycoon Percussion

5370 Schaefer Ave,
Suite B
Chino, CA 91710
W: www.tycoonpercus-
sion.com
Business Type: Manu-
facturer
Percussion Instruments

U.S. Music Corp.

1000 Corporate Grove Dr.
Buffalo Grove, IL 60089
P: (800) 877-6863
E: usm.info@usmusic-
corp.com
W: www.usmusiccorp.
com
Business Type:
Wholesaler/Distributor,
Manufacturer
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ments**
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Accessories
Effects & Pedals
Amplifiers
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ments**

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Paris, IDF 75018

P: (33) 4-940.

W: www.vandoren-en.com

Business Type: Manufacturer**Accessories****Velvet Distribution**

1079 Jardin Drive

Naples, FL 34104

Contact: Tyme Rogers,

Owner

P: (239) 877-7757

F: (239) 330-2856

E: velvetdistribution@comcast.net

W: www.velvetdistribution.com

Business Type: Wholesaler/Distributor**Amplifiers****Ventura Guitars***Exclusive Owner, Designer,**Importer and Distributor**for any Ventura branded**product*

4925 S. Meadow Ridge

Cir

McKinney, TX 75070

Contact: Tom Oliphant,

Owner

P: (817) 689-7732

E: venturaguitars@gmail.com

W: www.venturasound-ideas.com

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

Ventura

Plucked / Fretted Instruments: Ventura

Keilwerth

Woodwinds: Buffet,

Armstrong, Artley, Ge-

meinhardt, Vito, Jupiter

Percussion Instruments:

Ludwig, Vic Firth, Ross

Bowed Instruments:

Knilling, Scherl & Roth,

Hermann Beyer, Josef

Reiter, Lewis, Eastman

Strings, Glaesel, Paesold

Vermilion Audio

P.O. Box 15469

Long Beach, CA 90815

W: www.vermilionaudio.com

Business Type: Manufacturer**Pro Audio / Sound Reinforcement****Victoria Amplifier Co**

1504 Newman Ct

Naperville, IL 60564

W: www.victoriaamp.com

Business Type: Manufacturer**Amplifiers****Viscount International**

PO Box 633

Falmouth

Boston, MA 02541

P: (508) 457-6771

E: garyg@viscount.it

W: www.viscountinstruments.us

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tone.com

W: www.volumeandtone.com

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

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Fulton, KY 42041
P: (270) 241-0702
E: mail@walkerpiano.com
W: www.walkerpiano.com
Business Type: Manufacturer, Other
Keyboard Instruments

Walking Bird Publications
28 Westhampton Way,
#1688
Richmond, VA 23173
P: (800) 525-8247
E: sales@walkingbird.com
W: www.walkingbird.com
Business Type: Wholesaler/Distributor, Manufacturer
Retail Displays & Business Products / Services: Walking Bird Repair Tags, Forms, Promotional Items and Weatherproof Labels
Accessories

Warwick Basses, Amps & Rock 'n Roll
1000 Corporate Grove Dr.
Buffalo Grove, IL 60089
P: (800) 877-6863
E: usm.info@usmusic-corp.com
W: www.warwickbass.com
Business Type: Manufacturer
Amplifiers
Plucked / Fretted Instruments

Washburn Guitars
1000 Corporate Grove Dr.
Buffalo Grove, IL 60089
P: (800) 877-6863
E: usm.info@usmusic-corp.com
W: www.washburn.com
Business Type: Manufacturer
Traditional Folk Instruments
Plucked / Fretted Instruments

Watch & Learn, Inc.
2947 East Point St
Atlanta, GA 30344
P: (800) 416-7088
E: sales@watchlearn.com
W: WatchLearn.com
Business Type: Manufacturer
Print Music

WD Custom Pickguards
17570 N. Tamiami Trl.,
Ste. 1
North Fort Myers, FL

33903
P: (800) 449-9348
E: custompickguards@wdmusic.com
W: www.pickguards.com
Business Type: Wholesaler/Distributor, Manufacturer
Accessories: WD Custom Pickguards

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Contact: Dave Lewis,
Sales / R&D Manager
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F: (239) 543-5874
E: sales@wdmusic.com
W: www.wdmusic.com
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Business Type: Wholesaler/Distributor, Manufacturer
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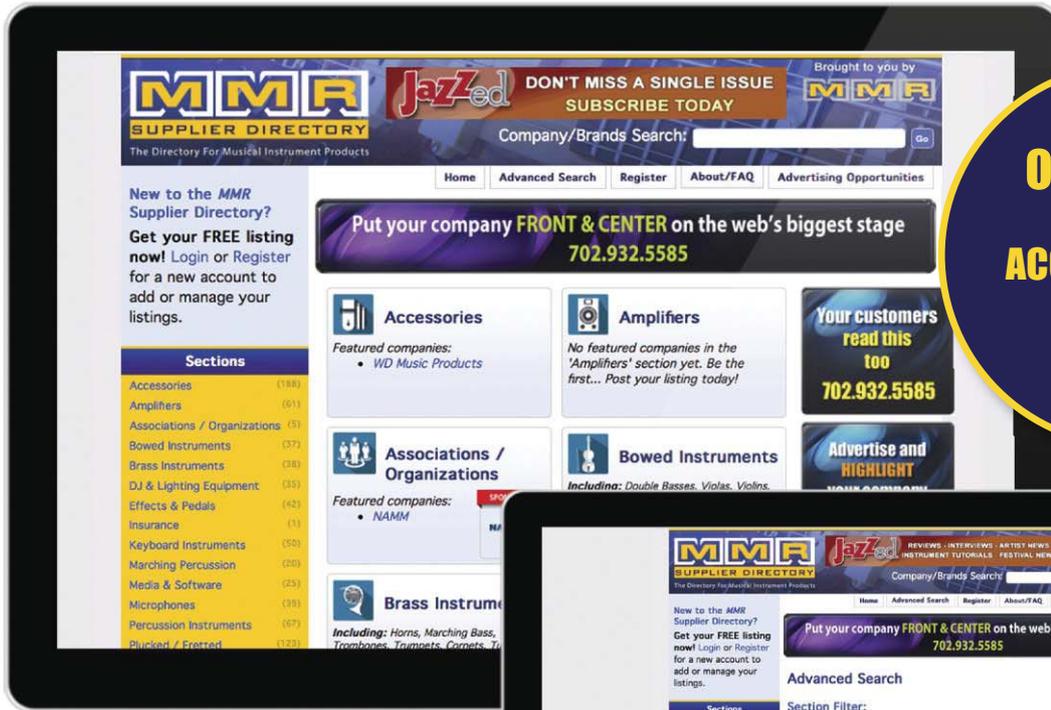
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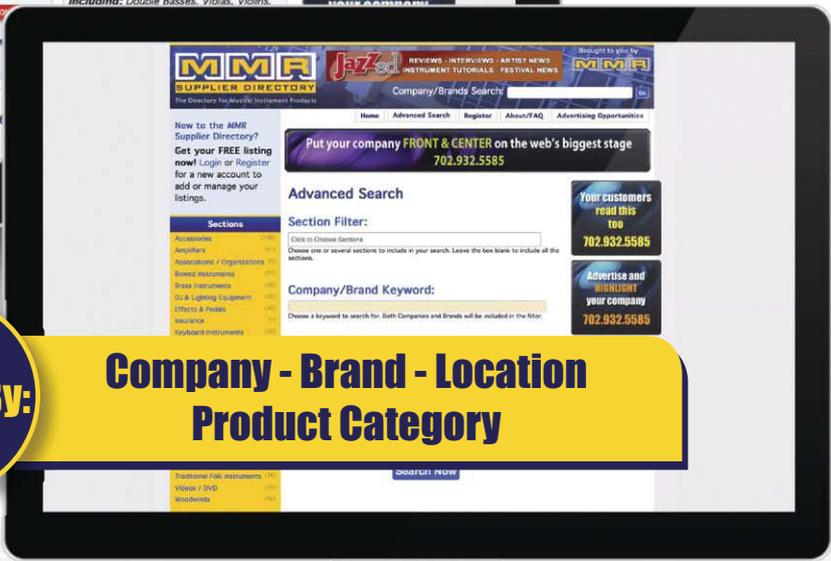
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By Dan Daley

Certifiable

A scene in an episode of the HBO series *Vinyl* likely had MI retailers laughing. James Jagger – yes, the son of Sir Mick – plays the leader of a punk band in New York circa 1973. He’s strumming a Les Paul in a corner of a nondescript music store as a second guitarist picks up his pattern from across the room on a Telecaster, its price tag dangling, and begins jamming. (We know this is not Manny’s because within seconds Stuart would have been yelling at them to knock it off or buy something.) When the Tele player asks the store clerk if he has one with a rosewood fingerboard, the clerk grumpily stalks into the back to search one out. Guitarist Number Two then bolts out of the story clutching the Fender, followed by Jagger and the Gibson.

Not too many MI storeowners, then or now, would have left a couple of unknown kids alone in the shop like that. However, MI retailers could already be feeling the heat from another kind of insidious situation related to theft, and this one’s not being perpetrated by some kids.

E.M.V.

U.S. retailers were supposed to have implemented the E.M.V. POS payment system as of October 1 last year. E.M.V., which stands for Europay, MasterCard, and Visa, the technology’s early advocates, embeds a microchip in the card that is putatively more secure than the easily accessed magnetic strip on credit cards. The chip reduces fraud because it contains a cryptographic key that authenticates the card as a legitimate bankcard and also generates a one-time code with each transaction.

It’s been slow going – according to a CardHub survey in March, 42 percent of retailers have not updated the terminals in any of their stores. However, aside from the cost of converting their POS systems to the E.M.V. technology, retailers are discovering another problem: every step of the E.M.V. system – each hardware terminal and each payment network, like Visa or MasterCard – has to be separately certified. To get that certification, businesses have to work with a highly constricted number of payment processors like First Data and Vantiv. The problem is that the certification process is backed up worse than airplanes over O’Hare in December. But without that certification, that investment in the new POS system is worthless.

Complaints have been coming especially from mid-sized retailers, according to the *New York Times*, which also points out that the same banks that process credit-card payment have significant equity stakes in those same certification service providers; for instance, Fifth Third Bank has an approximately 18 percent stake in Vantiv; Bank of America’s processing arm, Bank of America Merchant Services, is a joint venture between the bank and First Data.

Here’s where that October 1 conversion deadline becomes ominous. It was at that point in time that the onus of covering fraudulent charges shifted from the banks that processed the payments to the retailers who accepted them. It leaves small and mid-sized

retailers – like most MI stores – in the position of being on the hook for the kind of fraud that the big banks used to have to eat while those same banks, indirectly or otherwise, are now part of the problem that’s slowing the integration of the new payment system.

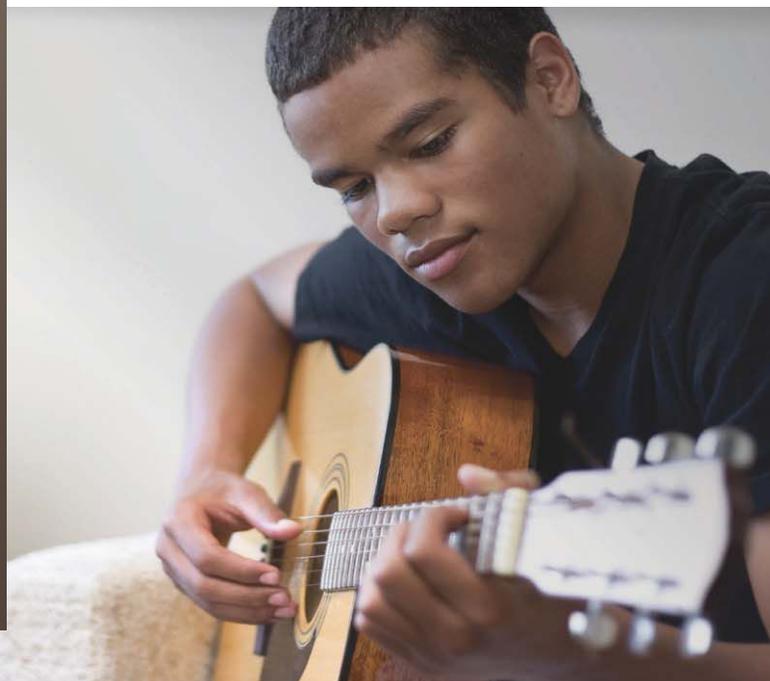
Real Costs

The costs are very real. A study released earlier this year, by IBM and the Ponemon Institute, determined that the average total cost of a data breach increased 23 percent over the past two years, to \$3.79 million, and that the average cost paid for each lost or stolen record containing sensitive and confidential information increased six percent, jumping from \$145 in 2014 to \$154 in 2015. The retail industry’s share of average cost increased most dramatically, from \$105 last year to \$165. The shift in payment processing, which will see its first full year of implementation this year, will likely see retailers’ share of that increase again.

There is at least one class-action lawsuit in motion at the moment, pitting retailers against banks and certification services, asserting that the major card networks have deliberately created impossible goals for merchants to achieve in a short period of time. Banks, however, contend that retailers waited until the last minute to make the switch to E.M.V., overwhelming the certification process. Assuming some validity in both arguments, the way forward for MI retailers is to acknowledge that payment processing has entered a fluid stage, which is ultimately good, because that’s where the fraudsters have always been anyway. **MMA**



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