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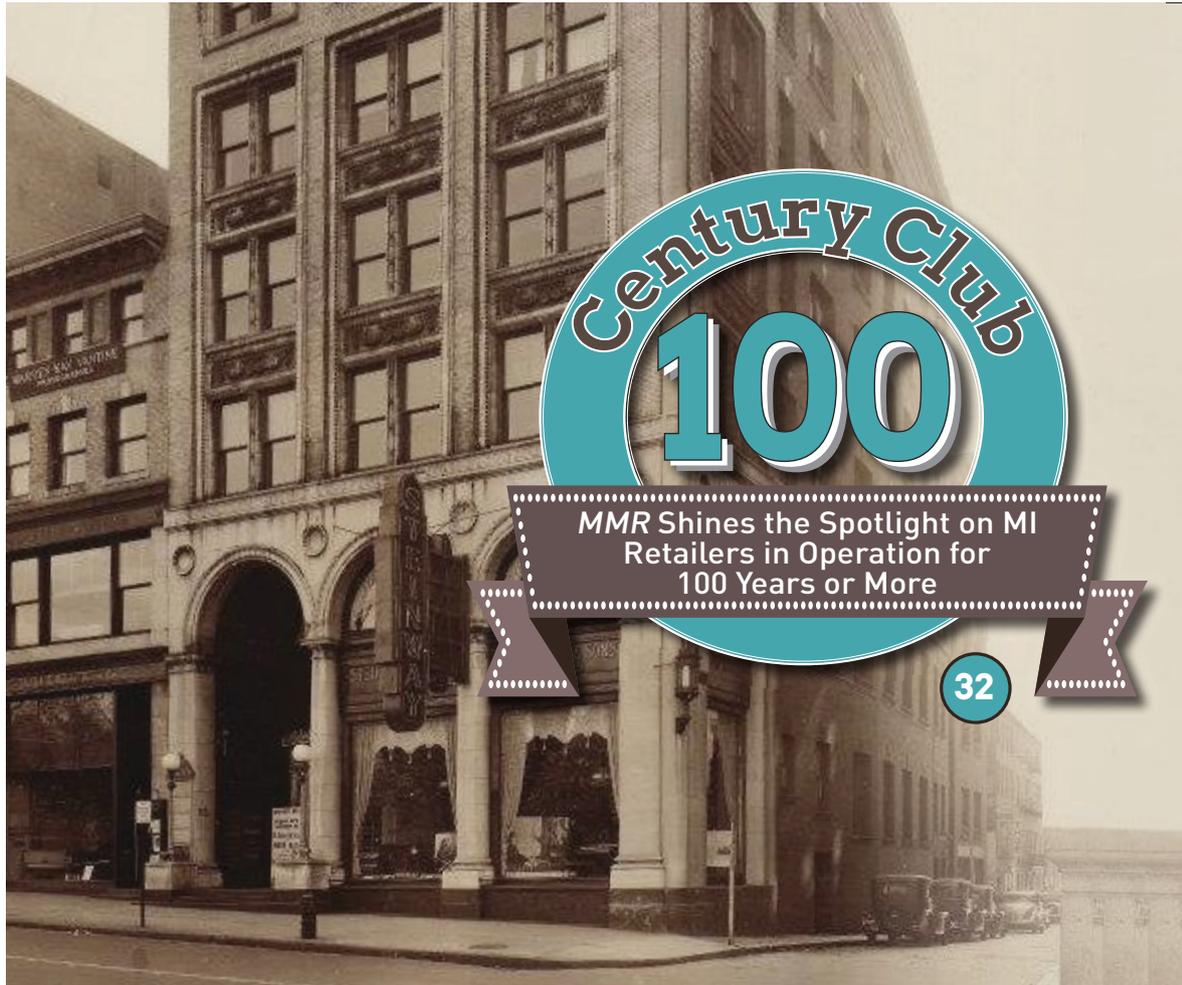
30

Show Report:
Musikmesse
2017



40

Small Business Matters:
Six Observations
About How Teens
and Trendsetters
Use Social Media



Century Club 100

MMR Shines the Spotlight on MI
Retailers in Operation for
100 Years or More

32



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JON HABER

Owner, Alto Music

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CONTENTS



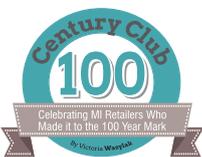
MUSICAL MERCHANDISE REVIEW

Vol.176 MAY 2017 No.5

FEATURES



30 Show Report: Musikmesse 2017
Numbers were slightly down from last year, but there still is a positive reaction to ongoing restructuring.



32 Spotlight: Century Club: Celebrating MI Retailers Who Made it to the 100 Year Mark
A look at the history of MI retailers who have survived and thrived for more than a century.



40 Small Business Matters: Six Observations About How Teens and Trendsetters Use Social Media
Menzie Pittman breaks down the best tips for mastering social media and how to use different platforms in your business.



42 53rd Annual Supplier Directory
MMR's annual comprehensive guide to companies, organizations, and other resources serving the needs of any retailer.

Cover Photo: Courtesy M. Steinert & Sons



“When I read the history of Griggs Music several key things stand out. The company’s owners have always had very strong principles. The Griggs family stressed doing the right thing, honesty, integrity and to always focus on the interests of the customer. It’s easy to say, but in my 42 years here, I can say that the family lived these principles on a day-to-day basis and we have strived to carry on this tradition.”

-Steve Judge, president, Griggs Music

COLUMNS

Editorial	4	People on the Move	28
UpFront	6	Show Report.....	30
Letters.....	12	New Products	41
SupplierScene	16	Ad Index	71
MMR Global	24	Classifieds.....	72
Trade Regrets	27	The Last Word.....	76

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Hat's Off to Our 'Century Club' MI Retailers!

Just as last May found us recognizing suppliers of musical instruments who have weathered changes in the market and popular culture, as well as personal challenges, in order to make it to the 100-year mark and beyond, this year *MMR* is shining the spotlight on dealers who have reached that same milestone.

As anyone reading this is no doubt personally aware, fielding a brick-and-mortar retail operation of any type is a struggle – and a musical instrument store could be fairly described as a more precarious venture than most. In addition to anticipating and reacting to trends in popular music, navigating

“A musical instrument store could be fairly described as a more precarious venture than most.”

through uneven economic times, and targeting the needs of specific communities, MI stores have to contend with the reality that instruments and related gear represent “luxury” purchases – entertainment, not essentials. While many musicians of all types and skill levels (myself included) might express and genuinely feel sentiments such as, “I couldn’t live without playing!” if it comes down to paying the grocery bills or buying a new amp, very few will opt for the latter.

Then there are the challenges more unique to present (and recent) times. “Digital sales are growing – quickly,” noted Rachele Bergstein in a *Forbes* article from January of this year. “Over the next several years, digital will continue to take market share from physical stores.” Successful, forward-thinking MI businesses are upping their own e-commerce abilities to augment the in-store experience, but there’s no question (and, again,

it’s not news to any *MMR* reader) that the threat from Internet sales is real and considerable.

Additionally, retail consolidation and the continued growth of big-box competition is another reality to contend with. While savvy MI dealers find ways to offer services and products that differentiate their stores and appeal to consumers even when a mega-musical instrument store moves into the neighborhood, there’s no arguing the fact that plenty of longtime operations shutter their doors for good or become absorbed. Anecdotally, on the block where I used to

do all of my own shopping (the area around Berklee College of Music) there were – not so long ago, either – no fewer than three independent MI stores and another two outlets representing small, local chains. Now there’s one GC, and that’s it. That small MI operations struggled (and failed) to exist within a few feet of literally 4,500-plus musician-customers speaks volumes.

All of this makes it more than impressive that the music stores outlined in our “Century Club” feature have stood the test of time for so long. Many congratulations to each and every one of them and we wish them – and all of you – continued success and best of luck!



Christian Wissmuller
cwissmuller@timelesscom.com



by Christian Wissmuller

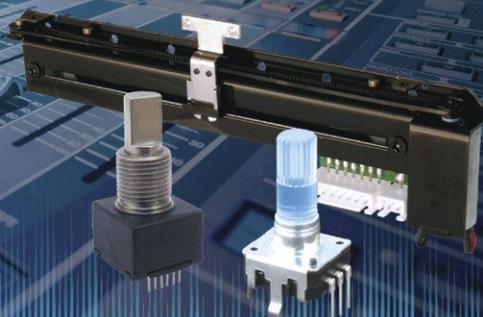
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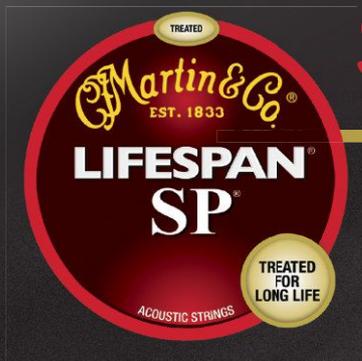


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Industry News

2017 Marks 20th Year of Hal Leonard Winona State University Scholarship

In 1997, Hal Leonard worked with Winona State University to create a scholarship that would honor their founders, the late Harold "Hal" Edstrom, Everett "Leonard" Edstrom, and Roger Busdicker.

All three of the men attended Winona State University (then known as Winona State Teachers College) and while in school formed the "Campus Kings Band." After graduation, both brothers began their careers as school band directors (Harold began his teaching career right at his alma mater) and found they had a flare for arranging popular music of the day. Other band directors started asking the Edstroms for their arrangements and that began their journey into music publishing.

To date, the Hal Leonard Edstrom and Busdicker Families Scholarship fund has awarded 128 individual scholarships. Awards are provided annually to full-time students who have a declared major in the Music Program. In addition to scholastic requirements, the students must also show ability and promise in the field of music. A faculty committee within the Music Department chooses the recipients.

"We couldn't be prouder of the fact our founding fathers were band directors and music educators," said Keith Mardak, chairman at Hal Leonard. "We are happy to keep their legacy alive at the school where it all began."



Harold "Hal" Edstrom and Everett "Leonard" Edstrom

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

The Parnelli Awards to Relocate to the 2018 NAMM Show

NAMM and Timeless Communications Corp. (TCC), publisher of *Projection Lights & Staging News (PLSN)*, *FRONT of HOUSE (FOH)*, *Musical Merchandise Review*, and *Stage Directions* have formed an alliance to serve the live event production community at The 2018 NAMM Show, the organization's annual tradeshow in Anaheim, California (January 25-28). As part of the agreement, TCC will bring its premier award show for the live production community, The Parnelli Awards, to The NAMM Show, creating a one-stop event for industry pros.

"With our shared passion for music, we believe that the live event and production professionals are kindred spirits with the manufacturer, distributor, and retail members of NAMM," said Joe Lamond, president and CEO of NAMM. "And at the Awards, we could not be more excited to celebrate the accomplishments and contributions of the many live production professionals and companies. We look forward to welcoming this community to share in the career enhancing networking and education opportunities, and of course, to experience the amazing new sound and lighting product introductions on The NAMM Show floor."

The annual Parnelli Awards recognize pioneering, influential professionals and companies, and their contributions to the live production industry. Founded in 2001 and named after industry luminary Rick "Parnelli" O'Brien, the awards bring together the live entertainment community in a vibrant annual gathering to recognize the best-in-class across 22 different categories such as "Lighting Designer of the Year," "Sound Company of the Year," and "Rigging Company of the Year," and the coveted "Lifetime Achievement," "Visionary," and "Audio Innovator" awards. Past recipients include Greg Mackie (Mackie Designs, LOUD Technologies), Richard Fernandez (tour manager for The Eagles, Tom Petty, Bob Dylan, etc.) Danny O'Bryen (Screenworks co-founder), John Meyer (Meyer Sound Laboratories), Pat Quilter (QSC Founder/Quilter Amps), and many others. Notable musicians,



among the likes of Tom Petty, Brooks & Dunn, Kenny Chesney, Todd Rundgren, Paul Anka, Adrian Belew, and others have also participated in the awards to honor the professionals who make live production possible. The Parnelli Awards will relocate to The NAMM Show from Las Vegas and will be held on

Friday, January 26 at the Anaheim Hilton Hotel.

From school band concerts, to houses of worship, to the largest tours and festivals, seemingly every music event today has a sophisticated element of production in it, and The NAMM Show has evolved to reflect this, growing from its original gathering of 52 piano dealers in 1901 to become the stable, reliable business platform for the global music, sound and entertainment technology products industry. For industry professionals who make their living using these products, the show has become the crossroads of the music ecosystem and the hub for industry-leading professional development. With the expansion of the Anaheim Convention Center in 2018, The NAMM Show will be able to meet the demand coming from these sectors as a event where industry pros can expect to benefit from robust professional development and education opportunities, as well as numerous networking events on the trade show floor.

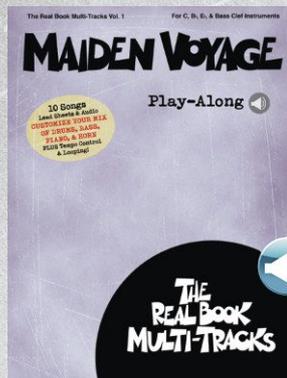
"Finally, the entire performance/production community will be together under one roof," remarked Terry Lowe, President of Timeless Communications, Corp. "We are committing all our resources behind this to ensure this partnership's success. And this is an especially great move for the Parnelli Awards. As we've watched it grow in stature and prestige over the years, we've known it deserves a more fitting place, and there is no other than NAMM. This move allows us to take the show to the next level."

The NAMM Show will be held January 25-28, 2018 at the Anaheim Convention Center. Learn more by visiting NAMM.org

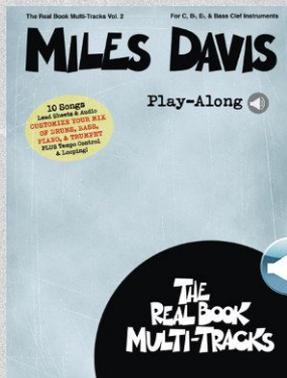
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3. ALL BLUES PLAY-ALONG
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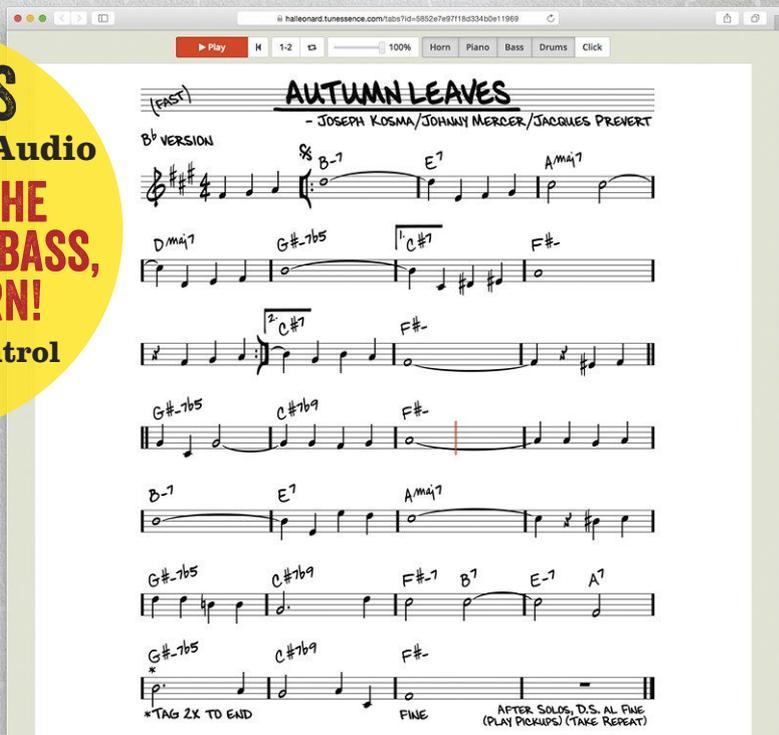


4. CHARLIE PARKER PLAY-ALONG
 Anthropology ■ Blues for Alice ■ Confirmation ■ Donna Lee ■ K.C. Blues ■ Moose the Mooche ■ My Little Suede Shoes ■ Ornithology ■ Scrapple from the Apple ■ Yardbird Suite.
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Chauvet Celebrates New Facility in Mexico

Chauvet Mexico had a lot to be happy about when it celebrated the grand premiere of its new office, warehouse, service center, and showroom facility recently.

The company has been busy meeting the rapidly increasing demand for its products among dealers and rental houses.

Albert Chauvet, CEO of Chauvet, expressed his gratitude for these accom-

plishments to Carlos Zamora de Martino, general manager of Chauvet Mexico, and the entire Chauvet team at the ceremony. "The hard work, enthusiasm and talent that so many people have devoted to Chauvet Mexico has been remarkable," he said. "We know that the tremendous results that we have achieved in Mexico the past year could not have been possible

without contributions from so many people, and we deeply appreciate their efforts."

Over 100 assembled guests representing dealers and production houses joined Albert and Berenice Chauvet at the grand premiere festivities, which featured a buffet dinner, speeches and DJ entertainment.

Another highlight of the evening were two lightshows: one from Chauvet Professional, designed by well-known LD "Chucho" Guevara, and the other from Chauvet DJ, designed in house. After each show, guests were invited to interact with the designers and have individual fixtures that were used in the show run independently.

"The shows were not only entertaining, they were a great learning experience," said Berenice Chauvet, vice president of Chauvet. "Most importantly, this event was about people. Seeing the quality of the people at Chauvet Mexico and the quality of our customers, we can't help but feel good about our future in this wonderful country."



Carlos Zamora de Martino, General Manager of Chauvet Mexico, Daniel Pérez Carrillo and Alma Delia Reyes Villegas of Kassthelm, Albert Chauvet and Berenice Chauvet at the grand premiere ceremony.

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Klotz Appoints Forward Tech U.S. as Partner for the U.S. Market



Henry Ramos
effect.

Klotz Communications has announced the appointment of Forward Tech US as its new partner for the U.S. market. The appointment is with immediate

effect. The New York-based company Forward Tech US is ready to offer guidance for upgrade or replacement of existing Klotz products, commissioning services, technical support, and sales of new equipment.

The G2 audio and DSP engine and its interface cards are compatible with older generation VADIS technology. It can be combined and controlled by third party products such as the Grass Valley Ignite television system, and saves valuable control room space, as it can also operate without a console.

With the launch of the DC 3 console and the new DX interface devices, as well as the G2 audio engine, Klotz Communications has a complete suite of products for its radio customers, which are backwards compatible with VADIS systems, and allow a seamless and gradual upgrade of existing systems without the need for large capital expenditure. The DC 3 control surface allows an in-situ replacement of older DC 2 surfaces, and the DX interfaces take care of the upgrade from IPX/SPX networks to the TCP/IP protocol.

"We are proud to be announced as the new partner of Klotz Communications for the U.S. markets. Klotz Communications stands for reliable and innovative thus cost-efficient products for the audio and broadcast industry. The great reputation and the future-proof design of Klotz products makes us sure to look forward to a successful future." said Henry Ramos, president of Forward Tech US.

SLM to Distribute Warwick Music Group Instruments

St. Louis Music (SLM) has entered into a new partnership with Warwick Music Group and will be distributing its complete range of award-winning instruments in North America.

Warwick Music Group is the maker of the pBone, the best selling trombone on the market over the last few years. WMG also manufactures other quality plastic instruments like the award-winning pTrumpet, and the beginner's pBuzz.

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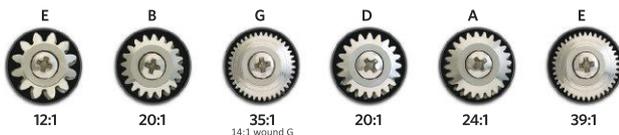


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"Very smooth movement, built like a German watch. The more I use them, the more intuitive they become" Jay Carroll - Guitar Repair

"I give these tuners a 10 for awesome design, easy installation and great performance." Diego Chavez - Guitar Tech

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Heid Music Gives \$20,000 Boost to Wisconsin School Music Programs

Heid Music provided a \$20,000 boost to Wisconsin school music programs in March with its sixth annual Music in our Schools Month giveaway, The Big 10+ Contest, and inaugural Music Matters Initiative, a donation-matching program.

The Big 10+ Contest awarded musical prizes valued at more than \$10,000 to 17 schools. Prizes included instruments and accessories, sheet music, a digital piano, a band clinic and concert, and other music gear and equipment. Entrants representing 58 schools in Northeastern, South Central and Central Wisconsin submitted photos, or shared them using #big10music, showing what music education meant to them and their school. They then solicited votes for their photos.

Heid Music's Music Matters Initiative generated more than \$10,000 of funds to benefit 61 different school district music programs. The company matched tax-deductible cash donations with in-store credit that the districts can use towards products and Heid Music services.



"We are thrilled with the success of this year's Big 10+ Contest and Music Matters Initiative, and are extremely proud to be able to support so many school music programs across Wisconsin," said Todd Heid, owner of Heid Music. "The entire Heid Music team thanks everyone who participated in our giveaway and who donated to support music in our schools."

The Big 10+ Contest was made possible with the generous support of the following partners: ACE Products, Alfred Music, American Way, Cannonball Musical Instruments, Connolly, Conn-Selmer, Cordoba, D'Addario, Dansr, Eastman Music Company, Hal Leonard, KHS America (Hohner and Jupiter), The Music People, Yamaha Digital Pianos, and Yamaha Band & Orchestra.

Korg USA Announces New U.S. Merchandise Sites for Korg, VOX and Blackstar

Korg USA has developed new consumer merchandise sites exclusively for the American market for Korg, VOX and Blackstar.

The official sites all offer branded items including t-shirts, hooded sweatshirts, caps, messenger bags, and other unique accessories.

"We've revamped our past merchandise site to reflect a more diverse style," states director of technology brands at Korg USA, James Sajeve. "Fans will notice there is a nice variety of contemporary designs, as well as a shout out to some of our more vintage products, such as Dr. Korg. We wanted to create a site where there was something for everybody and I think we've achieved that for our consumers," Sajeve continues.

The VOX and Blackstar sites come at an appropriate time as both brands are celebrating impressive milestones this year. Blackstar is celebrating its 10th anniversary, while VOX is celebrating its 60th. To celebrate the 60th anniversary of the iconic brand, limited edition t-shirts will be available. RightOn! guitar straps have designed limited edition VOX-branded 60th straps and Dean Markley has created VOX 60th anniversary guitar strings. The 60th branded materials will be available throughout 2017.



Letters



Mr. Wissmuller:

So glad to read your recent editorial in the April 2017 edition of *MMR*. The green emphasis is a breath of fresh air, no pun intended.

By no means a millennial at 61, but do have many of them as customers, running the busiest guitar repair/mod shop in Tallahassee, FL (also handle all major repairs for the local GC). The younger generation of my clientele is concerned about the environment and for good reasons. There is actually no issue of greater importance, and many will admit this when discussed. After all, if we do not act now, we will not even have a planet on which to enjoy our musical instruments. And, there will be no one to play them with the extinction of our species, once global warming has destroyed our ecosystem dependent food chain.

Keep up the good work!

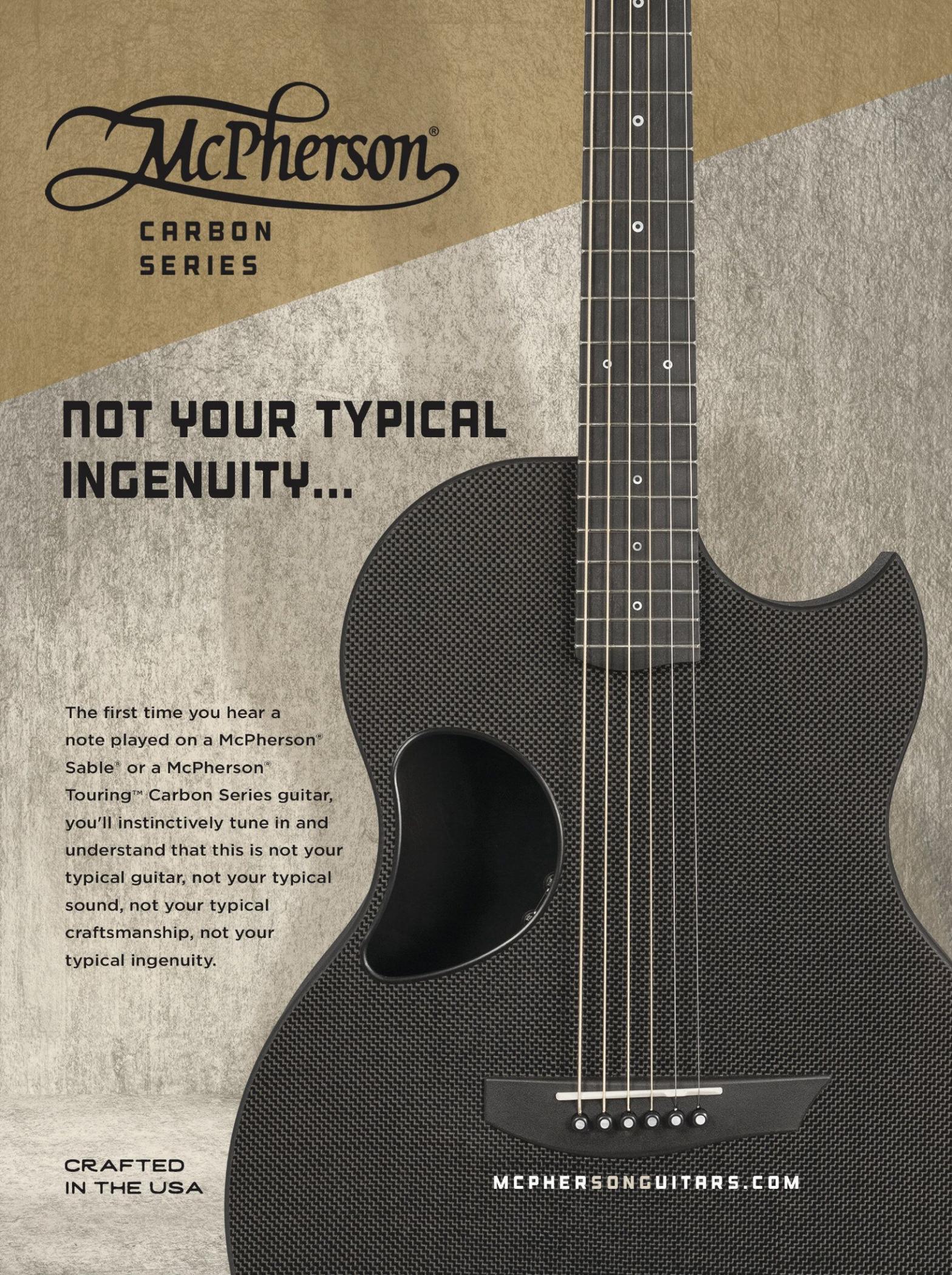
Gary Hudson
Folkstone Guitars, Inc.

Hi Chris,

I just could not resist commenting on your Green editorial. It is a noble thing to Go Green and to support the idea. However, those who you say are supporters of Going Green are saying the exact opposite when it comes to online ordering. It was interesting that you referred to Amazon. My guess is that Amazon has to sell Going Green because of the increased use of shipping material required to service a generation of online shoppers. This is the exact opposite of saving the Earth. I believe that a whole lot less shipping material and fossil fuel is used when more products are located in a centrally available location for pickup. So save the trees and use recycled paper so that the savings can be used in the boxing, packaging and shipping material.

Anyway, just had to say something.

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Retailers Gather in Phoenix for 2017 NASMD Convention

Attendance was bubbling under 400 at The National Association of School Music Dealers (NASMD) Convention this year, since the gathering was competing with Musikmesse in Frankfurt, in terms of dates. However, this year's event, held just out-

side of Phoenix, Arizona at the Sheraton Wild Horse Pass Resort and Spa in Chandler, did welcome over 70 first-timers. Attendees enjoyed a cameo appearance at the opening night party by good friends, NASMD past president Dave Teeple and his wife, Barb, retired from Port Huron Music and now living in Arizona. Also on hand were retired past president Paul Heid and his wife Carol from Heid Music. The Summerhays family of Summerhays Music was also very well represented in Chandler.

spoke about working with the millennial generation and their session was standing room only. Opening keynote speaker Sir James Galway was unable to make it to the convention at the last minute, but he face-timed in on the big screen and it was a huge hit! His wife Lady Jeanne Galway was there in person.

Sharon Knepp of Gemeinhardt and Rick Young of Yamaha were celebrated on the occasion of their retirement.

Legendary band leader and still a trumpet virtuoso at age 90, Doc Severinsen was the closing keynote. He shared stories of how he got into the business, and his views on what it might take to increase the number and quality of school band programs – it depends on parents' support, and teacher training.

Weather was characterized by beautiful, warm (very warm) days and cooler evenings. The closing night party featured some cowboy games and racing mini-pot belly pigs, and 2015-2017 president Rosi Johnson handed over

the reins of leadership to Mike Meyer, Meyer Music, Blue Springs, Missouri.



Doc Severinsen signing autographs

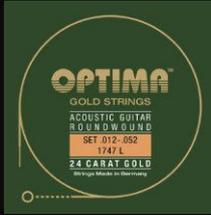


Beth Houlihan of Kidder Music with Sharon Knepp of Gemeinhardt

The sessions were well attended and received positive reviews. Standouts included Scott Lang and Eric Booth, who spoke about the El Sistema program and how it is spreading around

the world and changing lives. Member presenters CJ Averwater and Ryan West

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Supplier Scene

Yamaha "Mad T Party" Guitar Auction Raises \$9,000 for Music Education

Yamaha guitars used in the live "Mad T Party" show at Disney California Adventure were auctioned off in March to raise money for the music education programs in the Anaheim Elementary School District (AESD). The auction raised \$9,000, which was used to purchase 40 instruments for the AESD, including trumpets, clarinets, and flutes.

Of the eight guitars used in the live show, four Yamaha Pacifica models and one bass model BB1024x were auctioned off. All of the instruments featured a graphic of the Dormouse character from the live-action "Alice in Wonderland" movie.

"We thought auctioning the guitars would be a good way to help get musical instruments back into some of the schools and get more visibility of the needs of school music programs," says David Jewell, the marketing communications manager at Yamaha Corporation of America. "With Disneyland and Anaheim in our backyard, it made sense to donate the \$9,000 to their school district's music education program."

Jewell says that none of the Anaheim Elementary schools had music programs three years ago. In 2017, half of the 24 schools have full-time music teachers and full programs, and the money raised from the Yamaha auction will be used to expand music education at all 24 of the schools.

"Studies repeatedly show that when children are exposed to music in school, all their subjects will improve, leading to a better academic experience," Jewell adds. "Yamaha has always been a leader in music education and it is personally gratifying to help further that mission in the Anaheim schools."

www.yamaha.com

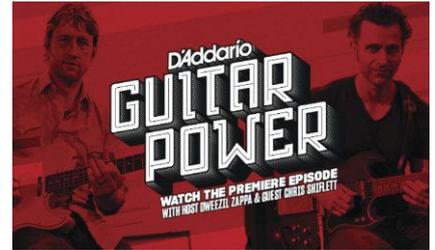
D'Addario Announces Third Season of 'Guitar Power'

The third season of "Guitar Power" by D'Addario premiered on Tuesday, April 18 with new host Dweezil Zappa, exclusively with Ultimate-Guitar.com.

Guitar Power is the first flagship series to discuss what is new and next in sound, style and technique for guitarists. Different esteemed guitar players come on the show as guests to chat about their careers and how they believe the guitar's role has changed in modern music.

"I see 'Guitar Power' as the appetizer course for a great meal," Zappa said. "Growing up as a guitarist I was always curious about how other guitarists developed their own styles and techniques. After 3 decades of playing I'm even more curious and fascinated by this creative process. I love that 'Guitar Power' exists as a vehicle to shine a spotlight on this process and I wish it was around when I first started learning to play. As a viewer of past seasons, I have found myself intrigued and inspired to find out more about each of the guitarists that have been featured."

While Chris Shiflett (Foo Fighters, solo)



is the first guest of the season, other 2017 guests include Wayne Kramer (MC5), Wayne Krantz, Elliot Easton (The Cars), Zane Carney, and Frank Gambale.

"When I was asked to become the host of the show, I was very excited to have the opportunity to continue this tradition," Zappa added. "I have a genuine enthusiasm for sharing guitar playing knowledge. Ultimately, I hope to be able to help make the show relatable to non-guitarists as well, by demystifying musical and technical terms with simple translations and a bit of humor. I feel like it's destination viewing - it opens a portal in your mind that exposes you to unique information and spontaneous musical moments from emerging and established players. I find that to be inspirational."

www.daddario.com

Perrico Creates Signature Horn With Phaeton

Trumpeter David Perrico has introduced his new Las Vegas signature trumpet and flugelhorn. Perrico demonstrated the range and power of his signature horn on April 15 at a product presentation at Family Music Center in Las Vegas.

Joined by his jazz combo, the Pop Strings Orchestra, as well as sales representative Pat Emmett, Perrico was able to show off his new trumpet from Phaeton horns.

"It took a lot of work with the factory. They had to bring in new materials, train new people on how to make the horns; it was at least a year-long process. From the time Dave signed off on the design, it was at least 12 months before the trumpet could actually be produced," Emmett said.

The process for making the new horn started when Perrico came to Phaeton president Pete LaPlaca with the concept of a "commercial style" advanced trumpet design. Named the Las Vegas series, the PHT-LV 1200 trumpet and the PHTF-LV 2900 flugelhorn debuted last year at NAMM. The models boast a unique conical large



bore design ranging from .460 to .470, solid bracing, short-throw pistons, and a rose brass alloy.

"It was designed to meet the demands of the commercial trumpet player in the sense that as a trumpet player, you are in many different performance settings within the Las Vegas entertainment venues," explained Perrico. "The horn is designed to excel in the typical performance environments unique to Las Vegas... big stages, huge concert halls, high volume showrooms, lounges, ballrooms, outdoor venues etc."

The retail price for the Phaeton Las Vegas Trumpet is \$3,250, which includes a complimentary all-leather gig bag.

www.phaetontrumpet.com

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Evans and Promark Announce BYOS Tour Dates

Evans and Promark by D'Addario have announced the dates for BYOS' clinician tour taking place across the United States at participating Guitar Center locations.

BYOS (Bring Your Own Style) consists of Ralph Nader and Harvery Thompson, a drumming duo from Brooklyn, New York who have become YouTube stars with their drum covers of popular songs. With all eyes on them, the two utilized the

platform to create the BYOS movement, an all-inclusive community of drummers performing their favorite songs and incorporating new drumming compositions and showmanship techniques..

Promark manufactures BYOS' best-selling signature drumsticks, named the BYOS Showstyle Marching Hybrid Snare Stick. The sticks were engineered in collaboration with BYOS and feature a medi-



um taper and large round bead to provide the necessary output volume needed for the marching activity. The duo has also released a translation of the 26-letter alphabet into drum rudiments.

MONO Launches Direct Dealer Program in U.S.

MONO has announced that it will distribute its full line of cases and accessories directly to music dealers across the United States. Approved dealers will have access to the company's instrument cases and accessories, including MONO's new range of pedalboards, which launched at NAMM 2017.

In 2016, MONO was acquired by BandLab technologies and now has the ability to manage the distribution of their products directly.



"We are proud to be launching a direct dealer network, which will allow us to build deep and meaningful relationships with the dealers who are best positioned to help grow the MONO brand in the USA. We would like to thank KMC for their expert handling of our retail business and we are pleased to be ending our partnership on good terms. We are extremely proud of the growth and success we experienced together with KMC during our partnership," said Meng Ru Kuok, the CEO of BandLab Technologies.

www.monocreators.com

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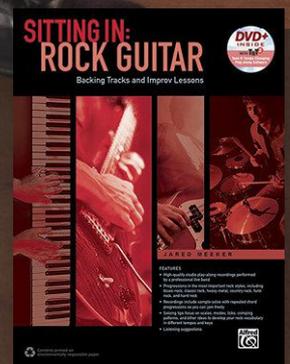
First Concert Experience: Queen, 1982



These books are so cool. I can't always play with a band so these books bring the band to me. I'm able to practice guitar with the same energy as if I was in the band. The recordings feature some of today's hottest players in full performance and minus-one mixes. The TNT 2 software lets me practice at my own pace by letting me slow down tracks, loop sections, and isolate parts.



alfred.com





Sennheiser Recognizes TMP-Pro as Distributor of the Year

On March 10, 2017, Sennheiser USA presented TMP-Pro Distribution with the 2016 Professional Systems Distributor of the Year Award. Both Michael Cleary, Sennheiser USA area sales manager, and Chris Clay, director of sales for Sennheiser USA, attended the event to present the award to the TMP-Pro Team.

"Sennheiser is proud to name The Music People our 2016 Distributor of the Year," Chris Clay explained. "The award recognizes outstanding sales, service and representation of the Sennheiser Brand and TMP is more than deserving. As we close in on 30 years of partnership, we are appreciative of the past and excited for the future. We look forward to many more years of continued success. Congratulations to The Music People!"

In a statement from TMP-Pro, the company says they are proud to receive this recognition and look forward to continued success with this premium brand.

Sabian's Meet the Masters Tour to Provide Live Cymbal Making Demos

Sabian has announced a cross-continent Meet the Masters tour that will bring on-site cymbal making to 22 locations in North America. The tour begins in Tacoma, Washington on May 25 and runs through July 15, where it ends in Quebec City. Attendees can see over 50 one-of-a-kind prototypes and on-site cymbal making, as well learn more about cymbals, Sabian, and making the perfect cymbal set.

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Collins Receives Distinguished Service Award

Denise Collins, the regional sales manager (Northeast) of J.W. Pepper, was awarded with the NYSBDA (New York State Band Directors Association) Distinguished Service Award to recognize the work J.W. Pepper has done for the New York State Band Directors Association's Summer Conference. Collins and her team at Pepper added score booklets for directors to take home during the NYSBDA's

Summer Conference.

"Denise's integrity has made a valuable impact on the lives of music teachers," says Linda Schmidt, vice president of regional sales. "She is a humble and dedicated leader that puts her heart into everything she does for her customers. Thank you NYSBDA for recognizing her accomplishments."

Collins' background in music includes



studying trumpet, music education and arts administration at Michigan State University, as well as teaching general music, band and choir. She has been working for Pepper for 14 years and has been regional sales manager (Northeast) for six years.

Ten Reasons Why Dakota and Phaeton Are These Artists' #1 Choices

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D'Addario Sponsors Recycling Events to Celebrate Earth Day

D'Addario sponsored up to 50 free Recycle and Restring events across the United States in celebration of International Guitar Month and Earth Day. After debuting Playback, D'Addario's industry-wide guitar string recycling program, the company extended the program to up to 50 locations this April. Players brought old strings to participating dealers for recycling and had their instruments restrung with D'Addario NYXL or Nickel Bronze Acoustic strings at no cost. During the event, D'Addario also accepted old strings from other brands to recycle.

Playback started in 2016 as a part of D'Addario's Players Circle loyalty program, which rewards members for recycling their strings and gives them points that can be redeemed for new accessories like picks and guitar strings. Because municipal recycling systems in the United States do not accept instrument strings, Playback provides an important role in recycling metal.

In addition to Recycle and Restring, D'Addario has also worked to create environmentally responsible packaging and has started tree re-planting programs.

"In many ways, this program speaks to D'Addario's commitment, not only to its loyal players and social responsibility, but also to its mission of building an ongoing, self-perpetuating cycle of music," says company CEO Jim D'Addario.

www.daddario.com

Moogfest Reveals Final Additions to Festival Lineup

Moogfest has announced the final additions to the 2017 festival lineup, prominently featuring artists like DJ Premier, Zola Jesus, King Britt, Jana Hunter, Baltra, IDEO, Modular on the Spot, and Durham music collective The Floor.

Zola Jesus will be performing songs from her unreleased fifth studio album, *TAIGA*. Both King Britt and Baltra plan to perform DJ sets to impress with their track selection and production expertise.

Some of the artists participating in Moogfest 2017 also appeared at the festival last year, but Moogfest has encouraged them to contribute in new ways. For instance, design firm IDEO will be offering workshops on sound machines, whereas last year, they created a sound installation to present at the festival. Similarly, Jana Hunter (Lower Dens) hosted a conversation with Laurie Anderson last year, but she will be performing a late night DJ set instead at this year's festival.



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Much like last year, Moogfest has also partnered with local collective The Floor to create an after party lineup that includes North Carolina talent, including DJ Bosslady, Andrius, Sound Resurgence, Ladyfingers, 3ZKL, and Strider.

The full list of participants includes DJ Premier, Zola Jesus, King Britt, Jana Hunter, Baltra, IDEO, Modular on the Spot, DJ Bosslady, Andrius, Sound Resurgence, Lady Fingers, 3ZKL, Strider, Virginia Tech ICAT, ONO, Brandon Stosuy, Elliot Inman, Johnny Turpin, Krista Anne, Fannie Mae, Frankie Hutchinson, Hisham Bharoocha, Joseph Murray, Marshall King, Valencia Wood, Elizabeth Traina, Zena Loxton, Jessica Collette, Raj Bhakta, Senator Jaiz, Give a Beat, Armida Ascano, and Pierce Freelon.

www.moogfest.com

Music & Arts Offers Free Workshops for Piano Instructors

Music & Arts has teamed up with different music publishers to create a new program of piano workshops from May to September 2017. All the workshops are free of charge with reservation, and co-sponsored by Alfred Music, Hal Leonard, Kjos Music, and Willis Music, among others.

At these workshops, attendees can learn the latest teaching techniques, discover new motivational or efficient practice strategies, gain new insights from experienced educators, win prizes, receive discounts on sought-after materials, and meet authors of their favorite publications.

These half-day events are run by seasoned clinicians who specialize in piano pedagogy to offer an affordable way for educators to network and learn more in a way that fits into their schedules.

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by Ronnie
Dungan

Much at Steak

ADG Adds Peterson to Growing Range

Audio Distribution Group (ADG) has added exclusive distribution of Peterson Tuners and Metronomes to its brand portfolio in Europe.

Peterson products feature its Sweetener pre-sets a system of preset tuning offsets that have been designed for specific instruments and the BodyBeat series of tactile metronomes and accessories.

Peterson VP of sales Pat Boventer commented: "We are very happy to work with Audio Distribution Group and their experienced team to provide our brand to European dealers quickly and conveniently. ADG's background, knowledge and high level of customer support are right in line with what Peterson has provided for nearly 70 years".

ADG CEO Steve Russell added: "Peterson has been a favourite brand of ours for some time and we are extremely proud to have the opportunity to represent these exceptional products in Europe. We're sure that all current Peterson retailers will continue to enjoy their success with the brand, while both existing and new dealers alike will appreciate the flexibility, availability and support of European based supply".



Did you know that it is possible to make a steak using a 3D printer? Not just a lump of "stuff" that tastes like a steak in the way that say, Quorn, is "stuff" that tastes (a bit) like chicken, but an actual steak, indistinguishable from one that you have to murder a cow for.

In fact, they have been able to do that for at least three years now. So they can probably print an actual cow by now. Artificial meat raises an interesting ethical conundrum for vegetarians, but actually, it's pretty straightforward if you are doing it because you are taking a stance against murdering animals. Nothing died, ergo, you can eat it. Which is pretty "disruptive," as they like to describe such things these days.

Moreover, it is also possible to print human organs for transplant purposes, which goes beyond incredible when you think about it.

And if that doesn't blow your mind completely, how about 3D (actually it's 4D) printed flat pack furniture that builds itself? Now we're talking, right? No more Saturday afternoons spent swearing at an allen-key when you could be doing something a lot more interesting instead.

Of course, these days guitars and other instruments are already being made using 3D printing, as pretty much anything can be. How they compare to the traditionally

made product is another discussion.

It's this kind of future-gazing, forward-thinking technology that you tend to come across at industry gatherings in all sectors. It's because the potential for these products and for how manufacturing can change and change utterly (to borrow from Yeats) means they apply to just about every market.

Recently I had a glimpse of the always innovative and always plotting and scheming (and not paying enough tax), Amazon's latest innovation – Amazon Go.

With Amazon Go you simply go into an Amazon store, swipe your phone to register your presence, take what you want off the shelf and leave. No tills, no payment and very few staff to boot. Brilliant. Unless you need a job. And it sounds like a game-changing, disruptive (there it is again) threat to how retail transactions currently work.

Which it is, but if is the direction that large retailers want to go, it also presents a huge opportunity for indies and specialists to offer the one thing you can't manufacture, can't print, but that people actually want – customer service, advice, expertise, and human interaction. In short, other people.

You might be able to print individual bits, but you can't print a whole human. Not yet, anyway.

First U.S. Deal for Los Cabos

Canadian percussion brand Los Cabos Drumsticks has signed its first US distribution deal with Big Bang Distribution.

"This is a good fit for Los Cabos," said Los Cabos' founder and company president, Larry Guay. "Bob Kasha and his team over at Big Bang specialize in percussion and this is exactly what we have been looking for to enter the U.S. market."

Over the past five years the company has made several inroads in percussion markets worldwide securing distribution throughout South America, Europe, and Asia. A 2010 agreement with Canadian distributor Yorkville Sound helped attract national attention to the company's diverse product line placing Los Cabos Drumstick among the top five selling brands in the country.

Los Cabos Drumsticks is a Canadian drumsticks manufacturer that produces a complete line of sticks, brushes, and percussion accessories made from premium grade hickory imported from the USA and Canadian maple.



New Chairman for JHS

Daughter of founder, John Skewes, and wife of MD Dennis Drumm, Linda Drumm has been appointed as chairman of distributor JHS.

Effective as of April 1, 2017, the firm says her appointment will mean that the company is "maintaining what the board feels is absolutely crucial family continuity and ensuring that JHS retains the personal touch which has always been at the heart of its interactions with customers, suppliers and staff". The move follows the retirement of founder and chairman John Skewes in June of last year.

Drumm commented: "I'm looking forward to taking up the Chairmanship at JHS enormously. After forty years of involvement with the company in a variety of roles, I'm confident that with the support of an exceptional and talented Board of Directors, dedicated managers and so many loyal and hard-working staff, we have a professional team which can drive the company forward and continue to build on the wonderful 'family company' legacy that my parents John and Madge Skewes worked so hard to create."

In addition, the firm is now the sole

UK and ROI distributor of Seiko's range of tuners and metronomes.

"In an ever-changing retail environment, we are very pleased to have made this agreement with JHS to help build towards a brighter future for our Seiko musical accessories" said David Hamby, sales and marketing director Seiko UK.



Linda Drumm

Music Shipping Straps on Leathergraft

The Music Shipping Company (MSC) has taken on UK distribution of strap brand Leathergraft.

Established in 1979, and still manufactured in the UK, Leathergraft produces a range of leather, fabric and webbing straps for guitar, bass, ukulele and banjo, using materials including Italian leather and exclusive printed fabric from California.

"Our focus at the Music Shipping Company has always been on accessories and now more than ever retailers need well produced, fast selling lines at all price points," said the firm. "Although MSC has recently focused more towards percussion, we originally began with guitar based products so we are really excited to add this prestigious and well respected strap line to our current catalogue."

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Photo: Stefanie Tendler

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New Drum Show for Sydney

The Australian Music Association is holding the inaugural Sydney Drum & Percussion Show at the Rosehill Gardens Grand Pavilion on May 27th-28th.

The line-up of performers will include Thomas Lang (George Michael, Tina Turner, Peter Gabriel), Virgil Donati (Tommy Emmanuel, Steve Vai), Michael Schack (Netsky), and more (with Lang and Donati playing together for the first time ever), the show will also feature drum gear and brands and will act as the country's largest pop-up drum and percussion shop. Visitors will be able to see, try and buy drum kits, cymbals, orchestral and traditional percussion, electronic percussion, hand percussion, and accessories from all the major brands, plus never-before-seen gear.

The event is being organised by the team behind the Melbourne Guitar Show (MGS) and, based on the MGS model, will also host information seminars, demonstrations, and live performances from Australia's most talented drummers and percussion players including Lucius Borich (Cog), Lozz Benson (Urthboy, Drummer Queens), Stan Bicknell (Kimbra, Miami Horror) and more.

"There's so much about percussion, it's the world's most accessible form of music – people take their first steps in music through percussion," said AMA CEO, Rob Walker. "We are excited to showcase our industry's products and the wealth of local talent that Sydney and Australia has to offer, as well as our international



guests, three of the best drummers in world! We seek to, educate and entertain, showcase and grow our drum and percussion community"

Punters will have the opportunity to participate in drum circles and other hands on percussion workshops, see performances by Australia's (and Sydney based) leading percussion ensembles Taikoz and Synergy Percussion and leading student percussion ensembles from The Sydney Conservatorium and combined school's ensemble, Drumfill, experience the latest electronic drum technology, meet a stack of the industry's finest drum and percussion players, take part in workshops on drumming for fitness and wellbeing, performance clinics, panels, and more.



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Carlsbro Adds New Modeling Amps

Carlsbro has added three models to its StingrayD range of digital modelling amplifiers at this year's Prolight + Sound.

The new StingrayD5L and D10L are new versions of the D5 and D10 'heads' launched last year. They mirror the features of the earlier models – with the exception of USB onboard recording (though retaining the USB digital output) – but are powered with lithium batteries that provide for up to eight hours operation on a single charge. This makes them even more ideal for busking, or for rehearsing or practicing wherever. Both models are supplied with mic stand mounting brackets.

Like the D5 and D10, the new models have 5 and 10 watt ratings respectively; features include "classic British high gain" inputs, five and eight selectable voices respectively, along with Gain, Volume, Tone, Effect, Delay / Reverb and separate Mic and (guitar/USB) output level controls, in the case of the D5L, and Gain, Volume, Bass, Mid, Treble, Effect, Delay / Reverb, and separate Mic, Aux/USB and Guitar output level controls, in the case of the D10L.

The StingrayD40 is an all-new modeling combo. Eight selectable voices comprise Clean, Crunch, Lead, Brit Hi, Modern, Flat, Acoustic and Bass, provide a complete pallet of tones for electrics, acoustic guitars, other instruments and even bass guitar; with the electric and bass guitar voices based on classic valve sounds. Additionally the amplifier has Gain and Master volume controls, Bass, Mid and Treble, selectable effects and Reverb settings, as well as adjustable 'level' and USB outs, and five recallable user memories. A single 8 inch 8Ω speaker with 40-watt power rating completes the package.

In addition, a new range of 'mesh head' electronic drum kits are being shown in Europe for the first time at Prolight + Sound. The CSD500 is a five drum, three cymbal kit, with four-layer fabric skins for a more realistic playing experience and quieter practice. A new sound module features 458 percussion voices and 29 pre-set kits, Aux in jack, Line output, Headphone out, USB interface (USB to device), MIDI IN/OUT, recording and playback facility, adjustable sensitivity and crosstalk, three-band EQ, three ambience and two reverb settings, and metronome. The firm claims it will also be the most competitively priced Mesh head e-kit on the market.



General manager Patrick Almond said: "This year Carlsbro is continuing to build on the incredible success in the market place of product lines that it launched or introduced new models from at last year's show. These are representative of the brand's expansion into the electronic instrument market, alongside its traditional guitar amplifier business, something Carlsbro has done with spectacular success. Taking on and competing with long established market leaders. With further new regional distributors coming onsite and further non-traditional sales channels opening up, success is continuing apace."

Trade Regrets

Roland founder **Ikutaro Kakehashi** passed away on April 1, 2017 at the age of 87. Born February 7, 1930 in Osaka, Japan, he founded the Kakehashi Radio electrical appliance store, where he also repaired electronic organs and experimented on prototypes for new models. A few years later, he turned his focus entirely to developing musical instruments and founded Ace Electronic Industries to create products under the Ace Tone brand. Ace also became the Japanese distributor of Hammond organs.



One of Ace's first electronic music products was the R1 Rhythm Ace, a simple electronic drum that was shown at NAMM 1964, but never went into production. Far more successful was 1967's FR-1 Rhythm Ace, which included preset rhythm patterns and multiple drum sounds. The FR-1 became an option in some Hammond organ models and a standalone version was sold in the U.S. by Multivox.

Kakehashi also expanded Ace Tone's offerings into tape-based echo units. He founded Roland in 1972, and to no surprise, he launched a line of delay and echo products (starting with the simple RE-100 and RE-200 units) as among Roland's first products. However, 1973's RE-201 Space Echo was a major hit, with sophisticated controls – such as variable tape speeds, three-input mixer, 12 mode settings and a built-in spring reverb – that took it beyond the competition and became a mainstay of artists at the time – including Bob

Marley, David Bowie and Pink Floyd – and remains a staple in live performance and recorded tracks today.

In 1981, Kakehashi worked with Sequential Circuits founder Dave Smith and synth pioneer Tom Oberheim on the design of a Universal Synthesizer Interface (USI), which proposed a common note-on/off communications protocol between electronic instruments from different manufacturers. In a rare example of insight and cooperation, competing companies began working together to refine USI into the more powerful MIDI standard. MIDI was first publicly demonstrated at Winter NAMM 1983, when Kakehashi and Smith presented a Sequential Prophet-600 connected to a Roland JP-6.

The driving force behind Roland Corporation for more than four decades, under Kakehashi's leadership, the company introduced some of the most groundbreaking and iconic products in electronic music including the TR-808 and TR-909 drum machines, the Jupiter-8 synthesizer and the System 700 modular synthesizer among many others.

Kakehashi retired from Roland in 2013; that same year, he and Dave Smith were honored with a Technical Grammy award for contributing to the development of MIDI technology. Never one to slow down, he founded ATV Corporation in 2014, which created the aFrame electronic percussion instrument, among other achievements.

Over his stellar career, Ikutaro Kakehashi created a legacy in electronic music and pro audio products that will live on and continue to influence music for decades to come. He will not be forgotten.

ON THE MOVE

On Friday, March 31, **Yamaha Corporation of America (YCA)** announced that, effective June 30, **Rick Young** will retire from the company following a distinguished, 30-year career.



Young has most recently served as one of three senior vice presidents for the Buena Park, California-based company, as well as SVP and director of the Yamaha Music and Wellness Institute. Over his career in senior management, Mr. Young has been responsible for the company's Piano, Band & Orchestral, and Pro Audio and Combo divisions, as well as the Music Education Department. In addition, he was president of Yamaha Artist Services, Inc. in New York City and responsible for Yamaha Corporate Artist Affairs, Inc. in Nashville and Yamaha Artist Services in Hollywood and Indianapolis.

"Leaving my daily work with the Yamaha family will be bittersweet," Young says. "After 30 years, I can truly say I thoroughly enjoyed working with everyone at Yamaha, both in Buena Park and other areas of the world. I have learned that with each additional responsibility, it becomes more about the people – the ones you have hired, mentored and guided in their careers. Having a positive influence on people's lives is the most important outcome and I hope that I have made some small impact on the culture here, helping others find the same success that I have enjoyed."

Among his many accomplishments at Yamaha were leading the B&O division move from Grand Rapids to Buena Park, helping to institute the company's Customer Sales and Marketing Group, an initiative designed to seamlessly align Yamaha Corporation of America with the needs of a broad base of select dealers, top artists, and world-class performance venues, as well as leading academic and institutional facilities. He was also responsible for driving One Yamaha organization changes over the last decade.

Korg USA has created a new position to aid in the marketing and product development for their growing line of guitar



brands. **Corey Witt**, a seasoned marketing professional and previous Korg USA per diem product specialist, has joined the company full time as product marketing manager. The Texas native currently resides in Los Angeles, where he will conduct business from the newly opened Korg West Artist Lounge. Corey has worked for some prestigious music brands, including Pioneer, Roland/BOSS, and Seymour Duncan, in which he was contracted to design the artwork for their elite Shapeshifter Tremolo pedal.

KMC has announced the appointment of **Derik Deibler** to the newly created position of KMC Pro Audio sales development manager, reporting directly to KMC vice president of sales James Tsaptinos. According to Tsaptinos, Derik Deibler will work closely with KMC's sales team to develop and implement programs that help the company's network of 6,500 retailers to build their base of pro audio product sales.



DPA Microphones has announced that **Evan MacKenzie** has joined the team as the new marketing and communications manager for the United States. In his new role, MacKenzie will be strategically planning all aspects of marketing and communications for new and existing product lines. His responsibilities will include branding execution, augmenting marketing collateral for the region, media planning and buying, event planning, and artist relations.



Phil Jones Bass/Pure Sound (PJB) has announced the appointment of **Rick Carlson** to the position of director of sales and marketing. Carlson will oversee the management and expansion of the PJB sales team, which includes the appointment of outside independent reps as well as the company's inside sales organization. His responsibilities will also include the direction and development of artist and press/media relations.



Carlson's extensive MI background includes the start-up and expansion as head

of sales and marketing for brands that include Kala Brand Music, SWR Engineering Inc., Power Group Ltd, and ACE Products Group. His background with the bass market includes the establishment of SWR as a premier bass amplification brand and advancing the successful introduction of the U-Bass brand for Kala.

After six years of proving to be an integral part of **Korg USA's** sales team, inside sales rep, **John Passarelli**, was recently promoted to Canadian sales manager.



John's new role will consist of driving the goals and plans of the five current sales reps, working as a gateway for both Canadian and U.S. offices, as well as working more closely with Korg USA's marketing, IT and key product managers. In addition to the new role, Passarelli will continue working inside sales for the U.S. dealing directly with independent dealers in northern U.S. territories and achieving sales goals for all Korg USA brands.

Following the acquisition of Southampton, U.K.-based ChamSys Ltd. by Chauvet, **Phil Watson** will be assuming a new role as USA director of **ChamSys USA**.



In his new position, Watson will be working closely with the Chauvet Professional sales and support teams to expand the presence of ChamSys in the US even further. (Chauvet Professional will be distributing and servicing ChamSys products in the U.S., while sales in the rest of the world, as well as manufacturing, will continue to be handled by the company's U.K. office.)

Cordoba Music Group has announced that **Rick Gagliano** has been named director of brand management.



With over 25 years in musical instrument retail, product development and management, Gagliano will oversee the entire product life cycle for CMG's quickly growing portfolio: Cordoba, Guild, DeArmond and HumiCase.

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Musikmesse 2017

Numbers Down Slightly from Last Year, but Positive Reaction to Ongoing Restructuring

by Christian Wissmuller

Visitor numbers at this year's Musikmesse and Pro-Light and Sound fell somewhat from last year's total and remain significantly lower than 2013's peak of 113,000.

The combined figures for this year's shows (certified by FKM) saw 105,896 people through the doors, down on last year's total which was only given as "almost 110,000." Despite that slight recovery in numbers from 2015's 108,409, as the show opened itself to the public, 2013 may well have been its peak year with 113,000. The organizer's own exhibitor numbers matched last year's exactly (2,043) but were down when compared to 2015 (2,257) and 2014 (2,242).

Despite the falling numbers it retains the support of its local trade bodies, however. "The Society of Music Merchants (SOMM) welcomes the comprehensive and ongoing restructuring initiated in 2016," said SOMM business manager, Daniel Knöll. "Thanks to the new concept, I am confident that we will be able to achieve a great deal. For Ger-

man, European and international companies, Musikmesse and Pro-light + Sound rank among the most important instruments for business-to-business communication."

"We are very pleased with business at Musikmesse," asserted Arthur Knopp, president of the Federation of German Music Dealers (GDM). "Footfall in the halls was high and the exhibition stands were busy. The Business Academy, which we took part in for the first time this year, is on the right track. In a nutshell: the sector agrees with the changes made to Musikmesse." Gerhard Meinel, chairman of the Federal Association of German Musical Instrument Manufacturers (BDMH), added: "Musikmesse in Frankfurt is a must for the German and European music industry, especially those from East Europe. We appreciate the high degree of internationality at the fair."

Next year's Musikmesse and Prolight + Sound will be held from April 11th-14th and from April 10th-13th, respectively.

"It was a successful show for Hal Leonard, both in terms of our European customers and our customers from abroad. Sales at Messe were up significantly over 2016, across all product areas.

"This was the first year where we had multiple booths: our main print music booth, as well as a satellite booth in the audio and recording area and a satellite booth in the guitar and amps area. The satellite booths were there to support our distribution in Europe of Samson, Hartke, ZT Amps and other MI lines that we distribute.

"While overall traffic at Messe seemed flat with last year, we found that the show continues to be important to our business in Europe."

Larry Morton, Hal Leonard

"The city of Frankfurt is booming but Messe is not. Still, despite shrinking attendance and fewer exhibitors over the past few years, we felt that the quality of visitors remained high. We were very satisfied with our results after not having attended for a few years, and we did business on every continent. Even with the growing prominence of Music China, we were surprised by the number of visitors that still come from Asia. The Public Day continues to be unpopular with many exhibitors including us. It's a trade show. Bottom Line: With a European population of over half a billion, we continue to see Musikmesse as necessary and viable show."

Terry Lewis, Players Music LLC

"I see this show as a tale of two cities; first, as a trade show, (and I am only speaking from two years experience in the MI but been going to trade shows for 30 years), I would say it isn't very strong. Since I don't have the history of the show, I am not sure why that is the case. I can guess though. You have NAMM in January, and everyone is there and you have Music China in October and that to me is the show of the near future. Many go, and soon, more and more will exhibit. The Musikmesse is getting lost and brands are choosing to spend their discretionary ad dollars elsewhere. Had we not had the continuation of our OPTIWEB launch we would not have had that type of presence.

"The second part is about the consumer admittance to the show. Now, in this case I thought it was pretty strong. We had a tremendous amount of them in our booth, but we also had an excellent presentation of Elixir, with entertainment. However, there is a limitation to the consumer as it is of course German centric. So, we are going to get a limited exposure to our brand and products just as we do on any consumer event."

Lou DiPietro, Elixir Strings

Voices from the **SHOW FLOOR**



Hap Kuffner and Ned Steinberger of NS Design.



Claus Amondson and Nikke Blout of Adam Hall GmbH.



Hal Leonard's Larry Morton with MMR's Matt King.



Elixir Strings: Krista Krouse, Justin Fogleman, Lou DiPietro, Helen Aregard, Thorston Buttner, Jason Zambotti, Ute Wana, and Eve Cobo.



Jodi Ann Parker and Terry Lewis of Players Music LLC.



Ortega Guitars' Julian Zierhut.



Ted Burger, Alina Panko, and Harvey Levy of **Levy's Leathers**.



Colin Schofield of **JodyJazz**.



Lee Oskar of **Lee Oskar Harmonicas**.



Mini Serrano & Martin Nardini of **Earasers**.



Attendees mill about Musikmesse Festival Boulevard.



Iain Butterwick, Daniel Rose, Manuel Leray of **Reverb.com**



Julia Baldauf, Mélanie Gomez, Konstantinos Zafiriadis, Esther Dubielzig of **Schott Music**.



Michael Soward, Marc Iseman, Julia Bug of **Imua Ukulele**.



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Century Club 100

Celebrating MI Retailers Who
Made it to the 100 Year Mark

By Victoria Wasylak

Last year, *MMR* highlighted some of the oldest musical instrument suppliers in the country, noting the history of the brands which have passed the 100-year mark. This year, *MMR* is concentrating on musical instrument dealers who can boast a century (or more!) of service and sales to their communities.

1827

Ludwig van Beethoven passes away in March.

Denton, Cottier & Daniels Getzville, New York

Only one store can boast being the oldest running Steinway dealer on the planet, and that's Denton, Cottier & Daniels. Established in 1827, the store's founder James D. Sheppard brought the first piano to western New York up the Erie Canal on a mule-drawn boat.

Hugh Cottier and Robert Denton joined as partners in the mid-1800s, and William Daniels was made the third partner in 1887.

Jim Trimper, Sr., the current president and CEO of the company, initially joined the company in 1973 as general manager. Ten years down the line, he bought all four stores with his business partner Hugh Murphy, nabbing locations in Syracuse, Buffalo, Albany, and Rochester. When Trimper, Sr. and Murphy split in 1993, Trimper, Sr. kept the Rochester and Buffalo locations. The old Syracuse and Albany locations went to Murphy, who renamed them Clark Music (both locations are now closed).

His daughter Michelle Trimper, co-vice president of the company, says that her father remains as active as ever.

"My father is still here every day. The first question [people ask] is 'is he retiring? Is he going to retire?'" I don't think so and we don't want him to. We love having him here – he's great," Trimper says.

"We try to make our store a place of music and culture. We host recitals. We host things that benefit art and charities. We try to make it kind of a cultural center for the community, besides just selling pianos and having piano lessons," Trimper notes. "We want to do even more of that than we are doing now."

1847

Failure of the potato crop in Ireland leads to famine and mass emigration to the United States... The U.S. declares war on Mexico... America annexes New Mexico and California



The Hardy Music Co. (now Herter Music Center) in the 1940s

Altenburg Piano House Elizabeth, New Jersey

Frederic Altenburg first established this business in Bremen Germany before immigrating to the U.S. in 1890 and relocating the Altenburg Piano House to NYC. By 1906, the company had relocated to Elizabeth, New Jersey – where it remains to this day. Altenburg Piano House is the oldest family-run piano retailer in the country.

1860

Abraham Lincoln is elected president... South Carolina secedes from the Union... The first recorded baseball game is played in San Francisco.

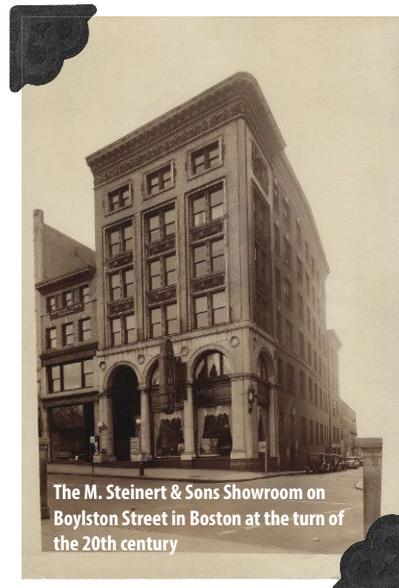
M. Steinert & Sons Boston, Massachusetts

Founded in Athens, Georgia by Morris Steinert, Steinert found that he quickly had to relocate the store to New Haven, Connecticut – where his wife was from – as a result of the Civil War. The stores grew throughout New England, and at one point, the company has 42 affiliated stores and two factories making pianos in Leominster, Massachusetts.

"All of that kind of imploded in the '30s in the Depression," says current president Paul Murphy. "We euphemistically expanded into three stores, and today we have three locations."

The Murphy family integrated with the Steinert family when Paul's grandfather came to work at the store at the age of 16 to do the company's bookkeeping in 1897. Eventually he became the company's treasurer, and then bought the company in 1934.

Paul started working at M. Steinert and Sons in 1969, and his son Brendan marks the fourth generation of Murphys at the company. Tack on the three previous generations of Steinerts, and the company actually spans seven generations.



The M. Steinert & Sons Showroom on Boylston Street in Boston at the turn of the 20th century

1864

Richard Strauss is born in Munich, Germany... Louis Pasteur invents pasteurization... General William T. Sherman captures Atlanta on September 2nd – three years into the U.S. Civil War

Steinway Hall**New York, New York**

The first retail operation for Steinway & Sons (founded in 1853) was on 14th Street in New York City, where it remained until 1925 when the iconic Steinway Hall opened its doors on 57th Street, where it remained until 2016. The current Steinway Hall is located at 1133 Avenue of the Americas.

1871

Under Kaiser Wilhelm I, the German Empire is proclaimed... the Great Chicago Fire results in over 250 deaths and \$196 million in damage

Paige's Music**Indianapolis, Indiana****1872**

Crédit Mobilier scandal erupts, implicating several members of Congress... Sir Arthur Sullivan's "Guinevere" is one of the most popular songs of the year

Meyer Music**Grand Rapids, Michigan****1880**

Construction of the Panama Canal begins... The first payphone is installed... NYC's Broadway is lit by electricity, becoming known as "The Great White Way"

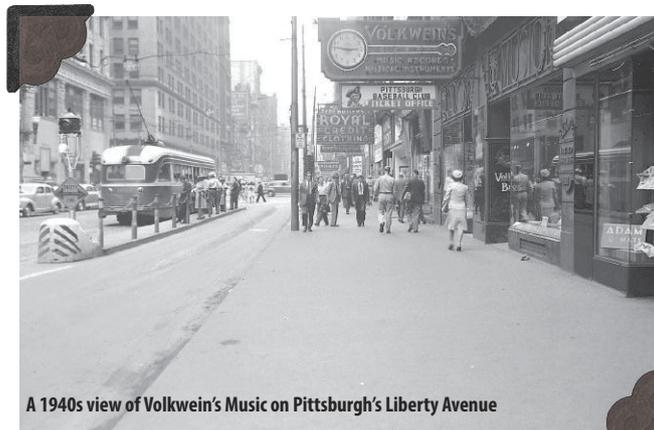
Southern California Music Company**Glendale, California****1888**

Property damage due to a March blizzard in the Northeast exceeds \$25 million, with many lives lost... Jack the Ripper terrorizes London... Irving Berlin is born in Eastern Russia

Volkwein's Music**Pittsburgh, Pennsylvania**

The origins of Volkwein's Music started in Bechtel Music House, where Rudolph and Jacob Volkwein started working in 1888. Things escalated quickly as Rudolph Volkwein was promoted to manager by 1895, and both brothers purchased the store in 1905. From there, the store moved to Liberty Avenue in Pittsburgh, Pennsylvania.

Volkwein's Music enjoyed plenty of growth in the first half of the 1900s, despite the economical



A 1940s view of Volkwein's Music on Pittsburgh's Liberty Avenue

hardships of the Depression and both World Wars. In the 1930s, the store stopped selling pianos so they could focus on other musical instruments, and after World War II, the company's mail order business began to boom. A sudden boost in marching band and concert band programs in schools didn't hurt business, either.

Rudolph's sons Carl R. and Walter also joined the business, while Carl's son Carl W. joined the family business in 1960. By

1979, Carl W. and Nunzio C. Dilanni were managing the store, and the Dilanni family joined the business in the 1980s.

The store moved one more time in 1990 to the RIDC Park West near Pittsburgh International Airport, Volkwein's current location.

1890

The Sherman Antitrust Act is signed into law, prohibiting commercial monopolies... In reporting the results of the annual census, the Census Bureau declares that the West has been settled and the frontier is closed

Conrad Music Service**Corydon, Indiana****1892**

The diesel engine is patented... Len Spencer scores three number-one hit tunes this year: "The Old Folks at Home," "Ta-Ra-Ra-Doom Der E," and "Near It"

Sarver's Music**Sidney, Ohio****1896**

The first modern Olympic Games are held in Athens, Greece... Alfred Nobel's will establishes prizes for achievements furthering peace, literature, and science... Vess Ossman's "A Hot Time on the Levee" is a popular tune

Schmitt Music

When Paul A. Schmitt, a first-generation German immigrant, moved his family to Minneapolis in 1890, he probably didn't realize his move would cause a gigantic chain reaction, resulting in four-

teen stores in nine different states. Initially responsible for running the sheet music department of The Century Piano Company, Schmitt ended up buying the department and expanding his line to include instruments and accessories in 1896. As the store expanded, Schmitt moved the store several times to larger locations in downtown Minneapolis. Paul's son Robert A. Schmitt joined the company in 1930, and became president in 1935. Other mem-



The Schmitt Music showroom in St. Paul in the mid-1960s

bers of the Schmitt family hopped aboard over time, including grandson Robert P. Schmitt, who became president in 1957, and Doug and Tom Schmitt, Robert P's two sons. During this time period, Schmitt Music began to grow exponentially, stores beginning to pop up in the Twin Cities, Minnesota, and upper Midwest. Fast forward to founder Paul. A Schmitt's great-grandson, Tom. As Tom Schmitt prepared to graduate from the University of Minnesota, he had three options laid before him: go to law school, go to business school, or join the family company. When his dad "made him an offer he couldn't refuse," he started working in the basement of Schmitt Music's downtown Minneapolis store. "The family business seemed like the most fun and the best opportunity – and, of course, I was really excited by the thought of being part of our family's business history and legacy," Schmitt says.

"Today, the company focuses on band, orchestra, music education and pianos, teaches about 4,000 students per week, helps around 15,000 students start the band or orchestra every year, and employs about 175 FTEs," Schmitt notes. Most recently, Schmitt Music can boast not four, but five generations of Schmitt blood in the company's history, having added Tom's son Peter and nephew Ted to the roster.



Amps and guitars line the walls of Griggs's Music in the early 1960s

1900

A major hurricane hits Galveston, Texas, leaving an estimated 7,000-plus dead... The Montreal Shamrocks win hockey's Stanley Cup... The Hayden Quartet scores a hit with "Because"

Union Music Worcester, Massachusetts

Founder Samuel Cashner started the store in Worcester, Massachusetts as a pawn shop – a commodity that was far more common at the time. From there, the company was handed down to his son Leon Kamp, and then to current owner and president Carl Kamp. In the store's 117-year history, it's only moved twice: from 169 Front Street to Main Street, and to its current location at 142 Southbridge Street.

Technically, store manager Sean Jyringi isn't a part of the Union Music bloodline, but if you look back at his timeline with the company, it certainly doesn't seem that way. Jyringi, now 28, started working at Union Music when he was only 20 years old, but his history with the Worcester, Massachusetts music store goes back much further than that.

"I've known Carl since I first came in here when I was 12 or 13. [He's a] great guy – one of the best guys I know. I'd say that most people who know Carl or have worked for Carl would say the same thing. Carl's been around the city," Jyringi says.

1901

Queen Victoria's nearly 64-year reign comes to an end as the monarch passes away... Theodore Roosevelt is sworn in as president... "Tell Me, Pretty Maiden" is a number-one hit for tenor Harry MacConough.

Brook Mays Music Co. Dallas, Texas

Opened by its namesake in August of 1901, Brook Mays Music Company quickly became the largest piano dealership in the Dallas area. By the 1940s the business added sheet music, organs, and band instruments and by the '50s Brook Mays was the largest supplier of band instruments to schools in the southern U.S.

In the summer of 2006, Brook Mays Music Group filed for Chapter 11 bankruptcy, though in December of that year a new group began operating under the Brook Mays name. Brook Mays Music currently fields eight retail locations.

1903

The Boston Red Sox triumph over Pittsburgh in the first-ever World Series... The Wright Brothers complete the first controlled, sustained flight in heavier-than-air aircraft at Kitty Hawk, North Carolina... Billy Murray enjoys massive success with his song, "Bedelia"

Griggs Music Davenport, Iowa

The first Griggs Music House was located downtown Davenport. The company quickly expanded from mainly just pianos to include other products from the music industry in their first 30-40 years, causing Griggs to move the store to a larger location in Davenport, and renamed the store the Arthur P. Griggs Piano Company. By the 1950s, the company was a true "full line" store and added an extensive selection of radios and records during this time period.

Following the second World War, Griggs Music continued to expand, but Arthur was forced to retire after he suffered a stroke. His children Arthur W. Griggs and Charlotte Griggs took over, followed by Griggs' son-in-law, Jim Partridge, who initially came to work for the company in 1966 to focus on building the School Music Department. Current president Steve Judge entered the picture around 1975, when he stopped by the store to buy a guitar strap he claims "he didn't really need." When asked if he knew anyone who would want to work for them, Judge was raised his hand and was hired at age 18. From there, his responsibilities slowly piled up over the years until he became a minority stock holder in 1988 and president in 1998.

"When I read the history of Griggs Music several key things stand out," Judge says. "The company's owners have always had very strong principles. The Griggs family stressed doing the right thing, honesty, integrity and to always focus on the interests of the customer. It's easy to say, but in my 42 years here I can say that the family lived these principles on a day-to-day basis and we have strived to carry on this tradition."

"We had a great time celebrating our 100th anniversary in 2003 and are beginning the countdown to our 125th celebration in 2028!" Judge says.

Herter Music Center Bay City, Michigan

If you were to go back 100 years scour Bay City, Michigan for Hert-

er Music Center, you'd never find it. Instead, Hardy Music would have greeted you. Founded in 1903, Hardy Music didn't take on the name Herter Music Center until Phillip Herter purchased it in 1951. Phillip and his wife June ran the store for many years until their retirement when their children Fred Herter and Deborah Downing took over.

In 2017, Herter Music Center is run by Natalie Martinez and Heather Leser, both grandchildren of Phillip Herter. Martinez, who initially worked at the store in high school, is now president of Herter Music Center. She says that even after college and working in larger corporations, she wanted to return to her roots and continue her family's tradition.

Under Martinez's time as president, Herter Music Center consolidated from two stores to one, moving their inventory in the Saginaw Township store to the Bay City location in 2012.

1904

The Russo-Japanese War begins... NYC's subway opens... Billy Murray again tops the charts, with both "Alexander" and "Meet Me in St. Louis, Louis."

Case Brothers

Spartanburg, South Carolina

1906

An earthquake in San Francisco kills over 500... It was Chicago vs. Chicago in the World Series, with the White Sox defeating the Cubs 4-2... Henry Burr's "Love Me and the World is Mine" tops the charts for seven weeks.

Baxter Northup Music Co.

Sherman Oaks, California

Northup is the oldest continuously operating MI outlet in the greater Los Angeles market. The original store opened in L.A. in 1906 where it remained until the end of WWII. In 1947, the company moved to the San Fernando Valley and then moved once again to Ventura Boulevard in 1951. The store has been at its current location since 1993.

1909

William Howard Taft is inaugurated as the nation's 27th president... The NAACP is founded... Ada Jones and Billy Murray scored the year's biggest hit with "Shine On, Harvest Moon."

Poppler's Music

Grand Forks, North Dakota

1910

The Mexican Revolution begins... Thomas Edison introduces the kinetophone and, with it, the era of "talking pictures"... Ada Jones & American Quartet sit atop the singles charts with "Call Me Up Some Rainy Afternoon"

McClellan Music House

Buffalo, New York

O. DiBella Music

Bergenfield, New Jersey

Gatchell Violins



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In the early 1900s, Italian immigrant Onofrio DiBella started out in America by teaching mandolin lessons and sweeping the floor of his uncle's barbershop. Something he quickly noticed in the community, however, was that musicians weren't able to find any printed music from Italy in the United States. As a result, he began to import the sheet music from his home country and eventually formed a publishing business that focused on festival band arrangement and sheet music for mandolin, guitar, and accordion. In 1924, DiBella quickly shifted gears to music retail when the genre of music started to wane in popularity. Onofrio's son Michael joined the store's team around 1936.

That same versatility is exactly what current owner Mike DiBella attributes the company's steadfast longevity to.

"The company started out as a publishing company of Italian-style festival music and wedding music, and evolved to retail, and evolved to a bunch of different aspects to retail, involved the school music market, and lately evolved to online sales," DiBella says.

As for continuing the line, O.DiBella Music shouldn't have any issues: Mike DiBella has

four children, along with plenty of nieces and nephews, so getting the store to the fourth generation shouldn't be much of an issue. "I am sure my grandfather couldn't have possibly dreamed of any of this," DiBella says.

**Reynolds Music House
Pensacola, Florida**

**Shreveport Music Company
Shreveport, Louisiana**

Shreveport Music first made its name by selling coin-operated pianos crafted by the Seeburg Piano Company. Used pianos entered the mix during the Great Depression with new pianos coming on board after World War II. Guitars were added in the early '70s and today the company carries amplifiers, basses, drums, guitars, keyboards, and more.

1912

The Boston Red Sox beat the New York Giants in the World Series... The Titanic sinks in the North Atlantic after a collision with an iceberg...

**Hoover Music Company
Springfield, Missouri
Jordan Kitts Music
Rockville, Maryland**

Jordan Kitts was founded by Arthur Jordan and Homer Kitts in 1912, and since then, the company's footprint has been all over the United States. The company remained in the original owners' families for about 60 years before Bill McCormick took over in 1971. He would go on to serve as the company's president until 2007.

Chris Syllaba and business partner Ray Fugere currently run Jordan Kitts Music, and in the store's 105-year history, are only the third owners of the company. Syllaba, who got involved as a salesperson in the 1980s, thrust himself up the ladder until he and Fugere took over the company in 2011.

"The piano industry has changed dramatically in the 30+ years that I've been in the business. Primarily the market has gotten smaller with some of the dollars shifting to cheaper digitals and keyboards," Syllaba says.

In their 105-year history, the stats have stacked up; Jordan Kitts has sold over 250,000 pianos since 1912 and teaches 40,000 piano lessons annually.

**Holloway's Music Center
Monroe, North Carolina**

1916

The Boston Red Sox defeat Brooklyn in the World Series... Ireland's Easter Rebellion is suppressed by the British... Charlie Chaplin signs with Mutual Studios for an unheard-of \$10,000 a week.

**Bensberg Pro Audiovisual
Camden, Arkansas**

1917

The U.S. deploys combat troops to France as the country enters World War I... A global influenza pandemic begins (20 million would die by 1920)... The Romanov's Winter Palace is seized and the government overthrown in the Russian October Revolution... The Chicago White Sox (later termed "Black Sox" due to game-fixing) defeat the New York Giants in the World Series.

**Kuyper's Music
Pella, Iowa**

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Note From Zach Phillips • NAMM Director, Professional Development

The Retail Store of the Future

Here's one more reason to join us at 2017 Summer NAMM: You'll get an intimate look at the future of retail—and what it means to your business.

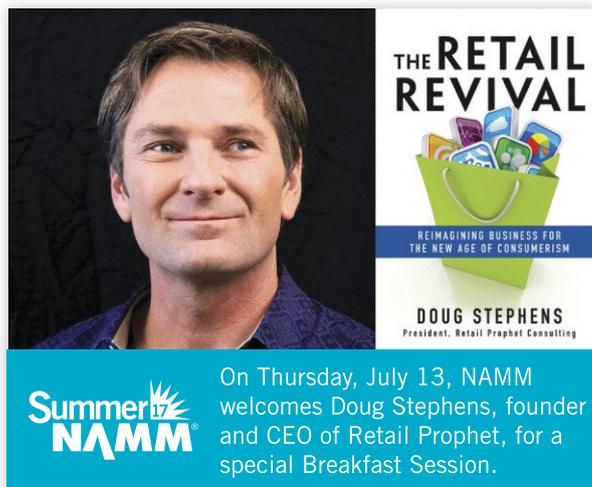
On Thursday, July 13, NAMM welcomes Doug Stephens, founder and CEO of Retail Prophet, for a special NAMM U Breakfast Session. Author of the groundbreaking best-seller *The Retail Revival*, Stephens will sit down with NAMM President and CEO Joe Lamond for insights into the future of retail that you won't hear anywhere else. This free session is a must-attend event for music retailers and manufacturers alike, and will be exclusive to Summer NAMM in Nashville. (Did I mention there will be free breakfast?)

We recently caught up with Stephens to get a preview of the session. Here are highlights from that conversation.

Q *The Retail Revival* was a groundbreaking look at the state of modern retail. What was the premise of that book?

The Retail Revival was written to impart both a warning and a battle cry to retailers. It looks first at what was clearly a historically unique and unrepeatable combination of economic, demographic and industrial circumstances that led to the unprecedented growth of retail across most developed economies between the mid-1950s and the late 1990s.

It then examines how every one of those underpinning factors is now coming unraveled. Today, retailers face a prolonged slow-growth economy, a new generation of consumers with different needs and sensibilities, and an accelerated technological environment in which consumers hold the biggest store of all in the palm of their hands in the form of their mobile device.



On Thursday, July 13, NAMM welcomes Doug Stephens, founder and CEO of Retail Prophet, for a special Breakfast Session.

My newest book, *Reengineering Retail: The Future of Selling in a Post-Digital World*, picks up where *The Retail Revival* left off and paints a very clear and specific picture of the steps that retailers need to take to adapt to a world where the line between physical and digital shopping is rapidly disappearing with each passing day.

Q Have any developments at retail surprised you since you wrote *The Retail Revival*?

Perhaps the only thing that continues to surprise me is the sheer speed of change that is taking place. When I began writing *The Retail Revival* in 2012, retailers were largely still pointing to the recession as the cause of many of their woes. Many remained dismissive of e-commerce as something that was more a distraction than a core strategy.

Today, online retailers are coming offline and opening stores, connected devices in our homes are capable of ordering products, Facebook advertising has become mainstream, e-commerce is growing at a rate of 14 percent year on year and Amazon is capturing 60 percent of each new dollar spent online. Change is now happening at an exponential pace.

Q What are the biggest trends influencing retail right now that NAMM members will want to be aware of?

There are many, but the most crucial, in my opinion, are first that selling on mobile is no longer optional. Consumers are demanding that retailers be prepared to serve them where and when it suits them. This comfort with buying online is only going to increase as technology advances. With that, members would be wise to stop looking at their stores primarily as a distribution point for products and begin instead regarding them as an important media channel.

And if done properly, the store experience can draw customers into the retailer's brand ecosystem where they will happily buy across channels because they feel a strong connection to the brand. But it all starts by designing remarkable store experiences.

Q What can music products retailers expect from your NAMM U Breakfast Session interview at Summer NAMM?

It's one thing to articulate the trends, shifts and changes that are taking place, but what I really hope to share are the strategies and tactics that retailers can use to do something about it and make positive and progressive change in their businesses. We all know that business as usual is over and that change is inevitable, but it doesn't make it any easier to break the inertia in a business. But simply by taking a few proactive steps to change one's perspective and paradigms, change now actually becomes possible but it actually becomes inevitable.

I want retailers to leave feeling a sense of urgency about the need for change but also inspired and enlightened about their ability to achieve it!

Q What are some of the big opportunities that retailers have to succeed in today's environment?

The certainty is that someone is going to completely reinvent your category. The opportunity is to be the one who reinvents it.

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Six Observations About How Teens and Trendsetters Use Social Media

By Menzie Pittman

Social media represents a great opportunity to maximize the visibility of your business. However, the problem is most business owners don't truly understand how that principle works.

Let me start by saying I am not certified as an expert by any means. My only qualification is that I run a business crawling with teens, and in the music business, trendsetters surround us. So if nothing else, I certainly have a unique exposure to how both groups think about social media.

1. What Drives Social Media?

I think we would all agree the answer to that question is "content." But what is it about content that is critical? As participants in the music business, is it best practice to post only about gear? The right answer is that content on social media should be based on the concept of social media. And content is not just what you post, it is also how you post.

2. Teens and Trendsetters

Teens and trendsetters understand this idea much better than most business owners, so when we consider content, we need to think as teens think. Teens don't just post a picture, they make pictures "pop." The use of angles and filters can bring an idea to life. Obviously, it is not only what is posted, but also how it is done.

Teens are not immigrants to technology; they are faster and smarter in this medium than most current MI retail owners will ever be because they were raised on it. They couldn't care less about algorithms. These teens are the creatures we study. They set the trends and we follow them. So you have to think the way they think. Stop listening to business gurus because they are already living in the past when they tell you what they believe the trends are. Stick with the artists and the youth.

3. A Big Part of Success on Social Media Comes From Style

Today I saw a young artist post a photo of her shadow on a wall where she works. Included in the picture was the company's name stenciled on the parking lot. It was good for three hundred "likes." Teens have a style and a way, and it's in our best interest to understand and accept that. Being late to this party can cost you in the land of social media.

4. You Can be a Trend Setter or a Trend Follower

Either way, "trendy" is what social media is all about. Social media has a shelf life of 24 to 48 hours, but "trendy" being a relevant term, has a longer shelf life. Trendy is also more recyclable.

The only hard part about embracing what's "trendy" is actually deciding what is trendy in the moment. Take our friend Alan Baylock, the director of the of UNT's Six-Time Grammy-nominated One O'clock Lab Band. Alan directs young hip musicians, and today he posted a seafoam green Manhasset music stand (cropped) with his matching seafoam green stripe in his blue suede shoes.

Dude, that is trendy posting.

5. It's the Creative Post That Gets Shared.

The last music video posted by Walk Off the Earth was viewed 250 million times. It is not even six months old. Why so many views you

ask? The answer is simple. It is creative to an extraordinary level. This group is known and followed for their clever content and unusual presentations. Of course, I have mentioned Vulfpeck before, but recently they put up a one-minute video with a spoof on the fact that it takes four people to play the "Purdie Shuffle." It's completely entertaining and will be pushed all over social media. And then there is David Dockery. His social media thing is drumming to television show clips. Don't laugh too quickly because he's a genius. And he is getting all kinds of "shares."

As business people we don't always have the time, much less the ability, to make a video like that, but one "click" shares it. My advice is to gather content that represents the character of your music business and then push it around.

6. Verbal Content and Tag Lines

Another trick of teens and trendsetters is clever "tag lines." They post a picture of just about anything and tag a one-sentence story line to it. In a single sentence they bring to life something that makes you think, react, or better yet, makes you feel. The picture is the story or rather the joke, and the tag line is the punch line.

This is where the 1950s T.V. shows serve you well. Yup, that's what I said: 1950s television shows. Think "Rat Pack." However, if for some strange reason, you don't know that reference, move up a few decades and think "Seinfeld" or "Friends." These extremely successful and popular shows were chock full of one-liners. With social media, you only have a very few seconds to get someone's attention. Therefore, your one-liner is absolutely critical to engaging your audience.

In Closing

Businesses should have more fun with social media. It is our chance to show we are human and that we can laugh at ourselves. It's a chance to show we are knowledgeable about the business we are in, yes, but most of all it's our chance to show our style. And in business, that can make all the difference to your customers' experiences. My suggestion is to steal a page from Alan Baylock and point your phone at "fun" things. Just start clicking. Have more fun being creative; turn your camera sideways. Better yet, take a picture of your shoes! Yup, I've done it. **MIMB**



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

"Small Business Matters" column. He served on NAMM's Board of Directors from 2012 through 2015 and currently oversees the curriculum for CMC's performance venue @4410. In 2016 NAMM awarded Contemporary Music Center the "Dealer of the Year" award, the "Music Matters" award, and the "Best Sales and Promotion" award.

ACCESSORIES

mA Meter from Truetone

Truetone has released the 1 SPOT mA Meter, or "milliamp meter," for measuring the power consumption of effect pedals. The mA Meter shows exactly how much current a DC powered pedal needs, eliminating any and all guesswork. A three digit LED screen displays the actual amount of current the pedal is consuming. The meter also comes with a cable tester that lights up when a cable is fully functional.



www.truetone.com

Sprays from SoundSynergies

Sprays from SoundSynergies condition instruments against oxidation and corrosion. Different formulas prevent oxidation and remove dried oil deposits, grime, and contaminants that trap corrosive moisture on instruments. Because the formulas are hydrophobic, the spray also eliminates condensation and humidity, and prevents the growth of bacteria and mold. The non-toxic spray is both planet- and player-friendly, and will not damage sensitive components, plastics, cork, lacquer finishes or other wood surfaces. Instruments are ready to play within minutes after spraying.



www.soundsynergies.net

Rovner's Mouthpiece Manager

Rovner's new Mouthpiece Manager is a small stand made to hold up to 12 clarinet or sax mouthpieces of any size. Ideal for any instrument workshop table, the stand is hand washable and stackable when not in use. MSRP: \$24.95



www.rovnerproducts.com

PRO AUDIO

Whirlwind podMIXai

Whirlwind has introduced the podMIXai, an active mixing device that combines a dynamic microphone with an unbalanced stereo audio source for connection to a single line level input of a sound system. The podMIXai can be used with CD and MP3 players, as well as mobile phones, computer sound cards, or a microphone for announcements over background music. The output is mono-balanced line-level and features a compact, rugged enclosure for ease of use. A wall adapter power supply is included, which provides 12VAC at 1-Amp.



www.whirlwindusa.com

PRINT & DIGITAL

"La La Land" Choral Arrangements from Alfred Music

Alfred Music has released four new choral arrangements from the film "La La Land," including "Another Day of Sun," "Someone in the Crowd," "Audition (The Fools Who Dream)," and Academy Award-winning "City of Stars."

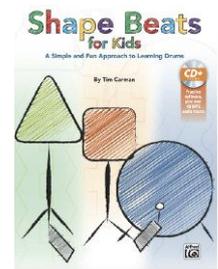
From the bright opening number "Another Day of Sun," arranged by Jacob Narverud, to the film's signature song "City of Stars," arranged by Jay Althouse, these choral arrangements capture the joie de vivre of "La La Land." Each song is available in SATB, SAB, and SSA voicings, as well as with corresponding SoundTrax CDs.



www.alfred.com

Shape Beats for Kids from Alfred Music

Alfred Music has released *Shape Beats for Kids, A Simple and Fun Approach to Learning Drums* by Tim Carman, a book for children kindergarten and up. The book presents a simple and fun way to learn how to play drums for small children, complete with play-along examples for each chapter on an included CD. The book accounts for the fact that students may not be able to understand standard notation, and instead uses shapes to teach students basic drumming beats. The book is available for \$15.99.



www.alfred.com

53rd Annual Supplier Directory



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

Index

Accessories

5 Starr Music Products
 Access Bags and Cases
 ACE Products Group
 Acoustic Science Strings
 Affixit LLC
 Aguilar Amplification
 AIM Gifts
 AirTurn, Inc.
 Akai Professional
 AL Cass
 Alfred Music
 Allen Guitars & Luthier Supplies
 Allied Supply Corp.
 Allparts
 Amati's Fine Instruments and Amahi Ukuleles
 American Way Marketing, LLC
 Amprx Power Solutions
 Ansmann USA
 AP International
 Aria Lights
 Audio-Technica
 Avedis Zildjian Co.
 AweSome Musical Instruments
 B-Band, Inc.
 Backbone Guitar Products, LLC
 Backun Musical Services Ltd.
 Beard Guitars, LLC
 Beglec SA
 Bigsby Vibratos
 Bill Lawrence Pickups
 Bittree Patchbays
 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.

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 Claude Lakey Woodwinds
 Cling On Tuners
 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.
 Dragon's Heart Guitar Picks
 Drum Channel
 DrumLite
 Drumskull Drums
 Dunlop Manufacturing, Inc.
 DuraSticks
 EARasers by Persona Medical
 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
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 GHS Strings
 Gig Gear LLC
 Gold Tone, Inc
 Gon Bops
 Graph Tech Guitar Labs
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 Grundorf Corporation
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 GtrWrks LLC
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 Harmon Mute Company
 Harris Teller Inc
 Health Enterprises, Inc.
 Hell Guitars
 Hohner Kids
 Hohner, Inc.
 Hosa Technology, Inc.
 House of Troy
 HW Products, Inc.
 Icon Digital USA
 IMS Technologies, LLC
 inMusic Brands, Inc.4
 Instrument Care Apparel, LLC
 Jazzbooks.com
 JJ Babbitt Co., Inc.
 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
 KHS America
 KliiLite
 KLOTZ AIS GmbH
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 PJLA Music Sales & Marketing
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 Remo, Inc.
 Rhythm Band Instruments, LLC / Boomwhackers International
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 Rovner Products
 RS Berkeley
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 Saga Musical Instruments
 Samson Technologies
 Shubb Capos
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 Stentor Music Co Ltd
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 The Music People, Inc.

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GHS Strings
Godin Guitars
Gorilla Inc.
GTR Store
Hal Leonard Corporation
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Harris Teller Inc
Henriksen, Inc.
Hohner, Inc.
inMusic Brands, Inc.4
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Marshall Amplification
Numark
OmniSistem
Polytone
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Roland Corporation U.S.
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PMC - Percussion Marketing Council

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Connolly Music Company
Dealer Direct
Eastman Music Company
EMD Music Inc
Gatchell Violins
German American Trading Company Inc.
Guitar Liquidators
Harmonious Designs, LLC
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Hunter Music Instrument, Inc.
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Hunter Music Instrument, Inc.
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Jupiter Band Instruments
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Kratt Pitch Pipes
Music Factory Direct
NEMC
Phaeton Trumpet Company
PJLA Music Sales & Marketing
Players Music LLC
rentMyinstrument.com

Roy Benson USA
RS Berkeley
Rubato Mouthpieces
St. Louis Music
The Tuba Exchange
Veritas Instrument Rental Incorporated
XO Brass

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EMD Music Inc
FDW Corp
Gemini
Gibson Brands, Inc.
Grundorf Corporation
GSM Multimedia GmbH
Halo Systems
Harris Teller Inc
Icon Digital USA
inMusic Brands, Inc.4
Korg USA, Inc.
Mighty Bright
Numark
OmniSistem
Pioneer DJ Americas, Inc.
RCF USA
Roland Corporation U.S.
StompLight International LLC
TMP Pro Distribution
Yamaha Corporation of America

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AirTurn, Inc.
Akai Professional
Amptweaker, LLC
AP International
Beard Guitars, LLC
Black Ice Enterprises LLC
BOSS
Burriss Amps & Effects Pedals
CE Distribution LLC
Creative Tunings / SpiderCapo
Cusack Music
Dana B. Goods
Dealer Direct
Decibel Eleven
Demeter Amplification
DigiTech
DOD
Dunlop Manufacturing, Inc.
Eden Bass Amplification
EMD Music Inc
EurekaSound
GHS Strings
GTR Store
GtrWrks LLC
Guitar Liquidators
Hal Leonard Corporation
Hammond USA
Harris Teller Inc
Henretta Engineering LLC
Icon Digital USA
inMusic Brands, Inc.4
ISP Technologies, LLC
JAM pedals
Korg USA, Inc.
Mackie
Marshall Amplification
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Alesis
Allen Organ Company
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Anacleto Accordions
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Cline Pianos
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GW Distribution, LLC
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Hammond USA
Handel Pianos
Harris Teller Inc
Hohner Kids
Hohner, Inc.
Icon Digital USA
inMusic Brands, Inc.4
Kawai America Corporation
Korg USA, Inc.
Lowrey Organ Company
Mason & Hamlin Piano Company
MV Pro Audio
Pearl River
LLC
Roland Corporation U.S.
Samson Technologies
Sauter Piano Company - America
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CHOPS Builders
Dream Cymbals and Gongs
DrumLite
DuraSticks
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Fantastix Drum Stick Company
HaMaR Percussion Publications
Harris Teller Inc
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Remo, Inc.
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Media & Software

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 Jazzbooks.com
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 Kelley Percussion / Kelley International Sales
 KHS America
 Korg USA, Inc.
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 Mapex Drums
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 Rhythm Band Instruments, LLC / Boomwhackers International
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 Superdrum
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 Tycoon Percussion
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 Amati's Fine Instruments and Amahi Ukuleles
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 Cort Guitars & Basses
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 Dean Guitars
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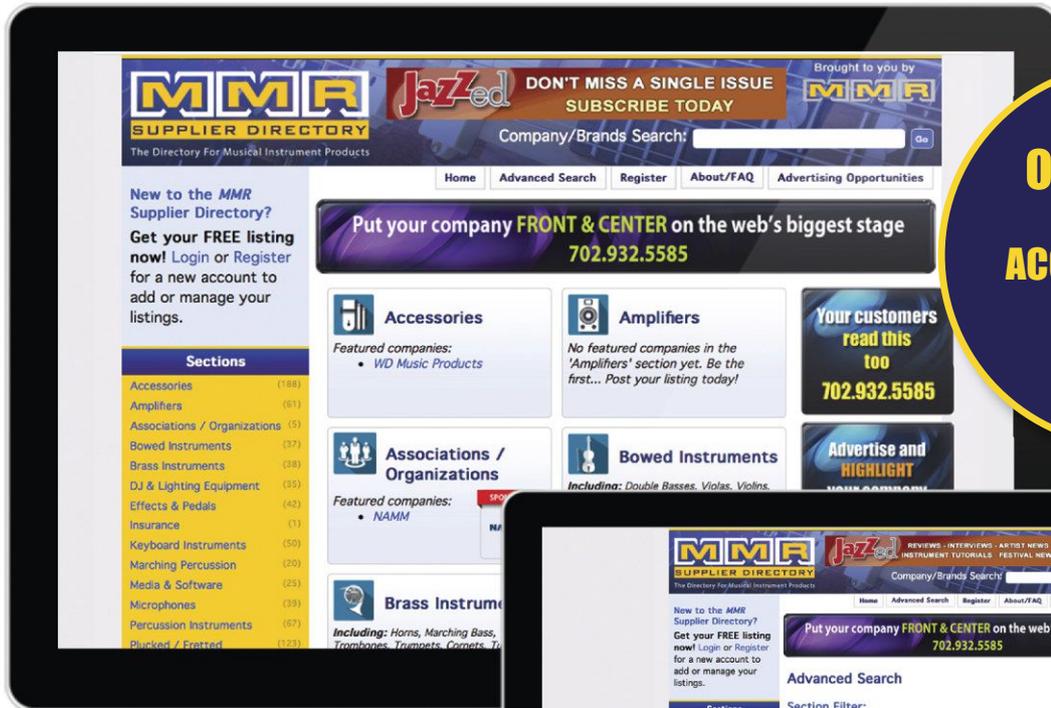
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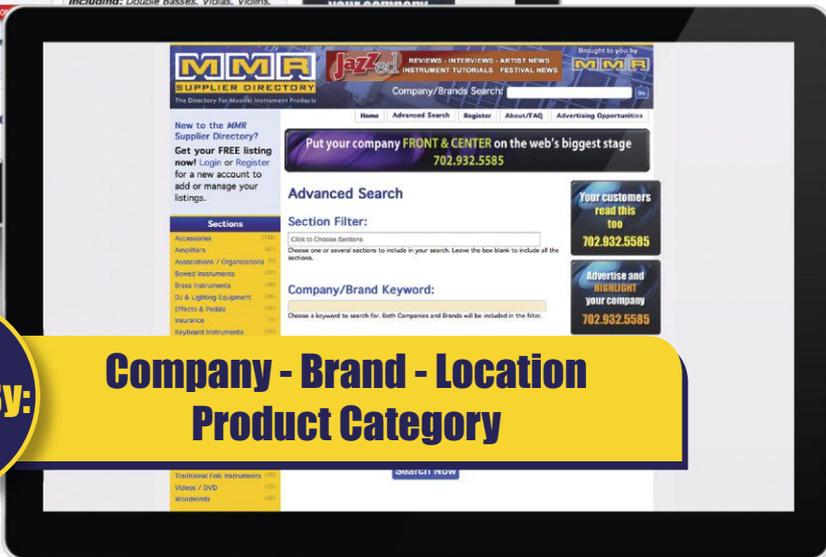
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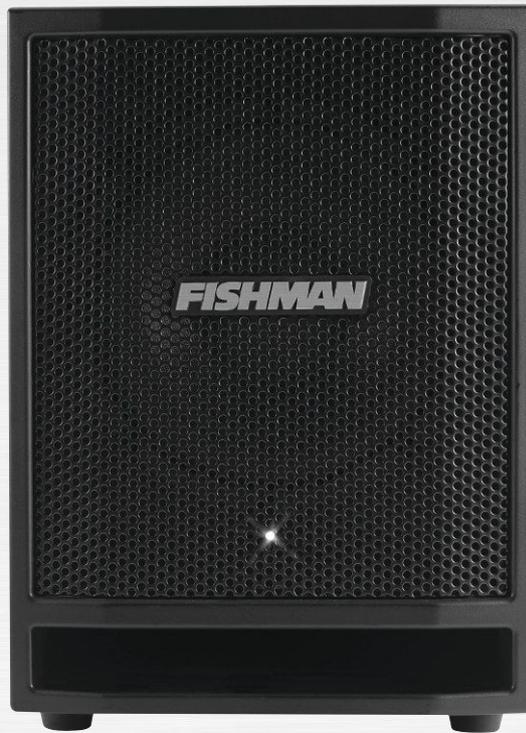
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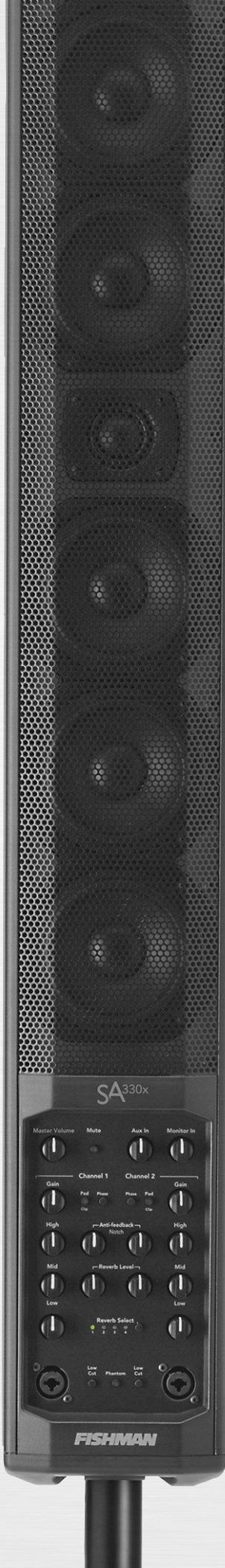


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W: www.5starrproducts.com
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W: www.acpianocraft.com

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E: sales@aceproducts.com
W: www.aceproducts.com

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Eldersburg, MD 21784
W: www.acoustic-science.com

Business Type: Manufacturer
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P: (804) 342-2900

E: nick@acousticsfirst.com
W: www.acousticsfirst.com

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W: www.adkmic.com

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E: sales@alfred.com
W: www.alfred.com

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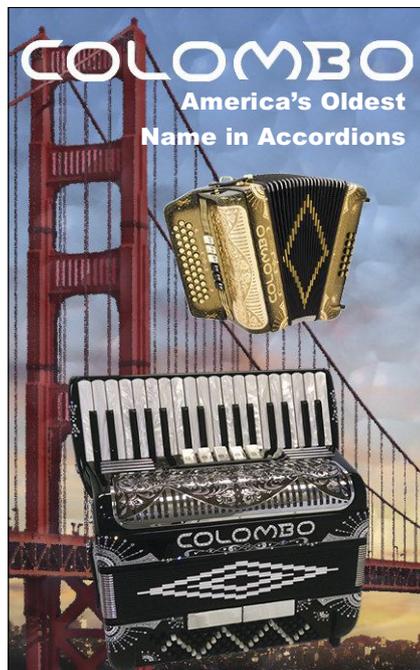
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E: techhelp@alliedsupplycorp.com
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W: www.alternatemode.com

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W: www.altoproaudio.com

Business Type: Wholesaler/Distributor, Manufacturer
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Newbury Park, CA 91320
W: americanmusicand-sound.com

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Business Type: Wholesaler/Distributor, Manufacturer
Plucked / Fretted Instruments: Select Guitar Care Kits and Accessories
Woodwinds: Woodwind Accessories: Mouthpieces (FAXX, AWM, 1st Lesson Econo), Meyer, Otto Link, Babbitt, BARI, Guy Hawkins, Wolfe Tayne, Portnoy, Yamaha, Claude Lakey, Warburton, Ted Johnson, RS Berkeley, Vandoren, Rico), Mouthpiece Cushions (BG,

FAXX), Ligatures (Rovner, BG, FAXX, Amplate, Rico, Vandoren), Mouthpiece Caps, Cane Reeds (FAXX, 1st Lesson, Rico, Hemke, Lavozy, Vandoren, FAXX, MARCA), Synthetic Reeds (Legere, BARI, Fibracell, Bravo), Double Reeds (FAXX, Emerald, Richards, Jones, Meason, Legere), Straps (Neotech, FAXX), Instrument Stands (K&M, Hamilton), Music Stands & Lights, MTS Cases, Case Tags, Maintenance/Care Kits (Superslick, Reka, Yamaha), Cleaning Swabs (Superslick, BG, Hodge, Yamaha), Cleaning Brushes & Snakes, Polish Cloths (Superslick, Blitz), Valentino Repair Items, Mouthpiece Pullers, Lip Protectors, Mouthpiece Pouches

Brass Instruments: Brasswind Accessories: Mouthpieces (FAXX, Yamaha, Schilke, Jet-Tone, Denis Wick, Warburton, Mutec), Mutes (FAXX, Mutec, Yamaha, Harmon, Jo-Ral, Tom Crown, SaxMute, Denis Wick), Brass Lubricants (Superslick, Al Cass, Ultra Pure, Hetman, Blue Juice, Roche-Thomas, Alisyn, Bio Oil, Yamaha), Valve Guards, Bow Protectors & Slide Savers, Lyres, Marching Lyres & Flip Folders, Instrument Stands (K&M,

Hamilton), Music Stands & Lights, BERP & Warburton Embouchure Trainers, Straps and Harnesses (Neotech, FAXX), Mouthpiece Pouches, MTS Cases, Case Tags, Maintenance/Care Kits (Superslick, Reka, Yamaha), Cleaning Swabs (Superslick, BG, Hodge, Yamaha), Cleaning Brushes & Snakes, Polish Cloths (Superslick, Blitz), Valentino Repair Items, Mouthpiece Pullers, Lip Protectors, Mouthpiece Pouches

Marching Percussion: Marching Care Kits, FAXX Plastic Brasswind Mouthpieces, Mouthpiece Pouches, Chopsaver & Musicians 1st Choice Lip Balm, Marching Lyres, Flip Folders and Gloves
Accessories: Your Source for Brass, Woodwind & String Instrument Accessories.

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Percussion Instruments: Bell & Percussion Items, Drumsticks & Mallets, Recorders (Yamaha, Tudor, Narragansett, 1st Note), Kazoos, Slide Whistles, Fifes

Bowed Instruments: String Accessories: Strings (Red Label, Sencicore, Pinnacle, Old Fiddler, Dominant, Black Diamond, D'Addario), String Adjusters, Bows (Glasser), Shoulder Rests & Pillow Pads (Muco, Artino, Motrya, Kun, Superslick), Chin Rests, Bridges, Mutes, Humidifiers, Rosin (Superslick, Clarity, Supersensitive), Luthiers Choice Peg Compound, Luthiers Choice Wood Polish, Fingerboard Tape, End Pin Holders, MTS Cases, Case Tags
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W: www.amprx.net
Business Type: Manufacturer
Accessories
Amplifiers

Amptweaker, LLC
3482 Keith Bridge Rd, #345
Cumming, GA 30041
W: www.amptweaker.com
Business Type: Manufacturer
Effects & Pedals

Anacleto Accordions
12020 Eastgate Blvd
Mt. Juliet, TN 37122
P: (615) 773-9900
E: info@anacletoaccordions.com
W: http://us.playhohner.com/instruments/accordions/anacleto-collection
Business Type: Manufacturer
Keyboard Instruments

Anchor Audio
5931 Darwin Court
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W: www.anchoraudio.com

Business Type: Manufacturer
DJ & Lighting Equipment: Bigfoot Line Array, Beacon Line Array, Liberty, Go Getter
Pro Audio / Sound Reinforcement: Bigfoot Line Array, Beacon Line Array, Liberty, Go Getter, MiniVox, ProLink 500, PortaCom, AN-1000X+, AN-135+, AN-130+, AN-30, Assistive Listening
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Woodwinds: Antigua, Antigua Vosi, Antigua Backun, Antigua Power Bell, Antigua Pro-One

Brass Instruments: Antigua, Antigua Vosi

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W: www.a-courtois.com

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W: www.apintl.com

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suite 301

Montreal, QC H3B1A6
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Business Type: Manufacturer

Media & Software

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E: peterwh@peterwh.com

W: www.arialights.com

Business Type: Manufacturer

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Accessories

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23421 South Pointe Drive
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E: sales@audiofly.com

W: www.audiofly.com

Business Type: Wholesaler/Distributor, Manufacturer, Other

Pro Audio / Sound Reinforcement

Audix Corporation

9400 S.W. Barber St
Wilsonville, OR 97070

P: (503) 682-6933

E: info@audixusa.com

W: www.audixusa.com

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Microphones: Audix

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22 Longwater Dr.
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P: (800) 229-1623

E: zcustomer@zildjian.com

W: www.zildjian.com

Business Type: Manufacturer

Marching Percussion: Zildjian Cymbals

Accessories: Zildjian Drumsticks

Percussion Instruments: Zildjian Cymbals, Gen-16

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W: www.avid.com

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Media & Software

Pro Audio / Sound Reinforcement

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P: (816) 581-9103

E: sales@avlex.com

W: www.avlex.com

Business Type: Wholesaler/Distributor

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Microphones

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W: www.AweSome-Guitars.com

Business Type: Mfg

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

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Bend, OR 97702
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E: info@twooldhippies.com
W: www.bedellguitars.com
Business Type: Manufacturer

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Durban, KZN 04301
P: (+27) 877-0268
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W: www.beglec.co.za
Business Type: Wholesaler/Distributor

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W: www.benedettoamps.com
Business Type: Other

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W: www.benedettoguitars.com
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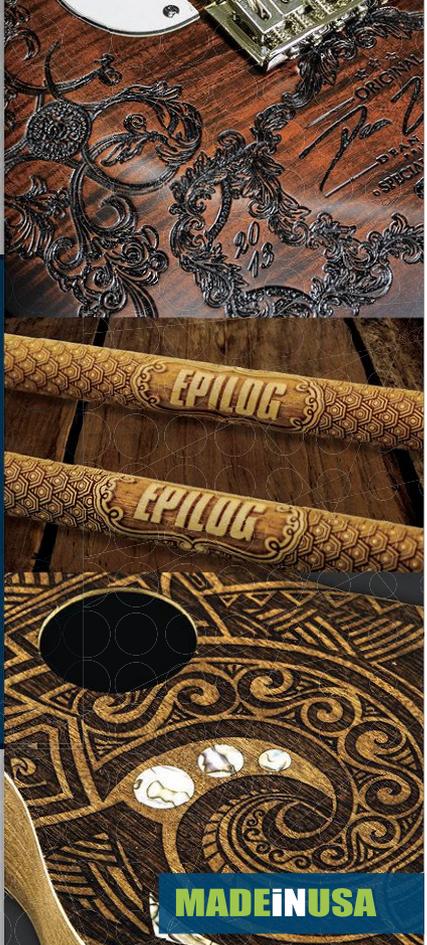
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P: (818) 500-8142

E: ari@bittree.com

W: www.bittree.com

Business Type: Manufacturer

Pro Audio / Sound Reinforcement

Accessories

Black Ice Enterprises LLC

419 Richland Boulevard
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P: (631) 376-2284

E: info@blackiceoverdrive.com

W: www.blackiceoverdrive.com

Business Type: Manufacturer

Effects & Pedals

Black Mountain Instruments

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E: david@blackmntinstruments.com

W: www.blackmntinstruments.com

Business Type: Manufacturer

Plucked / Fretted Instruments

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W: blastcult.com

Business Type: Manufacturer

Accessories

Bowed Instruments

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Suite E

Waukesha, WI 53188

W: www.blizzardlighting.com

Business Type: Manufacturer

Media & Software

DJ & Lighting Equipment

Accessories

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E: orders@bluemic.com

W: www.bluemic.com

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Accessories

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W: www.bopep.com

Business Type: Manufacturer

Accessories

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P: (404) 409-0530

W: www.bohemianguitars.com

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Accessories: John Pearse

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Brass Instruments

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W: www.burns-plate.com
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Accessories
Percussion Instruments

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W: www.burrissamps.com

Business Type: Manufacturer
Effects & Pedals Amplifiers

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W: www.martinguitar.com

Business Type: Manufacturer
Plucked / Fretted Instruments: Martin Guitars
Accessories: Martin Strings, Vega and Darco Strings

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

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W: www.cadaudio.com
Business Type: Manufacturer

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E: sales@calton-cases.com
W: www.calton-cases.com

Business Type: Manufacturer
Racks, Cases & Stands

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W: www.cannonballmusic.com

Business Type: Manufacturer
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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 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
Effects & Pedals Accessories

Cecilio Musical Instruments

8676 Rochester Avenue
Rancho Cucamonga, CA 91730
W: www.ceciliomusic.com

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

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P: (44-) 147-3835

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W: www.celestion.com
Business Type: Manufacturer

Pro Audio / Sound Reinforcement: Celestion
Accessories: Celestion

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P: (732) 683-2356
E: sales@celestion.com

W: www.celestion.com
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Pro Audio / Sound Reinforcement: Celestion
Accessories: Celestion

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E: info@centpoint.com

W: www.centpoint.com
Business Type: Manu-

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W: www.dumontmusic.com

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W: www.chauvetlighting.com/dj-club.html
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DJ & Lighting Equipment: CHAUVET DJ, Trusst

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242 Corning Way
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P: (304) 262-1880

E: info@chem-pak.com
W: www.chem-pak.com
Business Type: Manufacturer
Accessories

Chesbro Music Co.

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PO Box 2009
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W: www.chesbrowholesale.com
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W: www.ChopsBuilders.com

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Marching Percussion Accessories Percussion Instruments

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Ste 105 Pmb 126
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P: (425) 861-5920

E: info@claudelakey.com
W: www.claudelakey.com

Business Type: Wholesaler/Distributor, Manufacturer
Woodwinds Accessories

Clearstone Strings

827 Hollywood Way #420
Burbank, CA 91505
P: (818) 503-2700

E: tone@clearstonestrings.com
W: www.clearstonestrings.com

Business Type: Manufacturer
Plucked / Fretted Instruments Traditional Folk Instruments

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PO Box 1130
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W: www.cline-pianos.com

Business Type: Wholesaler/Distributor, Manufacturer
Keyboard Instruments

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E: sales@clingon.co
W: www.clingon.co
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Accessories

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E: chris@pladdmusic.com
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W: www.colbyamps.com

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W: www.coleclarkguitars.com

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W: www.CraviottoDrums.com
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Percussion Instruments

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P: (845) 679-3391
E: spidercapo@gmail.com
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W: cusackmusic.com
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E: info@dacarbo.ch
W: www.dacarbo.ch
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E: pjlabiz2@aol.com
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W: www.davapick.com
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Accessories: Dava

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W: www.davesmithinstruments.com
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W: www.despub.com
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Print Music

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E: wexlermusic@aol.com
W: www.wexlermusic.com
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Effects & Pedals Accessories

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

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 19 Dawkins Road
 Unit 19
 Poole, UK BH15 4JY
P: (012) 02-6651

E: tradesales@deniswick.com
W: www.deniswick.com
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W: www.denondj.com
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W: www.dmc-musical-products.com
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Contact: Kevin Donohue, President
P: (352) 369-5552
E: Donarra_Extrusions@yahoo.com
W: http://www.donarraextrusions.com
Business Type: Manufacturer

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W: www.ernieball.com
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Buena Park, CA 90620
P: (714) 522-8878
E: info@hosatech.com
W: www.hosatech.com
Business Type: Manufacturer
**Pro Audio / Sound
Reinforcement
Accessories
Racks, Cases & Stands
Microphones**

Hoshino U.S.A. Inc.

1726 Winchester Road
Bensalem, PA 19020
P: (800) 669-4226
W: www.ibanez.co.jp/usa
Business Type: Manufacturer
**Plucked / Fretted Instruments
Percussion Instruments**

House of Troy

902 Silver Ridge Rd
Hyde Park, VT 05655
P: (800) 428-5367
F: (866) 431-6983
E: customerservice@houseoftroy.com
W: www.houseoftroy.com
Business Type: Manufacturer
Accessories: House of Troy Piano Lamps

Hunter Music Instrument, Inc.

3300 Northern Blvd.
Long Island City, NY 11101
P: (718) 706-0828
E: kate@huntermusical.com
W: www.huntermusical.com
Business Type: Wholesaler/Distributor, Manufacturer
Brass Instruments: Hunter
Marching Percussion: Hunter
Percussion Instruments: Hunter
Bowed Instruments: Hunter

HW Products, Inc.

14230 Doolittle Drive
San Leandro, CA 94577
P: (510) 614-8722
E: hwstuff@aol.com
W: www.hwproducts.com
Business Type: Manufacturer

Accessories: HW Pad-Saver/Æ, HW Brass-Saver/Æ, Bravo0 Reeds

Icon Digital USA

8001 Terrace Avenue
Suite 202
Middleton, WI 53562
W: www.icondigitalusa.com
Business Type: Manufacturer

IMS Technologies, LLC

IMS Technologies is dedicating a portion of our sales from our Characture clip-on tuners, Christopher Referencing Speakers, BLOWIT Fans and our charity CD "Giving Shelter" to a fund to help cancer patients and their families; Characture and Pro-Series clip-on tuners, Christopher Referencing Speakers, BLOWIT Fans, "Giving Shelter" charity CD
35420 Beech Avenue
Yucaipa, CA 92399
P: (909) 904-9449
E: info@imstechnologies.net
W: www.imstechnologies.net
Business Type: Manufacturer
Accessories

inMusic Brands, Inc.4

200 Scenic View Drive
Cumberland, RI 02864
P: (401) 658-3131
W: www.inmusicbrands.com
Business Type: Manufacturer
**Media & Software
DJ & Lighting Equipment
Keyboard Instruments
Pro Audio / Sound
Reinforcement
Effects & Pedals
Accessories
Percussion Instruments
Microphones
Amplifiers**

Instrument Care Apparel, LLC

6114 La Salle Avenue
Suite 274
Oakland, CA 94611
P: (888) 990-0422
E: heather@instrument-careapparel.com
W: www.InstrumentCare-Apparel.com
Business Type: Manufacturer
Accessories

Ira B. Kraemer & Co

467 Grant Avenue
Scotch Plains, NJ 07076
P: (908) 322-4469
E: ibkraemerviolins@gmail.com
W: www.bowrehairing.com
Business Type: Wholesaler/Distributor

Bowed Instruments: Bow reharing specialists

Islander Ukulele

46-216 Kshuhipa St. 3
Kaneohe, HI 96744
W: www.islanderukulele.com
Business Type: Wholesaler/Distributor, Manufacturer
Plucked / Fretted Instruments



ISP Technologies, LLC

5470 Perry Drive
Suite B
Waterford, MI 48329
P: (248) 673-7790
E: sales@isptechnologies.com
W: www.isptechnologies.com
Business Type: Manufacturer
**Pro Audio / Sound
Reinforcement:** HDL (High Definition Line Array)4210,HDL 3112,HDL 2208, HDM (High Definition Monitors) XMAX, VMAX, Reference Line, HDDS (High Definition Distributed Systems), LT, Tripower, Triwedge,
Effects & Pedals: Theta Pro DSP, Michael Sweet Theta Pro DSP, Decimator II, Decimator G String II, Beta Bass Preamp Pedal, Theta Preamp Pedal, Impression,
Amplifiers: Stealth Pro, Stealth Ultra Lite, DCAAT Power Amplifier, DAA Dynamic Adaptive Amplifier

J. Scherzer

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

JAM pedals

louis 71
Athens, Attiki 11853
W: www.jampedals.com
Business Type: Manufacturer

Jazzbooks.com

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

Videos / DVD

JJ Babbitt Co., Inc.
2201 Industrial Parkway
P.O. Box 1264
Elkhart, IN 46516
P: (574) 293-6514
E: Info@jjbabbitt.com
W: www.jjbabbitt.com
Business Type: Manufacturer
Accessories: Clarinet & Saxophone Mouthpieces: JJ Babbitt, Otto Link, Meyer, Wolfe Tayne, Guy Hawkins, Hite, Portnoy, RG by Otto Link,

JodyJazz Inc.

1335 Lynah Ave., Ste 112
Savannah, GA 31408
P: (912) 964-4705
E: Jody@Jodyjazz.com
W: www.jodyjazz.com
Business Type: Manufacturer
Woodwinds
Videos / DVD

Jones Double Reeds

303 E. Pacific Ave
Spokane, WA 99202
P: (509) 747-1224
E: jakes@jonesdoubler-
eed.com
W: www.jonesdoubler-
eed.com

Business Type:

Wholesaler/Distributor,
Manufacturer
Accessories

Juan Orozco LTD., INC.

PO BOX 812
Maunabo, PR 00707-0812
W: www.aranjuezstrings.
com
Business Type:
Wholesaler/Distributor,
Manufacturer
**Plucked / Fretted Instru-
ments**
Accessories
Racks, Cases & Stands

**Jupiter Band Instru-
ments**

12020 Eastgate Blvd
Nashville, TN 37122
P: (615) 773-9900
W: www.jupitermusic.
com
Business Type: Manu-
facturer
Woodwinds
Brass Instruments:
Jupiter
Accessories: Jupiter

K.J. Music - DrumClip

P.O. Box 771
Rancho Cucamonga, CA
91729
P: (909) 921-5615

E: Info@TheDrumClip.com

W: www.DrumClip.com
Business Type: Manu-
facturer

Accessories: DrumClip
Percussion Instruments**Kala Brand Music Co.**

1105 Industrial Ave,
Suite 100
Petaluma, CA 94952
W: www.kalabrand.com
Business Type: Manu-
facturer
**Plucked / Fretted Instru-
ments:** Kala, U-Bass,
Makala, Kala Elite Ukulele,
Kala Guitars, Waterman
& Aquila
Accessories: Kala Ukulele
and U-BASS accessories

Kanilea Ukulele

46-216 Kshuhipa St. 3
Kaneohe, HI 96744
W: www.kanileaukulele.
com
Business Type:
Wholesaler/Distributor,
Manufacturer
**Plucked / Fretted Instru-
ments**

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Kawai America

Corporation
2055 E. University Drive
Rancho Dominguez, CA
90220
P: (800) 421-2177
E: info@kawaius.com
W: www.kawaius.com
Business Type: Whole-
saler/Distributor
Keyboard Instruments:
Kawai

Kay Guitar Company

PO Box 8798
Newport Beach, CA
92658
E: info@kayguitar.com
W: www.KayGuitar.com
Business Type: Manu-
facturer
**Plucked / Fretted Instru-
ments**
Accessories
Racks, Cases & Stands
**Traditional Folk Instru-
ments**
Amplifiers
Bowed Instruments
**Retail Displays & Busi-
ness Products / Services**

**Kelley Percussion / Kel-
ley International Sales**

1320 Stirling Road
#8A
Dania Beach, FL 33004
W: www.kelleypercus-
sion.com
Business Type: Whole-
saler/Distributor
Marching Percussion
Accessories
Percussion Instruments

Ken Smith Basses

P.O. Box 199
420 Race St.
Perkasie, PA 18944
P: (215) 453-8887
E: sales@kensmithbasses.
com
W: www.KenSmithBasses.
com
Business Type: Manu-
facturer
**Plucked / Fretted Instru-
ments:** Handmade Ken
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Accessories: Smith Elec-
tric Bass & Guitar Strings

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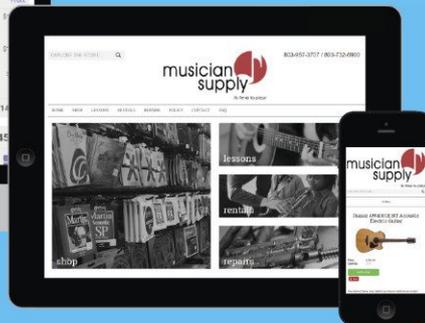
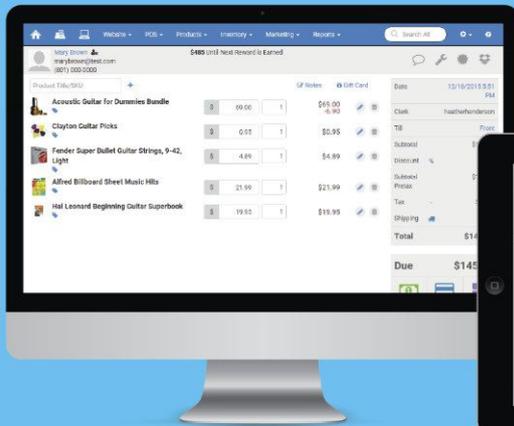
12020 Eastgate Blvd
Nashville, TN 37122
P: (615) 773-9900
W: www.facebook.com/
KHSinAmerica
Business Type:
Wholesaler/Distributor,
Manufacturer
Woodwinds: Jupiter,
Altus Flutes, Azumi Flutes
Brass Instruments:
Jupiter, XO
Marching Percussion:
Mapex, Majestic
Accessories: Hercules
Stands, Jupiter Band,
Nomad Stands, Mapex
Racks, Cases & Stands:
Hercules Stands, Nomad
Stands
Percussion Instruments:
Majestic, Mapex, Nfuzd
Audio

KlipLite

3817 Hickory Grove Rd
Davenport, IA 52806
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Vaterstetten, Bavarian
85591

P: (+49) (0)-810

E: info@klotz-ais.com

W: www.klotz-ais.com

Business Type: Manufacturer

Accessories

Kluson

17570 N. Tamiami Trl.,
Ste. 1

North Fort Myers, FL
33903

P: (800) 449-9348

E: sales@kluson.com

W: www.kluson.com

Business Type:

Wholesaler/Distributor,

Manufacturer

Plucked / Fretted Instru-

ments

Accessories: KlusonÆ

tuning machines - brid-

ges - tailpieces - parts &

hardware.

Koenig, Inc dba King

Kong Cases

10040 Patterson Park Rd.

PO Box 6302

Ashland, VA 23005

Contact: Buz King,

President

P: (302) 382-6501

F: (804) 798-8585

E: koeniginc@earthlink.

net

W: www.kingkongcases.

com

Business Type:

Wholesaler/Distributor,

Manufacturer

Racks, Cases & Stands

Konig & Meyer

8 Vernon Valley Rd.

Wertheim, B-W 11731

W: www.km-america.com

Business Type: Manu-

facturer

Pro Audio / Sound

Reinforcement

Accessories

Korg USA, Inc.

316 South Service Road

Melville, NY 11747

P: (800) 645-3188

E: customer_service@

korgusa.com

W: www.korgusa.com

Business Type:

Wholesaler/Distributor,

Manufacturer

Plucked / Fretted Instru-

ments

DJ & Lighting Equip-

ment

Keyboard Instruments

Pro Audio / Sound

Reinforcement

Effects & Pedals

Accessories

Percussion Instruments

Amplifiers

Kratt Pitch Pipes

40 Layfette Place

Kenilworth, NJ 07033

P: (908) 709-8901

E: service@krattpitchpipe.

com

W: www.krattpitchpipe.

com

Business Type: Manu-

facturer

Brass Instruments

KRUTZ, Inc.

9336 West 53rd Terrace

Shawnee, KS 66203

W: www.krutzstrings.com

Business Type:

Wholesaler/Distributor,

Manufacturer

Media & Software

Bowed Instruments

Kurtzweil Custom

Mouthpieces

3970 Hidden Valley Tr N

Niles, MI 49120-8688

P: (269) 340-9013

E: scott@kurtzweilmusi-

cal.com

W: www.kurtzweilmusi-

cal.com

Business Type: Manu-

facturer

Accessories



Kyser Musical Products, Inc.

28141 State Highway 64

Canton, TX 75103

W: www.kysermusical.

com

Business Type: Manu-

facturer

Accessories

The L.A. Sax Company

864 North 12th Street

Niles, MI 49120

P: (888) 943-1452

E: sales@lasax.com

W: www.lasax.com

Business Type: Manu-

facturer

Woodwinds

Lacey Guitars

PO Box 634

Kingston Springs, TN

37082

W: www.laceyguitars.com

Business Type: Manu-

facturer

Plucked / Fretted Instru-

ments

Lanikai Ukuleles

12020 Eastgate Blvd

Mt. Juliet, TN 37122

P: (800) 446-6010

E: info@lanikaiukules.com

W: http://lanikaiukules.

com

Business Type: Manu-

facturer

Plucked / Fretted Instru-

ments

Lee Oskar Harmonicas (A division of Lee Oskar Enterprises Inc.)

PO Box 2210

Everett, WA 98213

P: (425) 258-3585

E: info@leeoskar.com

W: www.leeoskar.com

Business Type:

Wholesaler/Distributor,

Manufacturer

Woodwinds

Accessories

Traditional Folk Instru-

ments

Legator Guitars

7764 San Fernando Rd.

Unit 10A

Los Angeles, CA 91352

P: (818) 768-7764

E: info@legatorguitars.

com

W: www.legatorguitars.

com

Business Type: Manu-

facturer

Plucked / Fretted Instru-

ments

Legere Reeds Ltd.

121 Welham Rd., Unit #4

Barrie, ON L4N 8Y3

P: (705) 735-1559

E: customerservice@

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W: www.Legere.com

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President

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E: mingusedu@charles-

mingus.org

W: www.charlesmingus.

org

Twitter: twitter.com/

mingus

Facebook: www.face-

book.com/charlesmingus

YouTube: www.youtube.

com/user/TheMingusIn-

stitute

Business Type: Other

Associations / Organiza-

tions

Levy's Leathers Limited

190 Disraeli Freeway

Winnipeg, MB R3B 2Z4

P: (204) 957-5139

E: levys@levysleathers.

com

W: www.levysleathers.

com

Business Type: Manu-

facturer

Accessories

Lipe Guitars USA

341 A st.

Fillmore, CA 93015

P: (818) 383-8241

E: mike@lipeguitars.com

W: www.lipeguitars.com

Business Type: Manu-

facturer

Plucked / Fretted Instru-

ments

Loog Guitars

119 W 72nd St. Ste. 335

New York, NY 11023

W: www.loogguitars.com

Business Type: Manu-

facturer

Plucked / Fretted Instru-

ments

Lowrey Organ Company

989 AEC Drive

Wood Dale, IL 60191

P: (708) 352-3388

E: frankw@lowrey.com

W: www.lowrey.com

Business Type: Manu-

facturer

Keyboard Instruments:

Lowrey Organ, Lowrey

Virtual Orchestra, Lowrey

Piano

Luna Guitars

4924 W. Waters Ave.

Tampa, FL 33634

P: (773) 793-6667

W: www.lunaguitars.com

Business Type: Manu-

facturer

Plucked / Fretted Instru-

ments

Mackie

16220 Wood Red Road

N.E.

Woodinville, WA 98072

P: (425) 487-4333

W: www.mackie.com

Business Type: Manu-

facturer

Pro Audio / Sound

Reinforcement

Effects & Pedals Amplifiers

Majestic Percussion

W: www.masonhamlin.com
Business Type: Manufacturer
Keyboard Instruments

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

Meisel Accessories LLC
 51 Boland Drive
 PO Box 7003
 West Orange, NJ 07052
P: (800) 531-6123
E: info@meiselaccessories.com
W: www.meiselaccessories.com
Business Type: Wholesaler/Distributor
Accessories

Metalin' Guitars
 5 Industrial Drive
 PO box 395
 St. James, MO 65559
W: www.metalinguitars.com
Business Type: Manufacturer

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

Music Factory Direct
 864 North 12th Street
 Niles, MI 49120
P: (888) 943-1452
E: support@musicfactorydirect.com
W: www.musicfactorydirect.com
Business Type: Wholesaler/Distributor
Woodwinds
Brass Instruments
Accessories
Percussion Instruments
Microphones

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

Stands, On-Stage Cases

Musical Instrument Reclamation Corp.
 209 Gothic Court
 Suite 104
 Franklin, TN 37067
P: (800) 573-9865
P: (615) 771-7135
W: www.mircweb.com
Business Type: Wholesaler/Distributor
Plucked / Fretted Instruments: Epiphone, Fender, Gretsch, Jackson, Charvel, Takamine, ESP, Ovation, Alvarez, Breedlove, Ibanez, Guild, Cordoba, & more

MusicNomad
 19432 Lovall Valley Road
 Sonoma, CA 95476
P: (310) 714-2301
E: rrogan@musicnomad.com
W: www.musicnomad-care.com
Business Type: Manufacturer
Accessories

Mutec, Inc.
 7650 Austin Ave
 Skokie, IL 60077
P: (847) 983-8675
E: info@mutecmutes.com
W: www.mutecmutes.com
Business Type: Manufacturer
Accessories

MV Pro Audio
 1630 Williams Highway
 Suite 213
 Grants Pass, OR 97527
W: www.mvproaudio.com
Business Type: Wholesaler/Distributor
Plucked / Fretted Instruments: Blade Guitars, Levinson Guitars
Media & Software: Softube AB
Keyboard Instruments: Waldorf GmbH
Pro Audio / Sound Reinforcement: SM Pro Audio, Violet Audio
Accessories: Rimshot Locs
Microphones: Soyuz Microphones

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 5790 Armada Drive
 Carlsbad, CA 92008
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F: (760) 438-7327
E: info@namm.org
W: www.namm.org
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W: www.nemc.com
Business Type: Wholesaler/Distributor
Plucked / Fretted Instruments
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W: www.ehx.com
Twitter: https://twitter.com/EHX
Facebook: https://www.facebook.com/Electro-Harmonix
YouTube: https://www.youtube.com/user/EHX
Business Type: Manufacturer
Effects & Pedals: Electro-Harmonix
Accessories: Electro-Harmonix, Sovtek, Tung-Sol, Genalex, Mullard, Svetlana

Nomad Drum Cases
 2618 Stevensville Road
 PO Box 385
 Stevensville, ON L0S1S0
P: (905) 382-0140
E: nomad@iaw.on.ca
W: www.nomadcases.com
Business Type: Manufacturer
Racks, Cases & Stands

NOMAD Stands
 12020 Eastgate Blvd
 Nashville, TN 37122
P: (615) 773-9900
W: www.jupitermusic.com
Business Type: Manufacturer
Pro Audio / Sound Reinforcement: Nomad
Accessories: Nomad

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E: info@nedsteinberger.com
W: thinkns.com
Business Type: Wholesaler/Distributor, Manufacturer
Plucked / Fretted Instruments: NS Design
Bowed Instruments: NS Design

Numark
 200 Scenic View Drive
 Cumberland, RI 02864
W: www.numark.com
Business Type: Wholesaler/Distributor,

Manufacturer
DJ & Lighting Equipment Amplifiers

Nuvo Instrumental LLC
 100 Cummings Ctr
 Suite 141Q
 Boston, MA 01915
P: (978) 530-5070
E: jordan@nuvo-instrumental.com
W: www.nuvo-instrumental.com
Business Type: Wholesaler/Distributor, Other
Woodwinds: Nuvo Instrumental
Accessories: Nuvo Instrumental
Racks, Cases & Stands: Nuvo Instrumental
Retail Displays & Business Products / Services: Nuvo Instrumental

Ohana Music, Inc.
 3350 E. 7th Street, #105
 Long Beach, CA 90804
W: www.ohana-music.com
Business Type: Wholesaler/Distributor
Plucked / Fretted Instruments

OMG Music

1530 Endeavor Dr STE 800
 Noblesville, IN 46060
W: www.omgmusic.com
Business Type: Wholesaler/Distributor, Manufacturer
Plucked / Fretted Instruments

OmniSistem
 6403 South 208th Street
 Kent, WA 98032
W: www.omnisistem.com
Business Type: Wholesaler/Distributor, Manufacturer
DJ & Lighting Equipment
Pro Audio / Sound Reinforcement
Accessories
Racks, Cases & Stands
Amplifiers

On-Stage
 154 Woodlawn Rd.
 Suite C
 Berlin, CT 06037
W: On-Stage.com
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Accessories: On-Stage, u-mount, Hot Wires, DrumFire, Hennessey
Racks, Cases & Stands: On-Stage, On-Stage

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P: (800) 398-8501
E: info@optionknob.com
W: www.optionknob.com
Business Type: Manufacturer
Accessories

OZZtosh Guitars
8834 Golf Drive
San Diego, CA 91977
W: www.ozztosh.com
Business Type: Manufacturer
Plucked / Fretted Instruments

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111 Woodmere Blvd
South
Woodmere, NY 11598
P: (212) 650-6160
F: (212) 650-6160
E: sales@pageflip.com
W: www.pageflip.com
Business Type: Wholesaler/Distributor, Manufacturer
Effects & Pedals Accessories

Pearl Corporation
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549 Metroplex Dr
Nashville, TN 37211
P: (615) 833-4477
E: Customer.Service@PearlDrums.com
W: www.pearldrums.com
Business Type: Wholesaler/Distributor, Manufacturer
Marching Percussion Accessories Percussion Instruments

PEARL RIVER

Pearl River
GW Distribution, LLC
P.O. Box 329
Mahwah, NJ 07430
P: (845) 429-3712
E: info@pearlriverusa.com
W: www.pearlriverusa.com
Business Type: Wholesaler/Distributor, Manufacturer
Keyboard Instruments: Pearl River, Ritmuller, Kayserburg

Peekamoose Custom Guitars, LLC
251 W 30th St.
Ste. 7FM
New York, NY 10001
W: www.peekamoose.com

Business Type: Manufacturer
Plucked / Fretted Instruments

Perry's Music LLC dba ChordBuddy
2868 E. Cottonwood Road
Dothan, AL 36301
P: (334) 699-6188
E: customerservice@chordbuddy.com
W: www.chordbuddy.com
Business Type: Manufacturer
Plucked / Fretted Instruments Accessories

Peterson Electro-Musical Products, Inc.
11601 South Mayfield Ave
Alsip, IL 60803
P: (708) 388-3311
E: mlj@petersonemp.com
W: www.petersontuners.com
Business Type: Wholesaler/Distributor, Manufacturer
Pro Audio / Sound Reinforcement Effects & Pedals Accessories

Phaeton Trumpet Company
22159 N Pepper Road, Unit 1
PO Box 550
Barrington, IL 60010
P: (847) 382-3210
E: pjlabiz2@aol.com
W: www.phaetontrumpet.com
Business Type: Manufacturer
Brass Instruments: Phaeton Professional Trumpets, Flugelhorns, Pocket Trumpets, Piccolo Trumpets, FX-Custom Trumpet

Pioneer DJ Americas, Inc.
1925 E Dominguez St
Long Beach, CA 90810
P: (310) 952-2000
W: www.pioneerdj.com
Business Type: Manufacturer
DJ & Lighting Equipment

PJLA Music Sales & Marketing
22159 N Pepper Road, Unit 1
PO Box 550
Barrington, IL 60010
W: www.pjlamusic.com
Business Type: Manufacturer
Woodwinds: Dakota Professional Saxophones: Altos, Tenors, Sopranos, Baritones, Straight Altos & Straight Tenors
Brass Instruments:

Phaeton Professional Trumpets, Flugelhorns, Piccolo Trumpets and Pocket Trumpets
Accessories: Gard Finest Quality Instrument Bags in Leather, Cordura w/ Leather Trim, Wheelie Bags for Multiple Trumpets or Saxophones.

Players Music LLC
PO Box 9210
Mesa, AZ 85214
P: (480) 833-2500
E: sales@playersmusic.com
W: www.playersmusic.com
Business Type: Wholesaler/Distributor, Manufacturer
Plucked / Fretted Instruments: Magic Touch Guitar Polish, Players Guitar Cleaning Kit, Master Series Guitar kits, Microfiber Sublimated Guitar Polishing Cloths, Guitar Repair Mats, Players Fret board Oil, Magic Touch String Cleaning wipes, Players Quick Change Guitar Mute, Players Guitar string winders, **Woodwinds:** Players Key oil, Players Bore Oil, Players Reed guards, Players Teethguards, Players Thumb Cushions, Players Flute Thumb Cushion/Guides, Players Microfiber Swabs, Players Hanky Swabs, Players Real Chamois Swabs, Players Rainbow swabs, Players Woodwind Pre-Pack, Rainbow brushes, Players Microfiber Polishing cloths, Silver Polishing Cloths, Players Maintenance care kits, Players Super Saver care kits, Players Master Series Kits, Players Savers, Cleansweeps, Players Pad Paper, Players Student Reeds.
Brass Instruments: Players Valve, Slide, Combo Oil, Lightning Fast Oil, Synthetic Rods & Snakes, Lube Pre-packs, Brush Pre-Packs, Rainbow brushes, Two-Step Brush, Tuning Slide Grease, Players Slide Cream, Players Bone Bottles, Microfiber Valve Guard, Microfiber Polishing cloths, Silver Polishing Cloths, Microfiber Trumpet Gig Bag, Players Maintenance care kits, Players Super Saver care kits, Players Master Series Kits, **Accessories:** Players Maintenance Care Kits, Master Series Kits, Super Saver Kits, Custom build Care Kits, Magic Mist Mouthpiece Spray, Magic Touch Polish,

Cleansweeps, Repair Savers, Wee Bad Shoulder Pads, Big & Slim Softie Violin Pads, Economy Violin Pads, Lightning Fast Oil, Microfiber Swabs, Microfiber Polishing cloths, Sublimation Printed Microfiber cloths, Rainbow Accessories, Rainbow swabs, Mouthpiece Teethguards, Private label Program, Lowest quantity available only 36 pieces, Rosin, Players Oils & Greases, Deadstop, Flute Thumb guide, Synthetic Rods and Snakes,
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,
Retail Displays & Business Products / Services: Players Custom printed Promotional & Gift Products,

PMC - Percussion Marketing Council
P.O. Box 33252
Cleveland, OH 44133
P: (440) 582-7006
E: kbdustman@aol.com
W: PlayDrums.com
Business Type: Other
Associations / Organizations Percussion Instruments

Polytone
9800 Topanga Cyn Blvd Suite 194D
Chatsworth, CA 91311
P: (818) 760-2300
E: polytone@peoplepc.com
W: www.polytoneamps.com
Business Type: Manufacturer
Amplifiers

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

PreSonus Audio
18011 Grand Bay Court
225.216.7887
Baton Rouge, LA 70809

P: (225) 216-7887
E: info@presonus.com
W: www.presonus.com
Business Type: Manufacturer
Media & Software Pro Audio / Sound Reinforcement Effects & Pedals Microphones

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

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

RCF USA
110 Talmadge Rd.
Edison, NJ 08817
P: (732) 902-6100
E: info@rcf-usa.com
W: www.rcf-usa.com
Business Type: Manufacturer
DJ & Lighting Equipment: RCF
Pro Audio / Sound Reinforcement: RCF
Amplifiers: RCF

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

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

rentMyinstrument.com
Online rent-to-own name brand band & orchestra instruments with FREE UPS SHIPPING on all sales, rentals and repair services. 50% early purchase option discount on all rentals.
1219 Lydia Ave.
Kansas City, MO 64106
P: (816) 842-0240
E: sales@rentmyinstrument.com

W: www.rentmyinstrument.com
Business Type: Wholesaler/Distributor
Woodwinds: BAC, Jupiter, Selmer, Artley, Armstrong
Brass Instruments: BAC, Jupiter, Conn, Selmer, King
Bowed Instruments: Eastman

Reverb

Reverb
Reverb.com is the best place for musicians to buy and sell the gear they use to create the music they love. Our marketplace was built to foster safe and secure transactions, inspire musicians to discover more ways to expand their playing and sound, and cultivate the most vibrant and inspired music community anywhere online.

For us, nothing beats the thrill of discovering a new piece of gear that you simply must use. From detailed and image-rich listings to our library of hand-curated collections, we strive to help musicians find new gear they didn't even know they wanted. We weave data from our Price Guide and articles from our in-house publication, The Reverb Tank, throughout the site to help buyers make informed and inspired purchases. It's our goal to help you find the gear you need to make the music of your dreams.

From seasoned collectors and studio pros to new players looking for their first keyboard, we welcome musician of all types to Reverb. Unlike other platforms, we encourage open communication between all buyers and sellers, and are constantly amazed by the wisdom and insight members of our community share with each other. Reverb was built to help musicians make music, and our community has developed as one where musicians help each other do just that.
3345 N Lincoln Ave
Chicago, IL 60657
Contact: Pierce Codina, Social Media Coordinator
P: (888) 726-2728
W: www.reverb.com
Twitter: twitter.com/reverbdotcom
Facebook: facebook.com/reverbmarket

LinkedIn: <https://www.linkedin.com/company/reverb-music>
YouTube: www.youtube.com/user/reverbmarket
Business Type: Wholesaler/Distributor
Retail Displays & Business Products / Services

Rhythm Band Instruments, LLC / Boomwhackers International
 1316 E. Lancaster Ave
 Fort Worth, TX 76102
E: bfogle@rhythmband.com
W: www.rhythmband.com
Business Type: Wholesaler/Distributor
Accessories
Percussion Instruments

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

Rio Grande Pickups
 3526 East T.C. Jester Blvd.
 Houston, TX 77018
W: riograndepickups.com
Business Type: Wholesaler/Distributor, Manufacturer
Accessories

RITTER & Associates, LLC
 228 Park Ave S #14030
 New York, NY 10003-1502
P: (347) 404-5088
E: martin@ritter-associates.com
W: www.ritter-associates.com
Business Type: Other
Racks, Cases & Stands
Retail Displays & Business Products / Services

Riversong Guitars
 1305 battle st
 Kamloops, BC V2C2N9
P: (250) 319-5050
E: Mike@riversongguitars.com
W: www.RiversongGuitars.com
Business Type: Wholesaler/Distributor, Manufacturer
Plucked / Fretted Instruments
Accessories
Microphones

Rocklin Guitar LLC
 1248 20th St.N.
 Jacksonville, FL 32250
P: (904) 210-6632
E: micklin53@gmail.com
W: www.rocklinguitar.com
Business Type: Manufacturer
Plucked / Fretted Instruments



Roland Corporation U.S.
 5100 S. Eastern Avenue
 Los Angeles, CA 90040
W: www.RolandUS.com
Business Type: Wholesaler/Distributor, Manufacturer
Plucked / Fretted Instruments: Roland
DJ & Lighting Equipment: Roland, BOSS, AIRA
Keyboard Instruments: Roland
Pro Audio / Sound Reinforcement: Roland
Effects & Pedals: Roland, BOSS
Accessories: Roland, BOSS
Racks, Cases & Stands: Roland
Percussion Instruments: Roland
Traditional Folk Instruments: Roland
Amplifiers: Roland

Rovner Products
For decades the reliable, easy-to-use Rovner Dark has been the "go to" ligature for band directors, and it remains our best seller. Our "Next Generation" ligatures, to include the Star Series for beginners and the Versa-X for high school and beyond, expand the options available for helping students perform to the best of their ability no matter where they are in their musical development. With nine patented ligature models in all, plus our new PROTEUS Rectangular Bore Clarinet Barrel, Rovner offers superior performance in all musical genres, in any setting and at every level of experience. Reliable, durable, affordable, patented and made in the USA...that's Rovner Products!

Timonium, MD 21094
P: (410) 252-7750
E: info@rovnerproducts.com
W: www.rovnerproducts.com
Business Type: Manufacturer
Woodwinds: Rovner Ligatures, Rovner Rectangular Bore Clarinet Barrel, Rovner Mouthpieces.
Accessories: Rovner Dark Ligature, Rovner Light Ligature, Rovner MKill Ligature, Rovner Versa Ligature, Rovner Star Series Ligature, Rovner Legacy Ligature, Rovner Platinum Ligature, Rovner Versa-X Ligature, Rovner Van Gogh Ligature,

Rovner Rectangular Bore Clarinet Barrel, Rovner Mouthpieces.

Roy Benson USA
 864 North 12th Street
 Niles, MI 49120
P: (888) 943-1452
E: support@roybenonusa.com
W: www.roybenonusa.com
Business Type: Wholesaler/Distributor
Woodwinds
Brass Instruments

RS Berkeley
 PO Box 715
 Scotch Plains, NJ 07076
P: (908) 790-9499
E: info@rsberkeley.com
W: www.rsberkeley.com
Business Type: Wholesaler/Distributor, Manufacturer
Woodwinds
Brass Instruments
Accessories
Percussion Instruments
Bowed Instruments

Rubato Mouthpieces
 18685 Main Street, Ste.
 101-331
 Huntington Beach, CA 92648
W: www.rubatomouthpieces.com
Business Type: Manufacturer
Brass Instruments
Accessories



SABIAN
 219 Main Street
 Meductic
 Entire Province, NB
 E6H2L5
P: (506) 272-2019
F: (506) 470-4152
E: customerservice@sabian.com
W: www.sabian.com
Business Type: Manufacturer
Accessories: SABIAN Performance Accessories, Gon Bops
Percussion Instruments: SABIAN, Gon Bops

Sadowsky Guitars
 2107 41 Ave FL4
 Long Island City, NY 11101
P: (718) 433-1990
E: roger@sadowsky.com
W: www.sadowsky.com
Business Type: Manufacturer
Plucked / Fretted Instruments
Amplifiers

Saga Musical Instruments

137 Utah Ave.
 South San Francisco, CA 94080
P: (650) 588-5558
E: info@sagamusic.com
W: www.sagamusic.com
Business Type: Wholesaler/Distributor, Manufacturer
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.
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.
Traditional Folk Instruments: Trinity College Concertinas, Schwartz Jaw Harps and Musical Spoons, Cusco Ocarinas and Panpipes.

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

Samson Technologies
 45 Gilpin Ave
 Hauppauge, NY 11788
P: (800) 328-2882
E: sales@samsontech.com
W: www.samsontech.com
Business Type: Wholesaler/Distributor, Manufacturer
Keyboard Instruments
Pro Audio / Sound Reinforcement
Effects & Pedals
Accessories
Microphones
Amplifiers

Sauter Piano Company - America
 PO Box 1130
 Richland, WA 99352
W: www.sauterpiano.com
Business Type: Wholesaler/Distributor, Manufacturer
Keyboard Instruments

Schimmel Piano Corporation
 329 N New Street
 Lititz, PA 17543
W: www.schimmel-piano.de
Business Type: Wholesaler/Distributor, Manufacturer
Keyboard Instruments

Shaker Microphones, Inc.
 PO Box 1070

Diamond, AR 72630
W: www.shakermicrophone.net
Business Type: Manufacturer
Pro Audio / Sound Reinforcement
Microphones

Sher Music Co.
 P.O.Box 445
 Petaluma, CA 94953
E: shermuse@sonic.net
W: shermusic.com
Business Type: Manufacturer
Print Music

Shubb Capos
 578 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



SKB Corporation
In 1977, two ambitious college students developed the first SKB case in a small Anaheim, California garage. What would eventually become the industry's premier lightweight molded guitar case was just the first of many innovations that have since cemented SKB's global reputation as a leading manufacturer of superior equipment transportation solutions.

SKB offers an extensive line of durable roto-molded, vacuum formed, and injection-molded products, including roto-molded stackable standard and marching percussion cases, rolling racks, elastomeric shock racks, lighting cases, and many innovative AV cases. SKB's band instrument cases have been designed in both sculpted and stackable styles, including Sousaphone, Tuba, Bari Sax, and Euphonium cases with wheels that are perfect for school programs. Soft cases for cornet, trumpet, alto and tenor sax utilize the same protective EPS plush lined interiors as their hardshell counterparts but are wrapped in tough 600

Denier Nylon.

With everything from iSeries Watertight injection-molded utility and guitar cases that are emerging as must-haves for airline travel, to a complete line of soft drum bags that provide the greatest versatility in protective solutions, SKB remains the leading case resource for musicians everywhere.

SKB cases are available worldwide and carry an unparalleled lifetime warranty for hard cases and a worry-free one year warranty for all soft cases to the original owner.
 1633 N. Leslie Way
 Orange, CA 92867
Contact: Jerry Andreas, Sr.
 V.P. Music Pro AV Division
P: (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
YouTube: www.youtube.com/skbcases.com
Business Type: Manufacturer
Racks, Cases & Stands: SKB, GigRig, Studio Flyer, iSeries Watertight Guitar Cases, ATA Cases

Small World MUSIC-FOLDER.com Inc.
 Box 60582 RPO Granville Park
 Vancouver, BC V6H 4B9
Contact: Ian Bullen, President
P: (604) 733-3995
E: sales@musicfolder.com
W: www.MusicFolder.com
Business Type: Wholesaler/Distributor, Manufacturer
Print Music
Accessories
Racks, Cases & Stands

Softwind Instruments
 Munstergasse 24
 Berne, CH 03011
W: www.softwind.com
Business Type: Manufacturer
Woodwinds

Sound Projections
 1815 w. 205th st. # 103
 Torrance, CA 90501
P: (888) 291-1288
E: info_sp@soundprojections.com
W: www.soundprojections.com
Business Type: Manufacturer
Pro Audio / Sound Reinforcement

**St. Louis Music**

1400 Ferguson Avenue
St. Louis, MO 63133
P: (314) 727-4512

E: info@stlouismusic.com
W: www.stlouismusic.com

Business Type: Wholesaler/Distributor
Plucked / Fretted Instruments: Alvarez, Alvarez Yairi, Austin, Sigma, Yairi
Woodwinds: Zonda, P. Mauriat

Brass Instruments: Zonda, P. Mauriat

Marching Percussion: Evans, Vic Firth, Dixon, Rogers, Innovative Percussion, Sabian

Accessories

Percussion Instruments: Dixon

Microphones: Audio-Technica

Bowed Instruments: Knilling, Suzuki, Sebastian

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) 17-372

E: info@stentor-music.com
W: www.stentor-music.com

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

Accessories

Traditional Folk Instruments
Bowed Instruments

Stomplight International LLC

PO Box 365
El Granada, CA 94018
P: (650) 533-1408

E: mja@stomplight.com
W: www.stomplight.com

Business Type: Manufacturer
DJ & Lighting Equipment

Superdrum

3016 Colorado Blvd unit 7064
Los Angeles, CA 91117
P: (626) 590-5967

E: Dave@superdrum12.com
W: www.superdrum12.com

Business Type: Manufacturer

Percussion Instruments

Tapspace Publications, LLC

4010 NE Hancock St., Suite 2
Portland, OR 97212

Contact: Jim Casella, co-founder
P: (503) 288-6080

F: (503) 288-6085
E: info@tapspace.com

W: www.tapspace.com
Twitter: twitter.com/tapspaceperc

Facebook: www.facebook.com/pages/Tapspace/94028985526

YouTube: www.youtube.com/user/TapspacePublications/featured

Business Type: Wholesaler/Distributor

Percussion Instruments

Taylor Guitars

1980 Gillespie Way
El Cajon, CA 92020
W: www.taylorguitars.com

Business Type: Manufacturer

Plucked / Fretted Instruments: Taylor Guitars

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

Amplifiers

TecAmpUSA

5310 Spirea Cove
AUSTIN, TX 78749

Business Type: Wholesaler/Distributor, Manufacturer

Amplifiers

Ted Klum Mouthpieces LLC

101 East Main St Bldg #5
Unit #4
Little Falls, NJ 07424

P: (973) 890-8755
F: (973) 890-8755

E: tedk@tedklummouthpieces.com
W: www.tedklummouthpieces.com

Business Type: Manufacturer

Woodwinds

Accessories

Theo Wanne Mouthpieces and Instruments

Theo Wanne Mouthpieces and Instruments manufactures the world's most innovative and high-quality saxophones, saxophone mouthpieces and accessories.

Designed by world-renowned mouthpiece expert Theo Wanne, their mouthpieces are played by well-known saxophones from all genres and styles, including Tim Price, Jeff Coffin, Mindi Abair and Gerald Albright.

The Mantra saxophone line was awarded a spot in the NAMM Top 50 in 2012

*1221 Fraser Street Suite E2
Bellingham, WA 98229*

E: info@theowanne.com
W: www.theowanne.com

Twitter: www.twitter.com/theowanne

Facebook: www.facebook.com/theowanne-music

YouTube: www.youtube.com/theowanne

Business Type: Wholesaler/Distributor, Manufacturer

Woodwinds: Theo Wanne, Legendary Saxophone Mouthpieces

Accessories: Theo Wanne, SD Systems

Timberline Guitars

PO Box 2983
San Diego, CA 92131
P: (888) 610-5551

E: timberlineguitars@me.com
W: www.timberlineguitars.com

Business Type: Manufacturer

Plucked / Fretted Instruments

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
DJ & Lighting Equipment: Chauvet, Martin Audio.

Pro Audio / Sound Reinforcement: JBL, EV, QSC, PreSonus, Worx Audio, Outline Array, Mackie, K-Array, SoundTube, Allen&Heath, OWI, Community, db Technologies, RCF, Peavey, BSS, Symetrix, Westone, AudioFly, AVID, Martin Audio, EAW, QUAM, Soundcraft.

Effects & Pedals: TC Electronic, Whirlwind, Lexicon, BBE, Proco, dbx.

Racks, Cases & Stands: On-Stage, On-Stage Stands, On-Stage Cases, Grundorf, Atlas, K&M.

Microphones: Shure, Sennheiser, DPA, Audio-Technica, CAD, Audix, Telefunken, Mogan, Countryman, AKG, Heil, EV, Peavey.

Amplifiers: Crown, QSC, Lab.Gruppen, Powersoft, Ashly, Atlas, Bogen, Mackie, Peavey.

Toleeto Fasteners Int'l.

1580 Jayken Way
Chula Vista, CA 91911
W: www.cord-lox.com

Business Type: Manufacturer

Tombo Harmonicas (Distributed by Lee Oskar Enterprises Inc)

PO Box 2210
Everett, WA 98213
P: (425) 258-3585

E: info@leeoskar.com
W: http://www.leeoskar.com

Business Type: Wholesaler/Distributor

Woodwinds

Tombo Harmonicas

(Distributed by Lee Oskar Enterprises Inc)

PO Box 2210
Everett, WA 98213
P: (425) 258-3585

E: info@leeoskar.com
W: http://www.leeoskar.com

Business Type: Wholesaler/Distributor

Woodwinds

Toneville Amps

7830 N. Academy Blvd.
Colorado Springs, CO 80920

W: www.tonevilleamps.com
Business Type: Manufacturer

Amplifiers

Truetone

4922 Port Royal Road B-11
Spring Hill, TN 37174
P: (931) 487-9001

F: (931) 486-9965
E: jamie@truetone.com

W: www.truetone.com
Business Type: Manufacturer

Effects & Pedals: Truetone, Visual Sound, Garagetone, Visual Volume, 1 SPOT

Accessories: 1 SPOT

The Tuba Exchange

1825 Chapel Hill Road
Durham, NC 27707
E: luc@tubaexchange.com

W: www.tubaexchange.com

Business Type: Wholesaler/Distributor

Brass Instruments

Tycoon Percussion

5370 Schaefer Ave,
Suite B
Chino, CA 91710

W: www.tycoonpercussion.com

Business Type: Manufacturer

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

Plucked / Fretted Instruments

Effects & Pedals

Accessories

Racks, Cases & Stands

Percussion Instruments

Traditional Folk Instruments

Amplifiers

Vandoren Paris

56 Rue Lepic
Paris, IDF 75018
P: ((33)) 4-940.

W: www.vandoren-en.com
Business Type: Manufacturer

Accessories

Ventura Guitars

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

Plucked / Fretted Instruments: Ventura

Bowed Instruments: Ventura

Veritas Instrument Rental Incorporated

3670 131st Ave N
Clearwater, FL 33762
W: www.veritas-online.com

Business Type: Wholesaler/Distributor, Other

Woodwinds: Buffet, Armstrong, Artley, Gemeinhardt, Vito, Jupiter

Brass Instruments: Selmer, Bach, King, C.G.

Conn, Jupiter, Vito, J.

Keilwerth

Percussion Instruments:

Ludwig, Vic Firth, Ross

Bowed Instruments:

Knilling, Scherl & Roth,

Hermann Beyer, Josef

Reiter, Lewis, Eastman

Strings, Glaesel, Paesold

**Vic Firth Company**

65 Sprague Street
617-364-6869
Norwell, MA 02061

P: (617) 364-6869

E: info@vicfirth.com

W: www.vicfirth.com

Business Type: Manu-

facturer

Marching Percussion:

Vic Firth, Vic Firth Corps-

master

Accessories: American

Classic, Titan, American

Jazz, American Sound,

Shogun, American Custom,

American Heritage,

Vickick, World Classic,

Soundpower, Corps-

master,

Percussion Instruments:

Vic Firth Drumsticks, Vick-

ick Bass Drum Beaters

Virgin Musical Instrument Company, Inc.

1308 N.Magnolia Ave
Suite L
El Cajon, CA 92020

P: (888) 244-0006

E: info@virginmusicalin-

struments.com

W: www.virginmusicalin-

struments.com

Business Type: Whole-

saler/Distributor

Keyboard Instruments

Percussion Instruments

VocalBooth.com, Inc.

P.O. Box 6569
Bend, OR 97708
P: (541) 330-6045

E: info@vocalbooth.com

W: www.vocalbooth.com

Business Type: Manu-

facturer

Pro Audio / Sound

Reinforcement: Vocal-

Booth brand of portable

and modular recording

studios, sound rooms and

sound isolation booths.

Accessories

Walden Guitars

12020 Eastgate Blvd
Nashville, TN 37122
W: www.waldenguitars.com

Business Type: Manu-

facturer

Plucked / Fretted Instru-

ments

Walking Bird Publications

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By Dan Daley

What Community Really Means

Back in February, a pair of not-especially slick shoplifters hit Fanny's House of Music, a rambling, genially cluttered shop in East Nashville. Fanny's co-owner Pamela Cole said her experienced retail eye suggested they bore a bit more monitoring than most customers browsing through the store's mostly stringed stock. "I just had a sense and was keeping a good eye on them," she said.

Fanny's ambience is nicely summed up by a note from a young Taylor Swift (as if Swift is old now) that described the store as, "instruments, lessons, sweet ladies who work there, and awesome vintage clothes, shoes and accessories." It has a front porch that's as much a stage as it is a regular and informal gathering place for musicians and related hipsters in a neighborhood that's Nashville's equivalent of Brooklyn's Williamsburg. But Mayberry, it ain't. When the two interlopers grabbed a \$1,500 Eastman mandolin and took off, a number of customers ran after them, cell phone videos rolling.

Before long, the thieves dropped the instrument and kept going.

The pair was eventually caught – an ex-wife dropped a dime to the cops – and Fanny's had its goods back. But almost as quickly as it happened, other MI retailers in town were also being notified via a kind of jungle telegraph – calls from cell phone to cell phone between employees at other area stores who are friends and colleagues before they're competitors.

Cole chalks the theft incident up to Nashville's rapid growth in the last two years, but says much of what made the city attractive to musicians has remained intact, in the form of community response. "It's a Nashville thing," she says.

Corey Terrell, manager of World Music Nashville, adds, "It's also a Southern thing. There's a definite attitude here. If a customer comes to my store and we don't have something he or she wants, I'll call another store to see if they have it and if they do, I'll send them there, and they do the same for us. We have each other's phone numbers. It's a pretty tight-knit place." Store co-owner Denny Sanders, an L.A. transplant who with a partner bought the shop from longtime owner Larry Faragalli last fall, marveled at the seeming normalcy of the network. "I don't think that's something you'd see

in L.A. or New York, unless you were next door to each other," he said.

Terrell says he doesn't rely on Southern gentility to keep the shop's wares secure. He has the luxury of space in a neighborhood on Nashville's extreme west end that lets him set up a bit of an obstacle course in a store designed to draw visitors in deeply. "We keep a drum set up front," he said. "Good luck stealing a drum." The city's crime rate has risen slightly along with its profile in the media, but its culture tends to moot some of the worst effects of that. Terrell says musicians view the city's music stores as information hubs, letting them know if instruments are stolen in case thieves try to fence them there. "There's definitely a camaraderie between all of us," he told me. We're all musicians in a music town."

“MI retailers in town were also being notified via a kind of jungle telegraph – calls from cell phone to cell phone between employees at other area stores who are friends and colleagues before they're competitors.”

Larry Garis, founder of Corner Music in Nashville's once-grungy-but-now-hip 12 South area, keeps a written BOLO list near the checkout counter, filled with lists of stolen items that might be brought in for a

quick sale. Sometimes they can also be proactive, like the time a prospective seller bought in an obviously high-end, boutique-brand bass guitar – without a case. Corner Music staff asked to keep it overnight to "inspect" it, called around and discovered it had been stolen from a parked car during a Summer NAMM Show. It was returned to the rightful owner directly.

It gets harder if stolen merch leaves the area. Garis says it's not unusual to hear of instruments nicked in Nashville turning up in Atlanta, the nearest major metropolitan area and one with lots of pawnshops. But even over that distance, he says instruments with unique identifying markers have been known to find their way back to Music City.

"We love our customers, but we understand that they're not exclusively our customers – they shop in a lot of places," he says. That helps extend the network of notifications that can fight this kind of crime. "In Nashville," he says, "it's second nature."

What a world it would be if that were the case everywhere, all the time. In the age of social media, the idea of Macy's not telling Gimbel's is long over. (Find somebody over 50 from New York to explain that reference, if necessary.) This kind of networking is one of the things that sets brick-and-mortar MI retail apart. **MMR**

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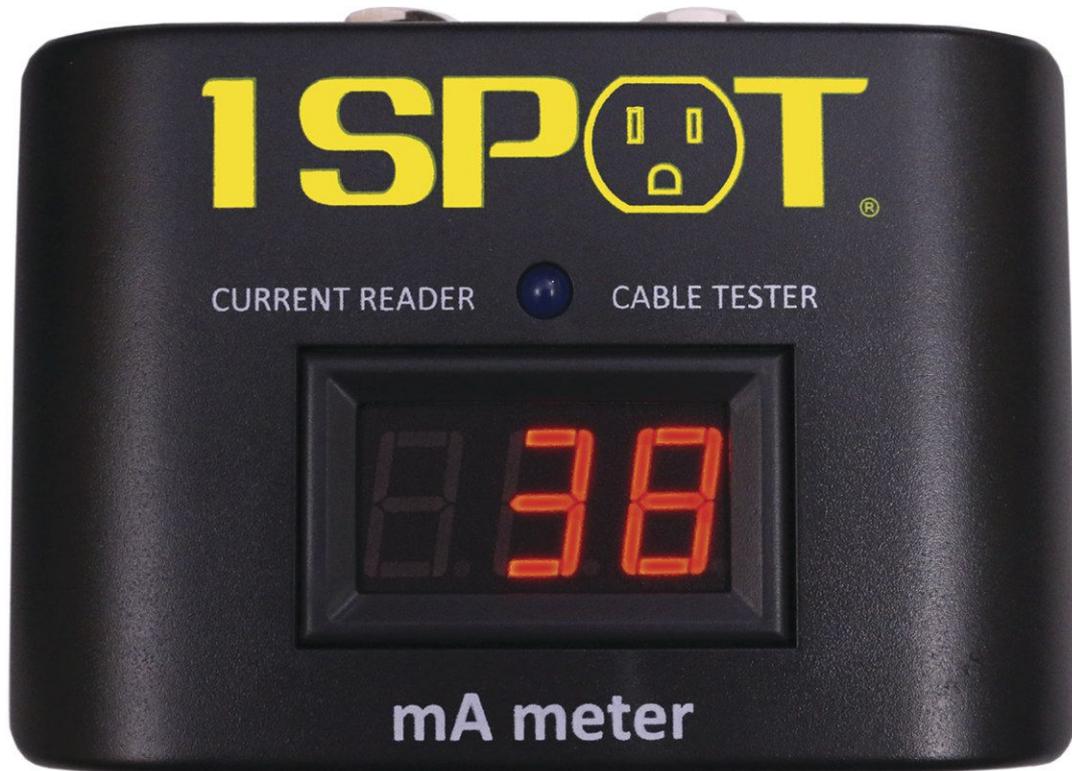
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