

MMR

MUSICAL MERCHANDISE REVIEW

54th Annual Supplier Directory

Icons include: a drum set, a trumpet, a guitar, a microphone, a lightning bolt (1.5A amp), a guitar with 'XL NICKEL WOUND' text, and a guitar with '48' text.

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The App Test

Small Business Matters: Does Your Business Pass 'The App Test'?

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40 Dealer Survey: The Hollow Body Electric Guitar Market



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ance, which emulates a proper amplifier load and prevents any degradation to the instrument's tone. The signal passes through the Multi Selector AMP transparently, with no coloration and the digitally controlled optical switching is completely silent.



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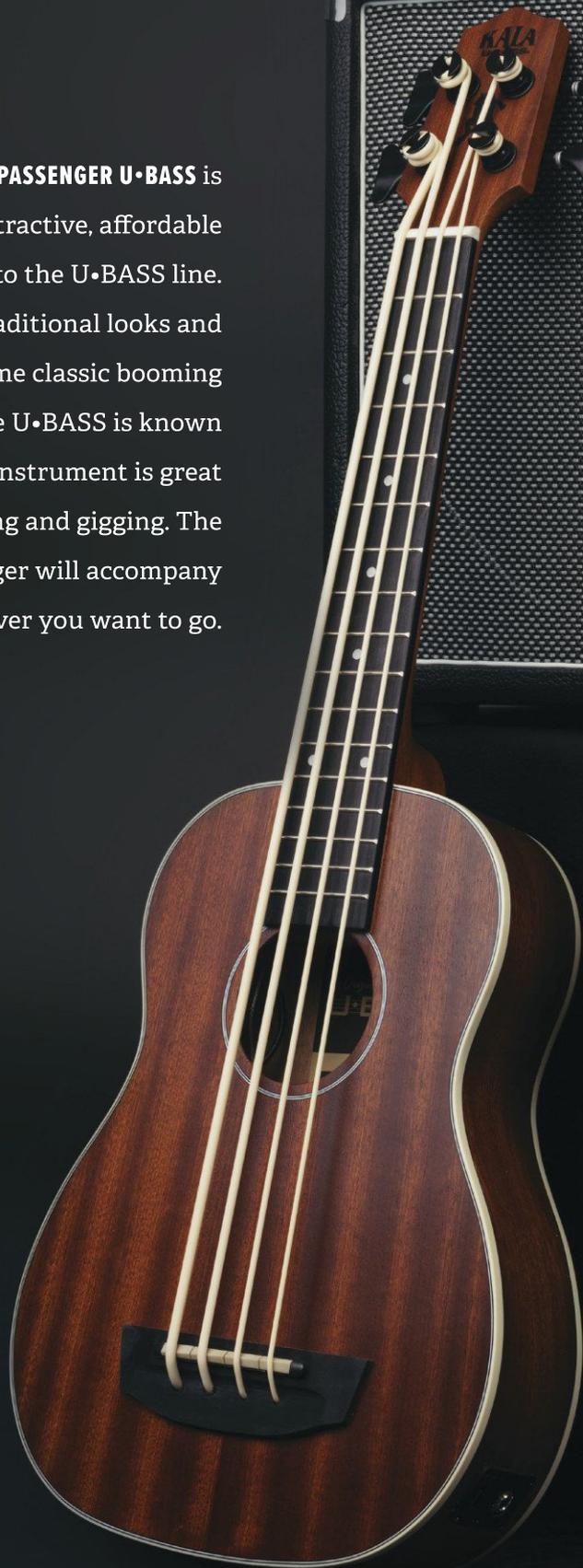
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C O N T E N T S



MUSICAL MERCHANDISE REVIEW

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Something's Gotta Give... Maybe?



by Christian Wissmuller

In the 16-plus years I've been on staff at *MMR* there have been periodic rumors of Guitar Center's imminent demise. Some of the reports and predictions have seemed more credible than others and certain developments – the 2007 Bain Capital buyout, debt rating downgrades a few years later, Ares' ascension, 2015 layoffs – seemed to bear out bad (or good, depending on your take) news for the company.

Throughout it all, though, GC has continued to open more storefronts – often at a pretty impressive clip – and they remain very much open for business and unquestionably the largest MI retail operation in the country.

Given the organization's endurance throughout all the many "warning signs" and cries of doom and gloom – as well as, it should be noted, their reps' frequent candor and willingness to speak with this magazine and offer often compelling explanations and counterpoints to the predictions of looming disaster – it's become almost second nature to respond to the latest reports of "Guitar Center is Facing Bankruptcy!!!" with an eye-roll and shrug.

But it's becoming difficult to shrug off recent developments as just "more of the same."

As reported here (and pretty much everywhere), late last year, S&P reduced GC's corporate credit rating further into junk status (CCC-) as did Moody's (Caa1), believing that the retailer won't be able to improve its credit due to weak cash flow and high leverage. With in excess of \$600M in notes maturing in April of 2019 and more than \$1 billion, total, in outstanding loans, it's hard not to believe that there is, indeed, cause for concern.

Concurrent to all of this is, of course, the situation over at Gibson – a company struggling with more than \$500M in debt coming due this summer, the after-effects of an unsuccessful

re-shaping from MI supplier to "lifestyle brand," and ongoing and increasing lack of confidence in corporate leadership.

Gibson is another organization that many have been predicting would hit rock-bottom for years, but – like Guitar Center – has persevered.

While some within our industry and outside of it refuted last summer's *Washington Post* article describing "The Slow, Secret Death of the Six-String Electric [Guitar]," believing the true situation to be just market-correction or a phase, if either GC or Gibson do wind up tanking (or downsizing, or being sold, or drastically restructured), it would have to be ascribed – at least in part – to that very "death."

Both businesses were built on guitar sales and, as younger players – who historically have driven guitar culture and sales – continue to move towards hip-hop, EDM, and other less guitar-driven music, those sales have been down drastically in the last decade-plus.

Or, as one retailer who participated in *MMR's* survey this month on electric guitars (hollow bodies), puts it: "Less and less people [have been] interested for over 10 years now."

GC isn't closing any stores, so far. In fact, it recently announced a revamped Bloomington, Minnesota store and a brand-new Delray Beach, Florida location.

But increasingly, for Guitar Center (and Gibson) it seems like – sooner than later – something's gotta give.

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Industry News

St. Louis Music Partners with Antigua Winds

St. Louis Music has acquired the distribution of Antigua Winds in North America effective May 1, 2018.

Antigua Winds, founded in 1991, is known the world over for its comprehensive line of band instruments which are used by players at all skill levels. Additionally, SLM will assist and drive future marketing and development efforts for the line, focusing on class-leading product quality while enhancing worldwide brand awareness.

“St. Louis Music is the perfect sales and distribution partner for Antigua Winds as they continue to grow”, commented Mark Ragin, president and CEO of SLM. “We have a time-honored dedication in serving the school music market through a dealer base and look forward to working with Antigua dealers and introducing the brand to many more.”

According to Mike Sails, director of Antigua Winds, “Antigua Winds is excited about this new opportunity to partner with St. Louis Music. With the impressive growth Antigua has been experiencing the last few years, we needed to partner with a leader in sales and marketing band instruments to allow Antigua to achieve its full potential. This a perfect partnership for Antigua Winds.”

Antigua Winds will remain based out of San Antonio, Texas, the city they have called home for more than 25 years. Mike Summers will assume the role of brand director for Antigua and be responsible for its day-to-day success. Current and prospective authorized Antigua retailers are encouraged to contact Summers or their SLM inside sales representative for additional details.

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➤ Supplier Scene

➤ *MMR* Global

➤ People on the Move

➤ Trade Regrets

➤ Letters

Gibson Rescue Talks Stalling Over Directors' Cut?

According to local reports, plans to rescue Gibson may have stalled over a disagreement between the management and its financiers, over the value of individual directors' stakes in the firm.

The talks between Juskiewicz and Gibson president (and minority shareholder) David Berryman on one side and KKR Credit Advisors on the other took place last month and focused on a potential debt-for-equity swap that would have put KKR in control of the embattled guitar firm.

According to the *Nashville Post*, however, the talks foundered over the parties' “significantly divergent” opinions on how much Juskiewicz and Berryman should be paid for their stakes.

Gibson's acknowledgement of the KKR

talks – and the idea that the private equity giant could end up controlling the company – marked a change of position for Juskiewicz, who had previously maintained that he would be able to find new funding to pay off holders of the \$375 million of senior secured notes it took out in 2013 – more than \$100 million in bank loans also will come due if those notes aren't refinanced by late July – and said that disgruntled bond investors are out to take over the company, not be repaid.

Gibson also said Juskiewicz and Berryman told KKR officials they think Gibson's instruments and related audio equipment business will be worth between \$642 and \$696 million, based on its expected adjusted EBITDA of about \$60 million.



Hal Leonard Buys Printed Music and Retail Divisions of The Music Sales Group

Milwaukee-based worldwide music print publisher Hal Leonard LLC has announced the purchase of the physical and online printed music businesses of global independent music publisher The Music Sales Group.

In addition, Hal Leonard and The Music Sales Group will continue to work together in the future by entering into a global licensing agreement to represent and exploit Music Sales' copyrights in print.

Commenting on the deal, Hal Leonard chairman Keith Mardak stated, “We've had a long and rewarding relationship with Music Sales over the years and we look forward to that continuing into the future. Bob Wise has built an incredible printed music business and we feel privileged to

be the new custodians of his many years of hard work. Mark Mumford, the managing director of Hal Leonard in Europe, will oversee the integration of the two companies in Europe.”



The Music Sales Group

Music Sales' chairman and owner Robert Wise added, “Printed music has played a special role in the long history of Music Sales, but our direction of travel has been very clear in recent years as we continue the expansion of our portfolio of copyrights in all styles and genres across the world. In making this deal it was important for us to find the right buyer for our printed music business and we are confident that Keith Mardak and his team at Hal Leonard will do a great job with this business in the future.”

Electro-Harmonix Launches B2B Website and Dealer Portal

Electro-Harmonix has introduced a new web presence for retailers, shop.ehx.com, which provides customized service and accessibility, including:

- 24/7 ordering experience optimized for all devices
- On-demand account information, order status and tracking details
- Easy access to transaction history
- Complete product offerings across all categories including pedals, tubes, parts and merchandise
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EHX founder Mike Matthews stated, “shop.ehx.com provides dealers with an efficient, seamless and comprehensive solution to manage their accounts and transactions. Electro-Harmonix’s commitment to our customers remains strong, and along with our dedicated and experienced sales representatives, this solution will help us better serve our global network of dealers now and in the future.”

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LETTERS

WOW, Thank you so much for the coverage in your April Issue. The cover and the articles are really helpful and appreciated.

Cheers,
Tom Bedell
Two Old Hippies



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Yamaha Ensembles Win Seven Medals at Winter Guard Intl.

Yamaha-equipped performers made a strong showing at the 2018 Winter Guard International (WGI) Percussion and Winds World Championships, with 7 of the 18 awards going to groups exclusively using Yamaha marching instruments. The Championships were held at a number of venues located in and around Dayton, Ohio including University of Dayton Arena, Wright State University's Nutter Center and BB&T Arena at Northern Kentucky University. Since 1998, ensembles using Yamaha equipment have won more than 120 medals in WGI competition.

In a season that runs from January through the April 19-22 World Championships, WGI "Sport of the Arts" events combine theatrics, athletics and musicianship in a unique way, serving as a creative and educational opportunity for thousands of young musicians. The 2018 season featured over 215 ensembles

from across the country, and a few around the world.

For decades, WGI's musical competition focused exclusively on percussion groups; in 2015, the organization added a separate Winds competition, which has been growing in popularity ever since. Ensembles compete in separate Scholastic and Independent divisions, each boasting a range of classes.

"Whether you're talking about the elite World Class groups or the impressive young performers in WGI's A and Open classes, the quality of the work by the young musicians, instructors, and their parents is amazing," said Troy C. Wollwage, percussion marketing manager, band & orchestral division, Yamaha Corporation of America.

"For decades, we've had the honor of watching many of WGI's top groups use Yamaha percussion

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Yamaha

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instruments as well as pro audio equipment. More recently, with the addition of the Winds division, we're able to provide quality instruments to even more WGI members."

The 2018 WGI gold medal winner in Scholastic World, for the second year in a row, was the Chino Hills High School

Percussion Ensemble (Calif.). The silver medal in Scholastic World went to the percussion ensemble from the Dartmouth High School (Mass.), and Arcadia High School (Calif.) took the bronze medal. Broken City Percussion (Calif.) won the 2018 bronze medal in Independent World. The silver medal in Independent Open went to Spirit Winter Percussion (Mass.). Impact Percussion (Utah) took the gold medal in Independent

'A' and Florida International University Indoor received the silver medal in the Scholastic 'A' category.

The gold medal winner for the Winds Championship Independent Open class was awarded to Chromium Winds (Illinois). The Independent World silver medal went to Crossmen (Texas). Chromium Winds also took home the Independent Open Fan Favorite award as voted by fans during the weekend.

At the WGI World Championship Finals, Yamaha continued its tradition of awarding scholarships to two deserving WGI performers. The 2018 Yamaha/Dennis DeLucia Scholarship recipient was Colin Bradley from Orange County High School in Orange, Virginia. This scholarship is named for the acclaimed teacher, arranger and clinician who continues to contribute both indoor and outdoor marching music. Jack Higham from Burleson Centennial High School in Burleson, Texas won the 2018 Yamaha Music Education Scholarship, which supports students pursuing careers in music education. "For the entire Yamaha team, awarding these scholarships is always a highlight of the entire year," Wollwage said. "We're proud to work for a company that believes in and supports music education."

In addition to Yamaha providing instruments and sound equipment to many groups competing in WGI this year, dozens of Yamaha Performing Artists took part as instructors, judges, ensemble directors and mentors throughout the season. Jeff Queen, former member of *Blast!*, provided rudiment lessons to all students and performers who attended the WGI Championships. Staged as a "silent drumline," students were able to play on Yamaha DTX pads with headphones and hear Jeff's instruction simultaneously.

Other Yamaha artists included Ian Grom and John Mapes, who worked with Chino Hills and Pulse Percussion; Tony Nunez and Kevin Shah, who directed the award-winning ensemble from Arcadia; Tom Aungst who worked with silver-medalist Dartmouth, and Jason Ilnat who leads Spirit Winter Percussion. "By sharing their time with WGI ensembles, these Yamaha artists not only teach young people how to be better musicians, but they're also on hand to offer important life lessons about teamwork, discipline and leadership," Wollwage said.

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Genzler Signs European Deal with Audiosupport

Genzler Amplification, has signed an EU-wide distribution agreement with Audiosupport in Denmark, who will be warehousing and servicing Genzler Amplification products throughout the EU.

"We have been looking for a solution in Europe for some time and Audiosupport came up with a solution that fits right into our plans for Genzler Amplification in the EU," said Jeff Genzler. "We will be able to have all of our products on the ground, giving dealers across Europe a chance to 'buy-in' easily, restock smaller quantities at a reasonable price, receive full service quickly, and have our products delivered anywhere in Europe within 48 hours.

This is a very flexible and agile solution, as well as a great opportunity for us to grow the brand and service all dealers."

Morten Larsen, CEO of Audiosupport, added: "We are pleased to welcome Jeff Genzler on board. Not only

is Genzler Amplification a new brand for us, but also the first to fit into our new distribution model, where we will be able to control and build a brand on the European market from the ground up.

"Our relationship with Jeff actually dates back several years, but following NAMM 2018, it became clear to both of us that adding just another brand is short-lived. We needed to come up with a whole new approach to a holistic distribution solution that covers warehousing, logistics, local marketing, sales, service, and support.

"Fortunately, Jeff and his team were able to think outside the box, both with a view to innovative business and distribution solutions, as well as avoiding the temptation of just building another generic product line. The Bass Array concept is a great example of this.

"So this is very exciting for us, and we look forward to growing the Genzler Amplification brand in Eu-



Morten Larsen

rope, while maintaining brand stability in terms of pricing and availability. We have worked very hard on the pricing for the Genzler Amplification line with Jeff in-order to determine the right price points, and Jeff has a great understanding of the market, which made entire process seamless and efficient. We have no doubt that this partnership will be a great solution for bass players across Europe."

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Alma Ramirez, Sales Rep

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Favorite Genres to Play: Anything and everything I can dance to

Favorite Artist: Prince

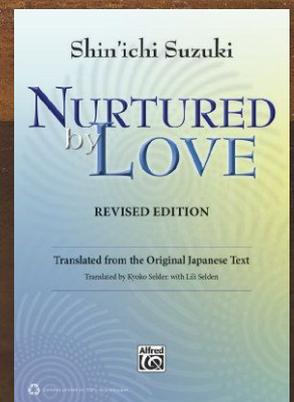
First Concert Experience:

Siouxsie and the Banshees, 1988

We all have the potential to learn to play music with the right environment and encouragement. Dr. Shinichi Suzuki's *Nurtured by Love* is an excellent book that serves as a manual for parents who'd like to learn more about the Suzuki Method as well as how to engage and motivate their children into achieving their fullest potential.



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Supplier Scene

Zildjian Announces Two Remo Zildjian Music Therapy Internships

The Avedis Zildjian Company has announced that a music therapy internship program was recently established at the Berklee College of Music in Boston, Massachusetts.



Remo Belli

The gift was made in memory of the late Remo Belli, founder of the Remo Drumhead Company and a longtime supporter of music therapy.

Additionally, this spring, a second Remo Zildjian Music Therapy Internship has been established at the Able ARTS Work in Long Beach, California, an arts-based organization assisting the disabled in low income urban areas. The internship will build upon the many years of support the organization has received from both Remo and his wife, Dr. Ami Belli.

"The Zildjian family has had a long-standing relationship with Remo Belli," says CEO Craigie Zildjian. "First as an endorser when Remo toured with singer Anita O'Day, and later as our largest dealer on the West Coast. In establishing the Remo Zildjian Music Therapy Internship Program, we pay tribute to Remo's passion and commitment to helping people through the power of music."

In Remo's words, "I feel I am in the life-enhancement business...drums can be used by anyone for relaxation and enjoyment. They can be used for helping people with autism or Alzheimer's - or for someone just showing up at a recreation center on a Tuesday night having a ball...as a rhythm instrument - they're accessible; they're instantaneous."

Cerritos Yamaha Music School Expands at New Location

After 25 years of serving its community at 13201 South Street, the Cerritos Yamaha Music School has moved to new quarters at 17150 Norwalk Boulevard, #106, in the Villa Grande Business Park.

The opening celebration was held on April 8 and featured remarks by Cerritos Mayor Grace Hu, Yamaha personnel, and performances by the students.

"Being able to appreciate music is one of the greatest treasures in the world," said Synthia Tjioe, director and owner of the school. "Bringing the love of music to young children creates memories that will last a lifetime."

"I believe the Cerritos Yamaha Music School is a great example of the lasting value of music education," says Tom Hemphill, marketing manager, Yamaha Music Education Department. "It's incredible to consider how many music makers the school has inspired over the years and the new location is ideal to take the business to the next level."

The Yamaha Music Education System is based in music schools and



The ribbon cutting ceremony at the grand opening

musical instrument dealers in 40 countries worldwide. In the United States, more than 60 schools nationwide are authorized to teach the Yamaha method. Since its inception in 1954, more than six million students have graduated from the program and many of them have become professional musicians. Currently, almost 600,000 students are enrolled around the globe.

The Yamaha Music Foundation in Tokyo produces, publishes and distributes music education materials throughout the world. The comprehensive system developed by Yamaha helps students reach a high level of ability not only as performers, but also as improvisers and composers.

Orange Amps Launches First Ever Accredited Online Guitar Exam

Orange Amplification has announced the launch of the world's first accredited rock guitar exam system, enabling students to take their exam whenever and wherever they want.

This fresh approach to music exams is practical, accessible, affordable and delivers significant benefits for students and tutors alike. Designed and delivered by a specialist music teaching team at Online Music Exams, the new online rock guitar exam platform features many benefits in comparison to traditional exam systems.

Online exams have been approved and registered on the Regulated Qualifications Framework (RQF) and the European Qualifications Framework (EQF) with OFQUAL. This has been enabled through Orange Amplification's partnership with Online Music Exams and The Learning Machine.



This online exam system enables students to progress their rock guitar playing in a secure, comfortable, reduced-stress environment at their own pace. When the students are ready, they can take the exam completely online, which is captured via video recordings. Once completed, these recordings are automatically uploaded to the examiner, who will mark and grade their exam.

This new exam scheme, combined with Orange's passion for both music and education, offers more people than ever a pragmatic, comprehensive, inexpensive and user-friendly way to learn and develop their guitar playing.

A man with curly hair, wearing a grey t-shirt and dark pants, is performing on stage. He is playing a light-colored acoustic guitar and singing into a microphone. The background is dark, and the lighting is focused on him.

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Make Music Day Returns on June 21

Make Music Day, the annual global celebration of music on the summer solstice, returns this year on Thursday, June 21 with more than 4,500 free outdoor concerts, music lessons, jam sessions and other exciting music-making events being held in over 70 U.S. cities in 31 states.

New York City, Los Angeles, Austin, Boston, Chicago, Cincinnati, Cleveland, Hartford, Madison, Miami, Minneapolis-St. Paul, Philadelphia, Salem (Oregon), and Nashville are among the numerous cities hosting major celebrations – as well as the entire states of Vermont and Connecticut – in what has become a worldwide phenomenon observed by hundreds of millions of people in 800 cities in 120 countries. Additionally, iconic buildings and landmarks in participating U.S. cities will turn orange to mark the all-day musical free-for-all, which brings together musicians of all ages, backgrounds and genres, amateur and professional alike, to make and enjoy music.



Highlights of Make Music Day in the U.S. will include Street Studios in over 10 cities – including New York, Boston, Chattanooga, Minneapolis-St. Paul, Nashville, Philadelphia, Portland (Maine), and in a Reedsburg (Wisconsin) cow pasture – where DJs and producers bring their gear and engage passersby and musicians in the spontaneous, collaborative production of original music; Sousapaloozas in Chicago, Fullerton, Hartford, Minneapolis-St. Paul and Salem (Oregon) that bring together hundreds of brass and wind musicians to play the music of John Philip Sousa; and over 200 Mass Appeals that gather large groups of musicians to participate in impromptu performances.

Participants who wish to perform, or to host musical events, may register at MakeMusicDay.org. A full schedule of events will be posted on the website in early June.

Music & Arts Opens Store in Connecticut

Music & Arts has announced the unveiling of their newest musical instrument store, located in Greenwich, Connecticut.

The new store serves the residents of Greenwich and the surrounding towns of Riverside, Old Greenwich, Cos Cob, Rye Brook, Port Chester, Harrison, and Stamford. Located at 22 West Putnam Avenue in Greenwich, the store also serves school music programs throughout the county.



“We thank the Greenwich community for their warm welcome,” shares Music & Arts president Steve Zapf. “For over 65 years, we have continued to serve local communities with a wide assortment of top-name brands and expert repairs. Our new location will continue to serve as a central source for ‘everything musical’ for parents and students alike.”

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The PUMA RS-0 Roland

Roland Teams Up With Puma for TR-808-Inspired Sneaker

Roland Corporation has teamed up with the global sports brand PUMA to unveil a new TR-808 inspired sneaker, the PUMA RS-0 Roland.

The partnership brings into focus Roland's iconic TR-808 drum machine,

credited by many as the spark that lit the flame of hip-hop music worldwide.

The PUMA RS-0 Roland draws style from the future-retro look of the Roland TR-808's multi-colored panel of switches, knobs and LED lights. The sneaker features a premium leather black upper, micro perf vents, 6mm flat reflective laces, reflective midsole details and signature TR-808 colors – red, orange and yellow, on the Formstrip. Familiar notes like "Rhythm Composer" and "Bass Drum" accent the midsole and compliment the orange-hued translucent rubber outsole. PUMA and Roland branding are on the tongue label, footbed, and the anodized metal hangtag.

PUMA formally unveiled the PUMA RS-0 Roland at PUMA's global launch of the RS franchise in Berlin, Germany.

Roland Corporation vice president of global key influencers Brian Alli said, "Roland is honored to collaborate with PUMA, and we're looking forward to bringing our story of musical innovation to PUMA fans worldwide."



Yamaha To Support National String Project Consortium for Fifth Consecutive Year



NATIONAL STRING PROJECT CONSORTIUM

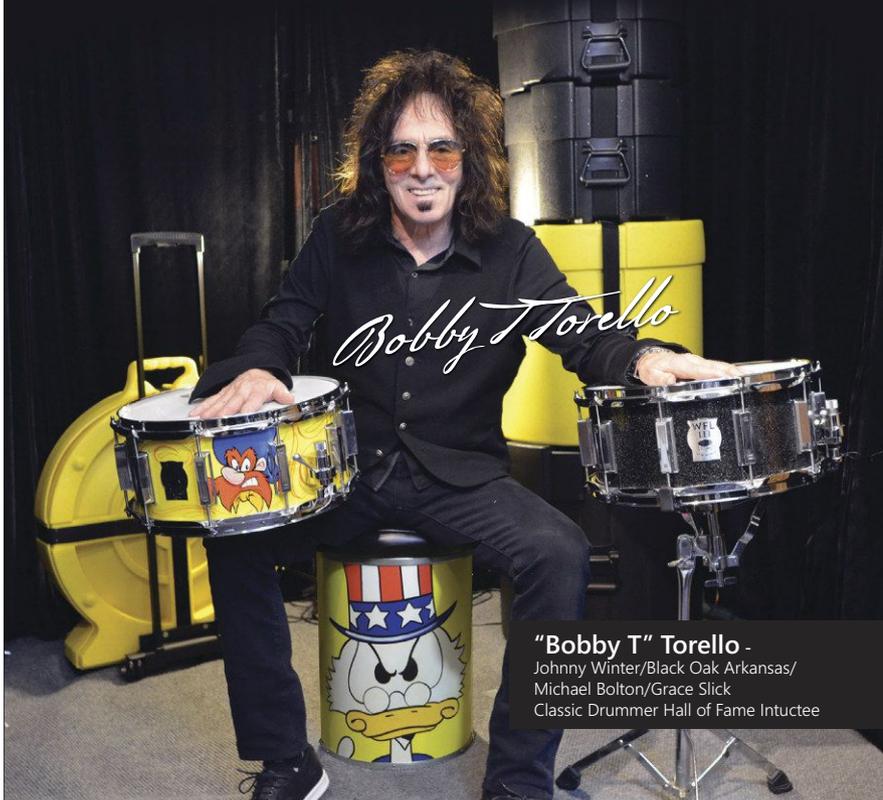
For the fifth straight year, Yamaha Corporation of America will be providing financial support to the National String Project Consortium (NSPC), a coalition of string project sites based at colleges and universities across the United States.

These projects serve to increase the number of students playing stringed instruments, while addressing the critical shortage of string educators in the United States.

Support received from Yamaha allows the NSPC to establish teacher training programs at universities throughout the country, providing college string

continued on page 24

CLASSIC DRUMMERS PLAY THE SOUND OF GENERATIONS BY WFLIII DRUMS



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- Also available in 6 additional sizes



Interiors Designed By:



Yamaha To Support National String Project *continued from page 22*

education majors direct access to resources, conference sessions, and networking and professional development opportunities. Ultimately, this serves to guide students in becoming highly-equipped educators, as well as leaders in their local String Project sites.

“Educators are the backbone to student success, and Yamaha is deeply committed to supporting NSPC and its efforts to create

these programs for future string educators and their students,” says Ken Dattmore, marketing manager for Orchestral Strings, Yamaha Corporation of America. “Experiencing the gift of playing an instrument should be at the hands of each and every student, and NSPC promotes an ambitious plan that benefits both the college student teachers and the young students.”

“Having Yamaha on our side is an honor

in and of itself. With their help, we can prepare children in the lower grades for placement in existing public-school orchestra programs while creating and offering programs that give undergrad and graduate music students experience in teaching, administration and leadership as they pursue their degree,” says Amy Gillingham, executive director, NSPC. “We strive to provide a safe environment for children and teachers involved in orchestral education and with the help of Yamaha, we can easily support music-making opportunities to combat school string program attrition and foster program growth.”

Guitar Center Partners with D’Addario to Celebrate Earth Day

Guitar Center partnered with D’Addario for a special event in celebration of Earth Day 2018.

Over the weekend of April 21 and 22 at Guitar Center locations nationwide, any musician who brought in a guitar for setup received complimentary D’Addario premium replacement strings – either NYXL electric or Phosphor Bronze acoustic – as part of the guitar tuneup, with the old strings being recycled.

This event was part of D’Addario’s Playback recycling + replacement program, as well as Guitar Center’s year-round string recycling initiative, which has seen more than 1200 pounds of strings recycled in the last 11 months alone. These efforts are accomplished with the help of global recycling organization TerraCycle, which specializes in handling hard-to-recycle materials.

“We thank all of our loyal customers who have been turning to their local Guitar Center locations for recycling their used strings,” stated Chris Stone, director of Guitar Center Repairs. “It is the responsible and ecological decision, and we encourage all musicians to recycle rather than discard. We look forward to providing guitarists with premium replacement strings throughout the Earth Day weekend at our stores across the country.”



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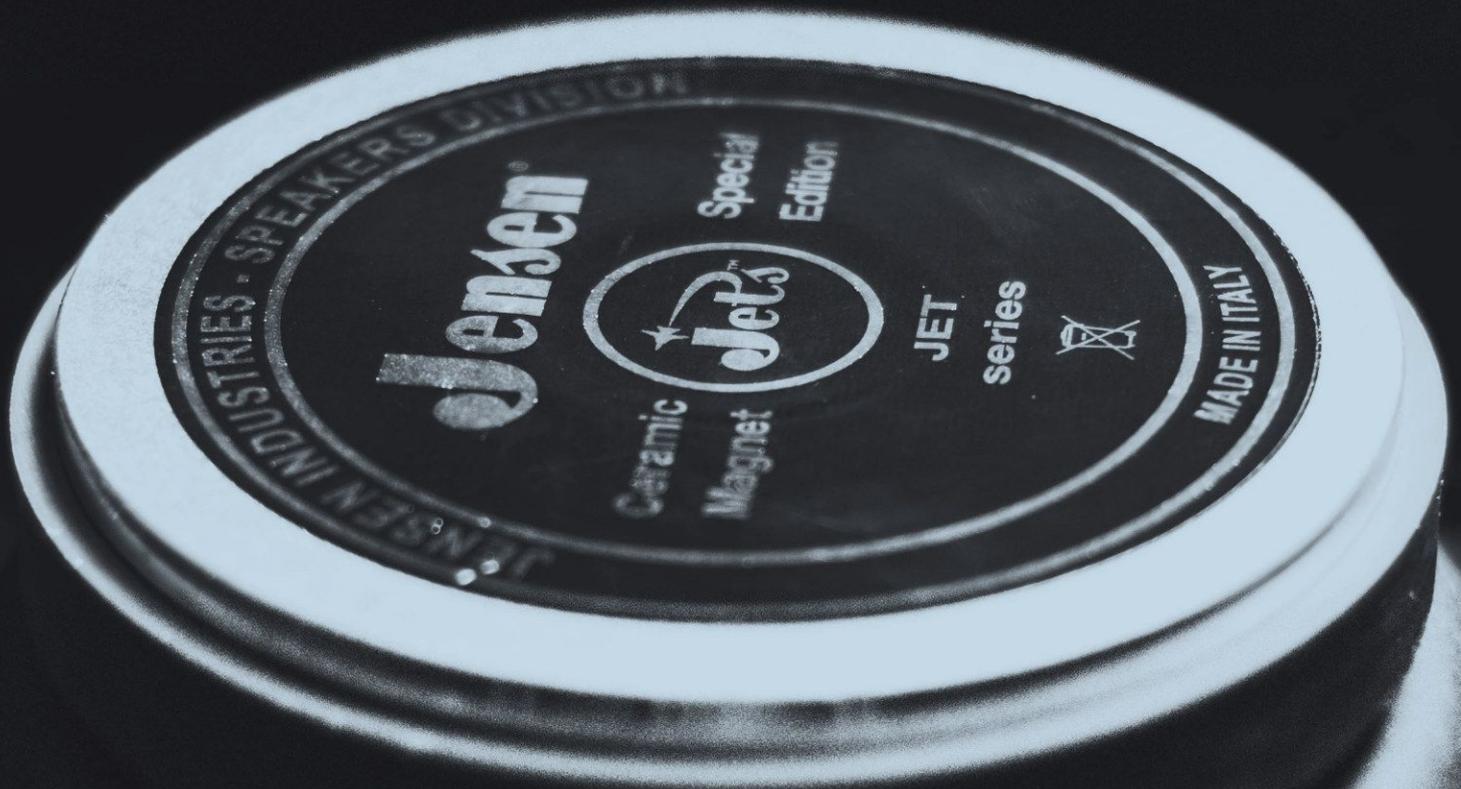
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Vandoren Emerging Artist Competition Winners Perform at MFA National Festival



The Vandoren winners at the Music for All National Festival

The 2018 Vandoren Emerging Artist Competition Grand Prize Winners showcased their talents and dedication to their craft at this year's Music for All National Festival.

Classical winners Ryan Toher (clarinet) and Julian Velasco (saxophone) premiered works by composers Amanda Harberg and Mátti Kovler during the Chamber Music

Concert with the CCM Trio. Jazz winner David Milazzo performed during the Jazz Band of America Concert.

"This is one of my favorite events every year," commented DANSR president Michael Skinner. "Not only do we get to experience new commissions by some very talented composers, but we get to hear them performed by incredible young musicians. I can safely say the future of

clarinet and saxophone performance is very bright in the hands of Julian, Ryan and David."

In addition to their MFA performance, the grand prize winners each received a \$1000 cash reward, free product package, and a trip to Paris, France where they'll have the opportunity to visit 56 rue Lepic, the home of Vandoren.

Sennheiser Welcomes Sound Devices to 'AMBEQ for VR' Partnership Program

Sennheiser announced a new AMBEQ for VR hardware partner; Sound Devices will join the partnership program with its MixPre-6 and MixPre-10T audio recorders.

"Sennheiser is excited to have Sound Devices come on board the partnership program," commented Véronique Larcher, AMBEQ Immersive Audio co-director at Sennheiser. "Offering VR content creators the unique and exciting possibility to directly monitor their spatial recordings exemplifies the spirit of the program: making immersive audio workflows as simple and straightforward as possible for users."

"We are happy to partner with Sennheiser to provide a high-quality VR recording and monitoring option for our MixPre-6 and MixPre-10T customers," said Matt Anderson, CEO of Sound Devices. "Sound Devices recorders have been used for Ambisonics field recording for many years, so it was a natural progression for us to bring our MixPre recorders into the new world of VR 360 recording."

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Panormo model

Christopher Cello
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Isuzu Awards Use Fixtures from Chauvet Professional

Figure of Eight Events provided technical production for this year's Isuzu awards at Principality Stadium in Cardiff, offering a 360-degree lighting design that featured a collection of Rogue fixtures from Chauvet Professional.

With the awards ceremony and dinner housed within a clear marquee, positioned 3 meters high over the central pitch area, Figure of Eight came up with the idea of surrounding the structure with high-power light from the Rogue RH1 Hybrid and Rogue R2 Wash fixtures.

"We wanted to create a stunning backdrop for the award ceremony by allowing the guests inside to be able to see beyond the stage and out towards the spectacle," commented Rich Rayner, director of Figure of Eight Events. "We wanted to use the amazing backdrop available to us, but lighting a stadium of this size isn't easy; it took over 150 lighting fixtures to create the desired effect, but with our new investment in Chauvet's units, we were able to create some great lighting looks that really showed off the stadium's size and stature from the comfort and warmth of the marquee."

Positioned around the perimeter of the pitch, the Rogue RH1 Hybrid fixture's 330W Osram Sirius lamp provided a high-output capability that exceeded the expectations of both the production team and client. Thanks to the RH1's myriad of beam, spot and wash possibilities and its powerful light source, the stadium and marquee itself were able to be covered in light

of various guises. The powerful beam-spot fixtures were also used to illuminate limited edition Isuzu 4x4 vehicles, which were located throughout the stadium grounds.

"The RH1s certainly didn't disappoint, and provided some high-power and impacting effects," commented Rayner. "Chauvet has really established itself as a credible professional lighting manufacturer, and we are really pleased to get this working relationship off to a great start by putting our new fixtures to such good use in this demanding application."

Additional Rogue R2 Wash fixtures inside the marquee catered for general wash effects to create ambience and atmosphere for the evening's events. Thanks to the fixture's parallel beam, wide wash and five zones of pixel mapping control, colorful mood lighting and dynamic effects could be achieved. The saturated color washes from the R2 Wash units provided a good visual counterpoint to the intense beams of the RH1 units.

"We were really happy with the results," concluded Rayner.



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Useful tool:
Peg Winder

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Bill's Music Honors Gilless on 15th Work Anniversary

This year, guitar and bass instructor Jeremy Gilless celebrates his 15th year with Bill's Music of Catonsville, Maryland. Gilless has logged in 15 years and hundreds of students for music instruction at Bill's and has become one of the store's most in-demand instructors.

Each week he teaches approximately 30 students at Bill's on a mix of acoustic and electric guitar and electric / upright bass. His students range from elementary school age to adults, all of which Gilless enjoys observing the gradual increase in skill level from week to week. As a self-proclaimed "extrovert" the enthusiastic instructor finds it gratifying getting to know his students and their families each week when they come in for their lessons.

While Gilless takes in the majority of his income teaching music lessons, he also enjoys playing music in both public and private venues. While he finds that gigging solo acoustic at special events



The Bill's Music staff

and private venues are lucrative, The Jeremy Gilless Band can also be found entertaining folks at local hot spots including Summer Concert Series "Frederick Road Fridays" which has become a favorite event for locals.

Bill's Music touts Gilless as one of its most sought-after instructors, always with a waiting list of aspiring students. Jamie Reese, who oversees the lesson program at Bill's, hired Gilless 15 years ago to teach guitar and bass at the family-owned music store.

Toca Adds Morales to Artist Roster

Toca has added conga player Jimmie Morales to their artist roster. The salsa artist, nicknamed "Mr. Slap," enjoys playing Toca Percussion instruments.

"I don't have to raise my hand high to get the sound," Morales says. "Often I'm working a few inches from the head to get open and closed tones. The Toca fiberglass conga 'reads' my strokes best."



Jimmie Morales

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MMR GLOBAL



by **Ronnie Dungan**

The Poisoned Well

I'm not really supposed to talk about Musikmesse this month because it is covered and reviewed elsewhere in this issue.

But, having gone there this year and seen how visibly reduced the show has now become, it got me thinking about whether now is the time to offer an alternative event for the UK market. Unfortunately, I think the answer is that the market is now so diminished itself that there simply isn't a workable, worthwhile format that could tempt people to spend any budget on it.

Furthermore, even if the market was in better shape, I doubt if there's anyone with the know-how to deliver something worthwhile or the will from the trade to support it. Trade body the MIA's last attempt at a one-day conference was an absolute disaster, failing to deliver a decent number of retailers, upsetting exhibitors who paid good money to be there, and poisoning the well for anyone else thinking of putting on something similar in the future. Somehow, they walked away scot-free and never got called out for it at the time but, make no mistake, their name was on it. And the people responsible seemed to lose no standing in the market at all. Their reputations remain intact.

The saddest part of it is that it feels like the UK market is no longer of sufficient size to support any kind of trade event. The big players that would be so crucial to the success of an event are likely to get a much better return staging their own individual dealer days.

Trade shows are always a barometer for the health of a market and if the current state of the continent's major expo tells us things are not so great on a pan-European level, the fact that the UK would not even be able to support a smaller alternative is an even sadder indictment.

And it isn't just market conditions that are to blame for that

Packer Wins Enterprise Award

Brass and woodwind specialist, John Packer, has won a Queen's Award for Enterprise in the International Trade category.

The award is the highest official UK award for British business. The award was for demonstrating substantial international growth in overseas earnings and commercial success within the MI sector over the last four years. Central to the success is the increased international trade of its manufacturing division – bearing the name of the company founder John Packer. JP Musical Instruments are now exported worldwide to a network of more than 300 music retailers. Rob Hanson, director of John Packer, said: "The Queen's Award for Enterprise is highly prestigious and globally recognized, so we are very proud of how the company has forged an international presence, from a humble instrument repair service.

"It's also of huge personal pride to John Packer that instruments which bear his name are used so widely - by educa-

tion services, all manner of bands and professional players from Taunton to Tonga, the Midwest to Moscow, Ireland to Iceland."



John Packer

The firm has successfully collaborated with other international manufacturers, such as Smith-Watkins – which supplies instruments to the Ministry of Defense, Michael Rath Trombones, Sterling Musical Instruments, and Taylor Trumpets. Hanson added "Our passion and commitment to customer service and longevity are paramount to our success and growth. But we're also keen to keep expanding our range and building on our successful design collaborations so that we can continue to serve a universal desire to make music."

Wright Move for Blackstar

Paul Wright has joined the Blackstar team as director of Business Development.

Like many at Blackstar, Wright is a former Marshall employee, and has spent the past 30 years working with some of the industry's major brands, including Marshall, Line 6, inMusic, and Music Group.

According to the firm, during the past 18 months he has contributed to a restructure of Blackstar's international distribution relationships through his consulting company Music Industry Connectivity.

Ian Robinson, Blackstar co-found-

er and MD, said: "I first met Paul while I worked at Marshall in 1996 and over the next 22 years our paths have crossed many times. At Blackstar we are all delighted to be working with such a world-class professional and excited to continue growing our business with him as part of our team."

Wright added: "I have known the Blackstar founders (Ian Robinson and Paul Hayhoe) for many years and have followed their Blackstar journey with great interest. I am pleased to be able to share my industry knowledge and experience with a young, dynamic company that has huge potential for the future."

German Auto-Tuning Firm Suing Gibson

German auto-tuning specialist Tronical, which Gibson Brands markets under the name G-Force, said it is raising the amount disputed in its legal action against Gibson, which has been pending before the Hamburg State Court since December 2017, to \$50m

The G-Force technology was introduced to a number of Gibson models, but met with a lukewarm response from guitar enthusiasts and now only appears on a handful of higher end models.

Tronical founder Chris Adams is quoted on MusicRadar, saying: "Tronical is claiming licensing fees to the amount of \$23m from the share in the profits agreed in the contract, and a further \$27m on the grounds of Gibson's breach of contract of the exclusive research and development agreement with Tronical, which Gibson should have met by 2026."

Porter and Davies Extends Backline Reach

Porter and Davies tactile monitoring rigs are now being stocked by more than one hundred backline companies worldwide; a direct result of significant growth in product development and sales and the company's strengthening market leadership.

With more and more requests being made for Porter & Davies systems, the list of companies stocking the company's units has recently grown to 100. It contains many of the major backline specialists such as Captured Live (Germany), John Henry's (UK), Center Staging (Los Angeles), and Sir (USA).

Touring musicians and bands now have global access to the company's monitoring systems with more than forty stockists across Europe, nearly forty across the States, and others in Australia, the Far East, South America and South Africa.

Since its inception in 2010 the company has built a diverse portfolio of high quality products, including the BC2, BC2rm, BC Gigster, TT6 Equipped Throne and the KT Platform. The benefits of these tactile monitoring systems are enjoyed by a wide range of musicians including drummers Omar Hakim, John Tempesta (Modern Drummer poll winner), Tony Royster Jr (Katy Perry, Jay-Z), Ben Thatcher (Royal Blood), bassists Bill Banwell (Rag'n'Bone Man) and Brendan Grieve (Sam Smith) cellist Adrian Oxall (Oysterband) and keyboardist Myles Kellock (Blossoms). Even DJs are exploring the Porter & Davies systems' many benefits of being able to feel what they play.

"2017 was a really successful year for us," said Dil Davies, Porter & Davies joint founder and managing director. "The company has grown in all areas; number of customers, variety of systems and uses and global availability of the kits. In 2018, we are looking forward to growing global awareness of our brand and products as well as adding more backline companies to partner with."



The BC2, BC2rm, and BC Gigster models

Portugal Appointment for Phil Jones Bass

Phil Jones Bass (PJB) has announced the appointment of Triana Music as its distributor for Spain and Portugal.

For 25 years Triana has been a premier distributor in the Spanish market and is the home for such brands as Tokai Guitars, Faith guitars, Sandberg Bass, STAGG, Caline pedals, Angel Lopez guitars, James Neligan guitars, and Narciso guitars.

"We are excited to have the Triana team join the PJB family," stated Phil Jones. "We are confident in their ability to boost our brand awareness and to grow the Spanish/Portuguese markets."

Triana's Jesus Barbado added: "It is an honor to announce that we are the distributors for Spain of Phil Jones Amps. The quality, design, weight, portability, and sound of PJB amplifiers are impressive."

Rosetti Adds Two New Lines

Rosetti has signed a deal for UK and Ireland distribution of Prohands hand exercisers.

They are designed to help musicians quickly develop finger strength and dexterity. It can also be used as a warm-up tool before performances.

The Prohands Via and Gripmaster models are specially recommended for musicians. The entry level Via model is ideal for anyone looking to improve speed, strength and dexterity, while the signature Gripmaster model is designed for any musician wanting to develop hand strength.

Prohands hand exercisers are in now stock and the Rosetti sales team are ready to take orders.

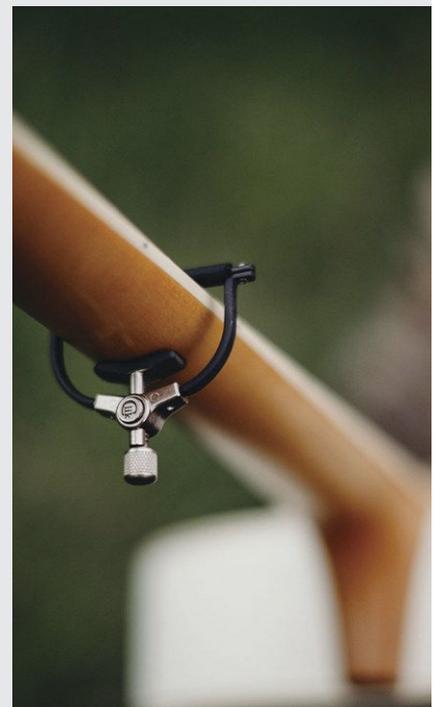
In addition, the firm also has signed a deal for the UK and Ireland distribution of Paige Capos.

Paige Musical Products are a fam-

ily-owned and operated business based in the US since 1988. All Paige products are made in the US. Bryan Paige, a keen life-long guitarist, had difficulty finding a capo that was accurate, held tuning and was easy to use while also being trim and light, so he decided to design and build a capo to suit his own needs.

The capos are available to fit Standard Acoustic, Wide Profile Acoustic, 12-String Acoustic, Classical, Electric, Banjo, Mandolin, and Ukulele.

Notable Paige capo users include: Tommy Emmanuel, Vince Gill (The Eagles), James Taylor, Jeff Daniels, Tim Stafford (Blue Highway), Parker Hastings, Kristian Bush (Sugarland), Jeff Douglas (The Oak Ridge Boys), Kevin Haynle (Josh Turner), Quinton Gibson (Darlus Rucker), Kerry Marx (The Grand Ole Opry), Carolyn Martin, Rick "SnapShot" Yancey, Gregory T.S Walker, and others.



Middle East Deal for Yamaha

Nexo has announced the appointment of Yamaha Music Gulf as its official re-exporter to the Middle East and Africa.

Established in 1997 as a wholly-owned subsidiary of Yamaha Corporation, Yamaha Music Gulf provides its territory with the full line of Yamaha integrated professional audio products offering products for the broadcast, sound reinforcement/installed sound, touring, commercial recording, and post production applications as well as musical instruments and consumer audio products.

By adding the Nexo line of high-end loudspeakers and amplifiers to its portfolio, Yamaha Music Gulf aims to widely fulfill customer demands and requirements by a solution-based approach to sound reinforcement, supplemented by support, education, and training to customers in the professional audio market.

Yasuaki Gyoten, MD of Yamaha Music Gulf said: "With our su-

perior level of high-end PA system knowledge and design skills, we have been distributing our system solutions to the markets for a long time using our experience as one of the leading distribution companies in these regions. The synergy effect of two brands created between Yamaha & Nexo will help to further enhance the value of our integrated professional audio product solutions to customers in mid and high-end segments."

Jean Mullor, CEO Nexo added: "This new partnership with Yamaha Music Gulf will help us meet the growing demand for our high-quality sound reinforcement solutions in the Middle East, Africa and the Commonwealth of Independent States. Our two companies share the same philosophy and we aim to offer the professional audio market something over and above 'black boxes', complementing technical solutions with a high degree of support, education, and training."

Barnes & Mullins Appoints New Board Members

Joint managing directors, Brian Cleary and Bruce Perrin, have announced four new appointments to the distributor Barnes & Mullins.

They are Steve Finley – sales director; Sarah Lewis – financial director; Alex Mew – marketing director and Gary Tichopad – purchasing director.

In a statement, Cleary said: "Although Barnes & Mullins is wholly and privately owned by Bruce and I, with a company so old we are only custodians and it is our responsibility to ensure B&M can carry on for another 123 years. We've been lucky enough to enjoy significant growth in the last 10 years and that has been due to a

true team effort. Our new Board members are a significant part of that team, with over 75 years at B&M between them, and they understand the business principles and ethics that Bruce and I hold dear. In an ever changing market we are confident we have a board capable of navigating and prospering in the coming years."



Earthquaker Launches Pyramids Flanger

Effects pedal manufacturer EarthQuaker Devices will release the Pyramids Stereo Flanging Device this month.

Built upon the same proprietary DSP architecture as the smash-hit Avalanche Run, Pyramids is a Stereo Flanging Device with five user-definable presets (a first for any EarthQuaker Devices pedal!), eight flanger modes, tap tempo, tap subdivision via the Rate & Tap mini-toggle, a multifunction Modify control, positive and negative feedback, and a variable Mix control.

Pyramids "Activate" footswitch features EarthQuaker Devices' exclusive Flexi-Switch technology. This relay-based true-bypass switching platform allows for momentary or latching operation, making it easier than ever to engage the effect to bedazzle individual notes or phrases! For standard latching operation, tap the footswitch to activate the effect and tap again to bypass. For momentary operation, simply hold down the footswitch for as long as you'd like to use the effect. Release the footswitch to bypass.

Pyramids eight flanger modes are: Classic, Through-Zero; Barber Pole Up; Barber Pole Down; Trigger Up; Trigger Down; Step, and Random.

To accommodate any input source, the pedal includes stereo input and outputs which allow for a variety of routing options onstage or in the studio. Routing possibilities include: Mono in / Mono out; Mono in / Stereo out; Stereo in / Stereo out.

In addition, Pyramids' Trigger Up/Down modes allow for Side Chain Flanging, in which an external control source (drum machine, sequencer, CV) may be used to trigger the flanger while you play another instrument! In this configuration, the primary instrument is routed through the Right Input and Right Output while the control source is patched into the Left Input. Also, Pyramids' Manual control may be modulated in all modes via expression pedal (sold separately).



ON THE MOVE

Effective April 23, longtime **Timeless Communications** production manager **Mike Street** has assumed responsibilities as a member of the magazine company's sales team.



While his primary focus will be taking care of *Stage Directions* clients and growing that market, he will also be handling duties for *PLSN* and *FRONT of HOUSE*, and to a lesser extent, sister publications *MMR*, *SBO*, *Choral Director*, and *JAZZed*.

"We're excited to expand on Mike's talents and create a spot for him that enables him to contribute even more to the success of our magazines," says Timeless Communications president and publisher Terry Lowe. "He's been a dedicated, creative, hard-working team member since the beginning, and his extensive knowledge of our business and our clients puts him in a position to serve the industry in a greater capacity."

"We're glad to have Mike on the sales team, and I look forward to working with him," says group publisher Greg Gallardo, who will directly supervise Mike. "I predict clients will see a rise in customer service from Mike, as he's dedicated to all our client's success."

Ernie Ball, Inc. has appointed **Guy Balbaert** to the position of director of international business.



The announcement was made by Brian Ball, president of Ernie Ball Inc., and further underscores Ernie Ball's ongoing expansion and growth as part of its long-term strategic business plan.

With a rich history in the M.I. sector, the appointment of Guy Balbaert represents a major addition to the Ernie Ball executive team, as he will work to spearhead the development and implementation of a unified global business strategy for Ernie Ball Music Man. Balbaert will be based in Belgium, which will provide the company a stronger global presence, and he will work closely with company president Brian Ball to ensure the ongoing growth and expansion of the Ernie Ball brands.

Morley has announced the addition of **Pete Fenech** as its new sales & marketing associate to better serve dealers, distributors, and media contacts.



Fenech comes to the company with a diverse background in sales. He is also a guitarist and bassist with 20-plus years of playing experience. Fenech will work directly with long time sales & marketing manager Bill Wenzloff.

Korg USA, Inc. has added a digital piano sales manager position to their growing sales department.



Bernie McCaffery, a dedicated pianist and former Yamaha manager, will take on the new role effective immediately. This position is responsible for the collaborative execution of a home piano sales plan, dealer network creation, support, training, and relationship maintenance designed to increase the sales teams' effectiveness in the marketplace.

McCaffery will work closely with the district sales managers as well as the territory sales managers to further develop business relations with retailers. Additionally, McCaffery will handle the responsibility of inventory management for digital pianos and will work closely with Marketing to create and execute product campaigns.

"Bernie has over 30 years of experience selling pianos and will play a key role in the company's strategy to continue the growth of its' Digital Piano Series," says Matt Phillips, director of sales at Korg USA, Inc. "We're ecstatic to have him on our team."

Reverb.com has hired **Gérard Danjou**, former executive vice president of global business development at Gibson Brands, Inc, to drive growth of Reverb in EMEA and APAC.



Over the past two years, Reverb buyers, sellers, orders, and sales outside the U.S. have grown by over 500 percent and as global operations director, Danjou will cultivate continued international growth and success.

Operating out of Reverb's Amsterdam-based European headquarters, Danjou will be responsible for expanding relationships with potential seller – including retailers, distributors, manufacturers, and individuals – leading local initiatives to attract new buyers, and pursuing partnerships and acquisition opportunities to accelerate international growth. He'll also manage and grow Reverb's international workforce, which currently includes employees in the UK, the Netherlands, France, Germany, Australia, and Japan.

"Based on his experience increasing global sales for one of the most historic brands in the music instrument industry, Gérard is extremely qualified to lead Reverb's international team as we continue to expand," said David Kalt, founder & CEO of Reverb. "We're proud of the incredible music gear marketplace and community we've built to date and under Gérard's leadership, we look forward to connecting even more musicians across the globe to the gear and inspiration they need to make music."

Yorkville Sound has named **James Greenspan** as Yorkville's new marketing and communications manager, effective immediately.



Reporting to the vice president of sales and marketing, Jeff Cowling, Greenspan's responsibilities will include developing strategic digital initiatives, public relations, enhancing Yorkville's brand internationally, generating trade specific marketing material while aiding in Yorkville's overall comprehensive strategy.

Before joining Yorkville Sound, Greenspan worked in various marketing, retail and communication roles, developing soundtracks, artist retrospectives and managing the Canadian catalogues of some of the most revered legacy artists. He has held positions at Toronto's Hard Rock Cafe, Sony Music Canada, and E1 Entertainment.

Greenspan's professional experience is coupled with a life-long passion for music. His knowledge of event planning, retail marketing, and partnerships makes the perfect storm to compliment Yorkville's identity.

He will be located at the Pickering, Ontario office.



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Note From Zach

The Retail Training Summit

Six years ago, we launched Retail Boot Camp. The idea was simple: NAMM members were invited to Summer NAMM a day early for powerful sales and marketing training. It was free. It was impactful. And now, six years later, we can say the concept had momentum.

Fast-forward to today, and you can't avoid the headlines about seismic shifts in retail. We often hear from NAMM members who want to take their businesses to the next level and, at the same time, surmount new, sometimes unexpected challenges. And so, at 2018 Summer NAMM, we're debuting an all-out mini-conference the day before the show, on Wednesday, June 27.

Think of it as a chance to elevate your store through more educational opportunities, more track options and a more tailored approach for everyone in music retail—owners, managers, salespeople, marketers, you name it. We've even given it a new name to reflect this evolution: the Retail Training Summit.

So why should you be there? In short, the Retail Training Summit is the premier one-day education experience for music retailers. This is education for a world where Main Street and Amazon co-exist—a world where even the smallest boutique is expected to deliver world-class customer service. And for the first time, you and your staff can choose from six different tracks that cover everything from enhancing your online presence to growing as an entrepreneur. It's free to NAMM members, so bring the whole team.

Here's a rundown of the different tracks you can expect. Each is designed to elevate your business know-how, and each runs a half-day, so you can attend up to two of them.

MORNING PROGRAM

Business Growth and Entrepreneurship: Want a proven method to grow your music retail business, seize new opportunities and solve long-term issues—even those you may not be aware of? Check out this immersive training for owners, managers, entrepreneurs and business leaders.

Social Media: Immerse yourself in the inner workings of social media and online marketing. Interact with successful real-world examples and dissect social content to best understand the strategies that lead to success.

Financial Management: Discover how to boost the bottom line and become more profitable by tackling the biggest financial challenges facing all music retailers. Find out how to buy the right mix and quantity of music products and gear, as well as better manage your inventory.

AFTERNOON PROGRAM

Website and SEO: Dive into the latest website and e-commerce best practices—including layout, design, functionality and mobile—along with tips to improve your Google presence, all tailored to music stores.

Sales and Customer Experience: Today's connected consumer knows more, expects more and has more choices. Are you giving them enough reasons to come into your store other than just the right products? Discover the best practices for relationship selling, and get actionable ideas to improve your customer experience.

Succession Planning: It's never too early to start thinking about your future. Find out everything you need to know to get started with your succession strategy. This track, presented for the first time at Summer NAMM, is also designed for successors looking to purchase a music store.

Go to namm.org/retail-training-summit today for more information and to register. See you this summer!

Zach Phillips
NAMM Director of Professional Development



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How to Become a Digital Powerhouse: 7 Steps to Online Transformation

Marcus Sheridan, IMPACT

Learn how to use online marketing, e-commerce and new technologies to your advantage.

SHOW FLOOR SESSIONS
THURSDAY - SATURDAY, JUNE 28-30

Pick up new ideas every half hour of each show day at the Idea Center, with proven retail know-how delivered by experts.

Featured Session



4 Surprisingly Simple Ways to Motivate and Empower Your Team

Will Mason, Mason Music

Discover effective techniques to better train and empower your team to run your business for you.

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Musikmesse and Prolight + Sound 2018

by Christian Wissmuller

Opinions differ wildly, depending on who you speak to as to the relative success of this year's Musikmesse gathering in Frankfurt. But while it's inarguable that exhibitor numbers were down, it's equally inarguable that Messe Frankfurt continues to make admirable efforts to tweak the layout of the Shows in efforts to maximize the experience of attending suppliers, retailers, and visitors.

One very real factor that no doubt had a detrimental effect on this year's convention were the transportation strikes in Germany that caused the cancellation of over 800 flights towards the beginning of the week-long, dual-show event (my own flight was cancelled and I had to book travel on another airline – what should have been a fairly straightforward seven-hour direct flight wound up being an 16-hour jaunt with a lengthy layover at Heathrow) and further gummed up public transportation during later days of the Show.

Nonetheless, over 90,000 visitors from 152 countries made their way to Frankfurt Fair and Exhibition Centre over five days. As expected, the reintroduction of days reserved for trade visitors resulted in a decline in the number of private visitors from Germany. On the other hand, Mess Frankfurt reports that there was a significant increase in the share of trade visitors (+10 percent) and more visitors from outside Germany.

"The positive echo from the exhibitors of the two fairs and

the high visitor standard indicate that we are on the right track," asserts Detlef Braun, member of the Executive Board of Messe Frankfurt. "The sector honoured the focus on business during the working days. Moreover, we sent out a positive signal for music and events with our multi-faceted music-education program for young people and the successful Musikmesse Festival. We aim to build on the strengths of the trade-fair duo in the future, too. Accordingly, we are setting course for a Musikmesse and Prolight + Sound in 2019, which focuses even more on the wishes of our customers for an international meeting place for the music and event-technology sector and exploit synergistic effects between the event to the utmost."

In line with this, Messe Frankfurt has announced that Musikmesse and Prolight + Sound 2019 will overlap fully on all days and move closer together spatially.

Details of the plans and dates for the trade-fair duo in 2019 will be announced shortly.

Further information about the events can be found at www.musikmesse.com and www.prolight-sound.com



Martin Guitars/ Florian Jenisch



The Tora Bora Boys draw a crowd at the **Saga** booth.



Christina Pao Cohen of **Alfred Music**



Hap Kuffner of **Kuffner International, Inc.** and Richard Hoover of **Santa Cruz Guitar**



Gary Byers and Hap Kuffner at the **NS Design** booth



David Gartland of **Saga Musical Instruments**



Messe Frankfurt Exhibition GmbH senior vice president Stephan Kurzawski addresses the crowd on "Executive Night"

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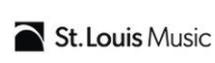
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Harvey Levy of **Levy's Leathers**



Hal Leonard: Mark Mumford, Keith Mardak, Ilaria Narici, Larry Morton, and Tina Hsiao.



The Music Link's Scott Thompson



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Voices from the Show Floor

"Saga has been exhibiting at the Musikmesse for well close to 40 years and the event always seems to evolve and change, as does the music marketplace in general.

This was my 21st year in attendance and clearly there was some obvious decline in exhibitor attendance in several product categories, but thankfully not necessarily in the areas where we currently focus.

That said, our strategy for this years' Musikmesse from the beginning was to (as always) focus on our core strengths and have a great time doing it. We accomplished this by offering several great products within key brand categories such as: Kentucky Mandolins, Gold Star Banjos, Blueridge Guitars, as well as Diamond Head and Hamano Ukuleles. Fortunately, these brands continue to innovate and remain popular with players at every level, but also seem to parallel growth trends in the overall larger picture of MI sales overall.

While other manufacturers remained absent from the show, our overall message and focus has the opportunity to resonate more loudly with potential prospects, as well as our current and growing dealer base worldwide.

So regardless of how the trade halls are shrinking, the MI market might change, or the truth behind the rumors surrounding the financial situation of... 'You-know-who' Saga confidently approached the Musikmesse as we have done so for many years: by presenting great products, and a welcoming and open footprint that says to everyone, 'We are open for business!'"

David Gartland
Saga Musical Instruments

"It was a very positive show for Hal Leonard, both in terms of our sales goals with existing and new customers, but also with our announcement of acquiring the print music publishing and retail divisions of Music Sales Group. We felt B2B traffic was very strong and a bit higher than prior years, while the B2C traffic seemed lower this year, perhaps due to the public transportation labor strikes in Frankfurt at the time. Overall, we had a successful show and we are enthusiastic about the market trends for our business in Europe."

Larry Morton
Hal Leonard

"We had our usual show with distributor meetings Wednesday to Friday. However, this year our new German distributor, High Tech Distribution, worked from our booth. They were particularly busy with German dealers on Saturday. I had always assumed that dealers only came to the show Wednesday to Friday. In general, Saturday seemed busier than last year and was the busiest for the acoustic hall 8.0. On Saturday I also visited hall 9.0 where the electric guitars and amps were exhibited. However, it was a huge disappointment – very few exhibitors and light traffic. Musikmesse keeps searching for the right formula, but have not found it yet. Next year the show will be Tuesday to Friday and back in 3.1 for the acoustics."

Harvey Levy
Levy's Leathers Ltd.

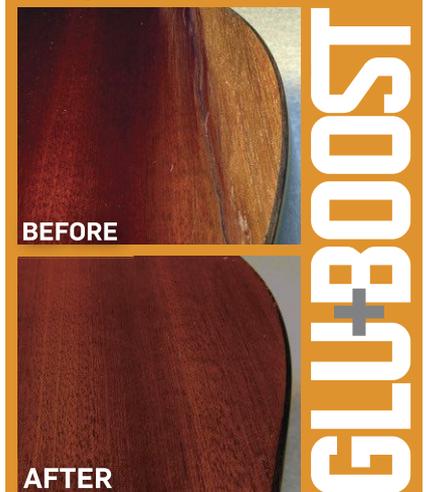
"It's a really fun show for us. We just opened a warehouse in Europe to better service the dealer base that we have here and expand the dealer base a little bit, and, honestly, to really service the end-users and the musicians out there. We have a great, unique lineup of products and the more we can get them out there to the people, the more they're going to play them and realize what great brands we have and what great instruments we're providing."

Scott Thompson
The Music Link

"You've got to be in it to win it. I never miss a Winter NAMM Show, Musikmesse, Summer NAMM, and, of course, the Shanghai Show."

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Gaining Momentum

Hollow Body Electrics Appealing to More and More Players By Christian **Wissmuller**

This issue's dealer poll – sent to just over 300 MI retailers – on the topic of hollow body electric guitars provided both some expected results, as well as a few “Hmmm...” moments.

Not especially surprising, most dealers characterized the typical customer for these instruments as skewing on the older side, usually of somewhat advanced ability, also often of the upper-middle or upper class. However, many noted that hollow body electrics are also connecting with rockabilly-types in their 20s and “hipsters.”

“It can vary quite a bit. In the past, it was older customers who were concerned with the weight factor only, but as of late a lot of younger players have shown a great deal on interest,” observes Tim Bascom of Lebanon, Missouri's Morgan Music.

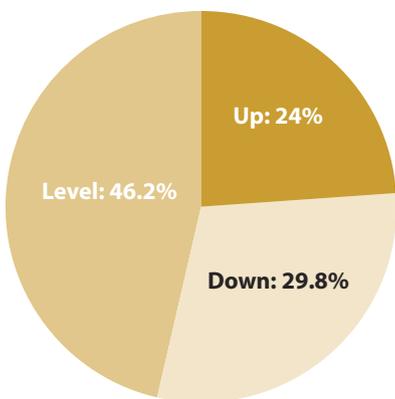
Nearly everyone was in agreement, though, that these

6-strings don't appeal to the very young or the very “heavy.” As Don Brown of Falcetti Music in Springfield, Massachusetts asserts, “Metalheads and little kids do *not* buy them.”

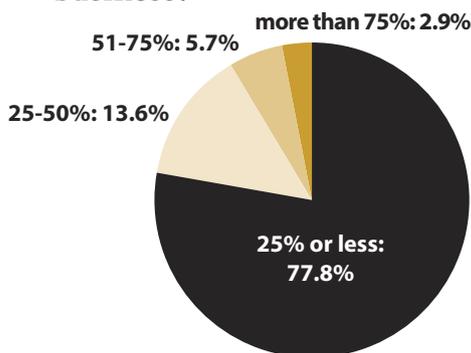
Also significant to note: nearly 80 percent of participants in this month's survey (79.5) reported that hollow body guitars were either of the Intermediate or High end price range (\$401 to over \$1,500), meaning generally healthy profit margins.

Another interesting blip, which maybe isn't terribly surprising to many, is that a number of individuals asserted that these guitars are challenging the popularity of solid body electrics. “[Players are] using them for pretty much everything. Hollowbodies > solid body,” says Stephanie How of Ted Brown Music Company in Tacoma, Washington.

For your store, are sales of hollow body electric guitars up, down, or level when compared to spring of last year?



Hollow body electrics represent what percentage of total electric guitar sales for your business?



On average, who are the customers for these guitars – age, style of music they play, income bracket, ability level, and so on?

“40-60 years of age, intermediate level.”

Marvin Montgomery
Marvin's Shop, Inc., Jasper, Indiana

“40-55 is the average age I sell these to. Most are buying a third guitar, or realizing a dream of their youth.”

Mike McAfee
Maxwell's House of Music, Jeffersonville, Indiana

“40-60, [into playing] country, blues.”

Dyke Corson
Corson Music, Champaign, Illinois

“Usually older players.”

Sam Lyons
Lyons Music, Sulphur, Louisiana

“The gamut – young to old, all ability and income levels.”

J. Michael Beck
Elledge Music, Pueblo, Colorado

“Older men or younger rockabilly kids in their 20s, usually decent ability to play. Income bracket varies.”

Jason Rinn
Spacetone Music, San Antonio, Texas

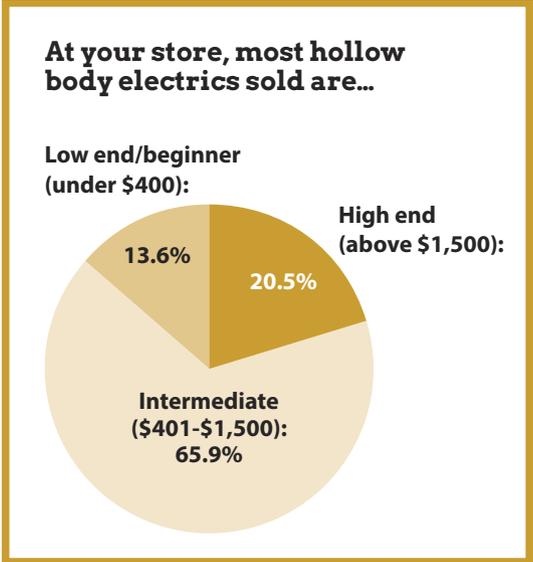
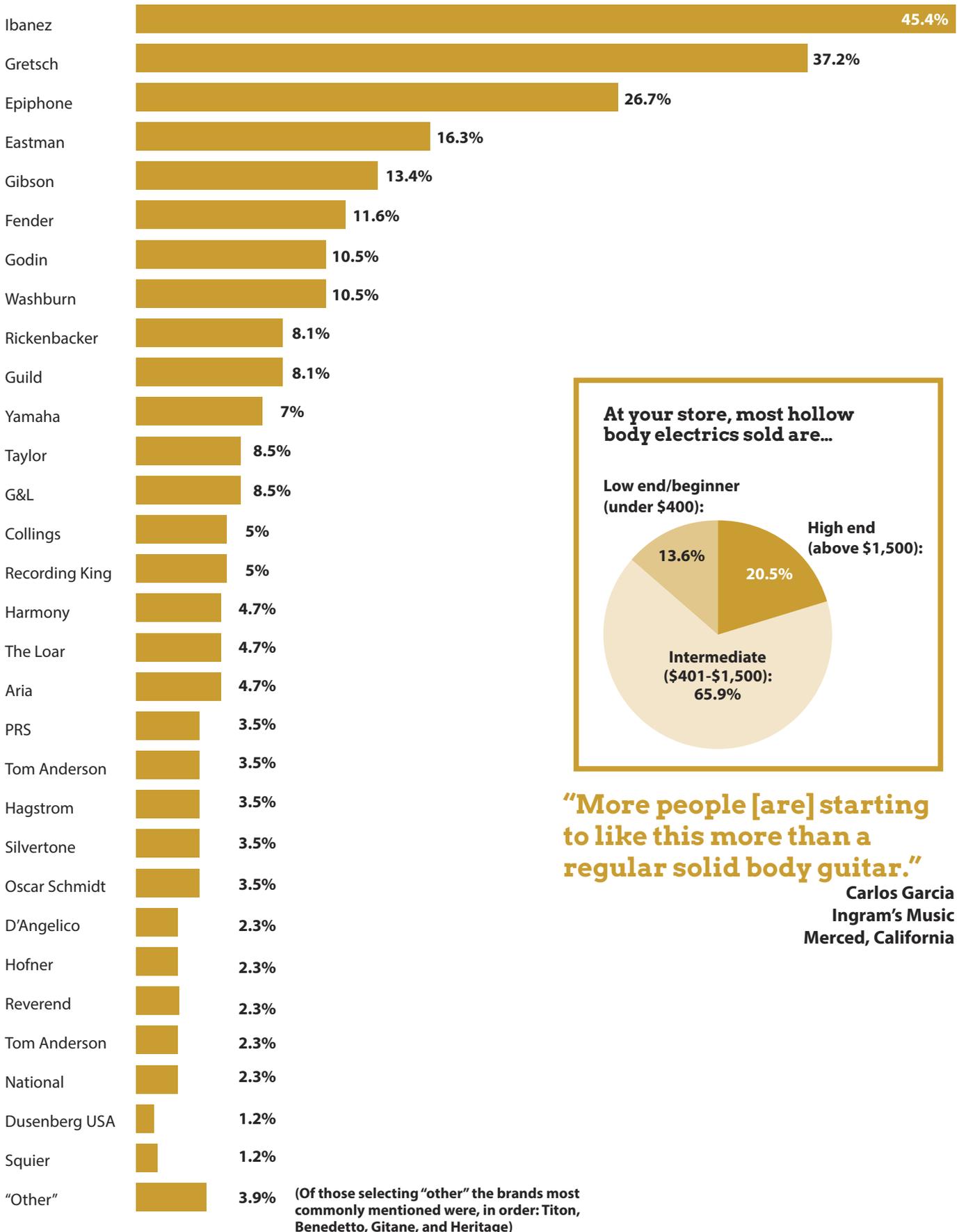
“50-plus [years of age], country and blues [players], of moderate to advanced ability.”

Donald Whalen
Swansboro Music Center, Swansboro, North Carolina

“Typically a more advanced player looking for more than just gain – a more articulate playing style. Hollow body players tend to already have a good ‘number-one’ guitar.”

Dan Patterson
Roger's Music, Fort Payne, Alabama

What brands of hollow body electric guitars are generating the most profit for your store?



"More people [are] starting to like this more than a regular solid body guitar."

Carlos Garcia
Ingram's Music
Merced, California

Have you been noticing any significant trends – either on the supplier or consumer side of the equation – when it comes to hollow body electric guitars?

"Our supplier never seems to have anything in stock. Either the big box stores hog all the inventory or there's a problem with customs for the imports."

Jim Clement
Mr. C's Music
Hopedale, Massachusetts

"Finishes have helped. Whether 'antiqued' or a newer marine blue finish, pretty is where it's at."

Philip Leitz
Leitz Music Co., Inc.
Panama City, Florida

"More interest in Telecaster or Stratocaster semi-hollow's with F-holes, as well as smaller bodied ES-335 styles."

Mark Lane
Gra8co Music
Thousand Oaks, California

"Gretsch finally coming out with something under \$700. The Streamliners are great."

Andrew Johnson

Mike's Music and Sound, Inc.
Fond du Lac, Wisconsin

"Hollow body guitars are an area where the more traditional look and style seems to continue to prevail and attempts at new shapes and styles inherently experience extended time hanging on the hooks."

Phil Jordan
RedPhish Music
Goldsboro, North Carolina

"Hollow bodies are picking up."

Ej Dombrowski
Jim's Music
Green Bay, Wisconsin

"Semi hollow versions of PRS and Fender guitars seem to do ok lately. Curious to see what happens with the Eric Johnson Strat."

Don Brown
Falcetti Music
Springfield, Massachusetts

"It varies. For example, the bulk of our Tom Anderson 'hollow' guitars tend to go to older buyers. They love the weight... or lack thereof. The boutique guys love the Collings hollow bodies. Those on a more restrictive budget gravitate towards the Eastman guitars, which are an incredible value."

Tim Bascom
Morgan Music
Lebanon, Missouri

"The quality and playability of Reverend Manta Rays and all Eastman hollow bodies are tremendous and better than most costing three-to-four times the cost."

Doug Wainoris
Down Home Music Shop
Fairfield, Maine

"Gypsy jazz interest is picking up. Upgraded hardware and name-brand pickups, offered as stock on some brands is a big help with sales."

Keith Holland
Keith Holland Guitars
Los Gatos, California

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Does Your Business Pass 'The App Test'?

By Menzie Pittman

Unexpected Gifts from Conversations

At CMC we talk obsessively, but we don't always talk exclusively about music. Sometimes, out of a random discussion, a pearl of wisdom will grace a conversation, and so the trick becomes a matter of learning to recognize those moments. In our thinking, the only thing more valuable than a good conversation is listening to one.

The pearl in this story comes from a conversation my manager Jerry and I were having about photo apps on a smart phone. I had come across an app I liked, and as we were talking, Jerry wisely stated the following truth. "People are always looking for an app that is user friendly *the first time they open it.*"

His statement rang in my head for a second, and then it hit me: What if more owners ran their businesses like app designers, making them user friendly the first time? In today's world of "internet shopping standards" and smart phones as the go-to tools, customers expect you, the business, to make everything completely painless the first time they interact with you.

For the brick and mortar store, the first time a patron opens your "app" is the first fifty feet inside the door; it's how you greet the customer that makes you user friendly or not. According to web search, "user friendly" is determined by a person's first impression with the initial click. When answering the phone, it's the energy and enthusiasm in your greeting. I call it the "20-second rule." In the music business, it happens when an artist presents work for someone to hear. The listener's judgment roughly begins within 20 seconds. At that point, the listener has begun to form his or her opinion, if he or has not already completely made up their mind.

So, Let's See if Your Business Passes the App Test

Curiously, after my conversation with Jerry, I began searching opinions about what makes a good app, but with retailing in mind. The number one answer I found was

- "The app does one thing well."
- The second answer: "The app is designed to know its user audience."
- The third answer: "The app is stable and fast."
- Coming in fourth: "The app is polished and presents well."

When you think about the answers, they don't differ much from what makes a music store a great music store. Let's compare.

1. Doing one thing well

This seems easy and obvious enough, so how come if we already know this, we fall short of achieving this so often? So many people in our industry try to be all things to all people when, in truth, we can't. Therefore, you are better served by having one agenda. This doesn't mean you can't offer multiple services. It simply means you play to your strengths, and make them your core values.

2. The app is designed to know its user audience

Apps are designed to provide solutions for users' needs, and the app world is a very competitive marketplace. It's truly no different for music stores. Lots of stores do the same things you do, but many are not user friendly.

3. The app is stable and fast

Something a well-run business can pride itself on is stability. Composure when things are challenging is the mark of mature leadership. Obviously, we all know that challenging events occur every day. However, just as a good musician knows, you practice ahead of the possible events and mishaps. Any good musician also knows how to improv well based on knowledge of the fundamentals he or she has practiced. Without a doubt, to be confident in any undertaking in today's world, a person needs to be both proficient and fast.

“Customers expect you, the business, to make everything completely painless the first time they interact with you.”

4. The app is polished and presents well

Will Rodgers has been credited with this old adage: "You never get a second chance to make a first impression." And that is so accurate. Think about the best teachers or coaches you have had. They were always telling you about first impressions. As simple as this may sound, it is a principle that is never dated or out of vogue.

What was it Jerry said, again? Oh, yeah: "People are always looking for an app that is user friendly the first time they open it." If you get this right, there most likely is a second time. **MMR**



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



Curing Financial Pain

By Jaimie Blackman

“Money only matters when the things we do are worthy of our time.” – Jacob Needelman

Hindsight is usually more revealing than foresight, so when I reread a listing of topics I wanted to explore in my November debut 2017 *MMR* column, I was surprised to note that I had missed the most obvious and the most important point.

In the November column I summarized six broad themes to help MI retailers explore: 1) Grow and monetize intellectual capital; 2) Train employees to be value creators; 3) How to get profitable customers to keep coming back; 4) Build a culture of knowledge sharing; 5) Implement a customer leaning process; and 6) Accelerate business value now and maximize value when it's time to exit.

Few would argue that this is an unimportant agenda. Still, is that all? My epiphany was that I omitted the owner's individual “wellness capital:” happiness. How have the financial obligations of family and business impacted deeply longed-for dreams and heart felt aspirations for the MI store owner? Let's face it, financial stress can knock us off our path and keep us living with regrets. The fear of money scarcity, or the confusion of money greed, can derail non-financial goals like physical health, or time deprivation, creating a displacement to value-based priorities.

“The fear of money scarcity, or the confusion of money greed, can derail non-financial goals like physical health, or time deprivation, creating a displacement to value-based priorities.”

In 2008, I participated in a workshop presented by George Kinder, author and Buddhist teacher, who is known as the father of financial life planning. Kinder has been a mentor and inspiration to me as I continue to develop the financial life planning aspect to my wealth management practice. Improving my client's relationship with money is at the core of my philosophy.

In Kinder's book, *Lighting The Torch*, he asks three profound questions, which if answered honestly can lead you to a more fulfilled and happier life.

1) I want you to imagine that you are financially secure, that you have enough money to care of your needs, now and in the future. The question is, how would you live your life? What would you do with the money? Would you change anything? Let yourself go. Don't hold back your dreams. Describe a life that is complete, that is richly yours.

2) This time, you visit your doctor who tells you that you have five to 10 years left to live. The good part is that you won't ever feel sick. The bad news is that you will have no notice of the moment of your death. What will you do in the time you have remaining to live? Will you change your life and how will you do so?

3) This time, your doctor shocks you with the news that you have only one day left to live. Notice the feelings that arise as you confront your very real mortality. Ask yourself: What dreams will be left unfulfilled? What do I wish I had finished or have become? What do I wish I had done? What did I miss?

The self-reflection that is capsuled in the above questions could reveal that which you yearn most has been placed at the end of your to-do list.

For example, I asked one of my succession planning clients these questions and she revealed that she had not been taking care of her physical health. She said, “I need time to take care of my physical health. I need to exercise, and watch my diet. Doctor's orders.”

She went on to say that she had neglected her family in her absence and placed many friends, who she really missed, “on hold.” During the course of this conversation she also revealed a very bad health condition and, if untreated, it could have life threatening consequences.

The obvious question is, “Why wait until you're 70 to live a healthy and satisfying life?” Intellectually, it just doesn't make much sense. But of course, most financial decisions are emotional, not intellectual. Just ask the investor who insists on buying when the stock is running up, only to sell when the stock is falling back down.

I'm often surprised how many MI owners have given up their music making moments because of a lack of time. I'm referring to the narratives that place road blocks. “I should do,” or “I ought to do” rather than, “I want to do” or “It would be fun to do.”

Of course, many of the financial decisions we make may not be aligned with our true values. As a result we become trapped with negative feelings like shame, envy, anger, fear, guilt, jealousy, anxiety, sadness, depression, and despair.

Financial pain is not just about money. It's about the lack of meaning we give money and that's important. Viktor Frankl, Nazi Holocaust survivor, said that everything can be taken from a man, except for one thing: the last of human freedom – to choose one's attitude in any given set of circumstances, to choose one's own way.

The cure to financial pain is re-igniting one's passion. Helping customers connect with their music passion is the “why” we are in business in the first place. For many, money is the real psychic pain that prevents us from lighting our own torch.

So here's my final *MMR* theme #7: Helping MI owners create a happy marriage between meaning and money. **MMR**



Jaimie Blackman – a former music educator & retailer – is a certified wealth strategist and creator of Value-Builder | MoneyCapsules, which capsule value-building activities into 90-day sprints. Blackman helps music retailers accelerate business value now and maximize value when it's time to exit. Blackman is a frequent speaker at NAMM's Idea Center. Visit jaimieblackman.com to subscribe to his newsletter and webcasts.

CASES & STANDS

New Cases from Guardian

Guardian's new 16 Series cases offer 5-ply construction, 12mm black plush padding, hidden stitch interior construction, and four latches. The 16 Series is available in four shapes: dreadnought, classical, electric, and banjo. Street price is \$79.99. In addition, Guardian's new 33 Series cases feature 5-ply archtop construction, 16mm burgundy plush padding, hidden stitch interior construction, double sewn valance, and 6 latches. The 33 Series is available in 4 shapes: dreadnought, single 0, 000, and banjo. Street price is \$109.99.



www.themusiclink.net



Band And Orchestra Cases from Kaces

The new series of instrument cases from Kaces offers models for trumpet, clarinet, saxophone, flute and trombone. Crafted from high density reinforced hard EPS foam, these cases are strong, yet lightweight. Exteriors are covered in a rugged 600D polyester material, with luggage grade #10 zippers and heavy duty pull tabs designed to last. All cases feature conveniently placed handles, with removable straps for easy transport. Padded interior compartments, large exterior storage pockets, and interior organizers provide plenty of room for accessories. Backed by a six-year warranty, Kaces B&O cases are available in five different colors, and are the perfect solution for "back-to-school" season.

www.kaces.com

FRETTED

New Colors For Revstar Guitars from Yamaha

Yamaha has unveiled six bold new colors to add to the Revstar line of solid-body electric guitars, expanding their series of instruments designed in the style of '60s-era European café-racer motorcycles. The new finishes and the models carrying them include Ice Blue and Vintage White (both RS320), Maya Gold (RS420), Black (RS502T), Snake Eyes Green (RS620), and Shop Black and Vintage Japanese Denim (both RS720B). Yamaha engineers designed a proprietary Dry Switch to enhance the tone of six guitars in the series, offering the versatility of a coil split and helping to deliver a tone that distinguishes Revstar from the rest of the pack.



www.yamaha.com

New Guitars from Ernie Ball

The Axis Super Sport Buckeye Burl Top guitar from Ernie Ball features an African mahogany body with exotic buckeye burl top. The neck is made using highly figured roasted maple and the roasted maple fretboard is wrapped with hand fitted black binding. Each guitar comes with dual humbucking pickups, all black hardware, a numbered certificate of authenticity, and ships in an SKB hardshell case.

The John Petrucci Majesty Sahara Burst guitar features enlarged roasted flame maple shield for a slightly brighter tone and unique exotic aesthetic. The African mahogany and roasted top are fully buffed in gloss polyester with contrasting satin finished back. The dark ebony fingerboard features Majesty inlays and 24 stainless steel frets. The overall aesthetic package is enhanced by a John Petrucci autographed tremolo backplate and all chrome hardware.

The James Valentine Sunburst Finish guitar comes with a slab ash body in Vintage three tone sunburst. The highly figured oil and wax rubbed satin roasted flame maple neck is outfitted with 1/4" white dots and hand fitted white binding which adds to the overall exquisite appeal. Limited in quantity to 41 pieces, each guitar comes with a back cavity cover autographed by James Valentine, a numbered certificate of authenticity, and ships in an SKB hardshell case.



www.ernieball.com

PRS Silver Sky Guitar

The PRS Silver Sky is the result of a close collaboration between Grammy Award-winning musician John Mayer and Paul Reed Smith. Some of the more distinctive specifications include a "reverse" PRS trademark headstock shape, vintage-style tuners with PRS's locking design, a 25.5" scale length bolt-on maple neck with Mayer's signature 635JM carve, 7.25" fretboard radius, a steel PRS tremolo bridge with PRS trem arm, saddles, and Gen-III knife-edge screws, a trio of special PRS 635JM single-coil pickups, and precision-tuned electronics. Other specifications include a bone nut, a curved molded metal jack plate that makes plugging and unplugging a guitar cable hassle-free, retooled knobs, and PRS's double action truss rod (accessible from the front of the headstock.)



www.prsguitars.com

ACCESSORIES

Whirlwind ColourBond Printing

Whirlwind has announced a breakthrough in custom personalization with ColourBond, the proprietary high-resolution printing process that adheres to everything from aluminum to plastic, with amazing durability, allowing you to color code, label, print your logo, or just customize your next project. Currently, Whirlwind has been printing everything from wall-and gang-plates, to rack panels, to their Cyclone road cases, but the sky is the limit. In addition to a stunning visual application, Whirlwind is able to raise type, and print braille for the visually impaired.



www.whirlwindusa.com

New Drumsticks from Promark



Promark has expanded their popular ActiveGrip line to include a Classic 2B model, as well as a clear finish option for their existing product lineup. The coating made its debut during the summer of 2015 on the ActiveWave 570 model, a unique collaboration with Wilco drummer Glenn Kotche. The technology behind the heat-activated coating makes the ActiveGrip stick tackier as the player's hands sweat and their body temperature rises. Unlike other grip alternatives on the market ActiveGrip doesn't tear up players hands or cause restrictions to range of movement or technique. It applies thin like a traditional lacquer, adding no additional diameter or weight to the stick and it doesn't transfer onto player's hands, cymbals or drum rims.

www.daddario.com

New Accessories from D'Addario

D'Addario Woodwinds' Rico by D'Addario Bulk 50 Boxes each contain 50 individually-sealed and barcoded reeds. This new configuration is offered for B \flat clarinet, as well as alto and tenor saxophones. Rico by D'Addario reeds are naturally grown and digitally milled for unprecedented consistency and quality. In addition to this new offering, Rico is available in configurations of 3, 10, 25, and 250 reeds for all voices of clarinet and saxophone. Reeds are offered in strengths 1.5, 2, 2.5, and 3.



The new DIY Solderless Pedalboard Audio Cable Kit with mini plugs is the ultimate solution for custom wiring your pedalboard or rack gear when space is restricted. Featuring solderless plugs that connect to cables in seconds, creating custom lengths has never been easier – it's as simple as cutting the cable to length, placing the cable end into the plug end, and securing the set screw to produce flawless, great-sounding cables.



The included plugs can be configured for straight or right-angle connections, and use less space than standard audio plugs. The plugs also feature a patented Geo-Tip design for an enhanced connection in any instrument, pedal, or amp jack for custom cables that produce the most accurate and reliable reproduction of your sound.

Including 10 plugs, 10' of cable, mini cable cutter, and screwdriver, D'Addario's DIY Solderless Pedalboard Audio Cable Kit comes with Mini Plugs.

www.daddario.com

RS Berkeley's JORB

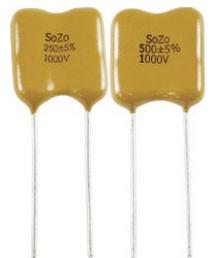
RS Berkeley's JORB is a revolutionary embouchure training tool for brass players. The JORB offers all brass players a new practice tool that will support the development of one's embouchure and overall chops strength. The JORB and its unique, spring-loaded, cushioned rim will help players to develop a stronger lip vibration and aperture strength, while also serving as a means to help instill a relaxed, steady, air stream. As a teaching tool, The JORB allows students and teachers to clearly view the aperture size and how one's embouchure is responding. Now available for trumpet/cornet, JORB models will be available soon for trombone/baritone horn/euphonium, French horn, and tuba/sousaphone.



www.rsberkeley.com

New Capacitors from SoZo

The new SoZo Silver Mica capacitors offer superior musicality and linearity and are modeled after the well sought out vintage picofarad capacitors of yesteryear. The characteristics of SoZo silver micas are clear, smooth, vocal, clean and linear top end. The SoZo design eliminates this excess energy and ringing in the out-of-band audio frequencies; therefore, with the SoZo caps, the treble does not detach from the fundamental note and does not create sibilance like modern components do.



www.cedist.com

PRINT & DIGITAL

New Releases from Alfred Music

Alfred Music has released a collection of new band and orchestra arrangements featuring music from "The Lego Ninjago Movie," the big-screen Lego adventure with Lloyd. Arranged by Patrick Roszell, the book features three songs from the popular original motion picture soundtrack – "Heroes," "Found My Place," and "Operation New Me." Available for pop intermediate string orchestra, grade 2.5, and pop young band, grade 2. The *Lego Ninjago Movie Pop Intermediate String Orchestra (Conductor Score & Parts)* is available for \$53 and *Pop Young Band (Conductor Score & Parts)* is available for \$72.

The International Suzuki Association has released an updated version of *International Edition of Volume 1 of Suzuki Flute School*. Though the pieces remain unchanged, additions include new recordings, updated fingering chart, definitions of musical terms and notation, and scholarly attributions of each piece of music. Listening tracks that include flute and piano appear first on the CD followed by piano accompaniment tracks for play-along purposes. In the future, these recordings will also be available for download and on SmartMusic. *Suzuki Flute School International Editions* are available as: Flute Part Book, Piano Accompaniment Book, Flute Part Book & CD, and CD. Flute Part Book retails for \$8.99, Piano Accompaniment Book for \$8.99, Flute Part Book & CD for \$19.99, and the CD for \$15.99.



www.alfred.com

Hal Leonard's Bass Fitness and Guitar Fitness Apps

Hal Leonard's Bass Fitness and Guitar Fitness apps are based on the books of the same name by composer, bassist, and author Josquin Des Pres. Having written 18 books, including books for aspiring musicians with advice on the music industry and different careers available in music, his most successful are ones on bass and guitar instruction, including Bass Fitness and Guitar Fitness. These two successful instructional books provide bass and guitar players with a variety of finger exercises to develop techniques to be successful in music today, and to help musicians increase speed, improve dexterity, develop accuracy and promote finger independence.

The apps bring the variety of finger exercises into a digital format that is easy to follow, even for non-tech savvy users. Presented in a chronological format, users will move up chromatically in half steps through the exercises until they've mastered the fretboard exercises. Each exercise in the apps also features a Transport panel below it, allowing the user to listen to the exercise as it should be played, while allowing the user to then record themselves while playing the exercise. From the table of contents section, users are able to track their progress through the app exercises.

The Bass Fitness app is available for \$6.99, while the Guitar Fitness app is available for \$4.99. Both apps are available for iOS.



www.halleonard.com

ACCESSORIES

New Pickups from Fishman

The new Fishman Matrix Infinity VT and Matrix Infinity Mic Blend pickups feature updated electronics designed to offer players easily accessible performance voicing functions, as well as an overall sound optimized for modern acoustic amplification and sound reinforcement systems. The Matrix Infinity Mic Blend adds a blendable cardioid condenser mic for increased "air" and a more tactile tone. Both pickup systems are housed in newly designed modules that are fully enclosed and hidden away from view—while still being "finger-tip" accessible to players during performances. The Fishman Matrix Infinity VT and Matrix Infinity Mic Blend are available through Fishman dealers and certified installers and are also featured as original equipment in fine instruments worldwide.



www.fishman.com

DJ & LIGHTING



COLORband T3 BT from Chauvet Professional

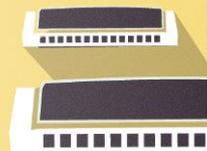
COLORband T3 BT is a linear wash light also featuring built-in Bluetooth wireless technology. Twelve tri-colored (RGB) LEDs are on-board, and 3 zones of control are available to create amazing automated effects. Access built-in automated programs via optional IRC-6 remote, master/slave or DMX.

www.chauvetprofessional.com

AUDIO SERVICES

Sales
Rentals
Installation

54th 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.

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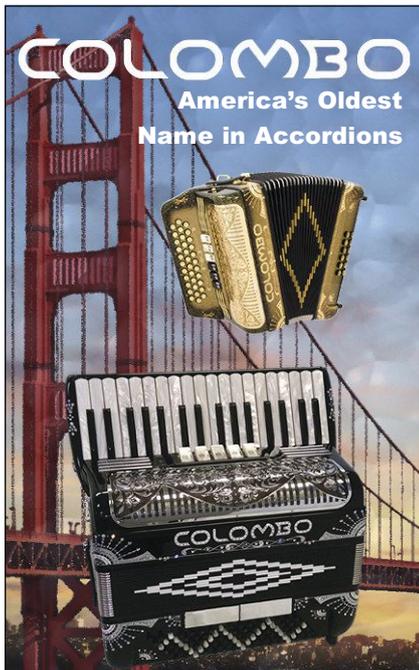


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Contact: Alan Adelstein,
President

P: (805) 527-9580

P: (805) 527-9580

E: info@americanrecorder.com

W: www.AmericanRecorder.com

Business Type: Manufacturer

Pro Audio / Sound Reinforcement:

American Recorder, Lowell, RDL

Accessories: American Recorder, PowerClean, Smart Bracket, Snakeskin, Regrip, Gruv Glide, Liverpool, RMV

Racks, Cases & Stands:

Odyssey, Peak Music Stands

Microphones: American Recorder, CAD

Amplifiers: Carver, Lowell

American String Teachers Association

4155 Chain Bridge Rd
Fairfax, VA 22030

P: (703) 279-2113

E: asta@astaweb.com

W: www.astaweb.com

Business Type: Other Associations / Organizations

American Way Marketing, LLC

400 Pine Creek Court
Elkhart, IN 46516

P: (574) 295-6633

E: info@awmllc.net

W: www.americanwaymktg.com

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, Lavo, Lurie, 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, Palm & Side Key Risers, Key Clamps, MTS Cases, Case Tags, Maintenance/Care Kits (Superslick, Reka, Yamaha), Cleaning Swabs (Superslick, BG, Hodge, Yamaha), Cleaning Brushes & Snakes, Polish Cloths (Superslick, Blitz), Valentin Repair Items, Mouthpiece & Pad Savers, Pad Paper, Lip Protectors, Reed Cases

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 Brushes & Snakes, Polish Cloths (Superslick, Blitz), Valentin Repair Items, Mouthpiece Pullers, Lip Protectors, Mouthpiece Pouches

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#345

Cumming, GA 30041

W: www.amptweaker.com

Business Type: Manufacturer

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E: info@anacletoaccordions.com

W: http://us.playhohner.com/instruments/accordions/anacleto-collection

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

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Pro Audio / Sound Reinforcement: Bigfoot Line Array, Beacon Line Array, Liberty, Go Getter

Microphones: Bigfoot Line Array, Beacon Line Array, Liberty, Go Getter, MegaVox, MiniVox

Amplifiers: Bigfoot Line Array, Beacon Line Array, Liberty, Go Getter, MegaVox, MiniVox

Ansmann USA
1001 Lower Landing Rd
Ste 101
Blackwood, NJ 08012
P: (856) 481-3504
E: dschliep@ansmannusa.com
W: www.ansmannusa.com

Business Type: Manufacturer
Pro Audio / Sound Reinforcement: Fischer Amps
Accessories: Ansmann Rechargeables



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E: amanda.arnold@antiguawinds.com
W: www.antiguawinds.com

Twitter: twitter.com/AntiguaWinds
Facebook: www.facebook.com/Antiguawinds
YouTube: www.youtube.com/user/antiguachannel
Business Type: Manufacturer
Woodwinds: Antigua, Antigua Vosi, Antigua Backun, Antigua Power Bell, Antigua Pro-One
Brass Instruments: Antigua, Antigua Vosi

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7255 Salisbury Rd
Jacksonville, FL 32256
W: www.a-courtois.com
Business Type: Wholesaler/Distributor, Manufacturer
Brass Instruments: Flugelhorn, Saxhorn, Trombone, Trumpet

AP International
5044 Industrial Rd.
Unit D
Wall Township, NJ 07727
W: www.apintl.com
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Plucked / Fretted Instruments Effects & Pedals Accessories Racks, Cases & Stands Traditional Folk Instruments

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486 Ste Catherine W
suite 301

Montreal, QC H3B1A6
P: (514) 871-4963
E: marcpverge@gmail.com
W: www.applied-acoustics.com
Business Type: Manufacturer
Media & Software

Aria Lights
244 Southern Hill Dr.
Duluth, GA 30097
P: (678) 636-9852
E: info@arialights.com
W: www.arialights.com
Business Type: Manufacturer
Accessories

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15308 East Vallyry Blvd
City of Industry, CA 91746
W: www.arribacases.com
Business Type: Manufacturer
Racks, Cases & Stands

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25 S Wickham Rd
Melbourne, FL 32904
W: www.atlanticmusic-center.com
Business Type: Wholesaler/Distributor
Keyboard Instruments

Audio-Technica
1221 Commerce Drive
Stow, OH 44224
P: (330) 686-2600
W: www.audio-technica.com
Business Type: Manufacturer

DJ & Lighting Equipment Pro Audio / Sound Reinforcement Accessories Microphones

Audiofly USA Inc.
23421 South Pointe Drive
Suite 260
Laguna Hills, CA 92653
P: (949) 716-7479
E: sales@audiofly.com
W: www.audiofly.com
Business Type: Wholesaler/Distributor, Manufacturer, Other
Pro Audio / Sound Reinforcement

Audix Corporation
9400 S.W. Barber St
Wilsonville, OR 97070
P: (503) 682-6933
E: info@audixusa.com
W: www.audixusa.com
Business Type: Wholesaler/Distributor, Manufacturer
Microphones: Audix

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Norwell, MA 02061
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E: zcustomer@zildjian.com
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Kansas City, MO 64131
P: (816) 581-9103
E: sales@avlex.com
W: www.avlex.com
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Business Type: Wholesaler/Distributor
Accessories

Backbone Guitar Products, LLC

4125 Durham Chapel Hill Blvd.
Suite 4A, Box 11
Durham, NC 27707
P: (919) 477-9775
E: mmiller805@get-a-backbone.com
W: www.Get-A-Backbone.com
Business Type: Manufacturer
Accessories

Backun Musical Services Ltd.

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

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W: www.bamcases.com
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Racks, Cases & Stands

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P: (805) 991-6850
E: ops@barbetta.com
W: www.barbetta.com
Business Type: Manufacturer
Pro Audio / Sound Reinforcement Amplifiers

Bari Woodwinds

5002 US Highway 41
North
Palmetto, FL 34221
E: ron@bariwoodwind.com
P: (941) 212-2122
W: www.bariwoodwind.com

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Business Type: Manufacturer
Accessories: Bari Woodwinds mouthpieces & synthetic reeds, Esprit mouthpieces

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W: www.beardguitars.com
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Plucked / Fretted Instruments Pro Audio / Sound Reinforcement Print Music Effects & Pedals Accessories Traditional Folk Instruments Videos / DVD Amplifiers

Bedell Guitars

61573 American Loop
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P: (541) 385-8339
E: info@twooldhippies.com
W: www.bedellguitars.com
Business Type: Manufacturer
Plucked / Fretted Instruments: Bedell, Breedlove

Beglec SA

9 Island Business Park
23 Flanders Drive
Durban, KZN 04301
P: (+27) 877-0268
E: info@beglec.co.za
W: www.beglec.co.za
Business Type: Wholesaler/Distributor
DJ & Lighting Equipment Pro Audio / Sound Reinforcement Accessories Microphones Amplifiers

Benedetto Amps

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

Benedetto Guitars, Inc

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

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Murphy Drive
Avon, MA 02322
P: (508) 436-7900
E: bepeterson123@gmail.com
W: www.bepeterson.com
Business Type: Manufacturer
Retail Displays & Business Products / Services

Besson

7255 Salisbury rd
suite 4
Jacksonville, FL 32256
P: (904) 821-0234
W: www.besson.com
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Brass Instruments: Baritone, Cornet, Euphonium, Tenor Horn, Trombone, Trumpet, Tuba

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Kansas City, MO 64106
P: (816) 479-2639
E: mike@bacmusic.com
W: www.bestamerican-craftsman.com
Business Type: Manufacturer
Woodwinds: BAC Student Series
Brass Instruments: BAC Student & Professional Series

Bigsby Vibratos

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

Bill Lawrence Pickups

862 Muirlands Vista Way
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P: (866) 280-1076
E: Jim@BillLawrencePickups.com

W: BillLawrenceUSA.com

Business Type: Manufacturer
Plucked / Fretted Instruments Accessories

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600 West Elk Ave
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P: (818) 500-8142
E: ari@bittree.com
W: www.bittree.com
Business Type: Manufacturer
Pro Audio / Sound Reinforcement Accessories

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P: (631) 376-2284
E: info@blackiceoverdrive.com
W: www.blackiceoverdrive.com
Business Type: Manufacturer
Effects & Pedals

Black Mountain Instruments

210 Champagne W
Calistoga, CA 94515
P: (707) 494-6422
E: david@blackmtninstru-

ments.com

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

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W: blastcult.com
Business Type: Manufacturer
Accessories Bowed Instruments

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W: www.blizzardlighting.com
Business Type: Manufacturer
Media & Software DJ & Lighting Equipment Accessories

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Ste 102
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E: orders@bluemic.com

W: www.bluemic.com
Business Type: Manufacturer
Pro Audio / Sound Reinforcement Accessories Microphones

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W: www.bootlegguitars.com
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W: www.BornToRock.com
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Accessories
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Hoboken, NJ 07030
P: (971) 975-3327
E: dave@bosomusic.com
W: www.bosodrumsticks.com
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Percussion Instruments

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W: www.BossUS.com
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DJ & Lighting Equipment: Roland, BOSS, AIRA
Effects & Pedals: Roland, BOSS
Accessories: Roland, BOSS
Percussion Instruments: Roland
Amplifiers: Roland, BOSS

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

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Riverside, CA 92507
W: www.bourns.com
Business Type: Manufacturer
Pro Audio / Sound Reinforcement

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

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P: (541) 385-8339
E: info@twooldhippies.com
W: www.breedlovesound.com
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P: (610) 691-3302
E: info@jpstrings.com
W: www.jpstrings.com
Business Type: Manufacturer
Accessories: John Pearce

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W: www.briosales.com
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Accessories
Percussion Instruments

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

Buffet Crampon USA
7255 Salisbury Rd.
Suite 4
Jacksonville, FL 32256
P: (904) 821-0234
F: (904) 821-0234
E: matt.vance@buffet-crampon.com
W: www.experience.buffet-crampon.com
Business Type: Wholesaler/Distributor, Manufacturer
Woodwinds: Buffet Crampon, J. Keilwerth,
Brass Instruments: Antoine Courtois, Besson, B&S, Hans Hoyer, Scherzer, Melton Meinl Weston.

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W: www.bass-plate.com
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Accessories
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W: www.burrissamps.com
Business Type: Manufacturer
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Amplifiers

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510 Sycamore St.
Nazerath, PA 18064
W: www.martinguitar.com

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

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

CAD Audio
6573 Cochran Road
Solon, OH 44139
P: (800) 762-9266
E: mcarr@cadaudio.com
W: www.cadaudio.com
Business Type: Manufacturer
Pro Audio / Sound Reinforcement
Microphones

Calton Cases
3412 E. 4th Street
Austin, TX 78702
P: (516) 241-3715
E: social@calton-cases.com
W: www.calton-cases.com
Business Type: Manufacturer
Racks, Cases & Stands

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

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

Carolbrass -USA Doug Teeter-Dist.
5491 N. Wilson Ave
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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: Manu-

facturer
Keyboard Instruments

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

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8676 Rochester Avenue
Rancho Cucamonga, CA 91730
W: www.ceciliomusic.com
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Plucked / Fretted Instruments
Woodwinds
Brass Instruments
Percussion Instruments
Bowed Instruments

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

Celestion
Claydon Business Park
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Ipswich, S IP6 0NL
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W: www.celestion.com
Business Type: Manufacturer
Pro Audio / Sound Reinforcement: Celestion
Accessories: Celestion

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10 Timber Lane
Marlboro, NJ 07736
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
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Voorhees, NJ 08043
W: www.dumontmusic.com
Business Type: Wholesaler/Distributor
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Videos / DVD

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Sunrise, FL 33351
P: (954) 577-7000
W: www.chauvetlighting.com/dj-club.html
Business Type: Manufacturer
DJ & Lighting Equipment: CHAUVET DJ, Truszt

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242 Corning Way
Martinsburg, WV 25405
P: (304) 262-1880
E: info@chem-pak.com
W: www.chem-pak.com
Business Type: Manufacturer
Accessories

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

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

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

Cleartone Strings
827 Hollywood Way #420

Burbank, CA 91505
P: (818) 503-2700
E: tone@cleartonestrings.com
W: www.cleartonestrings.com
Business Type: Manufacturer
Plucked / Fretted Instruments
Traditional Folk Instruments

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

Cling On Tuners
 PO Box 3841
 Fullerton, CA 92834
P: (855) 354-8344
E: sales@clingon.co
W: www.clingon.co
Business Type: Wholesaler/Distributor, Manufacturer, Other
Accessories

CMG Guitars
 1993 Randy Lowery Road
 Statesboro, GA 30461
P: (912) 541-0649
E: chris@pladdmusic.com
W: www.cmgguitars.com
Business Type: Manufacturer
Plucked / Fretted Instruments

Colby Amplification
 P.O. Box 199
 Bronx, NY 10464
W: www.colbyamps.com
Business Type: Manufacturer
Amplifiers

Cole Clark Guitars
 7 Clare Street
 Bayswater, VIC 03153
W: www.coleclarkguitars.com
Business Type: Manufacturer
Plucked / Fretted Instruments

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



Concord International Group, Inc.
Concord has introduced new German Made fine double bass made by "H. Lowenthal". The famous

maker's pattern from 18 and 19 century were using, such as Ruggeri, Bernardel, Panormo, Marucci, Milano models.

We have given our long time quality bow hair a "Pegasus" brand name to represent the highest quality of bow hair in the market. We have also expanded our luthier and maker's corner by sharing our precious violin and cello spruce top that have been aged and air dried over 15 years. We are also brought in the best seasoned Madagascar (pre-ban) ebony fingerboard blanks or shaped boards to our regular inventory yearly round.

New design of light weight violin and cello cases are introduced this year that made of fiberglass or carbon fiber. The reinforced Concord "TAKE OFF" flight case for full size and removable neck bass trunk are available year round.
 2380 Vantage Drive
 Elgin, IL 60124
Contact: Chi Yang, President
P: (847) 836-8688
F: (847) 836-8288
E: info@concordgroup.com
W: www.concordgroup.com

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

Conklin Guitars and Basses
 P. O. Box 1394
 Springfield, MO 65801
W: www.conklimguitars.com
Business Type: Manufacturer
Plucked / Fretted Instruments
Accessories

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

Infeld Strings, Konig & Meyer Stands, Revelle Bows, The Realist Acoustic Transducers, Wanka Bows, Georg Werner Bows, Tempel-Germany Fine Fittings, Baroque Bling Swarovski Mutes & Tailpieces
Bowed Instruments: Heinrich Gill, Bernd Dim-bath, Revelle, The Realist

CooperCopia LLC
 160 South Oak Street
 #146
 Sisters, OR 97759
P: (615) 604-4498
E: cooperCopia@gmail.com
W: www.cooperstand.com
Business Type: Wholesaler/Distributor, Manufacturer
Racks, Cases & Stands

Corbin Musical Instruments
 5550 Este Ave
 Cincinnati, OH 45232
P: (615) 133-7811
E: mdrghusa@fuse.net
W: www.corbinguitar.com
Business Type: Wholesaler/Distributor, Manufacturer
Plucked / Fretted Instruments
Accessories
Racks, Cases & Stands

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

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

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

Craviotto Drum Company
 PO Box 719
 Santa Cruz, CA 95019
W: www.CraviottoDrums.com

Business Type: Manufacturer
Percussion Instruments

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

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



Cusack Music
Since 2002 when he built his first pedal, Jon Cusack has become well known among his fellow builders as both a problem solver and innovator in the boutique pedal and OEM market. Today this precedent is carried on with the three lines of their own that Cusack Music presently manufactures: Cusack Music, MojoHand, and AJ Peat. Because of the control offered by doing all of the processes in house, Cusack Music covers every product in these lines with a lifetime warranty. By excellent dealer and end user service along with quality products they have earned a small but loyal and growing following in the boutique pedal industry, and with their upcoming designs intend to continue their presence in the coming years.
 4585 60th St.
 Holland, MI 49423
P: (616) 546-8888
E: sales@cusackmusic.com
W: cusackmusic.com
Business Type: Manufacturer
Effects & Pedals: Cusack Music, Mojo Hand FX, AJ Peat



D'Addario & Company
 595 Smith Street
 Farmingdale, NY 11735
P: (800) 323-2746
W: www.daddario.com
Business Type: Manufacturer
Accessories: D'Addario, Evans, Kaplan, D'Addario Accessories, Promark, Rico, Rico Royal, Reserve, Select Jazz, La Voz, Plasticover, Mitchell Lurie, Frederick L. Hemke, Grand Concert Select

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

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

D.A.S. Audio of America, Inc.
 6900 N.W. 52nd Street
 Miami, FL 33166
P: (305) 436-0521
E: infousa@dasaudio.com
W: www.dasaudio.com
Business Type: Wholesaler/Distributor, Manufacturer
Pro Audio / Sound Reinforcement
Racks, Cases & Stands
Amplifiers

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

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

Dana B. Goods
 3000 Paseo Mercado
 Suite 101
 Camarillo, CA 93036
P: (800) 741-0109
P: (805) 218-0057
F: (805) 218-0057
E: Katie@danabgoods.com
W: www.danabgoods.com

Business Type: Wholesaler/Distributor
Plucked / Fretted Instruments
Pro Audio / Sound Reinforcement
Effects & Pedals
Racks, Cases & Stands

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

DANSR, Inc.
 4110 Fieldstone Road
 Champaign, IL 61822
P: (217) 531-0620
E: information@dansr.com
W: www.dansr.com
Business Type: Wholesaler/Distributor
Accessories: Vandoren, Denis Wick,
Dava Company
 9615 Cochiti Rd Ste B
 Albuquerque, NM 87123
P: (505) 292-4578
E: davadcompany@aol.com
W: www.davapick.com
Business Type: Manufacturer
Accessories: Dava

Dave Smith Instruments
 1527 Stockton St
 2nd Floor
 San Francisco, CA 94133
P: (707) 963-7006
E: mail@davesmithinstruments.com
W: www.davesmithinstruments.com
Business Type: Manufacturer
Keyboard Instruments

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

David Wexler & Co. (aka / Wexler Music Co.)
 P.O. Box 28112
 Scottsdale, AZ 85255-0151
P: (480) 675-8888
E: wexlermusic@aol.com
W: www.wexlermusic.com
Business Type: Wholesaler/Distributor, Manufacturer
Accessories

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

forcement

ddrum

4924 W. Waters Ave.
Tampa, FL 33634
P: (773) 793-6667

W: www.ddrum.com
Business Type: Manufacturer

Percussion Instruments**Dealer Direct**

17162 Murphy Ave.
Suite B

Irvine, CA 92614
P: (949) 752-0050

E: info@OrderDealerDirect.com

W: www.OrderDealerDirect.com

Business Type: Wholesaler/Distributor

Plucked / Fretted Instruments**Pro Audio / Sound Reinforcement****Effects & Pedals****Accessories****Racks, Cases & Stands****Percussion Instruments****Traditional Folk Instruments****Microphones****Videos / DVD****Amplifiers****Bowed Instruments****Retail Displays & Business Products / Services****Dean Guitars**

4924 W. Waters Ave.
Tampa, FL 33634
P: (773) 793-6667

W: www.deanguitars.com
Business Type: Manufacturer

Plucked / Fretted Instruments**Dean Markley USA**

17505 N 79th Ave
Glendale, AZ 85308
P: (925) 548-7400

E: jawdms@gmail.com
W: www.deanmarkley.com

Business Type: Manufacturer

Accessories**Amplifiers****Decibel Eleven**

25129 The Old Road
Suite 305
Valencia, CA 91381

P: (661) 964-0217
E: laura@myeclubtv.com

W: www.decibel11.com
Business Type: Manufacturer

Effects & Pedals**Accessories****Demeter Amplification**

6990 Kingsbury Road
Templeton, CA 93465
Contact: James Demeter

P: (805) 461-1028
E: james@demeteramps.com

W: www.demeteramps.com

Business Type: Manufacturer

facturer

Effects & Pedals Amplifiers**Denis Wick Products Ltd**

19 Dawkins Road
Unit 19
Poole, UK BH15 4JY

P: (012) 02-6651

E: tradesales@deniswick.com

W: www.deniswick.com

Business Type: Manufacturer

Accessories**Denon DJ**

200 Scenic View Drive
Cumberland, RI 02864
W: www.denondj.com

Business Type: Wholesaler/Distributor, Manufacturer**DJ & Lighting Equipment****Pro Audio / Sound Reinforcement****Effects & Pedals****Accessories****Amplifiers****Devilcat Amplifiers**

1993 Randy Lowery Road
Statesboro, GA 30461
P: (912) 541-0649

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

Business Type: Manufacturer

Amplifiers**Diamond Amplification, Inc.**

707 N Shepherd Dr
Ste 300
Houston, TX 77007

P: (713) 934-0100

E: jeff@diamondamplification.com

W: www.diamondamps.com

Business Type: Manufacturer

Amplifiers**Diamond Guitars (f/k/a DBZ/Diamond)**

707 N Shepherd Dr
Ste 300
Houston, TX 77007

P: (713) 934-0100

E: jeff@diamondamplification.com

W: www.guitarsbydiamond.com

Business Type: Manufacturer

Plucked / Fretted Instruments**Digital Audio Labs**

1266 Park Road
Minneapolis, MN 55317
P: (952) 401-7700

E: jgedden@digitalaudio.com

W: www.digitalaudio.com

Business Type: Manufacturer

Pro Audio / Sound Reinforcement**Accessories****Amplifiers****DigitalDeckCovers Inc**

PO Box 100203
Denver, CO 80250
P: (720) 545-9766

E: sales@digitaldeckcovers.com

W: www.digitaldeckcovers.com

Business Type: Manufacturer

Accessories**Racks, Cases & Stands****DigiTech**

1000 Corporate Grove Dr.
Buffalo Grove, IL 60089
P: (800) 877-6863

E: usm.info@usmusiccorp.com

W: www.digitech.com

Business Type: Manufacturer

Effects & Pedals**DMC Musical Products**

11701 Cohutta Beaverdale Rd.
Cohutta, Ga, GA 30710

W: www.dmcmusical-products.com

Business Type: Wholesaler/Distributor, Manufacturer

Accessories**DOD**

1000 Corporate Grove Dr.
Buffalo Grove, IL 60089
P: (800) 877-6863

E: usm.info@usmusiccorp.com

W: dod.com/en-US

Business Type: Manufacturer

Effects & Pedals**Dog Days Vintage Guitar Straps**

2801 Mission Street
Santa Cruz, CA 95060
W: www.dogdaysvintage.com

Business Type: Manufacturer

Accessories**Donarra Extrusions, LLC**

1811 SW 42nd Ave.
Ocala, FL 34474

Contact: Kevin Donohue, President

P: (352) 369-5552
E: Donarra_Extrusions@yahoo.com

W: http://www.donarraextrusions.com

Business Type: Manufacturer

Donovan Leah Guitars

26 Ravine Edge Drive
Richmond Hill, ON L4E 4J2

E: info@donovanleahguitars.com

W: www.donovanleahguitars.com

Business Type: Manufacturer

Plucked / Fretted Instruments**DPA Microphones**

1500 Kansas Avenue
Suite 3A
Longmont, CO 80501

P: (303) 485-1025

E: infousa@dpamicrophones.com

W: www.dpamicrophones.com

Business Type: Manufacturer

Pro Audio / Sound Reinforcement**Microphones:** DPA**DR Strings, Inc.**

7 Palisade Avenue
Emerson, NJ 07630
P: (201) 599-0100

E: drstaff@drstrings.com
W: drstrings.com

Business Type: Manufacturer

Accessories**Dr. Z Amps Inc**

17011 Broadway Ave.
Maple Heights, OH 44137
P: (216) 475-1444

E: drz@drzamps.com
W: www.drzamps.com

Business Type: Manufacturer

Amplifiers**Dragon's Heart Guitar Picks**

4712 Baytree Dr
Fort Worth, TX 76137
P: (817) 849-2688

E: corey@dragonsheart-guitarpicks.com

W: www.dragonsheart-guitarpicks.com

Business Type: Wholesaler/Distributor, Manufacturer

Accessories**Dream Cymbals and Gongs**

616-R St. Clarens Ave.
Toronto, ON M6H 3W9
W: www.dreamcymbals.com

Business Type: Manufacturer

Marching Percussion Percussion Instruments**Drum Channel**

900 Del Norte Blvd.
Oxnard, CA 93030
W: www.drumchannel.com

Business Type: Manufacturer

Accessories Percussion Instruments**Videos / DVD****Drum Workshop Inc.**

3450 Lunar Ct.
Oxnard, CA 93003
W: www.dwdrums.com

Business Type: Manufacturer

Percussion Instruments**Videos / DVD****Drumdots**

P.O. Box 227, West Falls NY
Buffalo, NY 14170

P: (716) 253-1162

E: Contactus@drumdot.com

W: www.drumdot.com

Business Type: Manufacturer

Accessories**Percussion Instruments****DrumLite**

5115 Excelsior
#218
Saint Louis Park, MN
55416

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

Business Type: Manufacturer

DJ & Lighting Equipment**Marching Percussion****Accessories****Percussion Instruments****Drumskull Drums**

105 Pioneer St. Ste. C
Santa Cruz, CA 95060
W: www.drumskulldrums.com

Business Type: Manufacturer

Dunlop Manufacturing, Inc.

P.O. Box 846
Benicia, CA 94510
W: www.jimdunlop.com

Business Type: Manufacturer

Effects & Pedals**Accessories****DuraSticks**

2903 Mount Royal Drive
Castle Rock, CO 80104
P: (800) 645-6673

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

Business Type: Wholesaler/Distributor, Manufacturer, Other

Marching Percussion**Accessories****Percussion Instruments****Dusty Strings Company**

3450 16th Ave W Ste 200
Seattle, WA 98119
P: (206) 634-1656

E: handcrafted@dustystings.com

W: www.dustystings.com

Business Type: Wholesaler/Distributor, Manufacturer

Plucked / Fretted Instruments**Traditional Folk Instruments****E Lombardo Guitars**

22 Andrea Drive
Stony Brook, NY 11733
W: www.elombardoguitars.com

Business Type: Manufacturer

Plucked / Fretted Instruments**E.A.G. INTERNATIONAL - Wood for Music**

Apdo Correos #77

Cullera, VLC 46400

Contact: Everardo Amern-
teros, Owner

P: (34-) 963-2855

W: www.eag-international.com

Business Type: Wholesaler/Distributor, Manufacturer**Plucked / Fretted Instruments****Woodwinds****EARasers by Persona**

170 N. Cypress Way
Casselberry, FL 32707
P: (407) 339-2422

E: heatherc@earasers.net
W: www.earasers.net

Business Type: Manufacturer

Accessories**Earthworks Inc**

37 Wilton Rd.
Milford, NH 03055
P: (603) 654-2433

E: megan@earthworksaudio.com

W: www.earthworksaudio.com

Business Type: Manufacturer

Pro Audio / Sound Reinforcement**Microphones****Eastman Music Company**

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

E: info@eastmanmusic-company.com

W: www.eastmanmusic-company.com

Business Type: Wholesaler/Distributor, Manufacturer

Plucked / Fretted Instruments: Eastman Guitars and Mandolins**Woodwinds:** Andreas Eastman, Eastman Winds, Wm. S. Haynes,**Brass Instruments:** Andreas Eastman, Eastman Winds, S. E. Shires**Accessories:** Andreas Eastman, Eastman Strings, Eastman Guitars, Eastman Winds, Wm. S. Haynes, S. E. Shires**Bowed Instruments:** Eastman Strings**Eden Bass Amplification**

1000 Corporate Grove Dr.
Buffalo Grove, IL 60089
P: (800) 877-6863

E: usm.info@usmusiccorp.com

W: www.edenamps.com

Business Type: Manufacturer

Effects & Pedals**Amplifiers****Edward Jones / Jeff**

Ponte

14278 Ladue Road
Chesterfield, MO 63017

Contact: Jeff Ponte, Financial Advisor

P: (855) 581-1696

F: (888) 731-8230

E: jeffrey.ponte@edward-jones.com

W: www.edwardjones.com

Business Type: Other Insurance

Electra Guitars

P.O. Box 341258

Tampa, FL 33694

W: www.electraguitar.com

Business Type: Manufacturer

Plucked / Fretted Instruments

Accessories

Electro-Voice

12000 Portland Ave.

South

Burnsville, MN 55337

P: (800) 392-3497

W: www.electrovoice.com

Business Type: Manufacturer

Pro Audio / Sound Reinforcement

Elixir Strings

201 Airport Rd

Elkton, MD 21921

W: www.elixirstrings.com

Business Type: Manufacturer

Accessories

EMD Music Inc

PO Box 487

La Vergne, TN 37086

P: (866) 871-5800

E: usa@emdmusic.com

W: www.emdmusic.com

Business Type:

Wholesaler/Distributor, Manufacturer

Plucked / Fretted Instruments

DJ & Lighting Equipment

Woodwinds

Brass Instruments

Marching Percussion

Pro Audio / Sound Reinforcement

Effects & Pedals

Accessories

Racks, Cases & Stands

Percussion Instruments

Traditional Folk Instruments

Microphones

Amplifiers

Bowed Instruments

eMedia Music Corporation

664 NE Northlake Way

Seattle, WA 98105

W: www.emediamusic.com

Business Type:

Wholesaler/Distributor, Manufacturer

Plucked / Fretted Instruments

Media & Software

Keyboard Instruments

Accessories

Videos / DVD

Emerald Reed Co., Inc

PO Box 1422

Port Townsend, WA 98368

P: (800) 359-1279

E: reed@cablespeed.com

Business Type: Manufacturer

Woodwinds

Accessories

Emerson Piano Company

PO Box 1130

Richland, WA 99352

W: www.emerson-piano.com

Business Type:

Wholesaler/Distributor, Manufacturer

Keyboard Instruments

EMG, Inc

P.O. Box 4394

Santa Rosa, CA 95402

P: (707) 525-9941

E: sales@emgpickups.com

W: www.emgpickups.com

Business Type: Manufacturer

Accessories

Eminence Speaker

838 Mulberry Pike

P.O. Box 360

Eminence, KY 40019

P: (502) 845-5622

E: cobl.stein@eminence.com

W: www.eminence.com

Business Type: Manufacturer

Pro Audio / Sound Reinforcement

Epilog Laser

16371 Table Mountain

Pkwy

Golden, CO 80403

P: (303) 277-1188

E: amy@epiloglaser.com

W: www.epiloglaser.com

Business Type: Manufacturer

Accessories: Epilog Zing

16, Epilog Zing 24, Epilog

Mini 18, Epilog Mini 24,

Epilog Helix, Epilog Fusion

M2 32, Epilog Fusion M2

40, Epilog FiberMark

Epiphone

309 Plus Park Blvd.8

Nashville, TN 37217

P: (800) 444-2766

E: info@epiphone.com

W: www.epiphone.com

Business Type: Manufacturer

Plucked / Fretted Instruments

Ernie Ball, Inc.

4117 Earthwood Ave.

San Luis Obispo, CA

93401

P: (805) 544-7726

W: www.ernieball.com

Business Type: Manufacturer

Plucked / Fretted Instruments

Accessories

ESP Guitars

10913 Vanowen St.

North Hollywood, CA

91605

W: www.espguitars.com

Business Type: Manufacturer

Plucked / Fretted Instruments

ETI Sound Systems, Inc

3383 Gage Ave.

Huntington Park, CA

90255

P: (323) 277-4100

E: sales@b-52pro.com

W: www.b-52pro.com

Business Type:

Wholesaler/Distributor, Manufacturer

Pro Audio / Sound Reinforcement

Amplifiers

Euphonic Audio

18 Newtown Blvd

Robbinsville, NJ 08691

P: (609) 920-2005

E: contact@eaamps.com

W: www.eaamps.com

Business Type: Manufacturer

Amplifiers

EurekaSound

112 Mellott Lane

Pittsburgh, PA 16033

W: www.eurekasound.com

Business Type: Manufacturer

Amplifiers

Everly Music Company

827 Hollywood Way #420

Burbank, CA 91505

P: (818) 503-2700

E: tone@clearonestrings.com

W: www.clearonestrings.com

Business Type: Manufacturer

Plucked / Fretted Instruments

Accessories

Traditional Folk Instruments

Fantastix Drum Stick Company

539 N 4th. Street

Steubenville, OH 43952

P: (740) 424-0908

E: davidavogel@cs.com

W: www.newfantastix.com

Business Type:

Wholesaler/Distributor, Manufacturer

Marching Percussion

Accessories

Percussion Instruments

FDW Corp

9770 Silicon Prairie Pkwy

Madison, WI 53593-8442

W: www.fdwcorp.com

Business Type: Wholesaler/Distributor

Media & Software

DJ & Lighting Equip-

ment

Keyboard Instruments

Pro Audio / Sound Reinforcement

Accessories

Racks, Cases & Stands

Microphones

Amplifiers

Fender Music Foundation

PO Box 67

Agoura Hills, CA 91376

E: shannon@fendermusic-

foundation.org

W: www.fendermusic-

foundation.org

Business Type: Other

Associations / Organizations

Fender Musical Instruments Corporation

17600 N. Perimeter Drive

Suite 100

Scottsdale, AZ 85255

P: (800) 488-1818

E: consumerrelations@

fender.com

W: www.fender.com

Business Type:

Wholesaler/Distributor, Manufacturer

Plucked / Fretted Instruments

Pro Audio / Sound Reinforcement

Accessories

Percussion Instruments

Amplifiers

Ferree's Tools, Inc

World's largest manu-

facturer of quality band

instrument repair tools.

1477 Michigan Ave

Battle Creek, MI 49014

P: (269) 965-0511

E: ap.ferreestools@live.com

W: www.ferreestoolsinc.com

Business Type: Manufacturer

Accessories

Retail Displays & Business Products / Services

Fiberreed

Paracelsusstrasse 26

LE-Oberaichen

Stuttgart, B-W 70771

E: mail@Fiberreed.com

W: www.fiberreed.com

Business Type: Manufacturer

Accessories

Retail Displays & Business Products / Services

Fiberreed

Paracelsusstrasse 26

LE-Oberaichen

Stuttgart, B-W 70771

E: mail@Fiberreed.com

W: www.fiberreed.com

Business Type: Manufacturer

Accessories

Retail Displays & Business Products / Services

Fiberreed

Paracelsusstrasse 26

LE-Oberaichen

Stuttgart, B-W 70771

E: mail@Fiberreed.com

W: www.fiberreed.com

Business Type: Manufacturer

Accessories

Retail Displays & Business Products / Services

Fibrestar Drums Ltd

Newby Road Industrial

Estate

Hazel Grove

Stockport, UK SK7 5AS

P: (016) 148-2722

P: (016) 148-2722

E: sales@fibrestar.co.uk

W: www.fibrestar.co.uk

Business Type: Manufacturer

Percussion Instruments

FireBelly Amps

2530 Wilshire Blvd.

3rd Floor

Manufacturer
Accessories: CFX, Hermann Luger, Stradpet, Pirastro, Doud Strings, SUMI Rests, GVC Rosin
Bowed Instruments: Ametto, H Luger, Nicolas Parola, Keith-Curtis and Clifton, KCC, Stefan Petrov, Rudolph Felder, Viktor Kereske, Ricardo Galaini, Plamen Edrev, Radiana Edreva, Barbara Piccinotti, Roberto Cavagnoli, Guangzhou Consortium, Nicolo Marcasi

Gear Up Products, LLC
 PO Box 949
 50 Bordeaux Terrace
 West Milford, NJ 07480
E: info@gluboo.com
W: www.gluboo.com
Business Type: Manufacturer
Accessories: GluBoost®, Fill n' Finish®, MasterGlu®

Gemini
 107 Trumbull St
 BLDG F8
 Elizabeth, NJ 07206
W: www.geminisound.com
Business Type: Wholesaler/Distributor, Manufacturer
DJ & Lighting Equipment
Pro Audio / Sound Reinforcement
Accessories
Racks, Cases & Stands
Microphones
Amplifiers

Genelec Inc.
 7 Tech Circle
 Natick, MA 01760
W: www.genelec.com
Business Type: Wholesaler/Distributor, Manufacturer
Pro Audio / Sound Reinforcement

General Music Corp
 605 F Country Club Drive
 Bensenville, IL 60106
W: www.ahlborn-galanti.com
Business Type: Wholesaler/Distributor
Keyboard Instruments

George Lowden Guitars
 22 Down Business Park
 Down Business Centre
 Downpatrick, NI BT30 9UP
W: www.georgelowden.com
Business Type: Manufacturer
Traditional Folk Instruments

Georgia Case
 2052 Mountain Industrial Blvd
 Tucker, GA 30084
P: (770) 938-0707
E: brian@georgiacase.com
W: www.georgiacase.com

Business Type: Manufacturer
Racks, Cases & Stands

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

Get Banded.com
 12020 Eastgate Blvd
 Nashville, TN 37122
P: (615) 773-9900
W: www.getbanded.com
Business Type: Other
Associations / Organizations: GetBanded.com

Getzen Company Inc.
 P.O. Box 440
 530 S. Hwy. H
 Elkhorn, WI 53121
P: (262) 723-4221
E: information@getzen.com
W: www.getzen.com
Business Type: Manufacturer
Brass Instruments

GHS Strings
 2813 Wilber Ave.
 Battle Creek, MI 49037
P: (269) 968-3351
E: info@ghsstrings.com
W: www.ghsstrings.com
Business Type: Manufacturer
Pro Audio / Sound Reinforcement
Effects & Pedals
Accessories
Amplifiers

Giannini Guitars USA
 87 North Industry Ave
 Suite D
 Deer Park, NY 11729
P: (855) 442-6646
E: rlandis@giannini-usa.com
W: www.gianniniguitars.com
Business Type: Manufacturer
Plucked / Fretted Instruments
Woodwinds
Accessories
Traditional Folk Instruments
Bowed Instruments

Gibson Brands, Inc.
 309 Plus Park Blvd.
 Nashville, TN 37217
P: (800) 444-2766
E: service@gibson.com
W: www.gibson.com
Business Type: Manufacturer
Plucked / Fretted Instruments

Gibson Brands, Inc.
 309 Plus Park Blvd.
 Nashville, TN 37217
P: (800) 444-2766
E: service@gibson.com
W: www.gibson.com
Business Type: Manufacturer
Plucked / Fretted Instruments

ments
DJ & Lighting Equipment
Keyboard Instruments
Pro Audio / Sound Reinforcement

Gig Gear LLC
 463 Quentin Road
 Brooklyn, NY 11223
P: (718) 569-5345
E: info@gig-gear.com
W: www.gig-gear.com
Business Type: Wholesaler/Distributor, Manufacturer
Accessories

GJ2 Guitars by Grover Jackson
 23286, Del Lago Drive
 Laguna Beach, CA 92653
W: www.gj2guitars.com
Business Type: Manufacturer
Plucked / Fretted Instruments

GluBoost
 652 Primrose Lane
 River Vale, NJ 07675
P: (201) 331-3730
E: info@GluBoost.com
W: www.GluBoost.com
Business Type: Manufacturer
Accessories

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

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

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

Gorilla Inc.
 570 W. Cheyenne Ave.
 Suite 80
 North Las Vegas, NV 89030
E: hchatt@aol.com

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

Grabbit, Inc
 17929 Cinnamon Trail
 Cleveland, OH 44023
P: (440) 289-8819
P: (440) 289-8819
E: jgeorgian@grabbitinc.com
W: www.grabbitinc.com
Business Type: Manufacturer
Accessories

Graph Tech Guitar Labs
 7551 Vantage Way
 Delta, BC V4G-1C9
P: (604) 940-5353
E: sales@graphtech.com
W: www.graphtech.com
Business Type: Manufacturer
Plucked / Fretted Instruments

Accessories: TUSQ Man Made Ivory Nuts Saddles and Bridge Pins, TUSQ Harmonically Rich Picks, Nubone Nuts and Saddles, Nubone XB Nuts and Saddles, Dry'n Glide Talc for Musicians, Resomax Harmonic Bridge Systems, GHOST Modular Pickups and Pre-Amps, String Saver Saddles, Chops Pre-Play Hand Cleaner-Conditioner, RATIO Machine Heads with Multi-Geared Tuning Technology

Green Tones
 12020 Eastgate Blvd
 Mt. Juliet, TN 37122
P: (615) 773-9900
E: webinfo@hohnerusa.com
W: http://www.gogreentones.com
Business Type: Manufacturer
Percussion Instruments

GRK Manufacturing Co
 1200 Dayton ST
 Hamilton, OH 45011
P: (800) 289-2362
E: gkilday@grkmfg.com
W: www.grkmfg.com
Business Type: Manufacturer
Accessories

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

GSM Multimedia GmbH
 Siemensstrasse 10
 Landau an der Isar, Bavarian 94405
W: www.gsm-multimedia.de
Business Type: Wholesaler/Distributor, Manufacturer
Accessories

GTR Store
 141 W 28th Street 4th Floor
 New York, NY 10001
W: www.gtrstore.com
Business Type: Wholesaler/Distributor
Amplifiers

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

Guitar Liquidators
 17162 Murphy Ave
 Suite B
 Irvine, CA 92614
P: (949) 752-0050
E: Info@guitarliquidators.com
W: GuitarLiquidators.com
Business Type: Wholesaler/Distributor, Other
Plucked / Fretted Instruments
Effects & Pedals
Accessories
Racks, Cases & Stands
Percussion Instruments
Traditional Folk Instruments
Microphones
Videos / DVD
Bowed Instruments
Retail Displays & Business Products / Services

GuitarGrip by Grip Studios Inc
 743 Wing St.
 Rear Bldg
 Plymouth, MI 48170
W: www.guitargrip.com
Business Type: Manufacturer
Racks, Cases & Stands

GuitarPR
 412 Olive Avenue
 Suite 178
 Huntington Beach, CA 92648
P: (877) 228-4703
E: gpr@guitarpr.com
W: GuitarPR.com
Business Type: Other
Retail Displays & Business Products / Services

Guptill Music
 3621 W MacArthur Blvd
 Ste 119
 Santa Ana, CA 92704
P: (714) 556-8013
E: info@guptillmusic.com
W: www.guptillmusic.com

Business Type: Wholesaler/Distributor, Manufacturer
Accessories

GW Distribution, LLC
 P.O. Box 329
 Mahwah, NJ 07430
W: www.pearlriverusa.com, www.ritmullerusa.com, www.kayserburgusa.com, www.galileopianos.com,
Business Type: Wholesaler/Distributor
Keyboard Instruments

H. Jimenez Instruments
 12020 Eastgate Blvd
 Mt. Juliet, TN 37122
P: (615) 773-9900
E: info@hjimezinstruments.com
W: http://hjimezinstruments.com
Business Type: Manufacturer
Plucked / Fretted Instruments

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

Hailun USA
 P.O. Box 1130
 Richland, WA 99352
P: (509) 946-8078
E: hailunusa@gmail.com
W: http://www.hailunpianos.com
Business Type: Wholesaler/Distributor, Manufacturer
Keyboard Instruments



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instrument manufacturers. *Hal Leonard* is headquartered in Milwaukee, WI, and also has domestic offices in Winona, MN; New Jersey; and Boston; with offices abroad in Australia, Belgium, China, France, Germany, Holland, Italy, Switzerland, and the United Kingdom. *Hal Leonard* distributes the products of many other publishers, including: *Boosey & Hawkes*, *Berklee Press*, *Centerstream Publications*, *Cherry Lane Music*, *Durand*, *DeHaske*, *Faber Piano Adventures*, *G. Schirmer*, *Henle Urtext Editions*, *Homespun Tapes*, *Meredith Music*, *Music Sales America*, *Musicians Institute Press*, *Peermusic Classical*, *Ricordi*, *Rock House*, *Rubank*, *Salabert*, *Schott Music*, *Shawnee Press*, *String Letter Publishing*, *Walton Irish Music*, *Word Music*, *Willis Music*, and others. *Hal Leonard* is also proud to distribute a wide variety of technology products and gear from manufacturers including: *Avid*, *Apogee*, *Stands*, *Hartke*, *iConnectivity*, *IK Multimedia*, *KAT*, *Line 6*, *Loog*, *M-Audio*, *Mighty Bright*, *Morley*, *MXL*, *Paiste*, *PreSonus*, *Propellerhead*, *Samson*, *Steinberg*, *Tycoon*, *Vater*, *Walrus Audio*, *ZT*, and more.
P: (414) 774-3630
E: sales@halleonard.com
W: www.halleonard.com
Twitter: twitter.com/HalLeonardCorp
Facebook: www.facebook.com/HalLeonardCorp
YouTube: www.youtube.com/channel/UC5sG4ey4P0sd2qo6ETvDDQ?view_as=public
Pinterest: www.pinterest.com/halleonard
Business Type: Wholesaler/Distributor, Manufacturer
Plucked / Fretted Instruments: ChordBuddy, Jamstik+, Kahua, Line 6, Loog
Media & Software: Acoustica, Sibelius, Pro Tools, Antares, Auto-tune, Cubase, IK Multimedia, Magix, Noteflight, PG Music, Propellerhead, Steinberg
Pro Audio / Sound Reinforcement: Alto Pro, Presonus, Samson, Line 6
Print Music: Hal Leonard Methods, Schirmer, Faber Piano Adventures, G. Henle, Willis Music, Berklee Music, Musicians Institute, Meredith Publications, Music Sales America,

Centerstream, *Backbeat Books*, *Schott Music*,
Effects & Pedals: Air Turn, F-Pedal, Hotone, IK Multimedia, Line 6, Morley, Walrus Audio
Accessories: AirTurn, Artiphon, Axe Heaven, ChordBuddy, Fret Butter, g7th Capos, Geerfab Acoustics, Griffin, Hamilton Stands, IK Multimedia, Korg, Line 6, Marlo, Mighty Bright, Samson, SwirlyGig, Ugo
Racks, Cases & Stands: Grundorf, Hamilton
Percussion Instruments: Alesis, CB Drums, Gibraltar Hardware, Gretsch, KAT, Paiste, Percussion Plus, Tycoon, Waltons Irish Music, Vater
Microphones: Blue Microphones, MXL, Samson, Solomon
Videos / DVD: HomeSpun, Hudson, Rock House, Centerstream, Magnolia, Fret12
Amplifiers: Hartke, Hotone, Line 6

Hal Crystal Flutes, Inc.
 17220 Sargent Rd SW
 Rochester, WA 98579
W: www.hallflutes.com
Business Type: Wholesaler/Distributor, Manufacturer
Plucked / Fretted Instruments
Woodwinds
Traditional Folk Instruments

Halo Systems
 690 South HWY 89
 Suite 200
 Jackson, WY 83001
P: (877) 320-4256
E: info@halosystems.com
W: www.halosystems.com
Business Type: Other
DJ & Lighting Equipment
Pro Audio / Sound Reinforcement
Accessories

HaMaR Percussion Publications
 333 Spring Road
 Huntington, NY 11743
W: www.hamarpercussion.com
Business Type: Manufacturer
Marching Percussion
Print Music

Hamilton Stands a subsidiary of St Louis Music
 1400 Ferguson Ave
 St. Louis, MO 63133
E: sales@hamiltonstands.com
W: www.hamiltonstands.com
Business Type: Manufacturer
Accessories: Hamilton Classic, System X,

StagePRO

Hammond USA
 743 Annoreno Drive
 Addison, IL 60101
W: www.hammondorganco.com
Business Type: Wholesaler/Distributor, Manufacturer
Keyboard Instruments
Effects & Pedals
Accessories
Amplifiers

Handel Pianos
 Verve House London
 Rd Sunningdale, Ascot
 Berkshire
 Reading, Berkshire SL5 0DJ
P: (01) 344- 87
E: sales@handelpianos.co.uk
W: www.handelpianos.co.uk
Business Type: Wholesaler/Distributor, Other
Keyboard Instruments

Hans Hoyer
 7255 Salisbury Rd
 Jacksonville, FL 32256
W: www.hans-hoyer.com
Business Type: Wholesaler/Distributor, Manufacturer
Brass Instruments: Student Horns, Single Horns, Double Horns, Triple Horn, Descant Horns, Wagner Tubas

Hansenfutz
 569 E Broad St
 Souderton, PA 18964
P: (215) 723-2370
W: www.hansenfutz.com
Business Type: Manufacturer
Percussion Instruments

Harman
 8500 Balboa Blvd.
 Northridge, CA 91329
P: (818) 893-8411
W: www.harman.com
Business Type: Wholesaler/Distributor, Manufacturer
Pro Audio / Sound Reinforcement
Microphones

Harmon Mute Company
 7650 Austin Ave
 Skokie, IL 60077
P: (847) 983-8675
E: info@harmonmutecompany.com
W: www.harmonmutecompany.com
Business Type: Manufacturer
Accessories

Harmonious Designs, LLC
 3816 Wentwood Drive
 Dallas, TX 75225
P: (469) 939-5052
E: harmoniousdesigns4u@gmail.com

W: www.designs4harmony.com
Business Type: Manufacturer
Bowed Instruments

Harmony Guitars
 3451 ommercial Ave.
 Northbrook, IL 60062
Contact: Larry Goldstein, President
P: (847) 498-9850
F: (847) 498-5370
E: lgoldstein@westheimercorp.com
W: www.harmonyguitar-susa.com
Business Type: Manufacturer
Plucked / Fretted Instruments

Harper Guitars
 118 N 1st St
 Evansville, IN 47601
W: www.harperguitars.com
Business Type: Manufacturer

Harris Teller Inc
 7400 S Mason Ave
 Chicago, IL 60638
P: (708) 496-2100
E: info@harristeller.com
W: www.harristeller.com
Business Type: Wholesaler/Distributor
DJ & Lighting Equipment
Keyboard Instruments
Woodwinds
Brass Instruments
Marching Percussion
Pro Audio / Sound Reinforcement
Print Music
Effects & Pedals
Accessories
Racks, Cases & Stands
Percussion Instruments
Traditional Folk Instruments
Microphones
Videos / DVD
Amplifiers
Bowed Instruments
Retail Displays & Business Products / Services

Health Enterprises, Inc.
 90 George Leven Drive
 North Attleboro, MA 02760
W: www.healthenterprises.com
Business Type: Wholesaler/Distributor, Manufacturer
Accessories

Heinrich Gill
 Damaschkestrasse 76
 Bubenreuth, Bavarian
 D-91088
W: www.gill.de
Business Type: Manufacturer
Bowed Instruments

Hell Guitars
 1134 Shi Go Cho Higashi
 Abo #103

Himeji, Hyogo 671-0247
W: www.hellguitars.com
Business Type: Wholesaler/Distributor, Manufacturer
Plucked / Fretted Instruments
Accessories

Henretta Engineering LLC
 1222 Fairmount Avenue
 Saint Paul, MN 55105
W: www.henrettaengineering.com
Business Type: Manufacturer
Effects & Pedals

Henriksen, Inc.
 6260 W. 52nd Ave.
 Unit 101
 Arvada, CO 80002
W: www.henriksenamps.com
Business Type: Manufacturer
Amplifiers

Hermit Cab
 4224 Lyndale Ave South
 Minneapolis, MN 55409
W: hermitcab.com
Business Type: Manufacturer
Pro Audio / Sound Reinforcement
Microphones
Amplifiers

Hipshot Products, Inc.
 8248 State Route 96
 Ithaca, NY 14847
W: http://www.Hipshot-Products.com
Business Type: Manufacturer
Plucked / Fretted Instruments

Hiptrix Drumsticks
 445 Castlemain Circle
 Davenport, FL 33897
P: (847) 710-2292
E: erich@hiptrix.com
W: www.hiptrix.com
Business Type: Manufacturer
Percussion Instruments

Hodge Products, Inc.
 5134 Cub Creek Road
 Roseland, VA 22967
P: (434) 361-1945
E: buy@hodgeproductsinc.com
W: www.hodgeproductsinc.com
Business Type: Wholesaler/Distributor, Manufacturer
Accessories

Hogjim LLC
 1609 Arabian Drive
 Laramie, WY 82070
W: www.hogjim.com
Business Type: Manufacturer
Accessories

Hohner Kids
 12020 Eastgate Blvd

Mt. Juliet, TN 37122
P: (615) 773-9900
E: thentry@hohnerusa.com
W: http://www.hohnerkids.com
Business Type: Manufacturer
Plucked / Fretted Instruments
Keyboard Instruments
Accessories
Percussion Instruments

Hohner, Inc.
 12020 Eastgate Blvd
 Nashville, TN 37122
P: (615) 773-9900
E: webinfo@hohnerusa.com
W: us.playhohner.com
Business Type: Wholesaler/Distributor, Manufacturer
Plucked / Fretted Instruments: A+ Guitars, Lanikai Ukuleles, HC Classical Series, HW Western Series, H. Jimenez Instruments, Kohala Ukuleles
Keyboard Instruments: Hohner Accordions, Hohner Melodicas, Hohner Airboard, Anacletto Accordians
Woodwinds
Accessories: Harp Racks & Holders, Harmonica cases, harmonica belts,
Percussion Instruments: SONOR Drums, Rockwood, Sonor Orff
Traditional Folk Instruments: Hohner Harmonicas
Amplifiers: Hoodoo Box Amp

Hosa Technology, Inc.
 6650 Caballero Blvd
 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
E: (866) 431-6983
E: customerservice@houseoftroy.com
W: www.houseoftroy.com
Business Type: Manufacturer

Accessories: House of Troy Piano Lamps
Howard Core Company, LLC
 99 Symphony Way
 Anniston, AL 36205
P: (256) 235-8200
E: info@howardcore.com
W: www.howardcore.com
Business Type: Wholesaler/Distributor, Manufacturer
Accessories
Bowed Instruments

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
Facebook: https://www.facebook.com/hwproducts
Business Type: Manufacturer
Accessories: HW Pad-Saver®, HW Brass-Saver®, Bravo™ Reeds

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

iConnectivity
 iConnectivity #21, 1725
 30th Ave NE
 Calgary, AB T2E 7P6
W: http://www.iconnectivity.com
Business Type: Manufacturer
DJ & Lighting Equipment
Keyboard Instruments
Pro Audio / Sound Reinforcement

Accessories
Idcard Inc.
 16149 Westwoods Business Park
 Saint Louis, MO 63021
W: www.idcard.com
Business Type: Manufacturer
Plucked / Fretted Instruments
Media & Software
Print Music
Retail Displays & Business Products / Services

IMS Technologies, LLC
 35420 Beech Avenue
 Yucaipa, CA 92399
P: (909) 904-9449
E: info@imstechnologies.net
W: www.imstechnologies.net
Business Type: Manufacturer
Accessories

Ingram Engineering, LLC
 PO Box 5870
 Atlanta, GA 31107
W: www.ingramengineering.net
Business Type: Manufacturer
Pro Audio / Sound Reinforcement

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: ibkraemerviols@gmail.com
W: www.bowrehairing.com
Business Type: Wholesaler/Distributor
Bowed Instruments: Bow rehairing 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, DCAT Power Amplifier, DAA Dynamic Adaptive Amplifier

Italian Speaker Imports
 PO BOX 856
 Armonk, NY 10504
W: www.italianspeakers.us
Business Type: Wholesaler/Distributor
DJ & Lighting Equipment
Pro Audio / Sound Reinforcement

J. Scherzer
 7255 Salisbury Rd
 Jacksonville, FL 32256
W: www.scherzer-trumpets.com
Business Type: Wholesaler/Distributor, Manufacturer
Brass Instruments: Bb Trumpets, C Trumpets, High Trumpets

J.D. Grandt Piano Supply Company
 181 King Rd
 Richmond Hill, ON L4E 2W1

W: www.jdgrandt.com
Business Type: Wholesaler/Distributor, Manufacturer
Keyboard Instruments

JAM pedals
 ious 71
 Athens, Attiki 11853
W: www.jampedals.com
Business Type: Manufacturer

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

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

Jericho Guitars
 9603 Custer Road
 Plano, TX 75025
E: Dave@jerichoguitars.com
W: www.jerichoguitars.com
Business Type: Wholesaler/Distributor, Manufacturer
Plucked / Fretted Instruments

JJ Babbitt Co., Inc.
 2201 Industrial Parkway
 P.O. Box 1264
 Elkhart, IN 46516
P: (574) 293-6514
E: Info@jbbabbitt.com
W: www.jbbabbitt.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

JR Music Supply
 93 Hazel St
 Woonsocket, RI 02895

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W: www.aranjuezstrings.com
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Plucked / Fretted Instruments
Accessories
Racks, Cases & Stands

Jupiter Band Instruments
 12020 Eastgate Blvd
 Nashville, TN 37122
P: (615) 773-9900
W: www.jupitermusic.com
Business Type: Manufacturer
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: Manufacturer
Accessories: DrumClip
Percussion Instruments



Kala Brand Music Co.
 1105 Industrial Ave, Suite 100
 Petaluma, CA 94952
W: www.kalabrand.com
Business Type: Manufacturer
Plucked / Fretted Instruments: 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 Instruments

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 Rancho Dominguez, CA 90220

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E: info@kawaius.com
W: www.kawaius.com
Business Type: Wholesaler/Distributor
Keyboard Instruments: Kawai

Kay Guitar Company
 PO Box 8798
 Newport Beach, CA 92658
E: info@kayguitar.com
W: www.KayGuitar.com
Business Type: Manufacturer
Plucked / Fretted Instruments
Accessories
Racks, Cases & Stands
Traditional Folk Instruments
Amplifiers
Bowed Instruments
Retail Displays & Business Products / Services

Kay Vintage Reissue, LLC
 PO Box 8798
 Newport Beach, CA 92658
E: info@kayvintagereissue.com
W: www.Kayvintagereissue.com
Business Type: Manufacturer

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

Keatona
 8465 W. Sahara Ave.
 No. 111-189
 Las Vegas, NV 89117
P: (702) 483-6229
E: steve@keatona.com
W: www.keatona.com
Business Type: Manufacturer
Pro Audio / Sound Reinforcement
Amplifiers

Kelley Distribution
 1320 Stirling Rd.
 Dania Beach, FL 33004
P: (888) 285-7005
E: info@kelleydistribution.com
W: www.kelleydistribution.com
Business Type: Wholesaler/Distributor
Plucked / Fretted Instruments
Pro Audio / Sound Reinforcement
Accessories
Percussion Instruments
Traditional Folk Instruments
Microphones
Amplifiers

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: Manufacturer
Plucked / Fretted Instruments: Handmade Ken Smith Basses
Accessories: Smith Electric Bass & Guitar Strings



KHS America
 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

Killer-Q Guitar and Instrument Straps (a Div. of Strapworks LLC)
 3900 W. 1st Ave.
 Eugene, OR 97402
W: www.Killer-Q.com
Business Type: Manufacturer
Accessories

KlipLite
 3817 Hickory Grove Rd
 Davenport, IA 52806
P: (866) 315-4567
E: kliplite2@aol.com
W: www.KlipLite.com
Business Type: Manufacturer
Accessories: KlipLight: Cordless LED Music Stand Light, Kliplite Universal Music Stand Light, Kliplite LED Music Light AC Adapter

KLOTZ AIS GmbH
 Johann-Sebastian-Bach-Strasse 36
 Vaterstetten, Bavarian 85591
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 Instruments
Accessories: Kluson® tuning machines, bridges, 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

Kohala Ukuleles
 12020 Eastgate Blvd.
 Mt. Juliet, TN 37122
P: (615) 773-9900
E: info@kohalaukes.com
W: http://kohalaukes.com
Business Type: Manufacturer
Plucked / Fretted Instruments

Konig & Meyer
 8 Vernon Valley Rd.
 Wertheim, B-W 11731
W: www.km-america.com
Business Type: Manufacturer
Pro Audio / Sound Reinforcement: Microphone and Speaker stands
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Accessories
Percussion Instruments
Amplifiers



Kyser Musical Products, Inc.
 28141 State Highway 64
 Canton, TX 75103
W: www.kysermusical.com
Business Type: Manufacturer
Accessories

Kratt Pitch Pipes
 40 Lafayette Place
 Kenilworth, NJ 07033
P: (908) 709-8901
E: service@krattpitchpipe.com
W: www.krattpitchpipe.com
Business Type: Manufacturer
Brass Instruments

Kurtzweil Custom Mouthpieces
 3970 Hidden Valley Tr N
 Niles, MI 49120-8688
P: (269) 340-9013
E: scott@kurtzweilmusical.com
W: www.kurtzweilmusical.com
Business Type: Manufacturer
Accessories

La Gitana Instruments
 687 Townsend Road
 Groton, MA 01450
P: (978) 448-9663
E: Thomasknatt@yahoo.com
W: www.thomasknatt.com
Business Type: Manufacturer
Plucked / Fretted Instruments

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

Lanikai Ukuleles
 12020 Eastgate Blvd
 Mt. Juliet, TN 37122
P: (800) 446-6010
E: info@lanikaiukules.com
W: http://lanikaiukules.com

Business Type: Manufacturer
Plucked / Fretted Instruments

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



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Twitter: https://twitter.com/leeoskar
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YouTube: https://www.youtube.com/user/leeoskarharmonicas
Business Type: Wholesaler/Distributor, Manufacturer
Traditional Folk Instruments: Lee Oskar Harmonicas

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

Legator Guitars
 7764 San Fernando Rd.
 Unit 10A
 Los Angeles, CA 91352
P: (818) 768-7764
E: info@legatorguitars.com
W: www.legatorguitars.com
Business Type: Manufacturer
Plucked / Fretted Instruments

Legere Reeds Ltd.
 121 Welham Rd., Unit #4
 Barrie, ON L4N 8Y3
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W: www.Legere.com
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Accessories: LEGERE premium synthetic woodwind single reeds for clarinet and saxophone, CLASSIC Series and SIGNATURE Series, LEGERE Premium synthetic woodwind double reeds for bassoon. Legere INSPIRATION Mouthpiece Combinations for clarinet and saxophone

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 New York, NY 10036
Contact: Sue Mingus, President
P: (212) 736-4749
E: mingusedu@charlesmingus.org
W: www.charlesmingus.org
Twitter: twitter.com/mingus
Facebook: www.facebook.com/charlesmingus
YouTube: www.youtube.com/user/TheMingusInstitute
Business Type: Other Associations / Organizations

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

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

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

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

Lollar Pickups
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Lowrey Organ Company

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Wood Dale, IL 60191
P: (708) 352-3388
E: frankw@lowrey.com
W: www.lowrey.com
Business Type: Manufacturer
Keyboard Instruments: Lowrey Organ, Lowrey Virtual Orchestra, Lowrey Piano

Luna Guitars

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

Mackie

16220 Wood Red Road
N.E.
Woodinville, WA 98072
P: (425) 487-4333
W: www.mackie.com
Business Type: Manufacturer
Pro Audio / Sound Reinforcement Effects & Pedals Amplifiers

Majestic Percussion

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

MakeMusic, Inc.

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

Manhasset Specialty Company

PO Box 2518
Yakima, WA 98907
P: (509) 248-3810
E: dan@manhasset-specialty.com
W: www.manhasset-specialty.com
Business Type: Manufacturer
Accessories: Manhasset Racks, Cases & Stands:

Manhasset music stands

Mapex Drums

12020 Eastgate Blvd
Nashville, TN 37122
P: (615) 773-9900
W: mapexdrums.com/us
Business Type: Manufacturer

Percussion Instruments: Mapex Drums, Black Panther Snare

Maple Leaf Strings

1039 N. Bend Rd
Cincinnati, OH 45224
P: (513) 681-0186
E: info@mapleleafstrings.com
W: www.mapleleafstrings.com
Business Type: Wholesaler/Distributor, Manufacturer
Accessories

Marlin Leshner Reed Co.

PO Box 1004
Port Townsend, WA 98368
Business Type: Manufacturer
Woodwinds Accessories

Marshall Amplification

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

Mason & Hamlin Piano Company

35 Duncan St
Haverhill, MA 01830
P: (978) 374-8888
E: cecil@masonhamlin.com
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

Mel Bay Publications, Inc.

4 Industrial Dr
Pacific, MO 63069
W: www.melbay.com
Business Type: Manufacturer
Print Music

Melton Meinel Weston

7255 Salisbury Rd
Jacksonville, FL 32256
W: www.melton-meinel-weston.com
Business Type: Wholesaler/Distributor, Manufacturer
Brass Instruments: Tubas, Background Brass, Bass Trumpets, Flugelhorns

Messiah Guitars

36 Craven Cove
Jackson, TN 38305
P: (731) 616-8698
E: info@messiahguitars.com
W: www.messiahguitars.com
Business Type: Manufacturer
Plucked / Fretted Instruments

Metalin' Guitars

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

Mic-Eze

PO Box 900
Pittsburgh, PA 15662
P: (800) 537-3491
E: mike@mic-eze.com
W: www.mic-eze.com
Business Type: Manufacturer
Accessories Percussion Instruments

Mighty Bright

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

MJP Sales Inc.

1732 Aviation Blvd 312
Redondo Beach, CA 90278
E: info@mjpsalesinc.com
W: www.mjpsalesinc.com
Business Type: Wholesaler/Distributor
Percussion Instruments: Ruach Music
Accessories: Ruach Music Effects & Pedals: Ruach Music, Lounsberry Pedals

Moog Music, Inc.

160 Broadway St.
Asheville, NC 28801
P: (800) 948-1990

E: info@moogmusic.com
W: www.moogmusic.com
Business Type: Manufacturer
Keyboard Instruments Effects & Pedals

MusicNomad

746 Broadway
Sonoma, CA 95476
P: (310) 714-2301
E: rrognien@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

MXL Microphones

1910 E. Maple Ave
El Segundo, CA 90245
P: (800) 800-6608
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Plucked / Fretted Instruments

Woodwinds

Brass Instruments

Marching Percussion

Accessories

Racks, Cases & Stands

Percussion Instruments

Bowed Instruments

Neotech

304 Andrea Drive

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W: www.nomadcases.com

Business Type: Manufacturer
Racks, Cases & Stands

NOMAD Stands

12020 Eastgate Blvd
 Nashville, TN 37122
P: (615) 773-9900
W: www.jupiternmusic.com

Business Type: Manufacturer
Pro Audio / Sound Reinforcement: Nomad
Accessories: Nomad

Normandy Guitars LLC

PO Box 3564
 Salem, OR 97302
P: (503) 689-1998

E: jim@normandyguitars.com
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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
Business Type: Manufacturer
Accessories: On-Stage, u-mount, Hot Wires, DrumFire, Hennessy
Racks, Cases & Stands: On-Stage, On-Stage Stands, On-Stage Cases

Option Knob, Inc.

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

OZZtosh Guitars

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

PageFlip, Inc.

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

Peace Musical Company

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

Business Type: Manufacturer
Marching Percussion: Cadet Series Marching Drums
Percussion Instruments: Drums, Cymbals Drum Sets, Hand Drums, Drum Accessories.

Pearl Corporation

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

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

Perzina Pianos / Piano Empire, Inc.

3035 E. La Mesa St.
 Anaheim, CA 92806
W: www.perzinapianos.com
Business Type: Wholesaler/Distributor
Keyboard Instruments

Peterson Electro-Musical Products, Inc.

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

Petrof America - Piano Royale Prague, LLC

PO Box 1130
 Richland, WA 99352
W: www.petrof.com
Business Type: Wholesaler/Distributor, Manufacturer
Keyboard Instruments

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, Baritone, 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
 Tempe, AZ 85214
P: (480) 833-2500
E: sales@playersmusic.com
W: www.playersmusic.com
Business Type: Wholesaler/Distributor, Manufacturer
Plucked / Fretted Instruments
Woodwinds
Brass Instruments
Marching Percussion Accessories
Bowed Instruments
Retail Displays & Business Products / Services

Prentice Practice Pads

33815 Golden Lantern st
 Dana Point, CA 92629
Contact: Colin Hilborne
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

QRS Music Technologies, Inc.

269 Quaker Dr
 Seneca, PA 16346
P: (800) 247-6557
E: qrsupport@qrsinc.com
W: www.qrsmusic.com
Business Type: Wholesaler/Distributor, Manufacturer
Media & Software: QRS Music Software
Keyboard Instruments: Story & Clark Pianos, Gulbransen, PNOmation, Pianonation PNOscan
Bowed Instruments: Virtuoso Violin

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

Radial Engineering Ltd.

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

RCF

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

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

3345 N Lincoln Ave
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Business Type: Wholesaler/Distributor
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


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

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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 MKIII 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@roybensonusa.com
W: www.roybensonusa.com
Business Type: Wholesaler/Distributor
Woodwinds
Brass Instruments

R5 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

SABIAN
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 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
Traditional Folk Instruments
Bowed Instruments

Schimmel Piano Corporation
 329 N New Street
 Lititz, PA 17543

W: www.schimmel-piano.de
Business Type: Wholesaler/Distributor, Manufacturer
Keyboard Instruments

SECA Group/Floyd Rose Audio
 464 Kings Hwy - 2nd Floor
 Brooklyn, NY 11223
P: (718) 226-0214
E: alan@seca-group.com
W: www.floydroseaudio.com
Business Type: Manufacturer
DJ & Lighting Equipment
Pro Audio / Sound Reinforcement
Accessories

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
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 Niles, IL 60714
W: www.shure.com
Business Type: Manufacturer

SKB Corporation
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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
P: (877) 246-7253
E: sales@musicfolder.com
W: www.MusicFolder.com
Business Type: Wholesaler/Distributor, Manufacturer
Print Music
Accessories
Racks, Cases & Stands

Sonor Drums
 12020 Eastgate Blvd.
 Mt. Juliet, TN 37122
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W: us.sonor.com
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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

Sound Synergies

3404 84th St. E.,
Tacoma, WA 98446
Contact: Jim Akers, CEO
E: jim@soundsynergies.net

W: www.soundsynergies.net

Business Type: Manufacturer

Accessories

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

Steinway & Sons

1 Steinway Place
Long Island City, NY
11105

W: www.steinway.com
Business Type: Manufacturer

Keyboard 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: Manu-

facturer
DJ & Lighting Equipment

Taylor Guitars

1980 Gillespie Way
El Cajon, CA 92020

W: www.taylorguitars.com

Business Type: Manufacturer

Plucked / Fretted Instruments: Taylor Guitars

The Gretsch Company

PO Box 2468
Savannah, GA 31402
W: www.gretsch.com

Business Type: Manufacturer

Plucked / Fretted Instruments: Gretsch

Percussion Instruments: Gretsch

The L.A. Sax Company

864 North 12th Street
Niles, MI 49120

P: (888) 943-1452
E: sales@lasax.com

W: www.lasax.com

Business Type: Manufacturer

Woodwinds

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

The Tuba Exchange

1825 Chapel Hill Road
Durham, NC 27707

E: luc@tubaexchange.com

W: www.tubaexchange.com

Business Type: Wholesaler/Distributor

Brass Instruments

Theo Wanne Mouthpieces and Instruments

1221 Fraser Street
Suite E2
Bellingham, WA 98229

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

Business Type: Wholesaler/Distributor, Manufacturer

Woodwinds: Theo Wanne™ Legendary Saxophone Mouthpieces

Accessories: Theo Wanne™, SD Systems

Microphones: SD Systems

TKL Products Corp.

2545 Turkey Creek Rd
Oilville, VA 23129

P: (804) 749-8300
E: info@tkl.com

W: www.tkl.com

Business Type: Manufacturer

Racks, Cases & Stands: LTD™, Concept™, Vectra®, Zero Gravity®, Performer™, BlackBelt®

TMP Pro Distribution

154 Woodlawn Rd.
Suite C
Berlin, CT 06037

W: www.tmppro.com

Business Type: Wholesaler/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.

Tombo Harmonicas (Distributed by Lee Oskar Enterprises Inc)

Lee Oskar Enterprises, Inc. is the exclusive distributor in the USA, Canada & South America for Tombo Musical Instruments, including: Tremolo, Chromatic, Diatonic, Pitch Pipes, Ensemble (Soprano & Alto Pipe Horn, Contra Bass, Octave Bass, Chord) Harmonica Products..

Celebrating 100 years of manufacturing excellence in 2017, Tombo has a long, multi-generational family history of producing superior quality musical instruments, known worldwide for its meticulous craftsmanship and attention to detail.

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Contact: Sri Oskar, VP
P: (425) 258-3585

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E: answerdesk@leeoskar.com

W: www.leeoskar.com

Twitter: https://twitter.com/leeoskar

Facebook: https://www.facebook.com/LeeOskar-Harmonicas

YouTube: https://www.youtube.com/user/leeoskarharmonicas

Business Type: Wholesaler/Distributor, Manufacturer

Traditional Folk Instruments: Tombo Harmonicas, Lee Oskar Harmonicas

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

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@usmusiccorp.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.venturasoundideas.com

Business Type: Wholesaler/Distributor

Plucked / Fretted Instruments: Ventura

Bowed Instruments: Ventura

Veritas Instrument Rental Incorporated

3670 131st Ave N
Clearwater, FL 33762

P: (800) 578-9724
E: admin@veritas-online.com

W: www.veritas-online.com

Business Type: Wholesaler/Distributor, Other

Woodwinds: Buffet, Armstrong, Artley, Gemeinhardt, Vito, Jupiter, Eastman, Josef Reiter

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: Manufacturer

Marching Percussion: Vic Firth, Vic Firth Corp.-master

Accessories: American Classic, Titan, American Jazz, American Sound, Shogun, American Custom, American Heritage, Vickick, World Classic, Soundpower, Corp.-master,

Percussion Instruments: Vic Firth Drumsticks, Vickick Bass Drum Beaters

Virgin Musical Instrument Company, Inc.

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

P: (888) 244-0006
E: info@virginmusicalinstruments.com

W: www.virginmusicalinstruments.com

Business Type: Wholesaler/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: Manufacturer

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: Manufacturer

Plucked / Fretted Instruments

Walking Bird Publications

28 Westhampton Way,
#1688
Richmond, VA 23173

P: (800) 525-8247
E: sales@walkingbird.com

W: www.walkingbird.com

Business Type: Wholesaler/Distributor, Manufacturer

Accessories

Retail Displays & Business Products / Services: Walking Bird Repair Tags, Forms, Promotional Items and Weatherproof Labels

Warwick Basses, Amps & Rock 'n Roll

1000 Corporate Grove Dr.
Buffalo Grove, IL 60089

P: (800) 877-6863
E: usm.info@usmusiccorp.com

W: www.warwickbass.com

Business Type: Manufacturer

Plucked / Fretted Instruments

Amplifiers

Washburn Guitars

1000 Corporate Grove Dr.
Buffalo Grove, IL 60089

P: (800) 877-6863
E: usm.info@usmusiccorp.com

W: www.washburn.com

Business Type: Manufacturer

Plucked / Fretted Instruments

Traditional Folk Instruments

WD Custom Pickguards

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

P: (800) 449-9348
E: custompickguards@wdmusic.com

W: www.pickguards.com

Business Type: Wholesaler/Distributor, Manufacturer

Accessories: WD Custom Pickguards

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North Fort Myers, FL 33903
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F: (239) 543-5874
E: sales@wdmusic.com
W: www.wdmusic.com
Twitter: twitter.com/WDMusicProducts
Facebook: www.facebook.com/wdmusic
Business Type: Wholesaler/Distributor, Manufacturer
Accessories: WD Music Products, Inc. manufactures and stocks over 40,000 brand-name, quality parts, including Kluson® tuning machines - bridges - tailpieces - parts & hardware, Kent

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Racks, Cases & Stands: String Swing® instrument hangers.
Retail Displays & Business Products / Services: Big Bends® maintenance supplies retail displays, WD Music Products® luthier supplies, Graph Tech® assortments, WD® Zer0 Glide® luthier kits, and Grover® assortments.
Westone Laboratories, Inc.
2235 Executive Circle
Colorado Springs, CO 80906
P: (719) 540-9333
E: sales@westone.com
W: www.westoneaudio.com
Business Type: Manufacturer
Accessories:

Ste. 204
Davie, FL 33317
P: (954) 474-4464
E: sales@wireworldcable.com
W: www.wireworldproaudio.com
Business Type: Manufacturer
Accessories:
Wittner GmbH & Co. KG
Buehlbergstrasse 5-6
Isny, B-W 88316
P: (0049) 9 7-562
E: wittner@wittner-gmbh.de
W: www.wittner-gmbh.de
Business Type: Manufacturer
Accessories: Taktell

XO Brass
12020 Eastgate Blvd
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P: (615) 773-9900
W: www.xobrass.com
Business Type: Manufacturer
Brass Instruments: XO Brass

whirlwind

Whirlwind
99 Ling Road
Rochester, NY 14612
P: (585) 663-8820
E: willy@whirlwindusa.com
W: whirlwindusa.com
Business Type: Wholesaler/Distributor, Manufacturer
Pro Audio / Sound Reinforcement: Whirlwind
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By Dan Daley

Art & Commerce

Art and commerce have been uneasy bedfellows for centuries, and it hasn't been getting any easier lately. The great composers of the classical era had to balance following their muse with finding affluent patrons who would help with the rent. The music business from the late 1960s into the '90s was a remarkable exception to this formula, and quite frankly an economic outlier in 2,000 years of professional musicianship. Musicians of that time made a point of thumbing their noses at crass commercialism, something made easier by the largess of a record industry swimming in cash, first from rock & roll's enthrallment of what would come to be known as the Baby Boom generation, and later from the vast amounts of money minted by the Compact Disc. This was a time when you could spend as much on a single music video as on making an entire LP – all of which cost more than the average house at the time – and no one batted an eye.

But that's all changed. After digital ripping ripped the rug out from under the CD more than a dozen years ago, musicians came around to the idea that maybe being "commercial" wasn't all that bad. Thus, we have

Taylor Swift partnering with AT&T, Jay-Z hooking up with Samsung, and Ozzy Osbourne and Pepsi all teaming up for product launches – theirs and their sponsors'.

So knowing all that, what are we to make of when another kind of artist – a luthier, for example – has a head-on encounter with the exigencies of corporate bean counting? That's what's been going on at Heritage Guitars, the company established by former Gibson Guitar craftsmen who stayed behind in Kalamazoo, Michigan after Gibson moved its manufacturing to Nashville 34 years ago. Heritage leaned heavily on its craftsmanship for marketing its guitars as well as building them, but then its owners – luthiers themselves – sold the company to PlazaCorp, a real estate developer that also happened to own the building Heritage was housed in. PlazaCorp didn't do away with Heritage, but it did apply some severe new efficiencies, including assigning neck and other critical manufacturing to a CNC (Computer Numerical Control) system. In the process, 10 crafts workers were let go, and they were followed out the door sympathetically by four of their colleagues.

It's the sort of occurrence that prompts people to choose sides based on far deeper loyalties. Are the lu-

thiers of Heritage among a declining cohort defending quality craftsmanship, a beacon to a world focused too intensely on bottom-line outcomes to understand that no machine can impart a soul to its products? Or are they reactionary Luddites who can't see that economic efficiencies are needed to create longer-term value for more people, and that they'll need to acquire skill sets necessary in a more fast-paced business landscape?

PlazaCorp seem to be doing a number of important things correctly. For starters, they didn't shutter the guitar company, and the new measures they're imposing will help it contend in a super-competitive market sector (retail) and a challenged product category (guitars). They're

also taking a broader view, partnering with Singapore-based music retailer and distributor BandLab Technologies, which also recently acquired the *Rolling Stone* magazine brand, all of which will help promote, market, and sell those guitars. They've also floated



“Looking at a company's financials through the prism of productivity is smart, and not necessarily soulless.”

the idea of adding a live entertainment venue, a recording studio, a musical instrument store, a rehearsal space, and a café/restaurant in the building.

On the other hand, when brands built around the ideal of individual craftsmanship get into bed with companies whose main product is capital and whose sole goal is profit, outcomes have often been spotty, at best. Companies from EMI Records to Sears have been seduced and abandoned by VC swains, just loaded with debt and dumped.

Heritage's departing craftsmen still have a message for us, one that definitely resonates in the America of the moment. Quality does matter, and it's people who create that quality. It's noble that they're willing to bet their futures and those of their loved ones on the importance of that. But Heritage's new owners at least seem to want to make a go of MI manufacturing. Looking at a company's financials through the prism of productivity is smart, and not necessarily soulless. There has to be some middle ground here that will keep the hands, hearts and skills of Heritage's legacy involved in its products and its future, without breaking the bank in the process. I hope they find it. 

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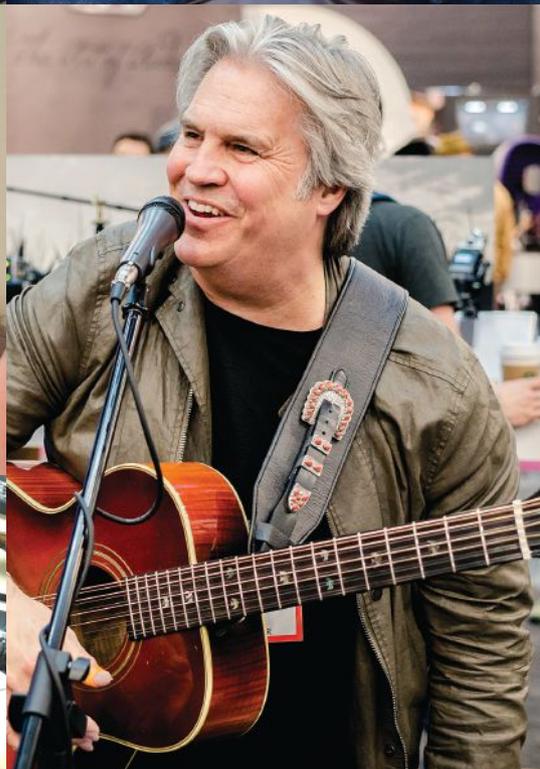
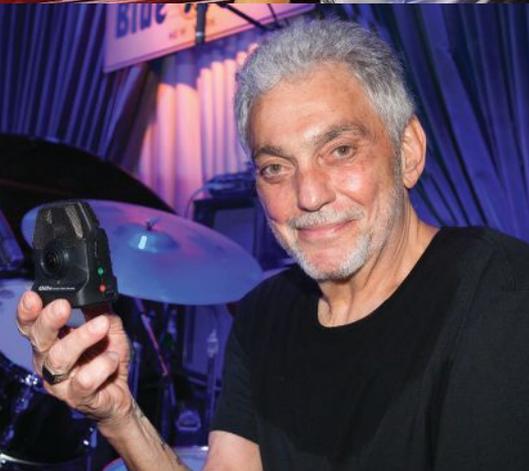
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