

MMR

MUSICAL MERCHANDISE REVIEW

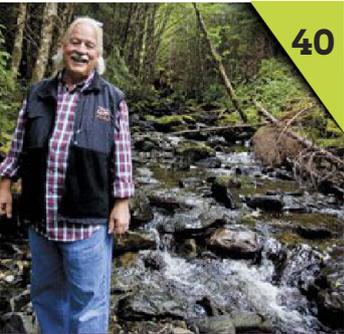
Selling the Right Microphone



54

UpFront Q&A with JHS' Dennis Drumm

22



40

Bedell Guitars
We Can All Win Together



9 Do's & Don'ts to Get the Most Out of Your Fourth Quarter

42

The Class of 2013

Eight Guitar Companies Making Big Moves

26

PRINT MONEY. LEGALLY.



SIMPLE & ELEGANCE

COMFORTABLE
DURABLE
AFFORDABLE
BEAUTIFUL



Model #MSSR80



Your guitar is worth it.

www.levysleathers.com

NORTH AMERICA TOLL FREE PHONE & FAX
1-800-565-0203 1-888-FAX-LEVY (329-5389)
Levy's Leathers Limited 190 Disraeli Freeway,
Winnipeg, Manitoba, Canada R3B 2Z4
Tel: (204) 957-5139 Fax: (204) 943-6655
email: levys@levysleathers.com

TOUR APPROVED. GIG READY.



www.skbcases.com
SKB CORPORATION
Orange CA

2013
NEW!
★PRODUCTS★



Professional Strat/Tele Type
Rectangular Case 1SKB-66Pro



Professional P/J Type Rectangular
Bass Case 1SKB-44Pro



24 Channel Mixer Case.
Fits Presonus StudioLive 24 or
Allen & Heath ZED-24 1R2723-8BW



KORG MS20 Mini
Keyboard Case
w/Pull Handle
and wheels
3i221710MS20

i series



C O N T E N T S

MMR

MUSICAL MERCHANDISE REVIEW

Vol.172

No.10

OCT.

2013



Guitars: The Class of 2013

26

Whether it's a matter of an established name shifting focus or an upstart group of luthiers hitting the scene for the first time, these manufacturers are helping change the face of the guitar market. We take a look at some of the year's most notable breakout stories.

FEATURES

53 TC Electronic's Ditto Looper Pedal

Product manager Tore Lynggaard Mogensen discusses how TC Electronic chose addition by subtraction when designing its simplified yet game-changing Ditto Looper pedal.

54 Finding the Right Microphone for Your Customer

From a technical introduction to mic diaphragms to in-store demo setups, industry veteran George Petersen discusses important points to keep in mind when planning your microphone sales.

58 Bedell Guitars

Two Old Hippies' Tom Bedell on Bedell Guitars' renewed push for sustainable guitar building right in the U.S.

60 McFadden Sales at 75 Years

Gary Dunaway joins *MMR* to look back on the dynamic history of McFadden Sales.

62 GAMA Turns 80

We check in with a number of Guitar and Accessories Marketing Association members on the benefits and accomplishments of this active and diverse group of guitar manufacturing representatives.

64 At a Glance: Music Zoo

Tommy Colletti, owner of this Long Island music shop, talks about the company's successes in brick-and-mortar retail as well as a bustling online business.

68 New Products: Fretted Focus

A brief look at some of the season's most notable new products in the fretted market.

COLUMNS

4 Editorial

20 People

91 Ad Index

6 Upfront

74 New Products

92 The Last Word

14 Trade Regrets

81 MI in the Media

16 Supplier Scene

85 Classifieds

FEATURES

22 Upfront Q&A: JHS' Dennis Drumm

We check in with JHS' managing director to learn about the new distribution partnership with LPD Music International.

40 MI Stat: Guitar Sales by Product Type

An exclusive look at guitar sales figures for this year, focusing on electric vs. acoustic sales in the U.S.

42 Nine Holiday Retail Do's and Don'ts

There's no time of year like the holiday season in the retail business. Here's a list of essential tips for making sure you're not leaving sales out in the cold.

48 Holiday Buying Guide

It's October and smart buyers have already stocked up on the cornerstones of the MI business – guitars, drums, keyboards, and B&O products. Now it's time to get into the nitty-gritty of items that can add volume to every customer's purchase this season.

Cover design by Garret Petrov.

Life is about options... **And so is recording.**



The all-new Zoom H6 Handy Recorder is the most versatile six-track recorder ever. Four interchangeable capsules—X/Y, MS, Shotgun, and XLR/TRS—as well as an array of advanced features, make the H6 the chameleon of the recording world.

The groundbreaking **H6**. It will change the way you think about recording **forever**.

Sound Laboratory
zoom®

Small Business Matters

If you're an independent music storeowner, consider getting familiar with the 3/50 Project (The350project.net; [facebook.com/The350Project](https://www.facebook.com/The350Project)). Founded in 2009 by Cinda Baxter, a former retailer herself, it advocates for indies in thought-provoking ways.

Rather than merely wringing hands over the increasing challenges small business owners face, this organization seeks to raise awareness of how vital the independent shop is – to the community, to those who work there, and the local economy. They point out facts like: for every \$100 spent in an independent store, \$68 returns to the community through taxes, payroll, and other expenditures. Spend that same Benjamin in a national chain and \$43 stays. Spend online? Nothing.

I am increasingly vigilant about trying to buy whatever I need from my local retailer (I say "try" because that retailer has to keep his or her part of the bargain – exceptional customer service, knowledgeable employees, quality products). Not to say there aren't occasions to buy online sometimes and excellent online retailers are out there, but following 3/50 has made me aware that the taxes I pay on that scarf at the neighborhood boutique for my wife goes to my kids' school, pays the salary of the cop cruising the neighborhood, and keeps the trucks in my nearby fire station maintained.

The 3/50 project wants all consumers to understand these points, and they do it through "small business Saturdays" and other programs dedicated to "strengthening independent brick and mortar businesses," as they state on their site.

"For every \$100 spent in an independent store, \$68 returns to the community through taxes, payroll, and other expenditures."

MMR, long a voice of advocacy, is now recommitting our determination to strengthen your business. And you're all for it. Publisher Terry Lowe personally oversaw and executed an extensive reader survey last month and 62 percent responded that you look to us to learn about business strategies, and 57 percent look to learn about best practices in MI retailing. (For other survey results, see page 82).

This month we're launching Small Business Matters, an ongoing feature where we provide practical ideas and hands-on tools to help you be successful. And we'll look beyond our world to see what we can learn from other small business industries, because there is much to learn from that bike shop owner, that jewelry shop, and in the case of this month's feature, that former kite storeowner.

At the end of the day, we're all united in our dedication to sharing the passion of music making. But for us in this industry to be successful in that noble endeavor, independent stores must be strong, innovative, and profitable. Because small business matters.

MMR

Kevin M. Mitchell
kmitchell@timelesscom.com



by Kevin M. Mitchell

PRESIDENT

Terry Lowe
tlowe@timelesscom.com

ASSOCIATE PUBLISHER

Rick Kessel
rkessel@timelesscom.com

EDITORIAL DIRECTOR

Kevin M. Mitchell
kmitchell@timelesscom.com

EXECUTIVE EDITOR

Christian Wissmuller
cwissmuller@timelesscom.com

ASSOCIATE EDITORS

Matt Parish
mparish@timelesscom.com
 Eliahu Sussman
esussman@timelesscom.com

AUDIO / MI ADVISOR

George Petersen
george@timelesscom.com

LIGHTING / STAGING ADVISOR

Justin Lang
jlang@timelesscom.com

CONTRIBUTING EDITOR / DIGITAL MEDIA ADVISOR

Jacob Coakley
jcoakley@timelesscom.com

WEB DESIGNER

Josh Harris
jharris@timelesscom.com

ADVERTISING / MARKETING DIRECTORS

Matt King
mking@timelesscom.com
 Dave Jeans
djeans@timelesscom.com

CLASSIFIED ADS

Erin Schroeder
erin@timelesscom.com

ART DIRECTOR

Garret Petrov
gpetrov@timelesscom.com

PRODUCTION MANAGER

Mike Street
mstreet@timelesscom.com

GRAPHIC DESIGNERS

Tony Calvert tcalvert@timelesscom.com
 Jay Savage jsavage@timelesscom.com

VICE PRESIDENT

William Hamilton Vanyo
wvanyo@timelesscom.com

OFFICE ADMINISTRATOR / CIRCULATION

Erin Schroeder
erin@timelesscom.com

Timeless Communications, Corp.
 6000 South Eastern Ave • Suite 14-J
 Las Vegas NV 89119, TEL 702.932.5585



PRINT MONEY. LEGALLY.

NEW! SON OF SNARK™



Actual Size

- Tiny Size – Just over 1 x 1 inch!
- Hides Behind Headstock
- “Bulletproof” Design – Nothing to Break
- Ultra Fast & Accurate Tuning for Acoustic, Electric & Bass Guitars!
- Super Bright! Fully Chromatic!



\$39
LIST

\$8.33

Effective Net 20+
(After Free Goods)

DEALER NET \$9.99/10+

Buy 20, get 4 FREE!
AN EXTRA 20%!

Buy 10, get 1 FREE!
AN EXTRA 10%!

Cannot be combined with other Snark free goods programs.

EARN, BABY, EARN.

AT YOUR DISTRIBUTOR NOW!

SNARK®

snarktuners.com

Industry News

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

Paulson & Co. Announces Completion of Acquisition of Steinway



STEINWAY & SONS

On September 19, an affiliate of investment firm Paulson & Co. Inc. ("Paulson") and Steinway Musical Instruments, Inc. ("Steinway" or the "Company") (NYSE: LVB), announced the successful completion of Paulson's acquisition of Steinway.

John Paulson, president of Paulson & Co. Inc., said, "Over the last 160 years, Steinway has built an unprecedented reputation for excellence. We will uphold that tradition with the continued uncompromising pursuit of perfection."

Michael Sweeney, CEO of Steinway, stated, "As we look forward, we expect the entire Steinway family – dealers, artists and employees – to benefit from the continued execution of our business strategies under Paulson's ownership. Our customers will continue to enjoy the best-in-class musical instruments and service they have come to expect from Steinway."

The acquisition was effected through a tender offer followed by a merger. The tender offer, which was made at \$40.00 per share pursuant to the definitive merger agreement entered into among affiliates of Paulson and Steinway on August 14, 2013, expired as scheduled at 12:00 midnight, New York City time, at the end of the day on September 18, 2013. As of the expiration of the tender offer, a total of 11,005,781 shares of the Company's common stock, representing approximately 83.8 percent of the outstanding shares on a fully diluted basis, were validly tendered into and not validly withdrawn from the tender offer.

Allen & Company LLC served as financial advisor to the Company in this transaction. Skadden, Arps, Slate, Meagher & Flom LLP and Gibson, Dunn & Crutcher LLP acted as legal advisors to the Company. Akin Gump Strauss Hauer & Feld LLP acted as Paulson's legal advisor.

Guitar Center Names Joly President of Musician's Friend



Gene Joly

Guitar Center has named longtime GC executive Gene Joly as the new president of its Musician's Friend (MF) division. MF is the largest direct-response retailer of musical instruments and professional audio equipment in the U.S. The announcement was made by Mike Pratt, Guitar Center CEO.

In his new position, Joly will be responsible for guiding the direction of Musician's Friend while capitalizing on his extensive experience in merchandising, vendor relations, distribution, supply management, and direct marketing. Prior to his appointment, Joly was Guitar Center's executive vice president of Stores, a position he held since 2008. Replacing Joly in that position will be long-time GC ops vet Kevin Kazubowski.



This is MY Radial DI!



\$69.99*

StageBug SB-1™ active DI

- Active 48V phantom powered
- Perfect for acoustic guitars
- Ultra compact - fits in a guitar case



\$69.99*

StageBug SB-2™ bass & keyboards

- Isolated bass & keyboard DI
- Transformer smoothes transients
- Built-in stereo to mono mix



\$79.99*

StageBug SB-4™ piezo DI

- Active phantom powered DI
- Optimized for piezo-electric pickups
- High pass filter and phase reverse



\$99.99*

StageBug SB-5™ laptop DI

- Isolated passive stereo DI
- For computers, tablets and iPods
- Built-in cable with storage cleat



radialeng.com

1588 Kabet Way, Port Coquitlam BC V3C 5M5 tel: 604-942-1001

Made in Canada

* Minimum advertised price in USD
Specifications and appearance subject to change without notice.

SHURE[®]
LEGENDARY
PERFORMANCE™

LET FREEDOM RING

**INTRODUCING SHURE GLX-D DIGITAL WIRELESS.
WIRELESS INTELLIGENCE TAKES THE STAGE.**

- Exceptional range, exceptional sound
- Featuring GLXD6 guitar pedal tuner & receiver
- Easy setup with Linkfreq automatic frequency management
- Up to 16 hours of use from one single charge
- Uses smart, best-in-class rechargeable lithium-ion batteries



Learn more at shure.com/americas

© 2013 Shure Incorporated



Ventura Guitars

Tired of Matching Internet prices... competing with the local GC?



We are proud that for the past 12 years Ventura Guitars have only been sold to brick and mortar independent music stores.

NO Internet web sites! NO national music chains! NO big box stores or other retail!

We understand your business and make it easy and desirable for you to do business with us: **NO buy-ins! NO annual requirements to keep the line! NO minimum orders!** Just buy only what you need, when you need it! And, a **LIFETIME WARRANTY!**

The Ventura Guitar Line is designed mostly for **retail price points of \$100-\$300.** We usually have most everything in stock, and ship the same or next day. All products have a lifetime warranty, without exclusions, and it is your call!

AND NO APPLICATION PROCESS:

if I know you are a brick and mortar independent store, that is all I need!

Our only requirement is that you not sell any of the Ventura product on the internet. That's all...that simple!

Tom Oliphant, Owner Ventura Guitars

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



Let's get started,

Tom Oliphant (817) 689-7732 or venturaguitars@gmail.com.
Check out our catalog at www.venturasoundideas.com

Warehouse: Austin, Texas

Office: 4925 S. Meadow Ridge Cir., McKinney, Texas 75070

PreSonus Acquires Notion Music



Notion president Jim Boitnott, PreSonus chairman Kevin Couhig, and CEO Jim Mack.

PreSonus® has acquired the assets of Notion Music, Inc., a leading developer of music notation software located in Greensboro, N.C. Notion Music's products include Notion™ 4.0 composition software (Mac®/Windows®), Notion for iPad®, Progression 2.0 guitar-tab editing software (Mac/Windows), and Progression for iPad.

"We will, of course, continue to develop and sell all of Notion Music's current products," observes PreSonus CEO Jim Mack. "Notion is a strategic part of our increased commitment to the education market. And, at the same time, there are powerful natural synergies between Notion and our Studio One® DAW, so it's reasonable to expect that all PreSonus customers will see additional benefits from this acquisition in the future."

NAMM Signs Five-Year Commitment with Anaheim



It's being reported that the Winter NAMM Show will continue to be held at The Anaheim Convention Center for the foreseeable future. NAMM recently signed a five-year contract to continue to hold its annual winter gathering at the Convention Center through 2018.

In total, the Show draws over 90,000 to the Anaheim area each January, generating roughly \$70 million for Anaheim and other Orange County businesses. It's the Convention Center's largest show and is viewed as the start of the trade show season.

Buy a uke, get free strings,
go to Hawaii!

Lanikai & Kohala
present:

UKAPALOZA

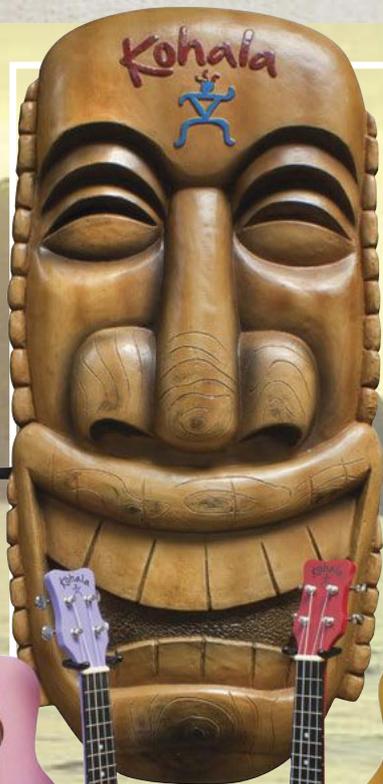
HAWAIIAN GIVEAWAY

Purchase any new **LANIKAI** or **Kohala** Ukulele before December 31st, 2013 and we'll send you a pack of **FREE Lanikai by Aquila Strings** & enter you to win a Trip For Two to Hawaii's Kohala Coast for the Waikoloa Ukulele Festival in 2014! Ten Second Prize Winners will receive \$500 in Lanikai or Kohala product of their choice!

For complete details, rules & conditions visit www.Lanikaiukes.com and www.Kohalaukes.com

Free! **Aquila®**

Nylgut®
Ukulele Strings



FREE P.O.P.

Available!

For details call

800-446-6010

TIKI ukes

Tiki Ukes are so much fun!

Made from Linden Wood on the top back and sides, these ukes are available in Soprano or Concert sizes with four fun colors with an optional built-in chromatic tuner to choose from. To top it all off, each uke includes a custom engraved Tiki Shaped Bridge. MAP prices range from **\$45-\$74**



custom tiki bridge



chromatic tuner



www.KohalaUkuleles.com

Utah's Best in Music Celebrates 24 Years

In early September, Best In Music celebrated its 24th anniversary with a huge sale and drawing, as well as a free Lanikai-sponsored uke circle and open mic uke competition. For the past 11 years, Best In Music has been hosting anniversary events with live music, vendor sponsored promotions, door crasher accessories, special event pricing, and a drawing where over \$12,000 worth of product is given away. Each year, over 500 people flood the parking lot of the main Best In Music location in Orem, Utah hoping for a chance

to win one of ten free guitars with a total value of over \$12,000.

This year, the grand prize was a Fender American Vintage '65 Stratocaster retailed at \$3,000. Over \$3,000 worth of strings and accessories was thrown out to the crowd as well. Aside from a fantastic turnout, this year's sales numbers set all-time records for the business. Saturday's sales set the best single sales day record in the company's 24-year history, beating the previous record set last year by nearly 40 percent.

HUNTER MUSICAL INSTRUMENTS

FULL LINE QUALITY INSTRUMENTS FOR BAND & ORCHESTRA



QUALITY BAND INSTRUMENTS FROM HUNTER

Provide your customers with the highest quality instruments and the best possible price points. Hunter offers a full line of instruments that are made to the best standards. Call us today to find out how you can profit from Hunter Musical Instruments. Fast shipping available from our New York warehouse.



3300 Northern Blvd., Long Island City, NY 11101
(718)706-0828 ■ FAX (718)706-0128 ■ www.huntermusical.com

Music China 2013

More than 1,600 brands and suppliers from 25 countries and regions will display a wide selection of eastern and western musical instruments at this year's Music China, which will be held at the Shanghai New International Expo Centre, Shanghai from October 10 to October 13. The show is organized by Messe Frankfurt (HK) Ltd, the China Music Instrument Association (CMIA), and INTEX Shanghai.

In addition to 10 international pavilions from Belgium, Czech Republic, France, Germany, Italy, Japan, the Netherlands, Spain, Taiwan, and the UK, Music China also features popular worldwide brands including Alfred, Algam, Alhambra, AXL, BAM, BG, Bluetner, Boesendorfer, Buffet, Camac, Conn-Selmer, D'Addario, Dixon, Fazioli, Fender, Focusrite, Gewa, Hal Leonard, Ibanez, K&M, KHS, Kawai, Korg, Loree, Marshall, Mason & Hamlin, Maurigaux, Meinl, Midmuro, Music Sales, Novation, Orange, Peavey, Petrof, Roland, Salvi, Samick, Schimmel, Schott, Seiler, Steinway, T-Rex, Takamine, Tama, Tascam, Taylor, Thomastik, Toyama, Yamaha, and Zildjian.

The expanded piano zone at this year's show is a direct reflection of China's increasing demand for high quality musical instruments. Established German piano maker Grotrian Piano Company GmbH will showcase their grand piano in a French Rococo style decorated with gold leaf ornaments. Mr. Burkhard Stein, the company's CEO, is optimistic about the local market response. He commented: "We think that Chinese customers will love this kind of piano especially as it is hand-made by a long-established German piano maker."

Grotrian is selling about 20 percent of its grand pianos in China. "Our aim is to increase our sales in China by five percent each year and we are doing well in reaching this goal," Mr. Stein explained. "Music China has helped to create the knowledge of our brand in this market. We hope to find more dealers for both our grand and upright pianos in cities where we do have dealers."

BIG BOOKS = BIG SALES

Hal Leonard

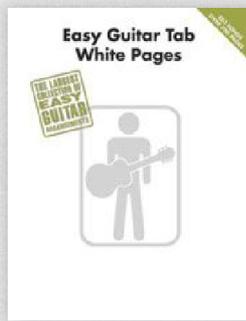
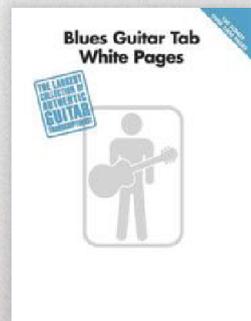
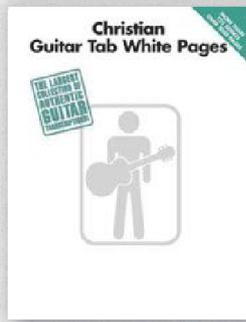
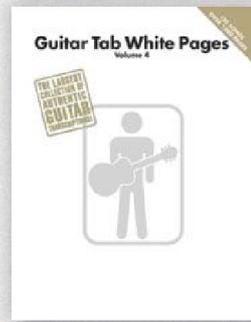
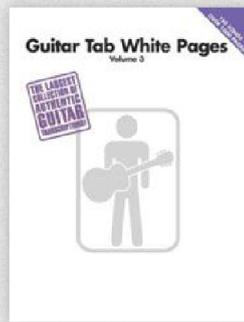
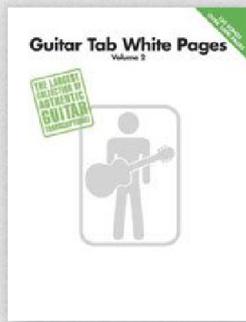
Guitar White Pages

Stretch your muscles and your wallet with these massive collections of guitar transcriptions of hundreds of hit songs. Spend mere pennies per song! Perfect for 4th quarter gift giving and year-round sell-through thanks to the attractive display tower. Sell White Pages, and your customers won't go anywhere else for music!



NEW!
Songbook
with Play-Along
Tracks on USB
Flash Drive

SPECIAL OFFER
Buy 16 books and the display
(retail value \$520)
for a net price of \$225!



Handy
6"x9"
Size



Call your Hal Leonard sales rep at
800-554-0626
www.halleonard.com/whitepages



Editions also available
for piano!

New Distribution Deals for Hal Leonard

Digital products from Kendor Music, Inc. will now be exclusively available via Hal Leonard Corporation's network of websites, apps, and eBooks.

Founded in 1954, Kendor Music was the first publisher of student-level jazz ensemble charts. Today, the Delevan,

N.Y.-based company is internationally recognized not only for its extensive jazz catalog, but also for critically acclaimed publications for string orchestra and instrumental solos & ensembles. Many bestselling books on jazz improvisation, composing, arranging, and instrumental



HAL • LEONARD[®]
CORPORATION

performance also bear the Kendor name.

Music dealers will have access to Kendor titles through the Hal Leonard Digital Retailer program. Kendor digital publications will also be available through Hal Leonard websites such as sheetmusicdirect.com, bandmusicdirect.com, and orchestramusicdirect.com, and in apps and eBooks. They will be on the Kendor website as well: www.kendormusic.com.

Hal Leonard has also inked a deal with JamHub Corp. to exclusively distribute their systems and accessories to the US MI trade. Hal Leonard senior VP of Sales Doug Lady reached the agreement with JamHub president and CEO Steve Skillings.

Skillings founded JamHub Corp. in 2008 to make it easier for musicians to play together – regardless of the constraints of their environment. Their corporate mission is to provide musicians with a greater opportunity for collaboration and self-expression through technology.

Reviewers have been singing the praises of the company famous for its Silent Rehearsal systems and related products, which allow musicians to plug in and play anywhere and anytime, with no neighbor-disturbing noise.

Continuing the company's innovative "track" record, JamHub Corp.'s latest offering, Tracker MT16, takes analog tracks from a JamHub unit or any mixing desk and turns them into fully editable multi-track files for uploading to the cloud and convenient post-production using JamHub's new BandLab service.

For more information or to place an order for JamHub products from Hal Leonard, call the E-Z Order Line at (800) 554-0626, email sales@halleonard.com, or visit www.halleonard.com.

M.A.P. \$39.00 50 points
www.amatis.org 888 262 8471

Korg Named Exclusive North American Distributor for Ashdown

Effective immediately, Korg USA has taken on exclusive distribution for Ashdown Engineering in the U.S. and Canada. Korg USA will distribute Ashdown's bass amplification and effects products, acoustic amplification products, and the Dr. Green brand of guitar and bass effects pedals.

With global headquarters, engineering, and a custom shop based in the U.K., Ashdown has developed a range

KORG USA, INC. of products that satisfy the tonal demands of a diverse array of bass players. In addition to the industry-standard ABM range, Ashdown also offers bass amps for all situations and budgets, from 10-watt practice amps to 400-watt, all-valve monsters that are hand-crafted in the UK.

The full line of Ashdown products will be on display at the Winter NAMM 2014 trade show.

Korg USA was scheduled to begin shipping the Ashdown line of bass amplification products to dealers in the U.S. and Canada starting the end of September. Interested dealers as well as existing Ashdown dealers should contact Korg USA to become an authorized Korg USA dealer at: sales@korgusa.com (in the U.S.) or canadasales@korgusa.com (in Canada).

NAMM Announces William R. Gard Memorial Scholarship Recipients

The NAMM Foundation has announced the recipients of the William R. Gard Memorial Scholarship for the 2013-14 academic year. Named for a former NAMM executive vice president, the Gard Scholarship is designed to invest in the education of promising students who are contributing their talents to the music products industry. The annual award supports a portion of academic expenses for selected NAMM Member-company employees studying full time at accredited four-year universities.

The 2013-14 recipients are:

- Nicolas Falcetti University of Massachusetts Lowell
NAMM Member: Falcetti Music
- John "Jack" Finnegan University of Iowa
NAMM Member: Quinlan & Fabish Music Company
- Kelly Riordan University of Wisconsin Milwaukee
NAMM Member: Hartland Music
- Jason Terry University of South Carolina
NAMM Member: Rice Music House
- Brady Vilhauer Chandler-Gilbert Community College
NAMM Member: Broadway Music, Inc.
- James Warren Adrian College
NAMM Member: Music and More

ETKL®

WORLD-CLASS CASES®

THE ONLY BRAND TO CARRY®

Black Belt® series
TKL 4715 Dreadnought

Limited Edition™ series
TKL 8855 LTD Semi-Acoustic

24 / 7 PROTECTION®

SINCE 1984

WWW.TKL.COM

Concept 2.9™ series
TKL 8710 Dreadnought

D'Addario to Relocate Steel Wire Manufacturing to N.Y.

D'Addario is transitioning its Renaissance Wire division from Oxford, Mass., to Farmingdale, N.Y. Targeted for completion in early 2014, the multi-million dollar modernization plan includes relocation and re-engineering the entire process for producing high carbon steel music wire.



D'Addario makes more than 700,000 strings daily and employs 800 at their Long Island facilities. This move will add an additional 25 positions in New York and will be located at 540 Smith Street in space freed up through its continuous improvement "Lean Manufacturing" transformation.

High carbon steel is extremely difficult to

manufacture and a critical component in the manufacturing of music strings. D'Addario is investing in extensive research and development to improve product quality and ensure its supply of the finest raw materials for its string production.

The division draws, straightens, and coats round and hexagon-shaped wires from the precision, fine-grain high carbon steel rod normally used in steel-belted radial tires. All three production phases are undergoing a complete re-engineering. Extensive capital investments have already been made in new high-tech drawing machines, and now D'Addario's engineers are completely re-imagining the straightening and coating processes.

WE'VE BUILT OUR BUSINESS ON OUR BRANDS. SO CAN YOU.

Family of Brands

Blueridge[™]
Acoustic Guitars

The Quality and Value Leader!

Cremona[™]
Violins

Exquisite Workmanship and Glorious Tone!

DIAMOND HEAD[™]
Ukuleles

Capture the Sounds of the Islands!

GITANE[®]
Jazz Guitars

Unleash the Gypsy in Your Soul!

Kentucky[®]
Mandolins

America's Favorite Mandolins!

GoldStar[®]
Banjos

Legendary Banjos with that Prewar Tone!

Our Mission...

For over 35 years, SAGA has been developing traditionally inspired musical instruments of European and American origins that are continually recognized globally for their exceptional build quality, value and playability.

Regardless of whether your customer is a student learning to play for the first time, or a professional player at the highest levels of live performance, the quality and value of our products will exceed expectation...every time.

So, visit www.sagamusic.com today to see what makes our instruments so special and to learn about opportunities that will not only make your business grow, but will also provide your customers with the highest quality musical instruments.



Saga Musical Instruments

P.O. Box 2841 • So. San Francisco, California
www.sagamusic.com • Connect with us on
Dealer Inquiries Invited!

Correction:

In our August issue's "Perfecting the Sustainable Guitar" story, we ran an incorrect photo accompanying Peavey's Composite Acoustic series. A correct model is shown here – check peavey.com for several more examples.



TRADEREGRETS



1988 – Dominique Agnew, current associate director of trade show sales, and John Vincent, then-director of trade shows, confer over the trade show floor plan. From the NAMM Archives

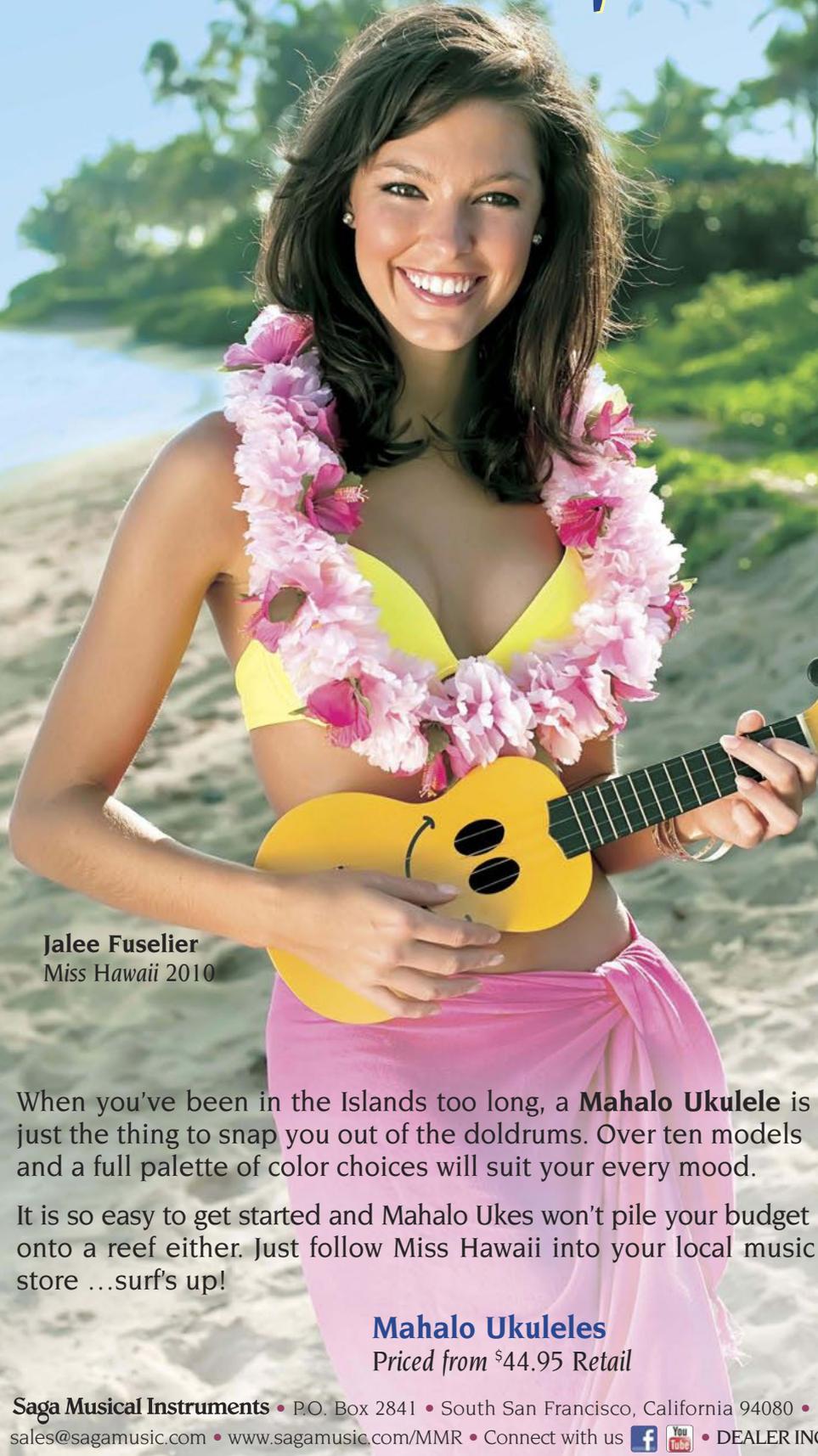
Former director of trade shows for NAMM, **John Vincent**, passed away on September 7 after an illness.

Mr. Vincent oversaw the planning and implementation of NAMM's annual trade shows from 1984 to 1994. He brought NAMM's summer trade show, then known as NAMM Summer Session, to its current home in Nashville, Tenn.

"John Vincent was one of the good guys," said Larry Linkin, NAMM president/CEO Emeritus. "John oversaw the NAMM Show during a period of big growth and change for our industry. It was an honor to work with him."

MAHALO

A Sure Cure for Island Fever



Jalee Fuselier
Miss Hawaii 2010

When you've been in the Islands too long, a **Mahalo Ukulele** is just the thing to snap you out of the doldrums. Over ten models and a full palette of color choices will suit your every mood.

It is so easy to get started and Mahalo Ukes won't pile your budget onto a reef either. Just follow Miss Hawaii into your local music store ...surf's up!

Mahalo Ukuleles
Priced from \$44.95 Retail

Saga Musical Instruments • P.O. Box 2841 • South San Francisco, California 94080 • [800] BUY-SAGA
sales@sagamusic.com • www.sagamusic.com/MMR • Connect with us   • DEALER INQUIRIES INVITED!

Saga Music

THE SHAPE OF THINGS TO COME.



The **Electric Craviola** (GCRA-202 EL GBB shown) is a hot new electric guitar mimicking the long history of the Craviola acoustic patented shape available in **six hot colors!**

Be one of the first dealers to get these great playing instruments on order.



GN5L-FM TR

GSCRA-SPC CEQ

GD-41 RSB

GS-40 CEQ

GSCRA-FM CEQ

After 112 years, Giannini has decided to do it themselves by opening up their own facility and bringing their award-winning style directly to US dealers. See for yourself just why they have met the test of time.

For specials and our full line catalog, call our toll free number

855-442-6646

or email sales@giannini-usa.com

AVAILABLE FOR IMMEDIATE DELIVERY!

www.GianniniGuitars.com

Giannini

Supplier Scene

Full Compass Sponsors Wisconsin 'Opera in the Park'

Madison Opera recently staged the 12th annual "Opera in the Park" for the city of Madison. This free annual event is a musical celebration that presents highlights from the upcoming Madison Opera season, opera classics and Broadway show tunes. "Opera in the Park" is performed at Garner Park, a Madison city park that features a natural hillside amphitheater.



The 2013 "Opera in the Park" in Madison, Wisconsin.

The 2013 "Opera in the Park" in Madison, Wisconsin, has been a major sponsor of "Opera in the Park" since its inception in 2001. Sustaining financial contributions are given to help make the event possible each year. Donated equipment rentals and many hours of audio expertise help to create the atmosphere that "Opera in the Park" audiences love.

Guest soloists Caitlin Cisler, Alexandra LoBianco, Nmon Ford, and Brian Jagde, under the direction of Maestro John DeMain, performed selections from Madison Opera's upcoming productions of Puccini's "Tosca", Donizetti's "The Daughter of the Regiment," and a groundbreaking modern American opera, Heggie's "Dead Man Walking." The 50-piece Madison Symphony Orchestra and 50-voice Madison Opera Chorus provided accompaniment.

fullcompass.com

SupplierScene

Kawai's Mannino Receives PTG 'Hall of Fame' Award



Don Mannino, director of Field Services for Shigeru Kawai Pianos, received the prestigious "Hall of Fame" award from the Piano Technicians Guild (PTG) at their annual convention and technical institute held this past July in Chicago. The Hall of Fame award is presented to only one or two piano technicians each year. According to the PTG, the award is given "to honor those who have shared their talents, time and loyalty with our profession so that we may have what is ours today." Mr. Mannino's tributes and personal profile will be preserved in perpetuity at the Piano Technicians Guild offices in Kansas City.

Don Mannino spent his early years in the San Diego, California area restoring older pianos to new condition and preparing concert pianos for pianists such as Mitsuko Uchida, Dave Brubeck, and Earl Wild. Since joining Kawai in 1995, he has served as National Service Manager, Director of Technical Education, and Director of Shigeru Kawai Field Services. He was previously honored by the PTG in 2011 as a "Member of Note" and was privileged to be certified by Kawai Japan in 2012 as the first American "Master Piano Artisan."

kawaius.com

ADJ Hits the Road with a Learning Experience

"ADJ On Tour" is a multi-city coast-to-coast educational swing that provides hands-on training in a variety of topics from video mapping and mixing to wireless and DMX lighting. The event also provides in-depth insights into the company's next generation of products, programmed lightshows, and the debut of two widely anticipated series: the 2R Series and the DOTZ Series.

ADJ On Tour sessions is being conducted by the company's product specialist staff with help at some appearances by leading outside teaching DJs, including Brian Redd, Brandon Steward (Steward Productions) and Arnaldo Offermann (Master School Dance). Visitors are invited to bring their computers to ADJ On Tour sessions so they can get hands-on training in software-based products like My DMX 2.0. ADJ will also be showcasing over 80 of its latest products.

ADJ On Tour events are scheduled for the following cities: San Jose at the Hilton Convention Center (October 10), Boston at the Hilton North Shore in Danvers, Mass. (October 16), Portland Ore. at Pro Sound and Lighting on SE Belmont (October 29), and Nashville at Sound Check on Cowan Street (November 6).

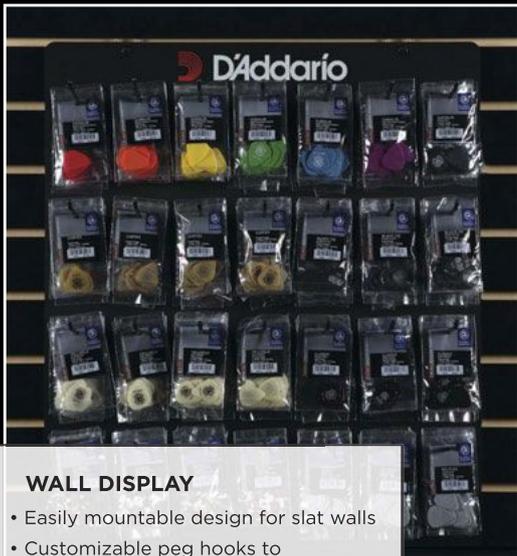
adj.com



COUNTER DISPLAY

- Comfortably holds up to 50 bulk picks
- Up to 30 different SKU types in a sleek, attractive counter display

TAKE YOUR PICK



WALL DISPLAY

- Easily mountable design for slat walls
- Customizable peg hooks to fit 10- or 25-packs evenly

Introducing the top picks for guitars & customer service, all-in-one.

We're already known for our strings and customer service. Now it's time to also be known for our top quality guitar picks. D'Addario stocks a full line of the most popular guitar pick materials, all USA-made, and available for same day shipment from our NY distribution center.

Showcased in attractive displays, this one-stop-shop makes it convenient for customers to reach peak pick performance, within moments.

Quality, innovation, and customer service always come first; that's why our pick assortment will always be the #1 pick for you and your customers.

Contact sales@daddario.com for info on how you can get a **FREE** display.

Both of our quality displays are available with assortments. These assortments include Celluloid, Duralin, Cortex, Nylflex, and Black Ice.

D'Addario Foundation Supports MI Donations

The D'Addario Foundation supports over 40 organizations that provide free music instruction, and the list is growing. The organizations range widely in curricula, instrument, and location, but they are unified by a central idea: that musical instrument instruction can have a transformative effect on people's lives, especially for those who may not have the access or resources typically required to attain it.



One of these organizations is the Hole in the Wall Gang Camp. Founded by actor Paul Newman, the camp runs on the premise that every child who has a serious medical condition should have the opportunity to enjoy the spirit and friendships of the camp experience. The D'Addario Foundation is funding the launch of the Hole in the Wall Gang Camp's summer 2013 music instruction program.

Other programs providing free musical instrument instruction include Latino Arts, Inc. in Milwaukee, the Curtis Institute of Music in Philadelphia, and Rosie's House, a free music academy for children in inner-city Phoenix.

The D'Addario Foundation also commits support to organizations that teach the El Sistema method of music education. El Sistema programs offer free music education to children and teens who cannot otherwise afford them. The People's Music School in Chicago, Ill., is one such organization. daddariofoundation.org

Shure ULX-D Wireless Used in German Open Air Theater Production

This summer, the old garden in Schwerin, Germany, in front of the impressively illuminated castle, transformed itself into an open air theater, staging the operetta "Die Fledermaus" by Johann Strauss and seating 1,761 people. Sixty-eight channels of Shure ULX-D™ Digital Wireless Systems were in use, providing reliability and extended RF performance.



Engineer Martin Wurmnest

As in past years, the Dresden branch of German PA rental company Neumann & Müller was responsible for the technical execution of the Schlossfestspiele. After using Shure UHF-R® wireless systems for several years, they opted for the ULX-D digital solution, offering features such as bodypack frequency diversity, Dante™ digital audio networking, and rechargeability for a flawless performance.

The audio signals of the 11 soloists fitted with two custom-made headsets were each preselected in a dedicated radio room and then forwarded to the FOH area. shure.com

THE BACK ROOM ARE YOU A MEMBER YET?

Introducing a turn-key eCommerce solution for independent music retailers & music schools

Begin selling online with 2,000 hand-picked products to expand on your in-store selection!

Supplier inquiries welcome!

The BackRoom
by Katapult Business Solutions
www.katapultsolutions.ca
Toll free: (855) 274-2997
sales@katapultsolutions.ca



Radial's Merrett - MVP with the Midas touch



Engineer Mitch Merrett

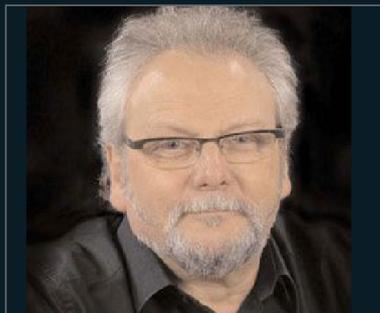
Renowned Canadian engineer Mitch Merrett often works out of his own home studio in Langley, British Columbia. Coincidentally his work space is outfitted with several key pieces of gear from BC based Radial Engineering and its acoustic division Primacoustic. "My favorite piece right now is my Workhorse. It's loaded with the Komit (Compressor/Limiter) and Q3 (Coil EQ) which I use with my vocal chain in conjunction with a 1073. I also have some guitar toys in there - an X-Amp, EXTC and the Shuttle Insert which gives great options for re-amping my guitar signal and unique mic'ing techniques if I need to. There are so many combinations in using the Workhorse with the 500 series modules. It's a lot of fun to experiment with."

Merrett controls the acoustics of his studio with a selection of Primacoustic products including a London 10 kit he installed himself. His room is also equipped with a pair of Primacoustic Recoil Stabilizers and a Voxguard. Merrett put on his producer hat in August for Chad Brownlee's new album in Nashville.

Radialeng.com

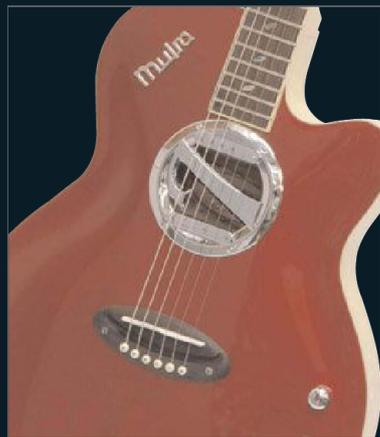
Guitars with a story...

LPD offers products with generous dealer margins and great consumer values!



With some 40 years of guitar and hardware design expertise to draw on, Trev Wilkinson's knowledge is certainly broad.

With a fine eye for style and design, excellence and accuracy, Trev's design ethic is imbued in Fret-King, Vintage and Italia.



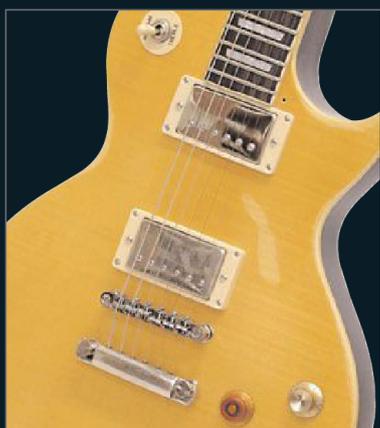
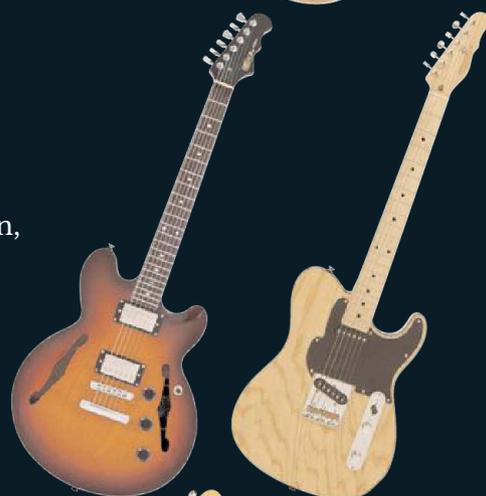
Retro-classic style, modern reliability, innovative functionality, superb playability. The hallmarks of Italia are standout. With uniqueness, comes individuality, so stand out from the crowd with Italia.

www.lpdmusic.com



The absolute pinnacle of guitar design, Fret-Kings are always more than two guitars in one, and each is a true guitarist's tool. Simply the best guitar you can buy, whatever the price. A big claim... so check it out!

www.lpdmusic.com/fretking.pdf



The best guitars are built from the inside out. Great looking, great sounding, great playing guitars at unbelievably competitive prices with truly great margins.

www.lpdmusic.com/vintage.pdf



www.lpdmusic.com



800-527-5292 sales@lpdmusic.com

ON THE MOVE

Grotrian Piano Company GmbH of Germany has named **Don Glasgow** director of sales for North America. Grotrian is family owned,



currently in the fifth and sixth generations and managed by Burkhard Stein. It belongs to one of the oldest high-end piano makers in the world. Now that the economical situation in North America has picked up, the company plans to put more efforts toward this market by appointing Glasgow as sales director.

"Don has a lengthy and highly successful track record of sales and management with high end pianos companies," says Burkhard Stein, CEO of Grotrian Germany. "He will be responsible for sales training, promotions, new dealer appointments, and service for the U.S. and Canada. He will also represent Grotrian at NAMM and PTG events."

Samson Technologies has appointed **Bob Caputo** as the company's new head of sales. Previously at Adam Audio USA in Hicksville, N.Y., Caputo will now spearhead all of Samson's North American sales efforts.



Caputo brings over 25 years of experience in the music and pro audio industries. His career has encompassed technical management at Atlantic Records, general management at Casio USA and, most recently, president of Adam Audio USA. Caputo's experiences will elevate Samson's sales efforts.

Yamaha Corporation of America, Band & Orchestral Division has announced the promotion of **Brian Petterson** to Wind Instrument marketing manager.



In his previous position, Petterson served as assistant marketing manager for Yamaha Wind Instruments, where he oversaw the execution of successful marketing campaigns, including the "Step Up to Yamaha" promotion.

Petterson's prior roles within the Yamaha Winds Department include serving as product manager, with responsibility for conducting strategic market research for new products, providing salesperson training and developing advertising materials, as well as product specialist, where he planned trade show strategies and researched market trends, among other responsibilities.

Chester Trocha has joined **Shure Incorporated** as its senior vice president of Operations. Chester joins Shure from Zebra Technologies, a manufacturer of thermal printers, where he was vice president of Global Supply Chain for the last seven years.



ZONDA®

AT ZONDA WE START WITH ONE QUESTION: WHY?

- WHY SPEND MONTHS IN DEVELOPMENT?
- WHY DEMAND UNPARALLELED ATTENTION TO DETAIL?
- WHY DO THIS AT ALL?

Simply put, we aim to provide exceptional value to you in every way possible. From the case to the accessories to the instrument itself, Zonda Brass and Woodwinds perform for you and your customers.

To experience Zonda for yourself and become a Zonda dealer visit: www.stlouismusic.com or call 800-727-4512.

ZONDA BRASS AND WOODWINDS, EXCEPTIONAL IN EVERY WAY

TROMBONE / ZTB-101

Santa's Job Just Got Easier.

Everything Needed to Start Playing Now!

- Award-winning music instruction
- High-quality instruments
- Deluxe accessories



Available for:

Guitar | 'Ukulele | Keyboard



alfred.com/starterpacks

Email: sales@alfred.com | Phone: (800) 292-6122 | Web: alfred.com/dealer

JHS' Dennis Drumm

This past spring, John Hornby Skewes & Co. Ltd. (JHS) entered into a distribution arrangement with LPD Music International. The new partnership promises to bring JHS' Fret-King® electric guitars, Vintage® electric guitars, and Vintage® acoustic guitars to a greater portion of the American consumer MI market in the immediate future, with plenty of potential for growth within the relationship between the two companies.

MMR recently spent some time with JHS' managing director, Dennis Drumm, to get the inside story on what brought these two industry heavyweights together and what's on the horizon for both...



Dennis Drumm

MMR: How did the arrangement between JHS and LPD Music International come about?

Dennis Drumm: I've known Tom and Sonia Vallis for years and, like JHS, LPD is a very well established family company, with a great feel for guitars, generally, and a reputation for great service and focus on the best brands. We both deliver corporate efficiency, but with a family feel. Neither of us ever forgets that, at heart, every business is ultimately about people, and people are family.

There was already a synergy between both companies through us both distributing the Trev Wilkinson-designed Italia range in our respective domestic markets, so LPD had always had an on-going interest in what JHS was doing with Trev in the development of the Vintage and Fret-King lines. After Winter NAMM 2013 and several meetings, we reached an agreement to start working together.

MMR: What products from the JHS line will be distributed by LPD?

DD: Fret-King electric guitars, Vintage electric guitars, and Vintage acoustic guitars.

MMR: What do you see as being the benefits to your respective parties from the new deal?

DD: JHS and LPD are "guitar people." Of course we're in business, but one of the objectives for both companies is to delight our customers with guitars that will bring astonishing levels of sound, build-quality, and value. The Vintage line has built up a solid reputation for possibly the strongest price/

quality/feature/value combination in the market today, with a constant stream of five star reviews from media in many countries, a blogosphere presence with massive unsolicited positive comment, and distribution in every major market.

We achieve this excellence by a very close focus on attention to detail, with subtly unique body styles, *not* building down to a price, loading really useable features in to every guitar, and concerning ourselves with getting the instruments "right" to the extent that any guitar player can pick up the humblest Vintage model and, especially if the brand is new to them, be totally amazed at what we deliver for such a modest price.

Fret-King by Trev Wilkinson steps up to the plate where Vintage leaves off, with stunning original designs and instruments aimed at the discerning player who's invariably had "everything

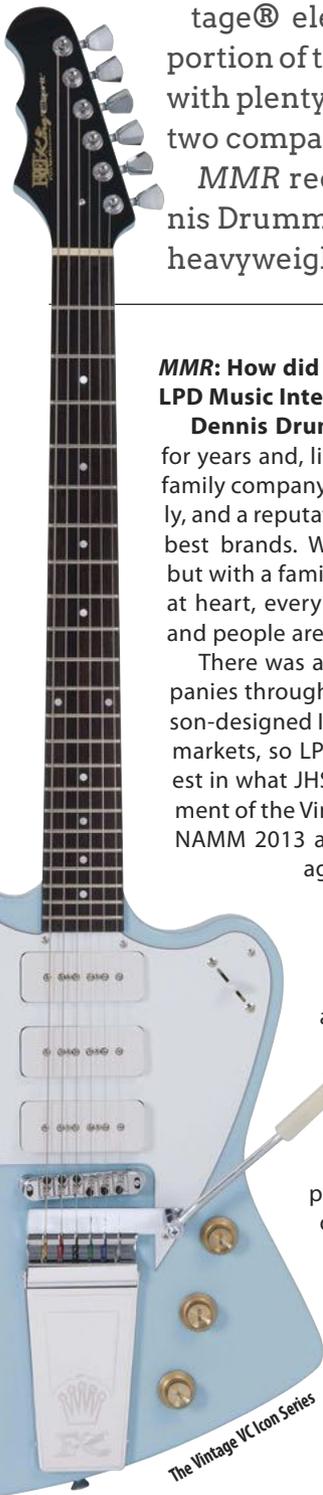


Fret-King's Trev Wilkinson

"The benefit of working with LPD is that they have a terrific dealer network, great business relationships with their customers, and are totally equipped to bring Vintage and Fret-King to the widest possible audience in the US market."

else," and is looking for "that next guitar."

For me, our relationship with Trev Wilkinson is one of the most enjoyable things I've ever done in business. Trev's experience, vision, fine eye for detail, and determination to prove what can be done when your commercial heart and soul is in the right place has propelled Vintage and Fret-King to almost cult status, with some very serious folks playing and endorsing



The Vintage VC Icon Series

THE LEGACY STARTS HERE

ZBT®

©2013 Avedis Zildjian Company



Same powerful ZBT alloy. New features & models in 2013.

All ZBT models now feature extensive lathing, a traditional finish, and a newly redesigned ZBT logo. Larger models have been added to the line including a 22" ZBT Ride and 17" and 19" ZBT Crashes. New box set assortments now feature our new models and a value added 10" Trashformer.

Watch full demos of these ZBT models and box sets at
ZILDJIAN.COM/VIDEOS/BOXSETS

Speak to a Zildjian Representative today about all of
our new product offerings. 800.229.8672

Zildjian
SOUND LEGACY

the products. Many of these players tell us they love the almost anarchic, 'anti-brand' idea of walking out on some of the world's biggest stages with a guitar they can totally trust to do the job, that the young kid in row three of the audience can buy for a few hundred bucks. The results of our long cooperation are now fully available to U.S. dealers and players, who have already had a taste of the two lines, and are ready for more.

The benefit of working with LPD is that they have a terrific dealer network, great business relationships with their customers, and are totally equipped to bring Vintage and Fret-King to the widest possible audience in the U.S. market.

MMR: Are there any upcoming developments for – or expansion of – the new partnership between JHS and LPD Music?

DD: The JHS fretted instrument ranges include a wide diversity of genres and styles, including Pilgrim banjos and folk instruments, Santos Martinez classical guitars, and of course the LAKA ukulele line, so who knows what the future holds... One thing is for sure – come Winter NAMM 2014, there will definitely be some stunning new models in both Vintage and Fret-King, so watch this space!



Fret-King Black Label Esprit 3



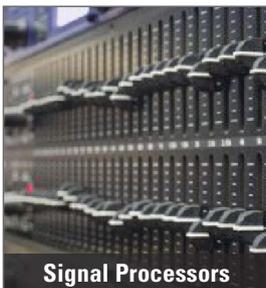
Microphones



Mixers



Speakers



Signal Processors



Power Amplifiers



Accessories

FDW Corp is a national leader in commercial and professional audio product distribution.

We have your customers covered with high performance solutions to fit any budget. If you haven't experienced the FDW difference, sign up today!

Let Us Be Your Warehouse

Same-Day Shipping • \$15 Million of Inventory • Over 500 Brands

Fast and easy online application

fdwcorp.com

800-828-0509

Thanks to all our industry partners for 50 Great Years!
What can Yorkville do for YOU today?



Celebrating 50 Years In Business!



Traynor



ARTcessories™
Creative audio solutions in cool little boxes.



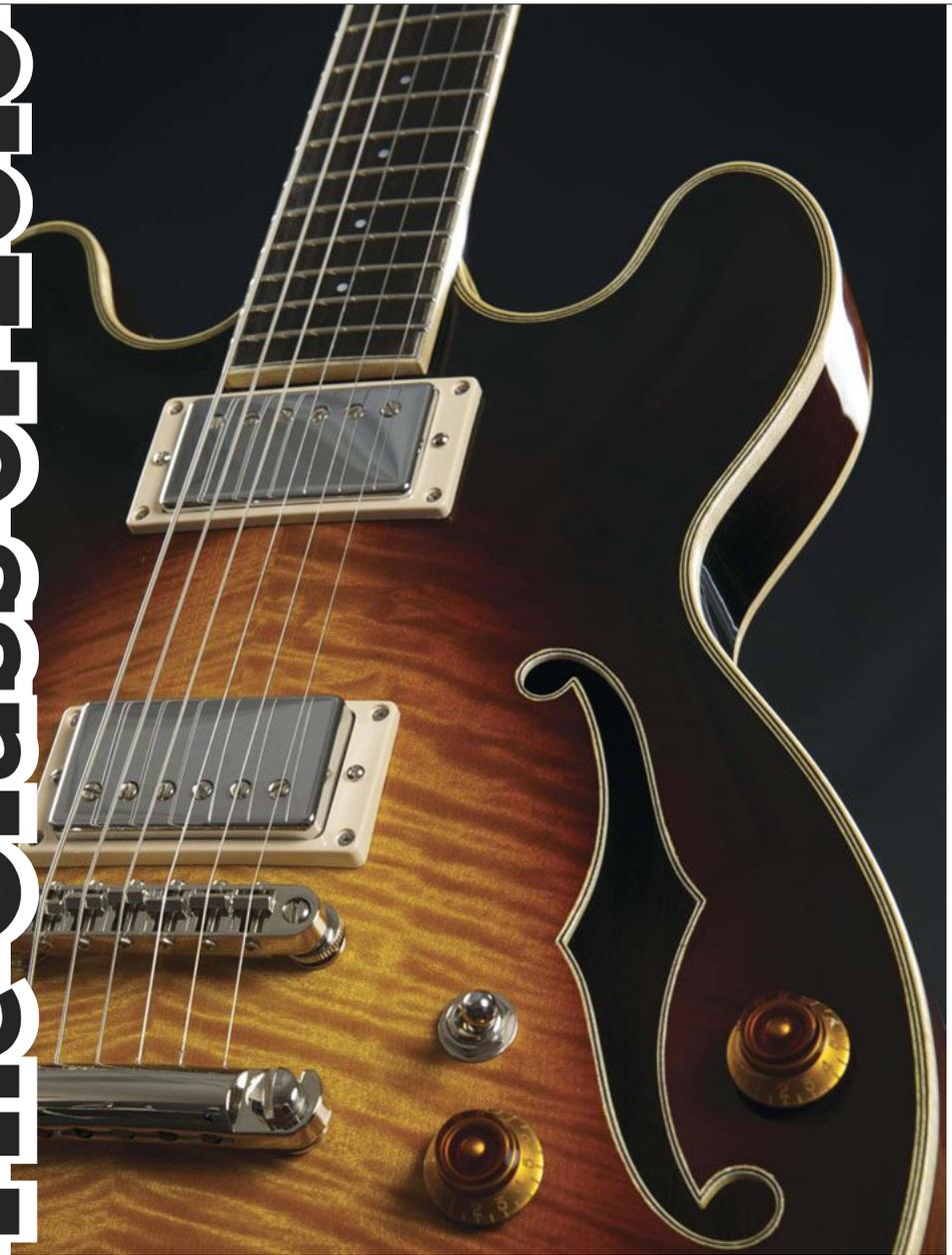
Hughes & Kettner
TECHNOLOGY OF TONE

Yorkville Sound USA • 4625 Witmer Industrial Estate Niagara Falls, NY USA 14305

Phone (716) 297-2920 • Fax (716) 297-3689

yorkville.com

The Class of 2013



Eight Guitar Companies Making Big Moves in 2013

The guitar market has continued to grow in 2013, to the delight of many in the industry. With that has come the usual proliferation of new companies, new models, and new tough choices for anyone working on making changes to their inventory this year. We checked on smaller suppliers throughout the industry that are making big moves this year – determined visionary changes, fan-favorite reboots, big relocations, and even a couple of newborn brands – and ended up with a handful of guitar companies that deserve a special look.

by Matt Parish
& Christian Wissmuller

Electra Guitars A Legend Reborn

Guitar aficionados may recognize Electra Guitars as the defunct brand of handsome guitars endorsed by artists like Peter Frampton and Leslie West back in the '70s and '80s. This spring, after he acquired the rights to the classic Electra name and logo, Florida luthier Ben Chafin relaunched the brand with his "Omega" model electric guitar. After a year of success, CEO Gene Ymiolet says there's plenty more in store for the near future.

"Seeing the Electra Brand gain acceptance again by consumers and also artists has been very exciting," he states. Not that it's been much of a surprise – the name association has helped, but the first product out the gate was the striking Omega model, which boasted handcrafted features. "We refined our messaging, so it is very clear – Electra Guitars are boutique import guitars. By that, we mean we offer high quality woods, paint, appointments, electronics, and hardware. It is an extremely compelling value when you compare it to other choices in today's market."

Ymiolet says that the variety of industry partners that Electra has worked with – along with a variety of endorsing artists – has been a refreshing part of the process of getting the company off the ground. "We've done a good job so far with companies like Babicz, GraphTech, and TonePros/Kluson," he says. "We're branching out from product relationships and have some cool upcoming promotions teamed up with Blackstar Amplification, Heil Sound, and Peterson Tuners." Artists who are already on-board include Red Fang's David Sullivan, Less Than Jake's Chris DeMakes, and Dink Cook from Toby Keith's Easy Money Band.

So far, Electra's approach to guitar creation has been to update and improve on certain original models while doing their best to retain the look and feel of the original Electras. Subtly



RICHARD HOWARD

Electra's Ben Chafin, Gene Ymiolet, Mick Donner.

is key: rather than working on radical departures in design that seemed cool 30 years ago, Ymiolet says the focus is on feasibility as well as value – look for built-in EQ, pre-amps, and pickup combinations as sly improvements. Coming soon is a completely new design called the Talon, geared at "hard rock and metal players," as well as updated designs like the Omega Prime, Invicta, the Phoenix guitar, and Phoenix bass, with a goal of offering "high value guitars" between \$500 and \$1,000.

electraguitar.com

St. Blues A Memphis Homecoming

The veteran guitar outfit (which celebrates its workshop's 30th anniversary in 2014) made waves this year by bringing its entire production operation back to the United States, headquartered in the storied city of Memphis, as well as bringing original designer Tom Keckler back into the mix. "We now have total control of our product!" exclaims owner Jeff Cox. The Memphis connection is important for St. Blues, which pins much of its identity to down-home, authentic guitars with more than a touch of personality.

"The 'Memphis Mojo' has a ton to do with our mystique," says Cox. Having our original designer do inlay work for Elvis' father on the guitar that Elvis played on the *Aloha from Hawaii* concert album helps a great deal. Now that we are back building in Memphis with Tom at the helm, we have total control over every small detail, and a few advances in technology are allowing us to build guitars and basses that surpass the build quality of the originals. We're rebranding our image all over again!"

With the production changes have come a number of high-profile shakeups to the company's product lineup. The new "Juke Joint" series of guitars was created to replace the company's old "Pro Series" mid-tier pricepoint, which had been vacant since the Pro Series' dis-



St. Blues' Tom Keckler (luthier), Jeff Cox (VP Operations), Bryan M. Eagle III (president), and Greg Mitchell (luthier).

Spotlight: Guitar Class of 2013

28

OCTOBER 2013 • mmmmagazine.com

continuation in 2010. The "Workshop Series" has launched a line of Iveroid-bound and Nitro-finished guitars boasting hardware and pickups from companies like Lollar, Fralin, Sperzel, and Hipshot. Additionally, their recent Delta Blues Box guitars – unique cigar box-styled instruments – have been fast-sellers all year long.

The future promises a few more treats from the reinvigorated group, including a 30th Anniversary guitar from the workshop, a limited run '84 Reissue Bluesmaster, and the emergence of the special Eric Gales signature Blindsider, which available this fall.

According to Cox, St. Blues continues to insist on "family" relationships with its retailers. "We do not force quantity buys on our Dealers, nor do we send them merchandise that they really do not want, or can't sell," he says. The company offers website and Facebook acknowledgement and support, personalized service, and visit sites for training at no charge, and tried to offers customers a chance to experience custom shop-style instruments. "Both of our standard guitar lines are 'handbuilt' in Memphis by passionate Artisans," he says. "You no longer have to pay several thousands of dollars to play a boutique, handmade American instrument!"

saintblues.com



This is an
unlisted
trade-only
video.

Scan this
QR code
or type
the URL
below.



<http://www.youtube.com/watch?v=uizNIRTBtgY>



Why Sell This?



FOUR FORCE
877.486.6575

The new **S2** Series from PRS Guitars



©2013 PRS Guitars / Photo by Marc Quigley

Made in Maryland • Starting at \$1,179

Manufactured with new processes and specs in the same Maryland factory as all US-made PRS instruments, the new S2 Series brings classic PRS playability and reliability to a new price point. With a simple, straightforward design these guitars have serious style and expressive tone. Check one out at a PRS dealer near you and see for yourself. www.prsguitars.com/s2series

PRS PAUL
REED
SMITH
GUITARS

Sublime Guitars By Musicians, For Musicians

Showgoers at this year's Summer NAMM may have noticed a handsome booth showing off a brand new name in guitars – the Sublime Guitar Company. The company, which already features lines of acoustics, electrics, and basses, hit the ground running with a solid set of classic design principles and a simple mission of exciting and inspiring guitarists at all skill levels. From their literature: "We will constantly strive to foster a sense of community among our customers, endorsed artists, and dealers as we create a lasting legacy together."

The company's self-assured launch could be due to its pedigree – much of the crew also comes from the team that owns Crush Drums & Percussion, an innovative manufacturer co-founded in 2010 by Terry Platt. Platt, along with the rest of the Crush founders, had already spent years at Ddrum. By the time Crush was launching, Platt was in talks with his brother, Tommy, about launching the guitar company. The team they assembled in the ensuing years was stocked full of performers and writers, first and foremost, with a good deal of industry experience to back it up. Early members included Crush's Michael Swenson, Ricky Hughes, and Chad Huang, along with Chris Tontini, who served as a regional sales manager at Dean Guitars prior to joining Sublime.

"All of the founding members are players and writers and have spent years on stage or touring," says Tommy Platt.

The company offers a wide variety of models already – the Les Paul-



Sublime Guitar Company official launch at Summer NAMM 2013 in Nashville. Left to Right: Chris Tontini, Terry Platt, Tommy Platt, Chad Huang, Ricky Hughes, and Michael Swenson.

like Millennium STD, the semi-hollow body Chieftain, the Telecaster-esque J-Hawk, and more. But it's the retro-futuristic style of the Tomcat that has Platt excited. "To us, this unique and versatile design captures the modern/classic vision perfectly," he says. "We have some great designs and different versions of the Tomcat that we can't wait to share with the public."

Like Electra, Sublime has worked closely with Graph Tech Guitar Labs in developing these guitars, and has proudly installed that company's new "Ratio" tuned machine heads on some soon-to-be-unveiled 2014 models. "They have a classic look with the benefits of modern construction and durability," says Platt. "Finding the perfect details for each guitar is always our goal, and we truly believe our simple yet innovative approach to development will help us really stand out."

sgcguitars.com

METAL WORKS

· CALIFORNIA ·



800.821.1446

emgpickups.com

Seagull

Canadian Made. Globally Played.



The Excursion.
Affordability without compromise.
\$299 Street.



Handcrafted in the Village of Villavieille Charbon, Canada. Fait à la main dans le village de Villavieille Charbon.

seagullguitars.com

© 2013 Seagull Guitars
(Registered trademark of LaSido Inc.) A member of the Godin Guitar family

Eastman Guitars The Long-Term Approach

Though they've been an industry leader in violins and band instruments for decades, the Eastman Music Company has quietly built a reputation for dependable archtop guitars and mandolins. Recently, the company has doubled down on efforts for its guitar segment, introducing a new line of flattop guitars. The move is setting the company up for a breakout year as it evolves into a manufacturer of six-stringed sleeper hits.



Eastman's president, Saul Friedgood, explains that the increased focus on guitars is a natural progression for the company, which began building archtops using its expertise in the violin market. "The knowledge we built in our previous years of production and manufacturing the orchestral strings led to our archtop guitars and mandolins," he says. "We understand what it takes to produce hand-carved tops, while there are still many companies that do not.

"Over time, we established a real trust with players on the archtop side, which then allowed us to launch our first line of flattops," Friedgood says he's made effort to distinguish the brand from a burgeoning market of "boutique" guitars by making a few fundamental decisions about



CHORD BUDDY Jr.

Play Thousands of Songs Instantly!
Coming 4th Quarter!

Ready. Set. Play. Today!

#1 KIDS GUITAR LEARNING SYSTEM

Learn Rhythm - Timing Skills - Finger Strength - Dexterity

EDUCATOR APPROVED

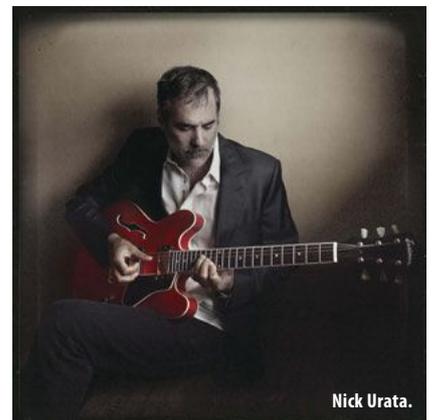
Includes:

- 1/2 size Guitar
- ChordBuddy Jr.
- DVD
- Song Book
- Guitar Tuner

Dealers Call Hal Leonard EZ Order line at
1-800-554-0626

www.ChordBuddy.com

"The ChordBuddy Jr. is the best kids and travel guitar I have played; my kids were able to play songs the 1st day!"
~ John Rich - Country Music Superstar ~



the products. For instance, Eastman purchases woods from the same sources as larger companies like Martin, Taylor, and Bourgeois, as a way to build with premium tonewoods at desirable price points.

The company's core band and orchestra divisions – Eastman Strings, Andreas Eastman Woodwinds & Brass, and the 125-year-old William S. Haynes Flutes brand – continue their strong performances, but Friedgood says that the timing is just right to make aggressive moves in guitars.

"Citing the continued overall guitar sales growth in the industry has been a major contributing factor to us honing

in on those instruments," says Friedgood. "But at the same time, we're not just following trends. Our discussions have revolved around our thought that the acoustic guitar market is still relatively open."

Eastman is also an example of an MI company that's built a successful manufacturing program overseas, operating a network of factories in China focused specifically on its own musical products. "The most important differentiation to understand is that our factories make our musical instruments, and only our musical instruments," says Friedgood. "We are a privately held company

and we own our factories." The company also maintains a QC team of over 40 employees in its Pomona, California headquarters, as well as in-house setup shops to work on every piece before they ship to retailers. This year, they completed a major expansion on a factory dedicated solely to their own flattop guitar production.

All in all, it points to a carefully planned "We'll continue to be aggressive and selective, while paying high attention to detail," he says.

"We're a sound all our own."

eastmanguitars.com

Legator Guitars

A Youthful Passion for Radical Designs

It may seem like yesterday to many of us, but the 2013 Winter NAMM Show is nearly a year away already. A lot can change in that time for a brand new company – just ask the upstart Legator Guitars, who debuted their first product in Anaheim last January. "We have grown from a small Southern California manufacturer to an internationally recognized brand with a roster of endorsed artists that is legendary, simply by listening," says brand development/A&R manager Adam Romine.

The company has a slew of ambitiously unique designs (check the nine-string baritone Ninja 300-PRO) and a bold move to focus manufacturing in the U.S. to back up what they deem a "passionate" approach. "Founded by veteran musicians tired of seeing finishes and components considered new developments, Legator Guitars teamed up with professional touring and studio musicians alike," says Romine. As such, the team has already amassed a collection of semi-hollow bodies, sleek electrics, and basses (with lines of dreadnaught acoustics, concert acoustics, and amplifiers promised for 2014).

"Passion is the biggest difference between these major manufacturers and smaller niche companies. When we build a guitar, we think about how to maximize its performance, not its profits. Legator, like most smaller niche guitar brands, was founded by players searching for the perfect guitar."

As such, Legator has followed the advice of greats like Eddie Van Halen and Jimmy Page – let the necks breathe. All three current guitar lines that Legator offers feature exposed wood grain or satin finish necks, designed for maximum warmth and resonance. "This may be commonplace among high-end guitars, but we are the only company offering this feature on entry level guitars," says Romine. The limited edition 400 Series guitar necks are handcrafted, so each one comes out utterly unique. The company says their PRO 300 Series is the only neck-through construction available at their price point.

Legator itself enjoys the extra advantage of partnering with factories that have been connected with larger U.S. brands since the '70s, which Romine says offers them facilities set up for capacities of upwards of 20,000 guitars a month.

Looking ahead, Romine says the company seeks to further solidify itself as a "true American" company, this year shifting the entire production of its Limited Edition 400 Series guitar line to a factory in Burbank, California. This means everything from the hand-shaped neck and wax coating to the body-neck construction, surfacing, in-house painting, and precision assembly and setting will be taking place in the U.S.

legatorguitars.com



Legator founders
Ken and Phil Chen.

Bourgeois
Guitars®

Exclusive
Dealer community.

Strong, rewarding
margins.

World class
instruments.

Hand-crafted in
Lewiston, Maine.

Get the story here:
bourgeoisguitars.com

Metalin'

GUITARS



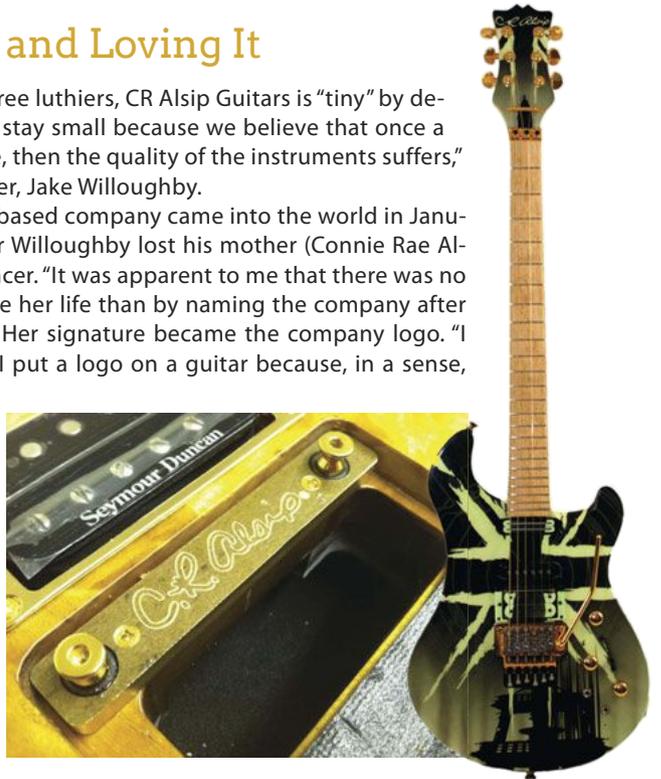
WWW.METALINGUITARS.COM

CR Alsip Small-Scale and Loving It

Made up of only three luthiers, CR Alsip Guitars is “tiny” by design. “We plan to stay small because we believe that once a company grows in size, then the quality of the instruments suffers,” says founder and owner, Jake Willoughby.

This young Kansas-based company came into the world in January of 2012, soon after Willoughby lost his mother (Connie Rae Alsip-Willoughby) to cancer. “It was apparent to me that there was no better way to celebrate her life than by naming the company after her,” Willoughby says. Her signature became the company logo. “I am proud every time I put a logo on a guitar because, in a sense, it’s my mom’s stamp of approval on each guitar.”

Being such a small-scale operation provides for far more intimate connections with end-users. “When a customer calls or emails, they’re talking to the people actually building the guitars,” Willoughby notes.



Some of CR Alsip’s customers include some pretty high-profile names who have already discovered this under-the-radar workshop – Frank Hannon [Tesla], Bill Leverty [Firehouse], Jason Jordan [Love & Theft], Dan Weller [Florida Georgia Line], Jeff Caughron [Jessta James], and more.

“[We aim] to make the best guitars we can. The things we offer that are unique are simple ideas like our SES (Sustain Enhancement System) that gives our guitars great sustain and superior clarity, or our Droptop that seems to be a hit with everyone because it stands apart from any other manufacturer out there. The response we get about our fretwork is amazing and we are constantly told that our guitars feel ‘well broken-in.’”

With a current turnaround time of roughly three to six months, from order to com-

continued on page 36



Oil Can Guitars

Inspired by the streets of South Africa

BOHEMIAN
GUITARS

Rethinking musical instruments to create a more affordable, stylish, & sustainable way to make music.

New Models!

To become a dealer, please email us at info@bohemianguitars.com

www.BohemianGuitars.com



ultimate Guitar CABINETS

PHASE-dead

MUDD-dead

CANCEL-dead

GUITAR n

KLOPS 3D

www.klopsdrums.com

HOHNER *for the* HOLIDAYS

HOHNER


Get the A+ ADVANTAGE SYSTEM

We've re-designed our student guitars, adding 38 improvements in materials & construction methods that provide better tone, build quality, appearance, tactile performance, and intonation. We call this the **A+ Advantage**.

Now for the holidays get a FREE GUITAR VALUE PACK

With every guitar when you purchase a 12pc assortment

This mix of useful items for any level guitarist includes a BluesBand harmonica, clip-on chromatic tuner, polish cloth, 5 medium guitar picks, and a guitar pick necklace.

STUDENT GUITARS FROM \$99 TO \$129 MAP



FREE
A \$25 Value

Contact your **HOHNER**® Representative at
1-800-446-6010

Expires December 31, 2013. While supplies last.



FINANCING
AVAILABLE



continued from page 34

plete guitar, CR Alsip is currently selling factory direct, but "We would love to have a dealer network at some point," Willoughby states.

"Our approach is still the same as when we started: We build guitars because we love to build, that's what it is about – the art in building guitars. Getting a paycheck is a bonus in our eyes." cralsip.com

McMAHON Artistry Rattlesnake Shake

The one-of-a-kind instruments that McMAHON Artistry has churned out in recent years have helped the company move on up in the world, it would seem. "In the past year, the biggest change for McMAHON Artistry has been the support we have received from major manufacturers in the industry," says Scott McMahon, founder and CEO. "We have recently moved our carving studio into Floyd Rose's factory in New Jersey. They also showcased our guitars during the Winter NAMM in 2012 and 2013, and we are currently preparing for 2014. Seymour Duncan has been another company that has offered McMAHON Artistry tremendous support through technical advice and through social media."



Scott McMahon shows off details of 'The Rattlesnake.'

The company's instruments are truly unique, with designs executed using old-school woodcarving tools. "What is currently setting us apart, in the carving world, is the fact that we have been blending traditional relief carving with classic chip carving techniques to create details and textures that can't be



replicated with modern power tools," explains McMahon. "Our most recent piece, 'The Diamondback,' seems to have really separated us from the pack. The idea for this piece started with a conversation that I had with Floyd Rose's president, Andy Pappicco. He said to me, 'Your pieces are beautiful works of art, but I want you to think about some-

continued on page 38

Leading PA brands choose Celestion You should too

You already know Celestion as the biggest name in guitar loudspeakers. But did you know that leading PA manufacturers rely on Celestion to design and build the speakers for their premium active and passive mains, monitors and subwoofers? Talk to us about becoming an authorized dealer.



Compact Array

Midrange

Compression Drivers

LF

Find out more [f](https://www.facebook.com/celestion) [t](https://www.twitter.com/celestion) [y](https://www.youtube.com/celestion) www.celestion.com

CELESTION

STOCK SOMETHING FOR EVERYONE

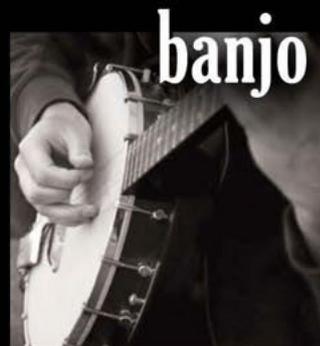
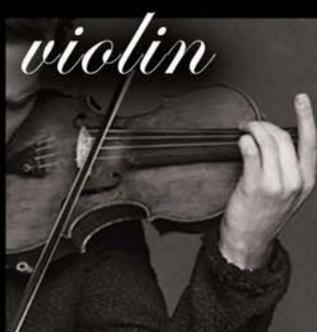
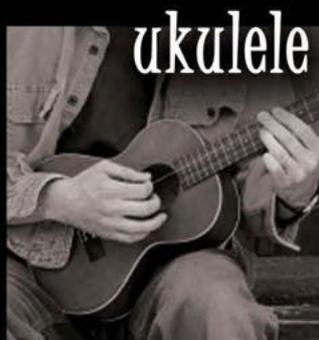
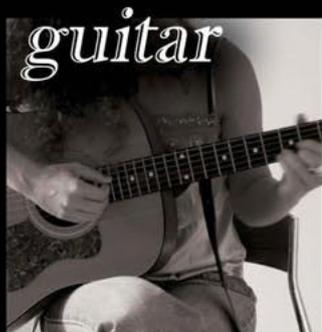


Musical instruments are an extension of our soul and deserve quality care. For over 26 years, the original String Swing® has satisfied millions of music enthusiasts around the world. Its low-profile design is attractive and cradles your instrument comfortably and securely.

Each instrument is unique. The experts and craftsmen at String Swing® have created displays for almost every one. Ask your local retailer for an authentic String Swing® hanger, or shop online at www.stringswing.com.

String SWING®

Musical Instrument Displays





McMahon Artistry's "The Chief."

continued from page 36

thing that will have more of a universal appeal with people that love Rock 'n Roll.' After thinking about that for a while I came to the conclusion that there is nothing with more dangerous and full of attitude than the rattlesnake itself. Before 'The Diamondback,' the closest you could get to that look and feel on a guitar were the few that had actually glued snakeskin to their guitar bodies."

McMahon continues to push the boundaries of what's possible with respect to finishes, textures, and designs. "Similar to McMAHON Artistry's approach to carving itself, the creation of new designs is a result of the passionate and the obsessive, an alchemy of the old and the new," he says. mcmahonartistry.com

Metalin' Guitars Not Just a Clever Name

"Since its inception in 2010, Metalin' Guitars has strived to produce a high performance aluminum bodied guitar," says the company's lead designer, Dave Bast. Indeed, Metalin' Guitars is doing just that, custom crafting highly distinctive instruments for a discerning clientele. Instead of looking to expand their production and reach, Metalin' is, in fact, striving to be more of a niche operation. "We are a custom shop," it says on their site. "You think it. We machine it."



A subsidiary of Wolfert Tool and Machine Co., Inc. in St. James, Mo., Metalin' Guitars doesn't plate or "cover" a standard, wooden guitar with metal. Instead, the instruments are crafted from solid blocks of aluminum weighing in at over 40 pounds.

"In the past few years, Metalin' Guitars has met the ever-changing needs in the fret market by concentrating on making their instruments even more customized than they did at the start of their business," explains Bast. "Custom artwork has found its way onto the face of the guitars and Metalin' Guitars can create any 'themed' guitar the musician wants."

The approach seems to resonate with dealers. Bast says, "Retailers are excited to offer our customizing and creations to their customers. Because of our individualization, musicians can have the lightweight aggressive instrument they have created. This individualization has led to us unveiling our 2014 design. We start with two basic models – the TOC SS Standard and the TOC HH Standard. These two new designs have changed drastically and meet Ken Wolfert's vision of making a guitar using a material other than wood that would deplete natural resources. He has successfully created an aluminum bodied guitar with a graphite neck that is lightweight and offers a superior sound."

metalinguitars.com

SHUBB

New for 2013...

Our most popular capo — the standard C1 — now sports the design features of our deluxe models!



Rounded corners are softer to the touch.

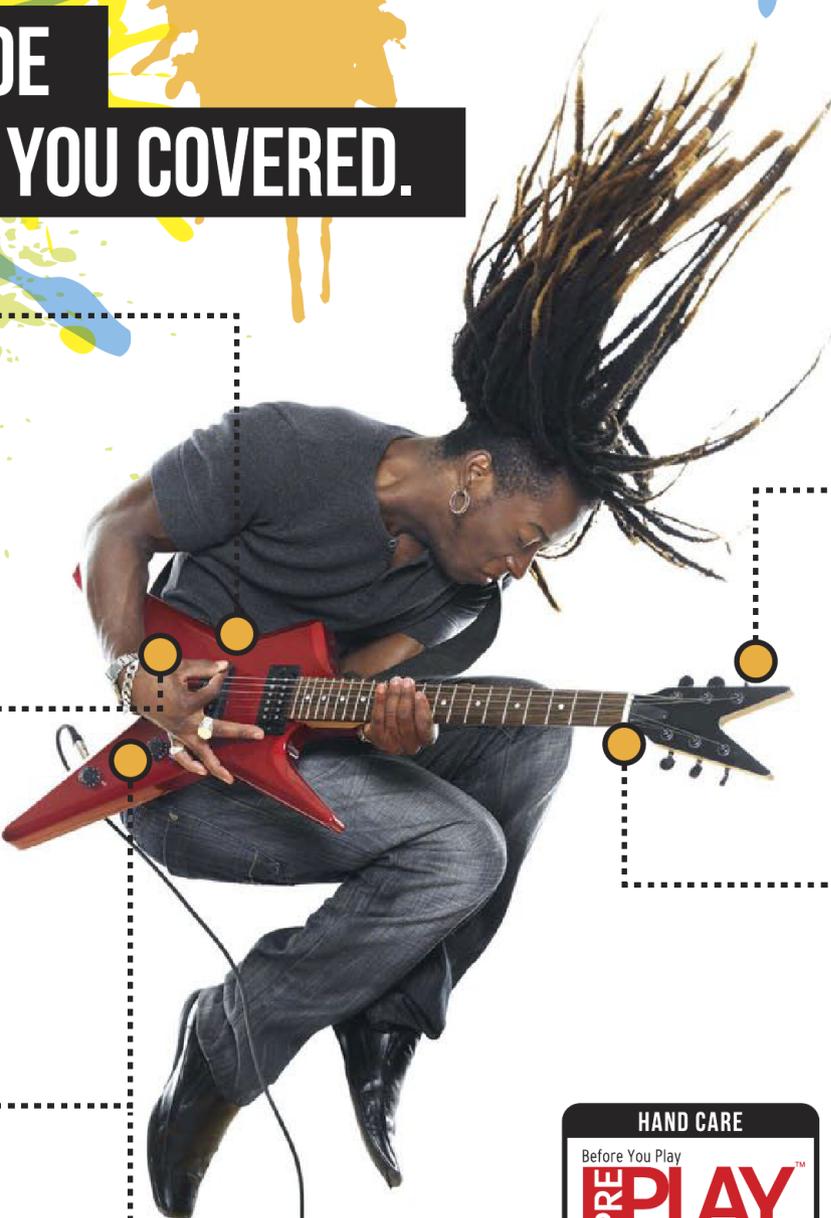
Contoured lever is easier to use.

Roller replaces delrin cap:

- smoother action
- superior geometry
- reduced wear

info@shubb.com • www.shubb.com
707-843-4068

HEAD TO TOE WE'VE GOT YOU COVERED.



PICKS



World's first pick with built-in tone. From our highly resonant TUSQ material, we created a whole new class of picks with three distinctive tones: Bright (Original TUSQ), Warm and Deep.

BRIDGES



Superlight, high strength ResoMax alloy bursts with rich harmonics and vintage tone. Patented "Auto-Lock" magnetically locks tail piece and bridge to posts. Triple-plated finish with factory-fitted high performance saddles.

SADDLES



No matter how hard you play, String Saver saddles dramatically reduce string breakage while providing full bodied tone, improved tuning stability and up to a 25% increase in sustain.

MODULAR PICKUPS



Incredibly authentic, studio quality acoustic guitar tone. Fastest, most accurate tracking available today. Electric to true acoustic guitar tone at the flick of a switch. Easy, plug and play installation with clean, hidden look.

MACHINE HEADS



The gear ratio in each machine head is tuned to its string position so that every string responds the same to any tuning adjustment. One turn equals about one tone on every string. Faster tuning, retuning and open tunings. Simple genius.

NUTS



Self-lubricating TUSQ nuts for electric guitars that dramatically reduce string breakage, improve tuning stability and increase harmonic content and richness.

HAND CARE



Clean your hands and balance your skin's pH level to protect your guitar, hardware and strings from damage caused by oily and/or acidic hands. Absorbs in seconds and improves feel, slide and glide. Smells good too.



High Performance
Guitar Components
& Accessories

www.graphtech.com/mmr010
sales@graphtech.com

OVER 60 MANUFACTURERS USE GRAPH TECH PRODUCTS:

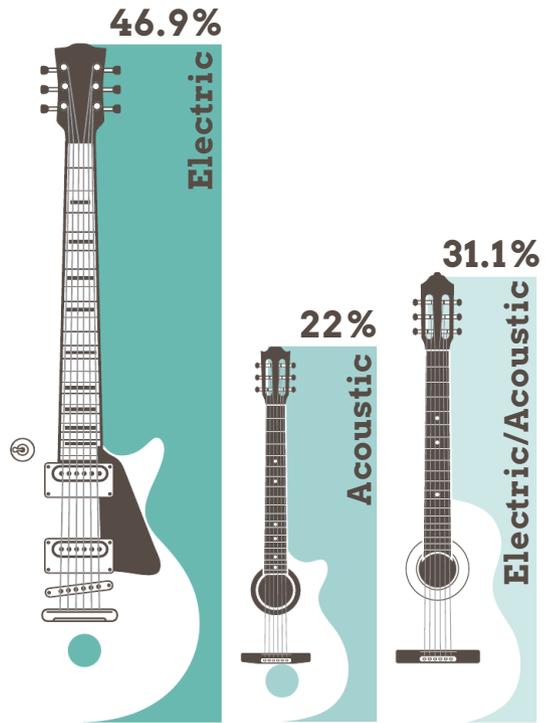


MI Stat: Guitar Market Breakdown

Exclusive to *MMR*, MI SalesTrak ran their numbers on the breakdown for acoustic, electric/acoustic (E/A), and electric guitars sales, YTD. Electric guitars make up less than half of all guitar sales at 47 percent with acoustic (and acoustic/electric) dominating the market by a small margin.

For the last few years, in our annual 50 Dealer/50 State report that is featured in the December issue, retailers have consistently told us that electric sales have been flat, but acoustics have been growing. In this month's At a Glance, Tommy Colletti of The Music Zoo seems to back that up. He says that while he's always been known primarily as an electric guitar shop, his increasing embrace of acoustics in the last year has proven to be a winning strategy. [See page 64.]

When looking at just acoustic sales, it's interesting that while conventional wisdom holds that the first guitar for many is an acoustic, E/A guitars are outselling acoustics significantly. The high ratio of E/As can be attributed to several factors. One, they are increasingly closer in price to their unplugged siblings; and two, the technology and quality of the electronic components has improved vastly in recent years. So now, even moderately priced E/As come with built in EQ and tuners. Those who come into an MI retail location for that acoustic guitar are likely easy targets for the upsell to a model you can plug in because that beginner likely has a church or coffee house gig in his or her near future.



Source: MI SalesTrak®
For further information contact: info@misalestrak.com.



MINDBLOWINGLY SIMPLE SIMPLY MINDBLOWING

A looper made by guitarists - for guitarists, Ditto Looper is looping finally done right. We've cut all the non-musical tech junk (that's right, we said it) that's been plaguing loopers for years and brought things back to the essential nature of looping: simplicity, creativity and fun.

Ditto has such a great price, you simply have to try it (oh, and buy it too)!

www.tcelectronic.com/ditto-looper





DisklavierTV.

Revolutionary Entertainment. Exclusively From Yamaha.

The proprietary Yamaha DisklavierTV™ service is truly extraordinary; your customers can watch a live concert on TV and listen to *their* piano being played by the artist from miles away! The home piano plays in perfect sync with the audio and video stream — thanks to the Yamaha-developed technology. The DisklavierTV subscription service also includes a wealth of on-demand performances and 30 channels of DisklavierRadio. Anyone who's ever owned a Disklavier — and thousands who haven't — will want to enjoy this revolutionary new form of entertainment. **You can sell to them all... either a brand new Disklavier piano or the state-of-the-art DKC-850* control unit for Mark IIXG and Mark III models.** To learn more, contact your Yamaha District Manager today.



YAMAHA

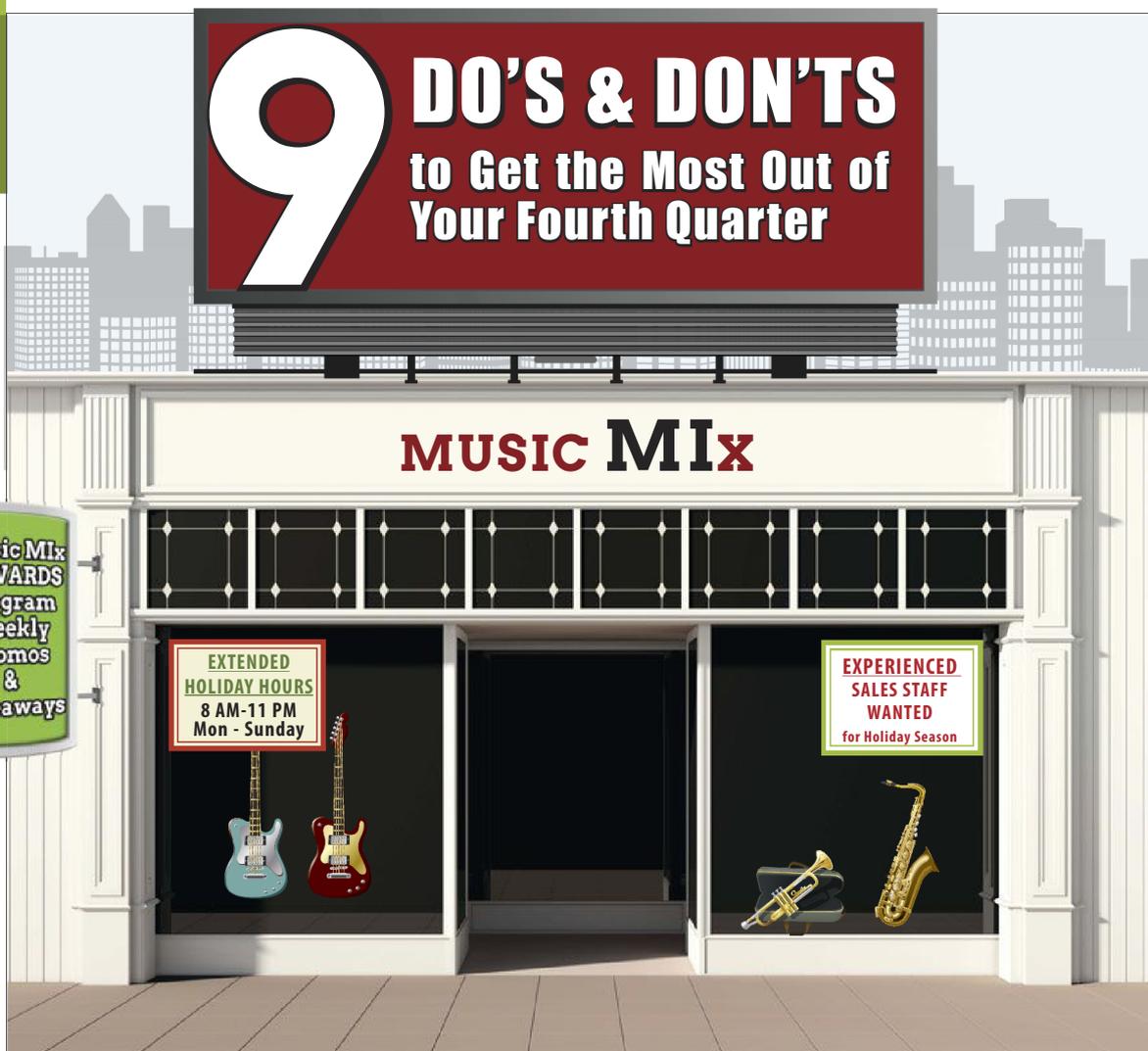
disklavier
TV

©2013 Yamaha Corporation of America. All rights reserved. *Must be updated to OS Version 3.52 (or later)



www.4wrd.it/dtvmmr

By Kevin M. **Mitchell**



Retail Expert Bob Negen Brings Tidings of Proven Holiday Tips

Retail is simple," preaches Bob Negen. "But it's not easy."

And here is a "simple but not easy" number: According to the National Retail Federation, retailers typically make between 20 to 40 percent of their annual sales during the holidays. This means the pressure is on to make each tool at your disposal count when squeezing every dollar out of every sale.



Bob Negen

Negen has 20 years of independent retail experience, where he turned a love of kites (of all things!) into a multi-million dollar operation. He speaks frequently to retailing groups, including gatherings at NAMM trade shows, and he knows the good, the bad, and the ugly of holiday retailing. I recently caught up with him and shook him down for a list of the top Do's and Don'ts for retailers that can lead to a more successful December.

1

DO Review Last Year's Numbers

We have short memories, so don't just *think* you remember what was hot last year. Go back and review your sales records and be *sure* of what was hot. "Just spend 30 minutes looking and you'll likely see trends you've forgotten about, and also discover products you remember doing better than they actually did."

2

DO Invest in Experienced Salespeople

"When it comes to having extra people on the sales floor for the holidays, don't think any warm body is better than nothing because it's not," he says. That untrained, unmotivated person with a lack of knowledge could give the illusion that you're not prepared and actually end up doing more harm than good.

3

DON'T Wait Too Long to Hire Seasonal Help

Negen advises to hire early and train that hire "as much as humanly possible." Get them in early so they can learn to quantify and close the sale.

Also make sure those earnest temps understand your business. "You want them to be clear about things like return policies and warranties," Negen says. "Get them up to speed and make sure they know that if a customer asks a question they can't answer, they should get another associate for that answer. God forbid a customer asks your holiday worker something and he or she just makes up an answer – and believe me, I've seen that happen!"

4

DO Ask the Questions that Lead to the 'Perfect' purchase

Rushed salespeople leave money on the table, and don't ask all the right questions. Have a sales team that, in addition to the training, has the time to quantify the sale, and not *just* make sure the customer gets the right instrument, but also the right accessories.

The Professionals Choice...



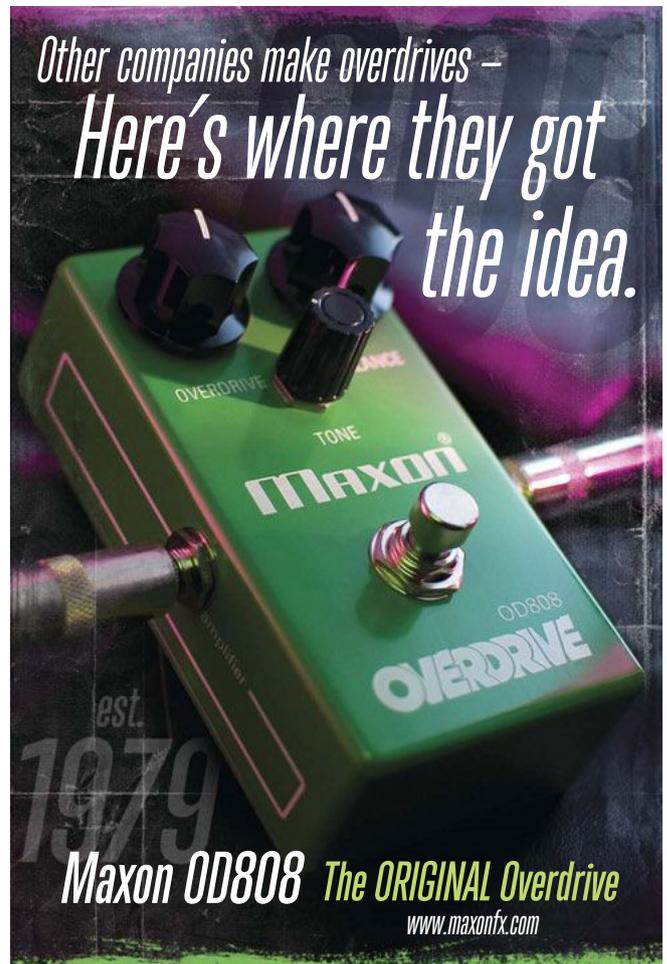
Tone Finger-ease®

The Original Guitar String Lubricant - since 1963.

- Reduce finger tenderness
- Non-Staining
- Non-Oily
- Easy to use
- Safe for finishes
- Cleans and protects
- Convenient size

chem-pak, inc.
Call 800-336-9828 for your nearest distributor
music@chem-pak.com | www.chem-pak.com

*Other companies make overdrives –
Here's where they got
the idea.*



est. 1979

Maxon OD808 *The ORIGINAL Overdrive*
www.maxonfx.com



VKNOB™
electric guitar
volume controller

Pull off
push on
rock out.™

**NAMM|U
BEST
SHOW**
Summer NAMM

Made In USA
Patent Pending
Option Knob, Inc.
vknob.com



**PROTECT THE THING YOU
LOVE MOST:
YOUR PROFITS!**

.....

**THE FIRST
THE ORIGINAL
THE ULTIMATE
Sequential
Power Strip
For Musicians**

.....

RocknStompn.com



5

DON'T Hang On to Holiday Merchandise for too Long

You know that ukulele shaped like a Christmas tree or that Santa statue that sings "Dreidel, Dreidel, Dreidel?" Negen says to identify the dogs early and mark them down as soon as you see they aren't selling. "It's easier to sell a holiday item at 20 percent off during the second week of December than 75 percent off in January," he says.

While we're at it... "Don't you dare put holiday merchandise in storage," Negen says. "Your store is not a museum, and if something didn't sell this year, what makes you think it will sell next year?"

There's math that justifies such discipline. The carrying cost is real, as that \$10 item takes up space for 12 months, which could be used for another \$10 item that turns four times in the same period. "You would have brought in \$40 in place of that \$10 – so get rid of it and reinvest in things you can sell."

6

DO Extend Holiday Hours

"It drives me crazy because it's so obvious to me, but every independent retailer should keep the same hours as the mall during the holidays, including being open on Sundays. I'm telling you: people are shopping to the last minute. When I go to one of those smaller downtown shopping areas at 7 p.m. and half the stores are closed, I shake my head. Sometimes someone hits a store at 8:30 and spends \$2,000. You can't sell through a closed door."



7 DON'T Be Without a Loyalty Program

"I recommend this to all whenever they can implement it, but it's especially effective during the holidays," he says. First and foremost, it gives you an easy reason to get a customer's email address and contact information. "Also it allows you to turn that holiday sale and parlay it into creating year-round traffic."

8 DO Create Special Promotions

"Retailers sometimes don't want to do promotions during the holiday, and I think that's a mistake," Negen says. Having a guitar-playing Santa that customers can get their picture taken with was one idea he came up with on the spot as an example of out-of-the-box thinking.

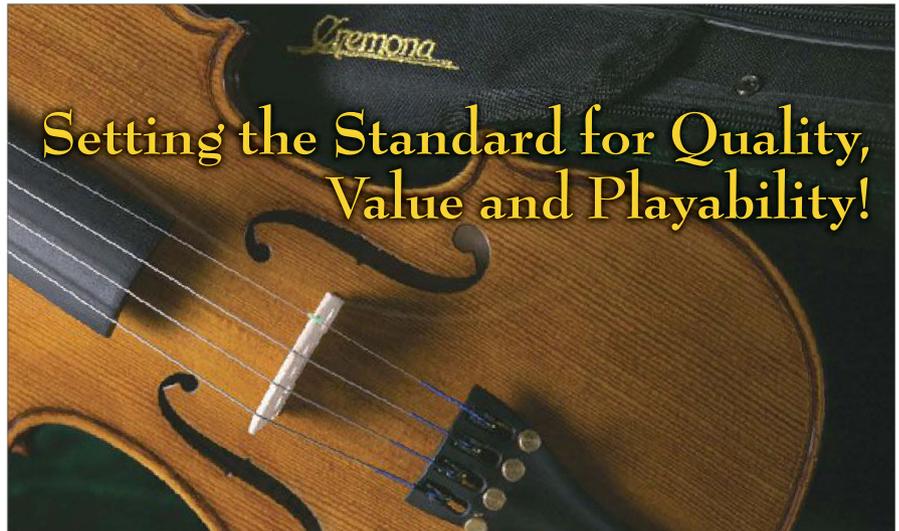
"But don't make all your holiday promotions just about sales and low prices." If all you're doing is pushing price, it's "game over." Maybe, on Tuesday nights, your store could have the local high school jazz band play holiday classics. Have another concert that appeals to seniors. Create opportunities where you can talk to customers and build relationships.

9 DON'T Forget the Postmortem

Negen advocates that after the last bit of tinsel has been swept up, sit down with your team and have an in-depth discussion analyzing what worked, what sold, what didn't, and take detailed notes. "It doesn't have to be a big fancy report, just write it down," he says. "Even look at the promotions that did well and ask how they could have been even better. If someone on the team says she feels like you didn't have enough people working the floor on Saturdays, make a note of that." Have the meeting end with good ideas about what to do next holiday season, and be clear on what you're going to stock.

Negen's bonus Number 10?

"Go get 'em!"



For more than 35 years, Cremona™ bowed family instruments have set the pace for the vibrant student and rental markets worldwide.

Throughout that time, we have come to understand the needs of students; especially those at the earliest stages of the learning process where a quality instrument makes all the difference.

We invite you to find out for yourself what makes our instruments better, and why Cremona™ continues to exceed the expectations of parents, teachers and students everywhere!

Outfit includes a quality Travelite™ TL-33 case & J. LaSalle® LB-13 bow

SV-175

To learn more, visit www.sagamusic.com/MMR

Cremona™

*Exquisite Workmanship
and Glorious Tone!*



Cremona™ SV-175 Violin

- All solid, carved and graduated construction using select tone woods
- Long lasting ebony fittings and fingerboard
- Composite tailpiece with built-in fine-tuners
- Premium **Prelude™** strings by **D'Addario™** for exceptional tone and playability
- A Travelite® TL-33 case for rugged, lightweight protection
- A well-balanced J. LaSalle® LB-13 Brazilwood bow
- Shop adjusted



Saga Musical Instruments

P.O. Box 2841 • So. San Francisco, CA
Connect with us on [f](#) [t](#)

SUPPORT OUR ADVERTISERS
THEY PAY FOR YOUR **FREE** SUBSCRIPTION TO

MMR

MUSICAL MERCHANDISE REVIEW



Note From Joe Playing Music

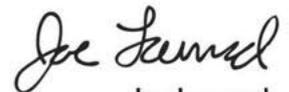
The most important things in life tend to be very simple, and we usually mess it up when we try to get too complicated. In my opinion, creating opportunities for people of all ages to play music *with* others and *for* others is simply the most important key to future industry growth.

Can you remember that feeling of picking up your first instrument, learning just enough to make a little sound out of it and then wanting to share what you learned with whoever was close by—parents, siblings (or pets!)? As you got a little better, you might have had the chance to play in a school concert, in a garage band or at church. Regardless of your own unique experiences, our industry is full of people who fell in love with music and how it made them feel.

I saw this firsthand recently at Skip's Music, where many industry friends gathered for their 33rd annual Stairway to Stardom concert. Fourteen new bands "graduated" from this summer program, a Weekend Warrior band played intermission and, while the judges tallied the results, a new program Skip calls 'Rockcital' featured students from his lesson program playing together in a band. In traveling as your industry rep, I've seen the impact of people playing together in school bands, rock bands, Mariachi bands, New Horizons Bands and thousands of kids banging away in our Museum of Making Music. Closer to home, the Fishing Musician's group of industry friends had its annual trip a few weeks ago, and the emails flying around beforehand were not about fishing but what songs we should practice for the evening jams.

Our industry has the unique privilege of helping people make music, yet are we doing enough? Can we do more to create opportunities in our stores for making music? Can we do a better job of welcoming different demographics and age groups into the fold? It is a challenging question (and a bit rhetorical because, of course, the answer is YES!), but imagine what our industry would look like if every NAMM Member made this a core component of their strategy.

We're coming up on the 50th anniversary milestone of what may have been the largest market-creating moment in history. On February 9, 1964, Ed Sullivan introduced The Beatles to an estimated TV audience of 73 million Americans (nearly 60 percent of the U.S. population at the time) and virtually overnight the demand for musical instruments exceeded supply, by a mile. Garage bands sprung up and our industry served a whole new generation of customers. If every NAMM Member shifted a part of their energy to creating opportunities and places for people to play, the impact would far exceed that fateful night on the "Ed Sullivan Show."



Joe Lamond
NAMM PRESIDENT AND CEO



NAME NAMM News October 2013

NAMM News is published by NAMM. To keep up-to-date on the latest breaking industry news, sign up for our NAMM News e-newsletter at info@namm.org.

the **NAMM**[®] show¹⁴

amplify

turn up the volume on your sales



BUILD your brand

SHOW your products

REACH your customers

Book your hotel rooms at www.namm.org
starting Wednesday, October 2 at 8 a.m. PDT.

JANUARY 23-26, 2014 • ANAHEIM CONVENTION CENTER • ANAHEIM, CALIFORNIA

www.namm.org/thenamshow

HOLIDAY

2013

Buying Guide



Full lines of electric guitars, racks of blinking new effects pedals, and walls full of shiny cymbals? Check. Now it's time to look into stocking up on products you might have missed out on earlier in the year.

With memories of summer vacations fast fading, the holiday season is now well underway for retailers who've been planning for months about how to best capitalize on this year's holiday shopping season. For 2013, *MMR* is skipping the big ticket items in favor of a treasure trove of often overlooked smaller items – pieces

of merchandise that make for great turns with increased holiday foot traffic. These products could have magical ways of adding up by the time we reach 2014.

We've broken down some of the year's notable products into price categories to make it easy for you to make sure you've got your shelves stocked with attractive goods at every price point.

We'll start with the items really priced to move at \$25 or below. Holiday business is all about impulse buys for customers looking to knock off as many empty checkboxes on their shopping lists as possible, so a variety of items that can appeal to an unsure buyer while seeming easy on the wallet is essential. These items fit the bill to a T.

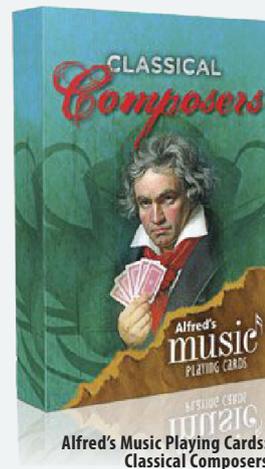


The **FAXX Saxophone Strap** (from American Way Marketing) is built with an ergonomic neoprene pad with a sturdy swivel hook for a secure connection, making a good step-up option for students (\$19.95).

Alfred Music has a number of products available at every possible price point. One enticing buy is **Alfred's Music Playing Cards: Classical Com-**

posers, designed to help students become familiar with great composers. The cards – a regular poker deck with suits divided into four eras of music (Renaissance, Baroque, Classical, and Romantic) (\$6.99).

It's tough to innovate in the field of guitar accessories, but Option Knob introduced this year a remarkable simple tool that can change mechanics of twisting knobs on both guitars and stomp boxes. The **VKnob** swaps in for a guitar's volume knob and creates an easy-to-reach lever for volume adjustments while in the middle of performing (\$12.95).



Under \$50

Korg enters into the micro-tuner market with the PitchHawk Clip-On Tuner.

The **Korg's PitchHawk Clip-On Tuner**. It features a newly-designed clip and high contrast display, plus an alert to avoid over-winding the E string. The newly designed clip is compact



Drummax Bullet Bass Drum Beater

with an ultra-tight grip and can accommodate a guitar or bass headstock (PitchHawk-G) or ukulele headstock (PitchHawk-U), and provides multi-angle positioning. A CR2032-type lithium battery (included) powers the PitchHawk for up to 75 hours. (\$29.99).

A solid turn can always be expected from eye-catching guitar straps. For example, check out **Levy's Leathers' "Hawaiian Design Ukulele Straps,"** inspired by the designs found on the



Levy's Leathers' "Hawaiian Design Ukulele Straps"

loud shirts for which the islands are famous (or infamous). Each 1" wide sublimation-printed polyester strap features a plastic sound-hole hook and tri-glide adjustment. Also available in a 1/2' width (model MP22 not pictured) (\$31.56).

In the B&O segment, the award-winning **Things 4 Strings'** bow accessories are designed to shape and stabilize bow holds – essentially moving beginning players to a functional bow hold. They come in handy for beginners, continuing players,



EARasers High Fidelity Earplugs

therapists, and general school orchestra programs. (\$29.95)

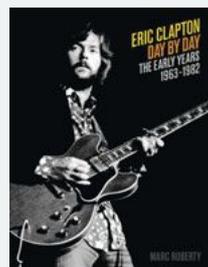
A continuing trend in print music is the development of "sheet music" designed for tablets, and Ac-Cetera recently introduced a helpful tool to take advantage of that momentum. Their is a line of clamping systems for iPad, iPhone, tablets and

other Smart Devices, and it allows hands-free access by clamping to any structure up to two inches or threading to a microphone stand. (iPhone model: \$31; iPad/tablet model: \$60).

Recent entrants into the hearing protection, **EARasers™ High Fidelity** earplugs have continued a run at the market with a "flat frequency response" system. Built using soft, medical grade silicone, product's "V" filters reduce peaks in volume as necessary up to 19db while keeping highs and lows at normal levels, mean they result in clear hearing at all levels and can stay in during normal conversations (\$39.95–\$49.95).

Strings are a tried-and-true last-minute purchase, but greasing the wheels with a little added value never hurts. D'Addario introduced a few different bundle options that include Planet Waves string lubricants and guitar humidifiers in some cases. For example, the company's best-selling electric sets, (EXL110, EXL120, and EXL115), are now available as a **Holiday Bundle 3-Pack** of strings bundled with a free Planet Waves Pick Holder, which holds 4-5 medium-heavy gauge picks. The pick holder includes a hook and loop tab (\$26.75).

Curious shoppers with music lovers on their lists will always be interested in checking out what's new in print music departments, and publishers are sure to ramp up their offerings to accommodate. Hal Leonard recently introduced the handsome **Eric Clapton – Day by Day (The Early Years: 1963-1982)** from Backbeat Books. Marc Roberty's unique book presents Clapton's professional life in music in a day-by-day format, giving details of which bands he joined and left, all recordings made, and more. Both volumes are available for \$39.99, with a Deluxe Set available for \$90.



Eric Clapton – Day by Day (The Early Years: 1963-1982)

Daisy Rock Guitars' Scamp Mini Belt Clip Amp is a tiny three-watt portable guitar amplifier complete with volume, gain, and tone controls. The amp clips onto belts, guitar straps, and purses, and also includes a built-in tabletop stand. Powered by a nine-volt battery or adapter (\$49.99).



Daisy Rock Guitars' Scamp Mini Belt Clip Amp

Not to be left out are the drummers in the family, for which accessory company Drummax has introduced a new beater called the **Bullet Bass Drum Beater**, which features a shorter shaft and added weight for quick and powerful action (\$44.99).

Finally, never leave out the simple category of novelty gift as a helpful item in your inventory. AIM Gifts offers thousands, including their new **Crystal Design Handbag and Clutch Wallets**. The handbag measures 12.5-inch x 7-inch and the clutch zipper and clasp wallet measures 7.5-inch x 4.5-inch (all bag options under \$50).



Bullet Bass Drum Beater



Littlite Gooseneck Task Lights make for convincing pick-ups for a number of different customers – working on mixing boards, lighting consoles, workbenches, and more. They're available with a variety of connectors, gooseneck lengths in halogen and LED models and are compatible with any console with a 12-volt task light connector (\$43.60 to \$90.30).

American Way Marketing offers convenient hard rubber mouthpiece kits that make for convincing step-up purchases. The **FAXX B♭ Clarinet Hard Rubber Mouthpiece Kit** (\$69.95) is a faithful replica of the HS* B♭ clarinet mouthpiece. The F402-C* FAXX Alto Sax Hard Rubber Mouthpiece Kit (Alto - \$94.95, Tenor - \$102.95) is a faithful replica of the expensive square chamber mouthpieces. Both models include a ligature, cap, and moisture absorbing mouse.

Alfred's commemorative **The Rolling Stones: 50 Songs for 50 Years** hard cover contains full guitar TAB transcriptions for 50 early Stones songs, culled from their ABKCO years, as well as a section of the "most classic" Keith Richards riffs. Songs include "Paint It, Black," "Gimme Shelter," "Brown Sugar," "Let It Bleed," and more (\$59.99).

These days it's an anomaly to find music fans without ukuleles on their wishlists, and manufacturers have spent years working out attractive packages. The **Hal Leonard Ukulele Starter Pack** includes a uke that's ready to play out of the box, along with a beginner's book authored by uke master Lil' Rev. The pack also includes a CD with 46 demo and play-along tracks and a DVD with musical exam-

Ride The Wave
www.apintl.com
 Kahuna Ukuleles is a division of AP International.
 For more info, visit apintl.com or call 732.919.6200



Hal Leonard Ukulele Starter Pack

ples and demonstrations (\$79.99).

Meanwhile, MOD Kits are proving to be an intriguing buy for technically curious musicians. The **Persuader Deluxe Pedal Kit** allows guitarists to build their own tube distortion unit. Four dual triode vacuum tubes are included with each kit (JJ 5751, 12AX7B China, JJ 12AU7 and NOS US-made 12AT7) which can be swapped to create a wide range of tones (\$99.95).

Under

\$200



Amati's Zebra wood Ukulele

The under-\$200 price point offers a unique blend of quality and affordability, giving customers a chance to find gifts at another level of value. **Amati's Fine Instruments Ukuleles** come in a variety of woods (zebrawood, ebony, mahogany, walnut, and koa), available from prices between \$109 to \$199 (they also have a line of "Amahi" Hawaiian print ukuleles available at MAPs of \$39).

Instrument Care Apparel Instrument Covers are a three-layer protective and decorative cover for brass and woodwind instruments while they sit out on their instrument stands. The three-layer construction is lined with a soft fabric, cushioned with a layer of foam for protection, while the exterior is offered in a variety of fabrics (\$109.99-\$124.99).

Alfred offers a number of starter kits – their **Kid's Guitar Starter Pack (Acoustic Edition)** includes a ¾-size Firebrand acoustic guitar with nylon strings, a gig bag, a Firebrand portable tuner (batteries included), picks, and *Alfred's Kid's Guitar Course* (book, CD, DVD, and software). That's \$149.99.



ICA Straight Soprano Saxophone Cover

The new **Reunion Blues Aero Series** is an aerodynamically shaped line of guitar and bass cases. Features include the shock-absorbing Flexoskeleton protection system and reinforced EVA impact panels. The cases also feature a contoured "Zero G" handle, two hidden pockets for convenient accessory storage, and padded backpack straps (\$179.95).

JodyJazz HR* mouthpieces are "perennial best-sellers," featuring a round, medium-sized chamber suited for traditional jazz, big band, straight-ahead, and bebop, but also has the power needed for modern styles (Soprano and Alto - \$159, Tenor - \$169).

Kaces' 5-Ply Hardshell Guitar Cases include a durable PVC outside covering, reinforced outer valences stitched through the wood, and a padded interior with a wide neck block cradle the instrument to ensure optimal protection during transport. These cases are backed by a one-year limited warranty (\$116.95 - \$139.95).

Music accessories manufacturer **Strukture's SK2T 2-Tier Keyboard Column Stand** (from Ace Products) is constructed of heavy-duty steel and lightweight aluminum. Each stand includes two sets of height adjustable arms, which retract into the center column of the stand for easy storage. Each set of arms accommodates one keyboard up to 110 pounds. SK2T stands also conveniently include a threaded attachment for a mic clip or boom arm (\$199.95).



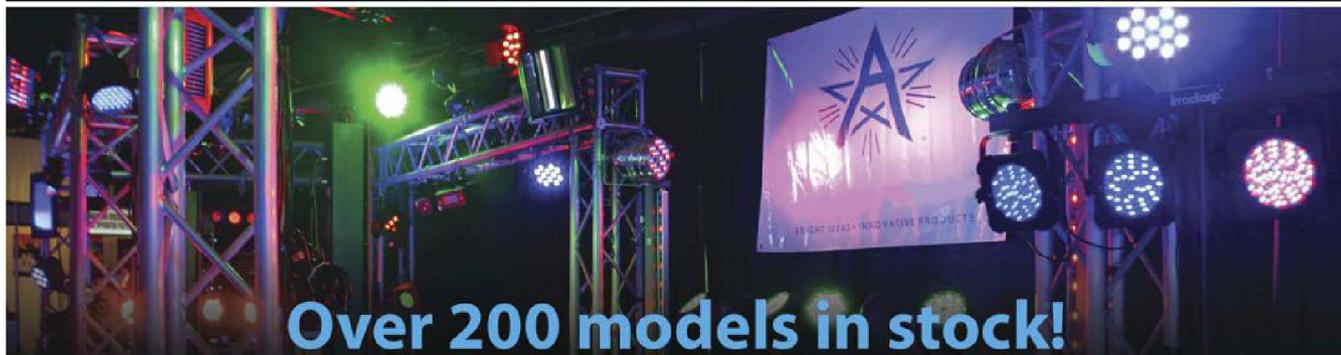
JodyJazz HR* Tenor Mouthpiece

irradiant™

GENI

ILUMENITE

Manufacturing Entertainment Lighting since 1989



Over 200 models in stock!

LED moving washers • LED color bars and battens • LED PAR lights • Police Beacons
Mirror Balls • Blacklights • Followspots • Strobes • LED outdoor architectural lighting
Gobo projectors • DJ effects • Atmospheric FX • DMX controllers
Video screens ...and more!

Mention promo code **MMR20713** to receive an exclusive special offer

Jason Echols, Director of Sales
jechols@americanlighting.com
Tel: 303-923-1141

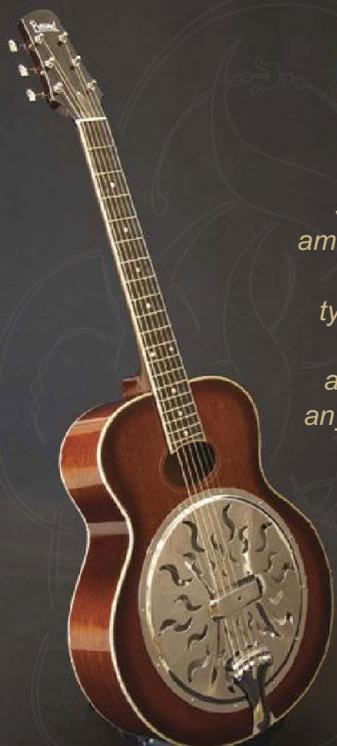
Daniel Moe, Sales Manager
dmoe@americanlighting.com
Tel: 303-923-1157



800-880-1180
www.irradianthq.com



Under
\$300



OdysseyTM

"Odyssey A-model guitars have a sound which in my opinion is unique among all resonator guitars. They have a smoother and more sophisticated type sound which adds a tremendous amount of versatility to the guitar. It also has a more powerful sound than any other wood body resonator guitar I have ever encountered."

George Gruhn

BeardTM
Guitars llc
301-733-8271
www.beardguitars.com

ADK's ADK A6 (designed with acoustic guitars in mind), is designed to be reliable, versatile, and affordable. The A6 is low noise, yet can handle 131 dB with only 0.5 percent THD (\$225).

Soundmatters' DASH7 is a flat ¾ inch-high wireless pocket-portable Bluetooth soundbar speaker system and speaker-phone provides a wide dynamic range omnidirectional sound in a thin size that slides into the purse or pocket. Available in red, black, and white (\$249).

The **Rockn Stompn Power Sequencer** was recently released to stompbox en-



Rockn Stompn Power Sequencer

thusiasts. The ROCKN STOMPNS RS-4 foot activated sequential power strip offers an affordable alternative to pro audio power sequencers of the past in a portable package (\$299).

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



Sold Only To Distributors And Manufacturers
Direct Only From
Al Cass • P.O. Box 412 • Millford, MA 01757
508-473-3572 • FAX 508-473-0768

MMR
MUSICAL MERCHANDISE REVIEW

Did You Know?

Did you know MMR is the longest continually published Musical Instrument magazine in the world, having been continuously published since 1879? *That's over 133 years!*



TC Electronic Gets Loopy

TC's Ditto Looper Proves that Less Really is More

By Christian **Wissmuller**

Ease of use, no-nonsense functionality, and high quality signal processing has made Ditto Looper TC Electronic's most successful effects pedal to date. The minimalist architecture (there's only one button), true bypass, and analog-dry-through features make the unit highly functional, yet approachable, and Ditto Looper has already become a favorite with such big names as Joe Perry, Joe Satriani, and Paul Gilbert.

MMR sat down with the company's product manager, Tore Lynggaard Mogensen, to learn about the design evolution of this deceptively "simple" stompbox and why he thinks it has connected with so many six-string enthusiasts.

MMR: The Ditto Looper has really taken off since its introduction. In the most basic terms, what do you think is behind the success?

Tore Lynggaard Mogensen: Overall, I think that the reason for the big success of Ditto Looper is that we listened to and looked at what the customers are doing and how they use their products. When we started the Ditto Looper project, we invited a bunch of guitar players into a room filled with all the different loopers on the market and then filmed them using them. Early on, it became pretty obvious that they only use a fraction of the features available to them. Furthermore, a lot of them struggled and got quite annoyed while trying to perform even the most basic tasks, because of the complexity of the products.

"We try to create products that stand out and make a difference." – Tore Lynggaard Mogensen

MMR: So the conclusion would be: make the pedal more stripped-down.

TLM: Even though it felt like a bit of a gamble, we just decided to start peeling features away until there was more or less nothing, but the very essentials left. On the guitar team we just instinctively knew it was the right approach, but – trust me – there was a lot of pressure to add more stuff. But we held our ground. *[laughs]*

MMR: Ditto Looper does what it does, and does it well – it's just presented in a very easy-to-understand and easy to use way.

TLM: Exactly. In general, I think you can say that even though the "safe" approach is adding all the features you think your customers might want, oftentimes it's actually better to really focus the product for one particular group instead. Ditto Looper is designed specifically for guitar and bass players with a feature set that caters to their specific



needs and requirements. That's why it has true bypass and analog-dry-through, which are things guitar players care about, but which most other musicians doesn't even know the meaning of.

MMR: Do you feel Ditto Looper was, in any meaningful way, a departure for TC Electronic?

TLM: In general, we try to create products that stand out and make a difference. Innovation is at the core of what we do, but even though most people associate innovation with new groundbreaking technologies, I've always seen it as a much wider concept. True innovation is making products that fit the target customer perfectly. Sometimes that means inventing something like Polytune or the TonePrint concept. Sometimes it's just about distilling a product down to the core of what it is. That is what we did with Ditto Looper. **MMR**



Tore Lynggaard Mogensen



Finding the Right Microphone for Your Customer

Over the past decade or so, the industry has experienced an absolute explosion in the number of microphones available, in every type, ranging from ultra low-end “three for \$29.99” handhels to exotic high-end models from boutique suppliers costing thousands of dollars. Between those extremes is every type imaginable, yet somewhere out there is the perfect choice for your customer and it’s often up to you to steer the buyer to the right model.

Oddly enough, selecting a microphone is not too far removed from the process buying a car. Automatically steering a walk-in customer to the red convertible in the front row might make your boss happy, but is that really the right vehicle for that buyer, who may be looking for a minivan, SUV, pickup truck, or a gas-saving subcompact? Each type of vehicle has a certain appeal to different customers and it’s up to you or your sales staff to determine exactly what that need is before you can recommend any particular model. And the same approach applies to microphone sales.

As with most sales, a little communication with the customer is vital and starts with a simple question. “What do you need this microphone for?”

Selling a trumpet may come down to choosing a model from the proverbial “good/better/best” selection, but microphones are complex and are linked to a need to match the mic to the type of gear the customer has. For example, one of the best-selling microphones of all time is the venerable Shure SM58, which has been in production for nearly half a century. But if a customer walks in and is looking for a replacement mic for their inexpensive home karaoke system, what they probably need is a blister-packed model with an attached cable that ends in a 1/4-inch or 1/8-inch plug.

However, if you continue the conversation and also find out that the customer’s daughter also plays in a band and would like a mic that could double for both purposes, then perhaps that SM58 might be a good choice, as long as you also included an XLR-to-1/4-inch impedance adapter as part of the sale. It may seem obvious, but here’s a good example where listening to the customer’s needs makes sense — and cents.

Understanding Microphone Types

Before we get too far out, let’s back up with some basics about microphones. By understanding a few simple facts about microphones, you’ll be better equipped to deal with solving the mystery of finding the right mic for your customer. So bear with me while we delve into a bit of “Microphone 101.”

There are two common categories of microphones used in professional audio. *Dynamic microphones* operate when sound waves strike a diaphragm attached to a coil of wire. When that coil moves within the magnetic structure of the microphone, this creates an output voltage. The process is exactly the reverse of the way a speaker operates. One less-common encountered variation of the dynamic approach is the ribbon mic, which uses a thin ribbon of metal that is placed between the poles of a magnet. Most ribbon mics are bi-directional, meaning they pick sounds equally well from either side of the mic.

Condenser microphones use an electrically charged, metallized diaphragm, which is placed very close to a conductive back plate and separated by a thin air layer. Sound waves striking the diaphragm cause a very small voltage change, which is increased by a tiny amplifier circuit within the mic body. As power is required by both the microphone capsule and the amplifier, condenser microphones must have a power source, which can be a battery inside the mic body or “phantom” power coming from either the mixing console or an external power supply.

Dynamic microphones tend to be extremely rugged, making them especially well suited for most live sound applications — instrumental and vocal. However, the extremely thin, low mass diaphragms used in condenser microphones provide improved high-frequency response, with better reproduction of fast transient signals for more detail. Therefore, besides vocals, condenser microphones are usually preferred for reproducing instruments such as piano, cymbals, and stringed instruments.

It’s also important to note that microphones come in all sorts of shapes and sizes and two microphones — such as the AKG C5 (condenser) and D5 (dynamic) models shown in **Fig. 1** — are outwardly quite similar in appearance, even if they differ substantially “under the hood.”

A Definite Pattern

Another important technical detail to keep in mind is a microphone’s directional response (often referred to as its *polar pattern*).



Fig 1: AKG's dynamic D5 and condenser C5 may look similar but have different design techniques and are quite different in sound.

Mics exhibit a wide variety of degrees of directivity. Ultra-directional "shotgun" models (frequently used for broadcast or video "production," reject sounds from entering the side of the mic body, with the greatest sensitivity to sounds directly in front of the mic. Other mics may be *omnidirectional*, which pick up sounds equally coming from every direction. Omni models can be problematic as they are more prone to feedback when used in a P.A. system and, in an onstage application, may pick up as many unwanted sounds – like audio "leakage" from a drum set or loud guitar amp – as the soft spoken vocal you're trying to capture. Some studio mics – and a few models designed for live sound – are equipped with a pattern switch that lets the user select from a number of polar pickup patterns, but the majority of microphones use some variant of the directional *cardioid* response.

Versatile and the simplest to use, cardioid mics (and their hypercardioid cousins) are probably the most common directional patterns among all microphones. Cardioid models (the name comes from the pattern's roughly heart shape) are most sensitive to sound sources directly in front of the mic and have a deep "null" point behind the mic, where the mic's sensitivity is greatly reduced. When a cardioid mic is used with an onstage floor monitor, that speaker should be placed 180° directly behind the mic for best results. Conversely, a hypercardioid model has two null points (each 120° behind the mic), so these operate best with a floor monitor(s) that are slightly off to the side of the performer.

Concerning all these variations, it should be noted that cardioid or omni designs can exist with either dynamic or condenser models.

And, anyone who plans to use a condenser mic needs to understand a few caveats. Other than a few models of mics that have an onboard battery to power the condenser electronics, the 48-volt phantom powering scheme used by most condenser mics may

Cutting the Cord

Some users might benefit from a wireless model that comes with a handheld or beltpack transmitter. These beltpack (sometimes called bodypack) transmitters can be fitted with either a tie clip-style lavalier mic that's a good choice for spoken word lectures, church sermons — or perhaps a headworn/headset/earworn microphone. The latter are becoming increasingly popular with live performers (think Madonna, J-Lo, or Taylor Swift) or simply people who do sales presentations, live theatre acting, or aerobics teaching. Besides their use for pop superstars, many headset/headworn mics can also be fitted with an appropriate hardwire (non-wireless) adapter for plugging directly into a P.A. system for singing drummers and multi-keyboardists. Alternatively, that same bodypack system can also be combined with an instrument input cable (for wireless guitar/bass) or a clip-on mini-gooseneck mic that's ideal for horns or reed instruments who are seeking a little more mobility.

On the outset, going wireless might seem the perfect solution to every customer. However, in exchange for replacing a \$15 microphone cable, the user inherits the responsibility of making sure the transmitter always has fresh (or recharged) batteries and dealing with the AC-powered wireless receiver, which must be located in an optimum placement for best reception. The customer must also be aware that wireless mics also require a certain amount of adjustment (known as *wireless coordination*) to occasionally tweak their transmission frequencies to avoid conflicting with other wireless devices or interference sources. With simple systems, the process is not difficult, but it is another required step during setup/operation.

not be available on simpler lower-end mixers or P.A. heads. So if you want to have a "universal" mic that works with nearly any P.A., you may want to stick with a dynamic model. Another issue with condenser microphones is that the user must make sure that the channel and master volume levels on their system are turned all the way down while these are being connected and pow-

OMG
Music



Cooperstand

In the spirit of guitar straps designed
around you - plus the exclusive home
of fine Cooperstand products and
iconic Rotosound Strings
omgmusic.com
1-800-675-2501

GEORGE PETERSEN



Store customers are often presented with a bewildering assortment of options and may need guidance.



Blue Microphone's Snowflake has a USB connector that interfaces directly with a computer.



Introduced in 1965, the Shure SM58 remains one of the world's most popular and best-selling microphones.

ered-up. Otherwise, a loud, nasty "pop" blast roars through the system and can damage the mic, your mixer, and your speakers.

Beyond the Specs

This is all well and good, but why do I need to know any of this? Understanding a few basics can help you find the right microphone for your customer.

As an example, let's consider the common scenario of someone who walks into your store and wants to buy a handheld microphone for live performance. Without sounding too much like a pushy used car salesman, it might be nice for you – the retail employee – to make a few pre-sale

queries and try to figure out what to recommend. Let's say the buyer walks in asking for "the best microphone you have." Before you start pulling out that folder of brochures from pricey, esoteric manufacturers who offer drop-ship service of a \$4,000 model that few stores keep in stock, it might be best to ask that person a few questions. Some customers may not realize that some microphones can cost hundreds or even thousands of dollars and knowing each microphone's intended use is critical to figuring out what they really need.

Sometimes, price is an entirely different issue. As someone who does a lot of studio and live audio – both as a performer and an engineer – I own a lot of microphones. Some of these even fall into that very pricey, esoteric vacuum tube condenser category, along with other, less expensive solid-state condenser models, and a huge array of dynamic designs. Within this collection is nearly every type imaginable, from specialized large-diaphragm styles designed specifically for kick drums and bass amps, to compact vintage recreations for live handheld harmonica performance. Yet there's a place for every mic in every budget, and even as someone

who owns this formidable assortment that includes \$4,000-plus models, I still have a need for some \$29 editions, which are ideal to go out with loaner P.A.'s, or in that shared rehearsal space or for use when I'm forced to leave a system unattended for extended periods and I don't want to lose sleep worrying about the mics.

As I said, there's room in this world for every mic at every price. And sometimes the best way to bring up pricing with potential customers is to ask whether they have a budget in mind, rather than "how much do you want to spend?"

Determining the Customer's Needs

The next step is simpler – determining how your potential customers plan to use a microphone (for example, recording, performance or perhaps both) and whether they need a handheld or stand-mounted model. Also, finding out what kind of gear your customer owns is an essential part of the process. The approach to a customer that understands mixers, preamplifiers, and recording is far removed from the way you deal with someone who wants a simple solution for easily recording some sounds or a podcast onto their Mac using GarageBand

Merchandising Microphones: Essential Tips

- Don't just keep your mics in the "glass coffin" display case. Make sure one of each is out, on a stand, and hooked up for testing. This not only simplifies mic auditioning, but also encourages potential customers to put on the headphones and take a "test drive."
- Do at least have a fair representation of samples from multiple price points, not just two from the low-end.
- Any multi-pattern mics set up for walk-up auditioning should be set in a cardioid pattern (and facing the customer!), with any bass-roll off or attenuation pad switches set in the "off" position.
- Unless your store caters mainly to a high-end clientele, expensive or esoteric

recording microphones need not be put out for day-to-day auditioning by the masses.

- Make sure your staff also suggests accessories (extra cables, pop filters, stands, and so on) as part of any microphone sale.
- Don't forget the fun factor! Some microphones come in colors, such as Telefunken's M-80; MicFX makes slip-on glittery sleeves that add instant bling to wireless mics and mic stands; Blue Microphones has an entire line of mics that resemble art deco sculptures; and no customer can resist the undeniably cool vintage appeal of Shure's 55SH Series II "Elvis" mic.

— or to a PC using Steinberg's Cubase LE. For many of these customers, a mic with a USB output connection (such as the Blue Snowflake) may provide an easy-to-use yet decent-sounding introduction to the world of recording.

It's also important to emphasize that customers need to realize that a microphone is a personal "instrument" that's equally if not more important to a performance as the quality of the guitars, keys, and drums in the band. I find it ironic that every day, lead singers go onstage holding a mic that costs less than the drummer's hi-hat cymbals. If vocals are really important to a quality performance — which they definitely are — then some care is necessary in choosing the microphone to capture that performance.

Different mic models that have nearly identical performance specs can sometimes sound quite different. Some mics may have a noticeable midrange presence boost that helps vocals (particularly male) "cut through" the mix. Cardioid microphones can also exhibit varying degrees of "proximity effect," a phenomenon that exaggerates very low frequencies and bass tones when the vocalist is very close to the

mic's grille. This is great for some performers; less so for others and simply depends on the individual's voice. Microphones are not a "one size fits all" proposition and spending some time to find the right "fit" of mic to voice can make a huge difference in vocal tone and quality.

Another factor is basic hygiene. A couple years ago, Audio-Technica created a brilliant and humorous public service YouTube video, called "Get Your Own Mic" (youtube/CdxvVNIRiKs). This used an example of a very abused mic in a local club setting to emphasize why you just might want to invest in a microphone solely for one's one use. Hey, you never know where that borrowed mic was the night before, so you have to be careful. **MMR**



George Petersen, the editor of our sister publication FRONT of HOUSE, has authored 2,000 articles and five books on audio and music technologies. He lives with his wife and two music dogs in a 125-year-old Victorian house on an island in San Francisco Bay.

Accessorize Me!

As is the case with guitars and most other instruments, accessories for microphones are plentiful and are ideal add-ons to the original purchase or as a follow up. Microphone stands are available in numerous forms, ranging from four- to six-inch desk stands/ with or without telescoping boom arms. Mic cables come in nearly every color and length. Isolation shock-mounts are useful for keeping stage vibrations or studio foot tapping from being transmitted through the mic stand and onto your vocal channel. Pop filters are made in a variety of styles, ranging

from studio "screen" type filters that prevent breath blasts from overpowering a track to stretchy foam filters that fit over ball-end vocal mics (these are essential to protect from wind noise at outdoor gigs) and come in a huge assortment of colors, for fashion, fun or to identify individual mics at a distance. Of course, if your microphone can be accessorized, so can your mic stand, where the add-ons include items such as iPhone/iPad mounts (great for onscreen lyrics), water bottle/drink holders, and snap-on clips for keeping spare guitar picks within easy reach.

ENGRAVE IT. INLAY IT. SELL IT.

Customizing Your Products Starts Here

From cutting custom pickguards to creating stunning inlays on guitar necks and bodies, Epilog Laser systems can help you personalize nearly any instrument quickly & easily.



Laser it with an Epilog

Find out how other companies like yours are using laser systems for musical instrument customization.

Call 888-437-4564 for more information or visit us online at epiloglaser.com/mmr today!

E
EPILOG
LASER



MADEINUSA

Bedell Guitars – *We Can All Win Together*

“This is why I got back in the business. It wasn’t a profit motive; it was a lifestyle motive.”

– Tom Bedell



A custom Bedell gets some attention at the workshop.

In 2009, *MMR* profiled the then-new Bedell Guitars operation, headed by Tom Bedell – a veteran of the MI industry who had begun importing instruments and opening music instrument stores when he was still in high school, but who had taken a 45-year “break” from the trade.

Bedell’s personal philosophies and ethics are rooted in the values of his youth – the ‘60s, when he first discovered his lifetime passion for music and guitar (the name of the related retail business he runs with his wife is “Two Old Hippies”, if that gives you an idea) – and they inform every aspect of Bedell Guitars, from the instruments themselves to the environmentally responsible approach to harvest, manufacture, and delivery of materials.

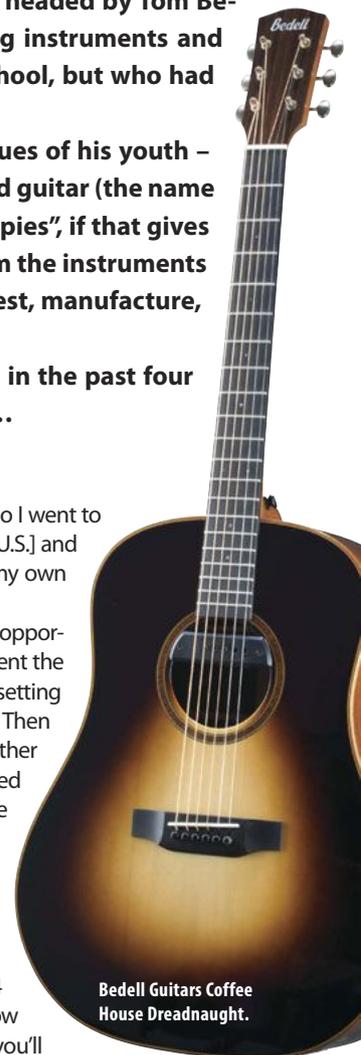
We decided to check in with Tom Bedell to see what’s changed in the past four years – and it turns out that our timing couldn’t have been better...

‘The Whole Deal’

“When I started in 2009, I didn’t have my own workshop to build instruments, so I went to the top workshop in China and designed the guitars and brought them in [to the U.S.] and sold them,” explains Bedell. “But my real passion was to get to build and design my own instruments, choose my wood, the whole deal!”

The acquisition of Breedlove Guitars in November of 2010 afforded Bedell that opportunity. “That gave me a workshop for me to do my Bedell work in,” he says. “We spent the first year righting the company, getting much better production, workshop flow, setting up consumer services – doing all the things to make it a very professional company. Then I realized that if we were going to meet the potential that we had, we needed another building, so I bought a new factory building in June of 2012 and last fall we got moved in and set up and we’ve organized a separate production area for Bedell. I’ve come up with a whole branding position which basically is building incredible, fairly traditional-style acoustic guitars, but where I’m outsourcing wood consistent with my stewardship values.”

The big payoff from all the changes in production is going to begin to become apparent at the upcoming Winter NAMM Show in January. Bedell explains: “We’re going to track each piece of wood that goes into these instruments. So for our 2014 product line line, you’ll actually get the story of where the woods came from, how they were harvested, and the paperwork for being able to travel with them, so you’ll



Bedell Guitars Coffee House Dreadnaught.

have the whole story to connect you from when that tree germinated – 500 years ago, whenever it might have been – all the way to it being your partner to make your music. Isn't that fun?

"And we're going to build all Bedell Guitars, starting for 2014, in the United States. So we're bringing all the jobs back to the U.S. and the guitars are 100 percent made in the U.S. – they're not with parts being made in different countries or whatever; they're totally fabricated in Bend, Oregon."

American-made, quality instruments don't come cheap, of course, but in keeping with Bedell's sincere passion for helping others experience the joy of music making, the new instruments aren't priced out of this world. "The lower-cost guitars will MAP at \$1,499 and then we'll go all the way up to some very exotic, incredible custom instruments," he explains.

Precious Materials, 'Green' Practices

Yet another recent development that Tom is enthusiastic about is one that will allow his organization to use materials that are becoming more and more difficult to acquire. "One of the really exciting things is that I was able to acquire 3,000 sets of Brazilian rosewood," he says. "The wood is just incredible. One of the trees we have is named 'Milagro' and it was buried in a beach in Brazil for 350 years when it was discovered 50 years ago. It was then shipped to a wood broker in Spain and they cut it into tone sets and then had just stored it. Just recently the Spanish government authorized the sale and export of Brazilian rosewood if it had been legally in the country pre-1992, pre-CITES Treaty. I was able to buy it all and now I'm one of the few people who are able to actually build Brazilian rosewood instruments, and they can be exported to Europe because the EU rules state that, unless the rosewood was in Europe pre-1992, you can't ship it there."

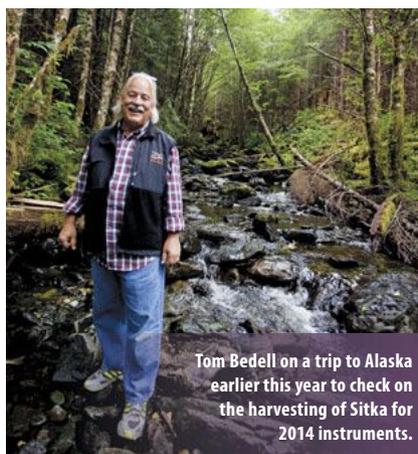
To compliment the trove of Brazilian rosewood, Bedell will be utilizing other natural materials of the highest quality, which – significantly – are gathered without causing harm to the environment. "I was just in Alas-

ka," he says. "We're going to use all-salvaged Sitka in our Bedells. These are 400 to 600 year old trees and it's just a crime to be clear-cutting any of those down. What we're doing is salvaging them from the forest floor, so we're actually not cutting down any trees. We're still using the precious wood that's going to make outstanding instruments, but we're getting it in ways that don't harm forests."

Living the Dream

Tom Bedell is living proof that a positive attitude and a vested interest in "doing what's right" can be a successful business model. "We're basically doubling our sales this year," he states. "That would be all three brands – the total workshop, not just Bedell. We're experiencing a really dynamic acoustic marketplace, with increased demand for made-in-U.S.A. products. We're really excited about bringing jobs back to America, and building an effective, green workshop – this is my dream. This is why I got back in the business. It wasn't a profit motive; it was a lifestyle motive.

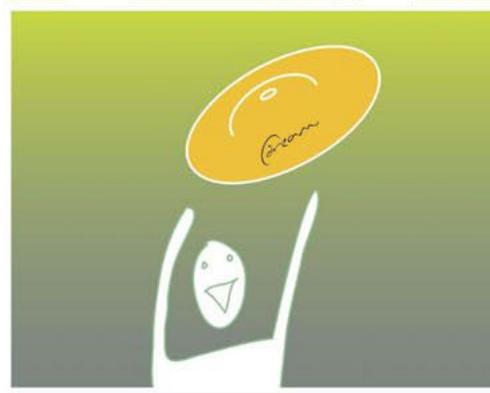
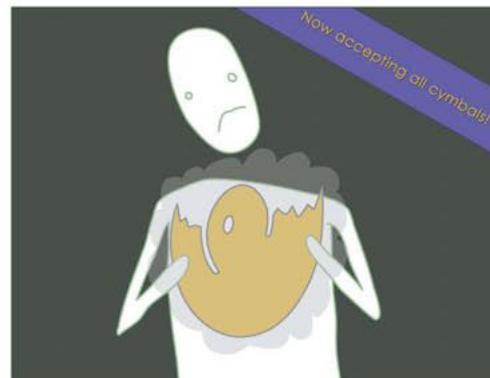
"It's just been a wonderful experience. It's such a great industry, everyone is so friendly and helpful. The acoustic guitar business is very much a gentlemen's business – the other companies help me, and I hope I help them back. We can all win together. We're all trying to do the same thing, which is to build incredible instruments that help people create wonderful music. It's just neat to get to be part of it." **MMR**



Tom Bedell on a trip to Alaska earlier this year to check on the harvesting of Sitka for 2014 instruments.



Salvaged Alaskan Sitka cause no harm to the fragile ecosystem.



DREAM CYMBAL RECYCLING PROGRAM
 dreamcymbals.com/recycling

McFadden Sales Celebrates 75 years

“We are smart enough to change when necessary and learn new products and technologies that are introduced,” says Gary Dunaway of McFadden Sales, by way of explaining how the MI sales representative firm has reached its 75th Anniversary this year. Dunaway recently spoke with *MMR* about the company’s evolution, his own history at McFadden, and what he sees coming down the pike for his organization.

First, A Little History...

“Bill McFadden started McFadden Sales in 1938 as an independent sales representative firm,” explains Dunaway. “In 1939, while attending a trade show in Chicago, he met S.N. Shure, who was selling a build-it-yourself radio kit. Bill thought this would be an ideal product to offer rural Ohio merchants. Over the years, as Shure grew with communication microphones and phono products, McFadden grew as well. Years later, long after he was retired, Mr. McFadden told me that first chance meeting with Sidney Shure was about the best business day he ever had.”

In 1974, McFadden sold the operation to then-president Richard Wood, who continued to solidify the company’s reputation in the MI trade: “Dick Wood was instrumental in building on Shure’s audio category by adding other sound companies to the mix,” says Dunaway. “Prior to the ‘70s, McFadden had largely been an industrial electronics rep firm. During Wood’s tenure, McFadden represented both consumer and professional audio companies such as Harman Kardon, JBL, Teac, Tascam and others.

“In 1983, Jim Hager purchased the company from Dick Wood and was very keen on operating separate divisions, each with their own managers with P&L responsibility and direction planning. During the ‘80s, the three divisions combined - Industrial Electronics, Professional Audio, and Consumer Electronics - employed 25-30 people. I purchased the company in 2001 from Jim Hager. He had just sold the Industrial division to the employees that made up that group, so I was buying the Pro Audio and Consumer Electronics divisions. We immediately started a phase-out of Consumer Electronic lines and devoted all of our efforts to Professional Audio and Musical Instruments.”

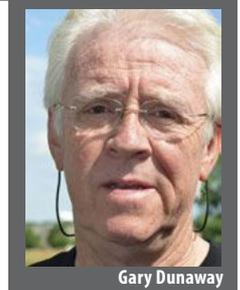
McFadden Mission Statement

Gary Dunaway maintains that the guiding premise at McFadden has remained constant since the days of its founder: “To provide, maintain, and sell the best available products into our territory with an emphasis on building long-term, profitable business relationships, reinforced by honesty and ethical business practices.”

Building such long-term partnerships is dependent on providing unparalleled service. “We take a great deal of pride in providing exemplary service to each of our customers and for each line we represent,” Dunaway states. “It is something we constantly strive for, and we are always looking for ways to improve our operation. We have 11 employ-

ees covering a six-state territory, so everyday we have feet on the street somewhere doing whatever is necessary to move our brands forward.

“In the professional audio world, we think about our product mix as a signal path. From the source to the speaker, or whatever is at the end of the chain, there are so many products that can be plugged into the path. We try to find non-competing brands that fit those plug-in points and offer them to our customer base. In the world of Musical Instruments, which is a heavily accessorized category, we are able to offer products that complement and work with the guitars, keyboards, and other stringed instruments we represent.”



Gary Dunaway

Celebrating the Past, Looking to the Future...

“The 75th anniversary is a great accomplishment for any company,” Dunaway says. “I have been so fortunate to have great employees with tenures from three to 25 years... Everyday I look at the portraits of the previous owners that hang in our office and say a silent ‘thank you’ for the opportunity they have given me and this company.”

But McFadden Sales is hardly basking in past accomplishments and is keeping a keen eye towards how to better serve their partners and how to preserve and build upon the company’s already stellar reputation: “Beyond today, we will continue to provide the level of service to manufacturers that got us to this point. We are smart enough to change when necessary and learn new products and technologies that are introduced. We are all over social media as a way to keep in touch with our customers with news and training tools plus a look at what we are up to. We are very active with our Facebook page. It is updated constantly with announcements and news and it continues to gain followers. We have also developed McFadden TV, a YouTube channel for training videos, new product looks, and trade show specials. We typically shoot a fair amount of video at NAMM and edit it down to a four to five-minute program for those that didn’t attend the show. Additionally, this past year we launched McFadden Radio, a 24/7 internet radio network that lives on Live365.com. We extend the opportunity to our customers to get airplay for their own projects on McFadden Radio as well as music that we program ourselves. There are so many talented artists among our customers that are anxious to get their music out to broadcast; we invite them to take advantage of McFadden Radio. With each of our employees contributing their favorites, we have a pretty diverse playlist.

“It is a goal of mine to position the company for the 100th Anniversary. That includes hiring the right people, having the proper systems in place and being aligned with manufacturers that share our vision. I have some younger people here that have all the qualities necessary to lead McFadden to year 100 and beyond. As the music and professional audio industries grow and evolve, we will be there.” **MMR**



Just a few of McFadden's many industry awards.

East Side, West Side, all around the town...

GAMA On The Sidewalks Of New York



On June 21st the **Guitar and Accessories Marketing Association (GAMA)** took to the streets of New York as part of Make Music New York (MMNY) boasting they could teach anyone to play guitar in 5 minutes. GAMA Executive Director, Rob Sulkow; Co-Chair of GAMA's Guitar Education Team, Glen McCarthy; and New GAMA member, Sean Persinger from Quixotic Music gave guitar instruction to more than 40 people over the course of the day. A big time was had by all. See more photos at: www.discoverguitar.com

Make Music is a national movement and MMNY joins several other US cities that celebrate music making at the National Music Day, June 21st. MMNY is in its 7th year, and has musicians playing at various locations around the city over the course of the day. GAMA was there to inspire the next generation of music makers.



GAMA at 80

By Christian **Wissmuller**

In existence since 1933, the Guitar and Accessories Marketing Association (GAMA) has been representing and promoting the American guitar industry for 80 years now.

After decades of expansion, GAMA refocused its energies in the mid-'90s and began to seriously concentrate on guitar education as a means to advance the instrument's profile and strengthen the culture. The resultant Teaching Guitar Workshops (TGW) program, along with the partnership with Guitars in the Classroom (GITC), has impacted thousands of educators and many hundreds of thousands of students. *MMR* spoke with a few key GAMA officers and board members about the organization's mission statement and observations on the current state of the guitar market.

GAMA
GUITAR & ACCESSORIES MARKETING ASSOCIATION
DISCOVER GUITAR



Harvey Levy

Industry Involvement

Robert Sulkow, GAMA's executive director, notes, "When I first started working with GAMA, the Teaching Guitar Workshops were just a test program. The group was highly focused on its sales data report and was not a strong industry participant. Since then, GAMA has emerged as an engine for market development and the creation of shared value. GAMA's impact is social and economic."

Enhanced and expanded industry support will be key to GAMA's future growth, says current GAMA Board vice president Peter D'Addario of D'Addario & Co.: "Teaching Guitar Workshops have trained over 2,500 teachers in the last 10 years, providing them with guitars, accessories, and the ed-

"GAMA has emerged as an engine for market development and the creation of shared value." – Robert Sulkow



Robert Sulkow

ucational tools that they need to offer guitar in their music programs. Teaching Guitar workshops have been extremely successful.

"In 2013-2014 we are looking to expand on our mission and get involved in supporting other types of guitar education programs. Frankly, we need more industry-wide support to make this happen. GAMA is made up of 50 or so members, however some of the most prominent companies in our industry are not members. If we had 100-plus members, we



Peter D'Addario

would have the financial ability to support a wider range of programs.”

Current GAMA member and past-president Harvey Levy of Levy's Leathers can speak to the value of partnering with GAMA first-hand. “Levy's has benefited greatly from being a part of GAMA,” he says. “In addition to getting to know key members in our industry, I have gained insights into the music business that I could not have discovered on my own. Many of the 68 distributors Levy's has around the world were referrals or introductions from GAMA members. There is always talk about ‘giving back to the industry’ by getting involved in industry associations, but it is a two-way street. There is much to be gained by being involved with others who make their living selling related and similar products. Through my close association with GAMA over the years, I've had dinner, drinks, conversations, and meetings with many of the major guitar and accessory manufacturers and distributors. Not only has it been personally enjoyable, but has also increased my understanding of our industry and contributed to Levy's success.”

Keeping Interest Alive

A challenge that all guitar suppliers and retailers struggle with in today's climate is the seemingly decreased interest in the instrument amongst younger people. Is it the diminished visibility of guitar in popular music? The lack of guitar-driven music on the charts? “Excellent question,” says D'Addario. “Industry trends show the guitar's popularity is diminishing. Is it because guitar songs don't top the charts any longer? That is probably part of it. There is a multitude of explanations. I will offer this: We live in a world of instant gratification. We can get any information we want with our smart phones and we can access movies, music, and any entertainment we want 24/7. The guitar does not provide that type of instant gratification. It is hard work to learn to play and anyone who is good will tell you about the hours that they spent practicing and learning. But they will also tell you how rewarding it is when you reach that level where you can play and jam with others. All the instant gratification in the world can't replace the feeling you get making music with other people. And GAMA is here to nurture that. Our goal is to keep the guitar at the center of music education and to provide opportunities for young people to learn the guitar and get together to play music.”

Looking to the Future

Taking advantage of opportunities provided via social me-

dia is a key component of GAMA's outreach strategies going forward. “GAMA leverages technology to augment the tools and knowledge it provides to the education community and also to bring GAMA members closer to classroom guitar educators,” says Sulkow. “Our communications strategy involves social media, blogging, and surveys. All of these areas deliver valuable information, which help us bring compelling content to our constituents.” D'Addario adds, “The Teaching Guitar Facebook page (www.facebook.com/#!/pages/Teaching-Guitar-Workshops/98983006090) is very active.”

“Right now, we are focusing on building partnerships and expanding the Teaching Guitar Workshops, but we're planning several exciting things,” says Sulkow of what the immediate future holds for GAMA.

“We are also working towards making TGW more self-sufficient in terms of funding, allowing us to branch out into other areas,” says D'Addario. “We would love to be able to support more guitar education programs and training sessions, as well as being able to create a successful marketing campaign centered around playing the guitar.”

Although future initiatives wouldn't necessarily be limited to *just* the guitar. As Sulkow observes, “Our metrics suggest that school music educators may be interested in ukulele, bass, and electric guitar/guitar technology. We're discussing different marketing campaigns, learning labs, and community guitar programs.” **MMR**

Follow us on **twitter**

twitter.com/mrrmagazine

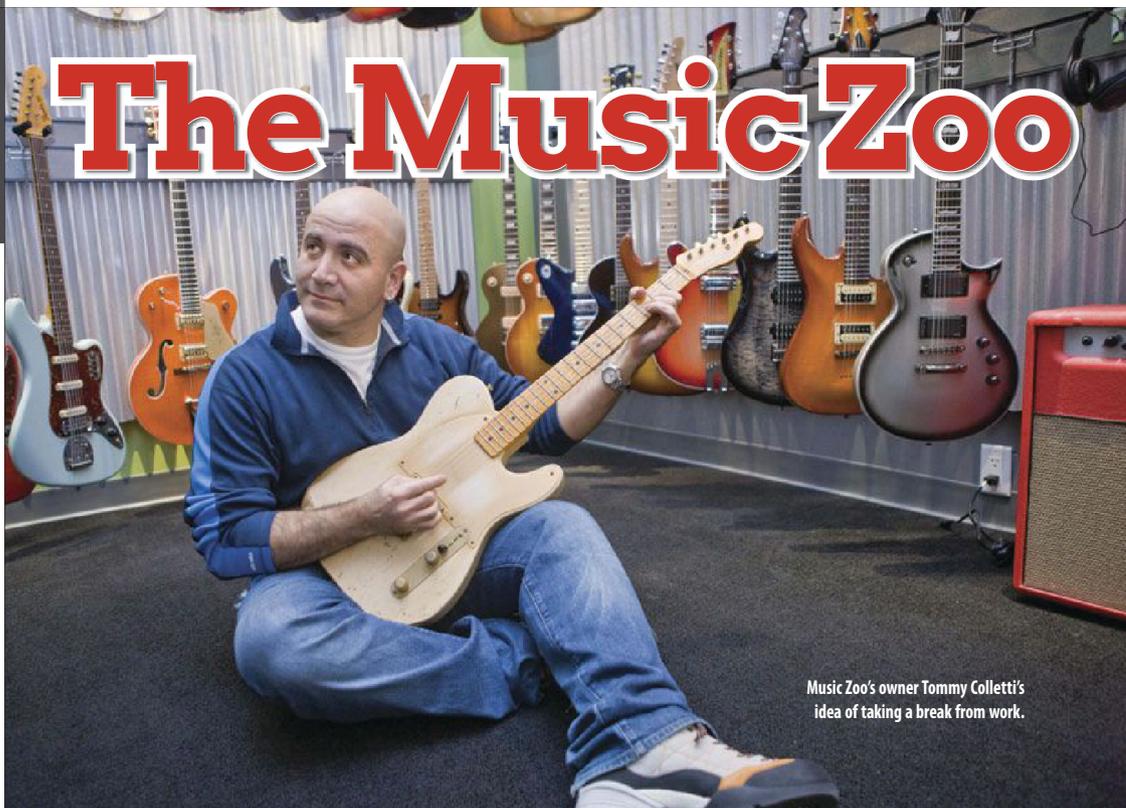
The Music Zoo

WHAT:
The Music Zoo

WHO:
Tommy Colletti,
Owner

WHERE:
Roslyn, New
York

WHEN:
1994



Music Zoo's owner Tommy Colletti's idea of taking a break from work.

At home: New wife, new baby! [Erin and Ava, respectively.] I'm a late bloomer – I spent so much time on this store and playing guitar, I ignored my personal life for way too long.

Ozzy's loss: I was playing in bands and teaching guitar, driving all around when I realized Ozzy [Osbourne] might not be asking me to play in his band! [laughs] Also, I was a gearhead, so when one of my students asked me where they could get a good Les Paul or whatever, I would know. So I thought I could consolidate all of that [knowledge] and open a store.

Started on a string(s): I started the store with just a couple of dozen D'Addario strings and a dozen of my own guitars. Early on, I had to sell a lot of my own stuff to get by.



Tommy Colletti with hero Eddie Van Halen at the 2013 Winter NAMM Show.

First to take a chance on the kid: I think the first line I was able to carry was Hamer Guitars. Then there was Crate amps and Alvarez guitars.

The operation: We have a total of 14 people working here, and it's a 5,000 square-foot store.

Toppers: Gibson is the top line. We're one of the larger Gibson custom shops in the world, and only one of nine allowed to sell online. Fender is great, and we're a Fender custom shop, too. Then Charvel, and we're told we're the largest Charvel custom dealer in the world! Otherwise we do well with a lot of boutique brands: Duesenberg, Fano, Suhr... things you won't find in the big boxes.

“Even with the economy, people will save for longer to get a great instrument rather than sell-out for something cheaper.”

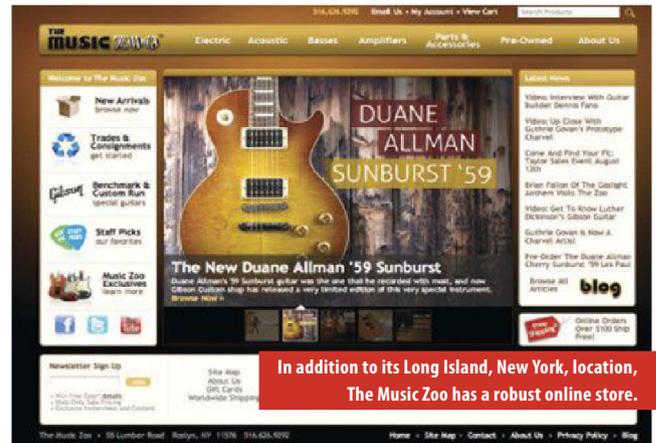
But unplugged, too: We have been known as an electric shop, but we started changing that. Now we carry Taylor, Martin, Seagull, Godin, and a few other acoustics. That’s going well.

Amps: Smart – that’s the one that’s doing something.

Recent smart move: We’ve gotten heavily into Taylor. We’ve always had them, but in the last year we backed up the truck and *really* got them in here. They make such excellent guitars and do so well for us and by us.

Pet peeve: There are some manufacturers who are paying attention to which retailers are representing their products well, and some who could be doing a little better at that.

Gibson and Taylor are two examples of companies who are really good at “minding the store.” They concentrate on dealers who do it the right way. If they find out a “retailer” is in fact just a sweatpants-wearing guy selling out of his basement, they stop



In addition to its Long Island, New York, location, The Music Zoo has a robust online store.

[the partnership]. They know that those situations create an uneasy experience for the customer.

If there’s one thing I’ve learned... it’s that people want value. Even with the economy, people will save for longer to get a great instrument rather than sell out for something cheaper. That’s why we do more high-end products.

Career low point: Picking up the guitar!

1948
KYSER

YOU DESERVE OPTIONS.
THE KYSER® QUICK-CHANGE® COMES IN 15 COLORS.

==== KYSER® HANDLES IT ====

CONNECT WITH US.
YouTube Facebook Twitter Instagram

EACH ONE IS MADE BY HAND IN TEXAS, USA.

IT'S TIME TO "CHANGE OVER TO GROVER"



GROVER
WORLD'S FINEST MACHINE HEADS

NEW!

MULTI-FUNCTIONAL TUNER
WITH FULL COLOR DISPLAY



Visit our website at www.grotr.com for a complete listing of all Grover products
GROVER MUSICAL PRODUCTS 3800 KELLEY AVE. CLEVELAND, OHIO 44114

At A Glance

66 OCTOBER 2013 • mmrmagazine.com

Career high point: In July 2011, we moved to this new location. As I talk, I'm looking out the store's front window at the harbor. It's beautiful, and we can display our instruments better. I've upped our quality of life!

Profit? That's crazy talk: If I could change one thing about this business, it would be pricing. In every other industry aside from consumer electronics, people want to make a profit on what they sell. This industry looks at the top line number instead of the bottom line, and we at this store are constantly scratching our heads over what a guitar sells for.

We, as an industry, took the list price and threw it in the garbage. Then we took the MAP price and threw *that* in the garbage. While Music Zoo is doing well, it's tough on us, and it's tough to see these margins.

Most admired: Henry Juskiewicz and Bob Taylor. I love the way they do business.

Words to live by: Fear of starving is always in the back of my mind! Everyday I wake up focused, making sure I can take care of my family!

• Premium Care Systems • Tech Quality • Dealer Direct Discounts

Revolutionary Formulas • Innovative Solutions • Eco-Friendlier

MUSICNOMAD™
EQUIPMENT CARE



Stringed Instruments • Drums & Cymbals • Amps • More

**THE COUNTRY'S FASTEST
GROWING INSTRUMENT
CARE COMPANY**



"A top-quality product with nice margins for retailers...light years better than anything you have on your showroom floor right now."

— Donovan Bankhead, V.P., Springfield Music
NAMM judge and retail gear expert.

NAMM 2013
for Accessories

Preferred by top instrument manufacturers, repair techs & dealers — see website for details

Tel: (310) 714-2301 • Sales@MusicNomad.com • www.MusicNomadCare.com



Like Us On
Facebook



MMR
MUSICAL MERCHANDISE REVIEW
facebook.com/mmrmagazine.com

INVIGOR8!

INJECT NEW LIFE
INTO YOUR EFFECT PEDALS
AND SYNTHESIZERS*



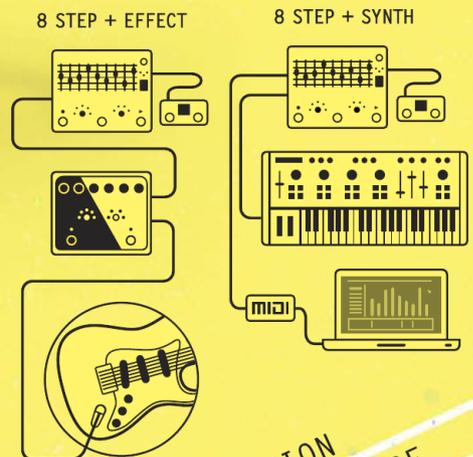
▶ THE NEW ELECTRO-HARMONIX 8 STEP PROGRAM connects to the expression pedal or control voltage (CV) input of your compatible effects and synthesizers to deliver innovative rhythmic sequencer control. With eight independent sliders, each controlling a sequence step, it can transform an ordinary auto-wah into a step filter, a tremolo into a syncopated pulse effect and a pitch-shifter into an arpeggiator.

The Mode control lets you modify the number of steps in a sequence, its depth and its glide rate. Four direction modes – forward, reverse, bounce and random – are selectable on the fly.

Set the sequence rate with the Rate slider or Tap Tempo footswitch. Or sync it to a drum machine or DAW via MIDI clock. Six Tap Tempo Divide modes maximize rhythmic diversity. An expression pedal/CV input enables external, real-time control of rate, depth, glide, and sequence length.

Save and recall your settings with 10 internal presets, or use the optional Foot Controller (sold separately) and expand your presets to 100.

Whether used with your synth or guitar effects, the 8 Step Program's awe-inspiring sound shaping control is the prescription for invigorated creativity!



* The 8 Step Program is compatible with most devices that accept CV/Expression input. Visit www.ehx.com/products/8-step-program for a list of models.

SEE + HEAR THE 8 STEP IN ACTION
FOR THE LATEST DEMO VIDEOS & MORE
GO TO WWW.EHX.COM

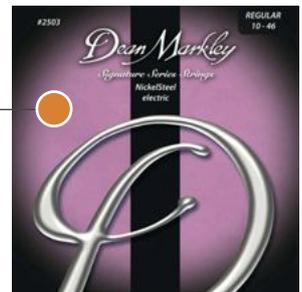
electro-harmonix

From screaming electrics to warm acoustics, innovative pickups, and delicate mandolins, we take a look at some of the season's most notable new products in the fretted market.

Dean Markley Signature Series Strings

The Signature Series utilizes a nickel plated steel, slowly wound over a hex core with a unique core-to-wrap ratio. The new series is available in an assortment of gauge sets including Extra Light 8s, detuned 13s and seven string. The new line is available through authorized retailers and distributors. By crafting the wrap wire over a hex core, the wrap wire is able to provide 100 percent contact with the core insuring maximum transfer of tone and sustain. Retail price: \$10.99.

deanmarkley.com



Korg Pandora Stomp Multi-Effect/Tuner Pedal

The new Pandora Stomp offers the same effects found in Korg's other Pandora products, now housed in a stomp box-style pedal. Featuring a die-cast body the size of a compact effect unit, Pandora Stomp contains 158 types of modeling effects (seven simultaneous). Its 200 preset programs include many well-known, signature sounds, as well as 100 rhythm patterns that cover a diverse range of styles. There's also an auto tuner with a large, bright LED meter. Players can use Pandora Stomp for jam sessions by connecting an MP3 player to the AUX input, which provides a +/-1 octave pitch shift function.

The multi-function foot switch can also be used to switch program memories, just like with a single effect unit. In addition, four program memory buttons allow one-touch recall. In addition to the standard model in black, two special colors – ivory and orange – will also be produced in a limited edition run. Street price: \$129.99

korg.com



Lollar Pickups Gold Foil Pickup

The new Gold Foil is a single coil pickup designed to produce a crystal clear top end with bold harmonic overtones and a wide dynamic range. Rubberized ferrite magnet with 44 gauge wire. Single conductor only. Available as singles, two-piece or three-piece sets. Nickel, Chrome or Gold covers. Retail price: \$180 - \$190.

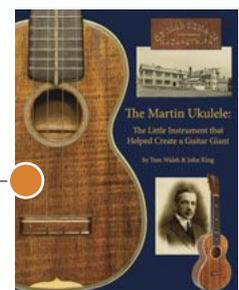
lollarguitars.com



Hal Leonard's *The Martin Ukulele*

The Martin Ukulele is a detailed look at the ukuleles built by the C. F. Martin Co. and at how the instruments' success forever changed the company that made them. Martin's ukulele making led the small, respected builder of fine guitars and mandolins into an era of unprecedented growth in the 1920s and helped it become one of the most notable manufacturers of high-quality guitars in the world. Drawing heavily from the extensive archives at the Martin factory, the authors examine the company and its development, featuring production records, sales ledgers, and a vast collection of correspondence as well as hundreds of photos, including pictures of many of the rarest ukuleles the company produced. Extensive additional imagery chronicles the history of the popularity of the ukulele itself. Retail price: \$30.

halleonardbooks.com





Crafter Guitars Lite Castaway Model

This 23-1/2 grand auditorium sports a solid spruce top, mahogany sides, and arched mahogany back. Crafter's electric acoustic version of the Lite Castaway includes a Full Spectrum pickup under the saddle controlled by a volume and tone knob tucked discreetly in the lip of the sound hole. Crafter's pickup system is powered by their Acorn VTA Preamp. Both guitars include a gig bag. Retail price: \$469.

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



Tech 21's VT Bass DI SansAmp Character Series

The VT Bass DI pedal has been configured to incorporate a Blend control to adjust the amount and balance of direct instrument signal with the SansAmp circuitry, and a Bite switch to add a treble boost and tighten up the bass sound. It also features three outputs – 1/4-inch, XLR and Parallel – for multiple stage and studio applications.

All versions of the VT Bass – the new DI, the original VT Bass and the VT Bass Deluxe – feature a unique Character control for sounds ranging from early '60s to classic super valve to modern day mega crunch.

tech21nyc.com



Pigtronix Quantum Time Modulator

Pigtronix Quantum Time Modulator produces analog time stretching effects with three knobs and a single switch. Pigtronix Quantum utilizes multiple bucket brigade delay lines with independent clocks modulated by a continuous blend of envelope and LFO sources. The corresponding sensitivity, speed and source controls are augmented by a Chorus/Vibe switch which allows the user to choose between pure effect or a mix of clean signal and modulated audio.

pigtronix.com



Godlyke Maxon AD10 Analog Delay

Housed in Maxon's new Compact Series chassis, this new model includes easy-access battery door; LED Status Indicator; 9-Volt Battery or AC power options; Buffered Bypass switching. The Maxon AD10 Analog Delay features include a 600 millisecond analog delay, organic delay tone with low noise, Delay Time, Blend and Repeat controls, proprietary noise filtering circuit for delay repeats, and self-oscillation effects. Retail price: \$299.

maxonfx.com



Cupit Travel Guitar

With an overall weight of just 4.5 pounds including case and an overall length of 22.5 inches, this brief case guitar is designed to fit into all sorts of traveling situations. Built out of spruce, mahogany, and rosewood, the Cupit Travel Guitar comes with a custom fitting case that repels water and a set of back straps and handle for carrying. Retail price: \$499.

cupitmusic.com

Precious Gems



(And the diamonds
are okay too.)

AMALFITANO
pickups™

amalfitanopickups.com

ALL PARTS

America's Premier Guitar & Bass Parts Supplier

Delta Series

by **GOTOH**

1:21 ratio



AVAILABLE IN A VARIETY OF FINISHES & STYLES
Send \$4 US for COLOR CATALOG 13027 Brittmoores Park Drive, Houston, Texas 77041

Fretted focus

70 OCTOBER 2013 • mmrmagazine.com

Blackstar LT Pedals

Tonally derived from Blackstar's HT pedal range, these new pedals are built for tube-like responsiveness and rugged metal housing for durability. Each pedal in the range can be powered by a 9V battery, as well as an optional mains adaptor, and can be easily incorporated into a player's existing pedal board.

All pedals in the range feature high integrity buffered bypass and silent switching. In addition, the LT DIST, LT-Metal and LT Dual models offer the lowest cost option for Blackstar's patented ISF control.

The following models are included in the LT range: LT BOOST (Continuously variable boost), LT DRIVE (Overdrive pedal), LT DIST (distortion pedal with ISF control), LT METAL (Extreme gain and tone with ISF control), LT DUAL (Two Gain and Level-equipped distortion channels with clean boost to high gain drive).

Street price: \$79.99 - \$149.99.

omgmusic.com

VOX Tone Garage Tube/Analog Pedals

The Tone Garage Series is comprised of five effects units that feature all-analog circuitry. The Flat 4 Boost, the V8 Distortion, and the Straight 6 Drive all feature a carefully-matched, high voltage VOX 12AX7 tube. The Flat 4 Boost also incorporates a passive Baxandall EQ circuit. The Double Deca Analog Delay features three V3205 Bucket Brigade chips, and the Trike Fuzz octave/fuzz pedal features specially-selected, high-quality diodes. The pedals' all-discrete circuits use no op-amps or ICs (Integrated Circuits), instead using individual transistors, resistors, capacitors, and coils. Specially-created for three of the pedals in this series is a new VOX vacuum tube circuit technology called "Hi-Volt," which delivers high voltage (200V) to a 12AX7 vacuum tube using the included six AA batteries or an optional DC9V adaptor.

Street price: \$139 (Trike Fuzz), \$159 (V8, Straight 6, Double Deca Delay, Flat 4).

voxamps.com

Seymour Duncan Acoustic Woody in Walnut or Black

Seymour-Duncan's "Woody" pickup easily snaps in and out of guitars' soundholes and features a 14-foot cable. The company has now released Black and Walnut versions of this pickup. The Woody is available in three different versions. The Woody SC is a single-coil acoustic pickup that with no 60-cycle hum. The Woody HC is a full hum-cancelling pickup. The Woody XL features adjustable pole pieces for finding a balance from string to string.

seymourduncan.com

Cort 20th Anniversary EARTH Acoustics

Each model of Cort's 20th Anniversary Earth acoustics will be available in limited quantities, built with the finest materials and adorned with the 20th Anniversary logo inside the sound hole. The Cort EARTH-LE2 MD is a dreadnought body made of Solid Madagascar Rosewood for the back and sides with a master grade solid Sitka spruce top. The three piece neck is made of mahogany and rosewood with flamed maple binding and an Indian rosewood fingerboard.

The EARTH 20th is also a dreadnought body but made of Australian blackwood back and sides with a solid Sitka spruce top. The rosewood fingerboard is complemented by tortoise shell body binding and rosette. The EARTH 20th is completed with Graphtech Nubone XB nut and saddle along with Cleartone strings. Retail price: \$2225 (EARTH-LE2 MD), \$349 (EARTH 20TH NS), \$375 (EARTH 20TH NAT).

cortguitars.com



Rock the Heavens

with Smith Bass & Guitar Strings

"Ye can't sell them, if ye ain't got them!"

KEN SMITH BASSES, LTD.
 P.O. BOX 199, PERKASIE, PA 18944
 TEL 215-453-8887 • FAX 215-453-8084
 800-347-6484
 WWW.KENSMITHBASSES.COM

Smith
 © 2001 • Ken Smith Basses, Ltd. All Rights Reserved

Shout it Out

New PS-4 Silkscreen Models

LM

Quality Straps
 Made in U.S.A.

800-876-7651
 www.LMPRODUCTS.COM

Morgan Monroe Walnut Finish Mandolins

Starting with the Solid Spruce top and Solid Maple back and sides, the Walnut Finish is Morgan Monroe's latest mandolin product. Features include a dovetail neckjoint, a rosewood fingerboard and bridge, a diecast tailpiece, antique bronze hardware, high gloss finish, open-gear tuners, a deluxe hardshell case, and a lifetime warranty. Available mid-October. Retail price: \$899.95 (A-style), \$1,199.95 (F-style).

shop-shs.com



Aguilar AG 4P-60 and AG 5P/J-HC Precision/Jazz Bass Pickups

The AG 5P/J-HC set brings together matched five-string Precision® and Jazz®-style pickups including Aguilar's AG 5P-60 P-Bass pickup and an AG 5J-HC bridge pickup. The pickup is designed as a well-balanced set to provide an array of Precision® or Jazz Bass® bridge pickup tones. Like all Aguilar pickups, the AG 5P-60 and AG 5P/J-HC set is wound in Aguilar's NYC factory. Street price of \$119 (AG 5P-60), \$209 (AG 5P/J-HC).

aguilaramp.com



Line 6 POD HD500X

The new POD® HD500X guitar multi-effects processor features a large collection of HD amps, from vintage classics to modern powerhouses. The POD HD500X also includes more than 100 studio and stomp effects. It features dynamic DSP, as well as POD HD500X features professional-grade footswitches with bright LED rings. The robust bent-metal chassis and die-cast expression pedal are designed for convenience during performance. POD HD500X integrates seamlessly with a James Tyler® Variax® guitar and DT amp or StageSource® speaker to form the Line 6 Dream Rig.

line6.com



EMG Zakk Wylde Set Limited

To celebrate a 25-year association, EMG pickups and Zakk Wylde collaborated to create a limited run of signature sets from the Metal Works series. The ZW Set limited consist of three of Zakk Wylde's iconic designs the Bullseye, Vertigo, and Buzzsaw laser etched on either brushed black or brushed gold stainless steel caps. The run is limited to 600 sets or 100 of each design and cap color.

emgpickups.com



Gibson Les Paul Slash Signature Rosso Corsa

After saving big rock riffs from the electronic mainstream with Guns N' Roses, and tearing it up big time with Snakepit, Velvet Revolver, and numerous solo and side projects, Slash truly needs no introduction. His new Gibson Les Paul, though, is something you *do* want to hear about. The Slash Signature Rosso Corsa Les Paul blends timeless specs with Slash-approved features and fine points all dressed in a brand new finish from Gibson USA: Rosso Corsa or "racing red."

gibson.com





Metalin' Guitars TOC SS and TOC HH Standards

Metalin' Guitars' new base line models are hollow bodied, closed chambered, lightweight guitars. A custom 6061 bridge, pickguard and back plate adorn the instrument. Moses graphite necks make up the 25.5-inch scale with Gotoh locking tuners and Grover strap locks. The SS model has Seymour Duncan STL-2 and STR-2 pickups while the HH is set with Seymour Duncan SH18N and SH18B Humbuckers. Each guitar has an average weight of seven pounds and ships with a SKB hard shell case.

metalinguitars.com

Electro-Harmonix Hot Tubes Reissue

EHX has reissued its 1970s CMOS Hot Tubes effect in a miniaturized pedal version. Volume and Overdrive controls allow for a wide range between "gentle rasp" to "full-blown gain." A Tone control allows for subtle shifts in tone, which can be bypassed with the "Tone On/Off" switch.

ehx.com

Floyd Rose Power Pins

Power Pins are designed to significantly increase bridge-to-soundboard contact, amplify and improve tone and resonance, and make the string replacement process simpler and quicker. A shallower string break angle on the saddle eases string action. The bridge plate is also protected from string-groove damage. Requires no alterations to the instrument and available in chrome, black, and gold finishes.

apintl.com

**ElectraTM
Guitars**

Now accepting applications
Domestic Dealerships
International Distributors

Electra Guitars
01.813.304.2560
sales@electraguitar.com
www.electraguitar.com

WD

Kent Armstrong[®]

WD Custom Pickguards
Hand Crafted in the USA

COPPERHEAD Cables

LUSON

wdbiz.com/mmr

New Products

Yamaha Silent Pianos



Yamaha Silent Pianos are acoustic pianos featuring sound-dampening capabilities that allow players to plug in headphones and play quietly. They can also be played like any regular piano, combining the authentic sound and touch of acoustic pianos with the convenience of digital models. The Silent Pianos' sounds are sampled from the top-of-the-line Yamaha CFX and CFIIIS Concert Grand Pianos.

Yamaha's Silent Grand Pianos are equipped with Yamaha's QuickEscape mechanism, which optimizes the movement of the action, both in silent and acoustic modes. These Silent Pianos are equipped with functions useful for practice, including metronome and USB recording capabilities. They also offer functions like recording, playback, and tonal controls. In addition, the pianos are fitted with MIDI and AUX connections for computers and speaker systems.

4word.it/YAMAHA_SILENT_PIANOS

Tama S.L.P. Limited Edition Snare Drum

Tama's new S.L.P. LBO147MTO Limited Edition Backbeat Bubinga Birch Snare is built with an exterior ply of naturally finished white oak. Inside, the drum features the dark tonality of four interior Bubinga plies. Matched with the cracking projection of four Birch out plies, this snare offers both sensitivity and depth.



tama.com

Little Walter Tube Amps 'Twin' Head



The Little Walter Tube Amps "Twin" series amps are actually two independent chassis in one head cabinet. The "50/50" configuration has a pair of the Little Walter Tube Amps 50 watt chassis in tandem. With the advent of the new 22 watt chassis, the "50/22" configuration allows musicians a clean headroom of the 50 watt and the overdriven tones of the 22

in one head cabinet. LWTA offers a special A/B-AB pedal with two-channel blending.

littlewalmartubeamps.com

Theo Wanne Cap

The Theo Wanne™ Cap is designed for use with the reed attached, made with doublers or those needing a cap while playing in mind. All Theo Wanne™ mouthpieces come with the Reed Replacer Cap. However, it cannot be used when the reed is still on the mouthpiece. The new Standard Cap works when users wish to leave the reed on the mouthpiece. There are sizes to fit every Theo Wanne™ mouthpiece.



thewanne.com

Grover Pro Second Generation G Series Drums

Grover's G1 snare drums have been designed for drummers who want the benefits of multi-snare technology without having to concern themselves with individual adjustments. Silver wires and bronze cables are contained within one snare unit. The G2 snare drums have two independently adjustable snare units with three different wire/cable materials, each of which respond optimally at different dynamics.



The G3 snare drums incorporate design features like three independently adjustable snare units with four different wire/cable materials, each of which respond optimally at different dynamics. Two "tension balancers" allow the player to independently adjust snares responsible for soft and loud dynamics.

All G Series drums include CNC machining, a 100 percent maple shell, "Contempo" tube lugs, multiple snare types, a Grover/Trick throw-off, and nylon tension rod isolation. All are made in the USA.

groverpro.com

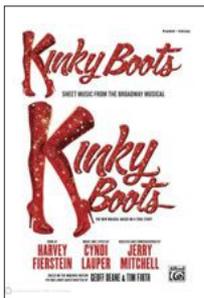
VMP ERWEN-12E Wall Rack Enclosure

The new ERWEN-12E 19-inch wall rack enclosure works with all standard 19-inch rack equipment and accessories and includes 12 rack spaces. The enclosure features rails threaded with standard 10-32 threading, adjustable front and rear rails, vented top and bottom, top and bottom cable routing knock-outs, reversible hinged tempered glass front door, removable hinged back panel, lockable, removable side panels (locks not included), welded steel construction, and a load capacity of 120 pounds. Retail price: \$499.



videomount.com

Alfred's Kinky Boots and Pippin



From the six-time Tony® Award winning musical comes *Kinky Boots: Sheet Music from the Broadway Musical*. This colorful 164-page souvenir songbook contains sheet music for every song written by Cyndi Lauper on the show's original cast recording. An updated, newly-engraved songbook was produced in direct consultation with Stephen Schwartz to coincide with the 2013 Broadway revival *Pippin: Sheet Music from the Broadway Musical*. This songbook for the musical that won "Best Revival of a Musical" during this year's Tony Awards ceremony contains 13 songs. Retail price: \$24.99 (*Kinky Boots*) and \$16.99 (*Pippin*).

alfred.com

JBL Professional 3 Series Studio Monitors

The JBL 3 Series features two models: the LSR305, five-inch powered studio monitor; and the LSR308, eight-inch powered studio monitor. Both models offer impressive performance, with the LSR305 boasting a response of 43Hz to 24 kHz and a peak SPL of 108 dB, while the LSR308 features a response of 37Hz to 24 kHz and a peak SPL of 112 dB.

Leveraging new technology developed for JBL's flagship M2 Master Reference Monitor launched earlier this year, the 3 Series features JBL's patent-pending Image Control Waveguide. Surrounding the high frequency tweeter, and located directly above the woofer, the waveguide precisely controls the sound emanating from the monitor in the vertical and horizontal planes.

JBL's patented Slip Stream™ low-frequency port design works in concert with the woofer to produce deep bass response at all playback levels. Efficient Class D amplifiers, provide abundant power to the drivers to deliver the output and dynamic headroom needed for the most demanding production styles. Retail price: \$199.99 (LSR305), \$325 (LSR308).



harman.com

VOX MINI3 G2 Portable Modeling Amplifier

VOX Amplification has added the Mini3 G2 to its Mini series of guitar amplifiers. The Mini3 G2 provides 11 wide-ranging amplifier models, starting with the VOX British tone and including classic historic amps as well as contemporary high-gain units such as the CALI METAL model. In addition, a clean, non-distorting amp model preserves the natural quality of any acoustic instrument as well as a keyboard. A total of eight effects are on-board, including: compressor, chorus, flanger, tremolo, reverb, and delay (complete with Tap Tempo). One effect and one reverb/delay can be operated simultaneously. Amps and effects can be easily dialed in via a newly re-designed user interface that provides more intuitive top panel controls.

New to the VOX Mini series is the built-in VOX original "Bassilator" circuit to cover the ultra-low-frequency overtones that are not obtainable via EQ. In addition to the instrument input, the Mini3 G2 also offers a separate mic input – complete with its own volume knob and reverb/delay level control. Street price: \$119.99.



sagamusic.com

JodyJazz 9* Model Tenor Mouthpiece

The new DV CHI Tenor 9* provides a larger facing and now offers the widest tip opening (.125) in the range. The DV CHI series is designed to produce a darker, less bright tone than the contemporary sound of the JodyJazz DV, but a considerably brighter, more modern tone than the JodyJazz DV NY. The baffle/chamber design of the DV CHI allows the player to push more air through the mouthpiece without experiencing any harshness. The DV CHI range is silver-plated. The DV CHI Tenor saxophone mouthpiece comes with a Rico Silver H Ligature, ff-Cap, mouthpiece pouch, and aluminum cylinder case.



jodyjazz.com

Yamaha V Series Violin/Cello

Yamaha's new V Series Violin and Cello outfits are designed for beginning student string players and feature three violins and three cellos in one-half, three-quarter and full sizes, respectively. Components featured in the V Series outfits include ebony pegs, D'Addario Prelude strings, a composite tailpiece with four fine tuners, wood bow with ebony frog, and sturdy shaped ABS plastic case. Shop-adjusted to MENC specifications, the V Series outfits also feature Yamaha's Five-Year Limited Warranty. The V3 Violin outfits start at MSRP \$699 and the VC3 Cello outfits start at MSRP \$1,795.



<http://4wrdr.it/YAMAHA>

American DJ Portable Mega TRI38 Sys

DJs and mobile entertainers can "pedal" bright LED color washes at their gigs with the new Mega TRI38 Sys from ADJ. An all-in-one portable RGB LED wash system, the Mega TRI38 Sys features a wireless battery-powered foot controller that gives you command over functions like Black Out, Sound Activation, Programs and Color from distances up to 60 feet/19M – all with a tap of the toe. Included the Mega TRI38 Sys are four par-style LED wash fixtures, one battery-powered foot controller, one tripod lighting stand, one stand bag, and soft case for the lighting system.



adj.com

Roland Micro Cube GX Guitar Amp

As the replacement for Roland's Micro Cube, the Micro Cube GX adds a Memory function, new amp and effects types, a chromatic tuner, and more. i-CUBE LINK opens new opportunities for practice and mobile recording, providing a built-in interface for Apple's iPhone, iPad, and iPod touch.



Filled with eight of Roland's renowned COSM amps, the Micro Cube GX provides a wide range of tones, from the crystal-clear JC Clean to the new Extreme for metal riffs. Five different EFX types include a new Heavy Octave effect that works great for adding unique, ultra-low power to distorted tones.

rolandconnect.com

P. Mauriat Pro-Contoured Saxophone Cases



The P. Mauriat Pro-Contoured case has an outer shell made from high impact ABS polymers, aluminum valances and turn-key style steel latches. The interior features a medium density foam shell with plush fabric lining. Retail price: \$478.24 (Alto), \$546.56 (Tenor).

stlouismusic.com

Want A Great Sounding Pedalboard?

THINK OUTSIDE THE BOX!

GEORGE L'S

George L's

Award-Winning Cables

Instrument & Patch Cables - Effects Kits - Custom Gear
Try Our Cable Checker!

(615) 868-6976 www.georgels.com



Adam Nitti
Solo artist

Jett Beres
Sister Hazel

Brandon Leitru
For Today

Matt DeVries
Fear Factory

Chris Tilley
The Contortionist

The Legendary Soundgear. Comfortable In Any Genre...**EXTREMELY** Comfortable.

The Ibanez bass designers are always looking for a way to give the extremely comfortable SR their own touch. Here's an excellent example: **The new SR800 (and 5-string version SR805)** with its poplar burl-topped body, epitomizes Ibanez expert luthiery by leveraging nature's beauty, and featuring high-end appointments, like the breathtaking tone palette that results from the combination of Bartolini® MK-1 pickups and an EQB-IIIS 3-band EQ with mid frequency select switch. Try one out and you may find that great bass tone doesn't need to be a pain in the neck... or shoulder... or back.

Ibanez®



Mackie SRM 1600W Loudspeakers

Mackie's new 1600W SRM loudspeaker models feature professional-grade all-wood designs and a host of tools for modern applications. There are two high-output full-range models – the 12-inch SRM550 and 15-inch SRM650 plus the hard-hitting SRM1850 18-inch powered subwoofer.

The SRM loudspeakers feature Mackie High Definition Audio Processing™, including patented acoustic correction DSP, plus system optimization tools like application-specific speaker modes and SRM's integrated 2-channel mixer with Mackie Wide-Z™ inputs. Retail price: \$749.99 (SRM550), \$879.99 (SRM650), \$1,149.99 (SRM1850).



mackie.com/SRM

Ampeg V-4B Reissue

The new V-4B, built for fans of the original, is also designed for bassists who don't need the level of power of the original. The V-4B is the same width as the SVT-CL and SVT-VR head and fits securely onto any Classic Series Ampeg cabinet including the all-new SVT-112AV and SVT-212AV.

A focused addition of modern features includes an integrated DI with ground lift, a -15dB input for active basses and a range of speaker outputs at different impedances. Retail price: \$1,819.99.



ampeg.com

Bag End CD-12 Time-Align Speaker



The CD-12 Time-Align® is part of Bag End's "Venus" series. The CD-12 is a full-range high performance compact loudspeaker system. Its multi-angle enclosure allows flexibility for installations as well as floor monitoring applications. The system components include the E-12F Neodymium magnet 12-inch cone transducer and the E-806 1.4-inch exit Neodymium compression high frequency driver coupled to a directivity controlled waveguide.

The Time-Align technology featured in the CD-12 assures that acoustical signals are presented to the listener in the same relationship as the electrical signal at the input terminals of the loudspeaker. The speaker enclosure is made of 15mm 11-ply birch plywood and offers the flexibility of fly points, handles and a stand adapter. The enclosure is 25.25 inches high, 14.5 inches wide, and 13.75 inches deep with a 14-gage black powder-coated perforated steel grille.

bagend.com

Gemini Play 2Go Portable PA



The Play2Go is a compact unit, but features full-sized sound from its 50 Watts of power, 8-inch woofer, and 1-inch silk dome tweeter. Sound will project upwards of 150 feet.

The system includes dynamic microphone and features two mic inputs as well as line and RCA inputs. USB and SD connections are also available on the MP3 player. Each input has a dedicated volume knob. Play2Go tracks wirelessly from a mobile phone or any bluetooth enabled device. Wireless range between device and the Play2Go is approximately 30 feet. Retail price: \$319.95.

geminisound.com

LP City Series Wood Congas and Bongos



The new LP City Series Congas feature 10-inch and 11-inch drums crafted from Siam Oak. Measuring at 28 inches tall, City Series Congas come complete with height-adjustable conga stand. LP City Series Bongos include 6-inch and 7-inch diameter rawhide heads. Both City Series Congas and Bongos are appointed with black powder-coated hardware and available in natural, dark, or vintage sunburst satin finishes.

lpmusic.com

Line 6 Variax HD and Workbench HD for James Tyler Variax

The Variax® HD upgrade includes Workbench HD software. This free upgrade adds an entire collection of HD instruments, plus the ability to customize instruments and capture The all-new Workbench HD software designs custom guitars by combining the HD body styles, HD pickups, and components in unique ways. Workbench HD provides full control over scores of important characteristics such as string pitch, string volume, pickup position, and more. Workbench HD also lets guitarists select any Variax pickup model and blend the Variax HD signal with the magnetic pickup sound to create hybrid instruments.



line6.com/software

Chauvet Intimidator Spot 100 IRC and LED 350



The Intimidator™ series of moving heads and scanners expands with the addition of two fixtures. The remote-controllable Intimidator™ Spot 100 IRC allows users to easily incorporate moving heads into any setup. Designed for mobile applications, it is a lightweight, DMX-capable moving head with separate color and gobo wheels to maximize lighting options and effects. Now available with a white casing, the 75-watt Intimidator™ Spot LED 350 is designed to blend into any environment.

chauvetlighting.com

Gator Frameworks Guitar and Amp Stands

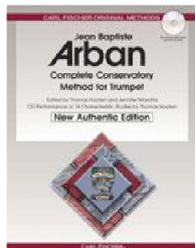
Gator Cases' new Frameworks line of stands and support systems include products designed for Microphones, Speakers, Keyboards, Guitars, Sheet Music, and Tablet devices. Available models include single and multi guitar stands, A-Frame guitar stand, and Combo amp stand.



All Frameworks Guitar stands are made from heavy-duty steel and designed to fit either electric or acoustic guitars. Standard models (GFW-GTR-1000, GFW-GTR-2000, GFW-GTR-3000) will hold one, two, or three guitars and include a height-adjustable neck with finish-friendly rubberized cradle padding. The collapsible feet and removable cradles allow for compact storage. Lastly, the Combo Amp stand (GFW-GTR-AMP) provides an adjustable tilt-back design positioning the amp at a suitable angle for stage use. Rubberized leveling feet allow the amp to sit on top of uneven surfaces and the device holds up to 176 pounds.

gatorframeworks.com

Carl Fischer's Complete Conservatory Method for Trumpet



This re-engraved edition of Jean-Baptiste Arban's invaluable *Complete Conservatory Method for Trumpet* keeps intact the Arban system, while adding insights that reflect how the trumpet is taught in the 21st century. This new edition contains Arban's *Original and Complete Method, The Art of Phrasing* (150 Songs and Operatic Airs), *68 Duets for Two Cornets*, *14 Characteristic Studies*, and the *12 Celebrated Fantasies and Airs Variés*. The included data CD provides listening examples of the *14 Characteristic Studies* as performed by Hooten, along with piano accompaniment tracks for the *12 Celebrated Fantasies and Airs Variés*, recorded by pianist John Walker.

carlfischer.com

MMR

MUSICAL MERCHANDISE REVIEW



on the
iPad



Look for it in the App Store!

Sabian Xs20 Models



The Xs20 series from Sabian now includes three key new models. Designed for low-volume settings, the dB Control Crash is a bright, extra-thin model that is quick, quiet and gets out of the way fast. Best-selling Sabian HHX and AAX X-Celerator Hi-Hat design will also now be available in the Xs20 series as a 14-inch pair. Their innovative Air-Wave bottom is designed to eliminate air lock for maximum clarity.

A new 21-inch Xs20 Medium Ride delivers a balance of stick definition and wash for clean, musical tone at all volumes. The Xs20 Ride, like all Xs20 models, is available in natural and brilliant finish. Xs20 Cymbals are crafted from Sabian B20 bronze and are quality protected by a Sabian Two-Year Warranty.

sabian.com

Blackstar HT Metal Range

Featuring extreme high gain tones and custom cosmetics, this series of tube amplifiers – based on the award-winning HT-1, HT-5 and Venue Series products – is specially voiced and cosmetically styled to appeal to today's metal guitarists. Higher Wattage models



accommodate 6L6 tubes for an extreme, scooped out, metal sound. The HT Metal series offers an amp for every occasion, from bedroom practice to large concert stages. It consists of six models: 2-channel 1W and 5W heads and combos, as well as a 60W (2x12) combo and 100W head, both of which are 6L6-loaded and have three footswitchable channels. Rounding out the series are matching 1x12, 4x8 and 4x12 cabinets. Each amp is equipped with the patented ISF (Infinite Shape Feature) control that enables players to quickly and easily take their sound from classic British heavy metal to modern U.S. scooped high gain and anywhere in between. Street price: \$209.99 - \$1,149.99.

blackstaramps.com

MXL Revelation Solo Fixed Cardioid Pattern Tube Mic

The MXL Revelation Solo has the vintage tube sound with the convenience of a cardioid-only pattern. The Revelation Solo features cardioid pattern high quality tube microphone, a 32mm Gold sputtered capsule, hand Selected EF86 tube, and a dark violet and chrome finish. Included is an aluminum flight case, shock mount, Mogami cables, and custom power supply. Retail price: \$799.95.



mxlmics.com

Audio-Technica ATM610a/S Hypercardioid Dynamic Handheld Mic

A variation on A-T's ATM610a, the ATM610a/S features a lockable MagnaLock™ on/off switch design providing silent on/off operation, making it even more versatile for a variety of applications. Like the ATM610a, the ATM610a/S features a hypercardioid polar pattern that reduces the pickup of sounds from the sides and rear, improving isolation of the desired sound source. The ATM610a/S features a rugged, all-metal design and construction, a superior internal shock mounting, a rare earth magnet, a multi-stage grille design, a Quiet-Flex™ stand clamp, and corrosion-resistant contacts from the gold-plated XLRM-type connector. Retail price: \$259.00



audio-technica.com

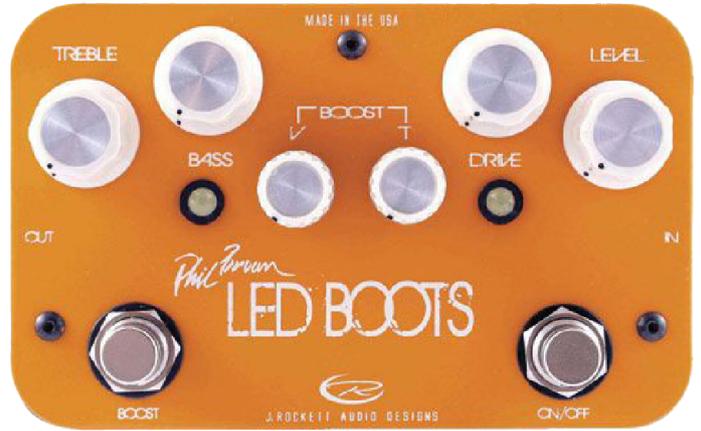
Yellow Jackets®



Convert your 6L6 or EL34 amp to Class-A amp using EL84s. Just plug them in and go!

YellowJacketsTC.com

J. ROCKETT AUDIO DESIGNS

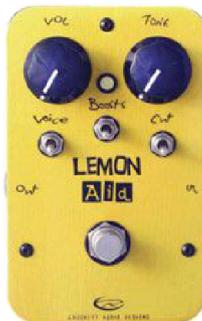
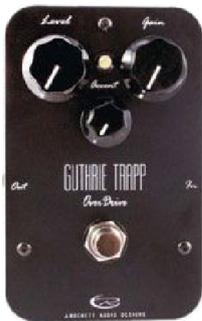


HAND MADE IN THE USA



760-419-1345

WWW.ROCKETTPEDALS.COM



CHRIS@ROCKETTPEDALS.COM



2013 READER SURVEY

MMR

MUSICAL MERCHANDISE REVIEW

There are many reasons why *MMR* is your best choice for marketing your products to MI dealers and suppliers, longevity being one of them.

DID YOU KNOW ?

that *MMR* is the **LONGEST CONTINUALLY PUBLISHED MI MAGAZINE IN THE WORLD**, having been circulated without interruption since 1879?

And, that's just one reason why we're the most respected, the most trusted, and most read.

Generation after generation, musical instrument dealers and suppliers have grown their businesses with *MMR* as their number one resource on the ever-changing world of instrument products and industry trends. *MMR* recently conducted a comprehensive Reader Survey with astonishing results and great audience participation. Let's look at what our subscribers had to tell us.



DEPENDABLE

Our **SUBSCRIBERS** have been depending on *MMR* for a long time

This was confirmed in our recent Reader Survey when **74%** of *MMR* Readers responded they have been reading *MMR* for more than 10 years - **57%** for over 15 years.



DECISION MAKERS

Our **SUBSCRIBERS** are purchasers.

Let's face facts... if you are over 40 years old and are still in this business, you are doing something right! *MMR* subscribers are at the zenith of their careers. They are key decision-makers who enact the purchasing decisions in thousands of retail stores. In fact, according to our recent Reader Survey **90%** of *MMR* subscribers are over 40 years of age - **36%** are over 50 and **38%** are over 60. Executives turn to *MMR* again and again.



36%
are over 50

38%
are over 60



KNOWLEDGE IS POWER

Why are these people reading *MMR*?

82% of these key purchasers of MI products stated in our survey that the main reason for reading *MMR* is to learn about new products. **60%** of our readers stated that they read *MMR* to stay on top of the latest developments with their suppliers. Plus, **79%** stated that they read *MMR* "to keep informed of overall industry sales trends."



60%

of *MMR* readers stated that they read *MMR* to **STAY ON TOP OF THE LATEST DEVELOPMENTS WITH THEIR SUPPLIERS.**

79%

stated that they read *MMR* to **KEEP INFORMED OF OVERALL INDUSTRY SALES TRENDS.**



MMR PURCHASING IMPACT

MMR has an IMPACT on our SUBSCRIBERS.

Not only does **MMR REACH MORE DEALERS IN THE MARKET** than any other publication, it has a bigger impact. Our recent survey confirmed this when our subscribers told us that **90.4% of our readers attributed MMR for creating initial awareness of new products in the market.**

They also indicated that this influences their purchasing decisions, as well. 56.2% indicated from our survey that reading **MMR** has greatly, moderately, or significantly impacted their decisions about what to purchase for their stores' inventory.

90.4% of our readers attributed **MMR** for creating initial awareness of new products in the market.



56.2% indicated **MMR** impacted their decisions to purchase inventory for their stores.

MMR SUBSCRIBERS REACT

Our SUBSCRIBERS react to what they read in MMR.

When our subscribers see something in **MMR**, they react to it. In fact, they talk to each other about what they read in the magazine. **MMR** is one of the key genesis points for "word of mouth" in the MI industry. **65% of subscribers told us they have "Discussed what they read in MMR with others."** While **80% of our readers indicated that, as a direct result of reading MMR, they went to an advertisers' websites to learn more about the advertised product.**

But it doesn't end there... As a direct result of reading **MMR** **45%** stated that they found new products to sell. **34.1%** said that they visited an advertiser at a trade-show. **36%** indicated that they e-mailed an advertiser for more information. **27%** said they phoned a manufacturer, while only a mere **4.5%** stated they took no action as a result of reading **MMR**. This means **95.5%** of our subscribers have been motivated by what they read in the pages of **MMR** to take some type of action because of it.

65% of subscribers told us they have "Discussed what they read in **MMR**."



80% of our readers indicated that, as a direct result of reading **MMR**, they went to an advertisers' websites to learn more about the advertised product.

MMR VALUE, TRUST, RESPECT

MMR is a valued resource: trusted, respected, counted on.

MMR is highly valued. **72.5%** of monthly issues are either saved, given to other employees to read, placed in public spaces, or have items of interest copied.

MMR is a shared resource with an additional **16,570** readers seeing the magazine beyond our **10,060*** subscribers, making a total pass-along readership base of **26,570**.

72% of monthly issues are either saved, given to other employees to read, placed in public spaces, or have items of interest copied.



26,570 total pass-along readership base

*BPA June 2013 Circulation Statement

Robertsons Marry to the Sound of a Kala Ukulele

We take a look at how we're portrayed in movies, television, online, and on radio.

Media:
A&E Cable
Channel



THE SCENE:

The premiere of A&E's *Duck Dynasty's* Season 4, "Till Tuck Do Us Part," featured Phil and Kay Robertson renewing their vows.

THE INSTRUMENT:

Kala Exotic Mahogany Concert



BACKGROUND:

The unscripted show is currently one of the most popular on television, with the fourth season premiere drawing 11.8 million viewers.

WHY WE CARE:

The oddly touching hillbilly wedding featured one of the wives, Missy Robertson, singing "I Love You Truly" with a Kala Uke.

WHAT DOES KALA THINK ABOUT THIS?:

"Considering the millions who watched it, I think it's a good thing." — Mike Upton of Kala.

FUN FACT

Kala had nothin' to do with this awesome product placement.

MMR

MUSICAL MERCHANDISE REVIEW



MMR will send your exclusive e-mail to 8,000 dealers!

MMR has one of the most comprehensive e-mail databases of musical instrument dealers available, which would allow your company or college to target this highly important market. You can develop and design your message and MMR will broadcast it to 8,000 MI dealers.

We'll Provide You with E-Mail Addresses of Interested Customers!

MMR will provide you with a complete report on the number of e-mails delivered, the number opened, as well as the number that clicked through to your web site. You will receive a complete list of e-mail addresses from those people who clicked through to your site so that you may have your sales team follow-up on these hot leads.

Cost Effective for Your Budget

E-mail marketing has become a very cost effective method to carry your message to the music educator market. MMR can provide you with packages for e-mail broadcast services alone or combine it with your print advertising and/or web advertising for even greater exposure and response.

**CONTACT US TODAY TO PLAN AN EFFECTIVE MARKETING PLAN:
702-479-1879**

Richard E. Kessel
Associate Publisher
ext. 173
rkessel@timelesscom.com

Matt King
Advertising Sales Representative
ext. 169
mking@timelesscom.com

Dave Jeans
Advertising Sales Representative
ext. 168
djeans@timelesscom.com

Erin Schroeder
Classified Sales Representative
ext. 100
erin@timelesscom.com

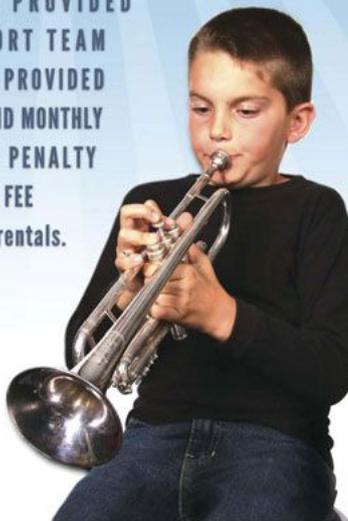
CLASSIFIEDS

BUSINESS OPPORTUNITIES

SEEKING AFFILIATE LOCATIONS

CLAIM YOUR SHARE OF THE SCHOOL RENTAL MARKET

- TURN KEY PROGRAM - OFFER RENTALS IMMEDIATELY
- PROTECTED TERRITORY/ NO RETAIL COMPETITION
- NAME BRAND INVENTORY PROVIDED
- EXPERT CORPORATE SUPPORT TEAM
- NO HASSLE REPAIR SERVICES PROVIDED
- PROFIT SHARING COMMISSIONS PAID MONTHLY
- CANCEL AT ANY TIME WITH NO PENALTY
- NO START UP COSTS OR FRANCHISE FEE
- National advertising for internet rentals.



RENT MY INSTRUMENT
3124 Gillham Plaza
Kansas City, MO 64109
877-569-0240
AFFILIATE@RENTMYINSTRUMENT.COM



RENT MY INSTRUMENT.COM

INQUIRIES: affiliate@rentmyinstrument.com

Are You Tired of Trying to Climb the Corporate Ladder?



is a multi-store, family owned and operated full-line retailer based in Metro Atlanta. Ken Stanton Music has over 60 years' success and customer satisfaction.

Seeking:

Certified Band/Orchestra Repair Techs, Print Music Manager, Store Managers, Woodwind Repair Technician, and Sales Associates in the following departments: Guitars, Pro Audio, Drums and Percussion, and Band/Orchestra.

Looking for friendly, customer service oriented, self-motivated, proven closers with good listening skills and 2+ years experience. Availability for flexible scheduling a must. Bi-lingual a plus.

We feature: Competitive non-commission based pay, medical/dental coverage, 401(k) plan, vacation/holiday/sick time, and room for advancement.

Complete application online at: www.kenstantonmusic.com

By mail: Ken Stanton Music
Attn: Scott Cameron, General Manager
119 Cobb Parkway North, Suite A
Marietta, GA 30062

Via email: scottc@kenstanton.com

Make Money Renting Band Instruments



Our Business Is Growing Your Business!

Start Your Rental Business Out On The Right Note!
For more information call (908)790-0400
www.kandsmusic.com
61 Industrial Rd. Berkeley Heights, NJ 07922



Visit the MMR Classifieds on the Web: mrmagazine.com

RATES: Classified Display: \$30 per column inch for text only. \$40 per column inch, 1 color, logo, graphics. \$50 per column inch 4 color.

PAYMENTS: ALL ADS ARE PREPAID. Charge on Mastercard, Visa or American Express.

SEND YOUR ADVERTISEMENT TO: 6000 South Eastern Ave., #14-J Las Vegas, NV 89119 erin@timelesscom.com.

QUESTIONS? Call Erin Schroeder at 702-479-1879 ext. 100 erin@timelesscom.com

UNITED STATES POSTAL SERVICE Statement of Ownership, Management, and Circulation (Requester Publications Only)

1. Publication Title Musical Merchandise Review	2. Issue Frequency Monthly	3. Issue Date August 2013	4. Issue Date for Circulation Data Below August 2013
5. Number of Issues Published Annually 12	6. Annual Subscription Price (if any) Free	7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state, and ZIP+4) Timeless Communications, Corp. 6000 S. Eastern Ave., Suite 14-J Las Vegas, NV 89119-3113	8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer) Timeless Communications, Corp. 6000 S. Eastern Ave., Suite 14-J Las Vegas, NV 89119-3113
9. Full Name and Complete Mailing Address of Publisher, Editor, and Managing Editor (Do not leave blank) Publisher (Name and complete mailing address) Timeless Communications, Corp. 6000 S. Eastern Ave., Suite 14-J Las Vegas, NV 89119-3113 Editor (Name and complete mailing address) Christina Winkler, Timeless Communications, Corp. 6000 S. Eastern Ave., Suite 14-J Las Vegas, NV 89119-3113 Managing Editor (Name and complete mailing address) N/A	10. Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all individuals owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of the individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a corporation or other organization, give its name and address.) Full Name Timeless Communications, Corp. Complete Mailing Address 6000 S. Eastern Ave., Suite 14-J, Las Vegas, NV 89119-3113 Terry Lowe 6000 S. Eastern Ave., Suite 14-J, Las Vegas, NV 89119-3113	11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box Full Name Complete Mailing Address	12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one) The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes: <input type="checkbox"/> Has Not Changed During Preceding 12 Months <input type="checkbox"/> Has Changed During Preceding 12 Months (Publisher must submit explanation of change with this statement) PS Form 3526-R, August 2012 (Page 1 of 2) Instructions (Page 3) PSN: 7530-02-000-8053 PRIVACY NOTICE: See our privacy policy on www.usps.com .
13. Publication Title Musical Merchandise Review		14. Issue Date for Circulation Data Below August 2013	
15. Extent and Nature of Circulation		Average No. Copies Each Issue During Preceding 12 Months	
a. Total Number of Copies (Net press run)		10,568 10,178	
b. Paid and/or Requested Circulation (Sum of 1 through 4)		7,193 6,722	
(1) Outside County Paid/Requested Mail Subscriptions (based on PS Form 3541, (Include direct orders received from recipient, advertising, and Internet on-line sales from request, and subscriptions including separate mail subscriptions, employer requests, advertiser's proof copies, and exchange copies.)		0 0	
(2) In-County Paid/Requested Mail Subscriptions (based on PS Form 3541, (Include direct orders received from recipient, advertising, and Internet on-line sales from request, and subscriptions including separate mail subscriptions, employer requests, advertiser's proof copies, and exchange copies.)		43 40	
(3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid or Requested Circulation Outside USPS		0 0	
(4) Requested Copies Distributed Through the USPS (e.g. First-Class Mail®)		7,236 6,762	
c. Total Paid and/or Requested Circulation (Sum of 1b)(1), (2), (3), and (4))		7,236 6,762	
d. Outside County Nonrequested Copies Based on PS Form 3541 (Include Sample Copies Requested Over 3 years old. (Requester authorized by a Previous Bulk Sales and Requester Authorization Requestor Name(s) obtained from Business Directories, Lists, and other sources)		2,954 2,761	
(1) In-County Nonrequested Copies Based on PS Form 3541 (Include Sample Copies Requested Over 3 years old. (Requester authorized by a Previous Bulk Sales and Requester Authorization Requestor Name(s) obtained from Business Directories, Lists, and other sources)		0 0	
(2) Nonrequested Copies Distributed Through the USPS by Other Classes of Mail (e.g. First-Class Mail®) (Nonrequested copies include pieces of 10% Limit mail at Standard Mail® or Package Service Rates)		0 0	
(3) Nonrequested Copies Distributed Outside the Mail (Include Pickup Stands, Truck Shows, Displays, and Other Sources)		175 0	
(4) Total Nonrequested Copies (Sum of 1d)(1), (2), (3), and (4))		3,129 2,761	
e. Total Distribution (Sum of 1b and 1d)		10,365 9,523	
f. Copies not Distributed (See instructions to Publishers #4, (page K2))		203 655	
g. Total (Sum of 1e and 1f)		10,568 10,178	
h. Percent Paid and/or Requested Circulation (1b divided by 1g times 100)		69.81% 71.0%	
16. Total circulation includes electronic copies. Report circulation on PS Form 3526-K worksheet.			
17. Publication of Statement of Ownership for a Requester Publication is required and will be printed in the _____ October 2013 issue of this publication.			
18. Signature and Title of Editor, Publisher, Business Manager, or Owner		Date	
Terry Lowe, Publisher		9/1/13	

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

Beautiful Rolltop Desks, Racks & More!



HSA
"the Rolltop People"
(574) 255-6100
www.hsarolltops.com

Fine Wood Furnishings for the Music, Audio & Video Systems in Your Studio, School or Church



ROBERT VINSON MUSIC PRODUCTS
P.O. BOX 3121
QUINCY, IL 62305
WORLD'S GREATEST LIGATURE



ROBERT VINSON EQUA-TONE LIGATURE FOR CLARINET, ALTO SAX, TENOR SAX



TOM THUMB CLARINET THUMB REST

THE NEW STANDARD
FAX: 1-800-224-0177
equatone@earthlink.net
ALSO DISTRIBUTED BY CONN-SELMER AND HARRIS-TELLER



Acoustics First®
Toll-Free Number: **888-765-2900**
Materials to Control Sound and Eliminate Noise™
www.acousticsfirst.com



AEBERSOLD JAZZ FOR EVERYONE!
The world's best play-a-longs and books.
JAZZBOOKS.COM



USED GUITARS & AMPS

- ❖ AGGRESSIVE WHOLESALE PRICING
- ❖ 10,000 USED Guitars & Amps in stock
- ❖ 30 Top Quality Name Brands
- ❖ All instruments "Ready to sell"
- ❖ Monthly and Daily Specials



Mention this AD
FREE GUITAR
with qualifying order!

(800) 573-9865
www.mircweb.com 

PIANO DEALERS & MANUFACTURERS

We Have Your Customers!



Piano World is the world's most popular piano web site. We get more quality traffic in a month than other piano sites see in a year. Piano World is where people come when they are searching for information about the piano. We have your target audience and can deliver quality prospects to you, locally, nationally, or internationally.

Come see what Piano World can do for your business today:
www.PianoWorld.com/advertising • frank_baxter@pianoworld.com, or 207-793-2524
PianoWorld.com Home of the *world famous* Piano Forums

CERTIFIED PRE-OWNED PIANOS

Japanese High Quality

GUARANTEED

You get what you pay for!

1-800-782-2694
North American Music
11 Holt Drive
Stony Point, NY 10980
Fax: (845) 429-6920

FINANCING AVAILABLE

For Classified Sales
Call Erin Schroeder
(702) 479-1879 ext 100
eMail: erin@timelesscom.com



REPAIR TOOLS

BOW REHAIRING

Expert Bow Service
 Order forms, Pricing and Shipping label at:
www.bowrehairing.com

Violin bows as low as \$10.00 per bow in quantity incl. shipping (see website for details.) Large inventory of replacement parts both new and vintage.
IRA B. KRAEMER & Co.
 Wholesale Services Division
 "An industry leader since 1967"
 467 Grant Avenue, Scotch Plains, N.J. 07076
 Tel: 908-322-4469 Fax: 908 322-8613 e mail: info@bowrehairing.com

National Bench Co.
 Unfinished Piano Benches

- Great replacement bench for home or institution.
- Easy to match piano's color.
- Available in Oak and Mahogany.
- Standard and Duet size.



Strong Leg Bracket



1-800-696-2047
 bench@nationalbench.com
 www.nationalbench.com
 FREE BROCHURE

FAST TURN-AROUND ON STOCK REPAIRS NATIONWIDE
 NAPBIRT member,
 31 Years Experience
 Contact: Dan Rieck, 801-733-4243
dan@utahwoodwindrepair.com



The NEW MMR magazine.com Website!

Easy Access to the NEWS You Want To Read
 Introducing **MMR TV** the NEW



Ferree's Tools, Inc.
 1477. E. Michigan Ave.
 Battle Creek, MI 49014

World's Largest Manufacturer of Quality Band Instrument Repair Tools

Pads, corks and many other supplies also available

Contact us today to place an order
 Ph:800-253-2261/269-965-0511
 Fax:269-965-7719
 E:ferreestools@aol.com

www.ferreestools.com

See our website for our catalog and up to date price lists!!



Contact us for a FREE printed catalog

Tech Questions: repairtips@aol.com

Find us on Facebook

CLASSIFIEDS on the MOVE!



check **www.mmrmagazine.com** for daily updates!

PLACE YOUR AD IN THE MUSICAL MERCHANDISE REVIEW'S CLASSIFIEDS!
 eMail: erin@timelesscom.com

WANTED TO BUY

WE BUY, SELL, TRADE and ship worldwide.
ONLINE APPRAISAL SERVICE
GRUHN GUITARS,
 400 Broadway, Nashville, TN 37203
(615) 256-2033
 fax (615) 255-2021 www.guitars.com

ACCESSORIES

ACCESSORIES ARE NO.1

SHEET MUSIC HOLDER

MAKE SURE YOU HAVE THEM IN STOCK!

STEDMAN

PROSCREEN™ Pop Filters

Headphone Hanger

CALL TODAY!
 888-629-5960

www.stedmancorp.com



DRUM CLIP
 EXTERNAL DRUM RING CONTROL

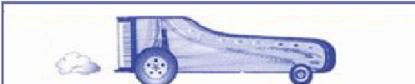
www.TheDrumClip.com



SERVICES

SHIPPING YOUR PIANO with Lone Wolf Trucking is a "grand" idea!
 An independent, long-distance Mover specializing in coast-to-coast residential Relocation.
1-800-982-9505
www.lonewolftrucking.com
 Alamogordo,
 New Mexico. 88310
 ICC MC-256289

Modern Piano Moving
 Nationwide "Door to Door" Service
800-737-5600
 We Love what we do.... and it Shows!



Make Money Renting School Band & Orchestra Instruments



Shopping rental programs? Do your homework & compare!

- ▼ Educator-approved name brands and a wide variety of instrumentation
- ▼ Rental brochures distributed to your schools at no extra cost to you
- ▼ No collections headaches: We handle all customer billing & collections
- ▼ High-percentage commissions **PLUS** a per contract bonus paid monthly
- ▼ No startup costs, inventory outlay, shipping expenses or franchise fees
- ▼ Rent or sell our instruments. We also buy rental accounts & inventory
- ▼ No recourse to you when your customers become delinquent
- ▼ Continued repair & marketing education at our training facility
- ▼ Never a conflict of interest: We have no retail stores of our own
- ▼ **We're not part of a larger corporation and/or in competition with your combo business!**
- ▼ For more information, scan the QR code, visit www.veritas-online.com or call 877-727-2798 Ext 4



Proud Member of **NAMM** **MSA** **NAPBIRT**



MERCHANDISE

THE POLY BAND STAND™



- ◇ Fast Delivery
- ◇ Reasonably Priced
- ◇ Lightweight & Strong
- ◇ Custom Logos Available

☛ Making Friends Since 1985

EM-BEE ideas
 29 Brookshire Lane • Edwardsville, IL 62025
 Ph: 314-966-4129 • 314-584-2048
www.embeideas.com



UniTec "Road Tuff"
 NO-HUMP SOUSAPHONE CASES
 EZ Roll and Stack Design
 Indestructible Inter-Lok Construction
 Also Available in ATA Style
 The Best Value in the Industry
1.800.782.3296

Hunter Music Instrument Inc
 adds in an accordion line.

From button accordion to Piano accordion, from Kid's to adult, from entry level to professional, from solid color to combo, we have a wide selection for the accordion player.



718-706-0828
www.huntermusical.com

Affiliate Rental Program

MUSIC & ARTS
Affiliate
PARTNERS

**We don't
 just provide
 instruments,
 we help grow
 your business.**

**Join the most successful,
 fastest growing
 instrument affiliate
 network in the country!**

**Everything you need to run a
 successful rental program:**

- A dedicated affiliate management team providing sales and online support
- Proven Sales and Marketing support with collateral
- Expert repair and refurbishment
- Exclusive student and upgrade lines from top manufacturers
- Educator-approved name brand instruments

**At Music & Arts
 we are your partner:**

- Enjoy special partnership rates for many of your business expenses
- The rental is just the beginning; we help you grow your lesson, retail and repair business
- Let our retail experience help you capitalize on every dollar

For More Information, Contact:

Dale Thompson
 V.P. Affiliate Sales
 1-800-759-2221
 dthompson@musicarts.com



Classified Advertising

To place an ad, please call Erin at **(702) 479-1879 x100**
 or email erin@timelesscom.com

CELESTION

Distribution Sales Manager: USA

Celestion, a world-leader in the design and manufacture of musical instrument and sound reinforcement loudspeakers, is looking for a Distribution Sales Manager to drive sales through market-leading partners within the United States.

A dynamic and energetic individual with excellent communication and presentation skills, you will already have significant distribution sales experience within MI/professional audio or a similar component-related industry.

Our ideal candidate is flexible, self-motivated and results-oriented, with a proven track record in distribution chain management and the creation and development of new sales partnerships.

Although not essential, proximity to the Celestion office in New Jersey would be considered an advantage. In return we offer a competitive salary and generous benefits.

To apply, send your resume to: Peter Barnes, Human Resources, Celestion America, 10 Timber Lane, Marlboro, NJ 07746, or email to: peter.barnes@celestion.com

VINTAGE INSTRUMENTS



WE BUY
 Guitars • Mandolins
 Banjos • Ukuleles
From all known makers, especially
**GIBSON • VEGA
 MARTIN • FENDER**

Toll-Free 888-473-5810
 or 517-372-7880 x102 outside USA
swerbin@elderly.com • www.elderly.com

mandolin bros.® Ltd.
Guitars, Banjos, Mandolins & Ukes
 ★ New ★ Used ★ Vintage ★ Appraisal ★ Repair

629 Forest Avenue
 Staten Island
 NY 10310
 (718) 981-8585

Call for a **FREE**
 Vintage News! Gibson - March 31, 1924
 Lloyd Loar F-3

e-mail: mandolin@mandoweb.com
www.mandoweb.com



For Classified Sales Call Erin:
(702) 479-1879 ext 100
 eMail: erin@timelesscom.com

Your Band Rental Business Start or Expand with Our Flexible Plan



- No fees, shipping charges or chargebacks.
- You set the rental rates.
- You take the profits on step-up instruments.
- We pay for all repairs.
- We carry only top brands.
- You may quit at any time without penalty.
- Your area is protected – we don't operate retail stores.
- We pay our commissions on time, every time.



HARMONY
MUSIC

1.800.356.2826

WILL SIMMONDS AT EXT. 105

17725 NE 65th, Suite B235
Redmond, Washington 98052
wsimmonds8@gmail.com



You Are Cordially Invited to the New
MMRmagazine.com

MUSICAL MERCHANDISE REVIEW



**The NEW
MMRmagazine.com
Website!**

Easy Access to the NEWS You Want To Read

- Updated News Daily
- Current Issue Online
- News by Product Categories
- Totally Searchable Archive
- Access Digital Issues of MMR Magazine

Introducing
the NEW



Bookmark Us! Visit Daily for the Latest in Industry News and Information

COMPANY	PAGE	WEB
Al Cass	52	alcassmouthpieces.com
Alfred Music Company, Inc	21	alfred.com
Allparts Music Corp	70	allparts.com
Amalfitano Pickups	70	amalfitanopickups.com
Amati's Fine Instruments	12	amatis.org
American Lighting	51	americanlighting.com
Avedis Zildjian Co.	23	zildjian.com
Beard Guitars	52	beardguitars.com
Bohemian Guitars	34	bohemianguitars.com
CE Distribution	80	yellowjacketstc.com
Celestion	36	celestion.com
Chem-Pak Inc.	43	chem-pak.com
Chord Buddy-Perry's Music	32	chordbuddy.com
D'Addario & Co.	17	daddario.com
Dream Cymbals And Gongs	59	dreamcymbals.com
Electra Guitars	73	electraguitar.com
EMG	30	emgpickups.com
Epilog Laser	57	epiloglaser.com
Evets Corporation	5	snarktuners.com
FDW Corp	24	fdwcorp.com
Floyd Rose Marketing	50	apintl.com
Four Force Amplifiers	28	fourforce.us
GAMA	61	discoverguitar.com
Giannini	16	gianniniguitars.com
Godin Guitars	31	seagullguitars.com
Godlyke Inc.	43	maxonfx.com
Graph Tech Guitar Labs	39	graphtech.com
Grover Musical Products	66	grotro.com
Hal Leonard	11	halleonard.com
Hohner, Inc.	9, 35	us.playhohner.com
Hoshino USA	77	ibanez.com
Hunter Music Instrument Inc.	10	huntermusical.com
Jazz Education Network	ibc	jazzednet.org
Ken Smith	71	kensmithbasses.com
Klops	34	klopsdrums.com
Kyser Musical Products Inc.	65	kysermusical.com
L & L Sales Co. Inc.	76	georgels.com
LM Products	71	lmproducts.com
LPD Music International	19	lpdmusic.com
Levy's Leathers	ifc	levysleathers.com
Metalin' Guitars	34	metalinguitars.com
Music Nomad	66	musicnomad.com
NAMM	46, 47	namm.org
New Sensor	67	ehx.com
OMG Music	55	omgmusic.com
Option Knob	44	vknob.com
Pantheon Guitars	33	bourgeoisguitars.com
PRS Guitars	29	prsguitars.com
Radial Engineering	6	radialeng.com
Rockett Pedals	81	rockettpedals.com
Rockn Stompn LLC	44	rocknstompn.com
Saga Musical Instruments	14, 15, 45	sagamusic.com
Shubb Capos	38	shubb.com
Shure	7	shure.com
SKB Corp.	1	skbcases.com
Sound Ideas	8	venturaguitars.com
String Swing Mfg. Inc.	37	stringswing.com
TC-Group Americas	40	tcelectronic.com
The Back Room	18	katapultsolutions.ca
The Dava Co	56	davapick.com
TKL Products Corp.	13	tkl.com
Visual Sound	bc	visualsound.net
W.D. Music Products Inc.	73	wdbiz.com
Yamaha Corporation of America	41	usa.yamaha.com
Yorkville Sound Corp.	25	yorkville.com
Zonda	20	stlouismusic.com
Zoom Electronics	3	zoom-na.com

HELP WANTED

School Service Representatives, Are You...

- Looking to jumpstart your career and advancement opportunities?
- Value the security of working with the industry leader?
- Eager to use new technology tools to increase customer satisfaction and personal productivity?
- Hungry for earning potential not limited by the number of school calls made in a week?
- Tired of hand delivering every item your customers purchase?
- Ready to become more than a sales person and be a true consultant, advocate and partner to your educators?

Then it's time you considered what many of your colleagues have done in recent years and join the Music & Arts team. Music & Arts educational representatives sell from a stock of over 30,000 of the most popular products from the best brands, including sound reinforcement and recording, music software, percussion and of course band and orchestral instruments and accessories from every major supplier.

The Music & Arts rental fleet is the largest and most diverse in the industry and can accommodate the needs of the most demanding customers. All Ed Reps are equipped with a netbook and wireless connectivity allowing them to do research and place orders electronically right in the band room that are shipped directly to the school. Use the time saved by not having to write invoices, pull orders and loading the van to really be a resource to your customers by promoting music advocacy, developing workshops and clinics and helping educators recruit and retain students.

Music & Arts school sales representatives are supplied a company van, earn competitive salary plus commission and enjoy excellent benefits. Territories are available throughout the country.

If all this sounds too good to be true, contact me personally. I promise all inquiries will be kept strictly confidential.

Kenny O'Brien
President, Music & Arts



Kenny O'Brien
President

4626 Wedgewood Blvd
Frederick, MD 21703
301.620.4040 ext. 1047
kobrien@musicarts.com



MUSICAL MERCHANDISE REVIEW



on the iPad

Look for it in the App Store!

It's Just a Matter of Time

When contributing to, and reading, this month's cover story, I was struck by how strong an emphasis folks were putting on the "individuality" and, specifically, "custom" nature of their guitars: "Custom shop-style instruments," as St. Blues describes their guitars; "WE ARE A CUSTOM SHOP" Metalin' Guitars states (yes, in all bold letters) on their site. Sure, smaller operations are, by nature, bound to be somewhat "custom workshop-type" operations, but the appeal that distinctive, outside-the-norm instruments holds for players – and guitarists, in particular – got me thinking about an earlier *MMR* feature.

In August of 2010, I wrote a cover story on aftermarket pickups ('Retailers – Pick Up the Pace'), which explored the appeal of this type of guitar modification. One subtopic that came up while examining the subject was the relationship that merchants can develop with customers by becoming "partners" in facilitating guitar "mod" ventures. The idea being that if you or someone on your staff can be that knowledgeable resource for the local guitarist who's tweaking his or her axe, and if you have the gear in-stock and priced to move, you can set yourself up for years of repeat sales. Also, you'll likely find yourself with a loyal customer who'll spread the word about how great your operation is. Pretty much nothing but upside. As Billie Pirie of Fender said within that article, "I can't think of a better way to repay a customer than to say, 'Hey, man – I've got a drawer full of pickups here and there's going to be a set that's going to make you love your guitar more.'"

Another comment from that piece that really stuck with me was from Frank Falbo, then of Seymour-Duncan, who asserted, "Every guitarist, if they stick with it long enough, will replace their pickups. It's just a matter of time."

That's just conjecture, but it's not baseless. As further anecdotal evidence, I spent a good five or ten minutes just now, mentally going through a list of all my serious and semi-serious guitarist friends (I was counting on my fingers and everything – It either looked really adorable or sort of sad), and I honestly can't think of a single player who hasn't done some type of hot rodding to their guitar.

Why is that? Well, for one, it costs a lot less to fiddle with the pots or re-fret the neck than it does to buy an entirely new guitar. Virtually every instrument can be improved upon, or will need some type of repair or replacements at some point. For another thing, it's just... fun. Anyone who's ever built anything knows the satisfaction of being able to look at something, hold something – or in the case of guitars – play something, and say, "I did that!"

This larger topic – customization of instruments and how retailers can take advantage of the inherent profit potential – is one that the editorial team over here has periodically discussed and I suspect we'll do something more in-depth on the subject at some point, but: back to guitars. Because, while many instruments can be altered after purchase, there's just *so much* that guitarists can do to their rigs (and so many related products retailers can sell to them).

Back when I was gathering information and quotes for that August '10 article, I was scheduled to have a brief, five or ten-minute phoner with Frank Falbo, but we wound up gabbing for closer to an hour. I'd just refinished a Gibson Melody Maker of mine, swapped out the pickup, tuning machines, truss-rod cover – the whole deal – and Frank is an experienced player and designer of all things guitar-related, so we had plenty to talk about.

When penning this editorial, I decided to again reach out to Falbo – who's now crafting his own instruments: Falbo Guitars (www.falboguitars.net) – to spitball further about guitarists and their propensity for modding their instruments.

"How does [a retailer] get the average customer to become like me: swapping pickups, hardware, frets, rotating necks and bodies around like musical chairs?" asks Falbo. "Simple. Just mention it. Guitar customization only requires the power of suggestion. Every time you see a customer gushing over their guitar, say, 'Think about strap locks, my friend,' because it speaks to the desire to protect their prized possession. Now you are someone who cares about them. There is no selling involved."

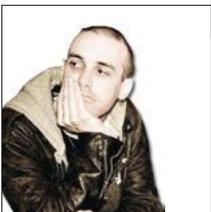
Personally, I have that "guitar customization guy" (or, more accurately, two guys) – Jim and John Mouradain of Mouradian Guitars in Winchester, Mass. One of the funny/counterintuitive reasons I'll always go to them – apart from their phenomenal work – is because they've helped me learn how to do things that I'd otherwise be *paying them to do*. When I went in with a bass that I'd totally botched the pickup installation on, Jim not only fixed my sloppy, solder-covered mess, but he showed me how to do it correctly the next time. That built a relationship. The next time I decide to install a tremolo or switch out the bridge saddle, nut, control knobs, or whatever else – and I *will* – I'll be going to Mouradian to buy the parts or have the work done.

Falbo can relate: "To this day, I've remained friends with the hot rod shops who had the patience to endure my wide-eyed questions as a teenager. Now I have people ask me for advice all the time, because they *know* I know. Be the person who knows.

"I feel like the guitar customization market is a fraction of what it could/should/will be. And there's so much money on the table here, because a lot of this stuff costs the price of a good dinner, or a few mochas. This is about building relationships, building a reputation for having the answers. If you recommend a locking tuner upgrade, and the player's guitar is now easier to tune, you're a hero. It's a win/win."

If you're a guitar retailer – especially in a medium or large market, with a decent population of semi-pro to pro players – and if you're *not* currently providing the goods and services that would allow you to be the neighborhood's go-to hot rod mecca, you are leaving that money on the table. Because serious guitarists like to play around with their instruments and make them their own. *You will* make those sales. It's only a matter of time... **MMR**

"Guitar customization only requires the power of suggestion."



By Christian Wissmuller

Jazz Education Network
5th Annual Conference

DALLAS

SAVE JANUARY
THE 8-11
DATE 2014



Education: Learn from expert clinics, seminars, & industry discussion groups.

Networking: Connect with record labels, instrument manufacturers, journalists, performing arts presenters, managers, publishers, colleges/universities, & more.

Gear: Visit industry exhibitors for the latest products.

Live Concerts: Attend concerts by the world's top professional jazz musicians, school & community ensembles.



The Jazz Education Network is dedicated to building the jazz arts community by advancing education, promoting performance, and developing new audiences.

JazzEdNet.org

VS·XO™

Unlimited possibilities for easily finding your perfect tone.



The Visual Sound VS·XO™
{eXperimental Overdrive}

VISUAL SOUND®

REAL TONE FOR REAL PEOPLE®

VISUALSOUND.NET

F E A T U R E S

- Two unique, flawless overdrives in one pedal.
- Pure Tone buffer on/off and separate Input and Output available for each channel.
- ~ Change order of effects, patch in a loop, or use a switching system.
- Reliable and silent True Bypass with the custom designed Forever Footswitch™ rated for 10 million hits.