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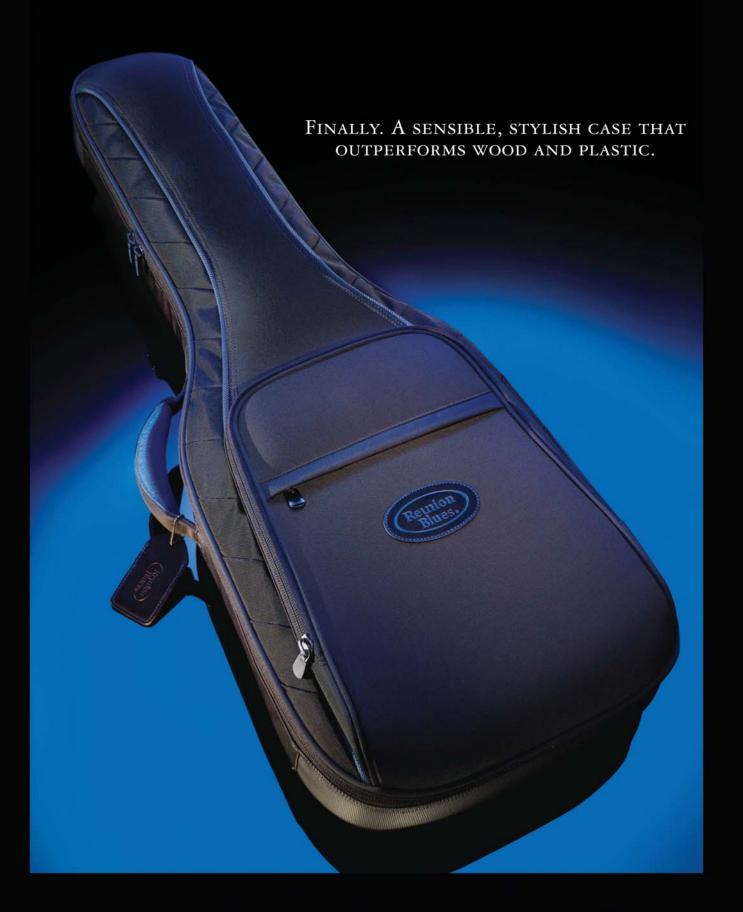












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>>> October 2009



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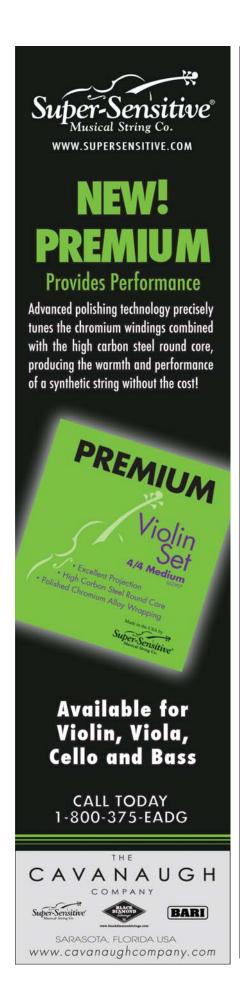


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PERSPECTIVE

PERSPECTIVE I BY ZACH PHILLIPS

YOU'RE IN THE EVENTS BUSINESS

n any given day, Samuel
Music may be hosting a
sound reinforcement clinic,
customer-appreciation
party or instrument petting zoo. This roster of celebrations
and learning opportunities makes up
the bulk of the Effingham, Ill.-based
dealer's promotional activity.



Samuel Music is one of many music retailers featured in this month's cover story, "Holiday Promoters," that has forsaken traditional publicity tools (i.e. blow-out sales and four-color catalogs). Instead, it has focused on hosting events that get people involved in and excited about music. (The story begins on page 43.)

There's good reason for this shift. Events are not only an ideal way to get people into music stores but also a promotional model that comes naturally to full-service music dealerships. To paraphrase *Music Inc.* columnist and Dietze Music co-owner Ted Eschliman, music stores are places of discovery and exploration. It's easy to forget, while working in your shop every day, that you have exciting showrooms, products and services — all the essential ingredients of a songwriters' night, trumpet workshop or party to celebrate a new line. (Last year, I went to a shindig at The Music Room in Palatine, Ill., when it acquired Line 6 and Mesa Boogie. It was a blast.)

So what's the payoff?

Events are the ultimate traffic and loyalty builder. Bruce Bannister, president of Samuel Music, said his company has, on average, "hundreds of people" show up at its customer appreciation days. Many of his student performance events, such as the Yamaha Clavinova fest, will also attract "five or six people" for every participating child.

James Bethea of The Perfect Bass/The Perfect Guitar in Baton Rouge, La., mentioned that his staff changed more than 60 sets of strings at a recent guitar and bass restringing day. St. Louis-based Mozingo Music has anywhere from 50–100 people in its store at any given time during its student/teacher holiday performance showcases. I mention these promotions, in particular, because they can be done on a miniscule budget.

Speaking of money, events can also generate staggering sales. Every November, a handful of North American drum shops participate in The Big Beat, a national drum day to raise money for charity. Two of last year's participants, Resurrection Drums and Drum World, had a better November than December sales-wise. "We've seen it for the last two years," said Mat Donaldson of Drum World in Tulsa, Okla. "I think it will be a trend that will continue."

Put your resources toward a blow-out sale, and you'll likely be forgotten. Host a child's first piano recital or a masterclass with a guitar idol, and you'll make friends for life. MI



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Don't Shoot the Messenger

udos to Music Inc. for giving ample ink to the responses to your authoritative June cover story, "What Went Wrong With the Piano Industry ... And How to Fix It." Several of the respondents' tones were both interesting and revealing.

It is amazing to me how some individuals wish to argue with a premise the writer never made. For instance, it is not my impression that Greg Billings is against teaching adults to play for fun. He is the only dealer I know who has a half-hour TV infomercial continuously running to recruit aspiring adult pianists. Mrs. [Brenda] Dillon must have overlooked the headline, "Why RMM Won't Sell More Acoustic Pianos." Billings' position was simply that PMAI Manufacturers (Piano Association International) shouldn't put all its hope in a program that history has shown is most likely to create digital pianists and organists.

In addition, other respondents seem to ignore the leadership responsibility of PMAI, particularly when it comes to issues such as player piano format standardization. To not have addressed a technology, which has dominated and driven the acoustic piano market for at least the last decade, seems to be a terrible oversight. As I stated in my contribution to the [story], history has proven that no technology ever reaches its potential until all interested parties agree on a standard. For a product category that NAMM statistics have shown a 26-percent annual growth rate only two years ago (leading the entire music products industry), this would seem to be a major league





"I applaud Music Inc. for addressing the elephant in the room. Let's all take positive action to move forward." — Ed Vodicka

dropping of the leadership ball.

I applaud *Music Inc.* for addressing the elephant in the room. Let's all carry on the discussion and take positive action to move forward. And let's not shoot the messenger.

Ed Vodicka Executive Vice President WebOnlyPiano

Selling a Product No One Needs

The article by Greg Billings, "What Went Wrong With the Piano Industry ... And How to Fix It," amplifies what others have been saying: "The times are tough, and music retailers and many suppliers are feeling the strain." However, whether times are good or bad, we must never lose track of the fact that, for the most part, we sell a product that

no one really needs in order to survive — no matter what the brand or merchandise.

With this in mind, how can a music retailer survive and thrive in today's business climate? Clearly, we must sell what the product will do for the customer, not just the product. Let's face it: Our products do nothing for a potential customer unless he or she can use it. For that reason, we must provide the kinds of programs that assure a prospect that if he buys the instrument he can learn to play and enjoy it. Educational programs and special events are important. One such program is recreational music making, and it is one that some music retailers should consider offering.

Instead of a guarantee of lowest price, which means nothing if the customer cannot use the product, we must assure the customer that he can learn to use the product and enjoy learning to make his own music.

Our educational programs must be fun and not ones that promise to make everyone play like a pro. The market is full of people who dream of playing a musical instrument but think

they are not talented enough to play. When the teacher or the lesson program expects too much, people quit the hobby forever. As they learn to play, they develop a sense of accomplishment that they never felt before. It is an accomplishment that sets them apart and makes them feel special. They buy because they want to learn to make their own music. Price alone doesn't help prospects make buying decisions. The confidence that they will be able to use the products may be the most important factor.

The economy may be difficult and the market is slow, but we have to give our potential customers the programs and materials they need in order to understand the instrument of their choice and to use it to the degree they set for themselves.

Mel Wisniewski Former Director of Sales Lowrey Organ

Big Beat Update

t press time, the 2009 sponsors of The Big Beat were still being finalized ("The Drummer's Cause," September 2009). The Five-Star Drum Shops would like to acknowledge these new sponsors for this year's Big Beat event: Dream Cymbals, Extreme Isolation Headphones, Istanbul Agop Cymbals, Rhythm Tech and Rogers Drums. See page 25.

- The Music Inc. Editors

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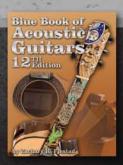
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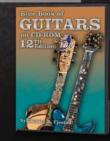
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Jim Pinkston Music, Gulfport, MS

Pictured: David Devaney, Jim Pinkston (owner), Derek Fountain





"Audix has been our go-to mic for over 10 years now and they've definitely helped us grow our mic business. Not only are the products great, profitable, and trouble free but the company always gives us fast, friendly service."

Sticks n Strings, Tuscon, AZ

Pictured: Chip Schnarr, Dan Hartman, Brandon Neumaier, Kane Flint, Justin Bernard, Tony Bernard

"For years we have recommended Audix OM microphones for their unsurpassed performance, exceptional gain before feedback, and rock solid durability. All I have to do is let a client try one and they're sold!"

Stage Sound, Roanoke, VA

Pictured: Don Clifton, Paul Thompson, Jeff Moore, John Thompson, Doug Thurman





"For 20 years Audix has consistently provided us with great products, great service, and great margins. We love the stuff!"

Gelb Music, Redwood City, CA

Pictured: David Vogel, Adam Jarvis, Kevin Jarvis (owner), Tommy LeMar, Don Frank



Inside RETAIL

>>> = = = =

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- > Progressive Music Center Applies technology to rock camp PAGE 17
- > Sam Ash Music Outfits stores with Auralex PAGE 18
- > Music & Arts Makes massive product donation

EASY MUSIC CENTER I BY JENNY DOMINE

ECONOMIC

eter Dods is a long way from Wall Street. self-described industry outsider and beatboxing hobbyist, Dods took on Pearl City, Hawaiibased Easy Music Center what he jokingly referred to as a "bad investment" — in 2005. Four years later, he has tripled sales and opened a second location in Honolulu.

"The old Easy Music Center was an out-of-date store," Dods said. "By the time I got there, it was dusty, dirty and poorly stocked. People were walking in with money in their pockets, not seeing what they wanted and not getting the kind of help they wanted."

Despite its problems, Easy Music had been a fixture in Hawaii since 1939. Dods' challenge was to re-establish the store's reputation and retrain the employees for a new way of doing business. To prove he was part of the Easy Music team early on, he even showed employees that no job was above the owner.

"I put on the plastic gloves, dusted things down and cleaned the toilets," he said. "There was an entire room full of old tech gear, broken amps and keyboards, some of them from 1985. I moved a couple tons of amp gear,



A Wall Street investor brings economic theory to **Easy Music**

cleared it out and created another store room."

ACTIVE OWNERSHIP

ods served as an investment banker for Merrill Lynch and also did a stint as a high school economics teacher prior to purchasing Easy Music Center. He sees economic principles at work every day at his store and applies them to everything from pricing products to managing employees.

According to Dods, the

principle-agent problem is one of the most easily forgotten economic principles in business. He illustrated the problem with this example: A man (the principle) offers to pay a weekly sum to a high school student (the agent) to mow his front lawn each week while he goes on a long vacation. The principle goes away, thinking his yard will be kept up weekly, but the student employee realizes he can just mow the vard once before the principle returns, even though he was paid for multiple mowings.

"When you start to think about that and absentee store ownership, it's staggering what you start to realize about businesses where owners are taking a passive role or aren't even available," said Dods, who faces this challenge oper- income the product requires.

ating two stores and managing employees who had worked for the previous owner.

"I have to incentivize my managers and properly motivate employees," he said. "I think that's often overlooked in our industry."

Dods said he likes George's Music's CEO George Hines' idea of using store check lists to help keep employees on task, especially when it comes to cleaning the store regularly.

"That is a performance task that's not based on sales that has a lot to do with your vision of the store and how the management is carrying out the vision," Dods said. "It's quantifiable, and it's something you can reward on."

ELASTIC PRICING

\(\) nother economic concept \(\) Dods uses at his store and discussed at the 2009 Summer NAMM Breakfast Champions session is price elasticity of demand. According to Dods, understanding this concept can help retailers determine the steepness of a particular product's demand.

The four determinates that Dods considers when pricing items include:

- 1. Substitutability of goods.
- 2. Percentage of consumer



- 3. The necessity of the item.
- 4. Duration of the price change.

He explained how these four principles can be applied to any product, using the example of guitar strings. Strings are easily substitutable by competitors and online sources. They don't take up a huge portion of income but are not always a necessity, as guitarists can hold out with rusty strings if they are trying to save in tight times.

"You start to realize strings are very price elastic," Dods said. "If I raise my prices above my 50-percent discount rate, I may lose my string sales to competitors altogether."

The opposite of strings would be an accessory such as

a banana plug or a quarterinch adapter.

Dods explained: "Do other music stores carry it? No. Does RadioShack carry it? No. Does somebody need it for a gig in an emergency? Yes. We've taken things like adapters, tweaked our prices, and people are still thinking, "This is cheaper than anything out there."

He applies these principles across all of his inventory. Elasticity of demand, in fact, gives Dods better leeway to negotiate with customers and still have the margins to keep his store open. In the long-term, this helps Easy Music save enough gross profit for those occasions when a customer needs a little extra incentive to purchase a larger-

ticket item.

"You can say, 'Yeah, I'll knock off a couple hundred [dollars]," Dods said. "I'll sell it well below Internet price, and they don't have to pay shipping. That little 5- to 10-percent change in a product is going to be the difference between someone buying or not buying."

HITTING A STRIDE

After four years of struggling to bring Easy Music back to life, Dods is starting to see the change he wants.

"We had way more traffic this summer than we have ever seen in the store," Dods said.

He attributed the turnaround to his employees' hard work, his dedication and joining the Alliance of Independent Music Merchants (AIMM), which gave him the means to sign new vendors.

"I know we would not be where we are today if not for the AIMM group," Dods said. It was because of AIMM that Dods decided to go to 2009 Summer NAMM in Nashville, Tenn., where he was invited to speak, putting him and Easy Music in the spotlight.

"This was a business that developed a bad reputation," Dods said. "It takes years to reeducate [customers] and retrain staff and lots of advertising to get people to come back in."

Dods said he feels he has just hit his stride and takes none of it for granted. "The old philosophy might have been good enough. In retail, nothing is good enough. You can always be better." MI

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HIGH-TECH LEARNING

weetwater Sound has built its reputation by combining high-tech business processes with high-service retail. More recently, the Fort Wayne, Indbased dealership brought that approach to a new venture: music lessons.

The Sweetwater Academy of Music opened its doors in March 2008. While offering lessons presents new cross-selling opportunities to the company — a mostly Internet and mailorder business — it also fulfills a lifelong goal of Sweetwater's founder, Chuck Surack.

"Chuck always wanted to have a lesson program at Sweetwater," said Kelly Lentine, director of the Academy of Music. "He wanted to open [an academy] as a service to the community."

BRANCHING OUT

y the end of 2008, roughly 80 students per week were coming in for private lessons, and today, that number has grown to 200. Lessons cost \$25 per half-hour, and the first one is on the house, giving newbies five lessons for \$100. Studios have been custom-built for optimal learning. They include Pro Tools rigs, so students can record their lessons as a future practice aid. And all the students' hard work pays off with a recital held in Sweetwater's Performance Theatre, a state-ofthe art, on-campus auditorium.

In June, the Academy of Music branched out and launched Rock Camp. The program offered 12–18 year olds a chance to learn three songs, which ranged from classic rock



Sweetwater adds Pro Tools-aided music lessons to its high-tech retail operation

covers to originals. Participants got an opportunity to record in Sweetwater's recording studio and perform in front of a live audience in the Performance Theatre. (All participants went home with a DVD of the gig.) The first Rock Camp drew so much interest that a second session was added for August.

LOCAL MEDIA BLITZ

Sweetwater pulled out all the stops to promote the Academy of Music. Initially, it was marketed through tradi-

tional media: a month's run of weekly newspaper ads; several months of billboard advertising, including one electronic board strategically placed near a shopping mall; and ongoing weekly ads in two free, local music papers. Plus, e-mail blasts were sent out to every customer within 60 miles of Fort Wayne.

Sweetwater also promoted the Academy to schools, taking out ads in high school band and choir concert programs. The largest school in the district even sent out an e-mail blast to all of its teachers. And educators and administrators were invited to tour the facility.

"We had excellent press about it, too, with stories in the local newspapers and the two TV stations," said Christopher Guerin, Sweetwater's director of program development. "We were on several radio interview programs, as well." He added that promoting the Academy at GearFest, Sweetwater's annual consumer trade show, generated "a lot" of lesson sign-ups.

FUSING RETAIL, EDUCATION

Sweetwater's deep selection affords endless opportunities to integrate retail and education. "If someone comes in and is looking at beginner guitars or drums, we can say, 'Hey, we've got a program upstairs with great, talented teachers who can help you get started," Lentine said.

"The opposite also happens where we will get a student who comes in for guitar lessons and has a smaller or cheaper guitar that's not staying in tune. The teacher can take the student or parent down to the store and recommend some guitars that are reasonably priced and fit their needs." MI





ANNIVERSARY

Uncle Jon Turns Five

Uncle Jon's Music in Westmont, III., recently celebrated its fifth anniversary with a party featuring live music from local bands, a guitar giveaway, free hot dogs and storewide sales. The company is owned by Johnny Kostal Jr. and his father, Jon Kostal Sr.

"The event was a big success and brought a lot of people to the store," Johnny said. "It's something that we could consider doing every year."

CUSTOMERS

Hard-Core Sales

Guitar Center Professional (GC Pro) Account Manager Vince Bedford



celebrates his 10th year of working with famed heavy metal band Metallica (pictured) this year. During the past

decade, Metallica's band members, families, friends and crew have turned to GC Pro for their pro audio gear.

OPENING

Hollywood Expands

Hollywood Piano recently celebrated the grand opening of its new Pasadena Showroom and Warehouse Outlet in Pasadena, Calif. Since 1928, the familyowned company has served the California market. Major music events, television shows and movies, such as *Casablanca*, have used Hollywood's pianos.

EVENT

Getting Strung

Shem Creek Music, based in Mount Pleasant, S.C., joined forces with Sierra Guitars to host the Shem Creek Music Guitar Restringing Clinic at the dealership on Aug. 22. The store's customers had the opportunity to get their guitars restrung for free, and the first 25 customers received a set of free guitar strings to be used for the restringing. A Sierra rep was on hand to assist, and guitarist and singer/songwriter Chris Holly performed on his Sierra guitar during the event. A Sierra Alpine SDS35CEBK acoustic-electric guitar was also given away.



INSTRUMENTAL MUSIC CENTER I PROMOTION

INSTRUMENTAL 101

Instrumental Music Center of Tucson, Ariz., held its second annual Fresh Start music program on Aug. 23. The store worked with the University of Arizona music fraternity Kappa Kappa Psi to create this free, one-day music crash course for new band and orchestra students.

The four-hour program taught students the basics of keeping and maintaining an instrument. It also taught some common mistakes people make when first starting on an instrument.



"We had probably 70 students attend," said Leslie Faltin, owner of Instrumental Music Center. "It was very successful. We plan on doing it again next year."

GUITAR CENTER PROFESSIONAL I EVENT

GC GIVES BACK WITH BBQ, BANDS

Guitar Center Professional (GC Pro), GC's outside sales division for pro audio gear, recently gave back to its loyal customers with a feast of ribs and baked beans. Held at five Southeastern GC Pro locations on Aug. 26, these gala barbeque events featured free, catered food; live entertainment; a selection of prizes; and exclusive gear deals.

The parties were held in New Orleans; Hallandale, Fla.; Atlanta; Towson, Md.; and Nashville, Tenn. GC Pro treats customers to transeque

Attendees included studio owners, musicians, engineers, producers and students.

"These events were all an enormous success," said GC Pro Director Rick Plushner. "We are always looking for ways to say 'thank you' to our loyal customers, and the pro audio communities from each region turned out in large numbers to partake in great food, great entertainment and great company. More than a few took advantage of our special, one-day-only deals to pick up some gear they'd had their eyes on for some time."

Progressive's Tech Angle

rogressive Music Center in | said Kyle Long, operations Raleigh, N.C., recently hosted its 15th annual Original School of Rock summer sessions. This year, special focus was put on music technology, and the summer sessions were retitled MusicTech.

With the new MusicTech format, students wrote, recorded, performed and promoted their own music in a period of one week. The sessions then ended with a final concert.

"Technology has so much to offer musicians and bands," manager for Progressive Music Center. "So we need to be on the forefront of introducing this to our students and camp rockers."

Launched in 1994. Progressive Music Center's summer camps continue to grow every year, according to Billy Cuthrell, company owner. Progressive also provides a year-round program, the Rock Academy, where students rehearse weekly with staff members that coach and prepare them for live shows.







Wireless 101

Skip's Music in Sacramento, Calif., held a wireless microphone workshop on July 28. It aimed to inform

customers of the recent changes that took effect last November after the Federal Communications Commission sold off radio frequencies used by wireless microphone manufacturers. The operations of



microphones with this bandwidth (700 MHz) are now unpredictable and subject to dropouts and bleed over interference from other new wireless devices that operate on this bandwidth. A factory specialist from Shure was on hand to discuss the changes.

GEAR

Moog Under the Spell

This past summer, Wizard Amplification signed a retail agreement with Moog Audio. The Cornwall, Ontario, music retailer will now be offering a complete line of Wizard Amplification in its stores and online. Discussions regarding this agreement have been taking place since January. Since its 1998 opening, Moog Audio has increased its sales by 40 percent, according to a company statement.

PROMOTION

Vault Tour

Sabian's 2009 Vault Tour will stop off at several music product retailers from Sept. 25-Oct. 21. The tour offers the chance to have one-of-a-kind cymbals made onsite, witness demonstrations of hand hammering and cymbal lathing, and talk with Sabian personnel. Consumers will also be able to purchase from a large array of one-off prototypes and best sellers from the Sabian Vault. This year's tour will feature a micro Web site, which will host information about the tour, including dates, photos and commentary on behind-the-scenes action. Site visitors will also be able to vote on their favorite Sabian prototypes and read Sabian personnel blogs.

SAM ASH MUSIC I DESIGN & DISPLAY

Ash's Acoustic Makeover

S am Ash Music recently began incorporating Auralex Acoustics' line of acoustical treatments into the floor plan of its stores in an effort to display merchandise while balancing the sound levels in its showrooms.

At the company's Clearwater, Fla., location, a recent sound makeover incorporated a selection of Auralex's foam treatments, including pArtScience SpaceArrays and SpaceCouplers, Gramma



Isolation Risers, EcoTech panels, and SonicPrint panels, as well as the Auralex Designer series foam kit in the live stage and showroom area.

CLINICS&APPEARANCES



Sheehan Hits Stanton

Celebrating his 25th year as a Yamaha artist, bassist Billy Sheehan recently toured the country hosting a number of in-store clinics, including one at Ken Stanton Music in Marietta, Ga. A Yamaha RBX170 bass was raffled off at select stores. Pictured, from left, is Sheehan, Yamaha bass winner Tammi Naler and Ken Stanton.



Dale in D.C.

On Aug. 29, Middle C Music in Washington, D.C., held a meet and greet with guitarist and surf rock pioneer Dick Dale and his son and collaborator Jimmy Dale. The hour-long event included an autograph signing. Pictured, from left, is Middle C's Myrna Sislen, Dick Dale and local musician Mark Noone of The Slickee Bovs.



Piano Lessons & Shredders at Willis

Willis Music of Florence, Ky., recently joined forces with Alfred Publishing to put on a clinic for local piano teachers. Robert Vandall and Dennis Alexander, both world-renowned composers and teachers, presented workshops at three of Willis

Music's locations. They touched on topics, such as playing with intent and the importance of lyricism and phrasing.

Willis also invited Dean Guitars artist Michael Angelo Batio to its Louisville, Ky., store on July 25 for a guitar clinic. More than 360 attendees filled the store's auditorium, and roughly 100 more stood outside the auditorium doors to listen to the guitar shredder play tracks from his solo CDs. Batio also showcased his signature model guitars and his Dean double-neck guitar, which he played with both hands, upside down and over his head.



Recording for the Greater Good

This summer, singer/songwriter Gavin DeGraw (pictured) swung by Sweetwater in Fort Wayne, Ind., to record an acoustic version of his single, "In Love With A Girl," at the company's in-house studio. The track will be released on the upcoming *Majic Miracle Music, Volume 4*, a charity CD collaboration between Sweetwater and Fort Wayne radio station WAJI Majic

95.1. All proceeds will benefit Riley Hospital for Children in Indianapolis.





CASCIO INTERSTATE MUSIC I COMMUNITY

GROOVIN' AT SUMMERFEST

ascio Interstate Music of New Berlin, Wis., recently show-cased local musical talent on its stage at Milwaukee's annual Summerfest. During the 11-day festival, 93 indie bands from the greater Milwaukee area performed on The Cascio Groove Stage, which was co-sponsored by Milwaukee newspaper Shepherd Express and radio station WMSE.

Music styles on The Cascio Groove Stage ranged from ska to rock to indie-alternative. The Casico-sponsored Milwaukee Bucks Wild! Drumline also performed on the stage. This 21-drummer ensemble is a mainstay at Milwaukee Bucks home games.

"I think it was a significant victory for live, local, original music this year at one of the world's largest, permanent music venues," said Cascio Interstate's CEO Michael Houser. "It gave fans, customers and bands an opportunity to see and perform great music, expanding the marketplace and reach in the Milwaukee market and beyond. It was great to see the crowds of support at our stage and our opportunity to give our area musicians a chance to proudly showcase what they do."

Summerfest attracted roughly 1 million attendees and 1,000 bands on 11 permanent music stages.

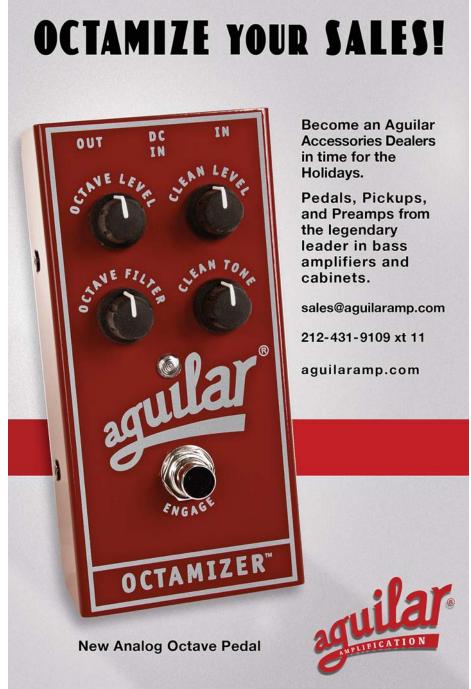
MUSIC & ARTS I OUTREACH

M&A DONATES 510 INSTRUMENTS TO MR. HOLLAND

M usic & Arts of Frederick, Md., recently donated 510 orchestral instruments to The Mr. Holland's Opus Foundation to assist school music programs that couldn't afford to replace old and worn instruments. The donations included violins, violas and cellos.

"The opportunity to help Mr. Holland's Opus Foundation allows us to assist a greater number of students across the nation and improve the quality of their education through music," said Ken O'Brien, president of Music & Arts. "We are proud to partner with such a worthwhile foundation and influence the lives of so many students."





visit us online at www.namm.org

NAMM® News



Note from Joe

The Magic of a Music Store

Retailing is arguably one of the toughest businesses to be in, even more so during times like these. Every day, NAMM Members unlock the front door and do their best to serve a demanding, knowledgeable and diverse clientele.

Music stores are hallowed ground to me. Growing up, I distinctly remember shopping at Kubera's Music in Buffalo, N.Y. It was a small store, crowded with customers, and the gear was stacked to the ceiling. When I was 15 and had saved enough money from cutting lawns, I went to Kubera's to buy my first "real" drum set. Art Kubera personally helped me pick out a shiny new set of drums with all the accessories. I chose a color that he had to order, so I went home minus my money but clutching my receipt—and counting the days until it would arrive. When I went back to pick everything up, Mr. Kubera looked at me in all seriousness and said, "Sorry, kid, something happened and

we didn't get them yet." My face must have looked like I'd just witnessed the death of a relative. Then he laughed and said, "Turn around."

There were my drums, set up and ready for me to play. Not only did I have my new drums, but Mr. Kubera's ribbing made me feel like I was his friend, part of the "club" of real musicians. I was already hooked on music, but I think I've been hooked on the magic of a music store ever since.

All NAMM Members—retailers, reps and manufacturers fulfill customers' dreams every day. And when business seems tougher than ever, like it's been lately, try to remember that you are doing much more than moving boxes. With each sale you make, you are creating memories that will last a lifetime.

And speaking of memories that will last a lifetime, make your plans now to join your industry peers in Anaheim this January. The benefits of attending far outweigh the cost, and investing in your future is the best thing you can do to ensure success in the year ahead.

Joe Lamond • NAMM President/CEO

Se Temal

Renew Your Membership— Take Advantage of the Benefits of Belonging

World-Class Trade Shows:

Our industry gatherings provide an unparalleled forum to conduct business, meet with buyers, revitalize your inventory, see new technology, reunite with peers and gain business knowledge.

Promoting the Industry:

In 2009, NAMM's Wanna Play? national public awareness campaign has generated more than 296 million media impressions worth approximately \$7.6 million, helping to increase demand while creating new customers.

NAMM University:

In these challenging economic times, NAMM continues to offer free resources and ideas through NAMM U's Breakfast Sessions, Idea Center sessions and the recently launched NAMM U Online program, which provides snippets to supplement your learning throughout the year.

Government Relations:

NAMM stands for its Members every day with ongoing representation in Washington, D.C., on issues that impact the industry, including tax reforms, small business health insurance, music education and others.

Member Services:

Save money through NAMM-endorsed business providers offering shipping services, school and church lease/purchase programs, health insurance information and several other services.

Member Quote

"Sweetwater has been a NAMM Member for decades and for good reason. Through its summer and winter shows, publications, and other programs, NAMM has been a great partner, supporting what we do as a retailer, and helping us to make important connections throughout the music industry. I consider NAMM to be far more than a 'trade association'; it is nothing less than our strategic partner."

CHUCK SURACK FOUNDER AND PRESIDENT . SWEETWATER SOUND INC.

NAMM News

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



The United Kingdom's top dealers voted

Tanglewood Guitar Company UK

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of 2006.

...and 2007.

In 2009 Make it yours

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tanglewoodguitars.com

Bovier

Acoustic Stringed Instruments

Mandolins and banjos featuring exceptional tone, unrivaled playability and exquisite craftsmanship

jbovier.net



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> Les Paul Remembering an industry giant PAGE 29

ALFRED PUBLISHING I BY ZACH PHILLIPS

DRIVING TRAFFIC

1fred Publishing received an unexpected windfall this summer when Michael Jackson's print music sales spiked 400 percent after his death.

"And that number is actually conservative," said Bryan Bradley, the company's COO.

While acknowledging the tragedy of the pop star's demise, Bradley and Ron Manus, Alfred's CEO, were relieved that their dealer base had an extra sales tool to slug through summer's dog days. Helping music retailers overcome harsh economic realities, in fact, has been given top priority at the Van Nuys, Calif.based company lately.

"We've carved out a chunk of the budget that we used to throw at dealers with promotions and instead said, 'Hey, let's partner," Bradley explained. "What can we do to help you get traffic in your store?""

NO-HASSLE PRINT RETAIL

Inlike the Michael Jackson sales fluke, many of Alfred's



Alfred's plan to bring retailers more business in the tough economy

the result of ongoing planning.

The brand-new Instant recent dealer initiatives have been | Print Center program, for example, is designed to give retailers a break from the dayto-day challenges of managing print inventory. Participating dealers get a book rack that Alfred stocks with cherrypicked product after analyzing the retailer's specific market. If a title doesn't turn, dealers can opt to send it back for another. Dealers with inventory management systems can also feed their data directly to Alfred.

is report back once a week on what's sold," Bradley said. "We'll track everything, and when a product isn't hitting the turn goals, we'll pull it out. We'll replace it with something else. And we'll replenish [product] every week, so they don't have to think about it."

In the same vein. Alfred launched a virtual inventory system three months ago. Participating retailers log on to "All they have to do for us | a portal where they can access more than 70,000 Alfred titles digitally. This way, they can print out and sell slower-moving titles to customers without having to carry the stock.

GIVING BACK

The company's new Fund-Raiser Program serves as both a sales and PR vehicle, aiming to make retailers heroes in their local school districts.

"[Dealers] can take the program out to their local schools and say, 'Come in during the next week, and 5 percent of all your purchases of Alfred product will get donated back to your school," Bradley said. "We'll provide the retailer with custom fliers and handbills for students, teachers and parents, as well as custom displays and targeted press releases for media outlets in their area."

After the promotion is over and the receipts are tallied,

Alfred gives the dealer cash, so it can make the donation. "It all comes back to our core, which is getting more people to play music," Manus said. "If it's helping tie the dealer to the school district, if it's helping give the dealer an angle on marketing, if it's helping the dealer display products in a way to create impulse [purchases], we're willing to find a way to make it work."

THE MICHAEL JACKSON EFFECT

we technology has also helped make printed product more consumer- and dealer-friendly. Alfred offers multiple product formats, including CDs, DVDs, iPod videos and Kindle e-books, but Manus and Bradley stressed that paper and ink remains king. Here, the advent of digital printing has been a godsend.

"In the old days, if you did-

n't have a certain-sized market to justify a print run, then you had to take a title out of print," Bradley said. "Now, with a digital press, you can print two, three or four copies almost as cost effectively as you used to do the big offset print runs."

"If something goes out of print, it's because we've decided that the title has either been replaced by something that we think is a better experience for the end-user or for some other reason," Manus said, mentioning that digital printing has essentially made it possible for books to stay in print indefinitely.

Digital printing came in especially handy with the Michael Jackson phenomenon, as it let his books be reprinted within days as opposed to weeks.

"Michael Jackson books sold out on the Friday after he

passed," Manus said. "We had our digital presses and our regular presses going all weekend, and by Tuesday of the following week, the books were back."

Alfred's downloadable sheet music program, TotalSheetMusic.com, also gave consumers unlimited access to Jackson's sheet music without fear of it selling out. Plus, music retailers using the service received a commission from these sales.

"I think that the overall [sales] uptick was even larger than other historic events because of the availability of the digital [sheets]," Bradley said.

"For me being the third generation of Manus working at Alfred, it's exciting that it's not the same-old business as usual," Manus said. "There are fun, new challenges, and there are new ways of making the business better." MI



CRAFTER I OPENING

Crafter's Grand Opening

rafter recently celebrated the grand opening of its new guitar factory with a ribbon-cutting ceremony in Yangju, South Korea. The Mayor of Yangju and guests from around the world were in attendance. The ceremony marked the culmination of five years of planning and construction to produce the state-of-the-art facility.

"This was a unique opportunity to build a more modern factory in the same area, so that we could retain all of our loyal and highly trained staff," said Injae Park, president of Crafter. {crafterusa.com}

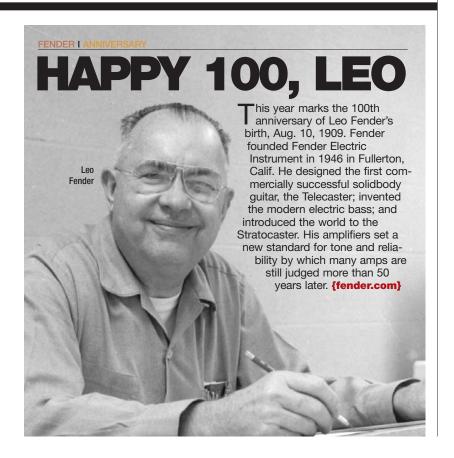


A-T Awards On the Road

N.J.-based On the Road Marketing. The award was presented by Marc Lee Shannon, Audio-Technica's vice president of sales, to Doug Brown, presi-

Audio-Technica recently bestowed | dent of On the Road Marketing, at a its President's Award to Patterson, | ceremony during this year's InfoComm Expo on June 16 in Orlando, Fla., to honor Audio-Technica's team of representatives.

{audio-technica.com}



SUPPLY **SUPPLY**

OUTREACH

Vendors Give to Big Beat

Twenty-four percussion vendors have donated merchandise totaling more than \$180,000 in retail value for The Big Beat, which will occur in 11 cities in North America on Nov. 1.

Each participating drum retailer will be giving away about \$16,000 worth of gear to participants during this event. It will benefit The Mr. Holland's **Opus Foundation** and, in some cities. additional local chari-

BIG BEAT ties. Plus, one winner in one of the 11 cities will get a bass drumhead with the Rush Snakes & Arrows artwork (pictured), autographed for the occasion by Rush drummer Neil Peart.

{fivestardrumshops.com}

CONTESTS

API Awards Scholarship

API has announced this year's winners of its Visionary Scholarship, which the company designed to foster creativity and excellence for the pro audio industry's next generation of sound engineers. The winners, Alex Hug, Jacob Lansky and Jacob Merkin, were each awarded \$2,000 for their essays and the optional submission of recorded material.

Applications for next vear's awards are available online at the company's Web site. The application deadline for the 2010-2011 school year is April 1, 2010.

{apiaudio.com}

VENUES

Kustom Gets the Blues

Kustom Amplification, a division of Hanser Music Group, has been named the official amplifier of B.B.

King's Blues Clubs. Kustom is providina a variety of amplification products to B.B. King's



Blues Clubs in Memphis and Nashville, Tenn.; Orlando, Fla.; and upcoming new locations. For the Memphis club, Kustom provided its all-tube Defender and 1972 Coupe guitar combo amplifiers, as well as the new, 300-watt DE300HD Deep End head and DE410H speaker cabinet. {hansermusicgroup.com}

CORPORATE

Line 6 Makes Inc. 5,000

Inc. magazine has ranked Line 6 No. 4,118 in its annual ranking of the 5,000 fastest-growing private companies in the country. The list is a comprehensive look at independent-minded entrepreneurs in the United States.

"We are honored to be named on the list for the second year in a row," said Mike Muench, CEO of Line 6. "We [attribute] the company's growth and success to our dedicated team, as well as the artists and musicians that value our products for their musical endeavors and careers."

{line6.com}

EVENTS

Tradition Breaks Record

Tradition Guitars of Fort Worth, Texas, co-sponsored a recordsetting guitar event in



Luckenbach, Texas, on Aug. 22. More than 2,500 people gathered to break the world record for the most guitar players playing one song at the same time. The official count of 1,859 guitar players broke the previous world record of 1,802 people set in Germany in 2007. **{traditionguitars.com}**

BRAND

CAD, Astatic Rebrand

CAD Professional Microphones and Astatic Commercial Audio Products



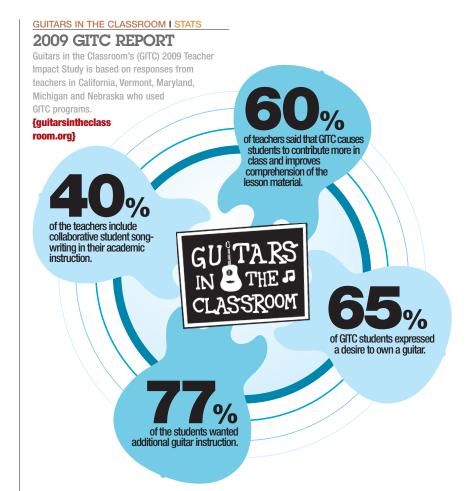
have rebranded as CAD Audio to expand the company's product offerings across several markets. Under

the new CAD Audio brand, there will be four series of products: recording, live performance, Astatic commercial and personal audio. These new organizational changes will be reflected on the company's new Web site, product, and sales and promotional materials. {cadaudio.com}

ARTIST APPROVED

Songwriter Picks Greg Bennett Royal 3

Stan Bush, the singer and songwriter famed for composing the animated *Transformers* TV show anthem, "The Touch," now endorses Greg Bennett Guitars. His new guitar is the Greg Bennett Royale 3. "It's a great honor to play a guitar with such amazing tone," Bush said. **(gregbennettguitars.com)**



KALA I ARTIST

U-BASS JOINS CORAL REFFER

ala Brand Music has added Jim Mayer of Jimmy Buffett's Coral Reefer band to the U-Bass artist roster. Mayer ordered a U-Bass after playing one at 2009 Summer NAMM and put it to work during the band's latest tour, which began in mid-August. He has been writing, recording and touring with Jimmy Buffett and the Coral Reefer band since 1989.

{kalaukulele.com}



SUPPLY **CONTRACT**

U.S. MUSIC CORP. I MANAGEMENT

U.S. Music Sold to Jam

U.S. Music Corp. announced on Aug. 24 that the company and its brands — Washburn, Parker, Randall, Eden and Oscar Schmidt — will operate as an independent and wholly owned subsidiary of Jam Industries under the guidance of Barry Ryan, U.S. Music's current president.

"We are pleased to join forces with a strategic partner like Jam Industries that has been a long-term business partner with U.S. Music for more than 20 years," said Rudy Schlacher, founder and CEO of U.S. Music Corp. "It has been a thrilling and rewarding 40-year ride that has allowed me to realize my dreams and goals. That would not have been possible without the support of our customers and suppliers." {usmusiccorp.com}

CONN-SELMER I PERSONNEL

BACH STRIKE ENDS

The three-year strike at Conn-Selmer's Vincent Bach plant in Elkhart, Ind., recently ended with the union being decertified, according to an Aug. 4 report by The Associated Press. About 130 union members were pulled off the picket line on Aug. 3 after the National

Labor Relations Board handed down an official decision to decertify United Auto Workers Local 364. Roughly 230 workers went on strike after rejecting a contract in April 2006. Since then, several have crossed the picket line and gone back to work. **{conn-selmer.com}**

DISTRIBUTION

Dana B. Goods' Global Management

Michael Tobias has chosen Dana B. Goods to manage his MTD Kingston brand globally. Dana B. Goods will remain the exclusive U.S. distributor for MTD Kingston basses, strings and accessories but will take on the responsibility of overseeing and coordinating the development of the Kingston brand worldwide.

{mtdkingston.com}

AWARDS

GAMA Honors Hartmetz

Paul Damiano, vice president of the Guitar and Accessories Marketing Association (GAMA), awarded Romana Hartmetz the GAMA award for Excellence in Teaching Guitar. It was presented at the 2009 Teaching Music Awards in Washington, D.C. In addition to her work as a teacher, she was recognized for training educators at Teaching Guitar Workshops across the United States. {discoverguitar.com}





SUPPLY **SUPPLY**

MUSE I CORPORATE

MUSE CHANGES OWNERSHIP, NAME

use Research recently assumed I new ownership and will be called Muse Research and Development, also known as Muse R&D. The company's assets and intellectual property are now owned by Matt Christiano, a former investor and founder of Reprise

Software, and Chris Halaby, founder and CEO of Muse Research, with minority ownership by a group of former Muse Research investors. It will continue to operate from its headquarters in Menlo Park, Calif.

{museresearch.com}



Digital Pianos & Keyboards "From Italy...the Land of Music, History & Design"

Now available in the USA!

Portable Digital Pianos & Ensemble Traditional Styled Digital Pianos, Grands & Ensemble Digital Church Keyboard **Eight Models to Choose From**

"You've Gotta Hear This Thing!"

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Distributed by Wyman Piano Company



Contact: info@wymanpiano.com 941.661.0200



APPOINTMENTS

Blue Taps Maier

lue Microphones has hired industry veteran John Maier as CEO. He makes the move after nearly seven years as CEO of TC Group Americas. Maier ioins Blue following



its acquisition last year by private equity firm Transom Capital Group. In addition to Blue's pro audio product line, Maier will oversee the company's growing consumer electronics product lines and its entry into new markets.

{bluemic.com}

Love Promoted

/awai recently \promoted Tom Love to senior manager of electronics. Love has also stepped into the new position of senior manager of Internet marketing.



"This promotion recognizes the total scope of leadership in electronics marketing, product development and sales that Tom has been providing for a long time," said Brian Chung, Kawai's senior vice president. {kawaius.com}

Ashly Audio has appointed John Sexton as its national sales manager.

Chauvet has named Jamey Brock as director of sales. Robert Carpenter was also appointed as Southwest business territory manager, serving California, Nevada, Arizona, New Mexico and Hawaii.

NAMM has elected Paige's Music President Mark Goff as secretary of NAMM's 2009-2011 executive committee.

Yamaha Corp. of America has promoted both Garth Gilman and Yoichi Oba to the shared position of assistant general manager of the pro audio and combo divisions.



SUPPLY **SUPPLY**

KK TRIBUTE

🕀 Les Paul

es Paul, an innovator of the solidbody guitar, died on Aug. 13 in White Plains, N.Y. He was 94.

Paul's music career spanned almost eight decades. Known



as The Wizard of Waukesha, he was the musical mind behind innovations, such as multitrack recording, tape delay, guitar effects and the solidbody guitar that bears his name, introduced in 1952.

Paul's diverse talents resulted in his induction into the Grammy Hall of Fame, the Rock and Roll Hall of Fame, the National Inventors Hall of Fame and the National Broadcasters Hall of Fame.

"As the father of the electric guitar, he was not only one of the world's greatest innovators but a legend who created, inspired and contributed to the success of musicians around the world," said Dave Berryman, president of Gibson Guitar. "He was, simply put, remarkable in every way. As a person, a musician, a friend, an inventor — he will be sorely missed."

Donations can be made to the Les Paul Foundation, 236 West 30th St., 7th Floor, New York, N.Y. 10001.

🕣 Atsunori Abe

Atsunori Abe, former general manager of Audio-Technica, Department Japan, passed away on July 10. Abe joined A-T in 1978, and in



addition to holding the position of the general manager, he also served on the company's board of directors. He retired in 2005.

AMERICAN MUSIC & SOUND I DISTRIBUTION

AM&S Partners With Phonic

merican Music & Sound (AM&S) American iviusio a comme,
will distribute Phonic's pro audio and MI product lineup in the United States. Based in Agoura Hills, Calif., AM&S currently represents brands, such as Allen & Heath, Focusrite, Nord and Wharfdale Pro.

"Phonic's success in the U.S. the

past few years outgrew our standalone Tampa, Fla., office and prompted us to search for a local partner able to provide even greater support and faster fulfillment to users," said Stephen Wang, Phonic's chairman and CEO. {americanmusic andsound.com}

Missing 15%?



During difficult economic times, accessory sales are critical to maintaining or growing your business. Denis Wick brass sales grew over 15% in the U.S. and Canada last year alone. It's the kind of growth that makes a difference to your bottom line.

To find out how you can find your missing 15%, call a DANSR sales representative at 888-707-4455 or email us at sales@dansr.com.

Products in Demand. Performance by Design.





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VIC FIRTH DEALER NEWS

Vic Firth's Sales Support Helps You Earn More Money



Vic Firth, Inc. remains committed to providing multiple layers of support designed to increase your sales at the margins you require. We know how important stock replacement is to satisfy all customer demand—all orders are shipped within 24 hours of receipt to distribution partners with a 99% line item fill. We invest in VF marketing programs, educational programs and web activities to increase customer pull through for the #1 selling brand in the world. Read on to see which activities customers and artists are viewing today.

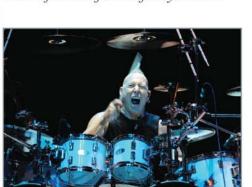
WEB FEATURES

CBS featured Vic Firth on the Sunday Morning Show: Russ Mitchell visited the Vic Firth plant to learn more about Vic, his company and his success. www.vicfirth.com/features/CBS_3-29-09.html

Our Dealer and Distributor Support section features new key dealer information such as available merchandising displays, high rez photos and much more. www.vicfirth.com/b2b

Check out the recent photos/video of Vic Firth artists at the Frankfurt Musik Messe, New England Metal Festival and the Meinl Drum Festival in Russia! vicfirth.com/features/MESSE09.html www.vicfirth.com/features/NEMHF09.html www.vicfirth.com/features/meinldrumfest.html

Many make claims, Vic Firth makes sticks. See how the best sticks are made during your factory tour. Get a factory tour DVD for your store's customers! www.vicfirth.com/features/factorytour.html



FEATURED ARTISTS

PROMOTIONAL SUPPORT

Vic Firth created new posters featuring the much discussed Family Table ads. See the new posters and their ordering numbers at: www.vicfirth.com/b2b

Current Vic Firth Value Packs help introduce new products and allow you to give FREE sticks to the drummers in your shop. www.vicfirth.com/promo.html

NEW PRODUCTS

More TOP artists join the VF family every month. Watch the web site and your email announcing the 3 new signature sticks VF will launch during the Summer NAMM show!



VALUE PACKS AND PROMOTIONS



MEDIA COVERAGE

IDEAS

>>> Inside IDEAS

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> The Customer Whisperer Page 36

INDEPENDENT RETAIL I BY TED ESCHLIMAN

KEEP SUMMER NAMM

came back from the 2009
Summer NAMM show exhilarated. Every year, my conviction grows firmer that the naysayers are best ignored.
The experience reminded me of a really good party where you walk out realizing that you had a great time, shared your soul and learned something, versus the superficial fête where the players gather to be seen and transparent presence trounces fulfillment.

Many big vendors abandoned the show in the interest of short-term fiscal efficiencies. Dealers shunned attending with similar short-sighted cost-cutting. My business partner and I, on the contrary, enjoyed the opportunity to meet new-blood exhibitors and pump palms with aggressive, optimistic fellow dealers. Much as we like the sensory-overload winter show, this was a contrasting opportunity to see the forest and the trees.

We felt significant. NAMM went out of its way to make this show independent-friendly, and it didn't go unnoticed. Plenty of educational sessions had been set up for us, with opportunities to link up with other independents.



Summer NAMM was a party where only the cool people came

We even felt like the exhibitors themselves were wired to service us. We appreciated the "Chairman's Reception" and the opportunity to socialize with industry movers and shakers, one on one.

We met people. Standing in line for a soda, cruising the show floor, attending some of the exhibitor-sponsored events, we met some of the most creative, industrious, entrepreneurial types in the industry, and we shared ideas. I felt like there was less whining, despite the economy, and more dreaming than I've seen at any show.

We made deals. I'll even name names. Fleabass, BreezSong, Pick Stick, Revival guitars, Kentucky mandolins, Lava cables — these are vendors we would not have met at a larger show. I also don't want to forget some of the bigger names. We insist on doing business with them because they took the time to be there. Yamaha, Mapex, Zildjian, Martin, Quik Lok — these are some of the exhibitors we felt compelled to load up on and incorporate into our vital fourth-quarter purchasing. And if Summer NAMM exhibitors didn't get our purchase orders at their booths, they'll get them soon enough. As far as the other big companies go that abandoned the show, all I can say is they'll get the crumbs of our leftover opportunity cash.

We learned something. At the NAMM Breakfast Sessions, I learned about a fascinating concept called price elasticity of demand. (Google it.) I also learned about purpose-driven product and selling accessories that give customers "permission" to visit the store. I was reminded that it's not our customers' job to remember us but our job to be remembered. I was chastened by fellow columnist Alan Friedman that opportunity is not something that falls in our laps; it's something we create. I was reminded that no matter how much we use the bad economy to rationalize poor business performance, \$4.47 trillion were *still* spent in 2008.

At the educational seminars, we were handed ideas by our own peers. I've already ordered four-color, custom lesson postcards we can give out to customers, leave at day cares and distribute to other local teachers, and I'm kicking myself for not thinking of this on my own. (Thanks, Todd.) I'm keeping some of the fantastic ideas we learned close to my vest because we intend to keep our competitive advantage. Some tricks a girl needs to keep to herself.

Summer NAMM was a great party. And only the cool people came. **MI**

Ted Eschliman is a 29-year veteran of music retail and co-owner of Dietze Music in Southeast Nebraska. Mel Bay published his book, *Getting Into Jazz Mandolin*.

THE LESSON ROOM I BY PETE GAMBER

Turn Your Store Around

e are in the grips of the worst economy that I have seen in 31 years in business. As retailers, we're not just competing with other independent music stores. We are competing with a host of music retail chains and big-boxes in an over-saturated market. Customers don't need to patronize our stores.

To make it worse, music lessons are available at your city's parks and recreation department, dance studios and churches, as well as from inde-

> pendent teachers. The local parks and recreation department and churches in my area even copied my Rock Project program.

> We need to increase our sales and lesson sign-ups to keep our businesses afloat. This is challenging during a time when every customer is scrutinizing every penny. You need to scrutinize your business the same way to attract new customers and retain current customers.



/ou: Get excited about running a music store. Be excited about your lesson program and creating new musicians. Be excited about interacting with musicians of all ages, levels and styles.

Lesson Rooms: Get rid of the funk! Clean lesson studios weekly, at least. Vacuum every day, add a fresh coat of paint, and clean the doors and windows. Try moving merchandise around. That pink drum set isn't selling in the showroom,

but it might if it's placed in the drum lessons room with a blow-out student price on it. Remerchandise

vour lesson rooms every two weeks,

Product: Tuning, dusting and polishing product weekly will help sell it. Remerchandise your store every month. The big guys see customers maybe every six to eight weeks, but if you have lessons, cus-

and think of those rooms as an

extension of your sales floor.

tomers come in every week. Your merchandise can look old really fast. Flip your store's layout every three months.

Don't reorder the same product in the same colors. Repeat customers will think you haven't sold anything. Music stores have to look "merchandise active," not stagnant. And don't let your walls look empty. Rather than letting the anemic look of empty hooks pervade, try buying a less-expensive guitar line in a variety of colors to keep your business looking lively.

How does your store smell? Like last night's pizza? Use some plug-in

deodorizers. Don't overlook any of the consumer's senses.

Brand: We've become reliant on the latest and greatest products and brands to keep the cash registers ringing. In order to stand out from the overabundant glut of product and services, you need to have your own brand image. Your music lessons program is an ideal way to set your store apart. Your other services, such as rentals and repairs, can also help develop your brand. All of your competitors have the same products that you carry, but your store brand is yours alone.

Set Goals: Set goals for your lesson room numbers. If you don't, they won't improve. Start with a goal of 10 students per lesson room each day, then set daily lesson sign-up goals for your staff. Try five lesson sign-ups per staff member per day. Do the same with addons. Challenge staff to sell a music stand with every rental or a string winder with each string sale. This isn't new, but is your staff really doing it? Do vou keep track?

10 WAYS TO REVIVE A LESSON

- 1 Stock product that your students need. Tuners, books, strings, reeds, music stands — this is the stuff students, and others, buy.
- 2. Get your teachers' input with inventory. They'll help sell it to their students.





- 3. Talk to your teachers about photocopies, writing out song tabs and burning tracks on their laptops during lessons. Explain how this hurts the store by cutting down sales opportunities. Look into digital sheet music download services available to you as a retailer and how they can increase your profits and lesson program efficiency. No more "they only needed the one song" excuse. You now can get it for them on-demand.
- **4. Call your customers** from last Christmas. Don't let them forget about you. What are they up to? Still playing? Offer a step-up trade-in. You're paying to have a phone. Use it.
- 5. Collect your students' e-mail addresses. Start a monthly e-mail to your students. Feature students who have won awards at school and students with gigging bands. Also feature teacher news, such as gigs, CD launches and new hires at the store. List upcoming student events and new or featured products. Feature a guitar tech tip of the month.
- 6. Offer student specials and discounts. Have a student discount of the month. Try discounting a book category. ("All guitar play-along books 20-percent off.") A simple black and white flier will work. Post one in each lesson studio. Hand them out to your students. If they find a deal somewhere else, let them know you'll give them another 10-percent off that. Be aggressive. It's war out there, and you want to win!
- **7. Show video of teachers at work.** Run the videos in the store. Post them on YouTube. Let the community know that you have musicians as teachers.
- **8.** Have students take a gear survey. Find out what gear your students own. Create a form that has the student's

name and gear. You'll be surprised by the sales opportunities. From tuners to stands, cases to effects, mouthpieces to metronomes, you'll know what they have and what they are lacking. Just because they got that guitar pack at the chain store doesn't mean they have a distortion pedal or a capo.

9. Have students evaluate new products. Pick a featured product, and ask all your students to try it and give you their evaluations. Include everything from 12-string gui-

tars, effects, snare drums and recording gear to mutes. Give them a down-and-dirty survey form to fill out. This is a great way for a student to try out that ride cymbal and learn what you have in stock. If done right, it will increase sales.

10. Leave lesson fliers at your point of sale. Hand a flier to every customer with every transaction, be it rental payments or repairs for pickup. Train your staff to talk up the lesson program.

Do not succumb to the

"waiting for" disease. Symptoms include waiting for customers to walk into your store, buy product and call about music lessons, as well as waiting for the economy to improve and waiting to win the SuperLotto. Stop waiting and start doing. Below is a schedule of events any retailer can implement now. It will prepare you for a better 2010. MI

Pete Gamber is the owner of Alta Loma Music in Rancho Cucamonga, Calif. He welcomes questions and comments at pete@altalomamusic.com.





MONTHLY PLANNER CHECKLIST

OCTOBER

- ☐ Call every rental customer's parents to see how their kid is doing. Talk to them about your music lesson program. Collect their e-mails.
- ☐ Host a Student Halloween Costume Recital. Take photos, and put them on display in the store.
- ☐ Start your trade-up calls to last year's holiday buyers.
- ☐ Start student gear surveys. Use these to formulate student holiday specials.
- ☐ Get your holiday music books out now for students to work on during the holiday season.

NOVEMBER

- ☐ Host a drumming contest for your drum students. (It's International Drum Month.) Get reps involved as judges and to pitch in prizes.
- ☐ Remerchandise your store, highlighting layaways for holiday sales.
- ☐ Implement student product reviews. Get them thinking about new gear for Christmas.
- ☐ Hold a Pre-Christmas Holiday Sale for your students and families before Black Friday with extra student discounts.

DECEMBER

- ☐ Set up gift idea tables. Have teachers make lists of great gift ideas to hand out to parents.
- ☐ Train your staff on selling music lessons as a holiday gift.
- ☐ Start a Dear Santa Wish List promotion for your students.
- ☐ Call your rental customers, and let them know you have holiday music for beginning students. Also, remind them about your lesson program, and let them know you have some great deals on guitars for the holidays. (For every clarinet player in the house, there's someone who wants to play guitar.)
- ☐ Host a Holiday Showcase for your students. Have all types of holiday music from the beginner-piano "Jingle Bells" to the metal version of "Silent Night." It's all good. And it's a great way to retain students.
- Set up a recording studio, and record your students performing holiday songs with a seasonal greeting from the student. Give the CD to parents or spouses.
- Sell music lessons with every instrument purchase. It's the perfect gift. Offer a student discount if the customer signs up for lessons.
- $\hfill \Box$ Get customer information on every instrument purchase. You need this for follow-up.

JANUARY 2010

- Call every instrument buyer about music lessons. Follow up by asking how the instrument is working out to develop a relationship with the customer.
- ☐ Put together your dates for student showcases and summer music events. Start the buzz now.
- Attend The NAMM Show in Anaheim, Calif. Recharge your thinking and reassess your 2010 plan because you know things are going to change.

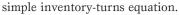


Don't Collect Lines

n last month's column, I urged caution when assessing manufacturers' dealer agreements. In the interest of fairness and equal space, this month I will address dealer obligations in their relationships with suppliers.

It's an age-old line drawn in the sand: Manufacturers expect music retailers to represent the breadth of their product lines, and dealers, in the interest of cash flow and available floor space, often attempt to cherrypick the lines they carry. And why not? Why invest in Model 85 when

Model 58 sells 10-times faster? The answer goes far beyond a





o understand, look at the landscape as it exists today, par-I ticularly on the combo end of the music products industry. Music store buyers hate the idea of not having something that a customer requests. In buyers' attempts to be all things to all shoppers, they tend to carry more lines than they can possibly support. And as a consequence, they tend to focus on the best movers in each line.

So how has that been working out for you? Have you noticed that no matter what you have in stock and no matter how carefully you've analyzed typical buying patterns that somehow your customer is not typical and wants something you don't stock? Worse, he can find exactly what he wants on the Internet tonight and have it tomorrow — with free shipping and no tax.

> While you're trying to be everything to everybody, don't you often feel like you are no one to anyone? Have you experienced the frustration of having a fortune in inventory and still not satisfying your customers? I know I did.

In our attempts to have whatever our customers want, we tend to spread ourselves so thin that we often miss the mark on customer demand. The bottom line is

that it's not working, which begs the question: Why do we keep doing it?



'Pick a category and a manufacturer with whom you can work best. Then, focus your efforts on that line.'

BECOME THE SPECIALIST

Instead of continuing to represent many lines poorly, I submit that this may be the perfect time to experiment by initially picking one brand to support extremely well. Pick a category and a manufacturer with whom you can work best. Then, focus your efforts on that line.

Show the range of products they make, learn them better than you've

ever learned any other product and sell them the way they deserve to be sold. Make your store a destination where customers can find gems that your competitors don't carry. With enough of a commitment from you, I think it's reasonable to ask for a return commitment from the manufacturer. This may take the form of dating, samples, displays, clinics or any number of other creative possibilities.

Imagine how this would play out. Can you envision a local market where each dealer is unique and defined by the lines it supports? Instead of everyone selling the same stuff and the customers being frustrated into having to look online for real selection, what if local dealers became true specialists on a limited number of lines? I think that the dealers would be better served. as would the manufactures and, ultimately, the end users.

There's nothing revolutionary about this concept. In fact, most old-time dealers got their start doing business this way. The only thing maverick about my suggestion is that it's always harder to drop lines than add them. But sometimes, less is more, and I believe everyone would win on this one. MI

Gerson Rosenbloom is the president of Spectrum Strategies, a consulting firm serving the music industry. He's former president of Medley Music and a past NAMM chairman. E-mail him at gersonmusicinc@gmail.com.



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Recital Hall? 15 Uses

here seem to be two schools of thought on having a performance space in a music store: those who don't have one but wish they did, and those who have one but wonder if the space is worth the expense.

In the late 1960s and '70s, during the glory days of the organ business, Conn Music Center was the biggest Conn dealer in the United States and one of the most successful organ dealers in the brutally competitive Chicago market. Owner Pete Wycoff created a beautiful store in a former movie theater, preserving some of the original space to create The Wycoff

Theatre. I remember calling on him and thinking, "What a colossal waste of space."

It turned out that The Wycoff Theatre was one of the keys to his success. Along with hosting organ concerts, which was a big part of selling organs, he had his teachers present student recitals in a professional venue. Still, the hall was empty 98 percent of the time.



rene Besse of Irene Besse Keyboards in Calgary, Alberta, may have the most impressive performance facility of any modern piano dealer. Her concert hall seats 310 and features professional light and sound, an Internet connection, a giant video screen, a balcony, and chandeliers. Still, managing a hall that size presents its own set of problems.

Fifteen things to do with a recital hall — even if you don't have one "We are seriously looking at hiring someone full-time to run the hall," she said. "It is well-appointed but not being utilized to its maximum."

"We had 135 events last year that ranged from teacher/student recitals to professional concerts," said Charles Rempel, president of Charles Piano in Albuquerque, N.M. He added that he's convinced that the activity leads to referrals and sales.

Charles and Irene are following the

example of William Steinway, arguably the greatest musical instrument marketer of all time. When he opened Steinway Hall in New York, it instantly became the most important performance venue in the city and remained so until Carnegie Hall opened. Steinway understood that by associating his retail store with musical performances he could differentiate his company from his competitors and build one of the world's most recognized brands.

People perceive places where they experience things differently than places where they buy things. Performance connects the dots between the instrument and the experience, harnessing the value of customers' emotional response to music. Apple and Whole Foods understand well the benefit of making a visit to their stores an experience rather than chore.

Whether the performance is a professional concert or a kids' recital, the effect on your guests is the same: a rush of warm feelings triggered by the hormonal release of dopamine to the nucleus accumbens deep in their brains. Clients will forever connect those feelings to the place where they occurred. The more often people visit your store and have a pleasant experience, the less likely they will be to shop anywhere else. And they are very likely to refer their friends and neighbors, especially if you ask them to.

So, it makes sense to bring lots of people to your store and make sure they have a gratifying experience. Nothing brings the masses through your door like hosting recitals and events. The challenge is to do it in a cost-effective way that stimulates your business without distracting you and your employees from your primary task: selling.

THE OPPORTUNITY IN RECITALS

The most common in-store performance is the traditional student recital — an important tool in nurturing relationships with your best teachers and their students.



While your community may have plenty of 200-plus seat churches available, you can offer a more intimate and interesting venue. At the Steinway Piano Gallery in Madison, Wis., a semi-permanent stage sits in a corner of the showroom. The performance space includes professional sound and lighting, a video projector, and videorecording capability. It seats 40. It takes a little effort to set up chairs and rearrange displays, but an extra 1,200 square feet of prime retail for a concert hall would be very expensive.

Reifsnyder's Piano in Lancaster, Pa., also converts its showroom for recitals. "Several of the teachers [who use our space have worked with parents looking for new pianos," said Bill Crabtree, owner of | 120-seat Munger Hall, named

Reifsnyder's Piano. "They have given us names, levels of playing and introduced us at the recitals. We have made sales just because folks had a chance to walk around after a recital in a more relaxed atmosphere."

Charlie Hunt of Music Gallery in Clearwater, Fla., has found similar success with his permanent, 140-seat hall. He said it generates step-up sales and prospects at nearly every recital, and some teachers even drive 50 miles to use the space.

Still, these events can easily become routine, and turning over space to outsiders can get hairy without a few simple controls. Craig Gigax, president of Meridian Music in Indianapolis, has put a lot of thought into managing the

for a local dignitary.

"A single staff person manages the recital hall schedule and is responsible for ensuring that the hall is set up and clean," Gigax said. "We have a contract that specifies 'cans and cannots.' Teachers can view the schedule on our Web site and request specific dates."

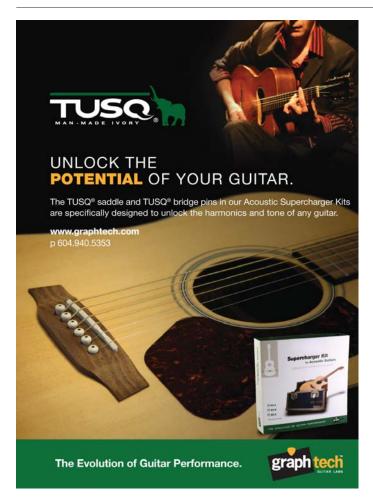
THE TEACHER FACTOR

here are only two kinds of music teachers who'll use your hall: those who provide referrals that result in sales and those who don't. (There is a third set of teachers who don't provide referrals in the shortterm but may eventually.) There are also a limited number of Saturday afternoons between Thanksgiving and Christmas and between Easter and the end

of the school year. Therefore, it's important to ensure the right teachers are in your facility at the right time. One easy way to reward your most important teachers - those who've referred a student within the last year — is to let them schedule their recitals 180 days in advance, while non-referring teachers only get 90 days.

Sherman Clay President Tom Austin, who has a permanent recital hall (or a convertible Steinway room) in each of his stores, has a simple policy. "We either get referrals/sales or we get paid for the room," he said.

Jim Fishback, president of Fresno Pianos in Fresno, Calif., comes at it from a softer side. "We do not charge unless the teacher is not part of our







partnership," he said. "We ask the teacher to be a part of the store, to sit down with us, learn a little about us and how we can work together, and explain how we thank teachers for the trust they show in us by referring students."

Dennis Saphir at Kurt Saphir Pianos in Wilmette, Ill., has figured out how to reward his friends and partners. His hall is booked through April 2011 with recitals for referralgenerating teachers.

RECITAL GUIDELINES

Decause you can only have meaningful exchanges with a limited number of parents in the short time before and after each recital, it's important to limit the number of guests at each event. An audience of 50–60 is ideal at our Naples Steinway Piano Gallery. Having a huge recital turnout may stroke the ego, but it's a challenge to personally greet every guest and spend time with the most important people.

It is unreasonable to expect any 2 or 3 year old to sit quietly through an hour-long recital. We have found that the youngest guests start to get pretty noisy at about 44 minutes. We encourage teachers with larger groups to have smaller, consecutive recitals. It's initially challenging to get them on-board, but they eventually come to understand that everyone enjoys the recital more.

It's important to make sure your guests see your showroom, as well as your hall. Gigax funnels recital patrons through his showroom rather than using a more direct route. This assures that everyone sees his wares and that he gets to greet parents personally. Gigax understands that recitals may be routine to his staff and the teachers but that they are a big deal to the



parents and students.

Recitals also give you, the host, a perfect opportunity to give a three-minute speech where you welcome the parents, congratulate the students, praise the teacher, discuss the benefits of music education and talk about upcoming events at the store.

"We like to greet each recital with a 'welcome' and acknowledge each teacher for her work with the students," Hunt said. "We often joke that all pianos are for sale and this is not a museum, and we talk about the benefits of having a good piano. We have a flat screen showing various Steinway DVDs before each recital."

"It's amazing that by doing this, you are no longer the salesman and become a friend of the teacher," Fishback said.

Modern technology has made

preserving and delivering the experience easier. At Steinway Piano Gallery in Madison, my son, Grant, has been making high-definition video recordings of student recitals and posting them on a limited-access Web site. Parents love it.

15 OTHER RECITAL HALL USES ...

Dut for those who have built a recital hall, the question remains: How can this valuable space be used in the 60 hours a week and 30 weeks a year when no recital is being held? We use our hall for Steinway Piano Society concerts, films and clinics, but that only fills a dozen extra dates. Here are a few other things we do, along with great examples from other dealers.

A recital hall is an ideal place for a party. You might think your store is a boring place of business, but most

people think a music store is fascinating. Three years ago, we started letting local charities auction off an "Evening of Wine and Music at the Steinway Piano Gallery." For the cost of a case of wine, some cheese and crackers and a pianist, we fill our Gallery with 30 well-healed, potential customers for an evening when we would otherwise be closed. Auction winners have used the hall for birthday parties, reunions and even office Christmas parties. We show a Steinway grand with the QRS Qsync DVD player system to revelers and occasionally make an immediate sale.

A variation on the party theme is the client development event, where an enterprising financial planner will bring his clients to our Gallery. In this case, the host pays for the wine, hors d'oeuvres and pianist. And he or she brings an even more prosperous clientele to our Gallery.

Several dealers open their halls to local pianists for recording and to traveling pianists and symphony players as rehearsal spaces. We've had a few of these pianists volunteer to perform at our Steinway Piano Society recitals out of gratitude.

Community groups always need a place to meet, but it is important to keep them rotating and not become anyone's permanent home. "We allow non-profits to use our halls for events, such as symphony fundraisers and board meetings," said Peter Sides of Robert M. Sides Family Music in Williamsport, Pa. "Our governor gave a stump speech there back in 2000, and that generated lots of traffic."

Any hall with a video projector can show movies. We did local premiers for Ben Niles' "Note By Note" in each of our



Galleries, as did many other Steinway dealers. A band instrument dealer could show "The Music Man." (Don't forget the popcorn and Milk Duds.)

Community colleges and established music studios are thrilled to have access to a hall for use as an adult community education classroom. They bring intelligent, motivated people into a music store.

Halls are a great place for group lessons and social, playfor-fun programs.

Our hall also serves as a rehearsal space for our Physicians' and Pastors' Talent Shows. After the docs and padres have rehearsed there a few times, they start to feel very comfortable in our store. Other dealers provide rehearsal space for all kinds of community events.

We conduct our annual Young Artist Piano Competition in the hall and make it available for other competitions. Other dealers agreed that hosting competitions is a great way to meet new teachers and students.

Hunt at the Music Gallery in Clearwater uses his hall for morning and evening Kindermusik classes during the week and Suzuki classes on weekends, exposing his Gallery to important future customers.

If you're not open for business on Sunday morning (and who is), a new church can meet in your recital hall for its first six months. This is a good way to build your reputation in the church community and make friends for life.

Skip Daynes at Daynes

Music in Salt Lake City makes his beautiful hall available to university piano teachers who give lessons to their most advanced students, enhancing his relationships with both teachers and students.

Barbara Wanless at Steinway Piano Gallery in Milwaukee remodeled her basement into a recital hall and presents lunchtime brown bag concerts for local businesspeople.

Saphir uses his hall for special product promotion displays, in which performances are often an important part.

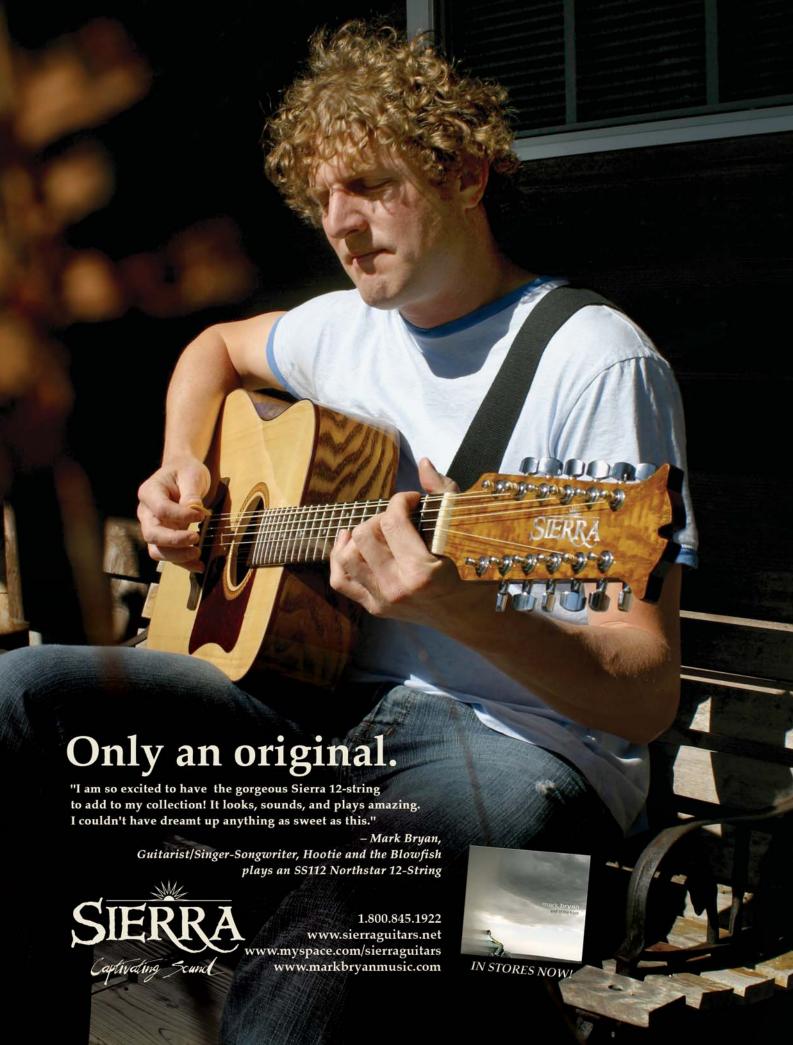
Besse has even used her hall for weddings. Now that is a golden memory.

And finally, Charles Gorling, general manager of the piano division at Tom Lee Music in Vancouver, British Columbia, uses his company's 240-seat hall for all of the above and posts videos of the events on Tom Lee Music's own TLM Music Channel, courtesy of YouTube.

A recital hall can bring people through your door, but it's like a message sign: I can be very useful and effective if used properly but a terrible waste of effort if neglected. Whether in a dedicated room or fluid space, musical performances in your store will enhance your business and strengthen your relationships with students, teachers and future customers. Music has a magical effect on people, and musical performances in your store can have a magical effect on your business. MI

Greg Billings whispers to customers at the Steinway Piano Gallery in Bonita Springs, Fla. He welcomes questions and comments at greg@steinwaynaples.com.







42 HOLIDAY PROMOTERS

Ideas to boost sales, build music lesson programs and secure customers during the holidays

52 ADD-ON ESSENTIALS

Sales guru Kenny Smith shows how to add-on to sales during the busy season

57 GEAR

New products to attract customers, increase sales and add margin

82 ASK THE RETAILER

Pro predictions on holiday business

W ant holiday sales? You've come to the right place. The following section is jampacked with product ideas, sales strategies and pro predictions. For the first time, we've also included a special feature dedicated to tried-and-true retail promotions that boost traffic, customer loyalty and the sweet ring of registers during the most important time of the year.

Get started now. Share these ideas with your employees. Keep a calendar to organize your holiday promotional schedule. Consumers will be spending this year, no matter the economy. It's your turn to get their discretionary dollars.

Happy holidays!





THROW A HOLDAY FEST

top by Mozingo Music on any Saturday after Thanksgiving, and you'll find an allout holiday festival inside, with live music, exclusive sales and, you guessed it, Santa himself. It's a triple-whammy promotion that any music retailer with a lesson program can duplicate.

It begins with a music showcase on The Stage, the company's roughly 1,200-squarefoot, in-store performance venue. There, students and teachers in Mozingo's lesson program perform each Saturday, sometimes together, often solo. Ambitious performers even plug an iPod into the P.A. system to jam along with backup tracks. (Between Mozingo Music's two St. Louis-area locations, it has 1,200–1,500 students at any given time.)

CREATING URGENCY

The student performance aspect brings parents and families into Mozingo's stores at the most important shopping time of the year. While inside, attendees are given coupons for \$5 off any purchase that day. Oftentimes, Jeff Mozingo, president of Mozingo Music, will even get on the loudspeaker between performances and up that amount to \$10 off if customers buy within the next five minutes. It creates an urgency, which he said "gets them

going, gets them jazzed."

"[This promotion] has really boosted sales for that particular Saturday," he said, adding that 50–100 people will be in the store at any given time.

Parents and grandparents are given further incentive to buy as they stroll over to the in-store Christmas tree, where students leave their holiday wish lists in the form of paper ornaments.

"So when Grandpa and Grandma or Mom and Dad come in, they can go over to that Christmas tree, look for their son's or daughter's wish list, take it off the tree and say, 'OK, this is what he or she is looking for — we'd like to get these things for Christmas," Mozingo said. "That way, there's no doubt."

This year, Mozingo Music will have a Santa Claus instore to appeal to youngsters. Mozingo got the idea from fellow dealers in the Alliance of Independent Music Merchants (AIMM) retail group.

"The AIMM group and the meetings we have at Summer NAMM are just priceless," he said.

GENERATING SIGN-UPS

Jeff Mozingo, president of Mozingo Music, will even get on the loudspeaker between performances and up that amount to \$10 off if customers buy within the next five minutes. It creates an urgency, which he said "gets them"

The student and teacher performance combo also feeds Mozingo Music's lesson program, as friends and parents of performers sign up for music lessons themselves after witnessing all the excitement. The company further entices

Drive holiday sales with a combination of student music, special deals and Santa

customers by offering a free month of music lessons with the purchase of "any instrument," according to Mozingo. "The holidays are fantastic for lesson promotions."

Word-of-mouth alone drives much of the traffic on these festive Saturdays. "It spreads pretty quickly when someone says, 'My child's playing at Mozingo Music from 10–11:00 Saturday morning," Mozingo said. However, the showcases get extra pub on the company's Web site and via e-mail blasts and newspaper ads. "You know, I thought print was dead," Mozingo said. "I found out it really isn't dead if you do it right.

"When you advertise it, you say, 'Come and see your students play, and bring as many friends as you possibly can. There will be specials throughout the store. Get a \$5-off coupon.' That's how you generate that business in the store."

Add Santa to the mix, and what holiday shopper could resist?



Encourage Early Shoppers

ockford's Place, a new, Greenville, Ky.-based music retailer, is taking advantage of the holidays to get the word out about its dealership. The company will hold an open house and Christmas



Inventory Preview on Nov. 7. There, coupons will be handed out to customers for 10- to 20-percent off inventory in the weeks leading up to Thanksgiving.

"It gets our customers to shop early, while they still have the biggest part of their Christmas budgets," said Amy Hourigan, Rockford's Place's office manager. "If we can sell merchandise three weeks before Thanksgiving, that gives us cash flow to restock for the last-minute shoppers and will help us see which hot items are selling."

Hourigan said encouraging early shoppers will also give the store more time to reorder key products while the vendors still have them in stock.

GORDY'S EVENT CALENDAR

One retailer's schedule for creating happy holidays

Gordon Wilcher, owner of Owensboro Music, gave *Music Inc.* a preview of his holiday event calender.

"If you don't try to be a little bit different, especially in this business climate, you're really not going to change anything," Wilcher said.

- Ladies Night. Have regular customers make up their gear wish lists in advance. Then, open up the store one evening to girlfriends, moms and aunts. The wish lists will help them make informed purchases.
- Wine Tasting/Guitar Tasting. These events could be done together or separately. Partner with a local restaurant that knows wine, and bring in a guitar expert or rep that knows guitars. Customers get a full sensory experience.
- Garage Sale/Swap. This fall, encourage customers to clean out their closets and bring out their old gear to a public flea market-style swap in the store parking lot. It's an opportunity to move a store's used or old gear and promote its repair services.



GIVE BACK

Music retailers use the poor economy to increase community outreach, spread goodwill

Tin for Ten

nstrumental Music Center in Tucson, Ariz., held a canned food drive last Thanksgiving called Tin for Ten. If customers brought in 10 cans of food, they received 10-percent off anything in the store.

"The Tucson food bank was screaming that they needed donations," said Leslie Faltin, owner of Instrumental Music Center. "A lot of families were using it, and donations were down. It's still very timely."

Make-A-Christmas-Wish

Owensboro Music in Owensboro, Ky., celebrated its 35th anniversary with an open house last year. During the event, attendees were encouraged to make food and money donations for the Make-A-Christmas-Wish program, a community-based organization run by the local Pioneers volunteer organization.

"It helps provide a Christmas for somebody in the community — for instance, someone who had a house fire or a husband who was injured and lost his job," said Gordon Wilcher, owner of Owensboro Music.

Strings for Food

Watermelon Music in Davis, Calif., had 300 people show up to its Strings for Food event last November. Customers who brought in a can of nonperishable food got their guitars, basses or ukuleles cleaned, restrung and tuned for free. (Some customers donated bags full of cans.) This year, Watermelon President Jeff Simons is encouraging members of the Music Store Owners (MSO) group to each host their own version of the program on the same day, tentatively set for Nov. 14. D'Addario will list its participating dealers on its Web site.

{musicstoreowners.com}

POWER-ALL PROGRESSIONS

The Power-All® System provides you with a compact, affordable solution for powering your effect pedals and accessories. Using only one outlet space, our advanced digital circuitry delivers clean, quiet, energy-efficient power anywhere in the world. Save money on batteries while using less energy!

The Power-All® is available in a variety of configurations designed to meet every player's power demands, whether it's a single stompbox or a multi-voltage pedalboard monstrosity!

PA-9S Power-All® Digital Power Supply

Our 9 volt DC supply offers 2000 milliamps of current to power more pedals more consistently! Specially designed low-noise circuit delivers clean, quiet power. Includes 10 foot power cord with ferrite noise filter and locking jack. Auto-sensing circuitry runs off 100–240 volts, use it anywhere in the world. (Available in US, UK, European, and Australian plug types).

POWER-ALL

ACCESSORIES Sold separately.

Power-All® Jumper Cables

28AWG gauge cable with oil-resistant vinyl sheaths and spring-loaded jacks to assure secure, trouble-free connections. Available with straight and right-angle connectors in a variety of configurations

a variety of configurations to fit every pedalboard.

PA-9B Power-All® Basic Kit

Everything you need to power 5 pedals out of the box. Includes:

- ⊙ PA-9 Power-All® Digital Power Supply.
- ⊙ Cable-5/R Daisy Chain Connector with spring-loaded right-angle jacks.
- Cable-Red/R reverse polarity (tip positive) cable with spring-loaded right-angle jack.
- ⊙ Cable-Blue 1/8" (3.5mm) phone plug cable.
- Cable-Green reverse polarity cable with 2.5 internal diameter spring-loaded jack.
- Cable-Grey battery clip cable.
- Insulator Caps (3) for unused male barrel connectors on the Daisy Chain.

IP-1 Iso-Pump™ Voltage Converter

Use with the Power-All® to power pedals that require 12, 18, or 24 volts DC! Isolated output allows for operation of pedals with opposing grounds.

PA-9D Power-All® Deluxe Kit

POWER-ALL

Everything you need to power 11 pedals out of the box. Includes:

- ⊙ PA-9 Power-All® Digital Power Supply.
- Cable-11/R Daisy Chain Connector with spring-loaded right-angle jacks.
- Cable-Red/R reverse polarity (tip positive) cable with spring-loaded right-angle jack.
- Cable-Blue/R 1/8" (3.5mm) phone plug cable with right-angle jack.
- Cable-Green reverse polarity cable with 2.5 internal diameter spring-loaded jack.
- Cable-Green/R reverse polarity cable with springloaded right-angle jack.
- Cable-Grey battery clip cable.
- Cable-Black/R extension cable with spring-loaded right-angle jack.
- Insulator Caps (5) for unused male barrel connectors on the Daisy Chain.

UTA-1 Universal Travel Adaptor

Plug in your Power-All® or other electronic devices anywhere in the world! Modular design features 9 different plug types.



GH-1 Ground Hound™ Ground Isolator

Allows connection of pedals with opposing grounds off a single Power-All. (not pictured)

Complies with these national and international safety and environmental directives















All of our products feature professional-grade construction designed to withstand the rigors of the road. We are so

confident that the Power-All® is superior to any other switching power supply on the market that it comes with a lifetime warranty.



WWW.GODLYKE.COM



Add-On Lessons

Want more music lesson sign-ups? Look no further than Samuel Music's example.

When customers buy a guitar at any of the company's locations during November and December, they get four free group guitar lessons. (The promotion applies to acoustic guitars priced \$159 or above and electrics priced \$199 or above.) The beginner lessons have eight to 10 participants per class and are taught by Samuel Music's existing teachers on Saturdays.

"The retention rate for students who then sign up for private lessons has been fantastic," said Jim McDonald, merchandising manager of the Effingham, Ill.-based, full-line dealership.

And the lessons don't put out teachers — quite the opposite. "As a matter of fact, the teachers get so many new residual students that they're standing up and clamoring to teach these group lessons," McDonald said. "If we have a 9:00 and a



10:00 [morning] class, and we have 20 students between them, the teacher may get 15 of the students for private lessons. What's it worth to get 15 new private students? We just think it's a no-brainer."

Samuel Music also gives guitar-buying customers another year-round extra: a coupon for a free set of strings each month for a year. It's limited to \$5 a

pack, but as McDonald pointed out, customers can get "just about anything they want for five bucks."

"We want to help the new students understand that they need to change their strings regularly but also get them in the habit of coming through our doors once a month, if nothing else just to look around."

NEW-VIBRASS LIP MASSAGER

DF MUSIC IS PROUD TO BE THE NORTH AMERICAN DISTRIBUTOR!

ViBrass - Lip Massage Device For All Brass Players

ViBrass is a unique device for massaging the lips for any brass player! The device is battery operated where a small electric motor vibrates the conical adapter into which your trumpet, cornet, horn, baritone, euphonium, trombone and/or tuba mouthpiece fits. There is a seperate adapter for each instrument. ViBrass massages, strengthens and increases circulation in the muscles of the embouchure....using your own mouthpiece before playing, Vibrass should be used only 2 to 5 minutes to avoid too much muscle fatigue. After playing, ViBrass can be used for 5 to 10 minutes to relax and regenerate the embouchure.

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Dealer and quantity pricing available! Suggested List Price \$149.00





CELEBRATE BLACK FRIDAY

Black Friday isn't just a holiday reserved for big-box stores and shopping centers anymore. Music retailers are also taking advantage of this holiday shopping frenzy.

Last year, Frederick, Md.-based Music & Arts held a Black Friday test promotion at 18 stores around the Washington, D.C., and Baltimore area. The resulting sales and margin lift exceeded the previous year and more than covered the marketing expense. This year, Music & Arts plans to take the promotion nationwide to all of its stores that can support the traffic.

"We mimicked what other successful retailers do for Black Friday events," said Ron Beaudoin, Music & Arts' senior vice president of marketing and sales.

This required an upfront investment in radio spots and advertising inserts in newspapers,



such as *The Washington Post*. The ads appealed directly to children and parents and included a coupon, letting Music & Arts track the ads' effectiveness.

The company also created lines by having Black Friday

giveaways. The first five people who came in a store and bought an instrument over a certain dollar amount got a free iPod nano.

"Our thought process was to get in front of the customer who is looking to buy a holiday gift and convince them that a musical instrument has just as much or more value than a video game or a piece of sporting equipment," Beaudoin said.

PROMOTE ALL-DAY TRAFFIC

West Music, headquartered in Coralville, Iowa, has been generating Black Friday sales during the past four years. The company has advertised the events with a sales flier in the Thanksgiving Day newspaper and created door-buster lines by promoting limited deals on a small number of special items.

"I am a firm believer that those professional shoppers on Thanksgiving Day pull those tabs out of the paper and plan a route," said Robin Walenta, president and CEO of West Music. "I want to make sure we are on it."

West's stores open at 7 a.m. that morning. Walenta said the morning rush is chaotic, but the afternoon traffic typically segues into that of an average day.

To help stimulate additional Black Friday traffic and sales this year, West Music will offer a program from 1-5 p.m. called Give the Gift of Music. The company will make its lesson rooms and stages available to young musicians who, for \$5, can record a song onto a CD as a gift. The children can either design their own cover art or have their picture taken by West staff. The event will be promoted with fliers and e-mail blasts targeted at both students in the lesson program and school-age children.







Keep Score, Build Loyalty

Pronstein Music's biggest sale of the year revolves around giving as much as it does selling. And in giving back, Bronstein wins both customer loyalty and sales.

During the holiday season, customers of the South San Francisco, Calif.-based, full-line dealership are awarded points every time they come into the store and make a purchase.

make a purchase. Participating in singing contests can also score points, as will bringing a friend through Bronstein's doors. Extra points are given to customers purchasing sale items that the company is trying to blow out. "That way, we aren't just discounting the price," said Rich

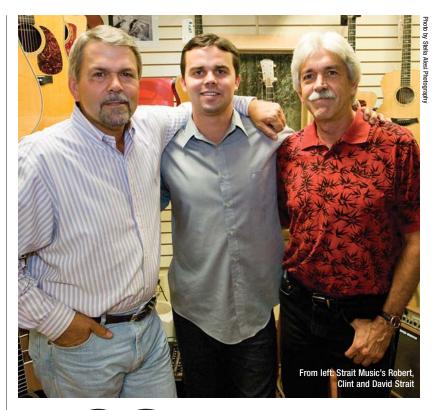
Bronstein
Music's
holiday
customers
can earn
points to
apply to
prizes

Welker, co-owner of Bronstein.

The top 10 point-rankers then win indemand prizes. Last year, the company gave away a flat-screen TV, laptop computer, Nintendo Wii and digital camera—items not sold in the store—during a special party with cake and drinks.

The contest was publicized via mailers to the company's own customer list and a list of targeted shoppers it purchased.

"The thrust of the contest is that it populates the store, so there are almost always people milling about, chatting it up with employees," Welker said. "It makes the buying customers more comfortable that this is a happening place and creates a buying atmosphere."



HOST A PARKING LOT BASH

Strait Music's owner Clint Strait didn't have to go much farther than his own parking lot in Austin, Texas, to draw extra attention to his store during the holidays last year.

He teamed up with austin.com, a Web site that promotes local events, and threw a holiday party in his parking lot. Austin.com provided Strait with connections to other businesses that helped pitch in free food and drinks. A local bakery supplied cookies.

"What I liked about that promotion is that it caused a stir in our parking lot and [brought] in some extra foot traffic," Strait said.

The bash included bands from the Austin School of Music and a Strait Music employee in a rented Santa suit — Strait's only expense from the event.

The music retailer also partnered with Coats for Kids to add a charity

Strait Music turned its holiday promotion into a live music, charity event

element to the parking lot party. If customers brought a coat to donate at the event, they were entered in a raffle to win a guitar.

"It built solid community relationships [because] we were giving coats to people who needed them," Strait said. "I thought it was cool because it caused a scene, and it was a way that we were able to give back and promote our store at the same time."

What's NEW in 2009? Just what you've been asking for.

MODERN Innovations

NEW models from our MODERN series AAX, HHX, and APX.

Check out the latest in MODERN innovations. From the highly explosive AAX X-Plosion Fast Crash to the stick defining AAX and HHX Raw Bell Dry Rides.

AAX X-Plosion Fast Crash

Extra Thin (14", 15", 16", 17", 18", 19")







APX Solid Hats

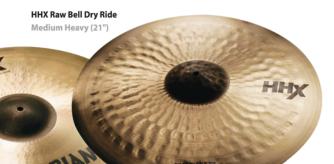
Medium Heavy Top/Heavy Bottom (15")

AAX Memphis Ride Medium Light (21")









CREATIVE Ideas

NEW CREATIVE innovations from the SABIAN Vault.

Our true craftsmanship shines through in these new innovative models.







Vault Radia Nano Hats

Medium Heavy (16", 17", 18", 19", 20")

Medium Top/Heavy Bottom (7",9")

Highlights for 2009



- UNEARTHING THE LEGEND One of One Hundred –
 21" Vault Artisan Rides to be unearthed in Spring 2009
- All new 'Between the Felts' Dealer Support Programs to keep you selling
- 2-year warranty
- Interactive experience for your customers at SABIAN.COM
- Look for SABIAN in Guitar Hero® World Tour



BECAUSE SOUND MATTERS





OFFER LAST-MINUTE GIFTS

red and Alice Shuman of Durdel's Music in Toledo, Ohio, have boosted small goods sales and helped out last-minute holiday shoppers by offering prewrapped accessory packages.

Alice bundles music accessories in festive holiday gift bags for quick, easy gifts that customers snatch up.

"[Customers] love it because they don't have to do anything," Alice said. "It's wrapped and ready."

A basic Durdel's gift bag typically contains strings, picks, polish and a polishing cloth for \$29. The deluxe bag adds a guitar strap and tuner for \$50.

The promotion only costs the price of the gift bags and tissue paper, which Alice buys in bulk at Costco. She also picks up a couple of festive wine bottle bags for drum accessory gift packages, which include drumsticks, cymbal polish and a metronome.

As an added bonus, the Christmas gift bags give a little extra holiday flair to displays on the showroom floor.

"We'll have the bags sitting on top of amps, so they are out, and people can see them," Alice said. "We keep a flier by the register that says: Don't forget your lastminute gifts."



Hit the Airwaves

ris Behrens, manager of Summerhays Music Center in Murray, Utah, uses the economics of the radio industry to his advantage.

Radio stations survive off advertising, but they need listeners to get those ads — hence their constant barrage of special events. So when musicians stop by local radio stations for on-air performances, Behrens donates two guitars from his store to be autographed. One signed guitar goes to the radio station for use as a contest giveaway; the other gets returned to Summerhays for its own in-store promotions. The radio station then mentions that the giveaway guitar was provided courtesy of Summerhays Music Center.

"It gets your company name out to thousands of different people and gives you an autographed guitar you can use to get extra people into your store," Behrens said. "Promotions like this one will get your name announced on an average of 10–12 times a day for about a week, as well as on the station's Web site and [in its] promotional e-mails." He added that the signed guitar can also be used to increase a dealer's Web site, Facebook and Twitter traffic.

"You could spend about \$150 for both of the guitars and would likely promote your company more than you would by buying a more expensive radio advertising package."

Most recently, Behrens used this promotion when the Jonas Brothers stopped by Radio Disney.

THE LIVE BROADCAST

The Perfect Bass/The Perfect Guitar of Baton Rouge, La., also harnesses the power of the airwaves to boost traffic at its one-day-only holiday sale. Last year, James Bethea, company president, invited the local radio station to stop by. It ended up covering the sale via a live remote from his store. "That was a good marketing tool to get the local market activated," said Bethea, who also runs an online retail business.

He offered one suggestion to dealers using this concept: stay local. "There is a rock station that covers New Orleans and Baton Rouge, but it's actually broadcasting from Atlanta," he said. "Those stations tend to get us less of a direct response than the stations that have local talent that are active in the community."



PARTNER WITH VENDORS

usician's Superstore's 2008 Hoshino Factory Authorized Holiday Sale hit all angles: gear blow-out, sales team motivator and supplier co-op. And that last part, a special collaboration with Hoshino, gave the promotion its extra kick.

"There was something in it for the customer, the salesperson on the floor, the manufacturer and the store itself," said Chris Johnson, COO for Musician's Superstore in Westminster, Colo. Other retailers in the Alliance of Independent Music Merchants (AIMM) group across the United States also joined in the promotion.



Musician's Superstore customers received special pricing on Ibanez and Tama products during the holiday season. Those who qualified could get no-interest, extended financing on their purchases.

Musician's Superstore also hosted a drawing for an Ibanez guitar signed by DragonForce guitarist Herman Li and a Tama snare drum signed by System of a Down drummer John Dolmayan.

Plus, a company-wide sales contest motivated staff to sell Hoshino brands. "We were fortunate enough to have two of our salespeople, Marc Ward and Dan Mull, win in the guitar category," Johnson said.

"The store benefited, as well, as a result of the increase in sales which may not have happened otherwise."

In turn, Hoshino lent the talents of its art department to create the promotional pieces.

These included e-mail blasts, small and large posters, and register-to-win boxes and forms. The posters came as PDF files with instructions for getting them reproduced at a print shop, such as Kinko's.

"We also promoted the sale and giveaways both on our Web site, as well as in our direct-mail holiday catalog, which allowed Hoshino to get its message out to all the potential customers in our database," Johnson said.

"The promo was extremely well-thought-out in that it included everything necessary to create a successful promotion. It offered something for all of the stakeholders."



TIS THE SEAS





ON TO ADD-ON

e all agree that selling addons is good for business, but we never do it enough. Some salespeople even think selling addons is pushy or it takes advantage of the customer. They're incorrect. It may be the most important thing you can do for the customer.

CONSIDER THE BUYER'S PERSPECTIVE

any of us tend to overlook showing certain addon items because we don't think they're a good value or important to own. Sometimes, we don't understand a product. As salespeople, we can't get stuck in our own perspectives. Customers may not feel the same way we do about a product. Keep your comments positive. Negative comments about any products don't make you look cool or intelligent to customers - they devalue everything in your store.

My father taught me an old line that stuck and has helped me through the years: "You can't sell what John Jones buys unless you see it through John Jones' eyes." When customers think we're trying to cram product down their throats, they get defensive. When we see things through their eyes and respond to their best interests, it opens the door to selling add-ons, and they never get mad.

BEWARE OF TOO MUCH TOO SOON

That said, selling add-ons can backfire if you do it the wrong way. I've lost deals by

showing too many items too soon. Many times, customers who come in to buy an instrument aren't thinking about spending extra money. When you pull out too many add-ons at once, it scares them with price-overwhelm, confusing them right out of the store. (See "Adding With Anning" below for advice on getting this conversation started on the right track.)

If you know for a fact that your customer is set on a particular item and his or her budget is tapped, proceed to finalize the deal first. Then, try to make an add-on sale, but preface it by saying, "You may not be able to do this today, but let me show you something else while you're here." Or say, "I'm not trying to sell you something else right now, but I want you to at least know about this."

Kathy Johnstone, trade show and conventions manager for Alfred Publishing and a veteran retail trainer, suggested making a future-needs list for the customer and stapling your business card to it. You can show customers that you're keeping a copy, and let them know you will be following up. If you do this, they will be anticipating your call, and you'll be building an even stronger relationship for the future.

Don't create a shopping list with models and prices. A simple wish list is all you need to jump-start a conversation. And make sure to call the customer back. Once someone has bought from you, they're twice as easy to sell to the next time.

ADDING WITH ANNING

At this past Summer NAMM show in July, I had the opportunity to sit down with John Anning, director of business development for the Alliance of Independent Music Merchants (AIMM), to discuss add-on selling. Anning and I worked together as supplier reps, and he was always a big help to me. Highlights:

Kenny: How do you approach add-on selling?

Anning: I think it's dangerous to ask yes/no questions when selling add-ons. If you ask [people] buying a guitar, "Do you need a strap?" they'll say "no" because they just don't want to add anything to it. But if you say, "Now, what will you be using as a strap?" then they have to respond. You ask, "What will you use for a case?" Now they have to start having some sort of dialogue with you, and it gives you an opportunity to either add-on a sale now or in the future, all of which promotes greater customer satisfaction.

Another way to approach add-ons is to ask a customer, "So tell me, what's next on your wish list?" They're dreaming. Tap into their dreams.

Kenny: How can dealers encourage their salespeople to do more add-on selling?

Anning: One of the things other industries do well, like the computer industry, is upgrade at the time of sale. I always tell people that my \$700 laptop cost me \$1,100 because, at the time I was buying it, the salesman asked me questions, such as "Mr. Anning, would you like to get twice the hard drive [capacity] for only \$60 more?" I don't feel like we do that enough in this business. If, for instance, you were selling a drum set, what if you had a clearly marked offer stating you could upgrade to a double bass drum pedal at the time of purchase for only X amount of dollars? That's how the computer industry does it, and I think we should do more of that. This also makes it clear for the sales staff to know what to do.

Kenny: As a rep, how did you realize more add-on sales?

Anning: One thing that worked well for me was helping my dealers create virtual bundles of gear. What I mean by a virtual bundle is something not prepackaged — you have to do it yourself. It might be a guitar, a strap, a case, an amp and a cable, or it might be a P.A. system. The point is to not sell one box at a time. Add things that go together. — K.S.



NO ADD-ONS CAN EQUAL FRUSTRATED CUSTOMERS

If you don't offer add-ons, some customers will be put out. It's frustrating for people to find out later that they need something else before they can enjoy the gear they have purchased. As salespeople, we have to find out our customers' immediate objectives and help them plan to accomplish these.

Once, a lady came to me with a wireless mic and said it wouldn't work. After checking it out, I saw that there was nothing wrong with the mic. The place she bought it from, however, never mentioned that she needed a P.A. system.

Not offering add-ons can send customers to your competition quickly and does so more often than you'd think. If you don't show customers items that they need (even something as large as a P.A. system) and explain why they have to have the products, someone else will, and you're at risk of losing a customer for life.

SELL AT A PROFIT, PERIOD

ou also need to sell addons at a profit. I've witnessed too many add-on sales become profit killers rather than profit builders. I've seen lots of extra discounts given out unnecessarily by salespeople hoping to make a deal. This is a bad habit, and it's not real selling.

Hold your ground when grinders try to get you to throw in something for free. Your answer is, "No, there's no free stuff in the store." Remember,

if you're not making a decent profit on accessories, you can't expect to be able to stock and carry what customers need. It's a two-way street, and the store has to win, too.

ADD-ON BUYERS ARE HAPPIER

There is safety in numbers, and I guarantee you that the more boxes you load into a customer's car, the fewer chances you have of that person returning anything.

Customers might have decided to buy because of one big item, but it's the little things that keep them entertained and not shopping around after the fact. This is one for-sure reason to get some add-ons into the deal: They keep new buyers pacified and actually help fight off buyer's remorse.

ADD-ONS CAN BE BIG, TOO

Add-ons aren't limited to accessories. What's wrong with showing a top-notch acoustic guitar to someone who just bought a grand piano or vice versa? People who like one kind of musical instrument usually like all kinds of musical instruments, so don't limit their selection.

Look at it this way: Why did they buy what they bought today? Chances are, somewhere along the line, someone planted a seed. This is your chance to plant another one.

'Tis the season, so merchandise those countertops with plenty of impulse items your customers can't pass up buying. If nothing else, put up a sign advertising your gift certificates. MI



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BY ENGINEERS WHO WISH THEY WERE MUSICIANS.

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OLY

Two GB of on-board memory plus an SD card capture many spotlight-hogging, cringe-inducing, seemingly endless solos.

If a singer's backstage request for

39 green M&Ms

isn't properly fulfilled, the tough aluminum case withstands the abuse from an epic temper tantrum.

For bands with massive egos,

the choice to record in either WAV, MP3 or WMA formats may lead to heavy creative tension. Ideal circumstances for making music.

Sensitive condenser microphones pick up everything.

Even angst.

Easy to operate so **even**heavymetal drummers

will quickly figure it out.

For musicians craving instant gratification —

and have you ever known one that didn't — there are two stereo speakers.

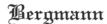
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The **Olympus LS-10** linear PCM recorder is full of features your customers will love. Call the Musical Distributors Group at 973-335-7888 or visit www.musicaldistributors.com to place an order.

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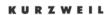














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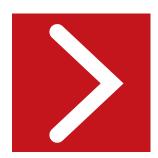
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GEAR





PRODUCT OF THE MONTH D

AIM GIFTS I AIR FRESHENERS

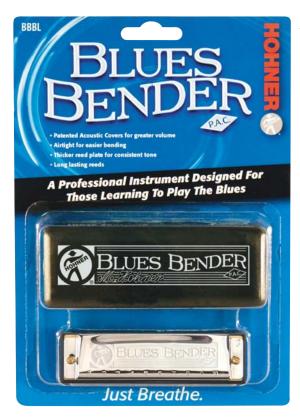
That New Guitar Smell

A IM Gifts is now offering Rock n Aroma air fresheners in acoustic and electric guitar shapes. Available in more than 30 different scents, including Apple Grove Banjo, Winterberry Firebird Guitar and Electric Blue Berry, these are ideal for a musician's car or locker. The fresheners come with a tabletop display that holds 12 different designs for a total of 72 pieces. AIM requires no minimum order. {aimgifts.com}

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 Denon DJ partners with Serato
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HOHNER I BLUES BENDER P.A.C.

Expressive Bender

ohner's new Blues
Bender P.A.C. is
designed primarily to make
playing and note bending
easy for entry-level players.
The harmonica features
thicker-than-normal reed
plates for a consistent tone.
It is airtight between the
mouthpiece and the reed
plates, making it easier for
expressive playing. The
Blues Bender P.A.C. is available in the keys of A, Bb, C,
D, E, F and G. MSRP: \$25.

{hohnerusa.com}

BOB KILGORE I WALL-HANGING CLAMSHELLS

Packaged Power

Dob Kilgore's new retail packaging and pricing for the Harmonic Capo are available with no buy-in or minimum-order requirements. The capos come packaged in colorful, wall-hanging clamshells. Harmonic Capos are still available in their original, underthe-counter display boxes, too. {weasel trap.com}



GIVE BACK

Five reasons to carry gift

items in a music store:

- Gift items do not always have an MSRP. This lets retailers markup these items as they choose
- Gifts distinguish a store from its competition.
- Gifts can be bundled with a larger purchase.
- Gift accessories can *motivate* an additional or larger purchase.
- Gifts can be used in visual window displays that attract new, non-musician customers.

MIGHTY BRIGHT I BAND STAND SPINNER

Bright Idea

Mighty Bright has developed a two-sided wire spinner with a music stand desk on top to display its Duet music light in action. The space-friendly display includes a wire spinner, the music stand desk with a sample light and 39 music lights. Customers can choose from the Duet2. Duet. pedal board light, XtraFlex music light, Triple LED, classic music light and roadie light. There's no charge for the stand or drop shipping in the continental United States. {mighty bright.com}





KALA I DANCING HULA STAND

Paradise P.O.P.

Kala's new dancing Hula Stand is 3 feet in diameter and holds 16 Kala ukuleles. The movement of the display causes the hula skirt to shake, bringing to mind island dancers in Hawaii. These attention-grabbing ukulele stands are free to dealers that



place minimum orders. Dealers can view the displays in detail and watch a video at the company's Web site.
{kalaukulele.com}



KNORR BEESWAX PRODUCTS I MUSIC CANDLES

Musical Lighting

norr Beeswax Products is offering a line of music-themed candles. These hand-rolled and painted candles are 100-percent beeswax. The designs include the Double Flair Piano Keys (pictured, left), the Treble Clef (middle) and the Double Flair Musical Notes (right). These candles are ideal for musical displays and home decor. All three are sold in pairs and gift boxed. MSRP: Treble Clef, \$20; Double Flairs, \$19. {knorrbeeswax.com}



GRAPH TECH GUITAR I SUPERCHARGER POSTERS

Supercharged Posters

Graph Tech Guitar Labs has released in-store posters to highlight its Supercharger Kits for electric and acoustic guitars. The posters educate customers about the easy-to-use upgrade kits with a mix of Graph Tech's guitar performance enhancement products in one package. Three acoustic kits are available and include Tusq high-performance saddle and bridge pins. Electric kits are available for Tele and Strat and are equipped with 4-mm or 6-mm post Tune-o-Matic bridges.

{graphtech.com}

AURALEX I SPEAKER SPINNER

Sales Spinner

uralex has released several new displays, including a spinner display that features a banner at the top showing a picture of the SpeakerDudes HD speaker isolation platforms home design. It also includes a platform displaying an actual sample of the product. A revolving carousel of hanging, packaged product is just below the banner, while a lower cascade on the spinner features the SubDude HD product. The spinner offers a complete solution for surround sound home theater installations. {auralex.com}



GEAR Addons GUITARS, AMPS & ACCESSORIES



1 ERNIE BALL

COATED SLINKY BASS STRINGS Ernie Ball is offering a new coated bass string line. These sets are available in all of the Ernie Ball Slinky bass string gauges and feature a micro-thin layer of an enamel coating that prevents decay and corrosion. Ernie Ball Coated Slinkys maintain the feel and sound of uncoated sets, combining added protection with a vibrant tone. {ernieball.com}

2 D'ADDARIO **PLANET WAVES HUMIDIPAK KITS**

These new Humidipak kits include sound hole/headstock pouches and three packets. The Humidipak is a two-way humidity system that maintains the guitar humidity level at 48-percent relative humidity. It is an automatic system that eliminates maintenance and guesswork. MSRP: kits, \$39.99; refill packs, \$9.99.

{planetwaves.com}

3 EASTWOOD

AIRLINE GUITAR STRAPS These new quitar straps feature allleather construction with a poly-webbing back. Based on a replica of the strap used by Jack White of the White Stripes. they're fully adjustable and range from 36 to 58 inches in length and are 2-inches wide. Available colors include red, white, black, vintage cream and seafoam green. MSRP \$69 each. {eastwood guitars.com}

4 LEVY'S LEATHERS

DISTRESSED GUITAR STRAPS Distressed leather in black and white is the latest fashion trend that Levy's Leathers has worked into its guitar strap line. Complemented with a soft leather or polypropylene backing, the company's distressed leather straps are available in 2- and 3-inch widths. The M7DP01 model (pictured) comes with screen-printed designs, such as skulls.

{levysleathers.com}

5 MFISEL **ACCESSORIES MST-10 CHROMATIC CLIP-ON**

TUNER Meisel Accessories has added the MST-10 chromatic clip-on tuner to its product line. The MST-10 is small enough to fit in most instrument cases and offers built-in microphone or clip tuning. Using the clip, no background noises are picked up. The display alternates from red to green to show whether an instrument is in tune.

{meiselaccessories.com}





PEAVEY I VYPYR EXTREME STAGE PACK

Extreme Packs

The new Peavey Vypyr extreme stage pack features a Peavey 23 electric guitar with 24 frets, one hum-canceling pickup and a blade-style tremolo in a black or red finish. The pack also includes a Vypyr 15 amplifier. These amps offer 24 amp channel models, 11 editable effects, 12 programmable presets and a 32-bit floating-point Sharc

processor. Earbuds, picks, cable, strap and gig bag round out the package. MSRP: \$399.99.

{peavey.com}

MUSICORP I J REYNOLDS ELECTRIC BASS PACKAGE

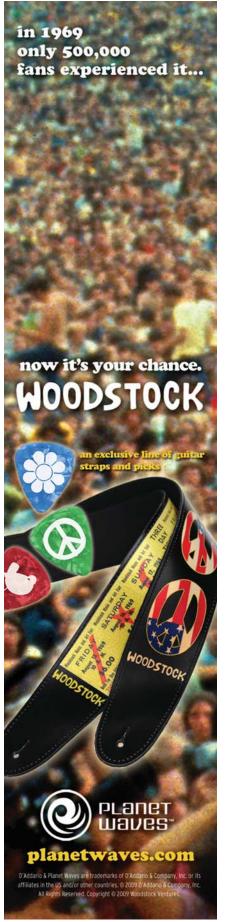
Total Package

M usicorp's new J Reynolds Electric Bass Package includes a JR7 electric bass guitar, 15-watt guitar amp, electronic guitar tuner, nylon gig bag, 10-inch cable and guitar picks.

The JR7 electric bass guitar features a solid poplar wood body, maple neck with rosewood fingerboard, one split pickup, one volume and one tone control, and a three-ply pickguard. The guitars are available in antique sunburst, black and transparent red. MSRP: \$369.95. {musicorp.com}









1 THE MUSIC LINK

SAVANNAH UKES
The Music Link's new
Savannah ukulele line
includes white wood
soprano ukes designed
for first-timers. The
instruments come in a
variety of colors, including blue, green, red,
yellow and black. They
also feature geared
tuners, a mahogany
fretboard with 12 frets
and nylon strings.

{themusiclink.net}

2 MAJOR MUSIC SUPPLY MAKAI

LIMITED SERIES
Makai has added the
Limited series to its
lineup. Each comes with
an ebony fingerboard,
Aquilla strings, and a
bone nut and saddle. The
LK-50W soprano uke has
a willow top, back and
sides, while the LK-80W
soprano has a solid
cedar top with a
juneberry back and sides.
{majormusicsupply.com}

3 LANIKAI KOHALA

UKES The new Kohala ukulele, made by Lanikai, comes in a colorful retail box. Dealers who purchase 24 Kohala soprano ukes receive a free P.O.P. display. The Kohala uke is an entry-level instrument with a small footprint that makes selling it easy. Fall dating and free freight are also available to qualified dealers. MSRP: \$54.99.

{hohnerusa.com}

4 KALA U-BASS The

new U-Bass is a short-scale bass on a baritone ukulele body that produces the same pitches as a standard bass guitar and is tuned in traditional bass tuning, EADG. It features a 20-inch scale with 16 frets and is 1 13/16-inches wide at the nut. It has a solid mahogany body and neck and a rosewood fingerboard and bridge. MSRP: \$599.

{kalaukulele.com}

5 IBANEZ UKE LINE

Ibanez is now offering five different soprano and concert-size acoustic ukulele models. The UKS50, UEW20SG (pictured) and UEW10QM feature Grover tuners; abalone rosettes; natural, high-gloss finishes; and padded gig bags. The UKC10 and UKS10 models feature open-gear, chrome tuners; natural, low-gloss finishes; and gig bags. {ibanez.com}





FENDER I CHAMP

The Champ Returns

ender's new, hand-wired recreation of the 1957 Champ amplifier isn't just for collectors or retrominded guitarists. The tweed Champ is an ideal practice amp that offers low-output and easy-to-record capabilities. It features a leather strap handle; chrome control panel; black, vintage pointer knob; toggle on/off switch; red-jeweled pilot light; fingerjointed, solid pine cabinet; and handwired 5F1 circuit. {fender.com}

BLACKSTAR I SERIES ONE 45 W

New Star

he new Series One from Blackstar Amplification delivers high-gain performance with tonal refinement. The built-in DPR power reduction system enables reduction to any level down to 10 percent of the rated power with no loss in tone or valve reliability. The ISF control provides tonal flexibility. By switching both pre-amplifier and power amplifier parameters, the Series One 45 W delivers both class Astyle tones and classic push-pull crunch depending on the mode selected. {blackstaramps.com}





MARSHALL I CLASS5

M arshall Amplification has released the Class5, a combo guitar amplifier that offers tube tone in a simple format. Featuring a traditional, top-loaded format reminiscent of Marshall's Bluesbreaker style, the Class5 provides easy access to a simple-to-use panel, offering bass, middle and treble tone controls and a single volume knob. The 16ohm speaker can be bypassed to hook up an external cabinet. A headphone output is also provided. MSRP: \$560. {marshallamps.com}



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MACKIE I TH-15A TWO-WAY LOUDSPEAKER

High-Output

M ackie has introduced the TH-15A two-way powered loud-speaker, a 36-pound set that delivers 400 watts of system power. The 15-inch, high-precision woofer and 1-inch compression driver produce a desirable sound and low-frequency response for a cabinet of its compact size.

The TH-15A features a user-adjustable, three-band EQ with a sweepable mid that lets users flexibly EQ the system for the application at hand. The rugged cabinet is trapezoidal for use as a monitor wedge, and the lightweight design makes pole-mounting easy. This cabinet is ideal for smaller setups that don't have a lot of outboard gear. MSRP: \$469.99. {mackie.com}



KRK SYSTEMS I R6 PASSIVE STUDIO MONITOR

Harmoniously Accurate



KRK Systems has launched the R6 passive studio monitor. It integrates design and sound aspects from KRK's Rokit line, including its modern yet functional look and molded front baffle. The front baffle is engineered to minimize the diffraction of high frequencies. The R6 also houses a molded, front-facing bass port that minimizes low-frequency phrase distortion and unwanted frequency emphasis. It features fiveway speaker binding posts and a precision crossover and can handle 100 watts of power. {krksys.com}

AKAI I RPM8 STUDIO MONITORS

Continuous Amplification

Akai Professional has released the RPM8 reference production studio monitors. These monitors are intended for use with the company's MPC music production workstations and production controllers.

The RPM8 studio monitors are two-way, active, bi-amplified, nearfield loudspeakers, which consist of a 1-inch silkdome tweeter with 40 watts



RMS of sustained amplification. The monitors also feature an 8-inch, woven-kevlar, low-frequency driver with 80 watts RMS of continuous amplification. RPM8 studio monitors are sold individually. {akaipro.com}

BEHRINGER I EUROLIVE B208D, B210D

Maximum Coverage

Behringer's new Eurolive B208D (pictured) and B210D active loudspeakers feature 220 watts of class-D output power and a 1.35-inch, aluminumdiaphragm compression driver that's mounted in a larger-format exponential horn for high-frequency reproduction and maximum coverage. The speakers



boast internal switch-mode power supplies, and the built-in mic/line input enables the speakers to be used as a P.A. system without the external mixer. MSRP: B208-BK, \$269.99; B210-BK, \$339.99; B208-WH, \$299.99; B210-WH, \$379.99.

{behringer.com}



TRANSAUDIO I SCM11 PASSIVE SPEAKER

Distortion Disrupted

ransAudio Group's SCM11 reference monitor is a twoway, passive speaker that incorporates ATC's constrained laver damping technology, which reduces third-harmonic distortion between 100 Hz and 3 kHz. This results in an extended, resonance-free axial



frequency response. The SCM11 frequency response is 56 Hz to 22 kHz (-6 dB) with a sensitivity of 85 dB and a maximum SPL of 108 dB.

{transaudiogroup.com}

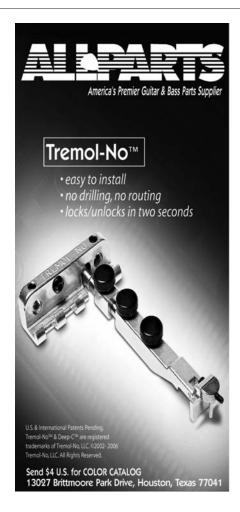
SAMSON I XP308I PORTABLE P.A. SYSTEM

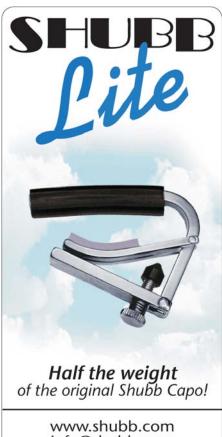
Adventurous P.A.

Samson Technologies has released the Expedition XP308i portable P.A. system. This unit includes dual, two-way speakers; an on-board mixer; a builtin iPod deck; and a 300-watt power amplifier. The eight-channel mixer can be removed from the speakers for tabletop use. The mixer includes a built-in iPod dock, four mic/line inputs, two stereo inputs, phantom power and an internal effect processor.

{samsontech.com}







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he new JamHub from Breezsong lets bands The new Jamhub Iron bleezoong to anywhere. The rehearse together silently anytime, anywhere. The JamHub interconnects instruments and microphones by using the SoleMix controls, which let each band member create his or her own clear and balanced mix. There are three models available: the JamHub BedRoom with five inputs, JamHub GreenRoom with









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NADY SYSTEMS I PHANTOM POWER SUPPLY

Power Up

 ${f N}$ ady Systems has two new phantom power supply units: the SMPS-USB and the SMPS-2X Dual Phantom Power Supply. The SMPS-USB (pictured) is similar to Nady's SMPS-1X but with an added USB port for convenient audio recording directly into a computer. MSRP: \$69.99. {nady.com}



SENNHEISER I MMK 965-1

Vireless Evolution

ennheiser has released a wireless ver-Sion of its Evolution E 965, the MMK 965-1. This microphone capsule attaches to both the Sennheiser 2000 series and the Evolution wireless G3. The MMK 965-1 features the natural and detailed audio reproduction of a large-diaphragm studio condenser mic. The dual-diaphragm technology featured in the capsule enables it to be switched between cardioid and supercardioid pickup patterns. The MMK 965-1 microphone head is included with the Evolution wireless ew 500-965 G3 vocal set. MSRP: \$758.48. {sennheiserusa.com}



AUDIO-TECHNICA I ATH-ANC7B QUIETPOINT HEADPHONES

Quiet Space

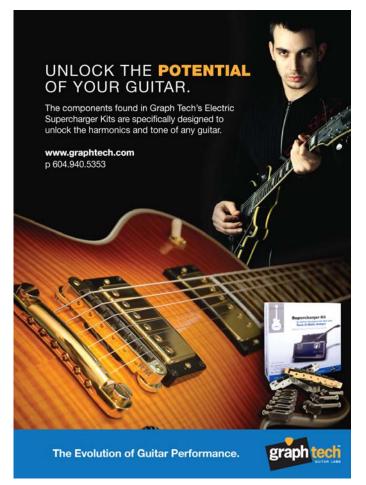
A udio-Technica has introduced the improved ATH-ANC7b Quietpoint active, noise-cancelling, over-ear headphones. These headphones eliminate up to 85 percent of outside noise, while delivering clear, high-resolution sound; a detailed midrange; extended treble; and accurate imaging in an immersive soundfield. MSRP: \$219.95. {audio-technica.com}



Happy Ears

ony has released the MDR-7509HD professional head-phones. Designed to match the angle of the human ear, these headphones have been developed to reduce the pressure on the ear and increase comfort. They are capable of handling high-frequency response. The headphones feature 3,000 mW power capacity for high-level sound monitoring and high-power neodymium magnets that enable driver units to reproduce clear midrange tones. **{sony.com}**









MAPEX I THE BIG CAT SNARE

Big Cat

The Big Cat is the latest snare in Mapex's Black Panther line. The drum is 14 inches in diameter and 8-inches deep. The six-ply, 5.1-mm shell composition is similar to Mapex's Saturn series — two inner plies of walnut and four exterior plies of maple. The Black Panther Big Cat is equipped with Mapex 2.3-mm power hoops and Remo Ambassador drumheads. MSRP: \$369.99. {mapexdrums.com}





LP I RIO TAMBOURIM, PANDEIRO

Brazilian Rhythms

The Rio Tambourim and Rio Pandeiro are the latest additions to LP's Brazilian collection. The Rio Tambourim has a 6-inch head and 1 3/4-inch depth, which makes holding the instrument easy. The Rio Pandeiro features a 10-inch head with a 1 3/4-inch-deep shell. {Ipmusic.com}

PRO-MARK I PERFORMER SERIES

Flair for Comfort

Pro-Mark has launched the Performer series line of marching bass drum mallets. They feature American hickory handles and extra-dense felt heads.

The handles are designed with Comfort Flare for a secure grip and feature an upward taper at the head for balance and sound projection. The mallets come in five sizes. MSRP:

\$47.95-\$71.95. {promark.com}





LUDWIG I PAT PETRILLO LP4 PRACTICE PAD

All in the Wrist

udwig's new Pat Petrillo LP4 practice pad is designed to strengthen and reinforce hand and wrist motions for

drummers at all levels. It features three different playing levels and four playing surfaces in a compact unit. As part of an introductory offer, the unit comes with a free pair of drumsticks. {ludwig-drums.com}



TOCA I HI-HAT TAMBOURINE

In the Zone

oca's new hi-hat Hit Zone tambourine features two distinct shielded striking areas for complex, two-handed patterns. The two rubber hit zones help

drummers maintain a continuous rhythm flow. The Hit Zone features 10 rows of nickel-plated jingles; a black, power-coated metal frame: and a 6 3/4-inch diameter. It enables across-talk between hat cymbals and tambourine.







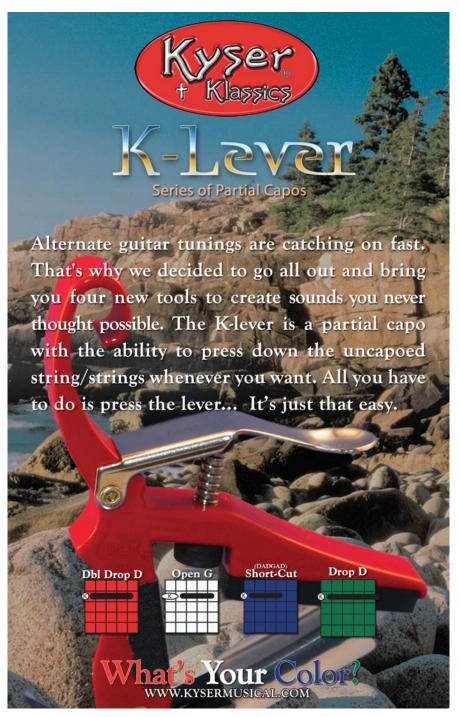


ON-STAGE I TRUMPET MUTES

Free-Blowing Mutes

On-Stage is now offering three new trumpet mutes: the TCM7520 straight mute, the TCM7530 whisper mute and the TCM7420 wah wah mute. All models are designed to be free-blowing, projecting the desired effect without compromising intonation. Each model is constructed of high-grade, lightweight spun aluminum and features a gasket design made of natural cork. {onstagestands.com}







D'ADDARIO I KAPLAN FULL CELLO SET

Cello Strings Advance

The new Kaplan cello string set from D'Addario is an extension of its high-end cello line. The Kaplan cello strings' construction enables heavy bow pressure without losing sound clarity in the softest dynamics.

Kaplan cello A and D strings utilize a solid-steel core and tonally adjusted damping for optimum sound quality. The titanium-wound A and nickelwound D strings (formerly known as Kaplan Solutions) produce a full, clear tone. The new stranded-steel core/tungstenwound G and C strings offer more bite under the bow with a blossoming sound. The Kaplan cello set is available in medium tension and full size, while individual strings are available in all three tensions and full size. MSRP: \$326.

{daddariobowed.com}

JUPITER I 360L BARITONE

Sharp-Sounding Horn

he 360L Baritone horn, Jupiter's latest addition to its band instrument line, is ideal as a rental instrument for both beginning and professional brass players. The 360L has a sharp, distinct sound due to its cylindrical tubing and 0.531-inch bore. It features a 9.5-inch bell, rose brass lead pipe and three stainless steel valves. MSRP: \$1,780.

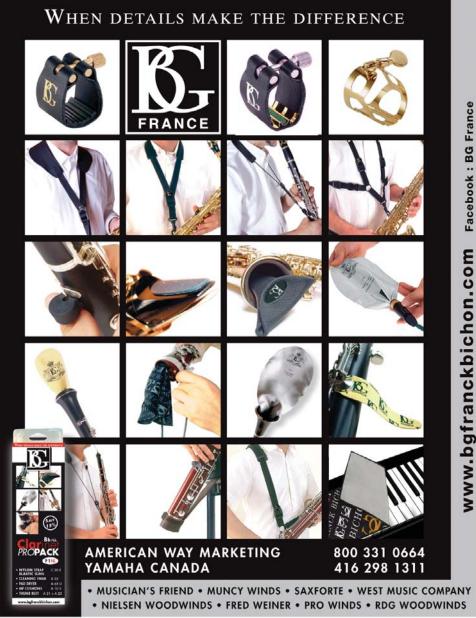
{jupitermusic.com}





Clarinet Reed Crossover

andoren's V-12 reeds have been part of the clarinet world for 25 years. Now its characteristics and advantages have been transposed into the saxophone world. Produced from cane selected for its specific proportions, the V-12 alto saxophone reeds have a thicker heel and are cut on a longer pallet with a slightly thicker tip. The longer pallet means that more of the reed is vibrating, resulting in a deeper, richer sound. The thicker tip gives body to the attack and also increases the longevity of the reed. The V-12 line was expanded in August to include a soprano option. Tenor reeds will be available in 2010. {vandoren.com}







YAMAHA I PSR-S910

Easy Arranger

The accompaniment styles found on the new Yamaha PSR-S910 give players a quick, easy way to sound fully arranged with little or no setup required. The Music Finder feature lets players set up the entire workstation by selecting one of thousands of song titles. Super Articulation Voices give strings, reeds and brass sounds real-time expressiveness. **(yamaha.com)**



Artist Approved

Teen queen Miley Cyrus recently received her own home recording studio as a birthday gift from her parents. The studio features a Korg M50 music workstation, which combines a 16-track sequencer and eight studio-quality effect processors. The studio also has a Korg R3 synthesizer/vocoder and Kaossillator dynamic phrase synthesizer. {korg.com}



Juno on the Go

Roland's Juno-Di mobile synth is the latest addition to the Juno series. It's specifically designed for musicians on the go, providing an array of pro sounds in a lightweight, portable design. The 61-note, synth-action Juno-Di boasts more than 1,000 customizable sounds, simple navigation with dedicated category buttons and a large LCD display. {rolandus.com}



Privia Expands

asio has added two models to its Privia line of digital pianos. The new PX-130 for beginners and the PX-330 for semi-professional and



professional musicians combine sound quality and performance in a sleek, light-weight package. The PX-130 and PX-330 feature new technologies, including a USB storage mode that lets musicians transfer files to and from a computer and a duet mode that lets two players use the piano simultaneously. {casio.com}

AKAI I MPK61

Keyboard Zoning

The new Akai MPK61 is the fourth model in the company's line of keyboard/MPC performance controllers. It boasts a mix of 61 semi-weighted keys with aftertouch and 16 MPC pads with velocity and pressure sensitivity. The MPK61's size is ideal for performers who need a larger range than the original 49-key MPK49 but prefer the lighter weight and associated portability of a semi-weighted keyboard. {akaipro.com}











PRINT & MULTIMEDI.

CARL FISCHER I 'DAILY GROOVES FOR BASS'

arl Fischer's new Daily Grooves For Bass ate to advanced students by educator Patrick Pfeiffer. Each groove is limited to one or two

measures and then repeats, like bass grooves in real performance situations. MSRP: \$19.95.

{carlfischer.com}

THE HALF-BLOOD PRINCE'

ALFRED I 'HARRY POTTER AND

Print Prince

Ifred now offers Harry recent movie, Harry Potter And The Half-Blood Prince. With new titles arranged by Alfred/Belwin composers, fans have even more magical music to look forward to. including jazz ensemble arrangements. {alfred.com}





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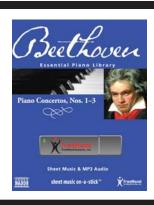
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Beethoven Uploaded

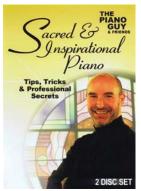
reehand Systems' Sheet Music On-a-Stick series has expanded with classical music packages. The Essential Piano Library: Beethoven Piano Concertos 1-3 contains 246 pages of scores and 142 minutes of matching MP3 Naxos Digital audio. Sheet music can be viewed and printed from a computer. MP3s can be played from a computer or transferred to an iPod or other music player. Other titles include Essential Piano Library: Chopin and Essential Piano Library: Bach - Book 1 and Book 2. {freehandsystems.com}





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HAL LEONARD I THE PIANO GUY DVDS, BOOKS

al Leonard now exclusively distributes DVDs from Scott Houston, the public television piano teacher, educator and professional speaker known as "The Piano Guy."

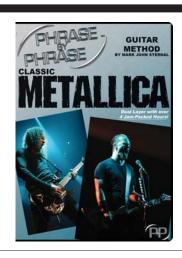
The new titles include: The Play Piano In A Flash! DVD, The Piano Guy - Holiday Special DVD, The Piano Guy 1-On-1 series and Scott The Piano Guv's Favorite Piano Fake Book.

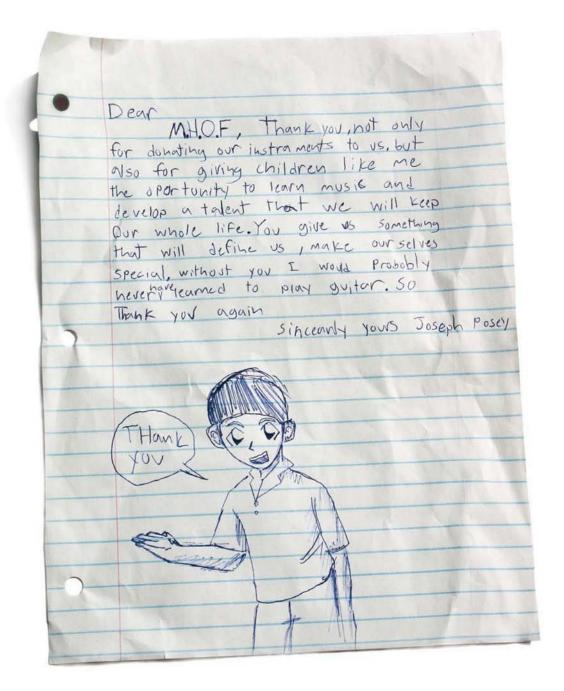
The Sacred and Inspirational Piano is a deluxe, two-DVD set that teaches 16 sacred songs on a piano or keyboard. MSRP: \$19.95-\$49.95. {halleonard.com}

MJS MUSIC & ENTERTAINMENT I PHRASE BY PHRASE GUITAR METHOD DVDS

rase By F

JS Music and Entertainment has a new line of DVDs by the Phrase By Phrase video production company. The Phrase By Phrase Guitar Method releases monthly DVDs that break down guitarists' complex playing styles into simple, recognizable phrases. In the first issue, Guitar Method: Classic Metallica explores the guitar styles of James Hetfield and Kirk Hammett from Metallica's most familiar songs. Players can learn the details of Metallica's guitar style, while improving their own playing. MSRP: \$24.95. {mjspublications.com}





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SKB I LAPTOP CASE

Computer Security



DENON DJ I DN-HC5000

Control the Itch

Denon DJ has introduced the DN-HC5000 Serato Itch Controller, developed under a new partnership between Denon DJ and Serato Audio Research. It's a digital DJ system developed to work with Serato Itch, an integrated software/hardware system that provides new kinds of controls for mobile entertainers. The unit includes a built-in, 24-bit soundcard; multi-functional, touch-sensitive jog disc; vibrant FL tube with text display; and tactile,



MBT LIGHTING I LEDWOW

Wow Factor

M BT Lighting has released its latest LED effect light, the LED-WOW. This unit contains 168 ultrabright LEDs (68 red, 46 green and 44 blue) arranged in circular patterns that chase and flash in dozens of patterns. Rear con-



trols include a rotary flash speed control knob and a push-button selector switch, which puts it in sound-active mode to keep time with the music. MSRP: \$79. {mbtlighting.com}



ELATION I PALM COPILOT

In Touch

Developed by Elation Professional, the new Palm Copilot controls lighting fixtures. This eight-channel, handheld on/off controller can be used with both analog and DMX packs that let users turn fixtures on and off by a channel number on the faceplate. The Palm Copilot is a touch-sensitive, portable unit that operates on a 9-volt DC battery. This gives DJs and entertainers the ability to manipulate fixtures from anywhere onstage. MSP: \$139.95.

{americandj.com}

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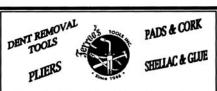




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Phil Gause

Vance Music Bloomington, Ind.

think people are tired of waiting around for things to change. And if you get a glimmer of light at the end of the tunnel, they say, "Okay, let's go." Hopefully, it's going to be that way.

I think acoustic guitars and digital pianos will still be strong. The last couple of years we sold quite a few weighted keyboards. It's been that way so far this year. When we've had [the keyboards], they've sold. We do little promotions here and there that are specials for the season, but we are not going to ramp up anything that much. It's just about getting the employees ready to take care of customers.

Last year was going great until about October when [the economy] started going downhill, so you never know what's going to happen. I think the music business is on a roller coaster, and I hope we are going to even out a little bit. I would rather start moving ahead again instead of moving backwards.

You never know until it happens, but we are going to plan like people are going to be there to buy.

Carol Wilbur

Pender's Music Carrollton, Texas

am pretty optimistic about holiday sales for several reasons. First, we only sell print music, gift items and accessories at Pender's Music, so we normally don't experience the wider sales swings of instrument retailers. Even if a customer has to put off purchasing that step-up instrument, he or she will still come in to buy a new piece of sheet music or a bottle of valve oil.

We've also seen a good amount of early holiday browsing and shopping. Many people started their gift buying in June to help spread out their holiday purchases.

Our staff will continue to do what we try to do on a daily basis. We always suggest a CD to go with that book, supplementary books to go with the lesson books or extra pages for the flip folder. And, of course, we spread our gift items throughout every department in the store as a constant enticement. In addition, we make sure to stock items in every price range to accommodate all budgets.



What are your holiday sales expectations?

am expecting the holiday season to be up from last year. I am looking forward to 5-percent growth over last year.

We have our 15th anniversary at the end of September, so we've done a lot of advertising around that, and we have a lot of events planned in terms of sales and customer participation. Also, we brought on Fender [as a supplier], which helps quite a bit. A major brand name really helps to sell things.

One product category that we are looking forward to selling well over the holiday season is the low to midrange guitars and amps. We are also seeing an uptick in some of the upper-end stuff, so I am hoping that continues, as well. We are also expecting an influx of students, so that obviously helps with the dayto-day cash flow routine.

We are constantly moving the store around and working on how things look. We are constantly keeping it clean. Every square foot needs to be generating some income, but it can't just be jampacked, looking like a junk store. We need to have clean displays, keep stock rotating and in good shape.

There's never a time when a customer comes in and picks up a guitar that is dirty or out of tune. I don't allow it. We have probably 80 guitars on the floor right now, and my guys are cleaning and tuning those guitars all the time. We are trying to make it as consumer-

am expecting the holi- expecting an influx of friendly as possible. I think day season to be up from students, so that obvi- everybody has to do that.

From everything that I have been reading about the fourth quarter of this year, we are going to see this recession close itself off. I expect next year to be gangbusters. Up until probably two years ago, we were seeing between 20-percent and sometimes 22-percent growth per year. And in the last couple of years, that has slowed down to 12 percent overall. I'd like to see it get back up to a reasonable amount.

I don't think 20 percent would be that reasonable right now, but we were growing by leaps and bounds two years ago. So, if we can get back up to a steady 15 percent, I'd be happy with that.

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