

FOR PROGRESSIVE MUSIC RETAILERS

music inc[®]

DECEMBER 2009 | MUSICINCMAG.COM

Russ & Gayle Beacock
of Beacock Music
Find Growth in Their
Music Lessons
Program

THE 2009 YEAR IN REVIEW

- ⊕ The Best Music Retail Ideas
- ⊕ The Biggest Stories
- ⊕ The Retail Excellence Awards
- ⊕ The Supplier Excellence Awards

PRS Guitars'
Total Immersion
Experience
{PAGE 50}

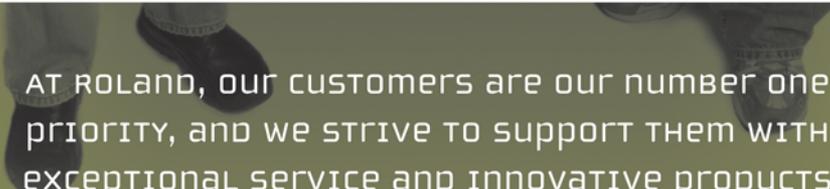
Yamaha Piano
Dealers Invest in
New Initiative
{PAGE 48}



THANK YOU

we're honored to receive a
2009 supplier excellence award.

2009
SX
AWARD
WINNER



AT ROLAND, our customers are our number one
priority, and we strive to support them with
exceptional service and innovative products
that inspire the enjoyment of creativity.

we thank you for recognizing our commitment
to our customers and our ongoing efforts
to develop the very finest electronic
musical instruments.

 **Roland**[®]

At last, Xs20 Brilliant Finish...



... at a Brilliant Price.

At last, Xs20 in Brilliant Finish! The world's only quality B20 bronze cymbal at such a nice price has a new, brighter look and bolder, punchier sound. Smart? Absolutely. Because with Xs20 – in Natural or this stunning Brilliant Finish – playing the best bronze at the best price is a reality. Smart? Brilliant!

Experience Brilliant...

See and hear the Xs20 Brilliant Finish Performance Video at sabian.com/Xs20brilliant

Also available • Xs20 Natural Finish • Xs20 'Sonically Matched' Sets



Hear more at sabian.com



BECAUSE SOUND MATTERS



PJLA MUSIC
SALES/MARKETING



STRATEGY: IT'S THE WAY OUR SIGNATURE PRODUCTS COME TOGETHER.....THAT SETS US APART!!

TRUST: WE KNOW HOW TO RESPECT THE PAST WHILE EMBRACING THE FUTURE.

OPPORTUNITY: YOU'RE 'THISCLOSE' TO DISCOVERING OUR SECRET!

DECISION: Just "click" your choice of our extra profit buttons and we'll do the rest.

PJLA Music
22159N Pepper Road • PO Box 550 • Barrington, IL 60010 USA
Toll Free 1-877-541-4017 • Fax 1-847-382-4626
E-mail pjlabiz2@aol.com • www.pjlamusic.com

music inc.

DECEMBER 2009 | VOL. 20, NO. 11

- PUBLISHER**
Frank Alkyer
- EDITOR**
Zach Phillips
- ASSOCIATE EDITOR**
Jenny Domine
- CONTRIBUTING EDITORS**
Ed Enright, Aaron Cohen
- WEST COAST CORRESPONDENT**
Sara Farr
- ADVERTISING SALES MANAGER**
John Cahill
- WESTERN ACCOUNT EXECUTIVE**
Tom Burns
- CLASSIFIED AD SALES**
Sue Mahal
- ART DIRECTOR**
Andy Williams
- CONTRIBUTING DESIGNER**
Ara Tirado
- CIRCULATION**
Kelly Grosser
- BOOKKEEPING**
Margaret Stevens
- INTERN**
Katie Kailus
- PRESIDENT**
Kevin Maher
- OFFICES**
Ph (630) 941-2030 • Fax (630) 941-3210
e-mail: editor@musicincmag.com
- CUSTOMER SERVICE**
(877) 904-7949

Jack Maher, President 1970-2003

SUBSCRIPTION RATES: \$50 one year (11 issues), \$90 two years (22 issues) to U.S.A. addresses. \$75 one year (11 issues), \$140 two years (22 issues) to Canada and other foreign countries. Air mail delivery at cost.

SINGLE COPY (and back issues, limited supply): \$9.95 to any address, surface mail. Air mail delivery at cost.

We cannot be responsible for unsolicited manuscripts and photos. Nothing may be reprinted in whole or in part without written permission from Maher Publications Inc.

Copyright 2009 by Maher Publications Inc., all foreign rights reserved. Trademark register pending.
OTHER MAHER PUBLICATIONS:
DownBeat, UpBeat Daily

CHANGE OF ADDRESS: Please allow six weeks for your change to become effective. When notifying us of your new address, include your current MUSIC INC. label showing your old address. MUSIC INC. (ISSN 1050-1681)

Published monthly, except April. Printed in U.S.A. by Maher Publications Inc. 102 N. Haven, Elmhurst, IL 60126-2932. Periodical Postage Paid at Elmhurst, IL and at additional mailing offices.

POSTMASTER: Send address changes to MUSIC INC., 102 N. Haven, Elmhurst, IL 60126-2932. Printed in U.S.A.

Eyeland
Eyeland Series Luxury Straps

Vic Johnson
Sammy Hagar Band

Exclusively from
LM
Quality Straps

LM PRODUCTS, INC. 800-876-7651 www.LMPRODUCTS.COM





COREBLADE

Hughes & Kettner
TECHNOLOGY OF TONE



This amp has everything a metal guitarist needs. And I had always loved the idea of the programming aspect being introduced into real tube guitar amps. But no one had ever perfected it. Until now!

Jeff Waters
ANNIHILATOR

www.annihilatormetal.com

METAL HEAD 2010

TOUGH TONE. DEVASTATING DYNAMICS. EXPLOSIVE PUNCH.

- 4 Channels • 3 parallel Effect-Modules • Killer Noisegate
- Programmable Pots • 128 Presets • direct to Stick Backup
- MIDI Board included • 100 Watts TSC-Poweramp
- Tube Customizing: EL34 and/ 6L6GC, even mixed.

ULTIMATE TONE ULTIMATE VERSATILITY MADE IN GERMANY 2 YEAR WARRANTY



HUGHES & KETTNER IS PROUDLY DISTRIBUTED IN THE USA & CANADA BY YORKVILLE SOUND.
HUGHES & KETTNER HEADQUARTERS P.O. BOX 1509 66595 ST. WENDEL, GERMANY

INSIDE

Russ and Gayle Beacock



Photo by Horace Long

GEAR >

- 54 | GUITARS, AMPS & ACCESSORIES
- 58 | AUDIO & RECORDING
- 60 | DRUMS & PERCUSSION
- 62 | PRINT & MULTIMEDIA
- 64 | BAND & ORCHESTRA
- 66 | PIANOS & KEYBOARDS
- 68 | DJ & LIGHTING

ASK THE RETAILER

74 | ASK THE RETAILER

- How last year's Retail Excellence Award winners improved their businesses in 2009

»»» RETAIL

48 | PROFILE

- Dealers take advantage of Yamaha's Total Piano Strategy

SUPPLY <<<

50 | PROFILE

- Retailers, guitarists get immersed in all-things PRS

SHOWS

52 | PROFILE

- This year's AES show features affordable MI offerings

13 | YEAR IN REVIEW

A month-by-month look at 2009's best retail ideas and the headlines that shaped one of the industry's most challenging years.

38 | RETAIL EXCELLENCE AWARDS

Ten top-notch music retailers share their secrets for succeeding in tough times.

44 | SUPPLIER EXCELLENCE AWARDS

Ten honored manufacturers and distributors reveal how they've brought new technologies, greater dealer support and smarter business management to their companies.

Cover photo by Horace Long

KMC music

Your
"One Stop" Shop
for the Best Brands
in the Business

A sincere thank you to our valued customers and business partners for selecting KMC Music as a 2009 Supplier Excellence awards recipient. We are honored and humbled by your graciousness and continue our commitment to provide outstanding customer service and business solutions tailored to your individual needs.



Ovation

Shadow

HAMER
GUITARS

GENZ-BENZ
AMPLIFIERS

Takamine

Gibraltar

MERCULES
BRAND

Fender

SABIAN

Lee Oskar

LP

vic firth

SEIKO

Gretsch

TOCA
Just Play.

DIXON

• www.kmcmusic.com • www.kmconline.com • www.imagegallery.kmcmusic.com

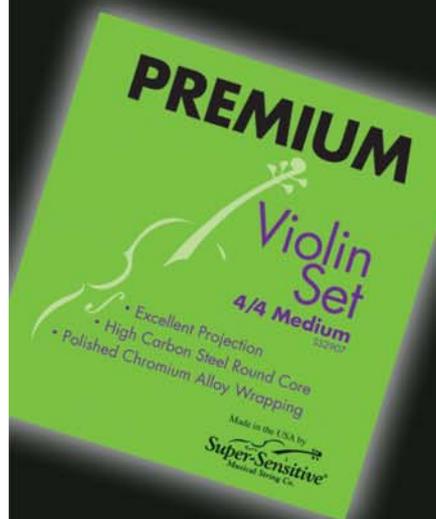
• sales@kamanmusic.com • 1-877-526-2668 • 55 Griffin Road South, Bloomfield, CT 06002-9005

Super-Sensitive
Musical String Co.

WWW.SUPERSENSITIVE.COM

NEW! PREMIUM Provides Performance

Advanced polishing technology precisely tunes the chromium windings combined with the high carbon steel round core, producing the warmth and performance of a synthetic string without the cost!



**Available for
Violin, Viola,
Cello and Bass**

**CALL TODAY
1-800-375-EADG**

THE
CAVANAUGH
COMPANY

Super-Sensitive
Musical String Co.

BEAR
DIAMOND
String

BARI

SARASOTA, FLORIDA USA

www.cavanaughcompany.com

PERSPECTIVE

PERSPECTIVE | BY ZACH PHILLIPS

YEAR OF THE MUSIC LESSON

In a year when flat was the new up, down was the new flat and precious few businesses expected any growth at all, a slew of music retailers found one segment of their operations booming: education.

Take Beacock Music, a 2009 *Music Inc.* Retail Excellence Award winner and this month's cover. The Vancouver, Wash.-based full-line dealer expanded its music education department by adding several new programs this year. (See

page 38 to learn about them.) In doing so, Beacock's education division hit the \$1 million mark for the first time — accounting for 25 percent of its business. This helped offset underperforming segments.

"We ended up with a pretty profitable year, and we would not have that without education," said Gayle Beacock, the company's vice president. "Lessons get people into our store. I'm looking at my showroom right now [at noon on a Thursday], and there are about 100 people in here." She added that, instead of seeking new customers, her team sought to better capitalize on its existing customer base this year.

Several other dealers used the down economy to expand their lesson programs. Jeff Mozingo of St. Louis-based Mozingo Music hosted percussion clinics

at schools. He introduced students to the world of percussion instruments and offered a free egg or chiquita shaker if a student came into his store.

"The kids generally flock to the store, bringing their parents," Mozingo said. "This has been highly successful. On top of the students signing up [for music lessons], it's amazing how many parents have played an instrument in the past and would like to play it again or get a guitar or drum set and learn something new."

Fort Wayne, Ind.-based Sweetwater, another 2009 Retail Excellence Award winner, launched a Rock Camp this summer. Roughly 10 participants decided to sign up for private lessons at the end of the session.

Raleigh, N.C.-based Progressive Music Center altered its popular Original School of Rock summer sessions by adding a music technology focus. This included teaching students how to record their music and promote their bands using social networking Web sites.

"Our summer programs always add a boost to our slower months — June through August — and this year was no exception," said Billy Cuthrell, owner of Progressive Music Center. "We sold out every session early and actually oversold two of the camps.

"As far as creating new business goes, we did get a few new students from the camps — we seem to get a few that take lessons after the fact most every year."

Capitalizing on music lessons was one of many strategies retailers used to combat the recession during 2009. You'll find more of this year's best ideas, along with the biggest news stories, in our *Year In Review*, starting on page 13. Read it, reread it and plan for a better 2010. **MI**





ADJ Group of Companies Is Your Business Partner For **ALL ACCESS** To Greater Sales & Higher Profits!

**Visit Us @ Booth #5774
NAMM 2010!**



**LED, Stage & Intelligent Lighting
For Schools, Clubs, DJs &
Indie Bands.**

American DJ



American DJ
Lighting Accessories:
Light Stands, Lamps, Clamps,
Strobes, Fog Machines,
Mirror Balls & more!



AMERICAN AUDIO

**Pro Audio Products For DJs,
Indie Bands, Live PA
and more!**

*Winter NAMM 2010, January 14-17, 2010, Anaheim, CA USA -
See New Products You & Your Customers Can Rely
On From A Company You've Trusted For 25 Years!*



**Full-line of Audio &
DMX Cables!**

ACCU-CABLE
EXTEND YOUR WORLD...

AMERICAN DJ DEALER ADVANTAGES:

- Great Profit Margins
- Monthly Sales Promotions
- Knowledgeable Sales & Customer Support Staff To Help Before & After The Sale!
- End Users Can Contact ADJ For Tech Support & Repairs So You Can Focus On Sales
- ADJ Advantage Customer Loyalty Program

Contact us today about becoming an authorized American DJ Dealer:
800.333.0644 / sales@americandj.com

©2009 American DJ® • www.americandj.com • Los Angeles, CA 90040 USA • Kerkrade, Netherlands
Distributed in Canada by Sounds Distribution - Toll Free: 800-26-SOUND • Local: 905-428-9062 •
www.soundsdist.com



American DJ

**Quality, Affordable & Reliable Products
From A Company You Can Trust!**



LETTERS

A "Quick Tip" in the October 2009 *Music Inc. Headlines* e-newsletter spawned a rapid-fire e-mail debate. Here's the original excerpt followed by feedback and the author's response.

+ KEEP REPAIRS FRUGAL, SCORE WITH DIRECTORS

PETE GAMBER, ALTA LOMA MUSIC; RANCHO CUCAMONGA, CALIF.

"During a panel discussion of band directors at this year's National Association of School Music Dealers convention (NASMD), one director said, 'Look, if I need to get a French horn valve fixed, I don't need a complete lube and wash for \$65.' Repair techs are famous for doing regulate and adjust or lube and wash [services] on everything they touch. That cuts hugely into the band director's budget. I had a talk with the people in my repair shop. So, I've been trying to keep my band directors from paying for any extraneous repairs, especially in this economy."

Not a Plutocrat's Luxury

It is true that in many school districts the available funds for repairs have been reduced. This makes it difficult for band directors and repair technicians to prioritize what to fix and what can wait.

For many districts in California, this is a problem that dates back to the passage of Prop 13 in the late 1970s.

I would agree that cosmetic dents in brass instruments and nonfunctional, lost motion adjustments on woodwinds are not necessary for the band director on a tight budget.

The argument presented in the article has flaws. If a band director brings me a trumpet with valves that are sticky and I notice the horn is filthy on the inside, what is the economic sense in charging for cleaning the valves and leaving the horn dirty? The dirt in the instrument will travel to the newly cleaned valves, and

everyone starts all over again.

Who does it serve to send an instrument out of a repair shop playing poorly because we didn't want to put \$5 worth of felts and corks on the valves?

If the term "regulation" is applied to woodwinds, it is essential for the proper functioning of the instrument to be properly regulated. This is not a plutocrat's luxury. We want all of the instrument to work.

It is the repair technician's responsibility to be a partner with the band director. This includes not only frugality but educating directors to help them understand what is necessary and why, along with tips on preventative maintenance the director and students can do to prevent frequent trips to the repair shop.

It does not serve the director well to be penny-wise and pound-foolish.

John Thomas
Thomas Musical Instruments
Santa Cruz, Calif.

Health Concerns

I got the impression from your repair tip that repair tech's unfairly insist upon charging for the chemical sterilizing and cleaning of every instrument they get in for repair.

You may or may not be aware of proposed legislation where every horn in a public school's inventory would be required by law to be cleaned and sterilized before any new student is allowed to play on it.

This would require that each wind instrument in the school inventory would have to be cleaned and sterilized at least once per year. This is, in part, to battle the spread of dangerous viruses (i.e. H1N1).

You would be sickened to see the things that routinely come out of school-owned wind instruments. Have you ever seen lily pads of scum and sludge before?

I know there is a budget problem, but we are subjecting our kids to serious harm through any number of communicable diseases. Besides that, band directors are notorious for not instructing students on routine instrument maintenance.

Lars Kirmser
The Music Trader
Maple Valley, Wash.

Pete's Response

Absolutely. It doesn't make sense to have a dirty horn and only fix the valves. It still won't work.

I'm talking about when every repair gets a wash and lube, such as when the lead pipe brace needs to be soldered or

every clarinet needs regulation when it's just a tenon cork.

There is a trend to charge for non-emergency repairs by many repair people to boost their end-of-the-month paycheck. You probably don't operate this way, but many do.

Going into the schools and helping them with a horn cleaning day is a great educational approach that helps the band save money, and you have fewer gunky horns when they need that repair.

RMM Alive & Well

I just returned to my store from a welcome 10 days off and had the nicest surprise waiting patiently for me on my desk: the November issue of *Music Inc.*

My hat's off to you, in gratitude, for asking me to be a part of what I consider a very important and timely article ("RMM in Action"). You make [the story] come alive, flow and captivate the reader.

Many thanks for a job well done.

Nick Rail
Nick Rail Music
Santa Barbara, Calif.

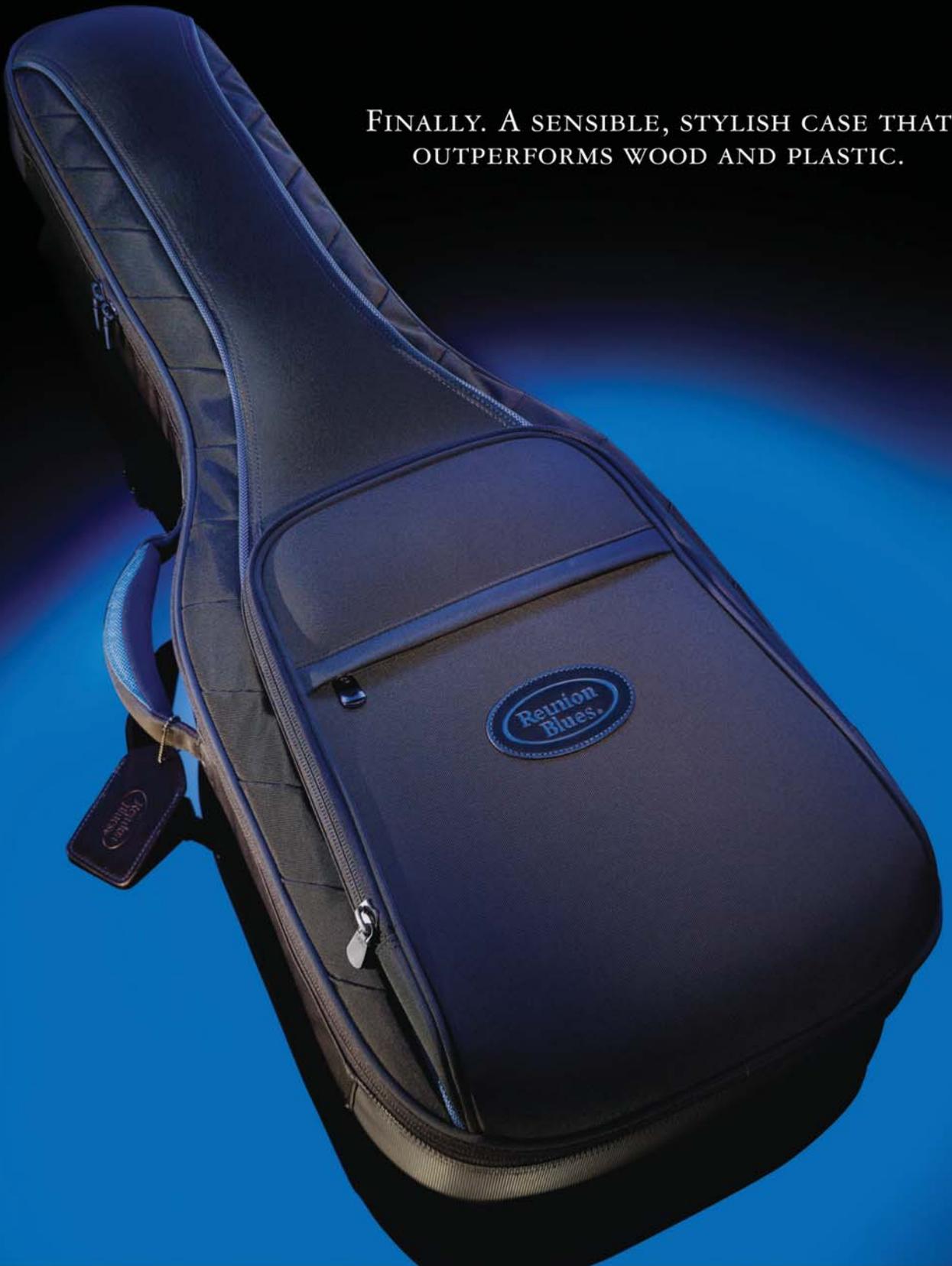
Fresh Air

I wanted to thank you for the great *Product of the Month* coverage (October 2009). We have received a ton of phone calls on this article.

Joseph Sasala
Executive Vice President and COO
Aim Gifts

EDITOR'S NOTE: MUSIC INC. ENCOURAGES LETTERS AND RESPONSES TO ITS STORIES. E-MAIL LETTERS TO EDITOR@MUSICINCMAG.COM; OR WRITE TO 102 N. HAVEN RD. ELMHURST, IL, 60126; 630-941-2030; FAX: 630-941-3210.

FINALLY. A SENSIBLE, STYLISH CASE THAT
OUTPERFORMS WOOD AND PLASTIC.



The RB Continental is everything you'd expect from Reunion Blues,
at a price that's almost too good to be true.

Watch the drop test and find out more at WWW.REUNIONBLUES.COM/RBCONTINENTAL.

Call to become an authorized dealer: 800-950-1095.

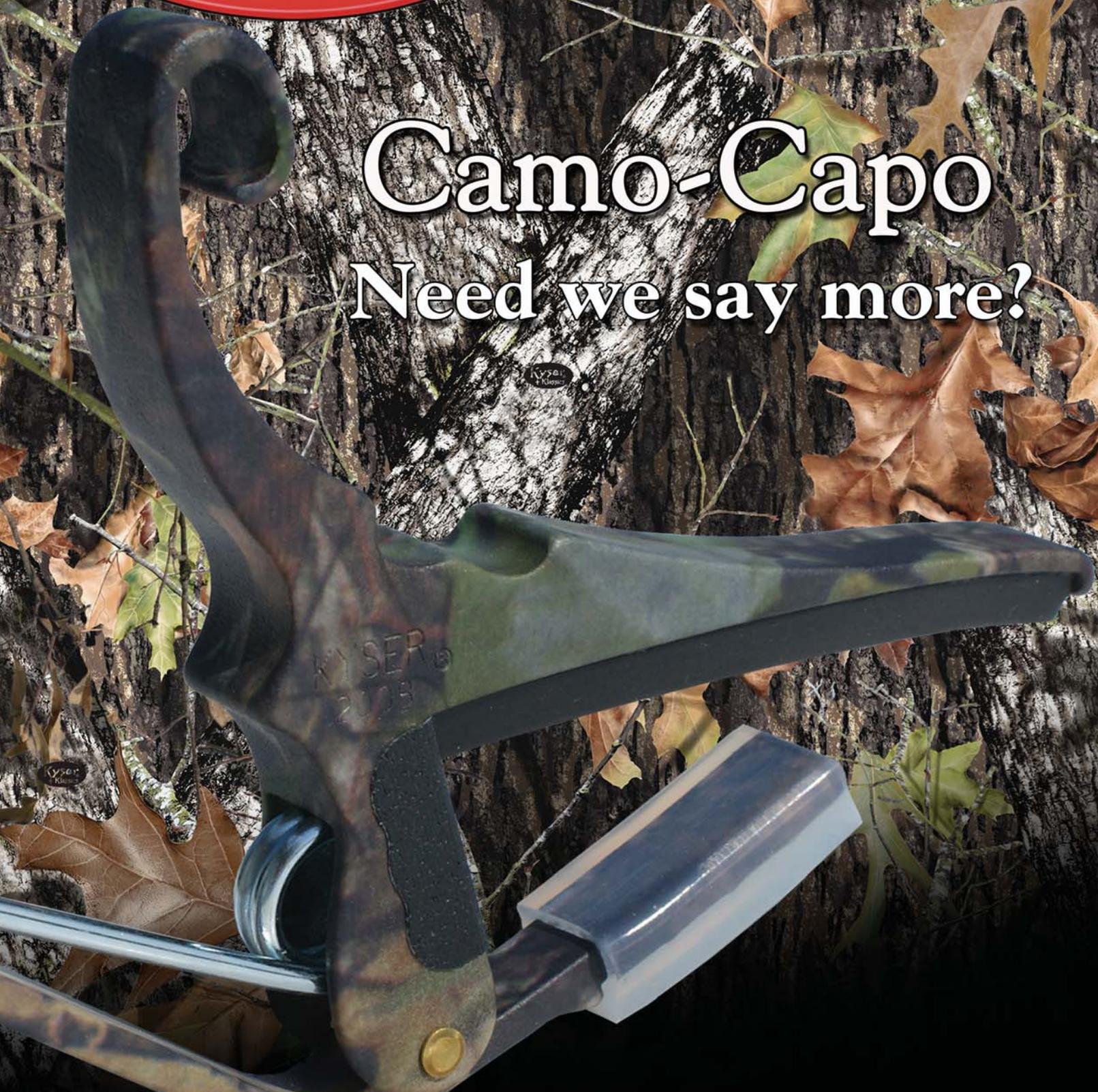


RUGGED, REFINED.



Camo-Capo

Need we say more?



KYSER MUSICAL PRODUCTS 28141 STATE HWY 64, CANTON, TX. 75103



THE 2009 YEAR IN REVIEW

THE BEST RETAIL IDEAS, THE BIGGEST STORIES



14 THE YEAR IN REVIEW

A monthly breakdown of 2009's biggest stories, along with the best retail ideas featured within the pages of *Music Inc.*

38 THE 2009 RETAIL EXCELLENCE AWARDS

The year's top 10 music product retailers share their strategies for slugging through the recession and prepping for future success.

44 THE 2009 SUPPLIER EXCELLENCE AWARDS

The year's top 10 music product manufacturers and distributors and how they've made their businesses more dealer-friendly.

It was the year of class-action suits, counterfeiters, store closings, store openings and piano industry turmoil. Music retailers and suppliers retrenched and rethought their businesses amid the recession. Within the pages of *Music Inc.*, that meant a constant surge of innovative better-business strategies.

In case you missed anything, here's a recap of the events and great retail ideas that defined 2009.



“Get Rock Band and all that other technology, and put it in your store. Get girls in your stores. Get good-looking people. Young, good-looking people. Hot girls.”

— Rock star Gene Simmons’ advice to music retailers during “Breakfast of Champions” at The NAMM Show



Chip Averwater, NAMM chairman (left), with Joe Lamond, NAMM president and CEO



Alicia Keys



The Dean Girls



Kerry King



Doyle Dykes

PREPARING THE CHARGE

Cautious hope filled the Anaheim Convention Center as The NAMM Show kicked off 2009. Attendance at the international industry meeting dropped 3 percent from the previous year but still added up to 85,799 total registrants — not bad considering the dreadful economic outlook. And nary a show-goer could be found with his or her head in the sand. The proof? An 11.4-percent boost in attendance at NAMM University sessions.

“I thought that in light of the current economic doom and gloom portrayed by the media that The NAMM Show was remarkably upbeat, particularly the school music sector,” said George Quinlan, president of Quinlan & Fabish in Burr Ridge, Ill.

Digital pianos, of all instruments, stole the show. Roland launched the V-Piano, the first keyboard to use digitally modeled notes rather than sampled sounds from acoustic pianos. Pop star Alicia Keys even

The NAMM Show attracts strong numbers despite the recession

showed up to help Yamaha roll out the AvantGrand, a sophisticated piece with multi-channel speakers and a soundboard resonator.

Keys wasn’t the only mega celeb inside the Anaheim Convention Center. Kiss bassist Gene Simmons joined NAMM President and CEO Joe Lamond during “Breakfast of Champions” on the show’s opening day. There, Simmons proffered his philosophy for music retail success.

“Outreach. Get your soft, white asses out of your stores, and go out there because there are so many people dying to give you their money, but they don’t make the connection.”

BEST STATISTIC

BRICK & MORTARS STILL ON TOP

Noah Herschman, director of home electronics for Amazon.com, offered this hopeful statistic for brick-and-mortar retailers during the Guitar and Accessories Marketing Association’s meeting at The NAMM Show: “Sixty-nine percent of people who searched online bought at a bricks-and-mortar store. Only 39 percent of people who went to a bricks-and-mortar store [then] bought online.”



Noah Herschman

BEST DIPLOMATIC MARKETING

Network With Activity-Based Businesses

Columnist and Alta Loma Music owner Pete Gamber shared his plan for growing music lesson programs via relational marketing.

"I plan to target all those kid-activity businesses, such as dance and karate studios. These places attract parents that are willing to invest in their child's enrichment activities.

"I'm going to drive to every activity-related business in my area and introduce them to my music store and lesson program. I want to create an independent business network that will let small companies help each other. My customers will know about them, and their customers will know about our music lessons. It's a win-win, low-cost promotion."

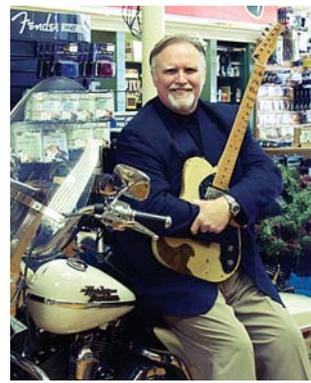
— "Relational Marketing"

BEST GRASS-ROOTS TECH PROMOTION

YouTube by Numbers

Oklahoma Vintage Guitar's Bobby Boyles racks up tens of thousands of hits for his YouTube product demo videos, but his technique is deceptively simple.

Boyles started out with little more than a point-and-shoot digital camera switched to video mode. He mounted it on a tripod, and his wife played director (i.e. pressed the record button). Boyles would then talk about an instrument, play a few chords, and ask viewers to either leave a comment or call if they had questions.



"It adds several more dimensions to advertising with video and sound," Boyles said. "It's not just a little picture of a guitar. It puts a person behind the guitar, and people hear and see me play it. When they ask questions, they know I've been sitting behind it and know what it feels like, what it sounds like and looks like."

— "Online Strategies for Indies"

CONSISTENCY HAS A NEW NAME



Introducing 3^{1/2} + for
V₁₂ Clarinet

We've added another strength which means the most consistent concert reed is even more consistent.

Vandoren[®]
PARIS

Better Cane. Better Consistency.



TOUGH MONTH FOR GIBSON

Activision, maker of the *Guitar Hero* video game, won its case against Gibson on Feb. 26. The District Court for the Central District of California ruled against the guitar maker, denying its patent-infringement claims.

Activision had filed a declaratory judgment in March 2008 after Gibson asked the video game maker to obtain a license for its game controllers. Gibson claimed the controllers infringed on its



1999 patent for technology to simulate musical performances. The court's decision ruled that Gibson's

patent only covers musical instruments, not game controllers.

That same month, an irate reader wrote in to *Music Inc.* to lambaste the guitar maker's dealer policies. "The bottom line, above and beyond my rants and raves of Gibson's policies and attitudes, is that American Music needs to realize a return on its investments, and we simply have not found a way to do that with Gibson," wrote William Kennelly of American Music in Seattle.

"AMERICAN MUSIC IN SEATTLE HAS REPRESENTED GIBSON FOR MORE THAN 20 YEARS AND HAS FINALLY SAID ENOUGH IS ENOUGH."
— William Kennelly of American Music on why he dropped the guitar line

SUPPLIER LAYOFFS

Yamaha Corp. of America reported making several cost-cutting measures in late February to combat economic conditions. Among them, the company laid off 5 percent of its work force.

News also broke that Roland U.S. cut an undisclosed portion of its work force due to the tough economy. The move came after a set of initial staff cuts in fall 2008.

"We've had to make adjustments to our staffing in response to changes in the business environment, and we will continue to do that as necessary," said Dennis Houlihan, president of Roland U.S.

BEST FACTORY UPGRADE

Production Boost

For 2009, SKB installed a new, energy-saving hydraulic toggle injection molding system at its manufacturing facility in Orange, Calif. The machine boasts improved consistency, quick response time and lower noise levels in low-speed applications. SKB plans to use the system to expand into new market sectors.



"The strength, finesse, efficiency and precision of its operation will result in improved product construction and an even more innovative product line," said Dave Sanderson, SKB president.

BEST BANKING ADVICE

FRIEDMAN'S BANK LOAN CHECKLIST

Columnist and music retail financial guru Alan Friedman offered 10 ideas to keep in mind when asking for a bank loan in a difficult business climate.

1. Banks need to make loans to stay in business.
2. Be thoroughly prepared with a completed loan application, financial statements and tax returns.
3. Learn to anticipate the banker's questions.
4. Do not be apologetic or negative.
5. Dress professionally.
6. Never stretch the truth.
7. Do not push the loan officer for a decision.
8. Try getting a referral from an associate or friend before approaching the bank.
9. Discuss risk in your application.
10. Try different lenders until you get your loan.

— "How to Get a Loan"



THE FTC CALLS OFF INVESTIGATION

The Federal Trade Commission (FTC) ended its investigation of the music products industry on March 4 after the government agency and NAMM entered a consent agreement.

The FTC had alleged that NAMM enabled and encouraged its members to share competi-

tively sensitive price information at various meetings and programs between 2005 and 2007. Under the settlement, the FTC no longer made such allegations. According to a statement from NAMM, the agreement did not constitute admission of wrongdoing.

“Rather than pursuing costly

and time-consuming litigation on this matter, we are choosing to put it behind us so that NAMM can concentrate on our primary mission of strengthening the global music products industry and increasing active participation in music making,” read the statement.

BEST USE OF OLD TECHNOLOGY

Phone Automation

Two music dealers featured in the March/April issue of *Music Inc.* proved automated telephone calls can be a retailer's best ally.

- + **PM Music Center** of Aurora, Ill., handed over its customer collections to automated calling service Voiceshot. The service can make roughly 90 calls in 15 minutes, accomplishing in a matter of minutes what previously took a human being hours. Each call costs 12 cents. Compare that to hiring a temp at \$120 a week.
- + Florence, Ky.-based **Willis Music** promoted its warehouse sale by utilizing Premiere Global. The service called 40,000 Willis customers, costing the company less than \$3,000. Compare that to the company's previous direct-mail and newspaper ad campaigns for the sale, which set Willis back as much as \$15,000, according to Dan Herbert, Willis' vice president.

GENUINE TRADEMARK OR 'THREATS & BLUSTER'?

On March 25, the Trademark Trial and Appeal Board refused Fender's application to have its Stratocaster, Telecaster and Precision Bass body shapes trademarked. Legally, that meant the three shapes were up for grabs.

Fender applied for the trademark in 2003, and 17 companies opposed it, including Tom Anderson Guitarworks, ESP, Indoor Storm, Triggs Guitars, JS Technologies, Lakland, Blade Guitars, Michael Tobias Design, Peavey Electronics, Sadowsky Guitars, Saga, Schecter Guitars, Spector, Tradition Guitars, Warmoth Guitars, WD Music Products and U.S. Music.

“Fender Musical Instruments Corp. is disappointed with the recent decision,” read a statement from Fender.

“My opinion is you cannot change history with threats and bluster,” said Hartley Peavey, CEO and founder of Peavey Electronics.



“MY OPINION IS YOU CANNOT CHANGE HISTORY WITH THREATS AND BLUSTER.”

— Peavey founder and CEO Hartley Peavey on Fender losing its trademark battle





2009 YEAR IN REVIEW MARCH

BEST USE OF VIDEO

Mic Myth Busters

To prove the road-worthiness of its microphones, Shure launched an online video series in March. The videos feature Mike Lohman, the company's public relations manager, putting an SM57 and SM58 through punishing tests. For the debut video, he dropped both mics from seven floors. Despite nicks and dented grills, the mics sounded gig-ready afterwards. youtube.com/user/shureinc



The New SLM

U.S. Band and Orchestra Supplies purchased St. Louis Music from its former owner, Loud Technologies, in November 2008. But instead of rebranding St. Louis Music with its buyer's name, U.S. Band and Orchestra Supplies announced in March that it was changing its *own* name to — you guessed it — St. Louis Music. The rebranding came with the appointment of Stan Morgan, a former St. Louis Music employee, as company president.

Production Restored

Loud restored production for its EAW and Mackie product lines in March. The lines had been impacted when one of the company's contract manufacturers ceased operations in late 2008. Production also began on a portion of the Mackie VLZ3 series in March, with the balance of the series entering full production in April.

"We've made incredible progress in restoring supplies in just three short months," said Jim Stewart, chief operating officer at Loud. "In the process, we've added significant capacity and sophistication to our supply chain that will support the next phase in the company's growth."

HAPPY 50TH, Q&F

Quinlan & Fabish Music of Burr Ridge, Ill., celebrated its 50th anniversary in 2009. To celebrate, it merged with Indiana-based Blessing Music, taking on four more stores.

With the addition of six veteran school representatives from Blessing, the Quinlan & Fabish team expanded to 20 total reps covering schools in four states. Most of Blessing's key personnel remained with the new operation.



"We are so fortunate to have strong and stable school music programs throughout our market areas," said George Quinlan Jr., president of Quinlan & Fabish.



THREE GREAT STRING LINES ONE GREAT SOURCE

RS Berkeley offers music dealers a wide selection of well-designed and beautifully-made band and orchestra instruments, all at meaningful price points with MAP pricing that assures healthy margins and solid profits.

ERWIN OTTO

Highly crafted strings in every size
1/32 to 4/4 Violin, Viola, Cello, Bass
\$175 - \$2,100 MAP

MOZART from MEISEL

A Great Way to Start
4/4 to 1/16 Violin, Viola, Cello
\$279 - \$760 MAP

MEISEL

Reliable Strings for Student Performers
1/32 to 4/4 Violin, Viola, Cello
\$279 - \$1050 MAP

REGINA CARTER COLLECTION

Concert Quality Violins
Endorsed by Regina Carter
\$1,995 - \$3,195 MAP

www.rsberkeley.com

T 1.800.974.3909 F 1.908.790.0407



Note from Joe

The Power of One— Your Place in the Industry

We live in a world of numbers and statistics. Our government throws around spending figures in the billions—and now trillions—of dollars. We see the monthly numbers of unemployment filings and jobs created. Was the Dow up or down today? Are we still in a recession or did the GDP really grow last quarter? We judge the success of an industry by its aggregate sales and trade shows by their size. I get it and understand why we want to see the totals. We're in a society that wants to know the facts. It makes the headlines and fills the business magazines. Throwing these kinds of numbers around though can depersonalize things to the point where we forget that behind the figures are real businesses and people.

Your business is not a nameless, faceless statistic. It's made up of you, your employees and often your family. How did your business do today, this week, this month, this year? That's what really matters to you and that's what really matters to us.

Like all of our Members, you've had to make hard decisions to cope with the economic challenges and look carefully at every aspect of their

operations. We've had the privilege of working closely with so many of you this year—one-on-one—to find ways to strengthen your business, save money on expenses and get more customers. The courage of NAMM Members is inspiring, and the work we've done together has strengthened the industry and helped more people make music.

So when you make your plans to come to Anaheim for the NAMM Show next month, remember that you will not be a statistic to us. We'll be ready to welcome you to an event that will provide real value and benefit to you and your business. The show floor will again be packed with the very latest offerings from our exhibiting Members; exciting, new products that your customers will want to see in your store. We've lined up a strong NAMM U track that hits today's challenges head on. We'll be presenting Idea Center sessions that bring you up-to-date business ideas that you can put to work when you get home. We continue to refine these sessions to be relevant to your business in today's economy: everything from using social media to increase your customer base, to merchandising your store to increase sales. We are even bringing business mentors to the new H.O.T. (Hands-On Training) Zone. These experienced consultants can provide support in several areas of business, including tips on how to write and implement a marketing plan, helping you apply for a small business loan.

In this year of unprecedented facts and figures, there is one thing I am sure of: attending NAMM will be worthwhile, and possibly the best investment you can possibly make to help you succeed during these unprecedented times.

We look forward to seeing you there!

Joe Lamond • NAMM President/CEO

NAMM Introduces New Features to Enhance Your Show Experience

The New H.O.T. Zone

The new H.O.T. (Hands-On Training) Zone welcomes industry partners, publishers, organizations and associations, which will offer FREE specialized training seminars, meetings, networking opportunities and mentoring.

"Follow Me" Mobile Application

The new mobile application, "Follow Me," provides useful tools to enhance your show experience, including an interactive show schedule and floor maps with routing to booths, events and NAMM U session listings, and access to e-brochures.

Finals Event for the SchoolJam USA Competition

The NAMM Show hosts the finals of the first annual SchoolJam USA competition, where the top ten bands will battle it out for big prizes for their bands and their schools' music programs.

Tools for Schools

Again this year, show attendees will have the opportunity to interact with hundreds of music educators who have been invited to walk the show floor in search of the latest products and the top "Tools for Schools" will be selected.

Member Quote

"We're always excited to go to the NAMM Show—I wouldn't miss it. I'm in the business I love the most and the NAMM Show reminds me of that every year. The highlight of the show is putting faces with the names, people who we've built relationships with on the phone throughout the year, you get to see them, have lunch or dinner with them and actually have a rapport with these people. I prefer to do business with people I can build a relationship with. I like that I can walk into the show and walk past a supplier's booth and hear 'Hi Bill, how are you doing?' It's nice to have that one-on-one relationship with those people, because when you're talking to them during the year and need to get a quick shipment, they'll go the extra mile because they know you."

BILL YEKEL

THE GUITAR MECHANIC • WARREN, OHIO

NAME NAMM News December 2009

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.

1,500 + EXCITING EXHIBITS • HOTTEST NEW PRODUCTS

the **NAMM** show¹⁰
Get Ready!

DOZENS OF FREE BUSINESS-TRAINING SEMINARS • NETWORKING OPPORTUNITIES • FUN IN THE SUN AND GREAT LIVE MUSIC

INFORMATIVE PRODUCT DEMONSTRATIONS • BUSINESS SERVICES THAT CAN SAVE YOU THOUSANDS OF DOLLARS EACH YEAR

the **NAMM** show¹⁰
January 14-17, 2010
ANAHEIM, CALIFORNIA





Strings Attached

A host of string makers doing business in California were issued 60-day notices for alleged violation of Proposition 65, the Safe Drinking Water and Toxic Enforcement Act of 1986, for the presence of lead and lead components in their guitar strings. Under Prop 65, businesses are required to provide a “clear and reasonable” warning before knowingly and intentionally exposing anyone to restricted chemicals.

The alleged violators of Prop 65 included: Albert Augustine, Black Diamond Strings, Breezy Ridge Instruments, C.F. Martin, Cleartone Strings, D’Addario, Dean Markley Strings, Dr. Strings, Dunlop Manufacturing, E.L.V.H., Electro-Harmonix, Elixir, Ernie Ball and Evely Music.

“NOW, GOOGLE IS THE YELLOW PAGES.”

— Technology consultant and NASMD speaker Mike Stewart

MINIMUM PRICING BANNED IN MARYLAND

Maryland passed a law in April prohibiting manufacturers from requiring retailers to charge minimum prices for their goods. Under the law, retailers doing business in Maryland can sue manufacturers imposing minimum-pricing agreements. The law also covers transactions in which Maryland consumers buy goods on the Internet, even if the retailer is based in another state.

PREMATURE PARANOIA?

Independent, lessons-oriented music retailers gasped when Guitar Center announced its entry into the music lessons business with GC Studios. The Woodland Hills, Calif., lessons facility and practice space opened on April 16, but since then, there has been no word of expansion.

PRINT GIANT CLOSES

On April 12, *The New York Times* reported that Manhattan print music establishment Patelson Music House would be closing its doors after six decades in business. The store, a stone’s throw from Carnegie Hall, fell victim to the difficult business climate and increased online sheet music downloads, according to owner Marsha Patelson.

BEST IDEAS FOR ONLINE VISIBILITY

GET E-XPOSED

Strategies for harnessing inexpensive, Web-based technologies abounded at the National Association of School Music Dealers’ (NASMD) and Retail Print Music Dealers Association’s (RPMDA) annual conventions, both held in April. (RPMDA ended in early May.)

SEARCH ENGINE EXPOSURE

At NASMD, consultant Mike Stewart encouraged retailers to keep their online strategies focused on getting found locally. “Now, Google is the *Yellow Pages*,” he said. Stewart offered a few creative methods to get free, local search engine hits. These included:

1. Writing an article about a topic relevant to your business and submitting the piece to EzineArticles.com, being mindful to include important keywords in the text.
 2. Making videos on topics relevant to your business and submitting them to Traffic Geyser (trafficgeyserrocks.com). Include keywords in the video’s title.
 3. Using social networks. Create MySpace, Facebook and Twitter pages for your business.
 4. Contributing to blogs, video blogs and forums. “These all get people to your landing page,” Stewart said.
- “What Recession?”

E-MAIL EXPOSURE

At RPMDA, Ron Cates, a marketing specialist for Constant Contact, discussed ways retailers can maximize their e-mail marketing impact.

Use every opportunity to add e-mail addresses to your database. Every time someone calls your store, make sure you or your employees ask for the person’s e-mail address. Add a visible link on your Web site’s home page where customers can sign up for your e-newsletter.

Develop a strategy for content on paper. If you develop engaging content, people will never think you’re a spammer. Develop a strategy on paper. “This is not a business plan,” Cates said. “You can do it in 10 minutes.”

Send on Tuesdays. Tuesday has the best e-mail open rate, particularly around 10:30 a.m. and 1:30 p.m.

Cates added that you must get your brand name in the body of the e-mail and in the subject line. He also stressed keeping subject lines 49 characters long or less.

— “Print Fights Back”



2009 YEAR IN REVIEW MAY

“THIS REALLY IS THE HEART AND SOUL OF THE NEW YORK CITY MUSIC COMMUNITY.”

— A customer at Manny’s Music on the day before the store closed

Manny’s Closes ... and Reopens

Manny’s Music, New York’s legendary 48th Street rock shop, closed for good on May 31, and with it went the Smithsonian-worthy, rock ‘n’ roll photography that covered the walls.

The company, which is owned by Sam Ash Music, reopened soon

after as a Sam Ash guitar shop. Paul Ash, president of Sam Ash Music, said Manny’s hadn’t been “carrying its own weight” business-wise, hence the closure.

According to a June 1 article in *The New York Times*, the iconic photos have been put in storage.

STEINWAY CUTS OFF KITTS IN D.C.

In May, Steinway pulled its line from Jordan Kitts Music’s stores in the metropolitan Washington, D.C., area. This included the piano retail giant’s locations in Fairfax and Sterling, Va., and College Park, Lutherville and Rockville, Md.

Steinway Piano Gallery of Washington, D.C., operated by David Slan and Gerry Malzone, became the authorized Steinway dealer in the Washington, D.C., market.

Jordan Kitts executives said they believed acquiring the Yamaha piano brand played a large part in losing Steinway at their D.C.-area stores. “At the urging of our sales associates and music educators, this substitution was made, and Jordan Kitts was subsequently informed by Steinway that they would be seeking other representation in metropolitan Washington,” said P.J. Ottenritter, Jordan Kitts’ vice president of sales and marketing.

Todd Sanders, Steinway’s vice president of sales and marketing, said the changes in Steinway’s Washington, D.C., dealer network were made with careful consideration.

Guitar Counterfeiter Sentenced

The Xuanwa District Court in Beijing sentenced Li Dan to three years in prison on May 6 for running a counterfeit guitar distribution ring in China. The sentence came after more than a year of coordination and investigation by Chinese legal authorities. Fender, Gretsch, Ibanez and Paul Reed Smith had helped spur the counterfeit bust, joining forces in March 2008 to form the Electric Guitar Anti-Counterfeiting Coalition.

BEST SALES CONTEST Show Your Progress

Liz Reisman, owner of Creative Music Center in Monroe, Conn., challenged her sales team to sell 50 guitars from early November through Dec. 31, 2008.

“We hung a [guitar] poster in the lunch room, and every time we sold a guitar, we colored in a fret,” she said, crediting the poster for inspiring her staff. “Pretty soon, the whole staff was [doing it], and everyone checked the sign to see our progress.” In the end, Reisman’s staff sold 94 guitars.

— “Retail First Aid”

SHUBB

The best capo for intonation for the past 30 years
is still the best today!



Adjustability made easy

Some capos require that you manually apply the same amount of pressure each time in order to get acceptable results.

Adjust the SHUBB capo once for your instrument and you will get the same results each time.

learn more at: www.shubb.com/bestcapo

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



THE YEAR'S BIG DEBATE: WHAT WENT WRONG WITH PIANOS?

As the recession drove the piano market to painful lows, columnist Greg Billings delivered the journalistic equivalent of an atom bomb with his June cover story, "What Went Wrong With the Piano Industry ... And How to Fix It."

The feature launched an inspired debate from fans and detractors of the article in subsequent editions of *Music Inc.* As Billings later remarked, "I guess we're

having a discussion after all."

Ex-Yamaha executive Terry Lewis even followed up Billings' article with his own alternate take on what went wrong with the piano industry. While both agreed on several major themes, they diverged on key specifics, highlighting the differences between retailers' and suppliers' perspectives.

KEY DISAGREEMENTS

GREG BILLINGS POINT

TERRY LEWIS COUNTERPOINT



Increased competition for kids' attention isn't the problem. Kids have always been distracted.

Keyboards and low-end digital pianos may be stunting beginning students.

Recreational music making (RMM) may sell more digital pianos, but it won't sell more acoustic pianos.

College piano sales are generally deceptive and have hurt the industry.

Piano Manufacturers Association International (PMAI) has been an ineffective piano industry leader.



Yesterday's distractions for kids' attention are small potatoes compared to today's.

Digital pianos are a perfectly acceptable alternative.

RMM, when properly promoted, implemented and supported, will boost sales in all categories, including acoustic pianos.

Done right, college piano sales can be a godsend to music retailers.

PMAI has a long record of accomplishment, and its only shortcoming has been not proclaiming those accomplishments loud enough.

"OUR BIGGEST PROBLEM — AND BIGGEST OPPORTUNITY — IS NEVER DISCUSSED. IT'S THE 500-POUND GORILLA IN THE LIVING ROOM, THE REDHEADED COUSIN AT THE DINNER TABLE. FORMAL PIANO INSTRUCTION IN ELEMENTARY SCHOOL IS ALMOST NONEXISTENT."

— Columnist Greg Billings on the state of the piano industry



BEST USE OF A RAFFLE

GIVE AWAY GUITARS

Six years ago, Best In Music's Ruby Beeston started celebrating the company's anniversary with a guitar raffle. It grew into an annual event and has helped the company attract a growing following. (Last year, the raffle brought in roughly 700 people.)

To celebrate Best In Music's 20th anniversary this year, Beeston expanded the festivities. In addition to raffling off 10 guitars, she held a guitar-playing contest. Divided by acoustic, electric, classical and bass categories, each winner received a guitar as the grand prize.

— "Summer Blues Busters"

BEST SALES BOON

The 400-Percent Spike

Michael Jackson's death on June 25 ranked among the year's most unwelcome surprises. But Alfred Publishing found some relief from the collective pain when its sales of Jackson's print music products soared 400 percent in the weeks following his death. Downloadable sheet music gave the company an unlimited supply of inventory, and digital printing let Alfred reprint Jackson's titles within days, as opposed to weeks.



BEST PEDAGOGY CHANGE

TEACH PIANO LIKE GUITAR

Columnist Pete Gamber suggested a complete shift in the way piano is taught. He advocated a play-for-fun, instant-gratification approach similar to modern guitar instruction.

"Doesn't every method start with five fingers and the five white notes? So what difference does the musical content make? Why can't we teach piano and keyboards the same way we teach guitar?"

"You need to get students up and running fast. Do you have teachers with traditional training who play keyboards in bands or worship groups? These teachers are your best bet. A staff of classical pianists probably won't buy this concept. You need teachers who can teach both sides of the street.

"You also need to have a method book for this alternative piano student. The traditional books won't cut it. Check out the Hal Leonard FastTrack series. These books get students playing with a CD and use classic rock songs."

— "Where's 'Piano Hero?'"

PRINT GIANTS PARTNER

In mid June, Hal Leonard became Music Sales' exclusive distributor. As part of the deal, Hal Leonard gained exclusive distribution rights to Music Sales' entire catalog, along with the publishers it represented. A week prior to the announcement, Hal Leonard also acquired Shawnee Press, a choral and instrumental music publisher and one of Music Sales' prominent subsidiaries.

REED FAKES NABBED

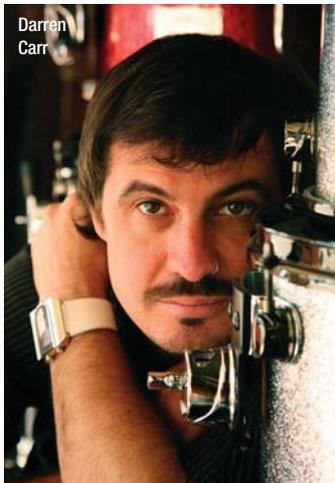
Vandoren initiated raids on multiple companies in Seoul, Korea, for the second time in the last two years, turning up several boxes of counterfeit reeds bearing the Vandoren name and image.



"It is essential that dealers go to legitimate sources to purchase Vandoren products," said Bernard Van Doren, CEO of Vandoren.

GOODBYE, FORBES

Forbes Piano in Birmingham, Ala., began a going-out-of-business sale on June 2. Founded in 1889 by E.E. Forbes, the company had been Birmingham's exclusive Steinway piano dealer for nearly a half century. It had also been the area's exclusive Yamaha piano and keyboard dealer. According to an article in *The Birmingham News*, the economic decline was not a factor in the closure. French Forbes, the company's vice president and general manager, said it had more to do with cultural changes and less music education for young people.



WCDC Shutters Doors

After 45 years in business, Five-Star Drum Shops member West Coast Drum Center of Santa Ana, Calif., closed its doors for good on July 1.

Owner Darren Carr cited the difficult economic climate as one of the reasons for closing the store.

"We got into a situation where our hands were tied, and we really couldn't be the retailers that we wanted to be," Carr said.



Nashville, Tenn., the site of 2009 Summer NAMM

SIZE ISN'T EVERYTHING

Summer NAMM 2009 didn't set the Nashville Convention Center on fire with bustling attendance or whiz-bang product launches. But despite modest attendance (12,967 registrants) and fewer exhibitors than at previous summer conventions, most music retailers had plenty of good things to say. As columnist Ted Eschliman later wrote, "Summer NAMM was a great party. And only the cool people came."

Small goods got extra face time, with many suppliers rolling out accessories and peripheral gear to create excite-

ment for the holiday selling season. Dealers took to BreezSong's JamHub, in particular. This practice device for bands gives each player his or her own dedicated headphone mix and won three "Best In Show" nods. Ukuleles also proved their trend-worthiness, as suppliers such as Ibanez rolled out uke lines.

"Because it wasn't as crowded, it really gave us time to look at the other vendors that we normally would walk by — because we didn't have enough time — and spend some time with them," said Rick Santos, owner of Rick's Music World in Raynham, Mass.



"UNITED, UNITED, YOU BROKE MY TAYLOR GUITAR."

— The chorus of "United Breaks Guitars," Dave Carroll's viral Web hit about the airline allegedly destroying his Taylor



BEST VIRAL MARKETING

CARROLL'S SMASH HIT

Songwriter Dave Carroll took revenge in verse when United Airlines allegedly destroyed his Taylor guitar during a flight, then blew him off when he complained. The viral hit, "United Breaks Guitars," not only captured musicians' angst about traveling with instruments but also re-educated the public on airline carry-on policies. At press time, it had nearly 6 million YouTube views.

BIASCOS ACCUSED

Paul and Peter Biasco, the brothers who ran the now-closed Piano Experts of Naperville, Ill., were sued for allegedly defrauding customers of roughly \$1 million. Members of Illinois Attorney General Lisa Madigan's office filed the lawsuit on July 30 in DuPage County Circuit Court in Wheaton, Ill.

According to a July 31 article in *The Naperville Sun*, Paul and Peter Biasco were sued as representatives of the company and as individuals. They were charged with violating the Illinois Consumer Fraud and Deceptive Business Practices Act. According to the lawsuit, the Biascos had approximately 174 outstanding orders totaling more than \$975,000 in sales when they closed the Piano Experts' doors in January 2008.

The suit aims to bar the Biascos from selling pianos again in Illinois and fine them \$50,000 for every violation of fraud.

BEST SALES TRAINING IDEA

YOUTUBE TRAINING

Columnist and sales guru Kenny Smith presented an alternate use for YouTube: sales training.

"Creating YouTube videos can be a powerful music retail sales training tool.

"Having produced tons of videos for music retailers, I've noticed a trend. At first, salespeople are shy and reluctant to try hard. They don't spend much time rehearsing what they're going to say. However, once their first sales video gets posted on YouTube and they see themselves on the Internet, they begin to realize two things: They're not that bad, and they can do a lot better next time.

"The viewer feedback, albeit positive or negative, creates a drive in the salesperson to deliver his best performance without you, the owner or manager, having to say anything." — "YouTube Sales Training"



Our amps are making a lot of noise in the UK, now you can hear them for yourself.



Blackstar are at the forefront of amplifier innovation and our award winning amps and pedals have taken the UK by storm. We are now the UK's fastest growing amp line and the time has arrived for our eagerly anticipated launch in the USA.

Series One, the handwired Artisan Series, HT tube overdrive pedals and our HT-5 studio and practice tube amps offer your customers great tone at a great price.

With more fantastic products in development we will be making a lot of noise for years to come.

To make sure you don't miss out on the next British invasion contact loren@blackstaramps.com or call 661-993-9098.

★★★★★

"If you're looking for a boutique hand-wired amp, the new name to start asking for is Blackstar. You won't be disappointed."

Guitarist February 2008
(Artisan 30)

★★★★★

"For: Looks, build quality, Awesome valve distortion at low volume. Against: Not a single thing!"

Total Guitar December 2008
(HT-5)

★★★★★

One thing that's missing from so many multi-function amps these days is character. The Series One amps have tons of it, with all the flexibility you need. It's been a long wait for these amps to arrive, but it's been worth every minute!

Guitarist July 2009
(Series One 45)

Designed & Engineered by Blackstar Amplification UK

For more information visit www.blackstaramps.com

Blackstar[®]
AMPLIFICATION

the sound in your head

BACH STRIKE ENDS



The three-year strike at Conn-Selmer's Vincent Bach plant in Elkhart, Ind., ended with the union being decertified. Roughly 130 union members were pulled off the picket line on Aug. 3 after The National Labor Relations Board handed down a decision the previous

week, officially decertifying United Auto Workers Local 364. Approximately 230 workers at the Elkhart plant went on strike after rejecting a contract in April 2006. Since then, several members had crossed the picket line and gone back to work, but others remained on strike.

U.S. MUSIC SOLD

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

"We are pleased to join forces with a strategic partner like Jam Industries that has a long, successful history in the music industry and has been a long-term business partner with U.S. Music for more than 20 years," said U.S. Music founder and now-former CEO Rudy Schlacher.

BEST INSTRUMENT RENTAL IDEA ACCOUNTING FOR SOLD RENTALS

Columnist Alan Friedman's final word on accounting for rental equity when put toward an instrument purchase:

"I maintain that when built-up rental credits get applied toward an instrument purchase, those credits should be merely reflected in the instrument's sale price, effectively as a sales discount. The rental credits should *not* be recorded as an ever-increasing liability. Nor should they be recorded as a reduction in rental income if and when they are 'cashed in.'"

— "Selling Rentals"

BEST TECH FAIR BRINGING NAMM TO CONSUMERS

Sam Ash Music's Buffalo Grove, Ill., store held the Technology and Recording Fair on Aug. 27 and 28, featuring free seminars and presentations on music technology. Supplier reps from 13 companies came out to discuss their products and answer questions.

Tim Bracken, the store's senior department sales manager, said his team's main objective was to bring the NAMM convention directly to customers.

"We wanted to take it to the customers and get them into the store for something other than just discounts and sales," Bracken said.



Stairway to Stardom participants

BEST WEEKEND OF RETAIL EVENTS

Tale of Two NorCal Promoters

Zone Music of Cotati, Calif., hosted its 10th annual Tone Summit consumer trade show on Aug. 8. For this year's event, 35 music product suppliers set up exhibits to show their latest wares to 750 Zone customers.

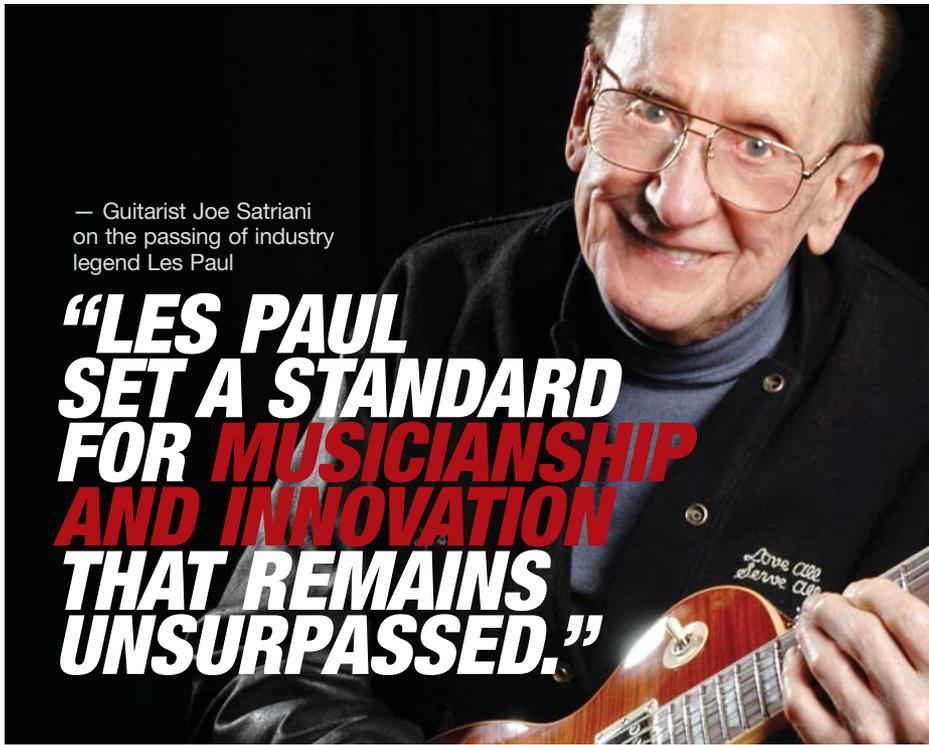
"Several new products were showcased that made heads turn and customers gasp," said Zone Music owner Frank Hayhurst, citing the Morpheus Droptune pedal, Voyage-air travel guitars and Taylor T3 guitars.

"We had multiple performers, but one of the surprise hits was Robben Ford's guitar tech, Daved Sitch, representing D'Addario strings," Hayhurst said. "He charmed everybody with stories of guitar heroes and the road."

The next day, 60-some miles away, Skip's Music of Sacramento, Calif., ended its 29th annual Stairway to Stardom program with a final concert. The free event featured 22 bands (108 total participants, ages 11–18).

The bands had practiced for eight weeks to prepare for the concert, and Skip's Music provided coaches, rehearsal space, gear and recording studio time. Mullet For My Valentine — a five-piece co-ed heavy rock group — took first place. The band will release and distribute a three-song EP, conduct a radio interview, receive airplay on local radio stations and play an all-ages show at one of Sacramento's premier venues.

"This year's Stairway event was the biggest since its inception in 1981, but the plans are already in motion to make the 30th anniversary Stairway to Stardom even more spectacular," said Skip Maggiora, owner of Skip's Music.



— Guitarist Joe Satriani on the passing of industry legend Les Paul

“LES PAUL SET A STANDARD FOR MUSICIANSHIP AND INNOVATION THAT REMAINS UNSURPASSED.”

LES PAUL REMEMBERED

Les Paul, an innovator of the solid-body guitar, died on Aug. 13. Among the many tributes to Paul, Brian Reardon, owner of Monster Music in Levittown, N.Y., mentioned seeing Les Paul perform at New York’s Iridium Jazz Club in 2007. At these performances, Paul would often let musicians in the audience sit in with his band. Reardon recalled a note being passed to the stage, which Paul investigated before announcing that John Fogerty was in the audience.

“The person passing the note — it might have been Fogerty himself — was clearly expecting Les to drop everything and ask Fogerty to join him onstage,” Reardon said. “Les placed the note down and continued with his show. I read this as an old-school way of saying, ‘Love to play with you, Fogerty, but you’re not jumping ahead of the musicians already in line on the side of the stage.’”

Two New Money Machines

Introducing the new **V** reed for alto sax and the new Java Red for soprano, alto and tenor sax.

New reeds that will bring new energy and excitement to your store.

And, for a limited time, you can get free samples for your studio teachers to try.

Call your DANSR sales representative for details.



Vandoren
PARIS

The best cane. The best design.

DANSR U.S. Importer • 818 W. Evergreen Ave. Chicago, IL 60642 • 888-707-4455
sales@dansr.com • www.dansr.com • © 2009 Vandoren S.A.S. www.vandoren.com



THE YEAR'S BIGGEST LEGAL HEADACHE

Beginning Sept. 11, a series of antitrust class-action civil suits were filed by multiple law firms against musical products companies and organizations. At press time, those companies included NAMM, Fender, Gibson, Guitar Center, Bain Capital, Martin, Korg, Peavey, Roland, Yamaha, Tascam and Teac.

Accusations against the defendants include violating the Sherman Antitrust Act, unlawfully restraining trade, attempting to create a monopoly and promoting unfair competition.

The plaintiff of the original suit, David Giambusso, brought this action against NAMM, GC and Fender on behalf of purchasers "of fretted musical instrument products, such as acoustic and electric guitars, violins, amplifiers and strings" between Jan. 1, 2005, and Dec. 31, 2007. That suit is seeking \$5 million in damages for the plaintiff and anyone who purchased a "musical fretted instrument" during that time. It followed the Federal Trade Commission's investigation of the music products industry concerning minimum advertised pricing.

"THESE TYPES OF LEGAL ACTIONS BASED ON MISINFORMATION DIVERT INDUSTRY RESOURCES TO DEFENDING AGAINST FRIVOLOUS LAWSUITS AND AWAY FROM SUPPORTING THE MAKING AND ENJOYMENT OF MUSIC."

— NAMM statement in the wake of the class-action suit

MCCOY PERFORMS FOR HOMETOWN

Microphome President Tommy McCoy returned to his hometown of Warren, Ohio, over Labor Day weekend where he performed at the First Annual Blues Benefit Reunion Barbecue.

The event brought together several regional bands to raise funds for breast cancer patients at the Ireland Cancer Center at Trumbull Memorial Hospital in Warren. McCoy set up the benefit fund in memory of his late wife. This year, the Blues Benefit Reunion Concert raised \$4,680.

"Raising consciousness of important health issues, especially among musicians, is Microphome's corporate cause," McCoy said.

SOUNDCRAFT OPENS FACTORY

In September, finishing touches were put on the Soundcraft Studer factory in Potters Bar, near London. Based on a \$7 million investment the company made four years ago, the factory expands the manufacturing floor space by more than 100 percent. It will produce all Studer Vista, Router and OnAir products. The company also added 15 new production staff to handle the additional production workload, with more to join before the end of the year.

BEST CUSTOMER SERVICE IDEA

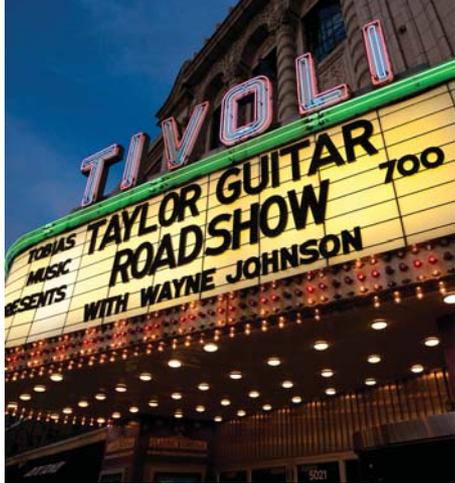
CELEBRATE THE PLAYER

Columnist and Dietze Music co-owner Ted Eschliman urged music retailers to celebrate all music makers who enter the store, no matter their level of expertise or where they purchased their last instruments (i.e. big-box dealers or eBay).

Here's how:

- 1. Leave the (music store) attitude in the break-room.** Don't push customers to buy something bigger and better. They want our advice, but they don't want us to decide for them.
- 2. Be open and tolerant to a diverse continuum of customer goals and needs.** Celebrate all hacks, hobbyists and hone-ers. They don't have to be good musicians to spend money.
- 3. Welcome a stranger to a foreign land.** Embrace a newbie's ignorance as an opportunity to meet a brand-new, lifelong friend.
- 4. Offer community-wide extensions.** Wire your store to be a conduit for the broader goal of validating and spreading music activity by offering musician bulletin boards; hosting concerts and workshops; and making the sales floor an inviting place for musicians to hang.
- 5. Focus on the next sale by creating an atmosphere of discovery.** People expect to see educational details on your point-of-sale signs and are loathe to ask questions.

— "Celebrate the Player, Part II"



BEST SUPPLIER EVENT

THE ROAD SHOW

Tobias Music of Downers Grove, Ill., hosted the 2009 Taylor Guitars Road Show on Sept. 22 at the local Tivoli Theater. The event brought in roughly 525 attendees and resulted in Tobias Music's best one-day total sales ever.

BEST C.Y.A. IDEA

CONTRACT PITFALLS

Columnist Gerson Rosenbloom warned of two vendor contract pitfalls:

- **Personal guarantee.** When you see a personal guarantee, run. This gives suppliers the right to collect an unpaid company debt from you personally.
- **Confession of judgment.** If you see these words together in any clause, you are likely signing away any rights you would have had to defend yourself. — "Read the Fine Print"

BEST WAY TO COUNTER 'I'M JUST LOOKING'

GIVE THE TOUR

Sales guru Kenny Smith's technique for handling customers who say, "I'm just looking":

"You reply, 'Great. Let me show you around the store.' Sometimes, you'll need to take the bull by the horns and lead them. Look at it this way: You've got nothing to lose. They would have just milled around the store for a while anyway. Even big stores don't take long to tour, and this couple of minutes will do wonders.

"Tell your story. Mention all the great products you offer and how you support making music. This plants positive seeds, relaxes the customer and helps you qualify in an amazing way. If you want to score major brownie points, introduce your customers to the owner or manager during the tour, whenever possible."

— "I'm Just Looking"



The Music Room's Carol Cook (left) and John Giovannoni

BEST ANNIVERSARY PARTY

15 Years Strong

The Music Room of Palatine, Ill., celebrated its 15th anniversary on Sept. 26 with a closed-door, after-hours party for staff and VIP customers. The event featured live music and catered food.

It also celebrated the launch of The Music Room's Gear Shift program. With this initiative, the company will accept the community's unwanted instruments that are in repairable condition and fix them. The instruments will then be donated to disadvantaged children and adults who wouldn't otherwise be able to play music.

ORLA

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!"

go to

www.wymanpiano.com/digital

Distributed by
Wyman Piano Company



Contact:
info@wymanpiano.com
941.661.0200

AM&S EXPANDS DISTRIBUTION CATALOG

American Music & Sound (AM&S) announced U.S. distribution deals with two venerable brands, Kurzweil and Fostex, in October. This followed deals earlier this year with Clavia DMI AB to distribute Nord products in the United States and with Phonic to distribute its gear.

"[AM&S] is a great partner for us," said Kurzweil Managing Director of Global Operations YT Kwon. "Their strength in the market will be the perfect platform for our products."

STEINWAY STORE OPENS IN D.C. AREA

Steinway Piano Gallery in Tysons Corner Center in McLean, Va., opened on Oct. 21, serving as the exclusive Steinway dealership in the Washington, D.C., and Baltimore area. Steinway's previous dealer in that territory, Jordan Kitts Music, lost the line earlier this year. The new dealership is run by David Stan and Gerry Malzone.

In related Steinway dealer news, University of Wisconsin-Madison's Piano Pioneers program and Steinway Piano Society's Piano Bank recently formed a partnership to provide financial assistance and pianos to local students. Steinway Piano Society is the non-profit arm of Steinway Piano Gallery in Madison, Wis.

SUPPORTMUSIC AWARDED

NAMM received a special commendation on Oct. 19 for its SupportMusic Coalition at the inaugural International Music Council's (IMC) Musical Rights Awards, held during IMC's World Forum on Music.

Accepting the award on behalf of the coalition was Gary Ingle, CEO of Music Teachers National Association — an affiliate of the SupportMusic Coalition and longtime music education advocate.

The SupportMusic Coalition is a public service led by NAMM and The National Association for Music Education that seeks to strengthen community commitment and support for quality music education programs in schools.



From left: Dane County Executive Kathleen Falk, Full Compass' Jonathan Lipp, Lt. Gov. Barbara Lawton, Full Compass' Susan Lipp and Madison Mayor Dave Cieslewicz

FC OPENS NEW HQ

Wisconsin's Lt. Gov. Barbara Lawton presented Full Compass with a certificate of commendation on behalf of Gov. Jim Doyle during the retailer's ribbon-cutting ceremony at its new Madison, Wis., headquarters on Oct. 1.

Speaking to more than 450 guests, Lawton praised Full Compass for its "extraordinary vision" and "creative genius" during the past 31 years. Dane County Executive Kathleen Falk and Madison Mayor Dave Cieslewicz declared the month of October "Full Compass Month" in Dane County and the city of Madison.

During the ceremony, Full Compass' Executive Vice President Mark Nash, a 25-year veteran of the company, got a

'We're delighted to welcome Full Compass back to Madison.'

— Madison, Wis., Mayor Dave Cieslewicz at the ribbon-cutting for Full Compass' new headquarters

surprise promotion to company president. "I am honored to accept this position and look forward to all it offers," he said. "I won't let you down."

Full Compass' new 140,000-square-foot facility marks the company's return to Madison, Wis., after being based in Middleton, Wis., for 15 years.

BEST FREE RADIO PROMOTION

GET AUTOGRAPHS

When musicians stop by local radio stations for on-air performances, Cris Behrens of Summerhays Music Center in Murray, Utah, 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.

"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."

— "Holiday Promoters"

LET'S TALK PIRACY

The International Music Software Trade Association (IMSTA) launched its 2009 Let's Talk Piracy survey in October. It will be active on IMSTA's Web site, imsta.org, until Dec. 31. The association's goal is to reduce the demand for pirated music software through campaigns designed to raise awareness and change user behavior.

FDW OFFERS MILAB

FDW-Worldwide became the North American distributor for Milab Microphones. The collaboration aims to improve product availability and customer service, according to a statement from Milab.

"We have put a lot of work into finding just the right partner to handle the North American markets," said Mattias Strömberg, marketing manager for Milab Microphones.



SHREK MIKED

Sennheiser's MKE 1 is the official microphone for Broadway's "Shrek The Musical." The MKE 1 is Sennheiser's smallest clip-on mic and is designed to be virtually invisible.

Unable to hide the mic in the actor's hair or behind his ears, the microphones get placed on either side of Shrek's latex face.



New Products
New Packaging
New Displays

Used by professionals worldwide

Made in the USA

If not available thru your favorite distributor, contact us directly.

Big Bends LLC
PO Box 324 Plainwell, MI 49080-0324
1-888-788-2363
sales@bigbends.com
bigbends.com myspace.com/bigbends

BEST PRICING CONCEPT

Price Elasticity of Demand

Easy Music Center owner Peter Dods looks to the economic concept of price elasticity of demand when determining the steepness of a product's demand. The four determinates that he considers when pricing items include:

1. **Substitutability of goods.**
2. **Percentage of consumer income the product requires.**
3. **The necessity of the item.**
4. **Duration of the price change.**

These four principles can be applied to any product. Guitar strings, for example, 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 money.

"If I raise my prices above my 50-percent discount rate, I may lose my string sales to competitors altogether," Dods said.

The opposite of strings would be an accessory such as a banana plug or a quarter-inch 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.'"

— "Retail Economics"



Tremol-No™

- easy to install
- no drilling, no routing
- locks/unlocks in two seconds



U.S. & International Patents Pending.
Tremol-No™ & Deep-C™ are registered trademarks of Tremol-No, LLC. ©2002-2006 Tremol-No, LLC. All Rights Reserved.

Send \$4 U.S. for COLOR CATALOG
13027 Brittmoore Park Drive, Houston, Texas 77041

SCHIMMEL HONORED BY FRENCH PRESS FOR C 120

German piano manufacturer Schimmel was awarded the Choc de Classica by the French music periodical *Classica* for the Schimmel C 120 International TwinTone model piano. The periodical called the piano “a true bull’s-eye.”

AMPTWEAKER SEEKS NEW IDEAS

In October, Kustom Amps Chief Engineer James Brown launched his own company, Amptweaker, a manufacturer of handmade pedals and custom-built amplifiers. Brown is currently asking any musician who has an idea for a pedal to visit his Web site. amptweaker.com

STRAT 5 WINS

Strat 5 from the Franklin, Tenn.-based Healthways won the ninth annual Fortune Battle of the Corporate Bands in Cleveland on Oct. 3. The contest, presented by NAMM, *Fortune* magazine and the Rock and Roll Hall of Fame and Museum, consisted of seven corporate bands from across the country that were selected in regional semi-final events. The competition’s goal is to celebrate the positive effects of making music.

WENGER GETS GREEN

Wenger’s musical instrument and equipment storage solutions achieved Greenguard Children and School certification. This certification means that all of Wenger’s products have been tested for more than 10,000 different chemicals and meet rigorous health-based criteria.

“With music room storage solutions achieving this certification, Wenger continues to show its commitment to good indoor air quality,” said Marilyn Black, founder of the Greenguard Certification Program.

APPOINTMENTS

Eminence Alters Leadership

Eminence Speaker made two changes in its management structure. Rob Gault, the company’s former president, assumed the role of chairman. Chris Rose, former distribution and marketing director, was promoted to president.



Rob Gault



>>> Jim Huang

Harman Professional created a senior executive position, head of corporate development, and appointed Jim Huang to fill the role.

Loud Technologies promoted Adrian Bell to vice president for corporate and marketing communications. In this expanded role, he will lead integrated marketing across all Loud brands and manages the company’s corporate communications.



>>> Adrian Bell

Sweetwater Sound hired 19 new employees, 12 of which are new sales engineers.

“Sweetwater is continuing to invest in its workforce, particularly in the sales area because we are very optimistic about the future of the music technology and instrument retail market,” said Sweetwater President Chuck Surack.

Taylor Guitars appointed Barbara Wight as chief financial officer. Wight will be responsible for the information systems and financial and legal interests of the company.

BEST LOCAL COMMERCIAL

RAY’S ‘PARODIED’

Ray’s Midbell Music of Sioux City, Iowa, was the first small business selected for Rhett & Link’s I Love Local Commercials series. Rhett & Link is an Internet comedy duo that parodies small



business commercials using actual small businesses.

MircoBuilt, a risk-management information company for small and medium-sized businesses, sponsored the project, which aims to celebrate small businesses and the “art” of local commercials.

NEUMANN TAKES TEC

Neumann's TLM 67 was recognized at the 25th annual Tec awards ceremony on Oct. 10. Winning in the microphone technology/studio category, the TLM 67 integrates a new circuit design that reproduces the sonic character of its predecessor without the use of tubes. In honor of Neumann's 80th anniversary, the TLM 67 features a three-dimensional metal emblem commemorating company founder Georg Neumann.



Powell Buys Blessing

Verne Q. Powell Flutes acquired the assets of E.K. Blessing of Elkhart, Ind., on Oct. 27. Powell has designed and marketed trumpets under its Sonaré brand for the past three years. With the acquisition of Blessing, Powell gained its own factory to produce Sonaré brass. Still, Powell owner Steven Wasser indicated that controlling the Sonaré supply was not the only reason for buying Blessing.

Powell gains new factory with E.K. Blessing purchase

"As more suppliers buy product in Asia, we believe there is a great opportunity for quality brass instruments made in the U.S.A.," Wasser said. "We believe that further improvements can be made in both design and production quality, which will position Blessing to be competitive across the board in the brass market."

Steve Rorie will serve as vice president and general manager of Blessing in Elkhart.

We're spreading some Holiday cheer.

- High margins.
- A complete line-up at all key price points.
- Strong support for independent dealers.

All this from the UK's best-selling acoustic guitar brand...

Who needs mistletoe?

T Tanglewood
Guitar
Company
UK
tanglewoodguitars.com



Distributed by **MUSICLIP INC.**
1-866-832-8679

Tanglewood Guitar Company UK is not affiliated with the Boston Symphony Orchestra's Tanglewood Music Festival.



JTM BUYS DISPLAY MAKER

JTM Merchandising — an OEM supplier, importer and distributor of custom merchandise for the MI, pro audio and entertainment industries — acquired Permanent Impressions on Oct. 1. The company manufactures displays, fixtures and related accessories for a variety of retail segments, including MI.

“When the opportunity arose to purchase the company, I jumped at the chance to unite our companies and expand our product offerings in the future,” said Joey Tafolla, CEO of JTM Merchandising.

DATA DESTINATION

Coinciding with its new brochure release, L-Acoustics has redesigned its Web site to offer improved navigation and more content information. The new site features a state-of-the-art database content management system to give visitors information in real time.

Boasting an enhanced layout both aesthetically and practically, the simplified navigation and quick access to information can be done with a minimum number of clicks. Drop-down menus with content previews, multitabbed product information and downloads make site visits easy. l-acoustics.com



The Gretsch Show

The Fred & Joe Show, featuring Gretsch President Fred Gretsch and Marketing Manager Joe Carducci, swung by New York’s Sam Ash Music store — formerly Manny’s Music — on Oct. 1.

The event included a slide show of historic photos and film clips depicting the history of Gretsch and many of the artists who have played Gretsch guitars. It also featured the special presentation of a framed Gretsch history poster and a collector’s edition Traveling Wilburys poster to Sam Ash Music.

HOLIDAY DEALS FROM VIC FIRTH!

Be sure to visit your local dealer to purchase these new Holiday Value Packs!

**WHEN IT MATTERS, ASK FOR VIC
VICFIRTH.COM**



HOLIDAY DRUM SET PACK

- 1 Basic stick bag
- 1 Pair American Classic® 5A
- 1 6" practice pad
- 1 **FREE** Drum Key

List price \$86.25
(FREE drum key value \$14.50)



THE RFID DEBATE

One footnote in this year's piano industry debate was whether radio-frequency identification (RFID) tags should be put in pianos. Brian Chung, senior vice president of Kawai, argued against it, saying it would result in higher consumer prices, less inventory privacy for dealers, and cost-prohibitive development and maintenance costs. But QRS Music President and CEO Tom Dolan said RFID technology opens the door to manufacturer consignment programs, instant by-model sales reports for distributors, and greater dealer access to financing and real-time inventory management.

— "The Case for RFID"

BEATING THE FLAMES

Protection Racket, a case company based in Cornwall, England, saved one customer's drum kit from oblivion. The company recently received a letter from David Kirby of Southampton, who wrote about how a Protection Racket case kept his six-piece Yamaha Custom set from burning up when two teenage arsonists set fire to his father's garage, destroying several classic cars.

"When I unzipped the case and pulled out the drum, it was immaculate and completely unscathed," Kirby wrote. "The cases saved my kit from destruction."

ZOOM UPLOADS

Zoom, maker of the new Q3 video recorder, has launched a micro site, soundmakesthemovie.com. The site is dedicated to the community of Q3 musicians. It hosts videos made by musicians in performance and rehearsal situations that showcase the Q3's recording capabilities.

"Although we are entering the camcorder market, we are staying true to our roots by leveraging impressive artists [such as Chad Smith, Joe Satriani and Sammy Hagar] to tell the Q3 story — all while creating an entertaining promotional effort," said Mark Wilder, director of marketing for Samson, Zoom's parent company.



HOLIDAY MARCHING PACK

- 1 Basic stick bag
- 1 Pair Scojo practice sticks
- 1 Lanyard
- 1 Key Ring
- 1 Pair **FREE** Ralph Hardimon Signature sticks

List Price \$85.00
(FREE SRH VALUE \$17.00)



NEW STICK BAGS!!!

Three new stick bags designs for you to show your style. Choose from digital camo, skulls and cross bones, and/or tan and black plaid.

List Price \$74.25

VIC FIRTH®

Russ and Gayle Beacock



DEEPER INTO LESSONS

Music lessons give Beacock Music an economic safety net and growth area

Beacock Music has felt the economic pinch in all but one segment of its business: music education. In fact, lesson enrollments are on the rise.

Beacock's education department currently boasts more than 800 students and hit the \$1 million mark in revenue this year.

“People were not doing as many other things because of the economy, so [lessons] have proven to be very profitable for us,” said Gayle Beacock, vice president of the Vancouver, Wash.-based dealership. “I think this shows that parents were not willing to give up their kids’ lessons.”

Despite the economy, Beacock Music's lessons program hit the \$1 million mark this year

To keep lessons stable through business swings, Gayle Beacock invested deeper into the store’s education department, adding a Kindermusik camp to its roster of summer music programs. Designed for newborns to 7-year-olds, Kindermusik also helped Beacock Music boost fall enrollment. Other new programs include an instrumental rock band camp, a princess choir and Orchestra Movie Madness, in which orchestra students play themes and songs from various motion pictures. The group’s final concert featured limos, popcorn and even a red carpet.

“We really went off the charts, and it’s really paying off now,” Beacock said. “It has helped our retention rate with [fewer] people quitting over the summer or just getting bored of it. This summer, our education center went nuts.”

Beacock also redesigned several areas of her store to create an upbeat vibe for reluctant shoppers. More interactive displays, in particular, proved successful in engaging customers.

“We wanted a whole different world when they came into the music store,” Beacock said. “So we amped up the store to a whole new level beyond even what we were used to.

“I think that our challenge as we go forward is to maintain the energy to keep going when it’s challenging. You have to be in it wholeheartedly. We just decided to jump in feet first and go for it, and it’s working for us.” **MI**

— Katie Kailus, photo by Horace Long



Skip Daynes

THE NEW OLD-SCHOOL

Daynes Music is an old-school piano shop. It has been selling high-end pianos in Utah since the late 1800s. But selling high-end gear in a down economy is no easy task.

So what’s an old-school shop to do? Embrace technology, of course.

Skip Daynes, the fourth-generation owner of Utah’s oldest music store, has found a way to move his instruments at a tremendous clip, despite the fact that his normal customer base — well-to-do types who like expensive toys — shrank. He uses PNOscan, a small optic sensor from Story & Clark and QRS Music that turns a grand piano into a MIDI-equipped teaching tool when installed under the keyboard.

Daynes explained that even Story & Clark and QRS hadn’t realized the full potential of the technology for retailers. “We’re the only ones who know how to do it,” he said.

All of the pianos at Daynes Music are now equipped with the device. And Daynes’ familiarity with the technology let

Daynes Music, a traditional piano dealer, uses new technology to hit an untapped goldmine

him tap into a whole new market: Utah’s schools. Rather than trying to sell pianos to school systems, Daynes pitched PNOscan as a music-type product that could be used in computer labs to help kids learn music with their computer lessons.

Schools liked the idea. Many ended up buying the PNOscan system — and the pianos that came with it, too.

“We have sold as many as 20 units in one day,” Daynes said. “Now, we’re looking at putting five pianos in every school in Utah. And there’s 1,000 schools in Utah.”

Not bad for an old-school piano shop. **MI** — Andrew Greiner

ADAPT TO ACCESSORIES

As a high-end guitar dealer in Little Neck, N.Y., Tommy Colletti, owner of The Music Zoo, has been battling a recessional state of mind among his wealthy clientele, while his middle-class customers have disappeared completely.

Rather than forsake his large-ticket items for inferior product, Colletti diversified into high-end, specialty accessories this year.

"We used to concentrate on only selling the big-dollar guitar," Colletti said. "We've switched that focus to accessories because the margins are better, and we've found that the people who want to buy a bridge or a capo or a set of strings are going to do so no matter what the economy is doing."

This shift to selling more smaller items meant Colletti had to restructure his shipping, freight, packaging and computer systems. Ultimately, this made The Music Zoo a more efficient operation.

"The recession has been a huge learning curve for us," Colletti said. "We're hoping when the sun comes out again, it's going to be wonderful."

— Jenny Domine

NEED FOR SPEED

Quinlan & Fabish turned 50 this year, but that doesn't mean it's slowing down. In fact, it's picking up speed. George Quinlan Jr., president of the Burr Ridge, Ill.-based school music dealership, has adopted a new saying: "It's not the big fish that eat the little ones. It's the fast fish that eat the slow ones."

Speedier customer service has helped his company better cater to the up-and-coming "now" generation of music teachers, according to Quinlan.

More recently, the company revamped its inter-store shuttle for speedier delivery to schools, customers and its seven locations. It uses FedEx and UPS, depending on which is faster. The stores have centralized purchasing and decentralized receiving to save a few shipping days. Quinlan also said he seeks out suppliers that ship the same day whenever possible.

"We need to realize that whenever a customer is on hold, when a special order is placed or when a repair is checked in that we must be sure we live up to [his or her] high expectations," Quinlan said. "When we meet or exceed these expectations, customer loyalty is the result."

— Jenny Domine



Brian Reardon

LET GO OF EGO

Long before the economy turned south, Brian Reardon, owner of Monster Music, was thinking about consolidating his Levittown and Rockville Centre, N.Y., locations.

In late 2008, he pulled the trigger but not without taking a blow to his ego.

"Consolidating meant giving up some marquis, high-end lines that I was only authorized to represent in Rockville Centre," Reardon said. "Once I got comfortable with the fact that closing a store was not something to be ashamed of but rather a true consolidation that better deployed the store's assets, my whole take on it changed."

Reardon upgraded his education-centric Levittown store with 14 music lessons studios to accommodate additional teachers and students from the Rockville Centre location. Still, Reardon assumed he'd lose many of those students due to the extra, 25-minute drive to Levittown.

"To my surprise — and it's a testament to the teachers — nearly all of the students continued [lessons] at the Levittown store," Reardon said. "The majority still make the extended trip a year later."

Despite losing his high-end guitar lines and the down economy, Reardon said this year's business at the Levittown store exceeded last year's at both stores combined. He said he's glad he didn't wait to consolidate because it might've hurt his entire business in the long run.

"My advice is to not let your ego get in the way and not be afraid to make difficult decisions and, in some cases, make them swiftly."

— Jenny Domine

NO RECESSION HERE

Last year, Chuck Surack gathered his troops at Sweetwater to deliver an important message.

"I wanted to let you all know that I will not be participating in the recession," the president and founder of the Fort Wayne, Ind., dealership said to his staff.

It was a bold statement, but Surack recognized that remaining competitive through a recession would require bold thinking.

Soon after, Sweetwater began to accept "flex payments" for purchases up to \$2,000.

"It was a risk because the credit card companies weren't going to help us out," he said. "If someone defaulted, we would be on the hook."

A few of Sweetwater's competitors



Chuck Surack

were already taking flex payments, but Sweetwater added an extra wrinkle: It ran credit checks on customers first.

"Most musicians don't have great credit, but as long as it was reasonable, we let them go."

The idea paid off. Surack said Sweetwater has since done millions in business through the flex payment system. In fact, the company did more business in September 2009 than it did in September 2008.

"We were able to keep an eye toward the future by focusing on the details," Surack said. "We crossed every T and dotted every I. We targeted our advertising more effectively and called as many people as we could think of."

The best evidence that his plan to not participate in the recession worked: "I haven't had to lay anyone off. In fact, we added about 20 staff members."

— Andrew Greiner

The Guitar Hanger™
 The next logical step in storing your guitar

The Guitar Hanger

Web site: www.theguitarhanger.com
 Phone number: 866-753-8393
 Email address: sales@theguitarhanger.com

EASTWOOD GUITARS

get
 more
 profits
 with
 LESS
 competition

Eastwood dealers get it:

- Solid 50%+ markup
- A-mark dealer pricing
- In-stock inventory
- Protected territory

Get your profits started today with Eastwood Guitars

905-702-8291
www.eastwoodguitars.com

THE YES WOMAN

Saying “yes” wasn’t always easy in 2009’s business climate. However, Marcia Stearns of Bookmark Music in Pacific Grove, Calif., blazed the “yes” trail and opened her mind to any and every opportunity that could boost her store’s publicity, business and traffic.

“Anything that’s not going to be an outlay of \$8 million, we can afford to do,” Stearns said. “If you keep saying ‘yes,’ it’s almost like karma, and it’s going to come back to you.”

Her dealership, a print music and gifts boutique in a small town in Central California, relies heavily on publicity and word of mouth. One way Stearns said she recently gained both was by participating in Alfred Publishing’s Fund-Raiser Program. She passed out fliers to participating schools’ students, who turned them in when buying print music. For every flier turned in, Alfred donated 5 percent of the purchase back to the school.



Marcia Stearns

“We had 30 people respond to it, 11 that had never been in our store before,” Stearns said. “In our area, that’s an incredibly high number of new contacts for a one-month period.”

— Katie Kailus

GUERRILLA BRANDING

Before Blvd-Music even opened its doors in Boiling Springs, S.C., owners Trevor and Phyllis Anne Isetts distributed more than 2,000 stickers of their store logo around town.

“You can’t ride through town without passing a car with a Blvd-Music sticker in the back window,” Trevor said.

Now, after two years in business, the Isetts continue finding creative ways to push their brand. This year, Blvd-Music shifted from sponsoring primarily local musicians’ performances to more community events, including music trivia nights held twice a month at two different area bars. According to the Isetts, the trivia nights have broader appeal to non-musicians and spawn greater brand recognition.

The Isetts also have a Photoshop guru on staff who has been essential to their social media promotion strategy. “We will create a poster [in Photoshop] for just about anything,” Phyllis Anne said. “Sometimes we do hard copy prints, but most of the time, they are just posted on our Facebook, MySpace and Web site. Customers see it and see it and see it, and that’s how we get the positive responses to events that we sponsor locally or hold here at the store.”

— Jenny Domine



Jim Pettit

INVEST IN VIDEO

Memphis Drum Shop is fighting the economy like everyone else. But the recent launch of its niche Web site, mycymbal.com, has given the company a boost. The site is devoted solely to cymbals and features videos of each model in action.

“We are giving a unique offering by providing videos of each cymbal,” said Jim Pettit, owner of Memphis Drum Shop, which is based in Memphis, Tenn. “The cymbal that you see and hear is the cymbal that you buy.”

Pettit said he has also put more time into motivating his staff. “Basically, my goal is for us to keep our heads up and keep going,” he said. “We try not to let all the news about the economy affect us.”

He regularly lets his employees know how they’re doing and that he’s proud of their efforts. Brief, regular meetings help keep everyone on track.

“I have tried to be conscious [during] all of our staff meetings and sales meetings of the whole economy issue,” Pettit said. “It’s easy for me to have a negative outlook, so I try to make sure that I stay positive.”

— Katie Kailus

Cymbal videos on Memphis Drum Shop’s niche Web site provide a unique online offering

THE STIMULUS PLAN

George Hines, owner of George's Music, a Berwyn, Pa.-based 10-store combo chain, attributed his company's success in 2009 to seven factors. None are silver bullets, but he said all have helped ramp up his dealership's quality of service and communications. And all are done on little to no budget.

"It has always been about the customer first," he said. "If I lose sight of that, none of the other stuff works."

1. More in-store events, hosted by on-staff experts – as opposed to paid clinicians. Recent examples include introduction to guitar, introduction to recording, learn to play ukulele and learn to play slide guitar workshops.

2. More personal e-mail communication with regular, VIP customers. Employees each have their own e-mail template to speed up communications and personalize their interactions. The template includes the employee's photo and schedule.

3. More broadcast e-mails. These consist of mainly e-newsletters with



George Hines

product and event updates. George's Music sent out 51 during the last quarter.

4. More clubs. The company currently offers clubs for ukulele, guitar and drums, along with teacher and worship associations. These promote a sense of community. People in the guitar club, for instance, get a monthly e-mail update with a video guitar lesson and information about new gear and upcoming events.

5. More "permission marketing" to gather e-mail addresses. "We ask, 'Can we keep in touch with you?'" Hines said. "Would you like to join our guitar club?" By asking their permission, they are more likely to open the e-mail and use the information we are sending. We try to invite them to be part of something we're doing and build relationships."

6. More celebration of both big and small successes. "We look for little wins, like a successful customer service event or a happy customer response to our e-mails or events, and we celebrate those wins at our store and management meetings," Hines said.

7. More use of technology to speed up communication. This includes increased online surveys and online videos. George's Music's staff will even shoot customer testimonial videos right after satisfied shoppers make a purchase or attend an in-store clinic. And George's Music regularly posts to its YouTube channel.

— Zach Phillips

GATOR

A Perfect Fit

Profit. Protection. Partnership.

MADE IN
USA

ROTO RACK
SERIES

ATA/TSA
SERIES

WHY CHOOSE GATOR?

<ul style="list-style-type: none"> • OVER 700 CASE SOLUTIONS • HIGH MARGIN • FREIGHT PROGRAMS 	<ul style="list-style-type: none"> • FAST DELIVERY • GREAT CUSTOMER SERVICE • LIMITED LIFETIME WARRANTY
--------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------

T: 813-221-4191
WWW.GATORCASES.COM
F: 813-221-4181

Rick Drumm



D'ADDARIO | LEAN MANUFACTURING

GET LEAN

Two years ago, D'Addario started its lean manufacturing transformation. And according to Rick Drumm, company president, it saw returns on that multimillion-dollar investment as soon as the economy started going south.

D'Addario's lean transformation initiative aimed to improve sustainable manufacturing and reduce costs.

"We were able to eliminate a tremendous amount of waste," Drumm said. "It allowed us to reduce our inventory and free up floor space."

This streamlining process resulted in 40-percent more manufacturing space at the Rico plant.

"We went from a company that was out there looking for additional space to a company that freed up 40 percent of its space," Drumm said.

As the economy worsened at the end of 2008, Drumm said D'Addario's revamped production and distribution systems responded quickly to retail-

D'Addario's advanced planning pays off in the recession

ers' needs. If orders were placed by 5 p.m., they went out the same day. Before the lean initiative, orders would have taken 24-48 hours. The faster response meant retailers and distributors didn't have to carry as much inventory.

"We saw a significant change in buying behavior from our retailers," Drumm said. "Their average order size was reduced significantly. They were ordering about the same amount — our domestic sales were actually up this year. However, they were ordering less quantity but more frequently."

HOSHINO | DEALER SUPPORT

HIT THE ROAD HARD

Hoshino President Bill Reim referred to 2009 as the year for scratching and clawing to support dealers — as opposed to the year for flamboyant marketing campaigns.

"Facing up to the fact that this isn't a high-end market, we did several well-publicized rebate promotions during the second half of the year targeted at reducing the net price of many of our high-end products to consumers," Reim said. "We did a number of value-added offers to consumers on a number of midprice-range products in hopes of driving traffic and sales at the dealer level."

All of Hoshino's 2009 programs were laser-focused on providing dealers with sellable products without destroying its brand equity.

Reim also commended his road reps for spending additional time on the road to better serve their dealers.

"The prospect of spending big bucks and hitting the road only to return home almost empty-handed hasn't been much of an inspiration for sales reps to remain active," Reim said. "Our reps traveled more than ever to maintain constant contact with our dealers. Their direction was simply to assist their customers in whatever way they could and to produce sales — whether it was helping with a special sale, an in-store contest or on-the-floor merchandising."

Hoshino drives sales with no-nonsense promotion

KMC MUSIC | SALES SUPPORT

Holiday Helper

At the beginning of the economic slowdown, Paul Damiano, senior vice president of sales and marketing at KMC Music, instituted an all-hands-on-deck initiative with the company's sales team.

"It became obvious that, while traffic in the stores was a little light in the fourth quarter of 2008, the major problem was that folks were reluctant to commit to a purchase," he said. "We encouraged our outside [sales] team to spend more time in their key stores actually helping the dealers on the sales floor during the weekends of the holiday season." This swift action prevented the final quarter from being "the total washout it could have been," according to Damiano.

As 2009 wore on, he said the challenge for dealers shifted, with in-store traffic dropping off dramatically and getting worse with each passing week. In response, KMC launched a series of promotions designed to get customers back into their local music stores. These included string-changing and tune-up clinics, snare head replacement events, and in-store artist appearances. Damiano said the strategy paid off for the first two quarters of the year.

"We expect that Christmas will be a little better than last year, although it may come a little late," he said. "Our advice to our dealers now is to have good stock of accessories and reasonable stocks of the better-selling instruments going into the fourth quarter, and then promote, promote, promote."

"And yes, all the KMC guys were in stores again this fall helping our dealers maximize their holiday sales."



From left: KMC Music's Paul Damiano, Ed Miller and Larry Dunn



Tom Love

KAWAI | WEB REDESIGN

ONLINE ADVANTAGE

Tom Love, senior manager of Kawai's electronics division and online marketing, said he views the buy-now Internet culture as an opportunity, not an enemy. So it's not surprising that Kawai's new online strategy includes a redesigned Web site, navigational overhaul and online store.

"We put our Web site at the forefront of our overall marketing efforts and improved its look, navigation and content," Love said. "We created components that reach out to consumers in the very early stages of the purchase cycle and others, such as product demo videos with calls to action, geared for those in the middle of the cycle."

According to Love, the online store is the most unique component of Kawai's new Web strategy. It's the result of a three-way partnership between Kawai, its dealers and an e-commerce provider.

"A customer can purchase an instrument directly from Kawai's Web site with the provider handling the transaction and awarding the sale to the closest dealer with the instrument in stock," Love said. "We feel that this approach best protects our valuable brick-and-mortar retailers, while allowing us to take better advantage of the new opportunities that the Internet presents."

Kawai's online store brings dealers into the sale

ROLAND | SOCIAL MEDIA

Content King

The Internet became a vital communication tool for Roland this year. Dennis Houlihan, the company's president and CEO, said Roland has capitalized on the Web by providing content for dealers to embed on their own Web sites at no cost and by embracing popular consumer sites, such as Facebook and iTunes.

Using the banner of Roland Connect for the first time, Roland hosted its first "virtual" worldwide new product launch on Sept. 1. The online event unveiled 10 new products all over the world at the same time, on the same day, in an effort to drive consumers into stores.

"We also expanded our online content with new video and audio demos of our products and created numerous examples of various sounds and patches on our products," Houlihan said. "We provide our dealers with access to this video and audio content in a variety of formats to easily play on their own Web sites, while we host the content to reduce the cost for our dealers."

Roland's dealer locator was redesigned this year, so consumers could find their nearest Roland retailer faster. The company has also embraced social media by posting dealers' local events on the Roland Facebook page and on its main Web site.

Roland is also providing RSS feeds with product news and updates designed to drive potential customers into dealers' stores. The company is even offering material via podcasts through iTunes.

YAMAHA | PRODUCT SUPPORT

RETHINKING PIANOS

Yamaha's Total Piano Strategy was born from the need to shake up the struggling piano retail industry.

Rick Young, senior vice president at Yamaha, said the company's team decided to work with its traditional piano dealers to help them offer a fuller assortment of keyboard products. Yamaha added district managers and beefed up its marketing staff to get the word out to those retailers.

"We've seen that demand has changed, and the general profile of the consumer has changed," said Young, who noted the rising popularity of digital pianos amid the declining acoustic market.

"It's taking some dealers a little bit of time to get on-board because they have to change their model. But a number of folks see and get it and understand that assortment and customer acquisition are vitally important in this type of economy."

According to Young, the Total Piano Strategy consists of the same products put in a different package. "The product was out there, but the traditional piano dealer wasn't doing as much with it," he said. "So really, this was a program that shows them the way to be appealing to a whole new group of people."

(Flip to page 48 to learn how individual retailers are taking advantage of Yamaha's Total Piano Strategy.)



Rick Young



Hartley Peavey

PEAVEY | MANAGEMENT

HARTLEY'S HOTLINE

When a retailer calls Peavey's headquarters with a question or concern, there's a chance Hartley Peavey, CEO and founder, will pick up the phone.

"My methods really haven't changed in 44 years," Peavey said. "From day one, Peavey dealers have had a direct line to my desk. I was willing to listen to their needs and give them what they wanted. That continues today because I don't answer to a board of directors or banks. I answer to my dealers and our retail customers."

This very uncorporate attitude has put Hartley Peavey's company in a unique position. "Unlike many of our competitors, we don't have a mountain of debt to service every month or investors to please," he said. "It's been about providing dealers with products that are profitable and serving the market's needs. Our dividends go back into developing new technologies and ensuring that we maintain high quality standards."

Backing up his words with action, Peavey launched a multimillion-dollar infrastructure project in 2008. This year, his company adopted a lean business model to make it more efficient and competitive. According to Peavey, the lean initiative involves every employee and process at the company, from streamlining production lines to front-office procedures.

HAL LEONARD | WEB DEVELOPMENT

ALL ACCESS

Harry Morton, president of Hal Leonard, described the new Dealer Access portion of the company's online catalog as a Web site on steroids.

The site lets retailers place orders online manually or upload files from their own purchasing systems. The Web site also provides all the information they need, such as pricing changes, instant in-stock availability and electronically relayed shipping information. It will even automatically consolidate an order if the dealer has other orders in the system.

"It's all for that relationship of accessibility," Morton said. "We're the only publisher open seven days a week. If dealers find something online and have questions, they can call on a Saturday or Sunday and talk to our sales staff and place orders or amend them if something comes up."

Morton also noted that Dealer Access serves as a promotional resource. Retailers can download cover images from more than 110,000 items in the catalog, along with advertising copy. The site also has preset brochures, handouts and mailers. Dealers can even make their own fliers, based on Hal Leonard's templates.

Hal Leonard's 24/7 dealer support

TAYLOR GUITARS | DEALER OUTREACH

HUMAN RESOURCES 101

In a world of virtual interaction, Taylor Guitars launched Taylor Guitar University to foster real, person-to-person connections with its dealers.

Each month, Taylor paid for 20 dealers to visit its San Diego headquarters for three days and three nights. "We paid airfare, hotel and all meals, and we hung out, ate food, laughed and played guitars — what most kids do when they go to university," said Brian Swerdfeger, Taylor's vice president of marketing. "There's a little bit of learning and a lot of community."

The University invite was not tied to any contest or promotion, according to Swerdfeger. It was a deliberate thank you to Taylor dealers.

"It was just a very focused effort to say, 'We want to know you and your business better, and we want you to know us, our factory and our people better,'" Swerdfeger said.

Despite the cost of holding the events, he said he views them as an investment in Taylor's music retailers. And it's an investment that goes both ways.

"Our dealers are the all-stars," Swerdfeger said. "Guitars don't sell themselves. We rely on our network of awesome dealers to sell guitars, and they invest in us by having inventory on the wall. We invest in them by providing in-store events like the Taylor Guitars Road Shows, clinics and tech programs to make sure guitars are in factory-fresh condition. We ask a lot, but we also give a lot."



Brian Swerdfeger

FENDER | SALES EVENTS

Eventful Summer

Rather than just pedal new products, Fender has spent the last four months producing more than 700 events.

Richard McDonald, the company's senior vice president of global marketing, said Fender chose to help its dealers by supporting their sell-through efforts.

On a more macro level, McDonald mentioned Fender's Soul of the Tone amplifier campaign as being especially successful. The campaign invited musicians to visit authorized Fender dealers and try an amp in exchange for a free Fender T-shirt.

Fender also offered dealers' top salespeople rewards, such as the opportunity to earn free guitars or amps based on their sales performances during the promotion.

"The campaign was unique in that it was a two-tier incentive approach to attract the interest of both the consumer and the dealer and their salespeople," McDonald said.



Richard McDonald

UNLOCK THE POTENTIAL OF YOUR GUITAR.

The components found in Graph Tech's Electric Supercharger Kits are specifically designed to unlock the harmonics and tone of any guitar.

www.graphtech.com
 p 604.940.5353

graph tech
 GUITAR LABS

The Evolution of Guitar Performance.

Maurice Unis of
Classic Pianos

YAMAHA PIANO RETAILERS | BY JEFF CAGLE

TOTAL PIANO SHIFT

Up until this year, Maurice Unis ran a traditional acoustic piano dealership, Classic Pianos in Portland, Ore. But more recently, he decided to take on digital pianos and keyboards for the first time — and he didn't start small. Among his introductory offerings: Yamaha's flagship hybrid piano, the AvantGrand, which has an MSRP of \$19,999.

"The AvantGrand doesn't need to be tuned, and it's a little bit easier to move, so we see it as a great opportunity to have something very exclusive that will be a great niche to what we already offer," Unis said.

The change in strategy was partly inspired by Yamaha's launch of the Total Piano Strategy initiative. Created to combat the struggling piano market, this program aims to show customers the depth of Yamaha's piano offerings, as well as market and distribute a greater complement of those products to a wider range of buyers. As part of the program, Yamaha added five dis-

Yamaha's new paradigm for piano and keyboard retail — and the dealers behind it

tribut managers (for a total of 13) and also reorganized its keyboard-related divisions, so they're all under the same roof.

INCREASED TRAFFIC

According to Rick Young, senior vice president of Yamaha, the Total Piano Strategy is geared toward traditional piano dealers to help drive traffic and new customers into their stores.

"By carrying a wider assortment of products, it gives dealers an opportunity to move someone up, but more than anything, it allows them to acquire more customers and maybe

have them begin taking lessons at the store," Young said.

"Dealers then have the opportunity to work with customers and decide what they'd like as their next keyboard or piano and be in line for that sale, as well. No one wants to let any customer walk if you can help it, so having a full assortment of keyboard products is important."

EXPANDED MARKETS

Yamaha's launch of the AvantGrand earlier this year was a big part of the Total Piano Strategy. Unis explained how offering the instrument has helped generate new conversations with schools, universities, churches, clubs and restaurants.

For instance, he recently placed an AvantGrand in a local restaurant for a Yamaha artist who'd asked for an acoustic piano.

"His position was that he didn't want anything that plugged into the wall, so we agreed that if he was willing to come over and play the

AvantGrand we would provide the Yamaha C1 if he didn't like it," he said. "He came over and fell in love with the AvantGrand, and now that's what he plays. [Digital pianos and keyboards are] a new world for us, but we are embracing and learning what the advantages will be."

Bruce Bannister, president of Samuel Music, an Effingham, Ill.-based, full-line Yamaha retailer, mentioned the additional sales opportunities he gets by carrying a full array of piano and keyboard products. Many of his acoustic piano buyers, for instance, have come back later for something smaller and more inexpensive.

"Maybe they were playing in nursing homes or doing some small group activities with other adults and wanted something portable," Bannister said. "Or maybe they just want something to put in their RV or take out to their lake house."

"Some of those [sales] were second instruments from customers who were already ours, and others might have been a second instrument for a guitar player. We didn't want to turn away those opportunities. Some of them, if they were beginning instruments, could quickly turn into a larger and better instrument with proper follow-up."

BOLSTERED SERVICE

Todd Heid, president of Heid Music, an Appleton, Wis.-based full-line dealership, has been reluctant to bring in new products lately. Still, he said that his communication with Yamaha has improved since the company's organizational restructuring.

"We've always lumped the keyboard and piano products into one category, but we had several reps for them — that got a little confusing at times," Heid said. "[Yamaha's restructuring] has cleaned up the confusion for us and made it so that we're only talking to one person for ordering, what products to have and what's going on."

"They understand that I'm pretty cautious on what I bring in, especially being a slow-turning inventory, and that there are a lot of SKUs that I'm not going to carry. But the Total Piano Strategy has helped us sustain piano sales in areas that could have been much worse."

HEIGHTENED EXPOSURE

Unis added that while the piano market is still challenging, expanding his product line has brought him extra customers and the sense that his business can grow because of the broader base.

"In today's piano and keyboard world, any way we can increase exposure to our client base and have the opportunity to at least sell them something that ordinarily we wouldn't carry — or have them upgrade to something that we do have — by carrying a little broader range of a product is a good thing." **MI**

Nothing New to Offer?



Attract customers and establish your store as the place with the latest and greatest with exciting new products from Denis Wick. Wick doesn't just offer one or two new sizes; they've developed entirely new mouthpiece lines and accessories, and are on the cutting edge of new mute materials. Set your store apart with Denis Wick products. You'll always have something new to talk about.

To get your store on the leading edge, call a DANSR representative at 888-707-4455 or email us at sales@dansr.com

Products in Demand. Performance by Design.



North American importer • 818 W. Evergreen Ave., Chicago, IL 60642 • 888-707-4455
www.deniswickusca.com • sales@dansr.com



Paul Reed Smith

PRS GUITARS | BY JENNY DOMINE

THE EXPERIENCE

When Paul Reed Smith, owner of PRS Guitars, unexpectedly invited guitar legend Carlos Santana onstage at the Experience PRS event in Stevensville, Md., the baffled crowd of 800 VIP guests let out a roar of shock and delight.

After his performance, Santana introduced blues icon Buddy Guy to the stage. And the crowd went wild.

The surprise concert by the two stars served as the official kickoff for the annual Experience PRS open house, held Sept. 25–26.

“That was one for the books,” said Smith of the concert. “It was magic.”

BOLD MOVES

Experience PRS is a full-immersion lesson in guitar love. The event drew approximately 1,700 people, who ranged from a longtime PRS Signature Club member who owns 60 PRS guitars to a mother and son doing research for the boy’s first big guitar purchase.

The annual PRS open house attracts 1,700 fans, unveils new guitar models

Guests were treated to clinics, factory tours, demonstrations and a sneak peek of PRS’s latest gear releases. Visitors also got hands-on experience with interactive displays on wood staining and carving guitar tops.

Smith said that hosting an outside-NAMM trade show was risky in a difficult economy, but it was also the best time to make bold moves.

“It’s a very entrepreneurial move,” Smith said of the event. “But, in my opinion, to not do it would have been worse. In a recession, the weak are weeded out, and the strong get stronger. I want to be part of the second group.”

DEEP REVERBERATIONS

According to Smith, one of the biggest challenges facing the musical products industry is the race to the bottom.

“It should be more about creating extraordinary musical instruments, whether they are keyboards, drums, P.A.s or recording equipment,” he said. “For the most part, we are imitating stuff that happened a long time ago. I am trying to give some leadership in a new direction.”

To illustrate his point, Smith placed a new PRS Dirty 100 on a solid wooden table. When he plucked the guitar string, vibrations could be felt throughout the entire table.

It’s this desire to explore the science of sound that Smith said he intends to bring to his new position as the head of PRS Private Stock.

“The Private Stock concept [started by] making the most beautiful instruments,” Smith said. “That’s wonderful, but I want to take Private Stock more in the direction of the table vibrating.”

THE NEW 25

In preparation for its 25th anniversary in 2010, PRS showed its visitors the new 25th Anniversary guitar line, plus new electric and acoustic guitar releases and new amp models.

Among the standouts were the 25th Anniversary Dragon; the Starla X; the limited-edition Carlos Santana SE One Abraxas, which Santana played during his performance; and the Sweet 16 amp with tuxedo tolex.

The new acoustic guitar venture at PRS has also grown since its debut at the winter NAMM show. The new acoustic program will offer a limited run of 25th Anniversary PRS acoustics. Only 30 will be available in the United States, and another 20 will be available overseas.

A long list of models have also been discontinued, including the Custom 22, Swamp Ash Special, Santana MDN and the current paisley

amp coverings, which will change from year to year.

“We are changing our models constantly, so that if people got one, it wasn’t one of 40,000,” Smith said. “It’s one of 100 or one of 50 — something special.”

DEALER CAMARADERIE

It’s that specialty element that can be both a benefit and a challenge to PRS dealers. Retailers enjoy the service and quality that come with PRS’s business model, but finding high-end buyers in a down economy can be difficult.

However, the economy was alive and well for the 20 dealers that attended the Experience to sell PRS guitars to eager fans. Three hundred guitars were purchased on the first night alone.

Eric Cummins of Willcutt Guitars flew out from Lexington, Ky., to sell

guitars at Experience PRS but said he didn’t come just for the sales.

“The value of the Experience is not so much what we will sell here,” Cummins said. “It gives us a chance to meet people we only communicate with by e-mail and telephone. It personalizes something that can be impersonal in a lot of ways.”

Brian Meader of Chuck Levin’s Washington Music Center explained that PRS helps generate sales by creating a personal connection with dealers and customers.

“Because of the myriad models and options that [PRS] has, there is some explaining that has to be done to help people pick out the right model,” Meader said. “But once you put the guitars in people’s hands, the workmanship just speaks for itself. We are fortunate that [PRS] listens to feedback from the dealers. There is just a certain level of camaraderie.” **MI**

PERRI'S
LEATHERS LTD.

OFFICIAL LICENSING

GUITAR STRAPS

GUITAR PICKS

www.perris.ca

TollFree: 1.888.91.STRAP

The advertisement features a central logo for Perri's Leathers Ltd. with a jagged, torn-paper border. Below the logo, it lists "OFFICIAL LICENSING" for "GUITAR STRAPS" and "GUITAR PICKS". The website "www.perris.ca" and toll-free number "1.888.91.STRAP" are provided. Surrounding the text are several guitar picks and straps with various licensed designs, including Queen, Marilyn Monroe, Penthouse, James Dean, Betty Boop, Popeye, Garfield, Blow Pop, and a skull with flames.

AUDIO ENGINEERING SOCIETY CONVENTION | BY ZACH PHILLIPS

HOME STUDIO EXPO

Ribbon was the new condenser at this year's Audio Engineering Society (AES) Convention.

The show, held Oct. 9–12 at New York's Jacob K. Javits Convention Center, featured multiple suppliers exhibiting low- to mid-level ribbon mics — a concept that would've been a contradiction in terms 10 years ago. At the lowest end of the spectrum, MXL showed the R144, a ribbon mic listing at \$159.

"Right now, they're one of the new

Inexpensive ribbon mics, pint-sized eight tracks — AES reveals the audio market's ongoing shift to MI

buzzes," said Jim Mona, MXL's national sales manager.

It was among the more glaring examples of how AES, once an ultra-

high-end audio and recording expo, has come to bear a greater resemblance to The NAMM Show. Fewer large-format consoles could be found on the convention floor, and several big names, such as Digidesign and Apple, were absent. In their place, MI-oriented wares continued having a larger showing, driven by the market's shift toward smaller, more inexpensive audio gear for home and project studios.

Some exhibitors even opted to show consumer-oriented products. For instance, Monster featured its Turbine in-ear speakers. Print music publisher Hal Leonard took out a booth to peddle its pro audio and recording titles.

All of this added up to a bustling but smaller convention than previous New York expos. (Final numbers were 18,162 attendees and 321 exhibitors.)

"The show was noticeably smaller, evident from the check-in area's relocation into the main show floor and the show still not taking up the entire hall," said John Grabowski, director of purchasing for Sweetwater. "Even so, the aisles felt busy and fairly crowded, and the energy level was good."

"Given the challenging economic times everyone has been experiencing, we were pleasantly surprised at not only the attendance but also at the quality of attendees and customers who came by the A-T booth," said Phil Cajka, president of Audio-Technica.

MIC MAKEOVER

MXL's R144, which features a figure-eight pattern, represented the budget end of the ribbon mic spectrum. At the kitty-corner booth, Audio-Technica hit square at the mid-level with the AT4080 (MSRP:



1. American Music & Sound's Gabriel Whyel shows the new Novation Launchpad; 2. From left: Hal Leonard's Rusty Cutchin, Aaron Lefkove, Brad Smith and Jaime Nelson; 3. Earthworks' Michael Hurwitz; 4. Genelec's Will Eggleston; 5. Alfred Publishing's Bryan Bradley (left) and Presonus' Jim Mack; 6. Korg's James Sajeve; 7. From left: Monster's Warren Dizon, Bill Parry and Mark Posgay

1. Shure's John Born; 2. MXL's Jim Mona; 3. Steinberg's Greg Ondo; 4. Sontronics' Trevor Coley (left) and FDW Worldwide's Buzz Goodwin; 5. Loud's Shaunna Thompson and Rodney Olson; 6. Radial's Peter Janis; 7. Tascam's Thomas Taylor (left) and Jeff Laity with the company's new DP-008, a tiny eight-track recorder

\$1,245) and AT4081 (MSRP: \$895), its first foray into ribbons.

"One of the things that was [part of] our underlying design criteria was the durability of the ribbon," said Gary Boss, Audio-Technica's marketing director. "We don't even specify storage requirements. With most ribbons, you have to store them upright, so you don't get ribbon sag. We don't worry about that with this."

At the top of the line, Shure launched the KSM353 and KSM313 ribbon mics, which list at \$3,320 and \$1,560, respectively. They use Roswellite, a material with greater strength and more resilient shape-memory properties than traditional foil ribbon.

In non-ribbon news, Blue Microphones unveiled its first live mic series, encore. Including the 100, 200 and 300 models, these mics boast the company's Aria capsules and thick steel grills with oversized reinforcement rings. AKG also added to its classic C 414 line, debuting the C 414 XLS and C 414 XLII. Each offers nine pickup patterns, so the mic can handle nearly all applications.

SHRINKING FOOTPRINT

Tascam used AES to debut the DP-008, possibly the tiniest eight-track recorder on the market. The unit is small enough to fit in a guitar case and has dedicated volume and pan knobs for each track, plus a reverb send knob for its built-in reverb effect. The DP-008 also has two XLR mic inputs with phantom power, a guitar input, built-in stereo mics and an estimated street price of \$299.

Radial jumped on the trend toward more 500 series lunchbox-format gear and launched the Workhorse. A rack for 500 series modules, the Workhorse features a mixer and power supply. It will street for roughly \$999.

"500 series format product offerings are quickly becoming the stompbox of the recording world, as there



were many new 500 series product introductions and more manufacturers than ever before, including far more choices than ever before when it comes to 500 series rack chassis solutions," Grabowski said.

GEAR STANDOUTS

Several other exhibitors unveiled standout products at AES. Mackie opened the first day of the show announcing that its Onyx-I Firewire recording mixers are now compatible with all major digital audio workstations.

American Music & Sound held a press conference on the show's first day to debut a host of new products, including Novation's Launchpad. This interactive controller for Ableton Live

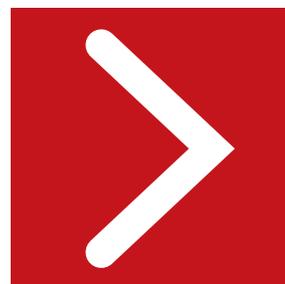
communicates bidirectionally with the software and features an eight-by-eight grid of backlit buttons, bringing Live's features directly to musicians' fingertips. It has a minimum advertised price of \$199.

Ultrasonex exhibited the listening station, a headphone display for retail showrooms. The unit features an MP3 player, so customers can demo different Ultrasonex headphones side by side.

"It's a way for [retailers] to put four SKUs out on the floor and let customers listen to them," said Paul Taylor, Ultrasonex's president.

The 2010 AES Convention will be held at San Francisco's Moscone Center from Nov. 5-7. **MI**

GEAR



PRODUCT OF THE MONTH >

BLACKSTAR | SERIES ONE

The One

Blackstar Amplification is expanding its dealer network to independent stores in the United States. Its new Series One line includes the 45W, 100, 200 and 412A/B models.

The Series One 100 (pictured) is built on the foundation of the classic 100W EL34 power stage. It includes two channels and four footswitchable modes, along with the Infinite Shape feature. This interactive control lets players adjust the response of the tone control network between British and American voicings, so players can design their own sounds.

The Dynamic Power Reduction control reduces power to 10 watts for studio and small venue work, while a series of effects loops and MIDI switching further expand the flexibility of the amp. blackstaramps.com



> Inside GEAR

- > **Guitars, Amps & Accessories**
PRS sweetens amps with Sweet 16
PAGE 55
- > **Audio & Recording**
MXL's A-55 provides extra kick
PAGE 58
- > **Drums & Percussion**
Sabian Xs20 adds brilliant finish
PAGE 60
- > **Print & Multimedia**
Hal Leonard joins 'Glee'
PAGE 62
- > **Band & Orchestra**
Jody Jazz focuses with The Ring
PAGE 64
- > **Pianos & Keyboards**
Korg's SV-1 Stage goes vintage
PAGE 66
- > **DJ & Lighting**
Novation launches Ableton Launchpad
PAGE 68



TC ELECTRONIC | RS112

Power Cube

TC Electronic's RS112 cabinet is a new, compact addition to the RS range. As with all RS cabs in the line, the driver and tweeter have been custom-designed by Eminence to offer maximum power and quality. RS112's 12-inch driver and 1-inch tweeter deliver 200 watts of power.

For smaller gigs, the 30-pound RS112 is an ideal, standalone cabinet. It can also easily slot in with other RS cabinets in the range to scale up the system for whatever the live situation requires. MSRP: \$519.

{tcelectronic.com}

HUGHES & KETTNER | COREBLADE

Metal Head

Hughes & Kettner has unveiled Coreblade, a programable, all-tube guitar amp designed to meet the demands of modern metal guitarists. The head delivers 100 watts and combines tone, dynamics, punch and flexibility.

Coreblade features TSC tube management, the new IDB noise gate and presets that can be backed up directly to a USB stick. It has three effect modules that range from standards and authentic spring reverb to chorus and delay.

{hughes-and-kettner.com}



PRS | SWEET 16

Sweet Tone

The new Sweet 16 amp from PRS couples 16 watts of cathode-biased 6V6 output tube power with features usually found on larger amps, such as reverb, a full TMB tone stack and the transparent PRS master volume circuit.

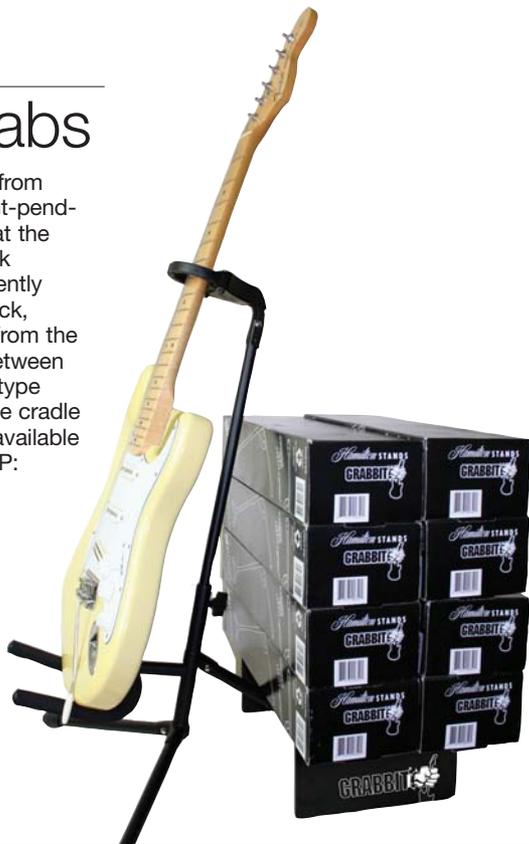
Shielded cable is used for critical signal paths, and the pots, switches, jacks and power tube sockets are chassis mounted and connected via flying leads. Its power sections employ JJs 6V6 power tubes. They are cathode-biased to near class A in a push-pull configuration. The four pre-amp tubes include two NOS Philips 12AT7s, a JJ ECC83S and a Tung-Sol Reissue 12AX7s in locations that maximize clean openness at lower volumes and thick crunchiness at higher volumes. {prsguitars.com}



DANSR | THE GRABBIT

Up for Grabs

The new Grabbit stand from Dansr features a patent-pending grabbing mechanism at the top. It holds a guitar's neck securely until the owner gently pushes the guitar neck back, which releases the guitar from the stand. The Grabbit falls between more expensive, hanging-type stands and the inexpensive cradle stands. A POP display is available with an initial buy in. MSRP: \$35.99. dansr.com



LEVY'S LEATHERS | SCREENED SKULLS

Rockin' Fascination

The fashion industry's fascination with skulls provided the inspiration for the designs on Levy's new, screen-printed cotton guitar straps. Pictured is model MSSC8S, which is available in six original designs. levysleathers.com



PRO TONE PEDALS | GOLD LABEL

Going Into Overdrive

Pro Tone Pedals has launched Gold Label Overdrive, the first in its Premium Overdrive line. This 18-volt circuit is hand-wired and operates on a 9-volt power supply with an internal voltage converter, which transforms that 9 volts into 18 volts.

The Gold Label creates its tone by fusing its distortion with unaltered guitar signal. The drive knob controls the functionality by adjusting the amount of gain and the mix of clean signal. With the drive set low, the Gold Label acts as a clean boost. MSRP: \$349. protonepedals.com

CRUZTOOLS | STRING CUTTERS

Tech Cutters

CruzTools' new GrooveTecho string cutters are designed specifically for guitar and bass. Ordinary diagonal cutters, which are intended for copper wire, have difficulty cutting strings made of hardened stainless steel or nickel. By using an induction heat treatment process, the GrooveTecho cutting blades slice through guitar and bass strings without damaging the cutting edges. A high-leverage handle design provides cutting with minimal effort, and vinyl grips give it a comfortable feel. MSRP: \$13.95. cruztools.com





1



2



3



4

1 GIBSON ZOOT SUIT

Adding more color to the Gibson electric guitar family, the new SG Zoot Suit embodies the jazz “zoot” style. The guitar features a body made of multiple birch wood laminate pieces. Each piece is dyed a different color, bonded and finished with two coats of satin lacquer to form one natural-looking block of wood. The Zoot Suit comes in five pin-stripe color combinations. MSRP: \$1,999.

gibson.com

2 ST. LOUIS MUSIC AUSTIN GUITAR LINE

Since the acquisition of St. Louis Music (SLM) by U.S. Band and Orchestra Supplies in November 2008, the Austin guitar has been revamped and rebranded.

“Austin was always an important part of the equation for us,” said Chris Meikle, SLM’s senior vice president. “We were clear on the need of our dealers for a quality guitar at this price point.”

MSRP: Austin acoustic guitars, \$149–\$369; Austin electric guitars, \$189–\$359. usbandsupplies.com

3 JOHNSON SOLARA SPECIAL

Johnson’s new single-cutaway, dual-humbucker Solara Special is ideal for entry-level players. It features a solid basswood body and a bolt-on maple neck with satin finish. The deep treble side cutaway offers easy access to the upper frets. The nickel fretwire on the classic rosewood fretboard is finished for smooth, comfortable playing.

The Solara Special is available in gloss black and sunburst finishes. MSRP: \$199.99. themusiclink.net

4 WALDEN CONCORDA SERIES

Walden’s Concorda line of acoustic guitars is now shipping and includes the Tobacco Sunburst CG670TB (pictured). This model features a Western red cedar top, rosewood fingerboard and bridge with gold hardware and high-gloss finish. Concorda acoustics include dreadnought, grand auditorium, orchestra, stage, nylon/classical and 12-string guitars with solid woods, ranging from engelmann spruce and sitka spruce to rosewood and cedar. waldenguitars.com

JBL | VT4886 SUBCOMPACT

High Flyer

The new JBL VT4886 subcompact line array element features eight transducers with 10 separate voice coils.

A proprietary mid/high-frequency waveguide assembly integrates MF and HF section output in a next-generation implementation of JBL's Radiation Boundary Integrator technology. This provides precise wavefront control and enables proper inter-enclosure vertical coupling.

The midrange transducers utilize JBL's thermomaster technology, paired in thermo-coupled, back-cover heatsink structures that improve heat transfer and reduce power compression.

{jbl.com}



BLUE SKY | SAT 265

Critical Listening

Blue Sky has launched the SAT 265, a two-way, tri-amplified, 300-watt near-field monitor. It features two 6.5-inch high-excursion hemispherical woofers and a 1-inch dual ring radiator tweeter with integral waveguide.

Powered by a dedicated, low-distortion, 100-watt amplifier for each of the 6.5-inch woofers, it also features a 100-watt amplifier for the tweeter. The rear panel also has controls for full space (placement in a room) or half space (mounted in a baffle wall) operation, along with HF level trims and controls for variable gain settings. MSRP: \$1,500. {abluesky.com}

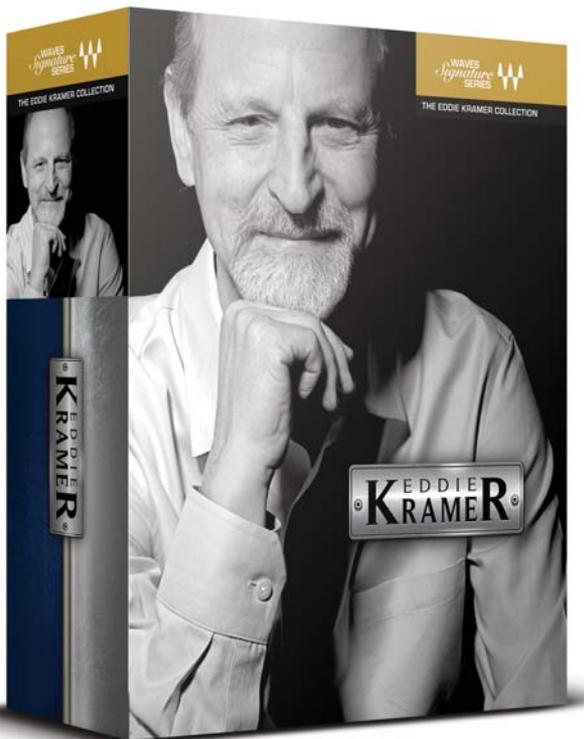


WAVES | THE EDDIE KRAMER COLLECTION

Newest Wave in Audio

The Eddie Kramer Collection serves as Waves Audio's latest entry in its Signature series. These five application-specific plug-ins offer tools for guitar, drums, vocals, bass and effects that capture Kramer's sound and production style and use multi-effect processing chains he designed.

Kramer is best known for his work with Jimi Hendrix, Led Zeppelin and The Beatles. The Eddie Kramer Collection plug-ins feature intuitive interfaces, a retro-modern look and optimized control ranges. MSRP: \$800. {waves.com}



NOVATION | AUTOMAP V3.2

Updated Map

Automap from Novation has been updated to bring full integration with Propellerhead's new Record software. Propellerhead Reason and Record users now have full Automap control of their software.

Parameter names and values are reported back to Novation hardware controllers, and the hardware controls mapping changes when the user switches between, say, the mixer and a combinator rack.

Previously, mappings with Reason's Remote Override function were static. Now, individual Reason rack and mixer parameters can be learned to any hardware control, wherever the user desires. {novation.com}





AUDIX | FUSION FP5

Mic Hits

The new Audix Fusion mic package, the FP5, is designed for miking a five-piece drum kit for both live and studio applications. The FP5 contains five microphones: the F6 for kick drum, the F5 for snare, and three F2s for rack toms and floor tom. Each mic is provided with the snap-to-fit DCLIP mic stand adapter. The entire system is packaged in a heavy-duty, custom aluminum carrying case. MSRP: \$559. audixusa.com

MXL | A-55 KICKER DYNAMIC MIC

Deep Recording

MXL has launched the A-55 Kicker microphone. For kick drums, bass cabinets, congas or other low-frequency instruments, the MXL A-55 dynamic mic captures deep bass and low-end punch. It also has clean, clear pickup for fast attacks. The mic works for any style, from jazz to heavy metal to funk. MSRP: \$149.95.

mxlmics.com



FOCUSRITE | OCTOPRE MKII

Optimized Pre-Amp

Focusrite's new eight-channel pre-amp, the OctoPre MkII, features a built-in, 24-bit, 96-kHz ADAT output. The OctoPre MkII has been optimized for drum recording. Designed not to clip, 10 dB pads are provided across each channel. The gain range of the pre-amps has also been tailored to handle extreme levels from sound sources, such as kick drums. Its first two channels also feature DIs, so it can record guitar and bass. The OctoPre MkII features five LED input metering on every channel, switchable phantom power, and a variety of internal and external clocking solutions. MSRP: \$499.99. focusrite.com

TASCAM | DP-008

Simple Studio

Tascam's new DP-008, an eight-track digital studio, has dedicated knobs for volume and pan on each track, plus a reverb send knob for the built-in reverb effect. Tracks are mixed down to a dedicated stereo track, and EQ is available on each track. It records to SD card media and comes with a 2 GB card. MSRP: \$299. tascam.com





TYCOON | VERDONK SIGNATURE SERIES

Verdonk Shakes It Up

World percussionist Martin Verdonk has been added to Tycoon Percussion's artist roster. Verdonk has performed with musicians, including Lionel Richie, Chaka Khan and James Taylor. He has developed several new instruments that are now part of Tycoon's Signature series. Among the Martin Verdonk Signature series are the Easy-Shake and Swing-Shake shakers, as well as studio-style Las Vegas tambourines. tycoonpercussion.com



TRX | BIG BELL RIDES

Greater Prominence

TRX Cymbals is offering two new 21-inch ride cymbals with larger, more prominent bells.

The medium-heavy ALT series Big-Bell ride features a natural bell and a traditional, lathed surface. The highly polished, unlathed and hand-hammered BRT series Big-Bell ride is extra-heavy to provide bright, dry projection and clarity.

In both cases, the oversized bells on the cymbals provide a large, high-pitched area, while also creating greater definition from the ride area. MSRP: 21-inch Big-Bell rides, \$475. trxcymbals.com



SABIAN | XS20 BRILLIANT FINISH

Added Brilliance

Originally available only in natural finish, the Sabian Xs20 cymbals are now available in a brilliant finish. In addition to giving the cymbals a bright, professional appearance, the highly polished brilliant finish contributes to a smoother, glassier cymbal sound. Line lathed on top and bottom, Xs20s are quality-protected by the Sabian two-year warranty. This series is available in a complete range of models, including rock weights for heavier players. sabian.com



YAMAHA | DTX-MULTI 12

Multi-Drummer

The new electronic drum department at Yamaha has introduced the DTX-Multi 12 electronic percussion pad. The split-level multi-pad adapts sound technology from the Motif XS synthesizer and the DTXtreme III drum trigger module. The DTX-Multi 12 features 1,249 drum, percussion and effects sounds, including 100 MB of WAV ROM with 64 MB of Flash ROM. This lets users add new sounds and samples whenever they want. The DTX-Multi 12 is expected to ship in January. MSRP: approximately \$899.99. yamahadrums.com

MEINL | TURBO CAJON

Castanet-Cajon Combo

The upper corners of the new Meinl Turbo cajon have deeply cut channels with castanet-like striking surfaces. This produces a reinforced slap effect that can be controlled with hand pressure.

The Meinl Turbo's front-plate and resonating body are made of red oak, and it's available in a matte finish. MSRP: \$380.

meinlpercussion.com



UNIVERSAL PERCUSSION | CANNON

Percussive Additions

Cannon now offers a wide selection of add-on accessories and replacement parts for drummers and percussionists.

From small items, such as cymbal sleeves, snare cords, wing nuts and lug casings, to bass drum spurs, drum rims, tom holders and cymbal boom arms, Cannon provides what drummers need to repair, refit or upgrade their gear. universalpercussion.com

LP VARI-TONE SHAKER
get various tones by simply squeezing

LP CYCLONE SHAKER
unique whirling sound with great sustain

LP WAH SHAKER
play between palms and adjust for various tones

VOTED 2009'S BEST NEW SHAKERS:
LP Vari-Tone,
LP Cyclone and
the LP Wah Shaker

Who says all shakers are created equal?

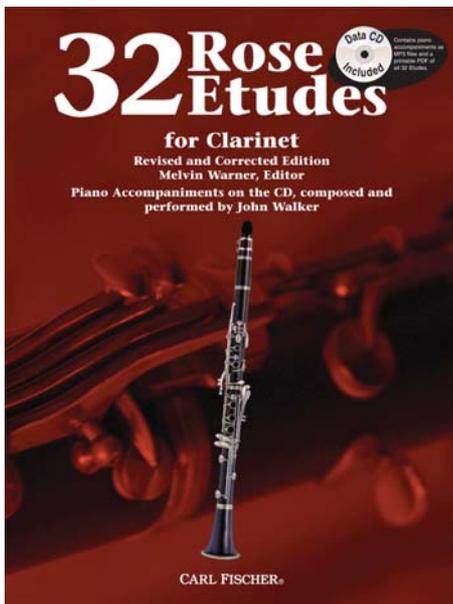
Why use any regular shaker when you can have the best? LP's innovation and dedication to quality is unmatched. We are the originators of authentic gear and the only real choice.

Play the best. See and hear our new shakers at LPmusic.com

©2009 Latin Percussion, Garfield, NJ • LPmusic.com

CARL FISCHER | '32 ROSE ETUDES FOR CLARINET'

Enhanced Etudes



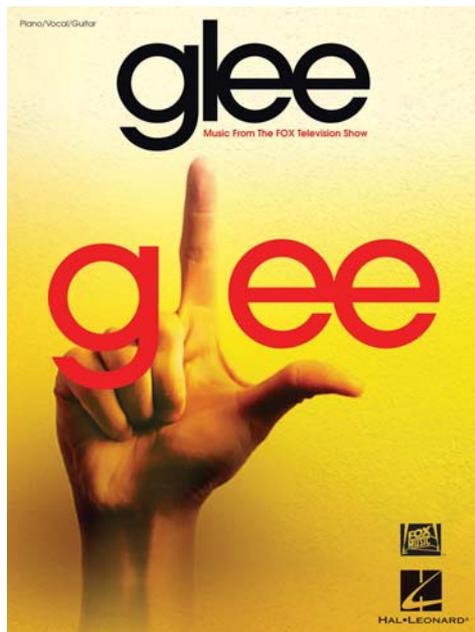
Carl Fischer Music's *32 Rose Etudes For Clarinet* has been given a new look. In addition to a new cover, the book comes with a CD containing MP3 piano accompaniment tracks and printable PDFs. Revised and edited by clarinetist Melvin Warner, this edition offers insight into both the original author, Cyrille Rose, and Franz Wilhelm Ferling. MSRP: \$12.95. carlfischer.com

HAL LEONARD | 'GLEE'

Join the Glee-ks

Hal Leonard has released the piano/vocal/guitar songbook and choral octavos for the TV show "Glee." The songbook offers 16 arrangements, including "Don't Stop Believin'," "Hate On Me," "Bust Your Windows" and "No Air," to name a few.

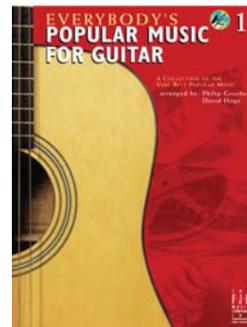
Hal Leonard's choral writers have also created arrangements true to what's sung on the show, such as "Girls' Sing Off" (a mashup of Beyoncé's "Halo" and "Walking On Sunshine" by Katrina and the Waves) and "Guys' Sing Off" (a mashup of "It's My Life" by Bon Jovi and "Confessions" by Usher). halleonard.com



FJH MUSIC | 'EVERYBODY'S POPULAR MUSIC FOR GUITAR'

Beginner Hits

Everybody's Popular Music For Guitar, Book 1 from FJH Music is a new collection of popular music arranged for beginning guitarists of all ages. The book is correlated to *Everybody's Guitar Method, Book 1* by following a step-by-step approach. Each arrangement includes melody, chord names and lyrics. It includes songs, such as "The House Of The Rising Sun," "The Sounds Of Silence" and "When The Saints Go Marching In." MSRP: \$6.95. fjhmusic.com



HUDSON MUSIC | DELONG DVD

Polyrhythmic Playing

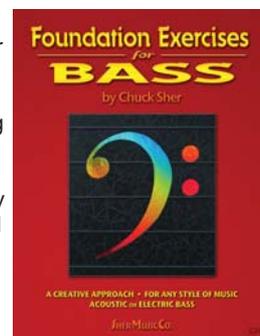
The new *DeLong Way To Polyrhythmic Creativity On The Drum Set* DVD by drummer and clinician Paul DeLong has been rereleased by Hudson Limited. This step-by-step guide provides a clear path to developing polyrhythmic techniques. It includes transcriptions of rhythms inspired by drummers, such as Elvin Jones, Tony Williams, Simon Phillips, Antonio Sanchez and Billy Cobham. This DVD is ideal for intermediate to advanced players. hudsonmusic.com



SHER | BASS EXERCISES

Sher Plays Bass

Sher's new book, *Foundation Exercises For Bass* by Chuck Sher, gives players a user-friendly, easy-to-follow approach to playing bass. The 87-page book teaches basic scales and chords used in contemporary music; counting rhythms and improvising around them; correct hand positions, fingering and shifting; and connecting the roots of chord progressions to create a solid foundation for a band. MSRP: \$24. shermusic.com

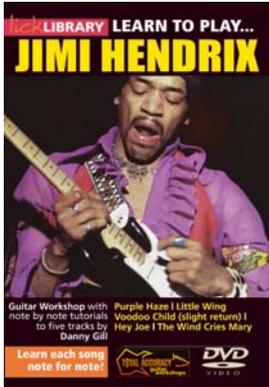




LICK LIBRARY | HENDRIX DVDS

Jimi Jam Session

Lick Library has released a comprehensive series of Jimi Hendrix guitar DVDs. This new DVD series provides expert guitar instruction on songs, such as "Purple Haze," "All Along The Watchtower," and "Little Wing."



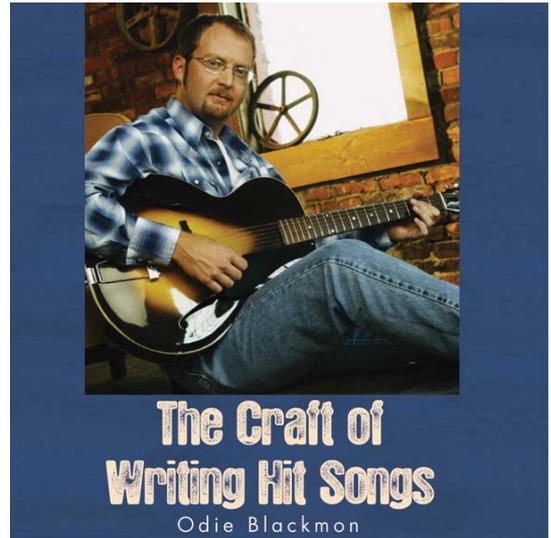
Learn To Play Jimi Hendrix (pictured) is taught by Danny Gill. He breaks each song down into small sections. This lets players learn at their own pace. licklibrary.com

ODIE BLACKMAN | SONGWRITING DVD

Crafting Hit Songs

Odie Blackman, a Grammy-nominated songwriter from Nashville, Tenn., has released his first instructional DVD, *The Craft Of Writing Hit Songs*.

After years of teaching songwriting workshops, Blackman realized songwriting is easier to learn through demonstration and performing rather than following a study guide. Using this approach, Blackman covers the elements of a song, including song forms, lyrics and melody, along with other insights to help aspiring songsmiths. thecraftofwritinghitsongs.com



M&M MERCHANDISERS, INC.
SINCE 1976

www.mmwholesale.com

Call Anytime
800 299 9033 TX
800 299 5666 GA

HUNTER
NEW YORK

QUALITY BAND INSTRUMENTS FROM HUNTER

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

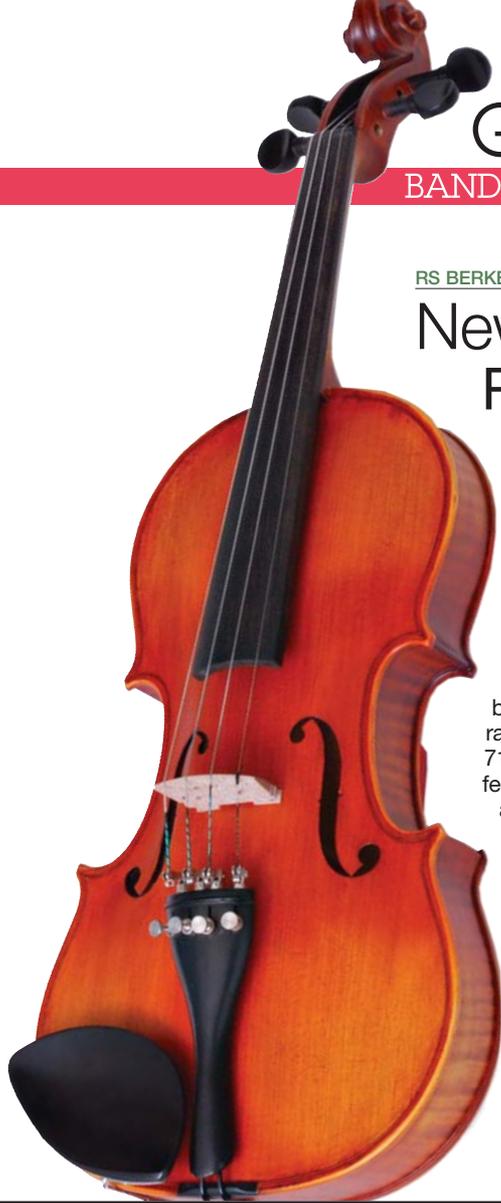
HUNTER MUSICAL INSTRUMENTS
3300 Northern Blvd. Long Island City, NY 11101
(718)706-0828 ■ FAX (718)706-0128
www.huntermusical.com

RS BERKELEY | 6102A VIOLIN, 7192A VIOLA

New Mozarts

RS Berkeley Musical Instruments has added two models, the 6102A violin and 7192A viola, to its Mozart stringed instrument line. The 6102A violin (pictured) features highly flamed hand carvings, ebony hardware and perlon strings.

The instrument also includes a lightweight case and a rosin and Brazilwood bow. It's available in sizes ranging from 4/4 to 1/32. The 7192A viola shares the same features as the 6102A and is available in 16- to 11-inch sizes. MSRP: 6102A, \$139; 7192A, \$149. rsberkeley.com



JODY JAZZ | THE RING

Focused Center

Jody Jazz recently introduced The Ring, a self-locking, CNC-machined taper that touches on three points — the left and right side of the reed and on top of the mouthpiece. This provides a focused tonal center for the instrument to play more responsively in low and altissimo ranges. MSRP: \$69.95–\$79.95. jodyjazz.com

YAMAHA | SV-150 SILENT PRACTICE PLUS VIOLIN

Integrated Online

In addition to the SV-150 Silent Practice Plus violin's built-in tuner, digital metronome and 24 digital sound effects, Yamaha has integrated multimedia with the practice violin. The Yamaha Web site, The Hub, has a section devoted to the instrument where users can watch videos and download new audio tracks to an SD card. The content options include MP3s of classical, fiddle and *Suzuki Book 1* arrangements, and accompaniment tracks and PDF sheet music. MSRP: \$1,295. yamaha.com



RICO REEDS | METALITE

Metal Lite

Rico Reeds' new Metalite mouthpieces offer a medium-small chamber and come in three tip offerings — 3-short, 5-medium and 7-long — for a variety of performance situations. Metalite mouthpieces are designed by mouthpiece maker Arnold Brilhart and available for soprano, tenor and baritone saxophones. (Soprano are available in short and medium.)

The Metalite mouthpieces offer the sound of metal with durable, resonant material. MSRP: \$36–\$39. ricoreeds.com



Let Santa Bring You Some Nice Margins This Year!

Great new products
Perfect for the holidays!

WORLD'S FIRST

CD or CDG to MP3G Ripping to Memory Card!

DGX-210

Multi-Format Karaoke Player with Digital Recording to Memory Card and MP3+G Compatible.

Patent Pending



Take your Gig to the top!

Record Your Performance to a Memory Card!

ROADWIZ

Durable and Efficient 80-Watt Multi-Format All-In-One System with Digital Recording and Graphic EQ designed with great sound and portability in mind!

Patent Pending



The Ultimate Karaoke Machine

Play a wide array of formats with these players!

KOD-800

Karaoke-On-Demand Jukebox with 500GB Hard Drive

Rip Your CDs or CDGs Into The Hard Drive!

Full Function Karaoke & Music Jukebox



DGX-209

Multi-Format Karaoke Player with Tempo Control and MP3+G Compatibility.



WILDCAT II

All-In-One Multi-Format Portable Karaoke System with Built-in LCD Screen, Digital TV Tuner and Recording Capabilities.



WORLD'S FIRST

For the Club DJ or for Home Entertainment!

KJV-835

400-Watt Karaoke Mixing Amplifier with Built-In LCD Monitor and MP3+G Recording and Playback Functions designed for ultimate convenience in KJ applications.

Patent Pending

Built-In LCD Monitor!



AM-140

80-Watt Karaoke Mixing Amplifier This amplifier combines quality and affordability.

BEST VALUE!



AM-125

50-Watt Mixing Amplifier with 4 Sources Input Affordable and practical, perfect for home use.

BEST VALUE!



AM-898

High-End 600-Watt Mixing Amp with Feedback Eliminator, Vocal Cancel, Signal Normalizer and Digital EQ, Echo and Reverb for pristine sound and maximum flexibility.



Professional Mixers

KM-360

High-End Professional Karaoke Mixer with Feedback Eliminator, Vocal Cancel, Signal Normalizer and Digital EQ, Echo and Reverb for pristine sound and maximum flexibility. Supports 2.1, 3, 4, and 5 Channel Surround Sound



Professional Speaker Systems

SP-582 DIAMOND

Uniquely Designed Professional 250-Watt, 3-Way Crossover Speaker Set with 4 Tweeters, 4 Mids and 2 Woofers, 250W+250W Max @ 8Ω



ULTIMATE CLARITY!



QUALITY AND POWER

SP-580 Heavy Duty 80-Watt Speakers with crystal clear professional quality sound.



LIGHT AND COMPACT

SP-280 80-Watt Speakers for quality sound in smaller environments.

BEST VALUE!

Professional Wireless Microphones

WORLD'S FIRST

UHF-1208X

1000-Channel Dual Diversity UHF Wireless Microphone System with advanced auto-scan function for superior clarity.

1,000 Channels!



UHF-2932

Professional 32-Channel Rechargeable UHF Wireless Microphone System with I/R Sync.



VHF-8008

Rechargeable Dual VHF Wireless Microphone System with superior sound quality.

BEST VALUE!



Mobile Karaoke

ROADMASTER PRO

Rechargeable 120-Watt All-In-One Karaoke/PA System with Built-In 7" LCD Touch-Screen, MP3 Recording, MP3+G Playback and UHF Microphone Receiver



FOR DJs & KJs ON THE GO!

Acesonic USA
The Leader In Professional Sing-Along Equipment

Check-out our website to see our complete line:

WWW.ACESONIC.COM

888.976.7464

email: sales@acesonic.com

fax: 626.820.0625



SKB | 1R6218W

Tight Transport

SKB's new 1R6218W is an 88-note, narrow keyboard case in the Mil-Std. Watertight series. It's rotationally molded from low-density polyethylene, which offers high durability. The case includes built-in wheels for easy transport, along with a neoprene seal and ambient pressure relief valve — making it water and dust resistant. MSRP: \$479.99. skb.com

LOWREY | A200 ENCORE

A-Plus Organ

Lowrey has added a fourth model to its A series of recreational music making organs, the A200 Encore. It offers hundreds of easy-to-use presets and authentic sounds. The organ also provides an array of styles and features that couple performance skills with Lowrey's easy-play technology.

"This new model fits into the middle of the Lowrey product lineup and is integrated with the Lowrey Magic class program," said Frank West, Lowrey's marketing manager.

lowrey.com



STREETLY ELECTRONICS | M4000

History Alive

Streetly Electronics' new M4000 cycling tape replay keyboard instrument improves on the classic Mellotron M400 design of the 1970s.

This machine offers 24 individual tape sound sets, plus an additional 16 two-sound combinations with programmable attack, a lighter keyboard feel, an air filtration system and a positively pressurized cabinet. The Streetly Electronics M4000 is the first cycling tape replay keyboard instrument to be manufactured for nearly 40 years. MSRP: approximately \$8,000. mellotronics.com



KORG | SV-1 STAGE

Classic Comeback

Korg recently launched the SV-1 Stage vintage piano, which recreates the look and feel of performing on a vintage instrument. Available in lightweight 73-key and 88-key models, it features Korg's RH3 real graded hammer action. The SV-1 provides a streamlined front panel where each knob serves a single function and LED indicators cue the performer to each knob's current setting. Pressing any knob recalls its original saved setting. The eight favorites buttons operate like car radio presets. MSRP: SV-173, \$2,700; SV-188, \$3,000. korg.com

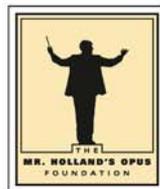
Dear

M.H.O.F, Thank you, not only for donating our instruments to us, but also for giving children like me the opportunity to learn music and develop a talent that we will keep our whole life. You give us something that will define us, make ourselves special, without you I would probably never ^{have} learned to play guitar. So
Thank you again

Sincerely yours Joseph Posey



That's why.



Music education is a gift that can last a lifetime. It sets the stage for greater creative expression.
(Like, for instance, the above letter.)

Help us keep music alive and free in our schools.
Contact The Mr. Holland's Opus Foundation at:

www.mhopus.org



SHURE | SRH750DJ

Optimal Ears

Shure's latest headphones model, the SRH750DJ Professional DJ, is designed specifically for pro DJ applications. It delivers audio performance, comfort and durability to performing DJs. Custom 50-mm drivers are tuned to deliver high-output bass with extended highs, which optimize the headphones for use with DJ mixers. Comfortable, padded ear cups swivel 90 degrees and provide total control of placement on one ear when mixing. A carrying bag protects headphones when on the go. MSRP: \$188. shure.com



ACE KARAOKE | ACESONIC DGX-210

Karaoke Conversion

The new Acesonic DGX-210 from Ace Karaoke enables users to record their singing to an SD or USB card while performing to a track. Once recorded, performances can be reviewed, sent to friends or posted online. With the DGX-210, CD+G karaoke tracks can also be ripped to MP3+G format for storage on a USB or SD card. MP3+G, the most common download karaoke format, compresses files to 10 percent of their original size so they can be easily transferred and played on any computer. acesonic.com

ION | USB TURNTABLES

Revitalized Records

Ion's new series of vinyl-transfer turntables include the Profile LP, Profile Flash, iProfile and Profile Express. Each model turns vinyl records into MP3 files that play on a computer, load onto an iPod or record to a CD. All models can convert most standard records, including 33, 45 and 78 RPM. The Profile LP (pictured) is an LP-conversion turntable that offers a standard USB connection, enabling users to connect to a Mac or PC. ionaudio.com



NOVATION | LAUNCHPAD

Live Play

The recently released Novation Launchpad is a hands-on, interactive controller for Ableton Live. The Launchpad communicates bidirectionally with the software to give users real-time session feedback. The eight-by-eight grid of backlit buttons addresses a multitude of functions with the help of mode selectors that transport the user around the Live interface. The device is bus-powered from a single USB connection and has a 10-inch-square desktop footprint. Rubber feet ensure the Launchpad stays secure on its surface. MSRP: \$199. novationmusic.com

MARKETPLACE

- RATES: CLASSIFIED DISPLAY: \$25 PER COLUMN INCH. READING NOTICES: \$1.00 PER WORD; \$15 MINIMUM CHARGE. ALL ADS ARE PREPAID.
- PAYMENTS: SEND CHECK OR CHARGE IT ON MASTERCARD, VISA OR DISCOVER.
- DEADLINES: ADVERTISING CLOSES THE 15TH OF THE MONTH, SIX WEEKS PRIOR TO ISSUE DATE—I.E. THE MAY ISSUE WOULD CLOSE MARCH 15.
- SEND YOUR ADVERTISEMENT TO: MUSIC INC., 102 N. HAVEN ROAD, ELMHURST, ILLINOIS, 60126: OR FAX YOUR AD TO: (630) 941-3210.
- QUESTIONS? CALL SUE MAHAL AT (630) 941-2030, EXT. 121.



SERVICES



Make Money Renting School Band & Orchestra Instruments

Looking for a rental program provider? Do your homework and compare!

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



Veritas Instrument Rental Incorporated

Call 800-578-9724 Ext. 287
to request a detailed overview or visit us online at www.veritas-online.com

SERVICES



www.pmwoodwind.com
847-869-7049

pm woodwind

Chicago's Best Store for Saxophones
& all other Woodwinds. Great Selection. Expert Repair.

Make Money Renting Band Instruments



- Band and Orchestra Rentals
- New and Like New Educator-Approved Brand Name Instruments
- Personalized Rent-To-Own Program
- No Franchise Fee or Inventory Investment
- No Shipping Costs
- High Commissions Paid the 1st of Every Month
- Exceptional Service

BUYERS WANTED

mandolin bros.® Ltd.

Guitars, Banjos, Mandolins & Ukles
★ New ★ Used ★ Vintage ★ Appraisal ★ Repair

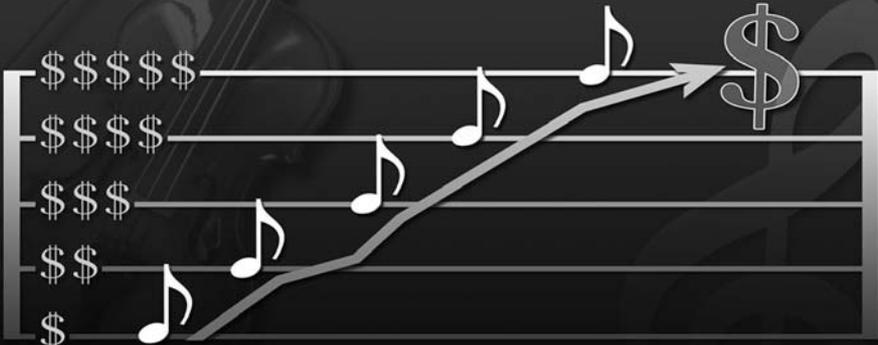


629 Forest Avenue
Staten Island
NY 10310
(718) 981-8585

Call for a **FREE Vintage News!** Gibson - March 31, 1924 Lloyd Loar F-5

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

Our Business Is Growing Your Business!



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



Top Dollar Paid

For Band & Orchestra Instruments and/or Rental Contracts

Selling your business? Retiring?
Need an exit strategy? Redirecting focus and resources to other parts of your business?

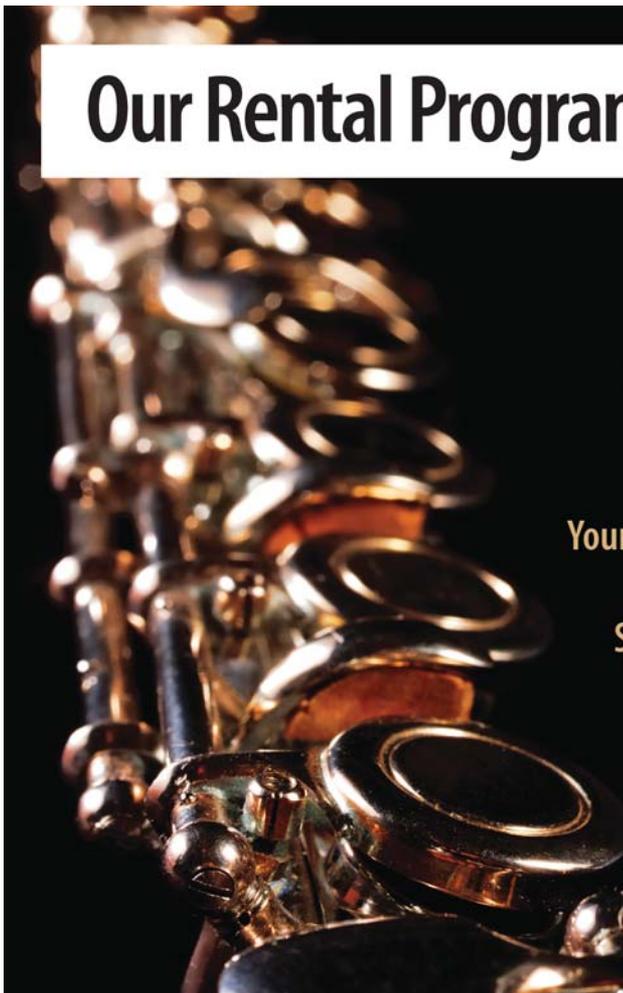
We pay **CASH** for inventory in any condition:
New, like-new and used name brands.
We also buy and/or manage rental contracts.
We handle the headaches.
You receive the commissions!

Contact Roger at 800-578-9724 Ext. 241
Email to: rogere@veritasrental.com
DON'T SELL YOUR FAMILY LEGACY BEFORE CALLING US!



Veritas Instrument Rental Incorporated

Checkout Musicincmag.com Today!



Our Rental Program Rewards Achievement

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



1.800.356.2826
WILL SIMMONDS AT EXT. 105

17725 NE 65th, Suite B235
Redmond, Washington 98052
wsimmonds@harmonymusic.org

HARMONY
MUSIC

DENT REMOVAL TOOLS
PLIERS
PADS & CORK
SHELLAC & GLUE



FERREE'S TOOLS, INC.
 1477 E. MICHIGAN AVE
 BATTLE CREEK, MI 49014-8950
 PH: 800-253-2261 FAX: 269-965-7719
 EMAIL: ferreestools@aol.com
 TECH: repairtips@aol.com
 WEB: www.ferreestools.com

For 60 years we have provided musical instrument repair tools to technicians and musicians around the world. We have a wide selection of pads and other supplies in addition to our repair tools. Contact us today for a **FREE CATALOG**.

USED PIANOS = BIG PROFITS
 Grands • Uprights • Players
 Spinets • Consoles • Studios
 All in good restorable condition.
 Five-floor selection of reconditioned & as-is.

CUNNINGHAM PIANO CO.
 5427 Germantown Ave.
 Philadelphia, PA 19144
 (215)438-3200



WE BUY
 • Guitars •
 • Mandolins •
 • Banjos •

From all known makers, especially
**GIBSON • VEGA
 MARTIN • FENDER**

Elderly Instruments
 PO Box 14210
 Lansing, MI 48901
 (517) 372-7880x102
swerbin@elderly.com
www.elderly.com

Since 1972!



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



Exciting Career in music retailing!

MUSIC & ARTS™

We are looking for aggressive, energetic individuals with excellent interpersonal and communication skills. Must be customer service oriented with a proven track record. Come grow with us!

Currently looking for:

- Store Managers
- District Managers
- School Representatives

Great Benefits include:

- Competitive wages
- Bonus Incentives
- 401(k)
- Medical/Dental/Prescription/Vision/Disability/Life Insurance
- Paid Holidays/Vacation/Sick Leave/Personal Days

Fax, mail or email resumé to:
 Ron Beaudoin, SVP Sales
 Music & Arts • 4626 Wedgewood Blvd • Frederick, MD 21703
 fax: (301) 620-7956 • email: salescareers@musicarts.com

FIND YOUR VOICE **MusicArts.com**

Missed the Summer Show?

Now you can catch up on what you missed with UpBeat Daily's Digital Editions.

Visit upbeatdaily.com

Beautiful Rolltop Desks



Experience the beauty of fine Red Oak furniture in a variety of models, features & finishes to house the Audio & Video systems in your next installation.



tel: 574-255-6100
"the Rolltop People"
www.hsarolltops.com

Fine Wood Furnishings For Audio & Video Applications



Save money Reduce risk

Join the largest instrument rental affiliate network in the country and improve your bottom line profits!

WITH MUSIC & ARTS AS YOUR BAND AND ORCHESTRAL RENTAL INSTRUMENT SUPPLIER:

- Reduce debt and decrease your inventory burden - rental instruments consigned at no cost to you
 - Unlimited growth potential - with a supply of name brand instruments
 - Eliminate bad debt - we manage billing and collections
 - Earn competitive commission* - we pay on 100% of rental payments received including maintenance fees
- * variable commission rates based on rental volume

EVERYTHING YOU NEED TO RUN A SUCCESSFUL RENTAL PROGRAM:

- Educator-approved name brand instruments
- All marketing materials including flyers and posters
- Personalized service with a qualified, dedicated affiliate sales team and online support
- Expert repair and refurbishment

For more information, email Dale Thompson at dthompson@musicarts.com or call 1-800-759-2221

MUSIC & ARTS
FIND YOUR VOICE
INSTRUMENTS • LESSONS • RENTALS
MusicArts.com

CHECK OUT THE NEW IDEA VAULT

musicincmag.com/resources.html

Where the MI Industry Ideamakers Share All Their Good Practices Ideas

**Get your
message
seen!**

**Call Sue Mahal to
join the Marketplace
630-941-2030, x121**



USED GUITARS & AMPS

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

Mention this AD
FREE GUITAR
with qualifying order

(800) 573-9865

www.mircweb.com



MIRC

BUYERSGUIDE

Ace Karaoke	acesopnic.com	65	M&M Merchandisers, Inc.	mmwholesale.com	63
Ace Products	aceproducts.com	11	Mr. Holland's Opus Foundation	mhopus.com	67
Alfred Publishing	alfredpub.com	17	NAMM	namm.com	20-21
Allparts	allparts.com	33	Orla USA Digital Piano	orlausa.com	31
American DJ	americandj.com	9	Perri's Leathers	perris.ca	51
Big Bends	bigbends.com	33	PJLA Music	pjlamusic.com	4
Black Star	blackstaramps.com	27	R.S. Berkeley	rsberkeley.com	19
Cavanaugh	cavanaughcompany.com	8	Roland	rolandus.com	2
Dansr	danrs.com	49	Sabian	sabian.com	3
Eastwood Guitars	eastwoodguitars.com	41	Samson	samsontech.com	76
Gator Cases	gatorcases.com	43	Shubb Capos	shubb.com	23
Graph Tech	graphtech.bc.ca	47	Tanglewood Guitars	tanglewoodguitars.com	35
Guitar Hanger	theguitarhanger.com	41	Vandoren	vandoren.com	15, 29
Hunter Musical Products	huntermusical.com	63	Vic Firth	vicfirth.com	36-37
KMC Music	kamanmusic.com	7	Wyman Pianos	wymanpiano.com	31
Kyser	kysermusical.com	12	Yamaha	yamaha.com	75
LM Products	lmpproducts.com	5	Yorkville	yorkville.com	5
LP Music	lpmusic.com	61			

>>>

Jerry Sims

Sims Music
Columbia, S.C.



We have added security to all of our guitars. We stock more than 700 guitars, and we were always finding one damaged or even missing. String Swing created a mini padlock yoke for its hangers, and we purchased all new Hercules stands and hangers with locking yokes.

This was expensive, but to our surprise, it has been very positive. We were afraid that customers would be angry because they could not easily pick up a guitar and play. Instead, it has created more respect for us and our products.

>>>

Max Maxwell

Mom's Music
Louisville, Ky.

This year, we started a new, weekly staff training program that includes all employees: sales, teaching, office, contracting, backline and coffee shop. Our biggest problem was awareness of what we had going on internally. These meetings helped all the employees understand the policies and procedures used in every aspect of Mom's Music.

>>>

Mark Goff

Paige's Music
Indianapolis



We set very specific goals for each department and tracked performance daily, weekly and monthly depending on the goal. We meet weekly as a team to

keep each other informed and devote some time to learning new skills.

We felt that we had tremendous opportunities for improvement within our control and focused on things, such as margin improvement, expense control, increased inventory turns, delivering great customer service and making operational improvements.

By focusing on those areas, we actually grew during a challenging economic climate.



>>>

Robin Walenta

West Music
Coralville, Iowa

How did you, a 2008 Retail Excellence Award winner, improve your business this year?

Starting in October 2008, we quickly realized we needed to revise our existing plan. We launched a series of “plan, not panic” initiatives aimed at retaining customers, reducing expenses and looking for new market opportunities.

We discovered that the best ideas were the old ideas — things we had once done and had let fall by the wayside.

Our first customer-retention initiative involved collecting e-mail addresses from customers. To our surprise, fewer than 15 percent of our customer accounts had attached e-mail addresses,

and we rarely requested e-mail information from customers at point-of-sale.

We established new standards, set goals, trained the associates and devised a contest to encourage the new process. Within the first month, our collected e-mail addresses exceeded 50 percent. What was once overlooked is now an expectation.

Our second customer initiative revived another bygone practice. We stopped sending automated, computer-generated cards and started sending handwritten, personal thank-you notes.

The third initiative centered on our referral busi-

ness. First, we identified key customers, centers of influence, teacher partners and our student base. We then designed partnership programs around their respective needs to assure satisfaction and loyalty.

Our final customer initiative involved a survey, which we conducted at point-of-sale and with our online transactions. This simple, five-question survey gave customers the opportunity to offer feedback on our service. We rewarded customer participation with entry into a monthly drawing for a \$50 gift card. The response was huge, and the feedback was invaluable.

“ *Our customers and employees expect that we will provide products and services of great VALUE. Yamaha always meets that expectation.* ”

– FRED SCHIFF
All County Music



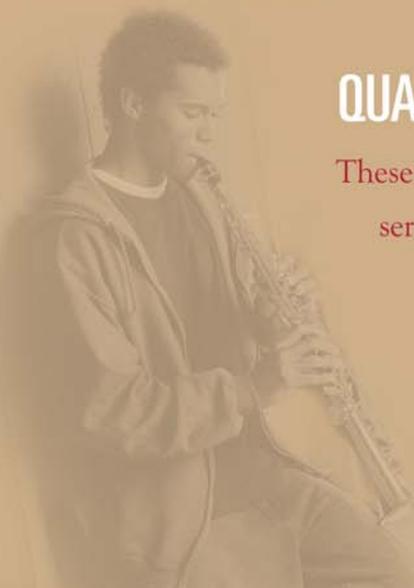
QUALITY SUPPORT PROFESSIONALISM VALUE

These principles are the foundation of every Yamaha B&O product and service. They are the reasons you can **DEPEND ON YAMAHA.**



YAMAHA
Band & Orchestral

©2009 Yamaha Corporation of America. All rights reserved.
www.yamaha.com/band



Joe zooms Chad.



Q3 Handy Video Recorder. Who's zoomin' you?

Joe Satriani and Chad Smith of Chickenfoot. Two of our favorite comedians!
© 2009 Zoom | Photo by Neil Zlozower | soundmakesthemovie.com | zoomfx.com

zoom