

NAMM SHOW 2016 PLANNER

FOR PROGRESSIVE MUSIC RETAILERS

JANUARY 2016
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CONVENTION**
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FOCUSING ON FUNDAMENTALS

HOW NEW NAMM CHAIRMAN MARK GOFF ACHIEVES
SUCCESS IN THE B&O MARKET BY CONCENTRATING ON SOLID
CUSTOMER SERVICE & ADVOCATING FOR MUSIC EDUCATION

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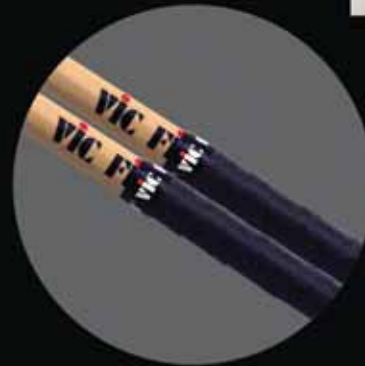
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Two acoustic guitars are displayed on stands against a dark background. The guitars are positioned side-by-side, with their heads pointing upwards. The text is overlaid on the guitars.

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PERSPECTIVE

PERSPECTIVE | BY KATIE KAILUS

MAKING THE MOST

NAMM season is here again. Time to pull out your business cards and put your networking skills to good use. From the folks you sit next to at the Breakfast Sessions to meetings with sales reps on the showfloor to drinks at the Hilton bar, NAMM is the networking capital of the MI universe. So, in this month's pre-NAMM issue, we have included advice from a few experts to help you make the most of your NAMM Show — whether you are a NAMM newbie or a seasoned vet.

In this month's NAMM Young Professionals column, "Next Gen Retailing," Jeremy Payne, NAMM YP board member and national accounts manager at The Music People, explains that attendees of YP's annual gathering will not only get to meet like-minded professionals, but also hear insight from keynote speaker Robin Walenta, West Music's CEO. He encourages those who might want to up their networking game before attending the event to reach out to him and other board members via NAMM YP's Facebook page.

"Simply post on our wall suggesting you'd like to connect with some people before the show, and we'll reach out to meet with you," Payne said.

Also in this issue, PR experts Paki Newell and Ari Baron of The Brandery LA share their top "16 Tips for NAMM '16" (page 60). From passing out 10 business cards a day to utilizing social media while at the show, Newell and Baron offer their top pointers for making the most the NAMM experience. Another helpful tip

from the experts: Expand your booth's footprint with strategic partnerships.

"Start thinking outside your booth and envision your customer," they write. "If they are buying your guitar, are they plugging into an amp? Are they buying cables, strings, tuners, straps? Make a list and start meeting those potential partners. Create opportunities and the results you all share will be exponential."

When putting together this month's issue, we reached out to Joe Lamond, NAMM president and CEO, to get his input on the No. 1 reason retailers should attend this year's show.

"Many dealers have shared with us that attending the show, taking in as many NAMM U sessions as possible, finding new vendors and strengthening relationships with existing vendors has been key to their success in this rapidly changing business environment," Lamond said. "The No. 1 reason [to attend the show] would be that our members have told us that going to NAMM is the best investment they make all year, because it's an investment in themselves."

So, invest in yourself and your business this January. Check out the NAMM planner beginning on page 51, and hit the show floor ready to do business. **MI**



Wishing you a very happy holiday and
all the best in the new year.



LETTERS

The Historic Flying V

Thank you for the great article about [our company] Arthur's Music Store [in the December 2015 issue of *Music Inc.*] While it is always an honor for my grandfather Amos Arthur, my mom Linda, and I to be recognized by our peers, a big "thanks" is also due to our non-family-member employees.

Steve Krider, Dmitri Alano and Mark Rohrman graciously helped us provide playable instruments for low-income families who could not afford their children the opportunity to play music. Without these three invaluable members of our store family, I would not be writing this today. They go above and beyond on a daily basis, and we are very thankful they choose to share their individual talents and expertise with us and our customers.

Since the article was written, we had a very exciting and historic event take place. 2002 was Arthur's Music Store's 50th anniversary. To commemorate the occasion, we gathered the Arthur family photo albums to put together a 50-year scrapbook history of the store. One of our favorite pictures was a small black-and-white image of Amos Arthur playing a Gibson Korina Flying V in 1958, the same year the now-famous guitar was released. Mr. Arthur took a risk and ordered the guitar for stock despite industry-wide disapproval of Gibson's new weird-shaped futuristic guitar.

We knew the guitar sold sometime in 1959 but didn't have record of the sale. Mrs. Arthur, Amos' wife, started keeping serial number records in January 1960. We heard stories about the guitar for years. One rumored it was destroyed in a house fire. Another, that Eric Clapton had



purchased it during a tour stop in Indianapolis in 1985. But no one had proof or a definitive answer. What we did have was a shipping list from Gibson showing Korina Flying V serial no. 8-2857 leaving the Gibson factory in May of 1958 bound for Arthur's Music Store and the old black-and-white picture of Amos Arthur playing the V in June of the same year.

In late summer of 2015, the V surfaced in Los Angeles at Norman's Rare Guitars. Norman bought it sometime in the 1970s and had it tucked away in storage for almost 40 years. The incredibly rare guitar would once again see stage lights when Norman reluctantly sold it to his good friend, famed blues guitarist Joe Bonamassa.

When Joe asked his guitar

tech Mike Hickey to find some history on his new purchase, all the dots connected and the mystery of Arthur's Music Store's 1958 Korina Flying V was finally solved! Joe, being the sentimental guitar nerd he is, knew the V needed to visit its original home in Indianapolis. On Nov. 6, Joe and the V flew from Los Angeles to Indy for a historic homecoming none of us will ever forget.

Amy England
Co-owner
Arthur's Music Store
Indianapolis

Continued Support

We at Contemporary Music Center would like to thank *Music Inc.* for the great anniversary article on our venue @4410. We believe music is a uniting force, and so *Music Inc.*'s observance of our joint projects

with schools reflects clearly that a united effort benefits everyone in the community.

Music Inc. has always shown leadership by recognizing and reporting on innovation and creative thinking both from manufacturers and music dealers alike; we appreciate their recognizing Contemporary Music Center for our efforts to be innovative in forwarding the cause and power of music.

Positive results are only achieved through the continued support and partnering with manufacturers, schools, and continued relations and coverage from magazines like *Music Inc.*

In closing, these types of articles never go unnoticed, so thanks as well, to all of our industry friends for their kudos. It is refreshing to see all aspects of "community" and industry working together.

Menzie Pittman
Owner
Contemporary Music Center
Haymarket, Virginia

Memphis Shoutout

sincerely appreciate being a recipient of a 2015 Retail Excellence award. My thanks go to all my suppliers who truly act as business partners, and also the outstanding staff at Memphis Drum Shop. I've always found *Music Inc.* to be a relevant source of information — keep up the good work!

Jim Pettit
Owner
Memphis Drum Shop
Memphis, Tennessee

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Closes Modesto, California, location
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RETAIL

LAWK STAR GUITARS | BY DAVID BALL

A HAWK'S EYE FOR GEAR

When David and Brenda Locke decided to start LAWK STAR Guitars, it didn't take long to get the ball rolling. Having worked for 30 years as a journeyman master carpenter (and later, as a superintendent) out of Portland, Oregon, David Locke decided five years ago that it was time for a career-change, and he turned his passion for music — which he'd pursued all along on nights and weekends — into his full-time job.

"Music is my thing," David said. "It seemed natural to combine my daily routine with my love of performance on the weekends.

"We were second-in-command for the companies that we worked for, for years," David explained, "and we cut our teeth learning to run someone else's company before we started our own."

A gigging musician himself, David took his wealth of product knowledge to NAMM in 2012. Carrying the design of the newly developed website's splash page (an intuitive "amplifier" theme, thought up by Locke himself) and three sample product-demo videos, David and Brenda went straight to the suppliers they wanted to work with.

"We had a three-page writeup that we'd put together that talked



Brenda and David Locke

LAWK STAR Guitars continues to build its online presence through high-quality video production and a hand-picked selection of gear

about us and our goals, and we just went from manufacturer to manufacturer," David said. "Being somebody who really enjoys the finest gear in the world, I knew exactly — and still know exactly — who I wanted to be on board."

As it turned out, the couple's formula worked. By 2014, not only had LAWK STAR Guitars been named

one of NAMM's Top 100 Dealers, but it had also been nominated for "Best Online Presence."

ONLINE ENGAGEMENT

When the Lockes began to cook up the idea for LAWK STAR Guitars, David used his construction skills to redesign their property in Damascus, Or-

egon, to include a separate building out of which LAWK STAR Guitars is now based. The newer building houses inventory and an invite-only showroom, as well as a music studio on the second floor.

LAWK STAR Guitars' demo videos are shot on-site in the studio with the help of Cameron Carey, director of photography at Perception Northwest, and a filmer on TV shows, such as *Portlandia* and *Grimm*. Regularly posting original, high-quality product demo videos on YouTube has helped bring traffic to LAWK-STARGuitars.com. Now, a little over two and a half years since launching the company, LAWK STAR Guitars has over 21,000 "likes" on Facebook and just under 5,000 Twitter followers.

"Trying to keep the budget tight so that we could use it for inventory, we decided social media was the way to go," David said.

And with regular posts and reposts, LAWK STAR Guitars uses each as an opportunity to spread the brand name. "We want to do stuff that the customer's engaged with, but we also want them to know that this selection of inventory is not something that was chosen by a manufacturer — it was chosen by musicians that have been living, performing [with] and owning the greatest gear in the world." **MI**

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Music Is Art is dedicated to exploring and reshaping music's cultural, social and educational impact on the community through a variety of programs and events.

"Our fundraiser raised over \$31,000, which was more than double what we were anticipating," said Tracy Shattuck, executive director of Music Is Art. "Thanks again to the team at Guitar Center for generous donations and assistance in making this fundraiser a success."

"This year, Guitar Center started the project with Music Is Art chairman Ryan Casullo, whom we unfortunately lost in a motorcycle crash back in May. So, when the board chairman



The teams from Music Is Art and the Tonawanda, New York, Guitar Center.

Phil Aguglia contacted me to resurrect the project, it was a no-brainer. We are honored to be a part of it," said Mike Doctor, Guitar Center Tonawanda, New York, store manager.



NAMM | EXHIBIT

MoMM Opens Bass Exhibit

The NAMM MUSEUM of Making Music (MoMM) will round out a successful year of vibrant events and well-attended exhibitions with "LOW: The Power & Beauty of Bass," opening Nov. 8. The latest special exhibition, running through summer 2016, explores the world of bass — the sounds that fall below 262 Hz on the frequency spectrum, as well as the low register instruments that make them.

This interactive exhibition introduces several aspects of the low register bass experience. With the overarching theme focusing on low sounds, the exhibition can also be experienced through unique elements that appeal to the senses of sight and touch.

"Our overall goal with this exhibition is to raise awareness of the essential role that low register instruments, sounds and rhythms play in a musical setting," said Carolyn Grant, executive director of the NAMM MUSEUM of Making Music. "We hope that the exhibition opens a door to a new sonic world and that will inspire visitors to listen differently to music and the world around them. Ultimately, this exhibition will be deemed a success if someone, someday says to us, 'Because of your exhibition I became a bass clarinet, saxophone, drum or guitar player.' We know that there are many people out there whose true expression might come through a bass instrument."

ISLAND MUSIC CO. | EVENT

Island Music Company Hosts Rocktoberfest 2015

On Oct. 3, Island Music Company, in a partnership with the La Plata Business Association, hosted Rocktoberfest 2015 to benefit the Charles County Public School Fine and Performing Arts department. This year the event drew over 1,650 visitors and raised \$10,000 in donations.

Originally planned to be a street festival along La Plata's main street with two separate stages, rock wall, vendor booths, moon bounce, face painting and more; the event had to be moved inside local restaurant Casey Jones due to Tropical Storm Joaquin.

"Despite the tropical storm, Rocktoberfest went above and beyond our expectations this year. Several activities had to be canceled and the rest was moved indoors due to the high winds and rain. But, as always, local businesses showed up to support this great cause," said Christine Parker, event coordinator.

With over 40 local businesses supporting the event and 10 performing bands, the free event offered something for everyone. Performances ranged from rock to bluegrass and included professional bands, such as The Paul Reed Smith Band and Franklin Square, to local youth rock bands like the Flippin' Eyelids.

"Rocktoberfest was a great event for a great cause," said Paul Reed Smith. "This event reinforces that music is such an important part of our Maryland culture and enriches our lives at all ages. I hope we can make it back next year."

A total of \$10,000 was raised through community donations, raffle ticket and merchandise sales. The full amount will be donated to the Charles County Public Schools' Fine and Performing Arts Department

to benefit the development of local youth in the arts.

"Rocktoberfest was an amazing collaboration put on by Island Music Company and La Plata's business leaders," said Dr. Kimberly Hill, superintendent of Charles County Public Schools.

"When we were first developing plans for this event, everyone agreed on one mission: to create an event that really celebrated the local culture and developed pride in the community," said Keith Grasso, president of the La Plata Business Association and owner of Island Music Company.

"By having local businesses contribute, we were able to capitalize on our strengths while exposing the local market to all that La Plata has to offer. To top it off, we exceeded our fundraising goal even with the severe weather."



The Paul Reed Smith Band performing at Rocktoberfest 2015.

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SKIP'S MUSIC | CLOSING

Skip's Music Closes Modesto Location

Skip's Music has closed its Modesto, California, store, which has been open since 1989. Manager Mario Ortega told the *Modesto Bee* that the decision to close came about because of the slow economic recovery and a shift to online sales.

"Manufacturers sell direct, and it doesn't give retailers an edge anymore," he said. "It just seems that folks in general are more apt to order something online."

Skip's will maintain its Sacramento, California, location, which has been open for 40 years, as well as the Elk Grove location, which has been open a decade.

"We have been part of people's lives from childhood up," Ortega told the *Bee*. "What we always prided ourselves here on was old-school customer service. It's good to be part of that."

BEST IN MUSIC | ANNIVERSARY

Best In Music Celebrates 26th Anniversary

In keeping with a 13-year tradition, Best In Music celebrated its 26th anniversary on Sept. 19 with an outdoor event, a sale and raffle drawing, as well as a free Lanikai sponsored uke circle and open mic uke competition.

The event included live music, vendor sponsored promotions, door crusher accessories, special event pricing, and a drawing in which over \$15,000 worth of product was given away. The winner of the open mic competition walked away with a \$1,300 Hawaiian-made Lanikai.

Over 600 people attended the event in the parking lot of the main Best In Music location in Orem, Utah. The grand prize of a raffle was a Fender American Vintage '56 Stratocaster. Over \$5,000 worth of strings and accessories were raffled off as well.

"A huge congratulations to Ruby, Lily, and the incomparable Marcus Hight on their 26th anniversary event," said Steve Jacobs, sales rep for KHS. "We at Lanikai/Kohala Ukulele could not be more proud to sponsor an outstanding music retailer serving the needs of the Utah music community!"



From left: Chuck Surack with choir members Jaycianna Russell, Dayton Bennett, Annalyse King, Chaner Burks, and Ani King, and Voices of Unity founder and choir director Marshall White.

FULL COMPASS | PARTNERSHIP

SWEETWATER DONATES TO YOUTH CHOIR FUNDRAISER

Sweetwater founder and president Chuck Surack kicked off the fundraising campaign for Fort Wayne's Voices of Unity Youth Choir with a donation of \$50,000, to be used toward the choir's tour of Europe — with a stop at the Vatican — next summer.

"My wife Lisa and I are very proud to donate these funds to help make possible

the Voices of Unity Choir's European Tour next summer," Surack said. "This fine organization not only helps to mold and develop the best in our young people, but, with its annual touring, has become a true good will ambassador for Fort Wayne. We hope that everyone in the area will donate to help make this tour a reality."

FULL COMPASS | PARTNERSHIP

Full Compass Partners With Dean Zelinsky Guitars

Guitar maker Dean Zelinsky has chosen Full Compass as its first United States retailer. Beginning Nov. 1, Full Compass began selling a number of electric guitar models from the Dean Zelinsky line, including the Tagliare, StrettaVita and Mule Bass.

"We are thrilled to welcome Dean Zelinsky Guitars to the Full Compass family of brands," said Dana O'Brien, vice president of merchandising at Full Compass. "As Dean Zelinsky Guitars first-ever U.S. retailer, we are very proud to be offering Zelinsky's legendary high quality, high value guitars to our customers."

Zelinsky is the founder of Dean Guitars and for more than 40 years has built his reputation of creating exceptional guitars, thanks to unique shapes and styles, high-quality sound and innovation in playability. His pieces have been widely used by

rock legends, including Billy Gibbons of ZZ Top, Dimebag Darrell of Pantera, Michael Schenker, Nancy Wilson of Heart, Rik Emmett of Triumph, Elliot Easton of The Cars, Sammy Hagar and Trent Reznor.

Zelinsky said his latest venture, Dean Zelinsky Guitars, is a move into "boutique" craftsmanship on more traditional designs.

"I've gone back to my guitar designing roots," Zelinsky said. "Furthermore, it's been my job to deliver the best guitar for the money. I want to continue to offer the most guitar at great prices, and that's where Full Compass comes in. It's a strategic alliance. We are boutique and custom, and we want to roll out our new products through music stores that understand our unique value. Full Compass meets the criteria by being family owned, and focused on quality and price."



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Note From Joe Part of Something Bigger

As our industry gathers, the impact lives far beyond the trade show floor.

We're all fortunate to be a part of an industry that brings such positive benefits to society. NAMM member companies create and sell the products that become the musical soundtrack to our lives, unlock the learning potential of young people around the world and, as more research is being done, are linked with being a key ingredient of healthy aging. Music making is becoming more understood and valued than ever before.

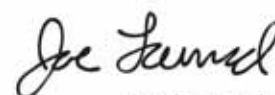
The intrinsic beauty and passion for music has drawn us all into this industry and, in spite of the countless challenges and struggles to succeed, most everyone I speak with can't imagine a more rewarding way to spend one's life energy than being a part of this vast musical ecosystem.

And, as NAMM members from more than 100 countries and regions gather in Anaheim, it is this love for music that unites us. The NAMM Show first and foremost serves as a conduit to unite buyers and sellers, a platform for product introduction and the annual industry gathering spot where news and trends are shared and commerce is catapulted into the New Year.

But it is much more than that: it is a catalyst for NAMM's year-round efforts to promote music and music education. Through

our Circle of Benefits business model, revenues from successful NAMM Shows are invested back into activities that promote the benefits of music making to people of all ages. These efforts, often led by countless dedicated volunteer NAMM members themselves, have changed the way the world sees our industry and led to greater awareness and support of music education and the lifelong benefits of music making.

They say the millennial generation is motivated to work for companies connected to a deeper cause. We see that in the headlines and in our hiring practices. I suspect it's true of the majority of us working in the music industry as well. So when you arrive in Anaheim for a fun and adventure-filled week, I hope you'll also take a moment to think about how far-reaching your decision to come to the show really is. You are part of something bigger—the grand vision of a world where every child has a deep desire to learn music and a recognized right to be taught. Thank you for your support and being part of the global NAMM Family!



Joe Lamond
NAMM PRESIDENT AND CEO

Through the support of NAMM members, we're able to promote music making in communities everywhere...



Grants

Music-making grants support non-profit public service organizations that expand access and opportunity to music education for thousands of individuals. Foundation-supported programs such as the Community Opus Project are helping kids like Bruno Bello change their lives—from a struggling student to a budding rock star.



Research

Research expands understanding and validates the many benefits of music education and music making. A recent Northwestern University study funded by the Foundation provided the first direct evidence that a community music program for at-risk youth has a biological effect on children's developing nervous systems.



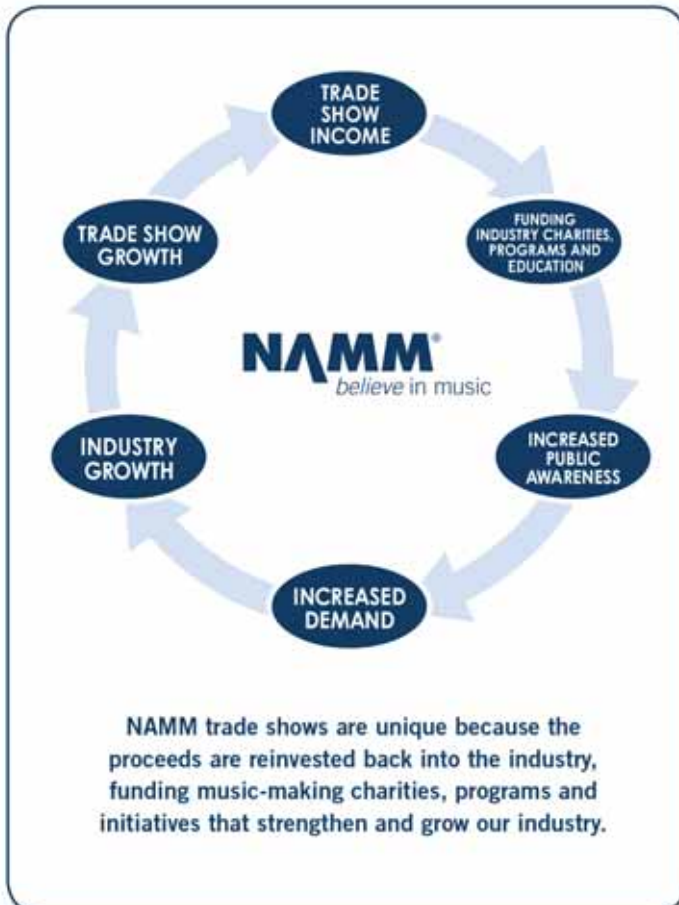
Advocacy

Programs uniting non-profit organizations, schools and businesses empower people in communities everywhere to be advocates. The Best Communities for Music Education program recognizes and celebrates schools and districts for their support and commitment to music education, and has helped winning districts make the case, increasing visibility and support.



Lobbying

Year-round lobbying profoundly affects our members, from intellectual property rights and to ensuring that the more than 50 million students in the U.S. receive music education as part of the ESEA reauthorization. Each May, NAMM conducts the annual Fly-In, uniting more than 100 members to meet directly with their state and national constituents to support music programs.



On Friday, January 22, the NAMM Foundation will host a special evening at The NAMM Show, to gather as a community, **celebrate our shared passion for music and support music education through the Believe in Music fund.** Join us at the NAMM Nissan Grand Plaza Stage with special musical guests and thousands of your NAMM friends who share the belief that music making should be part of everyone's life.

Thank you, NAMM members! Learn more about how your support has changed lives at nammfoundation.org. **NAMM** Foundation

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SUPPLY

KORG USA | BY KATIE KAILUS

THE DEALER'S PARTNER

Korg USA is more than just a distributor. In fact, they don't even like using that word. A wholly-owned subsidiary of Japan-based Korg, the U.S. branch has powers that most distributors do not. They go above and beyond just shipping orders by helping develop and grow their brands.

"The logistics function of Korg USA is among the best, but the marketing function and the sales function are as robust and as much a part of our culture as any full-fledged manufacturer," said Andy Rossi, Korg's senior vice president of sales and marketing. "The company has a long history in the industry of being a good sales partner, a good marketing partner and a launcher of brands. It's a really interesting mixed bag of successes and very different from many of the classically termed distributors."

Korg USA's marketing department plays an integral role when it comes to the branding and advertising of many of its brands, which include Vox, Blackstar, Låg, Dean Markley, Ashdown, Spector, Sakae and HK Audio. Korg USA produces many ads that are used globally and the company's IT



Korg USA's Andy Rossi and Matt Phillips

From marketing and sales assistance to an intuitive dealer site, Korg USA takes support to a new level

department is responsible for developing many of the brands' websites.

"We spend a lot of time working with the brands as really close partners, and before a product is launched we will spend a lot of time identifying

what the product really is and who it's for," said Stephanie Franquie, Korg's director of marketing communications. "From the messaging of the product to who we are targeting to how we are going to reach them, we have a say in all of it."

BUSINESS PARTNERS

Korg USA's marketing and IT efforts aren't there to just serve the company's brands; they are available to provide assistance to Korg USA's dealers.

"I find a lot when working with dealers that they like the content that is unique and all their own," Franquie said. "The marketing department sometimes visits dealers as we are trying to partner closer with them. We'll create custom ads and custom Web banners or custom videos. Anything one

of our dealers needs, we are here to assist.”

If a retailer decides to create custom videos on their own, Franquie has a few suggestions, starting off with making two versions.

“They should have a two-minute version, because people tend to stop watching after two minutes, and also a 30-second video to upload to Facebook,” she said. “When you upload directly to Facebook it gets better hits. Two-minute versions for YouTube usually get the most traffic.”

Once uploaded, Franquie and Rossi both encourage dealers to let them know about the videos.

“If one of our dealers posts something about one of our brands and lets us know, we will absolutely share it amongst our fan base and give them that exposure,” Franquie said.

Another way Korg USA stays connected to its retailers is through regular conference calls.

“We started arranging scheduled robust phone meetings where we will get dealers on the phone, along with a group made up of our executive team, marketing and sales,” Rossi said. “Anyone from the company can come in and listen and, if the subject matter is right, participate. Through those calls we are hearing a lot about what dealers face today, what they need and what they don’t need from the company.”

Rossi said the calls are a good way to understand the needs of dealers who are close to the needs of Korg’s consumers. Additionally, if a dealer has any specific concerns, the conference calls have helped alleviate them at a quick rate.

“We had a call with a dealer a few weeks ago and some information came out of the phone call where within a couple of weeks our key people were down at that dealer and a re-merchandising of the store was done and meetings and product training, so it was a very fast response,” Rossi said.

ONE-STOP SITE

One of the company’s strongest assets for its retailers is its NAMM Standards-compatible dealer site. According to Matt Phillips, Korg’s inside sales manager, the site is “a one-stop sales portal for all things Korg,” letting retailers do everything from

order products to access product sales tutorials to download marketing materials.

“Our identity as a company has always been good, quality brands as opposed to many, many little lines that may not be well known,” Phillips said. “And we want to back that up by having cutting-edge dealer support.”

The site stays on the cutting edge by offering real-time price change alerts and

continuous ETAs on new and backordered items.

“Our mission statement for this site is that this is where you go for any Korg-related information,” said Bill McGloine, Korg’s head of IT. “If they ever need to leave this system to do anything relating to a product or a customer, they need to tell us about it so we can figure out some way to get it in here.” **MI**

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D'Addario's Eli Navarro, Sergio Bonsignore and Nick Gordon



ZimMusicInc.'s Derek Zimmerman



Yamaha's Steve Fisher, Prudence Elliott, Jim Haler and Joel Tetzlaff

PASIC 2015 | BY FRANK ALKYER

SEEKING NEW

PASIC 2015 saw a new trend in 'trash-inspired' electronic kits & hybrid add-ons continue their

One thing was clear at the 2015 PASIC Show in San Antonio, Texas, this year — change is in the air for the drum and percussion market. In a sector of the musical products industry that observers believe has shrunk by a third or more in the past decade, exhibitors attended this consumer-driven show, held Nov. 11–14, 2015, with an eye toward capturing new drummers, expanding revenue streams and creating new categories for percussion.

ONE MAN'S TRASH, ANOTHER'S DRUM KIT

At LP, the new Raw Series was front and center. Designed to look a lot like trash cans and pots played by street percussionists, right down to the snare being built from a trash-can lid.

“There is a big influx of percussion into the DJ market,” said Victor Filonovich, LP director of product management. “It’s huge. They have these festivals with hundreds of thousands of people. What do you see on that stage? You don’t see a bass player. You don’t see a guitar player. You see a percussionist. So, we took those elements and adapted the Raw Series to the DJ market.

“We had to find a new market. When’s the last time a company created a new category?”

Remo, too, is looking for new percussionists in unusual places. When the company realized that the drumheads for its Versa world percussion line were the same 13-inch diameter as a standard five-gallon paint bucket, the Rhythm Pal was born.

“These heads have a press-fit spacer that just fits down over the paint can,” said Bob Yerby, Remo vice president of sales and marketing. “We’ve got bass drum, snare and tom. And now, basically, you can participate in drumming for about \$35, if you have the buckets. All you’ve got to do is buy the Rhythm Pal drumhead, press fit it on the bucket and it fits all the tolerances of any bucket made in North America.”

ELECTRIC GROWTH

If there’s a growth area in percussion, it’s in electronic drum kits. And the leaders in the market are experiencing double digit growth, especially driven by drummers finding the right balance between electronic triggers and traditional acoustic kits. At Roland, the V-Drums model TD-25KV has been a hit this year.

“It’s been fantastic,” said Drew Armentrout, Roland’s product and artist relations manager for drums and percussion. “Sales have been really strong. In fact, *Drum Magazine* has its Drummies Awards and the TD-25KV won the electronic drum set of the year.



Dream Cymbal's Andy Morris and Melinda Leoce



Roland's Drew Armentrout and Pat Kennedy



KHS's Andy Strayer

MARKETS

percussion instruments while double-digit growth



Tama's Bill Reim and Catherine Float

“We’re in growth mode. Our sales are up in the U.S. by 14 percent over last year. It’s very encouraging. We have great plans upcoming. The big splash will be in 2017 with the 20th anniversary of the V-drums.”

Yamaha, too, has seen success in electronic drums displaying its DTX700 and 900 electronic drum series as well as its KP100 Kick Pad trigger. The other thing driving Yamaha’s electronic drum business is new apps, which are constantly being updated with sounds and functionality that is easy to use.

“For example, the DTX Multi-12 apps are so easy to navigate and can trigger anything from your iTunes library,” said Steve Fisher, Yamaha marketing manager for acoustic and DTX drums. “A lot of guys use Multi-12 in the studio. They are so user friendly that it really flattens out the learning curve. If you can use an app, you are in business.”

CORPS COMPETITION

On the retail side, the next competitor for retailers may just be your local drum corps.

San Antonio’s Crossmen drum and bugle corps had a booth at PASIC announcing that it is now selling instruments and accessories online.

“We decided to offer another revenue stream for the drum corps side of it, the Crossmen drum and bugle corps,” said Joel Moody, assistant corps director. “It’s a not-for-profit organization, so we started an LLC on the side, based here in San Antonio, and we feature a lot of retail band and color guard accessories. We do shoes and gloves and drumsticks and drum heads and brass instruments. We focus on the sponsorships and the partnerships that the Crossmen drum & bugle corps uses exclusively. We try to focus on the products that we believe in and that we use on the drum corps side.

“Unlike school music programs where you have a safety net, you don’t have that with drum corps. If you aren’t really working to bring in revenue, the drum corps goes bankrupt and you’re done. So, these organizations are looking for any and all revenue streams.” **MI**

Check out musicincmag.com for more coverage on the 2015 PASIC Convention.



Remo's Bob Yerby



Gator Cases' Ken Fuente and Bruce Schneider

DISSECTING TORREFACTION

Guitars featuring torrefied wood — or wood that has been heated in a kiln to remove moisture and give it an aged sound — have been gaining popularity throughout the industry as of late. *Music Inc.* chatted with Travis Atz, The Music Link's director of product development, to get all the details on torrefied guitars, who's buying them and why you should be stocking them in your store.

MI: For those who may not be familiar, what is torrefaction?

TA: Torrefaction is a specific method of heating wood (in this case, Adirondack spruce) in the absence of oxygen. Most of the moisture is removed, and some of the original plant matter is broken down in a way that leaves the wood with chemical properties very similar to a guitar top that has been naturally aged from being on a guitar for decades. Torrefaction leaves the top stiffer, which allows it to vibrate more freely. A piece of wood that has been through this specialized heating process is then called “torrefied.”

MI: What does it add to a guitar?

TA: The main benefit is in the guitar's tone. A guitar top that has been torrefied does vibrate more excitedly; the tones are in general louder, deeper, and more round, similar to what you might find in a vintage instrument.

MI: Where does this process for Recording King guitars take place?

TA: Our torrefied woods are cut and cured in Eastern Canada, home of a lot of spruce trees!

MI: Why will customers love it?

TA: The sonic difference really can be heard and felt. Not many “new ideas” make it to the mainstream in acoustic guitars; this is one of the few in a long time that really transcends other “voodoo” claims of improving acoustic tone, and does make buying a new instrument tremendously more exciting. It's a tonal upgrade that maintains the acoustic guitar's classic look, so both tone purists and aesthetic purists can appreciate it.

MI: Why should retailers love it?

TA: The experience of hearing something this dramatic is cool for any buyer or seller. Not only does having a torrefied guitar on the wall give a retailer an additional reason for customers to come into the shop, it also gives a new story to tell about the instrument. And, it's so fun to pull four different guitars off the wall and sit with a customer who may be opening their ears to what each guitar offers. Seeing the expressions on peoples' faces when playing a torrefied model after a standard-cured model is always a kick. Finally, new guitar technology gives every player another

reason to take a new guitar home, and a new way to describe to your housemates why you needed ‘this particular guitar, too!’ There aren't any other manufacturers building torrefied guitars for a \$499 MAP, so dealers and players can both experience the benefits of the torrefaction process at a really hot price point.

We've made a video explaining and demonstrating the effects of the torrefaction process in detail. You can watch it at recordingking.com/torrefaction.

{themusiclink.com}



The Music Link's Travis Atz

Sol Percussion Partners Part Ways

Sol Percussion has confirmed an amicable parting of ways between business partners Akbar Moghaddam and Lane Davy. The company announced that it will continue business as Sol Percussion, Inc. for the short term. However, Sol Percussion, Inc. will change its corporate name to Kyperan, Inc.

“We are expanding our strategic relationship with Peruvian manufacturer, A Tempo Percusión, [which] has been responsible for

the design and manufacture of Sol's popular Peruvian models,” said Davy, who will continue as company president. “Customers will enjoy improved availability and an expanded mix of high quality, affordably priced instruments, and Kyperan, Inc. will have the opportunity market the A Tempo brand worldwide.”

“We are working through existing Sol branded inventory and will continue to support Sol products after the sale,” Davy

said. “However, we are anxious to move forward with bringing the A Tempo brand to percussionists everywhere.”

Sol/Kyperan has discontinued Sol's high-end USA Pro series. Sol/Kyperan also announced the introduction of two new cajon models, the Peruvian Classic and El Tocador with plans for several more models to be introduced at this month's Winter NAMM Show. {solpercussion.com}

DISTRIBUTION NEWS:



KYSER

Kyser Adds Musiquip

Musiquip has been named a distributor of Kyser Musical Products for the United States.

"Kyser is an exceptional addition to Musiquip's product and accessory offering[s], and we look forward to serving such credible and reputable U.S.-made products to our customers," said John Kelley, Musiquip's general manager.

"Kyser is pleased to announce our new partnership with Musiquip," said Max Lintner, executive manager of business development at Kyser. "Musiquip's top-notch service and support will reinforce the quality of the Kyser brand while providing a wider access to the entire Kyser product line in the U.S. market." musiquip.com; kysermusical.com



GRUNDORF CASES

Hal Teams With Grundorf

Hal Leonard is now the distributor of select Grundorf Corporation products in North America and Canada.

Grundorf's selection of cases boast innovative and sturdy designs that are widely used in houses of worship, educational facilities, and corporate A/V as well as with lighting professionals, musicians, DJs and many pro-audio production companies.

"We're so happy to partner with Hal Leonard and its network of independent retailers," said Frank Grund, president of the Grundorf Corporation. "We're excited that our products will now have the wider exposure and distribution they deserve." grundorf.com; halleonard.com

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NAMM | CHARITY

NAMM FOUNDATION LAUNCHES 'BELIEVE IN MUSIC' FUND

Members of NAMM's Executive Committee personally donated \$25,000 to kickoff the NAMM Foundation's "community chest" donor program, "Believe in Music," which expands efforts to keep music education strong.

"We are proud to announce the opening of the 'Believe in Music' fund with the initial goal of raising \$100,000 to further support music and music education," said Mary Luehrsen, executive director of the NAMM Foundation. "There are more than 10,000 NAMM member companies around the world with founders and employees who have been touched by this incredible industry. A gift to the NAMM Foundation will enable more young people to have the same opportunity that we had: the opportunity to experience the power of music."

Seven years ago, the NAMM Executive Committee and Board of Directors brought forth a powerful vision that led to the creation of the NAMM Foundation. And through its "Circle of Benefits" business model of reinvesting trade show revenues into promoting music and music education, the Foundation has been able to invest \$15 million in promot-

ing music making and in grant support to innovative music learning programs.

The NAMM Foundation is also a leading funder of scientific research that studies the benefits of making music and leads the national and international efforts to promote music through public service programs and advocacy efforts. These efforts have had a direct impact on strengthening music programs in our nation's schools impacting more than 50 million children annually.

The NAMM Foundation was conceived to also be an industry "community chest," where NAMM members and others who believe in music education and who work in the music industry could also give back. It's a place where members could feel confident knowing that their donations are going to great causes, vetted by the NAMM Foundation Board of Directors and leveraged by NAMM's substantial annual giving. nammfoundation.org/donate



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Marshall USA sales team

COMPANY | MARSHALL USA

Marshall USA Sales Team Visits England HQ

The newly formed Marshall USA (MUSA) sales team recently visited the company's headquarters in Bletchley, England. As part of the visit, MUSA VP of Sales, Jason Gano, and his four regional business managers, got the opportunity to handle the 1962-built

prototype Marshall JTM45 — the first Marshall amp. This legendary amplifier lives in a glass case in the Marshall museum at the factory and is known as "#1 Amp" as that's what the late founder Jim Marshall coined it. marshallamps.com

APPOINTMENTS

SHURE ANNOUNCES PLANNED RETIREMENT OF PRESIDENT LAMANTIA, NAMES SUCCESSOR



Christine Schyvinck

Shure President and CEO Santo (Sandy) LaMantia has announced his planned retirement, effective July 1, 2016. As part of a planned succession, he and Rose L. Shure, chairman, will appoint current Executive Vice President of Global Operations, Marketing, and Sales and COO Christine Schyvinck to succeed him as president and CEO. On Jan. 1, 2016, Schyvinck will take on the added

title of president, and will serve in this role until her appointment as president and CEO on July 1.

LaMantia joined Shure in November 1995 as vice president of engineering and was later appointed president and CEO in May 1996. For 20 years, LaMantia has contributed significantly to the company's strategic growth, solidifying its global leadership. shure.com

ZILDJIAN APPOINTS CZERKAWSKI NEW CFO



Charles Czerkawski

Zildjian has named Charles "Chuck" Czerkawski its new chief financial officer (CFO), with responsibility over finance and accounting, human resources and information technology. Czerkawski reports directly to Craigie Zildjian, CEO, and succeeds Thomas Young, who will retire in December 2015. Czerkawski brings more than 30 years of experience to Zildjian, including senior finance and

CFO roles at large multi-national companies as well as private, family owned mid-market businesses, including Gillette and Pepsi Bottling.

"Chuck is an accomplished CFO whose commercial operations, manufacturing and product development experience and success in improving operating and financial performance makes him a perfect fit for our business" Zildjian said. zildjian.com

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Visit us at Winter NAMM Booth #5590 or
online at www.hosatech.com



IDEAS

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THE TECH BEAT | BY JAMES HARDING

RESCUING THE MIDDLE MAN

I'm sure you have seen an advertisement somewhere that proudly declares "cutting out the middle man." Of course, the advertiser is suggesting that life is better without a middle man. Prices are lower. Shipping is faster. Certainly, this has been the modus operandi of online powerhouses like Amazon and Musician's Friend, who sell completely on the benefits of a low price and a streamlined, 24-hour Web exchange. Unfortunately, this trend is particularly problematic for us independent music stores. For we are, as the ad would say, "middle men" and we are, indeed, in need of rescue.

Regrettably, the biggest threat we face doesn't come from competition with the Internet. Instead, we have all watched in horror as manufacturers from every category of MI have begun to cut out the middle man and offer their products directly to retail customers online. Industry-wide, this has driven profits down, reduced competition and, sadly, forced several music retailers out of business. It has also had an unexpected side effect: It has reduced the perceived value of musical instruments and music retailers in general. In short, it has hurt everyone.



Manufacturers cutting out indies are missing the mark

It was with these things in mind that I went to the 2015 Winter NAMM Show. There, I sat down with my business partners and explained how rising costs, low MAP prices and direct sell Web practices were creating an environment that businesses like mine could not build a successful future upon. I reminded them that MI has always thrived (even in difficult times) on the backs of creative, independent retailers who risk their livelihoods to promote participation

in music. My hope was that we could refocus our partnership on the new challenges we both face and work to make music retail profitable for everyone.

SUPPORTING THE MIDDLE MAN

One company in particular took a proactive approach to this problem and has, especially since the October launch of its new piano line, shown the kind of industry leadership that gives "middle men" like me hope.

With new features like piano modeling technology, a hybrid wood/resin action that gives a tremendous piano feel without the typical maintenance costs of wood, and Bluetooth connectivity, it's no surprise that Roland's new piano line has garnered tremendous buzz from customers and dealers alike. Roland even doubled its warranty — offering 10-year parts and labor coverage on all four of its new models. Features like this make the product very sellable, but what impressed me most was Roland's partnership with Hal Leonard and Alfred Music. Each new Roland piano now ships with a free accessory kit (\$500 retail value), including premium Roland headphones, an LED piano lamp, several music books from Alfred and a ton of

downloads (including play-along files) from Hal Leonard's various print music apps. Finally, thanks to a partnership between Roland and Allegro, Roland offered a 12-month, same as cash financing promotion (or 36 or 60 months at 7.99 percent) with no cost to Roland dealers through the end of 2015. Specials like this give Roland dealers tremendous opportunities to create added profit. The pianos are designed to be more profitable for Roland dealers and — with the accessory kits and free financing promotions — Roland dealers have a host of exciting resources that customers can only find with the help of their local middle man.

In 2016, Roland plans to deepen its cooperation with its dealer network by aggregating social media content for dealer use, building stronger partnerships with celebrity artists and creating even more promotional events that drive prospects to Roland dealers. I can only hope that other NAMM members take notice of this powerful, forward-thinking effort and begin to move in a similar direction. **MI**

James Harding is the president of Gist Piano Center, a freelance Web designer, pianist and avid blogger. Email him at jharding@gistpiano.com.

INDEPENDENT RETAIL | BY TED ESCHLIMAN

Chapters We Turn

Humans are prone to settle. We get comfortable and ignore — often to a fault — the world that is changing around us, whether through passive resistance, or in outright rebellion. The new year is great for ringing in the new, but I'd suggest we also think “out with the old.” Sometimes we have to close chapters before we can move on.

Two years ago, I documented our store's move in *Music Inc.*'s January 2014 issue. In the article, I lamented our poor real estate decision to dig in to a storefront rich with tradition and nostalgia, but poor in traffic. Escaping irreversible decline, the opportunity to leave proved triumphant. The biggest takeaway from that experience was how we'd placed too much emotional stock in sentimentality over physical foot counts and traffic, let alone comparative gross sales. The move was a complete success. Gross sales in most departments proved better, expenses significantly reduced and customers liked the convenience of our other stores.



Make a resolution to cut costs by cutting extraneous expenses

TRIMMING THE BUSINESS 'FAT'

Beyond geography, there are other smaller scale doors we should regularly consider shutting. Inventory can be a tough one when it comes to purging instruments we grow nostalgic over. We fall in love with precious stock on the hooks, but romance doesn't pay the lighting bill. We have to exercise diligence in aging reports and routinely cull items we like, but aren't producing a return on investment.

Vendor relationships also require periodic review. If a line is not moving because it has grown out of vogue or technology has passed it by, we can't let the warm fuzzies of our rep relationships cut into our bottom line.

At minimum, these brand and product type performances should be evaluated yearly.

Exponential technological changes require us to be on our toes with obsolete equipment. Do you still send and receive faxes? Fax software opportunities make a dedicated phone line an insane investment. Social media, Google, Yelp and online search resources make

the huge payments to Yellow Pages wasteful. If you haven't already closed the chapter on the dinosaur phone book, you're squandering thousands that could be going into more current options.

Are your employees bringing home the bacon? If your store's specialties have changed over the years, are you matching the expertise of your personnel with the current needs of your customers? If you hired folks years ago who are experts on print music, accordions, organs or pro wind instruments, ask yourself: do sales of these products still justify the investment of their salaries and benefits?

Times change for store policies as well. Rising government mandate over minimum wage ultimately demands more out of our employees. We'll continue to have to trim the fat, especially as employers are legislated to take responsibility in health care.

Changes can be cultural, too. Salesfloor dress code policy needs to be tweaked to assure we are matching societal shifts. Certainly, our people should look nice, but what we would have considered completely unacceptable in tattoos and piercings even a decade ago have become accepted. No more white shirts and ties of the 1950s. Auld lang syne. **MI**

Ted Eschliman is a music industry veteran and a co-owner of Dietze Music, based in Lincoln, Nebraska.

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FROM THE TRENCHES | BY MYRNA SISLEN

The Love Connection

“I’m just going to leave you two lovebirds alone.” That line was spoken the other day by one of my staff members, Michael Sweeney, when he was selling a guitar. The “two lovebirds” were, of course, the customer and the instrument he was playing. A little later he went back and said, “I think we have a love connection.” And, he was right — the customer bought the guitar.



‘Putting an instrument in the hands of a customer is paramount.’

Selling styles differ from one type of business to another, and in our business it’s even more important to approach the sale in our own way if we are going to be successful. I have always believed that buying an instrument is a very subjective experience. Yes, there are some customers who want to know all the specs on every guitar or piano or trumpet, but ultimately the decision will be based on their own sense of connection to that instrument: on love. If the customer loves the instrument, the process is complete and the instrument is sold.

More often than not, customers don’t know this. They think they need every bit of information on the instrument to make the decision. It is up to us to inform them, but also to free them so they will play and allow their emotions to kick in — so they will feel the love. Putting an instrument in the hands of a customer is paramount. Even when they say they don’t play, we can still help them make that love connection. There is never any pressure except the pressure to enable the customer to let go and become one with the instrument. And I have to tell you, it’s a beautiful thing to watch.

CREATING THE CONNECTION

When a customer comes in and wants to buy a guitar, but they insist that they can’t try it out because they don’t play, I very gently say, “Oh yes you can.” First, I set them up in the proper sitting position. I am a classical guitarist, so my sitting position of choice is left foot on a foot stool; that places the guitar

directly in front of them and allows them to hold the guitar without having to worry about balancing the instrument. Place their right hand over the strings, and put their left fingers in an Em chord, a very easy chord that anyone can play. Then I let them play, and I tell them to let me know when they are in love. They should try different guitars, but always play the same chord in the same position. It works every time. Even if they don’t buy at that moment — and most times they do — you have created a customer for life.

The same principal works for all the band instruments, although usually by the time they stop renting and purchase a stepup instrument, they know that they have to play several instruments before making the final decision. During this process, we always use the “love” word a lot.

And with the piano it works exactly the same way. Maybe better. Even if they are beginners buying for the first time or parents buying for a child, I make sure they play all the models we have in the store, and I say the same thing: “Tell me when you fall in love.”

Although now I might ask, “Do we have a love connection?” **MI**

Myrna Sislen owns and operates Middle C Music in Washington, D.C.



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NEXT GEN RETAILING | BY JEREMY PAYNE

Get Ready to Network

There are thousands of vendors and countless products to check out at this month's NAMM Show. It's a must to make the rounds, meet with your business partners and find the next sales opportunities for your company. We all know free time is often a rarity during The NAMM Show. But when you come across it, what do you do with it? If you're sitting in your hotel room, you're missing out on perhaps the most important opportunity that the NAMM environment provides: networking.



As cliché as it may sound, the MI industry is built on relationships — many of which are forged at various industry events like The NAMM Show. Being a relatively small industry, it's important to get to know as many individuals in our tight knit community as possible. Having a large professional social network can lead to a variety of benefits including new dealer/vendor relationships, greater dealer/vendor support, new career opportunities and lifelong friendships.

But where do you start? How does one network? A good place to start is through your existing social circle. Ask your friends to introduce you to their friends. Don't have an existing social circle? This isn't uncommon at all, especially if you're new to the industry. Whether you have an existing network or not, a great place to meet others is at NAMM Young Professionals (NAMM YP) events.

At The 2016 NAMM Show, NAMM YP will be hosting a free event which will feature guest speaker and CEO of West Music Robin Walenta, in the NAMM Member Center on Friday at 4 p.m. Walenta will discuss various topics and also host a brief Q&A session.

Afterwards, attendees will enjoy cocktails and hors d'oeuvres while working on establishing new relationships with the like-minded and experienced individuals in the room. We hope you will join us.

Here are some tips for making your NAMM YP experience enjoyable and beneficial:

1. Pre-register via Eventbrite. Get this event on your calendar now to ensure you make the time to attend and register now at <http://nammyp2016.eventbrite.com>.

2. Reach out to our board members before the show. We're here to make your experience more enjoyable and expand our own professional networks, too, so please get in touch soon and often. A good place to connect with us is on our Facebook page, <http://facebook.com/nammyoungprofessionals>. Simply post on our wall suggesting you'd like to connect with some people before the show, and we'll reach out to meet with you.

3. Bring your friends. New experiences are always easier when you have others you know with you.

4. Come prepared with some questions and success stories to share. With a room full of people at your disposal, you'll have a great opportunity to find answers to difficulties you might have had in your career. Likewise, bring some of your good ideas that have worked out so other members can benefit from your experiences. **MI**

Jeremy Payne is the On-Stage brand director and national accounts manager at The Music People. He is also a current board member of NAMM YP, a young professionals organization focusing on the future leaders of the MI industry by providing opportunities to connect, learn and grow. Get involved by visiting nammyp.com.

NAMM YP's annual meeting offers young professionals a place to meet and grow



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MY TURN | BY ROBERT SERMEÑO

Effective Software Sales

Selling music software can be challenging. Beyond the intimidation factor, technological changes over time impact the seller-buyer relationship. Working in the MI industry for the last 16 years, I have worn many hats, but my passion has always been rooted in the ever-changing world of computer-based music recording products. I understand the difficulties dealers sometimes have with software, but the dynamics can work if you know how to navigate the world of home recording.

The first shift toward home and personal music studios occurred in the 1990s when digital recorders brought quality 8-track recording within the reach of non-professional engineers and musicians.

At more than \$2,500 per unit, music stores made a lot of money selling ADAT and DA-88 machines. In the days before Google and YouTube, knowledgeable and seasoned professional sales staff generated robust sales of digital multi-track recorders to the thriving project studio market, helped in part by the personal nature of the transaction.

Later that decade, the next revolution in digital multi-track recording centered on digital audio workstations (DAWs) — software for the burgeoning personal computer market that made hardware recorders obsolete. Opportunity presented itself when customers looked to

music stores for recording software rather than the local computer mega-outlet.

At the time, DAWs sold in shrink-wrapped boxes with a disc containing the software download. Though many dealers embraced new sales opportunities with new vendors, a sizable portion remained in their comfort zones and passed on selling software due to some of the challenges dealers (and vendors)

face in servicing the MI market, including the problem of piracy.

To combat this issue, manufacturers improved their copy-protection capabilities and in 2002, the International Music Software Trade Association (IMSTA) came together to inform and educate consumers about the negative impact of software piracy.

Consisting of more than 100 partners, including software manufac-

turers, retailers, schools and trade media, IMSTA also receives the support of artists, music producers, NAMM and the GRAMMY Producers & Engineers Wing. Through events like IMSTA FESTA, they remind consumers that by purchasing the software they use, they are directly supporting the innovations of tomorrow.

FOCUSING ON SCHOOLS

Improving the customer experience and prodding consumers to do the right thing are great first steps to making it profitable for retailers to stock software products, but there is more to do. One way store owners can capitalize on their current customer base and even expand their reach is to focus on schools and universities.

I am often surprised how few music students and teachers are aware that software vendors offer discounted academic versions of their products. It is a good bet that users of music software are also consumers of other products and instruments and exert influence over musicians and educators.

Conversely, many musicians, from rockers to band rental clients, have computers at home and would jump at the chance to make professional recordings in their rooms or on the go. This set-up is akin to selling handles to stimulate sales of razor blades: once young musicians get hooked



‘It is a good bet that users of music software are also consumers of other products.’

on making and recording music, stores can generate lifelong customers for other products.

More educators at institutions that offer notation and recording classes should be aware that discounted multi-seat lab packs are available. When schools get involved with software, they often require future upgrade purchases that dealers can leverage to provide expertise and develop relationships that lead to sales.

Don't think that the schools are doing all the training for you: dealers must remain knowledgeable so they can educate purchasers and help them enter the world of home recording, which can foster peripheral sales of microphones, portable mixers, audio interfaces and other instruments along with software products like plug-ins and VST instrument sets.

SELLING SOFTWARE 101

And, just as software sales beget hardware sales, the reverse can also be true. Many audio interfaces, handheld recorders, electronic drums, mixers and keyboards come with bundled software. In many cases, deal-

ers already sell hardware products from parent companies that also sell software. Getting your sales staff up to speed with these programs can help you highlight the added value that software brings to music hardware products and help you determine if stepping up to selling full versions is a good move.

Keep in mind the importance of choosing the right software product mix from the right vendor. Although smaller companies have left the dealer channel altogether and sell direct to consumers, larger software vendors continue to place a high priority and focus on sales through standing dealers. Partnering with a software line that is distributed by a hardware company often provides access to a variety of other related products, including mixers, audio interfaces and studio monitors that are great add-ons. Many DAWs also support cloud storage, online collaboration and video chat, bringing musicians together no matter where they are globally.

It takes effort to keep up with the changing times, but it's worth it. Customers want

to buy from authoritative sources that are conversant with the latest trends, such as abandoning old boxed discs and offering direct downloads of software programs. This is a great opportunity to revamp your website to take advantage of this development. Many companies are also offering subscription-style access to their titles on a monthly or a project basis, which can expand the home recording market and also boost MI and accessory sales.

Being a software reseller requires a special commitment, but the most successful ones invest in improving the Web experience for their customers and adopt creative, proactive marketing and social media strategies. They leverage vendor promotions and stay current with technological advances, taking advantage of periodic upgrades to help create repeat customers. And, with advocacy of groups like IMSTA helping to grow the market, there are fewer obstacles standing in the way of music retailers. **MI**

Robert Sermeño, recording product manager at Steinberg, is head of the Piracy Advisory Board at IMSTA. For more information, visit imsta.org or email n.adam@imsta.org.

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A portion of sales will benefit Greyhound Rescue

Super-Sensitive
Musical String Co.

Violin

The advertisement features a central image of a greyhound dog wearing glasses and a suit, playing a violin. The background is dark. In the top left, there is a red oval with the text 'RED LABEL®'. Below this, the headline reads 'Make your music go from good to "GREYT"'. At the bottom left, there is a small image of a violin case with the text 'Violin' and 'RedLabelStrings.com'. At the bottom center, there is a logo for 'Super-Sensitive Musical String Co.' and a line of text: 'A Division of the Cavasough Company. A portion of sales will benefit Greyhound Rescue.'



“The most successful organizations are the ones that do the fundamentals well, and that’s what we try to do every day.”

FOCUSING ON FUNDAMENTALS

By Katie Kailus, Photos by Žaneta Čuntová

NAMM'S NEW CHAIRMAN, MARK GOFF, PUTS A CONCENTRATION ON CUSTOMER SERVICE AND MUSIC EDUCATION AT HIS DEALERSHIP, HELPING IT MAINTAIN ITS STRONGHOLD IN THE INDIANA B&O MARKET

According to Paige's Music owner Mark Goff, running a solid B&O dealership is a lot like running a successful football team.

"It all comes down to the fundamentals," he said. "The most successful organizations are the ones that do the fundamentals well, and that's what we try to do every day."

Goff, who purchased the B&O retailer in 1999 from fourth-generation owner Warner Paige, III, has helped the 144-year-old Indianapolis-based dealership thrive — providing rental instruments to nearly 500 schools in 130 school districts all across the state of Indiana.

While that might seem like a large undertaking, Paige's focus on the basic principals, such as solid customer service and a dedication to music education, have helped the operation run smoothly.

"You just have to continually reinforce the fundamentals and focus on that," Goff said.

SERVICE WITH A SMILE

Providing solid customer service is one fundamental at Paige's Music that is regularly reinforced — literally. Place cards reminding employees to "Smile, Listen, Promise, Deliver

and Care" sit near every phone.

"Good customer service is such a huge component to retail success, and yet it is done so badly," Goff said.

In addition to the place cards, roughly 10 years ago Goff instituted the Bravo program, which entails including a customer survey card with every transaction. The card lets the customer rate their experience at Paige's from "Bravo" to "Boo."

As of November 2015, the Paige's Music team had received positive reviews in the top two ranges, "Bravo" and "Nice," 99 percent of the time.

"Providing good service is part of our culture," Goff said. "We talk about it every day. We start our day with a daily roundup meeting. Whenever we get one of those cards back, I share them with the staff at the roundup, and when a staff member is specifically mentioned we have a little 'Bravo' button that they can wear, and we make a big deal about it.

"The point of all of this is that service is a large part of our company's culture, and that doesn't happen by mistake. We chose to do that 10 years ago, and it is kind of engrained in what we do and how we do it. We all know the expectation, and we know what we want

Front row: Tim Dawson, Mark Goff and Tim Roethler; back row: Jeff Malott, Jeremy McQueary and Tim Gee.



our customers to experience.”

SERVING THE SPECIALTIES

Also adding to its customer experience are the three specialty shops located within Paige’s facility. Chops Percussion, Encore Orchestral Strings and Indy Flute Shop were created to offer musicians a more specialized shopping experience with a wide range of products and expert sales staff.

Launched in 2006, Chops Percussion was the first specialty shop to open when Goff and his team saw a need for more expertise in their marching percussion department.

“Indiana is a very strong music competition and performance state, and you’ve got all these wonderful marching bands and concert bands that are operating at a high level,” Goff said. “We were seeing more and more people that wanted to buy from us, but we didn’t have the expertise; we were generalists. They were buying from places all around the country, but they kept saying, ‘You know, we’d



love to buy from you if you had the right people that we could talk to and the right products.’”

Although located in Paige’s facility, Chops has its own e-commerce website and is staffed with percussion specialists knowledgeable on everything from acoustic drum sets to marching drums to electronic sets.

“We made this investment in response to [what our customers] were asking for, and it’s been really successful,” Goff said. “It has helped cement our relationship with the B&O teachers and the percussion instructors who are the key influencers



in the business. It has just grown and become a real important part of the mix.”

Later in 2006, Paige’s dedicated space to violinists, violists and cellists by open-

ing Encore Orchestral Strings.

"We were good at delivering that first level, beginning orchestral stringed instrument, but when it was time to consider the next step, the orchestra teachers and private teachers didn't have that comfort," Goff said. "So, we hired a string shop manager, and we started slowly but surely building that."

In 2008, Paige's added its third specialty branch, Indy Flute Shop.

"It takes time to build confidence in the marketplace — to be the place to go," Goff said. "With our specialty shops, we've been at that for many years now. It gets stronger and stronger. It is all about having the right people in the right place and doing the right thing."

Looking down the road, Goff said a fourth specialty shop may be in Paige's future.

"We tend to take those decisions slowly and methodically and let them happen organically rather than push it," he said.

"So, it seems like we are getting to a place where that might make sense here in the near future."

EDUCATIONAL ADVOCATES

It's no surprise the staff at Paige's Music are advocates of music education. But, what is surprising is the amount of dedication the store's staff puts into spreading the word. Six months ago Goff and his team launched an initiative to promote music education throughout numerous outlets, including customer email and social media. About four times a week, Paige's posts a factoid promoting music education titled "Today's Truth About Music Education." The truths range from inspiring quotes to interesting statistics touting the advantages of music education.

"We just want the word to get out about the benefits of music — it is not about us, it's about supporting music education," Goff said. "Champions are defenders and advocates, and that is the role that we

want to play in our marketplace."

By sharing the tips on its social media, Paige's hopes for retweets and reposts to get the word out about the positive effects of music education. Employees are urged to retweet and repost on their own personal pages.

"We encourage everyone to participate as much as they are comfortable," Goff said. "We are trying to develop this mind set of being active advocates for music education."

Paige's also recently launched its "Directors Spotlight" videos which highlight different band and orchestra directors across the state.

"We go out and interview some of the legends of music education in Indiana — some are far along in their career and some are earlier," Goff explained. "We just have a casual conversation with them about what they do and why they do it. We edit it and make it easily digestible. We share that with our customers but particularly with our directors."

Goff said sharing the stories of other




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THE NEW CHAIRMAN'S VISION

Music education advocacy doesn't stop at Paige's Music for Mark Goff. As he begins his chairmanship at NAMM, Goff plans to make music education one of his top priorities.

"Getting more people to advocate at the federal, state and local levels is something that I'll focus on," Goff said. "I'd certainly like to see more NAMM members actively involved in advocating for music education, but there are other issues that impact NAMM member companies too, such as endangered woods, import-export regulations, intellectual property rights and health care reform. We all need to band together to help the industry be stronger."

Goff said he was impacted by his first advocacy trip to Washington, D.C. with NAMM.

"I was changed by my personal participation at the NAMM Fly-in," he said. "After a few trips to D.C. I realized that advocacy is not that complicated. It's as simple as making a connection with someone who has influence and sharing what you are passionate about. Anyone can do that! So I have taken that knowledge and applied it at the state and local level, and I have also integrated it into my business. I would love to see more members engage in NAMM-coordinated advocacy efforts, and then take what they've learned and apply it at home."

Looking more globally, Goff said he's been inspired by what he's experienced while traveling overseas since taking over the chairmanship at Summer NAMM last July.

"One of NAMM's five objectives is to have an impact globally, which is why we are a strategic cooperation partner with the organizers of Music China and work with Messe Frankfurt on NAMM Musikmesse Russia and Prolight + Sound NAMM Russia," Goff said. "Our goal is to expand our circle of benefits to our members outside the United States, while at the same time bringing more international members to the association and to The NAMM Show."

"In my recent travels to Russia and China I was amazed by the strong passion for music and the hunger for knowledge to improve their businesses," Goff continued. "At the Music China show, they literally had to physically restrain dealers from overcrowding the NAMM U sessions."

Goff said he believes NAMM's vision and its strong team will help make this happen.

"My goal as chairman is to provide support and guidance to help keep us on track to bringing more music to the world." MI

directors has yielded a lot of positive response.

"It's been really amazing to see the response from directors to that," he said. "Because so many directors are in their silo doing their own thing they don't have a lot of time to talk to another director that is doing the same thing. This gives them a vehicle to do that. They can see how someone else is doing it. They may pick up some tips. They might be inspired. They may simply be encouraged."

Goff himself is active in local music education advocacy initiatives, such as the Indiana Coalition for School Music.

"I've been a long-term advocate of making sure that school music is strong at both the state and local level," he said. "Ultimately this music education space that we occupy and earn our living in is fragile. We can't take it for granted. It's pretty strong here in Indiana, but I've been in this business now for 30 years and it seems like almost every year there is some crisis, some concern that music education is going to be damaged or chipped away at. There are some ebbs and flows, but the reality is that it is a long-term issue. It is an ongoing challenge that we have to be a part of."

Looking towards the future, Goff said he hopes to continue to see Paige's Music more deeply engrained and living its vision of supporting music education and its customers.

"This advocacy initiative is young," he said. "But, if this vision and mission can be engrained in our DNA, that will drive all kinds of decisions and actions in the future that would be awesome. That is my hope. Because then the business will take care of itself." MI



WALK THROUGH: *SPECIALTY SHOPS*

Paige's Music entered the specialty shop business in 2006 when it saw a need to offer more expertise in the marching percussion market. Today, the retailer has three specialty shops at its facility: Chops Percussion, Encore Orchestral Strings and Indy Flute Shop. All three are given a dedicated, separate space from the rest of the showroom. Here is a look into them:

CHOPS PERCUSSION

This drum specific space features everything from acoustic kits to marching percussion and marimbas. Located across the hall from Paige's main showroom, Chops is staffed with experts that specialize in percussion. "[Chops] has helped cement our relationship with the B&O teachers and the percussion instructors who are the key influencers in the business," Goff said. "It has become a real important part of the mix. It is a real important ingredient."



ENCORE ORCHESTRAL STRINGS

Encore Orchestral Strings was started later in 2006 and is housed in a glassed-in room in Paige's main showroom. "We've been at it for nine years now, and it gets stronger and stronger," Goff said.



INDY FLUTE SHOP

Launched in 2008, the Indy Flute Shop is also located in Paige's showroom and offers stepup and professional players a dedicated place to search for their next instrument. "It's all about having the right people in the right place and doing the right thing," Goff said. "So, when we saw that starting to work really well [with the other two specialty shops] we saw the next obvious shop being flutes. We brought on the expertise and let them get connected in the marketplace, and it has just grown."



FROM THE TOP

INTERVIEWED BY MICHAEL GALLANT

JACK KNIGHT | SAMSON TECHNOLOGIES

HOW DO YOU START YOUR DAY?

I get up between 5:00–5:30 a.m. I always check in with *Bloomberg* and *The New York Times* to stay on top of world news, economic conditions, and currency trends, because Samson has worldwide distribution. Once or twice a week, before I go to the office, I play tennis. I like the competition. It keeps me focused, and I'm always trying to improve my game.

HOW WOULD YOU DEFINE YOUR ROLE AND RESPONSIBILITIES AT SAMSON?

I ran operations here at Samson for 20 years, so I'm aware of everything from supply chain to inventory turn and logistics — but I'm a product guy first and foremost. Having been in the trenches as a professional musician for years, I'm aware of the challenges our customers face, and I want Samson to help solve those problems with great products.

CAN YOU ELABORATE ON YOUR MUSICAL BACKGROUND?

I attended the Crane School of Music at SUNY Potsdam, majoring in music education with a cello concentration. Being involved in education taught me how diverse students can be and that each one requires being treated differently — and I bring that experience to my business life.

DO YOU PLAY OUT CURRENTLY?

I've played bass in several local bands for 20 years and still get some calls for fill-in spots. My work and personal schedule allows for only so much free time, but if I can swing it, I always try to get out and play.

HOW WOULD YOU DESCRIBE YOUR MANAGEMENT STYLE?

I'm very hands-on, but I've surrounded myself with talented people that I can rely on to lead our internal teams. It's a casual, relaxed atmosphere at the office. We know we're not investment bankers, yet everyone knows that they're accountable, and we're all very serious about what we're trying to achieve.

YOU'RE ONLY THE SECOND PERSON TO LEAD SAMSON, AFTER FORMER PRESIDENT SCOTT

GOODMAN. WHAT DOES IT MEAN TO YOU TO ACCEPT AND FILL THAT ROLE?

I was proud to fill Scott's role. It made sense that I would be the one to take over, since I was always more than just the "number-two guy" here. I was always involved with every important business decision. I made sales calls, I negotiated agreements, and I oversaw global operations.

SOME COMPANIES THAT MUSIC INC. FEATURES HAVE BEEN AROUND FOR OVER A CENTURY AND OTHERS JUST FOR A FEW YEARS. FOUNDED IN 1980, SAMSON FALLS SOMEWHERE IN THE MIDDLE. HOW DOES THE AGE OF THE COMPANY IMPACT YOUR WORK?

I believe that the company's age has a positive effect on the way we do business. We're old enough to be taken seriously, yet young enough that we're not held down by decades of tradition. Having the company grow up in the desktop computer and Internet age has provided us the tools to quickly develop products and bring them to market efficiently. By embracing technology, we've always been able to turn on a dime and function as an agile organization. Right now, we're focused on emerging markets and growing globally. Timing is everything, and our collective knowledge of the industry has allowed us to anticipate trends and react appropriately.

HOW DO YOU HANDLE THE HARTKE AND SAMSON BRANDS — AND KEEP THEM FROM COMPETING WITH EACH OTHER?

There's not a lot of overlap in the product lines, so consciously, we don't need to separate them. We have short- and long-term goals for each brand, and we devote the appropriate resources to each to achieve those goals.

LOTS OF BASS PLAYERS SEEM TO LOVE HARTKE. HOW DO YOU APPROACH GAINING AND KEEPING THAT SORT OF MUSICIAN LOYALTY?

We're happy we have a loyal user base with Hartke, and we're constantly looking for opportunities to grow the brand. The landscape has changed quite a bit in the last 10 years, so we're seeing our users looking more towards purchasing combos and smaller cabinets. We've adapted our product line to suit the demand for those products.



THE DETAILS

JACK KNIGHT, PRESIDENT

HQ: Hauppauge, New York

Founded: 1980

Employees: 100

Best selling product: Portable PA

Fun Fact: Starting out as a designer of wireless microphone systems, Samson Technologies currently encompasses the Samson Audio, Samson Wireless and Hartke brands. Through the years, the company has established an unusually diverse history of innovation. In 1985, Hartke introduced the use of aluminum cone drivers in bass amplification. Twenty years later, Samson was responsible for the first professional USB microphones for use by musicians, broadcasters and podcasters.

WHAT HAVE THE RESULTS BEEN?

The patented HyDrive speaker has been huge for us. The response we've received has been nothing short of amazing. We've got the company founder, Larry Hartke, active in evangelizing the brand through social media, in advertisements, and at the retail level. We also have an artist roster that we back by providing global support, so we can be sure that, if Victor Wooten is playing a gig north of the Arctic Circle, he will have a Hartke rig behind him.

WHAT'S THE STRATEGY BEHIND SAMSON'S WIDE RANGE OF PRODUCTS — FROM WIRELESS MICS TO BASS AMPS TO MIDI CONTROLLERS — AND WHEN YOU GO INTO A NEW PRODUCT LINE, HOW DO YOU MAKE SURE YOU'LL BE TAKEN SERIOUSLY?

When we introduced our first wired microphone, we felt it was the next logical step from our original wireless product line, which had been on the market for 15 years. However, we didn't enter that category, nor do we ever enter any product category, without doing the appropriate amount of market research. We've also doubled down on design and engineering, making sure to be able to provide affordable products to aspiring musicians and professionals. We approach every category we enter the same way, with the goal of delivering quality products and profitability to our dealer network.

'AS A COMPANY, WE NEED TO FOCUS ON OUR CORE COMPETENCIES, BRINGING THE RIGHT PRODUCT TO MARKET AT THE RIGHT TIME.'

PERSONALLY SPEAKING, DO YOU HAVE A FAVORITE PRODUCT WITHIN THE SAMSON WORLD?

Our Meteor Mic is definitely up there. It's the perfect mix of great industrial design and the right feature set — zero-latency monitoring, a mute switch, and high portability, for example. It also has great components, including a large condenser mic element and is extremely affordable. This product draws new customers like gamers and podcasters, in addition to musicians, into music stores. Tapping that sort of broader customer base can really help to grow the industry.

SAMSON PRODUCTS HAVE COOL NAMES LIKE CARBON, AIRLINE, AND EXPEDITION. CAN YOU COMMENT ON THIS?

We try to put as much thought into the name of a product as we do the product itself. Names are sticky. People use them when expressing their passions. We've had a great run in Hartke as well with the Kickback and HyDrive

lines. Last year, we introduced our Conspiracy USB MIDI Controller, which is another one we hope catches on.

WHAT TO YOU MAKES YOUR PRODUCTS STAND OUT FROM YOUR COMPETITORS?

We've got a great team of engineers working on everything from getting the most out of a preamp circuit design to optimally chamfering the edges of our P.A. enclosures. Our attention to detail and desire to meet key price points let the company achieve its primary goal of releasing high-quality products that satisfy our customer's needs.

IF YOU COULD SNAP YOUR FINGERS AND CHANGE ONE THING ABOUT YOUR COMPANY, WHAT WOULD IT BE?

If we were based in a location, such as San Diego, the weather would be awesome year round and we wouldn't have to worry about things like snow days. In the last few years, we've been forced to close the office due to weather-related events. Employee safety is always our number one concern. And, of course, it would be great to see palm trees on the way to the office.

WHAT'S YOUR LEAST FAVORITE ASPECT?

My least favorite aspect is that, although our team has many great ideas, not all of them see the light of day. As a company, we need to focus

on our core competencies, bringing the right product to market at the right time.

DO YOU HAVE ANY FAVORITE STORIES FROM YOUR TENURE AT SAMSON?

We're in the music business and there is nothing more fun than playing music. Our artist roster is huge, and I have been fortunate to have been asked to share the stage and make music with many of our artists. Laying down bass for Stevie Wonder, backing up Victor Wooten, and playing two NAMM shows with Bernie Williams are definitely some of the highlights.

IF NOT MUSIC, WHAT WOULD YOU BE DOING?

I don't know what industry I would be in — maybe sporting goods or enterprise software — but I would definitely be at the executive level because I enjoy being involved with all aspects of business, from manufacturing to deliverables.

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THE GUIDE

THE NAMM SHOW 2016



THE NAMM SHOW 2016 | BY KATIE KAILUS

TECH-SAVVY MEET UP

As the MI industry descends upon Anaheim, California, for The 2016 NAMM Show, attendees will notice an extra emphasis on the pro-audio and recording market. Debuted at last year's Summer NAMM, TEC Tracks will make its Winter NAMM debut at this month's show, held January 21-24. Formerly known as The H.O.T. Zone, TEC Tracks are educational sessions designed for studio, stage and sound professionals on topics ranging from recording, live sound and DJ to entertainment technology and the music business.

"The market for audio and music technology products is constantly evolving," said Zach Phillips, NAMM's director of professional development. "TEC Tracks will give music retailers the training, ideas and insight to help them stay ahead and succeed in this market."

Attendees can look forward to keynotes from two legendary producers, Eddie Kramer, who worked with Jimi Hendrix and the Rolling Stones, and Tony Brown, whose credits include Steve Earle and George Strait. Straying slightly from MI, TEC Tracks will feature a few forward-looking sessions in gaming, In-



ternet and app audio.

"We've partnered with A3E to host six sessions on Saturday, including a keynote that is focused on the future of audio," Phillips said. "During the past few years, the NAMM TEC Awards has also been incorporated into the audio education, and this year, we'll have some interesting previews of TEC-nominated products."

STARTING OFF ON THE RIGHT FOOT

"The music begins here" is the slogan for this year's

show, and with nearly 400 new or lapsed exhibitors returning to show, attendees can be sure there will be a wide variety of products to check out.

"We're seeing a record number of exhibiting companies, especially in the growth areas of technology and boutique hand-crafted instruments. Even the piano area is nearly sold out," said Joe Lamond, NAMM's president and CEO. "Our dealers are really going to have fun sifting through all the new products and

deciding which ones to stock in their stores."

NAMM is encouraging dealers to begin their year at The NAMM Show.

"So many dealers have shared with us that attending the show, taking in as many NAMM U sessions as possible, finding new vendors and strengthening relationships with existing vendors have been keys to their success in this rapidly changing business environment," Lamond said. **MI**

SCHEDULE OF EVENTS



Musician Moby speaks with NAMM's Joe Lamond at a 2015 NAMM Show Breakfast Session.

Unless otherwise noted, the following events will be held in NAMM's Idea Center (level 1 lobby, between halls B and C).

WEDNESDAY, JAN. 20

8:30 A.M.–4 P.M.

2016 Retail Boot Camp

Larry Bailin, Single Throw Internet Marketing; and Alan Friedman and Daniel Jobe, Friedman, Kannenberg & Co.

Hilton Anaheim Hotel, California Ballrooms

Get to The NAMM Show a day early for an intensive one-day training designed to help you grow your business in 2016. Walk away with new ideas to sell to the socially connected consumer, an understanding of future trends in online marketing, tools to manage inventory, best practices for rental programs, tips to fine-tune employee compensation, and new ways to improve cash

flow and the bottom line. Retail Boot Camp is for everyone in a music retail business, so bring the whole staff. It's free to NAMM members, but you must sign up first at namm.org. (Lunch will be served at noon.)

4:30–6:30 P.M.

Technology Boot Camp & Reception

Larry Bailin, Single Throw Internet Marketing; and Alan Friedman and Daniel Jobe, Friedman, Kannenberg & Co.

Hilton Anaheim Hotel, California Ballrooms

As a bonus, a special two-hour Technology Boot Camp & Reception follows Retail Boot Camp. Unwind with a drink and hors d'oeuvres, and

discover how to take advantage of critical music retail technologies — websites, POS systems and more — to make your business more efficient, profitable and visible.

THURSDAY, JAN. 21

BREAKFAST SESSION

8:30 A.M.–9:30 A.M.

Breakfast of Champions

Joe Lamond, President and CEO of NAMM, and guests

Hilton Anaheim Hotel, Pacific Ballrooms

To celebrate its 10th anniversary, "Breakfast of Champions" will spotlight a rare and influential group: the industry game changers. During this session, they'll sit down with

Lamond for intimate, one-on-one conversations about the state of the industry, where we are and where we're going. Join Lamond and these game changers, and get a head start on 2016. (Free breakfast served from 8–8:30 a.m.)

10:30 A.M.

The Mobile Web: Get Into Your Customer's Pocket

Join Grant Billings of Steinway Piano Gallery for a powerful session on successful mobile strategies for music retailers. Billings will discuss how he built a mobile website that's optimized for his business, and how you can, too. Walk away with best practices for going mobile and

tips for improving your site.

11:00 A.M.

How to Win on Google

Fresh from NAMM's Retail Boot Camp, Larry Bailin, Internet marketing pioneer and best-selling author, will reveal things about SEO that no one's ever told you and also show you a real-life industry success story.

11:30 A.M.

Proven Instagram Tips to Build Your Customer Base

Instagram presents new opportunities to build your store's brand and turn fans into lifelong customers. Here, Will Thompson, founder of Habitual Social, will share instantly applicable techniques to help you improve your Instagram marketing. He'll also discuss how to take advantage of Instagram's new self-serve ads.

12:00 P.M.

How to Improve the Customer Experience Right Away

How do you create a customer experience that sets your music retail business apart — and keeps customers coming back over and over again? Find out from Tracy Leenman of Musical Innovations, NAMM's 2015 Dealer of the Year and the Top 100 Award winner for Best Customer Service.

12:30 P.M.

3 Strategies to Grow Your Lesson Program

Bertrand's Music has built one of Southern California's largest and most successful music lesson programs. In this session, Joel Bertrand, the company's vice president, will share how they did it, looking at proven ideas you can use to increase your own student base and make your program more profitable.

1:00 P.M.

Your YouTube Channel — Tips, Tricks and Analytics

Want practical ideas to improve your YouTube channel

and video marketing? Jen Lowe of Boom Boom Percussion moderates a panel discussion of three YouTube and video marketing experts: Ben Werlin of MusicStoreLive, Nick Gordon of D'Addario and Michael Zapanta of MZFilms.tv. In a half-hour, you'll get a 360-degree look at how to tell your company's story using video, and how to turn that story into sales on YouTube.

1:30 P.M.

The Secrets to Selling Your Toughest Customers

Sales guru Bob Popyk will discuss ways you might not have thought of to get even your toughest customers to buy, make them regulars and save your sanity — all at the same time.

2:00 P.M.

Fill Your Lesson Rooms During the Dead Times

We all have them, those dead times when we can't seem to get any students in the door. Lesson rooms that sit empty could be providing revenue for your store and your teachers. Join Pete Gamber, music lessons guru and columnist for *Music Inc.*, as he shows you proven ways to eliminate the dead times.

2:30 P.M.

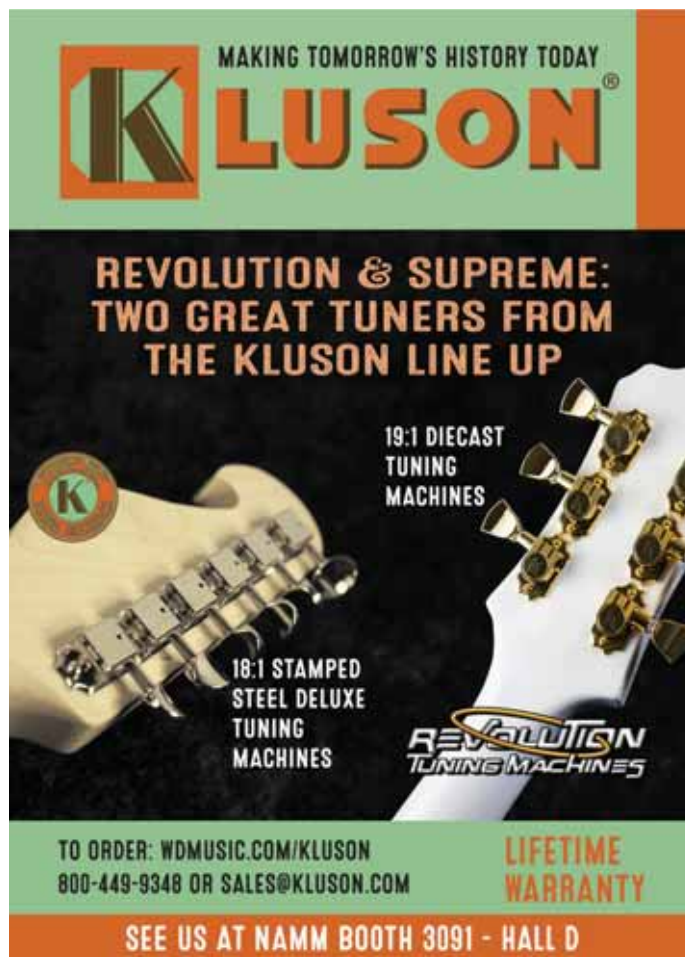
Video Storytelling: Your Most Powerful Marketing Tool

Join filmmaker Brian Artka of size43 and Grant Billings of Steinway Piano Gallery, to discover how to tell your company's story successfully with video. Artka and Billings have collaborated on effective music retail promotional videos, and here, they'll offer their tools, tips and best practices.

3:00 P.M.

Social Media Strategies for the Music Education Market

In this session, Cris Behrens of Summerhays Music and John Mlynczak of Noteflight will cover helpful,



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tried-and-true tips for using social media to reach the music education market. They'll also reveal three examples of successful campaigns that you can use right away to engage educators, students and parents.

3:30 P.M.
**Improve Your Rental Business,
Communications and Cash Flow**

Listen in as Frank Pampenella of PM Music Center shares six ideas that he's used to improve cash flow, operations and customer service in his successful rental program. He'll discuss tips for reducing late pays, improving communication between employees and road reps, and developing trust with directors.

4:00 P.M.
**How to Keep Your Students
Engaged in Lessons**

Instagram presents new opportunities to build your store's brand and turn fans into lifelong customers. Here, Will Thompson, founder of Habitual Social, will share instantly applicable techniques to help you improve your Instagram marketing. He'll also discuss how to take advantage of Instagram's new self-serve ads.

4:30 P.M.
Turn In-Store Events Into Profits

Join David Vincent of Delve Texas, who will moderate this dynamic panel discussion and show you how to make the most of your in-store events. Discover retail success stories, along with tips for increasing foot traffic, promoting and capitalizing on events,

and partnering with manufacturers.

5:00 P.M.
**6 Key Strategies to
Grow Your Business**

Listen in as Chris White of White House of Music and Rick Drumm, industry veteran and founder of Traction Business Coaching reveal the six key components that are essential to growing your business. White and Drumm will also discuss how creating a culture of accountability and a clear vision for your store will build a foundation for real growth.

6:00 P.M.
Graham Nash
NAMM Nissan Grand Plaza Stage
Enjoy the sounds of British singer-songwriter Graham Nash.

FRIDAY, JAN. 22
BREAKFAST SESSION
8:30 A.M.-9:30 A.M.
**Unleashing Innovation — Turn Big
Ideas Into Results**

Josh Linkner, Tech Entrepreneur, Best-Selling Author and Jazz Guitarist
**Hilton Anaheim Hotel,
Pacific Ballrooms**
Join four-time tech entrepreneur, *New York Times* best-selling author and jazz guitarist Josh Linkner for a discussion on innovation, presented in a way you've never heard before. In 60 minutes, Linkner will share tools that can expand creative output and increase the bottom line. (Free breakfast served from 8-8:30 a.m.)



10:30 A.M.

Create Effective Videos for YouTube, Facebook and More

Join Drum Center of Portsmouth's Shane Kinney and Tony Interlande as they share their best practices for creating videos for YouTube and other media channels, including Facebook, Instagram, eBay and websites.

11:00 A.M.

7 Ways to Improve Your Website Now (Double Session)

Sweetwater has one of the most successful and forward-thinking websites in retail. In this double session, Mike Ross, Sweetwater's senior vice president of marketing, will look at the nuts and bolts of a powerful website, discussing everything from do's and don'ts to best practices from Sweetwater.

12:00 P.M.

Instagram Insights for Music Retailers

Listen in as Michael Newman of Michael Newman Consulting presents Instagram insights and strategies from three diverse and successful music retailers that are getting the most from their Instagram marketing. He'll also look at the latest Instagram updates and changes, including advertising on the platform.

12:30 P.M.

Store Design: Tips for Better Merchandising and Branding

Looking to give your showroom a visual upgrade? Want to take your branding to the next level? Then join this panel of music retail experts: Todd Meislahn of Guitarfish, Paul Tobias of Tobias Music, Todd Heid of Heid Music and moderator Jen Lowe of Boom Boom Percussion. They'll share their tips and tricks for effective store design and merchandising.

1:00 P.M.

Music Lessons: Your Big Questions Answered

Do you run into the same issues over and over again in your lesson program? Are you seeking some sage advice? Then don't miss this session. Kevin Cranley of Willis Music will moderate a panel of music lesson gurus and retail experts: Gayle Beacock of Beacok Music, Chris White of White House Music and Daniel Jobe of Friedman, Kannenberg & Co.

1:30 p.m.

Guerilla Marketing on a Chimp's Budget, 2.0

Want to get gorilla-sized sales from a marketing budget that's too small

to feed a chimpanzee? Want to grab some fast, easy sales dollars without spending money? Then stop monkeying around and come to this session. Discover how Cris Behrens of Summerhays Music uses cross-promotions, Facebook, food trucks and print ads to keep the registers ringing.

2:00 P.M.

10 Ways to Increase Your Sales With eBay and Reverb.com

This is a can't-miss session if you sell on or want to sell on auction sites. Blues Angel Music's Stephen Olsen and Sierra Wil-

liams will not only cover the ins and outs of eBay, but they'll also give you useful tips to make the most of Reverb.com.

2:30 P.M.

Gimme Some Credit! (Tips for Getting Inventory Financing)

Alan Friedman, a CPA and partner with Friedman, Kannenberg & Co., will moderate an informative discussion with three inventory finance and credit professionals dedicated to music retailing. You'll find out how to identify and obtain the right type of inventory financing for your store.

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3:00 P.M.

Finding Profit in Educational Events

Recitals, student show-cases, clinics, reading sessions — they're not just educational events, they're also profit opportunities. James Harding, president of Gist Piano Center and *Music Inc.* columnist, will show you how to turn your in-store education programs into powerful and profitable marketing events with a few easy-to-implement tips.

3:30 P.M.

5 Website Changes to Get Right — Right Now!

Join Bryan Cole, website and digital marketing expert, as he covers five key changes you'll want to make to your website to stay competitive in 2016. He'll explore video, mobile, advertising, market-

ing data and personas, and you'll get actionable take-aways you can implement on your website immediately.

4:00 P.M.

NAMM YP Annual Meeting NAMM Member Center

Come network with other young MI industry professionals at this free event. Guest speaker Robin Walenta of West Music will discuss various topics including the challenges of being a woman in the music industry. Free hors d'oeuvres and networking will follow the keynote.

4:00 P.M.

Effective Facebook Ads on a Dollar a Day

Want to get real results on Facebook by spending just a dollar a day? Michael

Newman will show you how. Newman, a marketing guru, industry veteran and founder of Michael Newman Consulting, will reveal how to create Facebook ads that perform even before you increase your advertising budget.

4:30 P.M.

Succession Planning: What You Need to Know

At this high-energy session, Jaimie Blackman, president of BH Wealth Management, will help you prepare for what may be the most important financial decision of your career. Blackman, who created "The Sound of Money" e-book and video series, will discuss a simple three-step process to help you get organized and understand key succession-planning issues — and help you find a succession

strategy that's right for you.

5:00 P.M.

How to Create a Profitable Repair Business

Join John LeVan, owner of The Guitar Services Workshop, and discover how to take your repair business from profit drain to profit center. LeVan will cover the five fundamentals of a successful repair department: customer service, space allocation, inventory, staffing and compensation. Find out how these fundamentals can improve customer relations, sales and the bottom line in your company's repair department.

7:00 P.M.

She Rocks Awards Hilton Anaheim Hotel

The annual awards ceremony pays tribute to women in the music and audio industry.



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This year, She Rocks will honor guitarist Jennifer Batten, singer/songwriter Chaka Khan and NAMM's Mary Luhrsens.

SATURDAY, JAN. 23
BREAKFAST SESSION
8:30-9:30 A.M.
Hug Your Haters: Customer Service in the Digital Age

Jay Baer, Digital Business Expert, Technology Advisor and Marketing Guru **Hilton Anaheim Hotel, Pacific Ballrooms**
 In our mobile, social, right-now world, consumers speak their minds like never before — in-store and online. This presents a huge opportunity to music businesses willing to embrace comments and complaints. Join Jay Baer, digital business expert, entrepreneur and marketing

guru, as he reveals why customers are more vocal than ever and how to use this as an opportunity to grow your business and improve the customer experience. Baer will also share tips and strategies for turning bad news into good. (Free breakfast served from 8-8:30 a.m.)

10:30 A.M.
10 Ways to Improve Your Google Presence

Discover how search engine optimization works and how you can make it work for you with Reverb.com Brand Director Chrissy Hansen. Find out how to make the Google bots fall in love with your website, what tools are best for measuring success and why creating outstanding content that you are proud to share is always the best strategy.

11:00 A.M.
Web Mash-Up 2016 — Big Ideas for Website Success (Double Session)

In this special high-energy double session, Gordon O'Hara and Bee Bantug of Retail Up! will moderate a panel of music retailers who will share proven tips to help you have more success on-

line. Building, promoting and managing a website — they'll cover it all! As a bonus, there will be surprise guest appearances from some of the biggest website success stories in the music retail industry.

12:00 P.M.
Social Media: How One Person Can Do It All



Trombone Shorty performs during The 2015 NAMM Show

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 - Mike Minkler (*Black Hawk Down, Star Wars, Dreamgirls*)

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Ben Ash, director of social media at Sam Ash Music, will discuss the most effective ways to reach and retain your audience on multiple social media platforms — and how one man is able to do it all on his own. Hear the best practices of a music retail leader.

12:30 P.M.
5 Ways to Future-Proof Your Music Store

Join Billy Cuthrell, Progressive Music Center founder and *Music Inc.* columnist, to discover how to future-proof your music retail business. He'll look at five simple tools and strategies that will keep your business consistently up to date and forward-thinking. Get prepared for the next five years — and beyond.

1:00 P.M.
Host Staff Meetings That Deliver Big Results!

Don't let your meetings be a drag! Staff meetings present a huge opportunity to get people engaged and deliver big results at your store. Donovan Bankhead of Springfield Music will show you how his company organizes, plans and executes meetings that keep everyone involved and make them more results-oriented.

1:30 P.M.
Proven Ways to Increase Lesson Sign-ups

In this session, Susan Pascale, director of the Pascale Music Institute and a self-proclaimed risk-taker, will share her proven, out-of-the-box methods for attracting and retaining students.

2:00 P.M.
Simple DIY Store Design Ideas for High Impact

Join Tim Spicer of Spicer's Music, NAMM's 2015 Top 100 Award winner for Best Emerging Dealer, and get practical, do-it-yourself store design and merchandising ideas to maximize the customer experience — and ultimately boost your profits.

2:30 P.M.
How to Attract Millennial Customers, Employees and Students

The millennial generation is not to be ignored. In this session, music industry veteran and *Music Inc.* columnist Ravi will explain how you can attract and retain millennial customers, employees and students. He'll dissect the psyche of this younger generation and provide actionable tips and tools to help influence their decisions.

3:00 P.M.
Profit-Minded Promotions That Work

Leslie Faltin of Instrumental Music Center will explain how she's come up with her company's most successful promotions, giving you tools, examples and inspiration to create your own.

3:30 P.M.
You're Making a Profit But There's No Cash — What to Do?

In this session, Deb Barker of GE Capital will share how successful businesses manage to improve their cash flow and their bottom line. Find out how to afford a well-merchandised store, stay price competitive and have a healthy bank balance.

4:00 P.M.
Sure-Fire Ways to Improve Your Collections

Listen in as Robin Sassi and Kimberly Deverell of San Diego Music Studio discuss the do's and don'ts of collections. They'll walk you through their proven best practices for phone calls, emails and certified letters. They'll also discuss helpful ideas for filing small claims, preparing for court and collecting post-judgment.

4:30 P.M.
5 Steps for Building Your Retail Dream Team

During this session, Liz Reisman of Creative Music Center will share her system for conveying expectations to employees and getting them

working together as a team. Walk away with five sure-fire ways to be the Coach K of your retail sales staff.

5:00 P.M.
Big Ideas for Retail Growth: Session and Q&A

Looking for some big ideas to grow your business in this hyper-competitive market? Then end the day with a dynamic think tank of independent music retail experts: Donovan Bankhead of Springfield Music, Gayle Beacock of Beacock Music and Gabriel O'Brien of Larry's Music Center. They'll discuss proven, practical tips that they've successfully implemented to improve and expand their own busi-



Participants at The 2015 NAMM Show Drum Circle.



The 2015 NAMM Show's Best in Show panel.

nesses. They'll also make time for a Q&A, so bring your burning questions. Kick off the new year with a focus on retail growth!

7:00 P.M.
31st Annual TEC Awards
Anaheim Convention Center

Nominees across 30 categories will be honored for creative and technical excellence. Hall of Fame inductees will include Record Plant co-founders Chris Stone and Gary Kellgren, and guitarist Jeff "Skunk" Baxter. Must have a ticket to enter.

SUNDAY, JAN. 24
BREAKFAST SESSION
8:30-9:30 A.M.

Best in Show
Frank Alkyer, Music Inc. and UpBeat Daily magazines, and panel
Hilton Anaheim Hotel, Pacific Ballrooms

Don't miss out on your next big seller! Join Frank Alkyer, publisher of *Music Inc.* and *UpBeat Daily* magazines, and a panel of music retail gear experts for this fast-moving Breakfast Session. They've scoured the far corners of the exhibit floor, and in 60 minutes, they'll reveal their top picks from The 2016 NAMM Show.

10:30 A.M.
Social Media on Steroids — How to Get More Exposure (Double Session)

In this session, Dan Shinder and Lori Shube of Drum Talk TV will show you how to build an audience and community that loves you and helps you achieve what you want in your musical career, for as long as you'd like.

11:30 A.M.
How to Succeed in the New Music Industry (Double Session)

This double session will feature award-winning producer, record executive and author

Jeff Weber as he discusses how to build a fan base and brand, identify the new gatekeepers and activate the peer-to-peer recommendation engine to sell music in this new frontier.

12:30 P.M.
Crowdfunding: How to Fund Your Next Album Project (Double Session)

Discover how crowdfunding is enabling musicians around the world to go from demo to studio LP more efficiently. Join Udayan Sinha of the crowdfunding website Indiegogo as he introduces you to crowdfunding best practices and offers some truly inspiring success stories.

1:30 P.M.
2016 Best Tools for Schools Awards

What are the most innovative and relevant products for schools in 2016? Find out at this fast-moving session, as leaders in classroom music education reveal their favorite picks from The 2016 NAMM Show.

2:00 P.M.
Success Strategies for Women in the Music Industry (Double Session)

In this special panel discussion, top women in the music industry look at the challenges and obstacles they've faced — and how they've overcome them to create success. Hosted by Laura B. Whitmore, founder of the Women's International Music Network, this exciting and insightful panel welcomes men, too.

3:00 P.M.
Making a Living as an Indie Songwriter (Double Session)

Join Thornton Cline and his panel of experts for an insider's look at the business. Cline, an award-winning hit songwriter, will be joined by successful songwriters, artists and producers.

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BY PAKI NEWELL & ARI BARON



TIPS FOR NAMM '16

NAMM HOTELS ARE BOOKED, BADGES PRINTED, FREEMAN CARPET AND CHAIRS RESERVED, AND PRODUCTS ARE EN ROUTE TO THE MARSHALING YARD ... BUT HAVE YOU THOUGHT ABOUT SOME OF THE MOST IMPORTANT TACTICS TO NAVIGATE ONE OF THE WORLD'S LARGEST MUSIC PRODUCTS TRADE SHOWS, HOW YOU CAN STAND OUT FROM THE NOISE (NO PUN INTENDED) AND INVEST IN YOUR COMPANY'S FUTURE? BELOW IS A LIST OF 16 PROVEN TIPS TO HELP MAKE THE 2016 NAMM SHOW YOUR BEST YET!

1 START EARLY AND SCHEDULE YOUR APPOINTMENTS.

Begin reaching out to your manufacturers, retailers, distributors, press and advertising contacts now and lock your show schedule up by the December holidays.

2 PASS OUT 10 CARDS A DAY.

Don't sit in the booth waiting for people to come to you. Get out and meet people. **Introduce yourself to 10 targeted strangers a day**, hand them your business card and take theirs. Develop new relationships.

3 WE ALL LOVE BAGS.

Every attendee walks the show floor grabbing hand-outs. Why not have them put all of the other booths' freebies in your beautifully branded reusable bag? **You'll spot it everywhere.**

4 HAVE A BADGE PLAN.

Pay attention to badge colors and have a plan before you get to your booth. Retailer badges speak with sales. Figure out who artists and customers speak with. Who shows media the new products, and who demos them? Know your booth.

5 ATTEND NAMM SPONSORED EVENTS.

Gain knowledge, network and check out everything from NAMM U sessions to Wednesday's Retail Boot Camp to the evening concerts. The NAMM Young Professionals event is a wonderfully informative gathering for the next generation of MI.

6 FOR ALL THE WOMEN IN THE INDUSTRY,

you **must attend the annual She Rocks Awards** put on by the Women's International Music Network and NAMM. This is another true networking experience. Men, don't get discouraged by this one — it is a great opportunity to meet some of the more exceptional leaders in our industry.

7 DOWNLOAD THE NAMM MOBILE APP.

With this **free app**, it's **easier** than ever **to plan** your show hours and navigate the floor. Available at your mobile device's app store now.

8 FIND THE PRESS ROOM

Located downstairs, NAMM welcomes you to bring press kits and new product announcements to the press room — the home base for all attending media. Don't make them go looking for info on your company that you can put right in front of them.

9 HIT THE PUB BINS.

Pick up magazines relevant to your products, find out who the publishers, editors, writers and advertising reps are, and meet them. Introduce yourself and your brand to them.

10 REACH OUT TO SMALLER PUBLICATIONS AND BLOGS ATTENDING THE SHOW.

*You may not have a large booth, but you have new products and a story to tell. **Develop relationships with niche blogs and online outlets** — there's room on the Web for everyone.*

11 PACK HAND sanitizer and breath mints.

We're getting personal, but **you'll be shaking dozens of hands** throughout the day — try to stay well. NAMM is also loud, so you **WILL** be speaking uncomfortably close to people.

12 EXPAND YOUR BOOTH FOOTPRINT WITH STRATEGIC PARTNERSHIPS.

Start thinking outside your booth and envision your customer. If they are buying your guitar, are they plugging into an amp? Are they buying cables, strings, tuners, straps? **Make a list and start meeting those potential partners.** Create opportunities and the results you all share will be exponential.

13 UTILIZE YOUR SOCIAL MEDIA.

Use NAMM hashtags so NAMM socials can find your content. Be inspired. Follow what's trending and tag the people you want to see it.

14 ARE YOU WORKING WITH ARTISTS ATTENDING THE SHOW?

Get them listed in artist appearances and events guides, or submit them to bands@namm.org.

NAMM selects bands to play not only during show hours, but also after hours in the Hilton and Marriott.

15 GET PRIORITY ACCESS FROM FREEMAN.

If you can, pay for the early load out/breakdown.

You and your team will be happy to see your pallets before anyone else at the close of the show.

16 READ UPBEAT DAILY EVERY MORNING

and find something to do. Show days are long, you're tired, your feet hurt, and the threat of NAMMTHRAX is looming. This the Super Bowl! Leave it all on the field and you'll depart feeling more accomplished when the show is done. **Don't sit on the sidelines.**



Paki Newell and Ari Baron

The Brandery LA is an independent, full service marketing and PR agency based in Hollywood, California. With more than 35 years of experience in the MI community, check out the award-winning boutique agency on the Web at thebranderyla.com or drop them a line at info@thebranderyla.com.

Photo by Don Liebig

»»» WHAT TO SEE «««

CLOUD-BASED SYSTEMS

Retail Up! now offers dealers POS in the Cloud hosted in Retail Up's enterprise level cloud system. This eliminates servers in-store — saving retailers thousands in equipment and maintenance costs. With integration to QuickBooks, Sage and now Microsoft Dynamics available, stores can have both their POS and accounting accessible at multiple locations. Don't want to spend time uploading and updating data in your existing POS or website? Retail Up's Data Anywhere integrates with any existing system and saves you hundreds of hours annually. retailup.com



NEW UKE GLOW

Kala Brand Music will showcase its Makala Waterman Ukulele Series with the addition of a glow in the dark model. The ability to glow in the dark adds another fun feature to the play-anywhere weatherproof design. The Waterman Glow features the latest water-resistant composite technology packaged in vintage design and sound. The Waterman is designed for playability, portability and durability, making it the ultimate outdoor/travel ukulele. kalabrand.com

POWER PACKED

JOYO Audio's JF-18R Power Tuner delivers a compact and convenient way to combine essential tools for guitar and bass players. The Power Tuner's large LED display is easy to read even on the darkest stage and comes equipped with a power supply that can power up to eight separate pedals. It features true bypass and six 100mA outputs and two 500mA outputs for the most demanding pedals. joyoaudio.com



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GEEK OUT

ReedGeek's Universal Tools are designed to help both beginning and professional woodwind players achieve better reed performance. The ReedGeek G4 and DoubleGeek are the newest members of the ReedGeek Universal family. The DoubleGeek focuses on the specific needs of the double reed player, but is useful for all reed players. The ReedGeek DoubleGeek is the only Universal tool that offers a threaded, removable handle for added leverage and familiarity in the hand. reedgeek.com



LIMITED-EDITION LOAR

The Loar will roll out its limited-edition LH-1280, a classic full-depth electric cutaway archtop. The LH-1280 is a professional-grade fully hollow archtop guitar. The Loar's California workshop custom-wires each 1280 by hand. Seymour Duncan Seth Lover hum buckers deliver classic PAF sound, and are combined with CTS pots, Orange Drop capacitor and Switchcraft jack for top-shelf tone delivery. The high-end components and U.S. setup make for an ideal combo for this roadworthy guitar. theloar.com

ADD SOME COLOR

Electro-Harmonix will highlight the new Crayon, a versatile overdrive with independent bass and treble controls and an open frequency range that provides players with a musical alternative to customary mid-focused overdrive pedals. Housed in a compact, pedalboard-ready enclosure, the Crayon delivers a range of sounds going from a suggestion of dirt to full-on distortion. The foot-switch selects whether the Crayon is engaged or in true-bypass mode. ehx.com



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Don Felder

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»» WHAT TO SEE «««

MARIMBA MASTERS

The Thomas Burritt Series marimba mallets from Innovative Percussion feature five models with synthetic cores built on ramie handles and loosely wrapped with a soft yarn. Perfectly weighted, all three elements contribute to a superior look and feel, letting the player subtly control timbre and minimizing attack. These elements help draw the listener's attention to the sustain of the bar. innovativepercussion.com



ARTIST APPROVED

Blackstar will showcase its Artist Series of boutique-style tube amplifiers. These amplifiers take the tone, features and iconic styling of Blackstar's Artisan handwired amps and add channel switching, its patented ISF tone shaping circuit, reverb and an effects loop to create vintage-inspired amps for a wide range of classic clean and crunch tones. blackstaramp.com


SAFE ROCKIN'

Crossrock's new CRA860 series feature keyboard and banjo cases in dark blue and silver. Additionally, the CRA860 series models are equipped with a pair of high quality backpack straps, making the cases easy to carry. The CRA860 series also has an edition with TSA lock, which can be used as reliable flight cases with instruments. kingstarintl.com




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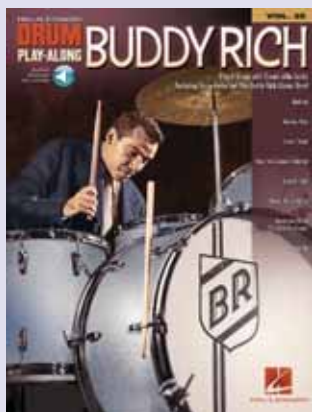
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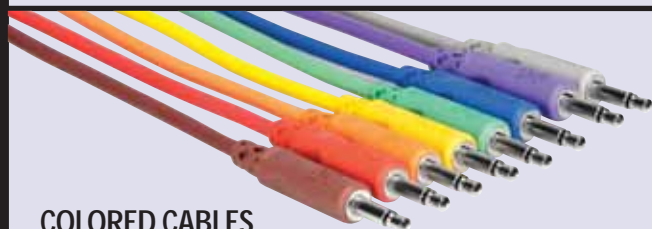
Hal Leonard will highlight its new *Buddy Rich Drum Play-Along Volume 35*. With a blessing from Buddy's daughter Cathy, this collection features sound-alike audio recordings featuring Gregg Potter and the Buddy Rich Alumni Band. Drummers can follow the drum notation, listen to the audio to hear how the drums should sound, and then play along using the separate backing tracks. Eight songs featured in this volume include "Birdland," "Dancing Men," "Groovin' Hard" and "Keep The Customer Satisfied." **{halleonard.com}**



GRAND SOUNDS

Casio America will highlight its new Celviano Grand Hybrid GP-500BP and GP-300. Designed to combine the advantages of digital technology with the traditional sound and feel of acoustic pianos, the new Grand Hybrid pianos deliver an experience like that of a grand piano including the tones, keys and playing comfort. Casio's new AiR Grand Sound Source recreates the complex, multi-faceted sound of an acoustic piano. **{casiomusicgear.com}**

pi-



COLORED CABLES

Hosa Technology will showcase its CMM-800 Series Unbalanced Patch Cables. Packaged in sets of eight multi-color cables and available in various lengths, Hosa's Patch Cables are ideal for connecting synthesizer modules equipped with 3.5 mm Tip/Sleeve (TS) inputs and outputs. Featuring nickel-plated plugs for durability and efficient signal transfer, CMM-800 Series Patch Cables stand up to the needs of today's electronic musicians. **{hosatech.com}**

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DOWN THE MIDDLE

As an addition to Los Cabos' White Hickory line of drumsticks, the 55AB is a hybrid stick that serves as a middle option between the 55A and 55B. With a 16-inch length and .587-inch diameter, the 55AB is a solid alternative when the 55B is just a little more stick than the drummer needs. loscabosdrumsticks.com



ACCURACY & INSPIRATION

Blue's Lola is a sealed over-ear high-fidelity headphone. Featuring a new lighter, slim-fit headband, Lola's sealed over-ear design and massive custom 50-millimeter drivers provide accurate sound reproduction, while the precision acoustic cabinets present an impeccable sound stage. The result is a headphone that delivers the accuracy of reference monitors while also providing that emotional inspiration that is critical for songwriting and producing. blue-headphones.com



PROPHETIC VOICES

Dave Smith Instruments has released a desktop module version of its Sequential Prophet-6 six-voice analog synthesizer. Like the keyboard version, the desktop module features an all-analog signal path and discrete VCOs, VCAs and filters. The knob-per-function front panel is free of menu-diving and offers immediate access to virtually all parameters. The Prophet-6 includes two newly-designed, discrete voltage-controlled oscillators and two discrete filters: a four-pole, resonant, low-pass inspired by the original Prophet-5 filter, and a two-pole, resonant, high-pass filter. davesmithinstruments.com

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TWO IN ONE

The Suspended Chime pedal kit is the first multiprocessor kit offered by MOD Kits DIY, featuring two effects in one pedal — chorus and chorus/delay. The Suspended Chime includes a blend knob, which lets users go from subtle to lush chorus effect in either set up. Using the selector switch, a user can add a 190 millisecond delay to the chorus to introduce depth to the instrument's tone. Varying the dry/wet mix can fatten rhythms or produce a shimmering 12-string sound. **{modkitsdiy.com}**



LOCALLY GROWN

Prestige Guitars' Premier Spalt boasts a killer combo of solid carved "AAA" Spalt Maple top and natural finish, letting every inch of gorgeous wood grain show through. Each Premier Spalt features a hand-selected, British Columbian-grown slab of solid, highly figured, spalted maple for its 3/4-inch carved top, which is balanced with a solid Mahogany body. The neck is comprised of three pieces of solid mahogany, with the centre piece reverse-grained, for greater stability. This is topped off with an ebony fingerboard, featuring mother-of-pearl and abalone fret markers and modern jumbo nickel-silver frets. **{prestigeguitars.com}**

UPDATE ON AN ORIGINAL

Theo Wanne will showcase its newly re-designed GAIA 2 soprano, alto and tenor mouthpieces. An update on the GAIA series first introduced in 2009, the GAIA2 incorporates a number of new design principals and manufacturing techniques, which allow for a mouthpiece that's richer in harmonics, more responsive and able to produce a fuller tone. The GAIA2 is available in Vintage Hard Rubber for soprano, alto and tenor, and 24k gold-plated brass for tenor. All Hard Rubber models include Theo's award-winning ENLIGHTENED ligature, and metal models include the LIBERTY ligature. **{thewanne.com}**



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ARTIST'S CHOICE

Vandoren will spotlight the Black Diamond Ebonite BD5 B-flat clarinet mouthpiece, available in standard pitch and 13 series. Offering clarinet players clarity, depth and presence, the BD5 features a chamber with a sound unlike traditional mouthpieces. The BD5's dark, yet colorful sound has major performing artists and pedagogues around the country switching over to the mouthpiece, including Boris Allakhverdyan of the Metropolitan Opera, Dan Gilbert, Jon Manasse, and Chicago Symphony's John Yeh. **{dansr.com}**



AFFORDABLE STARFIRE

Guild Guitars will highlight its Starfire II ST, the most budget friendly Guild Starfire in the Newark St. Collection. The Starfire II ST is a semi-hollow guitar with a single Florentine cutaway and extra thin mahogany body. This model comes equipped with dual LB-1 Little Bucker pickups, replicas of Guild's original smaller size humbucking pickups. These pickups, which have a footprint that falls in between a full size humbucker and mini-bucker, define the Starfire II's uniquely Guild sound. **{guildguitars.com}**

DURABLE MONITORING

AKG will roll out the K182 professional monitor headphones. The foldable, closed-back K182 headphones provide sonic clarity, comfort and portability for musicians and engineers, all at an affordable price point. Providing long-lasting durability, the K182 is built to endure the inevitable drops and bumps that happen during use and transport. The convenient 3D-axis professional folding mechanism makes it easy to pack the K182 into compact spaces. A detachable cable with a screw-on adapter provides easy connectivity with gear of all kinds. **{akg.com}**



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By David Ball

GETTING IN

Over the past two decades, the affordability of in-ear monitoring technology has caused its popularity to soar, making high-end models some of the hottest live performance items for dealers to stock

When in-ear monitors (IEMs) first showed up on the MI scene in the late 1980s, only top name touring acts could afford the custom-made technology. But by the early 2000s, the necessary equipment became affordable for audio manufacturers to produce at a wider range of price points. Now any bar, club venue or house of worship can consider including IEMs as part of its setup; or, any musician with a concern for sound quality can think about adding it to their rig.

Experience Better

In-ear monitors, after all, are designed to increase the quality of sound not only for the artist on stage, but the audience as well. “When you have blaring floor monitors

on stage, and you have drums and a guitar amp, all of that spills into the vocal microphones, and is potentially out of phase with the direct signal, so it smears the overall front-of-house mix,” said Gary Boss, marketing director at Audio-Technica. “The second you can take all that out of the equation, so that you’re hearing the direct signal from the instrument [without any of the P.A. bleeding into the mic], it makes for a much clearer, more articulate mix.”

And without the excess stage noise, both the audience’s and the artist’s ears are protected from feedback loops. “The second you remove loud stage monitors, feedback problems are virtually eliminated,” Boss continued.

Plus, with IEMs vocalists are spared from having to compete with stage-volume. “The perception is ‘This is loud, I need to be louder;’ so they tend to strain their voice and get pitchy because they’re going outside their normal [volume] range. When artists can hear themselves



CHORD & MAJOR'S JAZZ



THEIR HEAD

while they're singing, they tend not to strain to get their voice."

Tuning In

While many audio manufacturers in the IEM market produce a basic package (which includes a radio transmitter and a set of belt-pack receivers with earbuds) in the lower price point, high-end models boast additional features that can sway the customer from one brand to another. For example, Audio-Technica's M3 line offers greater frequency flexibility with about 1,300 available frequencies, while the M2 has only 100 frequencies. "We still run the same frequency range," Boss said, "but we slice it finer [on the M3]."

Frequency flexibility is of greater importance to touring acts, who have to adjust their IEMs frequency settings when traveling in different regions. Nate Brown, salesman at Performance Audio in Salt Lake City, said, "Different areas [of the country] have different UHF frequencies available to them. If you use an already occupied frequency, you're likely to get interference and dropouts due to other, stronger transmissions chewing up the bandwidth.

"Another key feature to look out for is ease of set up," Brown

said. "Does the system have an auto-sync feature, or will you be manually seeking out available channels and dialing up your belt packs to the same frequency?"

"If you find yourself frequenting the same venues, it might be useful to purchase a system that stores presets," he added.

Kevin Waehner, commercial manager at Sennheiser, said that Sennheiser has focused on signal reliability with its 2000 series of IEMs. "It's got to work, and it cannot drop," Waehner said. "One [of the things we've improved upon] is range, in terms of walking distance. It's something we continue to refine as stages are getting bigger and people want to go further with them. Range is always a driver that has improved over the years with the technology, while making it robust and reliable."

Like Sennheiser, Shure's top-of-the-line model puts an emphasis on ensuring that a high-quality stereo image will remain in the artist's ear throughout the entire performance. To do this, Shure's PSM 1000 uses a diversity receiver, which gives it "the ability to assess the quality of the signal it's getting on each antenna," said Nick Wood,



SENNHEISER'S SR 2050IEM

category director at Shure. “If there’s a problem with one, it uses information from the other. At the end

of the day it makes [the PSM 1000] far less likely to drop out, and that has allowed it to work in some very harsh environments, like Vegas theaters and shows with big LED walls everywhere.”

The PSM 1000 also includes an ethernet port and is easily networkable. “The biggest benefit of that is just computer control,” Wood said, “monitoring from computer software, being able to configure it to frequency setup. It’s a huge time-saving feature.”



Nick Wood

Best Buds

In-ear monitors wouldn’t quite live up to the name without the earbuds that one connects to an IEM’s receiver pack. While most packages include a pair of universal earbuds along with each receiver, headphone manufacturer Ultimate Ears Pro is working to make custom-fitted earbuds into a more accessible add-on for any musician in the market to buy an IEM system.

In partnership with United Sciences, Ultimate Ears Pro has begun the deployment of eFit Stations — electronic scanners that digitally map the internal structure of a person’s ear canal. “The biggest hurdle to acquiring an in-ear monitor is really that scan of the ear,” said Philippe Depallens, vice president and general manager at Ultimate Ears Pro. “What we want to do is eliminate that hurdle, and have the ability to

have that scan in our files [so that] when you’re ready to make the jump to in-ear monitors, we just have to say ‘print’ on our 3D printers. It saves them a trip to the audiologist, and it saves money in terms of shipping.”

Ultimate Ears Pro offers models ranging from \$399–\$1,999, each with a different “sound signature” targeted toward specific instruments. “The UE Pro 7 has three balanced armatures, and has beautiful mids and a lot of headroom. The majority of people that are using it are either vocalists or guitar players. The UE Pro 11 [features] two balanced armatures dedicated to the lows so you’re going to get a lot more thump, a lot more bass

sound; and usually the people that are buying these are hip-hop artists, or drummers and bass players.”

For audiophiles on a lower budget who are content with the fit of universal earbuds, Sedo Audio has begun distributing Chord & Major headphones in the United States and is now partnering with MI retailers. “Each model is tuned toward a specific genre of music,” said Joanne Price, president of Sedo. “To do that, [the engineers] went through a very extensive study on each genre. They studied the instruments that are used, the range of the instruments, recording techniques — even the psychology of listening to [a genre] — before they even approached engineering.”

With models for jazz, classical, rock, “Ballad” (geared toward vocals) and “World,” which Price said works for both New Age music as well as EDM, each has a unique sound profile. Pianist and composer Gino Rosario said, “I use [my “World” Chord & Major headphones] on stage as in-ear monitors, and when I am on the go. They fit very tight in the ear, so they don’t fall out when performing live.”

Finding the Right Fit

Whatever transmitter/receiver pairing the customer chooses, it’s important when demoing equipment that the earbud has a good seal. “The whole intention of the IEM system is for the artist to be able to get the sound level down, to stop using the big wedges that are blaring at you and have a more detailed signal that you can actually use to do more critical listening,” said Kevin Waehner. “A big piece of that is the seal.”

Rich Avrach, director of business development at Westlake Pro Audio in Universal City, California, also recommends checking out the transmitter’s frequency capabilities before finalizing a sale. “If [the customer is] going to be traveling a lot with [an IEM system] or be mostly in one place, we’ll go onto the company website of the brand they’re interested in and look at the interference in those zip codes, and we just try to dial in to make sure that it’s going to work well.”

“Anyone buying a P.A. is a candidate to try in-ears,” as Gary Boss put it. “It’s almost unanimously a great experience once they get over that initial feeling [of sound isolation] and realize what it’s doing. Anyone who’s concerned about what the audience hears should be using in-ears.” **MI**



Philippe Depallens



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Mojave's Dusty Wakeman

You Can Take it WITH YOU

By Katie Kailus

THE 139TH INSTALLMENT OF AES SEES LARGE REGISTRATION NUMBERS, EMPHASIS ON PORTABILITY

Audiophiles united in large numbers for this year's AES Convention in New York with nearly 18,000 attendees registered. The increase in registration kept exhibitors busy during the four-day show, which ran from Oct. 29–Nov. 1 at the Jacob K. Javits Center.

"This year has been great; we've been crowded," said Dan Montecalvo, Tascam sales manager. "We've seen a lot of interest and positive response from everyone."

PORTABLE POWER

One of the most noticeable themes across the show floor was the emphasis on portability and iOS integration.

Shure showcased its MV88 Stereo Digital Condenser Microphone which plugs directly into an iPhone and captures audio for video, interviews, and live performances as well as for recording vocals and instruments. Recordings can then be shared via the ShurePlus MOTIV app, which Shure released a new update for at AES to now include five-band EQ and gain adjustment controls for the MV51 Digital Large-Diaphragm Condenser Microphone, the MV5 Digital Condenser Microphone, and MVi Digital Audio Interface.

"All these things are right in your pocket nowadays, so the MOTIV series goes right along with that," said Soren Pedersen, Shure's wired products specialist. "It's perfect for the player on the go."

Focusrite debuted its RedNet AM2, a Dante-compatible stereo monitoring unit combining headphone and line outputs. The portable unit, mounted in a sturdy road-worthy enclosure, is fitted with non-slip feet, and can either sit securely on a flat surface or be mounted on top of a mic stand using the standard threaded bush incorporated in the base.

Also focusing in on portability was Avid with the release of its Pro Tools Dock, a compact surface that gives users the power and control to create better sounding mixes more efficiently on an iPad with the Pro Tools free Control app.

"It's a dock that really extends the features and adds tactile control to what is otherwise just a touchscreen," said Tony Cariddi, Avid marketing director. "We've found that



Audio Technica's Gary Boss



IMSTA's Ray Williams and Steinberg's Robert Sermeño



Shure's Cheryl Jennison Daproza and Soren Pedersen



Focusrite's Hannah Bliss



Avid's Tony Cariddi

mixers in general like to have things to touch and move. And touchscreens are great for giving you a lot of digital feedback.”

Also at the show, Avid released its Pro Tools version 12.3 which includes Clip Transparency while editing or moving clips or fades, plus Track Freeze, the “sister” feature to Track Commit.

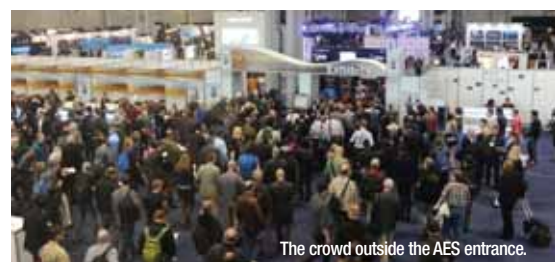
“Overall this is a big step towards collaboration and a big step towards making the editing process — the premix stage — more fluid,” Cariddi said. “We are using the tagline, ‘Get to your mix faster than ever.’ So, it’s all about getting all of your creative assets and prepping things for that mix stage.” **MI**



Gig Gloves' Dan Shatzkes



Tascam Dan Montecalvo



The crowd outside the AES entrance.

**JBL
EON618S**

JBL Professional has debuted the JBL EON618S, an 18-inch, 1,000 watt powered subwoofer that is durable, supports true low-frequency extension and can be controlled wirelessly. The JBL EON618S is designed to be simultaneously lightweight and rugged, visually compatible with nearly any setting and capable of delivering sound that is both clear and powerful. The JBL EON618S is tuned for optimal performance with the JBL EON610, JBL EON612 and JBL EON615 full-range systems.

{jbl.com}



**SHURE
ULX-D 900 MHZ**

Shure's ULX-D Digital Wireless Systems are now available in the 900 MHz ISM frequency band. Targeted for use where UHF "TV band" spectrum is limited or congested, ULX-D 900 MHz features components and accessories optimized for use within regional variation of the 902-928 MHz spectrum. The ULX-D 900 MHz can support up to 12 compatible channels per frequency band, or up to 73 channels in high-density mode.

{shure.com}

AUDIO-TECHNICA

AT8691

Audio-Technica's AT8691 Camera Shoe Dual Mount makes it easy to mount two ATW-R1700 System 10 digital wireless receivers to a camera's hot shoe, or to a tripod or other device with a ¼-inch screw. The AT8691 comes with the 11-inch AT8351 dual mono to stereo coiled cable letting the user operate one receiver to capture left channel audio, the other to capture right channel audio and feed both into the camera's audio input.

{audio-technics.com}





MACKIE
CR4BT, CR5BT

Mackie has introduced the CR4BT and CR5BT to its CR series multimedia monitor line. Both models feature Bluetooth music streaming from any capable device. All CR monitors feature 3/4-inch silk-dome tweeters, plus a left/right speaker placement switch lets users locate the volume control on the left or right of their workstation. Both new models feature a front panel Bluetooth button for easy pairing and connection indication.

{mackie.com}



YAMAHA
CYBER DIVA

Yamaha has debuted Cyber Diva, the first VOCALOID exclusive singer library with an American English female voice that delivers accurate expression with clear speech, powerful long tones and smooth vocalization in any genre. Geared toward professional music producers, Cyber Diva lets users input melodies or lyrics to create the vocal lines.

{usa.yamaha.com}



BOSE
FREESPACE AMPLIFIERS

Bose Professional has introduced four new dual-channel amplifier models to its FreeSpace line, optimized for premium commercial applications, such as retail, restaurants and hospitality. The IZA 2120-HZ and IZA 2120-LZ mixer amps, as well as the ZA 2120-HZ and ZA 2120-LZ expansion amps each offer 120 watts per channel. FreeSpace amplifiers can be quickly configured without the use of a PC, enabling each installation to be customized easily and intuitively.

{pro.bose.com}



GEAR >

GUITARS, AMPS & ACCESSORIES

EHX **COCK FIGHT**

EHX's Cock Fight features two expressive filters with tunable frequencies to produce classic cocked wah and cocked talking pedal sounds. A built-in fuzz can be added pre or post the filter section, or removed entirely from the circuit. With its EXP input, the player can use an expression pedal to control and sweep the wah and talking pedal filters in real time. ehx.com



MUSIC NOMAD EQUIPMENT CARE **INSTRUMENT WORK MAT**

Music Nomad Equipment Care has debuted its Premium Instrument Work Mat, a 36- by 17-inch biodegradable TPE material that is safe on all finishes, odorless and contains no rubber, PVC, lead, latex, dioxins or chloride. The mat's closed-cell construction makes the mat chemical and bacteria resistant to further protect any instrument. (The pictured Cradle Cube is sold separately.) MSRP: \$14.99. musicnomadcare.com



FENDER **JIMI HENDRIX** **STRATOCASTER**

Fender has released the Jimi Hendrix Stratocaster featuring a reverse headstock, which produces a longer string length for the bass strings, creating a tighter playing feel along with easier bending and vibrato on the treble strings. The reverse-slant bridge pickup produces distinctive tone with enhanced upper harmonics. fender.com



RECORDING KING **DIRTY 30'S PAR-** **LOR GUITAR**

Recording King has introduced the Dirty 30's Parlor, featuring a traditional parlor-sized body, a solid spruce top, rosewood fretboard with stencil fret markers, a 24.2-inch scale length and a bone nut and saddle. The Dirty 30's Parlor sports an x-bracing pattern designed to accommodate modern string tension but retain the sound of the vintage parlor guitars. recordingking.com





**KORG
PITCHCROW-G**

Korg's has launched the PitchCrow-G, a smaller, sleeker, and more accurate clip-on tuner that easily attaches to any headstock and is perfect for all skill levels. The guitar and bass modes, strong ball joint clip, full color LCD display and 24-hour battery life, provide a streamlined tuning experience.

{korg.com}

**EPIFANI
AL 112 COMBO**

Epifani's AL series of combos and extension cabinets feature solid-aluminum hybrid enclosures, which provides super rigidity and allows for enhanced output. Using specially engineered wood baffles and high-performance ceramic drivers, the AL 112 features a trapezoidal structure that results in improved frequency response and power output.

{epifani.com}



**WILLCOX
SABER SL BASS**

Willcox Guitars has rolled out its Saber SL Bass HexFX Edition, which features a 13-pin individual string output, in addition to the mono 1/4-inch output. Willcox Guitars are powered by the LightWave Optical Pickup System, using infrared light to sense string vibration, precisely capturing the sound of the instrument. The HexFX Editions bring the individual string outputs, along with a summed mono output, to a 13-pin DIN connector.

{willcoxguitars.com}

**CE DISTRIBUTION
APEX TUBE MATCHING**

CE Distribution has announced Apex Tube Matching, a proprietary state-of-the-art power tube matching system. Apex Tube Matching uses custom-designed software testing and matching methodology so that each tube will have the same amount of "idle" plate current and amplification characteristics when plugged in, letting the tubes work together to give optimal sound quality and tube longevity.

{apexmatching.com}



GEAR >

GUITARS, AMPS & ACCESSORIES

WALRUS

MESSNER STAGE-ONE OVERDRIVE

Walrus Audio's Messner is a low-gain transparent overdrive designed to preserve the natural voice of the guitar by not coloring its tone, but giving the user the ability to dial in and out the exact amount of desired tone. The Messner's toggle switch lets the user bypass the clipping diodes from the circuit in the open position and employ them in the closed position, allowing a wide range of breakup from subtle to dramatic. MSRP: \$189.

{walrusaudio.com}



GUILD B-140E

A member of the Westerly collection, which is inspired by the golden era of Guild acoustic guitar-making, Guild's B-140E is a jumbo acoustic bass boasting volume, projection, balance and warmth. The B-140E features a solid Sitka spruce top and solid mahogany back and sides, and includes a Fishman Sonitone Bass pickup.

{guildguitars.com}



ENCORE DREADNOUGHT RANGE

Encore's EWP-100 Dreadnought range of guitars boast a crisp, bright tone that easily projects. Responsive and easy to play, the EWP-100 dreadnoughts make an ideal student instrument. Included in the outfit is a carry bag, strap, picks, pitch pipe, tutorial DVD and spare set of strings. The guitars are available in natural finish, black, Sunburst or Redburst.

{jhs.co.uk}



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HAL LEONARD 'SAXOPHONE AEROBICS'

Hal Leonard has released *Saxophone Aerobics* by Woody Minkowski, which provides a 52-week, one-exercise-a-day workout program for developing, improving and maintaining saxophone technique. *Saxophone Aerobics* teaches techniques, such as scales, articulation, rhythms, range extension, arpeggios, ornaments and stylings. These exercises improve facile technique, intonation, style vocabulary, rhythmic acuity and ensemble playing. halleonard.com



THEO WANNE

MINDI ABAIR CUSTOM ALTO

Theo Wanne's Mindi Abair Custom Alto mouthpiece features Advanced Resonance Technology (A.R.T.), which includes a "swept-step" baffle with roll-over, a newly designed flat-sidewall chamber and a unique duck-bill beak. The Mindi Abair Custom Alto mouthpiece includes the Theo Wanne LIBERTY ligature. thewanne.com



MANHASSET UNIVERSAL TABLET HOLDER

Manhasset has released its Universal Tablet Holder in three models: one for music stands, the second for use on 5/8-inch microphone stands and the third model features an extension arm for easy attachment to any stand. The tablet holder's v-shaped lower support is designed to hold the tablet firmly and securely, and the upper hook and twist-lock easily secures it in either orientation, portrait or landscape. manhasset-specialty.com



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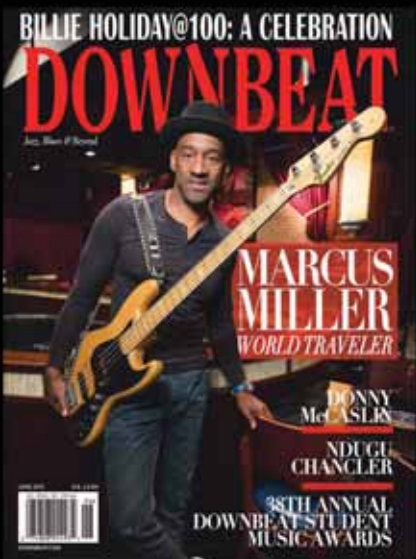
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GEAR >

PIANOS & KEYBOARDS



KORG MICROKEY 2, MICROKEY AIR

Korg's second-generation microKEY keeps the simple, compact design of the original with USB powered connectivity, as well as the addition of a damper pedal jack and iOS compatibility. The microKEY Air gives users all the control with no wires, featuring Bluetooth connectivity. Both the microKEY 2 and microKEY Air series come with Korg Kontrol Editor software for editing its preferences. korg.com



ROLAND BOUTIQUE SERIES

The Roland Boutique series is a limited-edition line of compact sound modules that recreate analog synthesizers from the company's past. Powered by Roland's Analog Circuit Behavior (ACB) technology, the series includes three modules based on the JUPITER-8, JUNO-106 and JX-3P. Each sound module can be used as a tabletop MIDI device or mounted in the companion K-25m Keyboard Unit to create a standalone compact synth. rolandus.com



ALFRED MUSIC 'PROFESSIONAL PIANO TEACH ED. 2'

Alfred has released the second edition of its comprehensive piano pedagogy textbook, *Professional Piano Teaching, Volume 1 & 2*, which has been revised and expanded to include chapters on teaching adults and teaching familiar music. Together these books provide an in-depth look at how to effectively teach elementary- to intermediate-level piano students, and have long been a staple for piano pedagogy. alfred.com



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PIONEER DJ DDJ-RZ, -RX

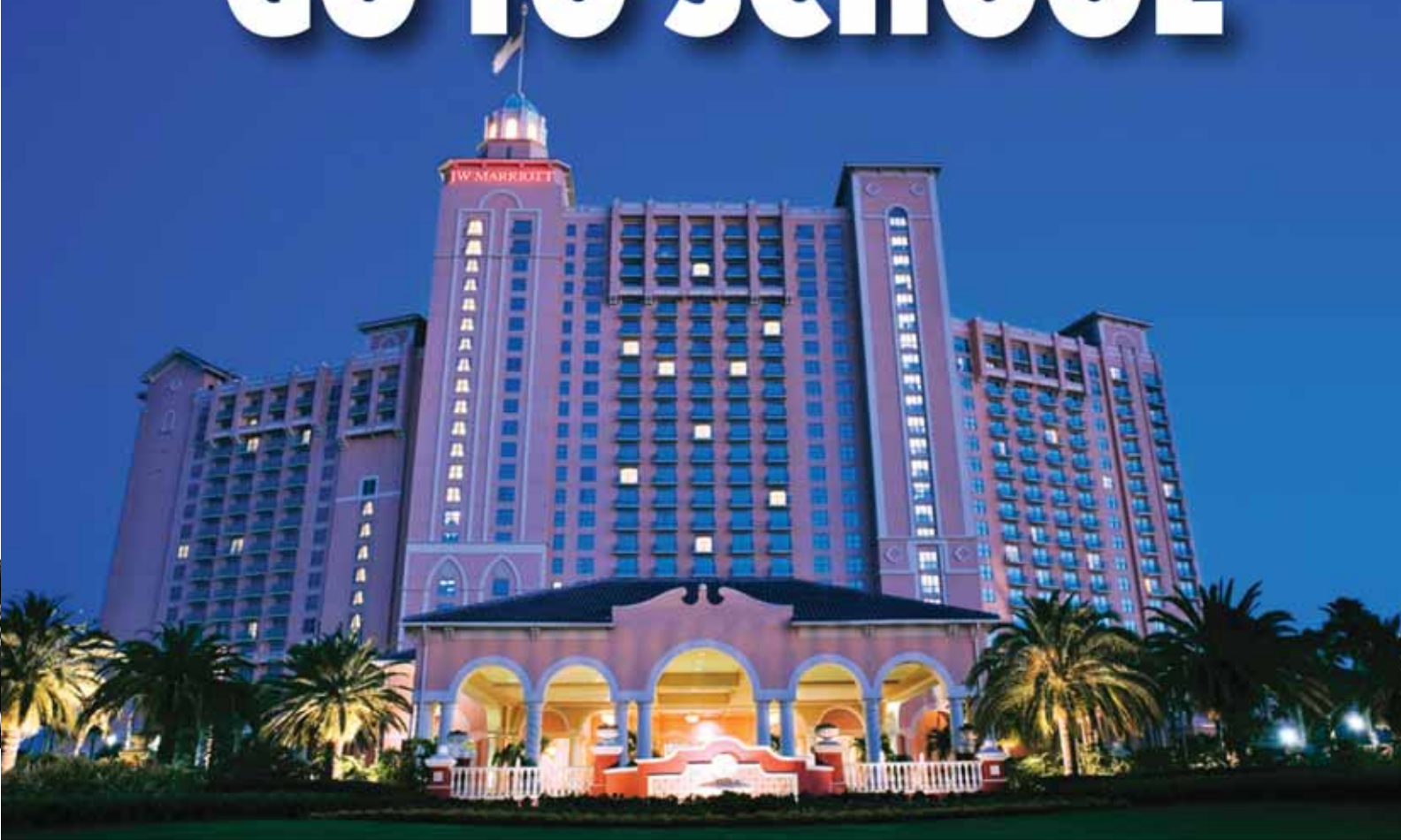
Pioneer DJ's DDJ-RZ and DDJ-RX controllers deliver native control of rekordbox dj performance software. The DDJ-RZ and DDJ-RX mirror the layout of the software precisely to enable intuitive creative performances. Low latency jog wheels with "On" jog display, multi-colored performance pads and a four-channel mixer deliver highly responsive, tactile control. [\[pioneerdj.com\]](http://pioneerdj.com)



MARQ RAY TRACER X QUAD

Marq Lighting's Ray Tracer X Quad delivers 8 RGBW beams of light for aerial effects from a rotating base. The Ray Tracer X Quad features two independently controlled rollers, which provide continuous panning. Plus, individual LED control affords custom programming and animations, while the built-in color programs and movement macros can create a dynamic lightship without the need for a separate controller. [\[marqlighting.com\]](http://marqlighting.com)

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ALESIS SAMPLEPAD 4

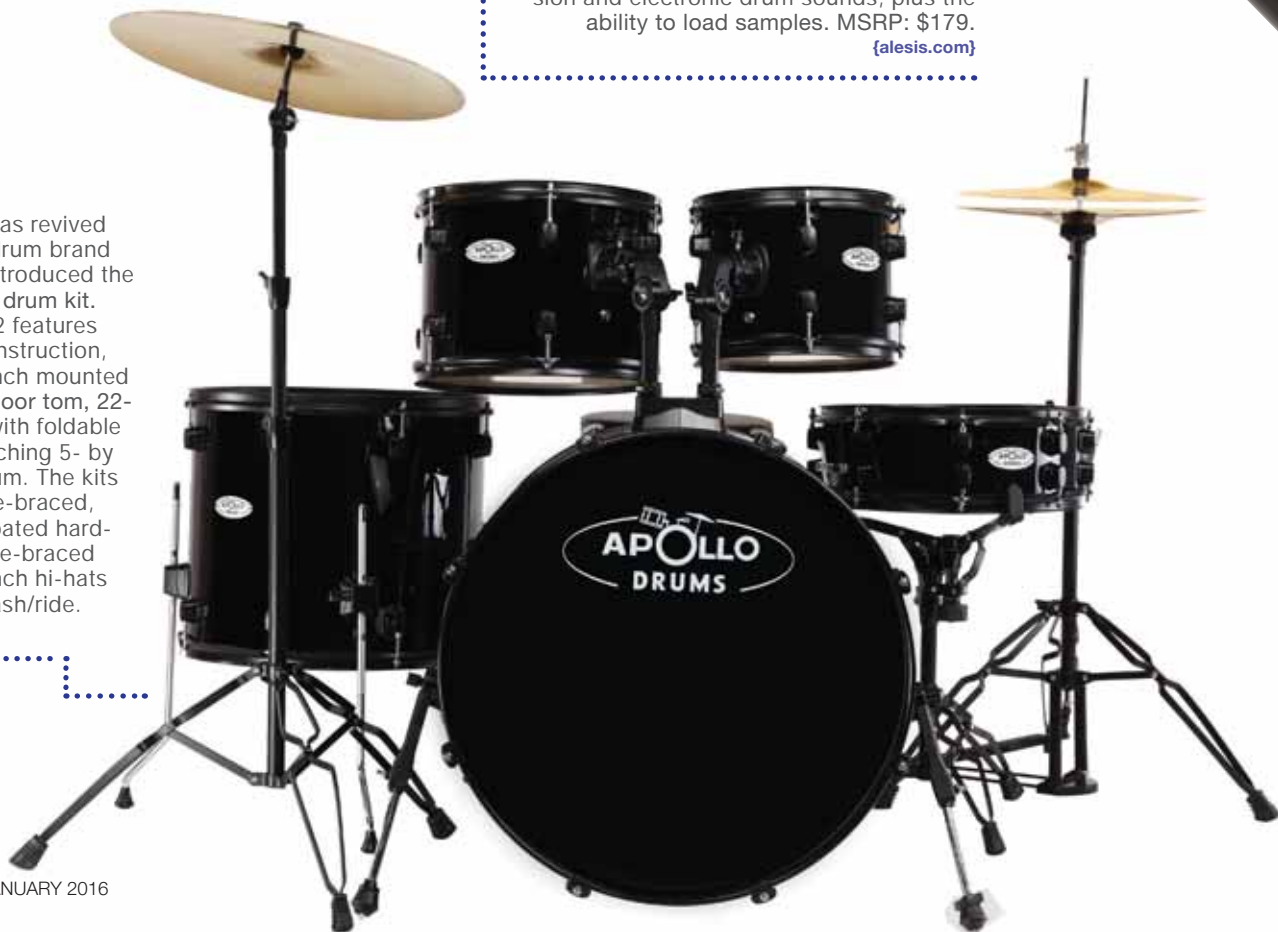
Alesis has introduced the SamplePad 4, a compact all-in-one percussion and sample-playing instrument. The SamplePad 4 comes equipped with four responsive, LED-illuminated rubber pads, dual-zone trigger input and eight preset kits, with a built-in library of the most commonly requested percussion and electronic drum sounds, plus the ability to load samples. MSRP: \$179.

{alesis.com}

SLM AP522

St. Louis Music has revived the starter-level drum brand Apollo and has introduced the AP522 five-piece drum kit. The Apollo AP522 features Poplar six-ply construction, 10-inch and 12-inch mounted toms, a 16-inch floor tom, 22-inch bass drum with foldable spurs, and a matching 5- by 14-inch snare drum. The kits come with double-braced, durable, black-coated hardware and a double-braced throne, plus 14-inch hi-hats and a 15-inch crash/ride.

{stlouismusic.com}





**SABIAN
CYMBAL PACKS**

Sabian has released box sets of some of its cymbal line, including the HHX Super Set, which comes with 14-inch stage hats, 14- and 16-inch X-plosion crash cymbals and a 20-inch stage ride, plus a 10-inch splash and 18-inch X-plosion crash are included free.

At the lower price point, the B8X Performance Set Plus comes with 14-inch hats, a 16-inch thin crash and a 20-inch ride, plus the pack includes a free 18-inch thin crash.

{sabian.com}



**VIC FIRTH
STEVE GADD
SIGNATURE STICKS**

Vic Firth's Steve Gadd signature drumsticks feature a black finish labeled with the special commemorative 70th birthday logo in eye-popping chrome. This classic barrel tip stick was the first Vic Firth signature stick and remains one of the world's most popular models, and is available in wood or nylon tips. Both models feature a 15 3/4-inch length and .550-inch diameter.

{vicfirth.com}

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PinchClips put millions of years of evolution and hundreds of years of innovation in the hands of today's drummers. Faster and easier to use than conventional wingnuts, PinchClips are secure, reliable replacements for wingnuts and clutchnuts on stands and hi-hats. (www.pinch-clip.com)



**CYMPAD
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Cympad cellular foam cymbal washers are consistent, durable and designed to improve the sound and performance of any cymbal. Recommended for all drumming styles and situations, the convenient, specially-priced Starter Pack includes 1X Ride, 3X Crash and 1X Hi-Hat set from Cympad's Optimizer series. (www.cympad.com)



**TRX CYMBALS
X-SERIES & SPECIAL EDITION**

Inspired by their 10th Anniversary and an exotic sound, TRX "X" Series are suggested for modern Jazz and classic Rock. TRX Special Edition cymbals offer professional quality at an affordable price and are available in 3 box sets and a range of add-ons. (www.trxcymbals.com)

PinchClip and Cympad are distributed by Big Bang Distribution • www.bigbangdist.com
TRX, Pinchclip and Cympad are represented by Full Circle Management

SIMMONS SD300KIT

Simmons has released the SD300KIT five-piece beginner electronic drum set. The SD300KIT features rugged 8-inch pads for snare and three toms, as well as tough 8-inch cymbal pads for hi-hat, ride and crash. Also included is an ultra-responsive hi-hat controller and kick pedal with integrated trigger, plus the SD300 Sound Module as well as feature intuitive navigation. simmonsdrums.net



ZILDJIAN CYMBAL BAGS & CASES

Zildjian has launched a premium line of cymbal bags and cases. The line includes the 24-inch Rolling Cymbal Vault, which provides protection and durability and features a molded polyethylene shell with the "Z" logo that holds five to 10 cymbals. For lightweight, durable cymbal transport, the 22- and 24-inch Premium Cymbal Bags feature durable nylon on the outside and soft tricot fabric lining on the inside. zildjian.com



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Photo: Rich McKie

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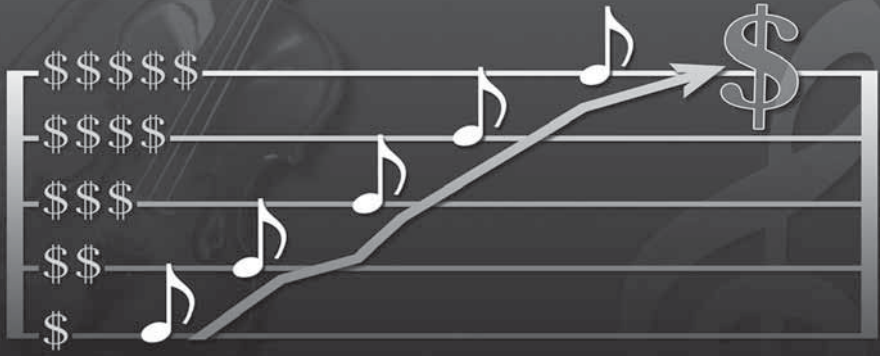


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Sam Catalona
Outlaw Music
Missoula, Montana

By purchasing through the holiday season in preparation for [the downtime]. When I do my budget for purchasing through the holidays, I budget all the way through the middle of January.

We have tremendous sales that occur from Jan. 1 on through to Jan. 30. As a matter of fact, it's our second biggest month of the year! It's like an extended holiday season, because we've still got special sales, we still continue on with the same kind of discounting and advertising.

You have to keep in mind the demographic here. It's a school community [in Missoula, Montana] with the university. The only real downtime in retail, for this region, is the middle of the summer, because the student body is out during the summer months.



Jamie Faletti
Santa Barbara Guitar Bar
Santa Barbara, California

We're trying a new thing now, running a promo so that every purchase from Black Friday through the end of the year you can get 10-percent of that back as a credit in January. So we're trying to create some "bounce back," getting people to come back in after the holidays.

One of the reasons that it's beneficial to be in Southern California, is that we're able to get some manufacturers who are in town, or in Southern California because of The NAMM Show, to come and do in-store [events] that we wouldn't normally be able to get.

We use the time that we have in January, because we'll have some slower days, to be able to figure out any kind of stuff that we want to do during the year — such as changing out furniture, or anything like that.



Peter Sides
Robert M. Sides Family Music Center
State College, Pennsylvania

How do you offset the post-holiday downtime?

As a full-line store we really don't have downtime overall since we're always doing something, even though retail foot traffic does slow down after the holiday season. When it's not instrument rental season it seems like we're improving on the last one and preparing for the next one.

On the four Saturdays in January, we provide four free group lessons that we include with each guitar, drum set, keyboard or piano purchased during the holiday season. It's an idea we borrowed from another store, but I can't think of a better way to differentiate ourselves from local and online competition and to

help folks avoid the buyer's remorse that accompanies holiday purchases that are laid in the closet two weeks into January.

Instead of discounting the gear and trying to race to the bottom on entry level guitar packages, we just try to build a little value and hopefully prevent the kids from quitting right away.

The teachers like it because it's a good way to [get students]. If students want to enroll into regular private lessons starting in February, our regular teachers run the group lessons [in January], so students get some face time with that teacher and can maybe develop a bit of a rapport.

January through March is festival season in Pennsylvania, so we have a lot of events that support the district, regional and all-state festivals throughout our service areas. We host director parties, continuing education sessions for teachers and students, and provide repair technicians on-site at the jazz, chorus, orchestra and band festivals.

Once the weather breaks in March, we hold a customer appreciation sale, which is invitation only. That seems like a good time of year to reach out to our best friends when there's not a lot of noise in the marketplace. **MI**

KEY electric piano machine



KEY electric piano machine

Completing the powerful trilogy forged by the 89 and C9 Organ Machines, the new KEY9 pedal emulates the world's most coveted electric pianos and more. With 9 presets, you can transform your axe and lay down a cool "Riders on the Storm" style groove or some hot funk ala "What'd I Say!" Each preset lets you control the fundamental parameters that help define that instrument's sound. Many include adjustable modulation like tremolo, phaser and chorus. Take it from Mike Matthews who says: "You'll dig the way the Key9 turns you into a Rhodes Scholar!"

Cock Fight



Guitar gods like Slash, Michael Schenker and Mick Ronson have used the cocked wah sound to create monster riffs that have earned a permanent place in the rock lexicon. That required finding the sweet spot in their wah pedal's sweep. The Cock Fight lets you achieve that cool cocked wah sound without the wah pedal. Tune in the tone you want. Add the built-in distortion for more grind and growl, or switch to the Talking Wah mode for a stuck voice-box sound. If you plug in an expression pedal, you can sweep the Cock Fight for jaw dropping wah and talking pedal effects, with or without distortion!



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THE SILENCER

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22500

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