

FULL SUMMER NAMM 2016 COVERAGE
FOR SUCCESSFUL MUSIC RETAILERS

SEPTEMBER 2016
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music

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THE D'ADDARIO WOODWINDS METHOD PROGRAM: EXTENDING D'ADDARIO'S TRADEMARK INNOVATIONS TO CONNECT PLAYERS, EDUCATORS, AND RETAILERS.

INNOVATION IS AT THE CORE OF

everything D'Addario Woodwinds does. From their cane fields, which have been redesigned to grow higher-quality cane in a more environmentally-sustainable way, to their factories, where D'Addario's pioneering use of state-of-the-art technology has refined their reed and mouthpiece manufacturing process to create the industry's most consistent products, D'Addario Woodwinds is constantly rethinking the way they do things at every level to redefine the word "craftsmanship" for the 21st century.

Now, they're applying this innovative approach to how they work with retailers and educators. The D'Addario Woodwinds Method Program helps bring their finest products to students and educators, while driving business to local retailers in a thoroughly modern way.

Led by D'Addario Clinicians, the Method Program is a series of workshops centered around creating an easier, more enjoyable music-making experience through exploring new equipment and teaching techniques. Clinicians prove the advantages of D'Addario's innovation, which eliminates inconsistencies in equipment and helps students play in a more fundamentally sound way. This not only motivates students to continue playing, but also connects schools to local retailers as clinicians make on-site sales on their behalf.

One of those retailers is Saxquest, a high-end woodwind shop who specializes in new and vintage woodwind restoration and repair. Catering to the advanced student and

professional musician, the store has a very active in-store masterclass program. As they expand this into local schools, they're thrilled to have D'Addario's support.

Saxquest owner Mark Overton says, "Because

believes that the best way to strengthen music education and the music industry at large is to better connect musicians with those who serve them. He explains, "The D'Addario Woodwinds Method Program was created to better weave educators, manufacturers, retailers,

and individual players in a common community fabric."

The Method Program has already seen enormous success and Saxquest is excited about their growth. "D'Addario Woodwind products mak[e] a difference for players... They were the first major company to

“OUR RELATIONSHIP WITH D'ADDARIO HAS A FANTASTIC IMPACT ON OUR BUSINESS...THE GOODWILL THAT CAN BE GENERATED BY PARTNERING WITH A COMPANY THAT POURS ITS HEART AND SOUL INTO MAKING A DIFFERENCE IS DIFFICULT TO QUANTIFY.”

D'Addario and Saxquest are of a similar mindset, we've been able to successfully partner on clinics both in the store and in the schools." He continues, "I've had high school kids tell me, 'I used to think practicing was torture, but when using this new mouthpiece and Select Jazz reeds, it's now fun!'"

Currently available in 22 states for clarinet and saxophone, Method Program sessions are complementary and tailored to the needs of students and educators. Covering everything from the fundamentals of playing to music entrepreneurship, these clinics supercharge musical growth.

D'Addario Woodwinds Product Specialist Josh Redman, who is one of the program's supervisors,

use advanced modern technology to go after a great vintage sound, and it worked," says Overton. "Our relationship with D'Addario has a fantastic impact on our business... The goodwill that can be generated by partnering with a company that pours its heart and soul into making a difference is difficult to quantify."

Through bold innovation, relationship building, and advocating for music education, D'Addario Woodwinds is creating an exciting vision for the future. To get on board with D'Addario and reap the retailer benefits of the Method Program, visit daddario.com/dwmp. ▶



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D'Addario
WOODWINDS

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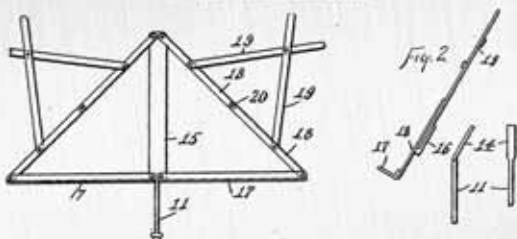
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■ PERSPECTIVE

PERSPECTIVE | BY KATIE KAILUS

START YOUR HOLIDAY PLANNING TODAY

Yes, it may be sunny and 80 degrees outside. Yes, you might be planning one last summer getaway. And, yes, you are probably knee deep into preparing for the school rental season. Nonetheless, while it's still four months away, the "most wonderful time of the year" will be here before you know it. Are you and your store prepared?

For years, every retailer that *Music Inc.* has spoke with that has had successful holiday selling seasons have attributed their success to planning ahead. So, in this month's issue, we have rounded up a few of the best holiday promotions, sales and events to help you get a jump-start on your holiday planning and ensure a successful season.



Starting on page 46, you'll find our Holiday Sales Guide "Holiday Promos to Try This Year" — an in-depth feature comprised of top promotions and best-selling products straight from retailers who have had killer Decembers.

There were so many good ideas we couldn't fit them all into the Guide, for example Gabriel O'Brien of Larry's Music Center in Wooster, Ohio, explained his store's Anti-Black Friday promotion where it held a Black Friday sale ever Friday leading up to the holidays.

"We did a flat discount of 15-percent off on everything in the whole store every Friday during the holidays," O'Brien said. "That year,

we had the most November sales we've ever had."

Cosmo Music in Richmond Hill, Ontario, produces a gift guide each year, titled "The Perfect Gift Guide," which features products that staff members in each department of Cosmo Music have suggested. Instead of printing out the guide like most retailers, Cosmo points out items in both its showroom and on its website.

"We identify items from the guide with branded pop-out display cards in-store that read 'As seen in The Perfect Gift Guide,' and the full guide is featured on our site," said Michael Freethy, marketing manager at Cosmo Music. "We find that this approach has helped a lot of people — many whom may have never set foot in our store before — find what they are looking for without wasting too much of their time."

Whether you're thinking about holding a holiday recital, a Black Friday sale or Cyber Monday specials, your time will be best spent if you begin planning now. Hold onto this Guide and use it as an idea well to ensure your register will jingle all holiday season long.

And be sure to keep an eye on the mailbox for our November issue, which will feature last-minute holiday buys that you'll want to be sure to stock up on this season. Happy holiday selling! **MI**



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LETTERS

Dealer of the Year Reflections

When asked to describe the experience of winning NAMM's 2016 Dealer of the Year award, and what it was like for Contemporary Music Center, the only fitting descriptor is "surreal."

We have had the honor of winning a spot in the NAMM Top 100 Awards for six straight years, and as the competition continues to grow, we realize more and more that receiving that recognition is a unique achievement. CMC has been nominated twice in different individual categories, but the competition has always been tough, and until this year we had never experienced winning one of the top categories. This year was certainly a different story.

Where our night was turned inside out and became completely crazy was the moment when we won our second category: Music Makes a Difference. No sooner had we returned to our table when the category was announced, and CMC was the winner of Best Marketing & Sales Promotion but this time it all seemed larger than life as the excitement level had certainly escalated. Then the Dealer of the Year category finalists were announced. All three finalists in this category were extremely qualified to win, and all three have had a big impact on the music retail industry. Then it happened — the announcer named Contemporary Music Center the winner of NAMM's Dealer of the Year! From that second forward, our world has been completely and wonderfully crazy.

The biggest takeaway, for me personally, is the chance that it has provided to reflect on the quality of all the friendships that people in our industry make over the years. Everyone you know



NAMM's Mark Goff, CMC's Menzie and Summer Pittman and NAMM's Joe Lamond.

takes extra care to make sure they express congratulations, and then they share kind thoughts about the offering you have brought to the music industry.

Winning Dealer of the Year makes you humbly reflect upon all of the steps it takes to capture that moment. You recognize how extremely qualified all the Top 100 dealers are; yet, you grasp with great clarity how honored you are to represent that group as the one who froze time for one second in your career and got the industry's nod as NAMM's Dealer of the Year.

Menzie Pittman
Founder
Contemporary Music Center
Chantilly, Virginia

Lovin' Nashville's Vibe

A huge "thank you" to everyone who stopped by our Summer NAMM booth in June. It was wonderful seeing old friends and making new ones. The support we are receiving from our entire industry (retailers, press and the vendor community) is both encouraging and humbling.

Given that IMS Technologies has a primarily philanthropic goal, the summer show was ex-

ceptional because there was more time to have longer, significant discussions with current and potential customer-partners, without anyone feeling rushed — covering both our great products and our goal of raising funds to directly help cancer patients.

In this less frantic environment we also were fortunate enough to make contact with a few instrument suppliers and many educators who happened to see our booth and are now wanting to include one of our tuners with their instruments or as an add-on accessory.

We also learned that our advertising strategy is working, as several retailers came to the booth with their copy of *Upbeat Daily* (or another) opened to our ad or one of our new product announcements, wanting to see our new tuners, hear our speakers, and learn how they can get involved with our Giving Shelter initiative and CD.

Lastly, I've been involved in many different industries and trade organizations' shows, but none hold a candle to NAMM. Thanks to NAMM's Joe Lamond and his wonderful team for pro-

viding this tremendous vehicle that is helping all of us grow our businesses, gain knowledge (the Idea Center and breakfast sessions are always relevant and well organized) and make/see friends. Now for the after-show follow-up! Wishing everyone much success.

Jeff Millar-Sax
President
IMS Technologies
Yucaipa, California

Summer NAMM 'Jams'

Summer NAMM 2016 was a huge success for The Jam-bourine — the first soundhole tambourine for acoustic guitars.

We met so many great people and made a lot of connections. Being our first trade show, we gauged a lot of interest of musicians and other companies of all kinds. Overall, Summer NAMM may be the reason we come to market so quickly. So thankful for an awesome first NAMM experience!

Hunter Marlowe
Founder
Marlowe Music
Newnan, Georgia

Thanks From PMC

On behalf of the Percussion Marketing Council (PMC) we want to thank *Music Inc.* for running our Remo Belli tribute ad. Your exceptional support through the years continues with sharing our thoughts on an exceptional associate of our industry. Let's keep Remo's passion alive.

Brad Smith
PMC Executive Board Member
Sr. Sales & Marketing Manager
Hal Leonard
Milwaukee

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BEST TOP 40 SONGS

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Colour My World
Do You Want to Know a Secret
Does Anybody Really Know
What Time It Is?
The End of the World
Go Your Own Way
Hair (from Hair)
Help Me
I Saw Her Standing There
Kind of a Drag
Leaving on a Jet Plane
Let's Spend the Night Together
The Letter
Marrakesh Express
Mustang Sally
Our House
Pinball Wizard
(I Can't Get No) Satisfaction
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»» ■■■■ RETAIL

DAY VIOLINS | BY JOHN JANOWIAK

THE STRING SPECIALISTS

While Day Violins has only existed for two years in a retail store format, it actually started several years earlier — at a kitchen table. In 2006, Jason Day and his wife, Jenna, began renting and selling stringed instruments out of their home in northern Virginia. A veteran orchestra director and teacher, Jason was fed up with the poor-quality instruments he was encountering in school. He wanted to find something better for area students to keep them interested in playing music.

“I got really frustrated with some of the instruments that were coming into my private studio and my classroom,” Jason said. “They would never stay in tune, the quality wasn’t very good, the setups weren’t very good. So, I started researching, trying to find good instruments.”

He began working with suppliers to find what he wanted, and soon students were showing up in class with better instruments. Teachers started asking where they came from, and word began to spread.

“We didn’t do any marketing other than sending the kids out with good instruments into the classrooms,” Jenna said.

As the business expanded, it



Day Violins has experienced nearly 40 percent growth since opening its showroom in 2014 — and the string-only business shows no signs of slowing down

moved from the kitchen down to the basement. “We had a whole setup in our basement which included a little table where he would do repairs,” Jenna said. “Our entire basement was full of instruments — violins, violas and basses. It was crazy!”

OUT OF THE BASEMENT

Demand continued to grow, so Jason rented out three

storage spaces, which he visited daily to restock his inventory. Eventually, the business outgrew their house. They opened a store front in 2014, and it’s a far cry from their old digs.

Located in an industrial park in Chantilly, Virginia, the site measures 4,000 square feet with a showroom occupying the front half. In the back, there are seven teaching studios plus a recital

room that doubles as a cello and bass showroom.

Day Violins now has seven employees and eight music teachers. Almost every employee — including the warehouse manager — plays a stringed instrument.

“Every single person can talk shop, sell an instrument, put a string on or do minor repairs if needed,” Jenna said. “It makes for a really smooth employee-customer relationship.”

When they opened up shop, the Days worried whether they would sustain enough business to cover their overhead. Those concerns were soon overcome.

“We’ve experienced a 35–40 percent growth rate in our business since we opened our store here,” Jason said. The Days attribute this growth partly to offering a more inviting atmosphere where people have room to peruse and play instruments.

“I was surprised by how popular we got so fast,” Jenna said. “We were just there all of a sudden, and people could see us.”

Walk-in business has exceeded their expectations.

“Our goal each month is having our walk-in business pay our rent,” Jason said. “We have been successful in that this year.”

The Days don’t intend to expand the business to include band instruments. They prefer

to stick with what they know best: strings. They do foresee expanding in other ways, however. Already running out of room in the warehouse, the Days had to rent out additional space in their building.

“We need a bigger store now,” Jenna laughed.

They’re also finding themselves stocking higher-end instruments for professional players.

“When we started the business, I was selling anywhere from \$2,000–\$5,000 instruments,” Jason said. “We’ve expanded that almost every year. This year, we’re offering up to \$15,000 violins, violas, cellos and basses. In the future, I’m probably going to be expanding the offerings that I have, to

bring in more of the professional players and people who aspire to be professional players with more expensive instruments for sale.”

BUILDING RELATIONSHIPS

The Days chose their location carefully. It sits near three main thoroughfares in Fairfax County, about 25 miles from Washington, D.C. The D.C. area is a hotbed of school orchestras and semi-professional orchestras, and Fairfax County has the strongest school orchestral programs in Virginia. Nearby Loudoun County also boasts a fast-growing economy.

“We conveniently put ourselves right on the edge of Fairfax county and almost in Loudoun county so we could

draw on both counties for business,” Jason said.

Day Violins has contracts with the public school systems in both counties, as well as other nearby counties. For the most part, specializing in strings does not prevent them from getting contracts.

“There are some contracts I’m not able to bid on because they want to have it all-encompassing with band and orchestra instruments,” Jason said. “But most often, they individually bid instruments and accessories to make it available for all.”

The Days spread the word about their store through Facebook and Instagram, but most of their marketing is done the old-fashioned way: through word of mouth and relation-

ship building.

“One of the reasons for our growth is we’ve built a relationship with the teachers,” Jason said. “We do a lot of outreach to the teachers. We offer free repair classes for teachers so they can learn how to do table-top repairs in their classroom when instruments get broken or damaged.”

Recently, Day Violins was awarded a repair contract with Fairfax County Public Schools, picking up instruments and bows to be fixed as needed.

“That in itself can be marketing, too, because we’re going out and having a good experience with giving them good customer service. That’s going to be another reason why they refer business to us.” **MI**



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Reverb Rolls Out SYNC

Reverb.com has launched Reverb SYNC, a curated collection of the best free music software and plugins. For experienced production pros, Reverb SYNC will provide a handpicked selection of the best virtual instruments, software effects and more. For users new to the idea of making music with a computer, Reverb SYNC pairs software with guides, demos, how-tos and more. “We’re working every day to cultivate an online community where musicians can come to buy, sell and learn about the gear and resources they need to make the music they love,” said Justin DeLay, director of digital at Reverb.com. “This expanded focus on software and plugins is a natural extension of that mission. Regardless of level of software experience or knowledge, we want to make computer music accessible to everyone.”

The collection features Reverb SOLO, an exclusive free plugin born from the first partnership between Acon Digital and Reverb.com and designed to provide simple reverb. reverb.com

APPOINTMENTS

Al Martin



BLUES ANGEL ADDS MARTIN

Pensacola native Al Martin is the newest addition to the teaching staff at Blues Angel Music’s School of Music. Martin will be instructing piano and organ lessons. Martin began his musical journey in 1965, and was teaching piano by 1968. He has experience with brass instruments, but he excels with keys, specifically piano and organ. He attended the Berklee College of Music.

Martin spent time as a presenter for the Kawai Corp. of America and a product specialist for Forbes Music Co. bluesangelmusic.com



The Guitar Store and Korg team at the Tacoma Guitar Festival.

THE GUITAR STORE, KORG | EVENT

GUITAR STORE, KORG TEAM

The Guitar Store in Seattle reached out to Korg USA to help them stand out during the Tacoma Guitar Festival held at the Tacoma Dome in Tacoma, Washington. The festival is a destination for guitar players featuring over 150 exhibit-style booths, guitar workshops and live performances.

Korg USA’s District Sales Manager Kyle Taylor brought the minilogue, microKORG, the Korg volca line (including new Volca FM) along with a selection of microKEYS for guitarists to try out.

“Right from the start of the show our table was filled with people getting their hands on the gear, asking questions and getting educated. Countless old school guitar

guys came over, sharing memories of old Korg synths they used to have,” Taylor said. “We were happy for the opportunity to help our partner, The Guitar Store, elevate the festival experience for guitar players.”

“The Tacoma Guitar Festival is an amazing show with thousands of attendees,” said James Schultz, owner of The Guitar Store. “While we were thrilled to have so many high-quality guitar brands and products on display, every time I looked over to the Korg synth table it was a petting zoo with people actively engaged in learning about the gear and how they could use it to enhance their performances and create.”

seattleguitarstore.com; korgusa.com

KEYBOARD CONCEPTS | AWARD

Keyboard Concepts VP Receives Recognition

Jeff Falgien, vice president of Keyboard Concepts in Sherman Oaks, California, combines the worlds of music and football as the coach of El Camino High School’s team in Woodland Hills, California. His commitment to the team was recently honored by the Valley Economic Alliance with the presentation of the “Champion of Education Award” at its awards ceremony on May 12. The event celebrates the Annual Steve Allen Excellence in Education Awards which salutes nationally recognized achievements in the education field.

Falgien was selected in recognition of his creative and passionate leadership in bringing positive change in the academic

community to improve the lives of children and their families. Since 1983, Keyboard Concepts has been an active supporter of local schools, universities and community through donations, product servicing and the use of concert instruments for performances. keyboardconcepts.com



Falgien (right) accepts the Champion of Education Award.

SWEETWATER, PEAVEY | EVENT

Peavey Brings Trade Show Booth to Sweetwater

In June, Hartley Peavey and Peavey Electronics brought a private trade show to Sweetwater's headquarters in Fort Wayne, Indiana. A tractor-trailer loaded with Peavey's latest equipment pulled into to Sweetwater for a full day of gear demonstrations and training sessions for Sweetwater's staff of sales engineers. The display filled Sweetwater's largest conference hall and comprised Peavey's NAMM show booth along with additional displays and training areas.

Hartley Peavey spent the day fielding questions, discussing his company and his passion for the music industry. Additional Peavey personnel included Fred Poole, North American sales manager; Kent Morris, worship market manager; Tim Tardo, lead engineer and global sourcing director; Tom Stuckman, lead engineer/designer; Michael Smith, product manager MI division; and Scott Noble, district sales manager. They met with Sweetwater's sales engineers privately and held an ongoing series of classes covering Peavey's equipment and company philosophy.

Highlights of the event included not only a chance to hear Peavey's flagship RBN112 and RBN215 powered subwoofers, DM series powered speakers and subs, XR series powered mixers, and PV series

passive mixers, but also to get hands-on with Cirrus and Millenium basses, Mini Max and Mini Mega bass amps, Vypyr Pro guitar amps, and Mini series amp heads with matching cabinets. In addition, Peavey displayed the full line of innovative Composite Acoustic guitars.

"We're very proud of our close relationship with Hartley Peavey and his entire

company," said Chuck Surack, Sweetwater's founder and CEO. "Bringing this private trade show to Sweetwater specifically to train our sales engineers only makes our relationship stronger and has enhanced our sales engineers' expertise with Peavey products, enabling them to make even better-informed recommendations for our customers."

{sweetwater.com; peavey.com}



Sweetwater's Chuck Surack and Peavey's Hartley Peavey



Note From Mary

ADVERTORIAL • SEPTEMBER 2016 • NAMM.ORG

Every Student Succeeds Act—What's Next and How Your Local Schools Can Benefit

After years of music education advocacy efforts on Capitol Hill by NAMM and its members, last December President Obama signed into federal law the groundbreaking Every Student Succeeds Act (ESSA), adding music and the arts to the definition of a “well-rounded education” for school-aged children around the nation.

And while this was an enormous win for music education, moving us closer to a world in which all kids have the opportunity to learn music, the real work has just begun. To ensure that ESSA federal policy is implemented and funding is available to schools in your community, it's important to be informed and prepared to take a proactive role in the implementation process by reaching out to state and local school district officials.

Time is of the essence. As U.S. Secretary of Education John B. King stated, “Meaningful stakeholder engagement starts at the beginning of the process, when initial planning is getting started; not at the end, when a plan is nearing completion.” And this process is starting NOW. All music education advocates need to come together and remind decision-makers about the joys of learning music for all children and the proven benefits that music education brings to a school setting, including

greater graduation rates, higher test scores and improved attendance. NAMM members can lead or participate in state and local music education advocacy efforts and organize meetings with state legislators, state department of education personnel and expanding advocacy networks. These efforts are vital to developing the opportunities available through ESSA.

Be a hero in your community by helping to ensure that all children have access to music as part of a well-rounded education.

Sincerely,

Mary Luehrsen

NAMM DIRECTOR OF PUBLIC AFFAIRS AND GOVERNMENT RELATIONS,
AND EXECUTIVE DIRECTOR OF THE NAMM FOUNDATION

“All music education advocates need to come together and remind decision-makers about the joys of learning music for all children and the proven benefits that music education brings to a school setting, including greater graduation rates, higher test scores and improved attendance.”



NAMM Music Education Advocacy DC Fly-In delegates at work.

L to R: Steve Fortunato, CEO, Fortch Unlimited; John Mlynszak, Vice President of Sales of Marketing, Noteflight; Bernie Williams, Baseball Legend and Music Advocate; U.S. Senator Jack Reed, Rhode Island; Scott Abrahamson, Director of Education & E-Commerce, Rick's Musical Instruments; and Phyllis Webb, Owner, The Magic Fluke Co.

Music is part of "a well-rounded education."

Strengthen a student's connection to school!

Expand access to music education!



How You Can Help

Reinforce

Reinforce what's in the law: inform local school district heads, administrators, state legislators and education leaders about the NEW language in the ESSA that includes music as part of "a well-rounded education." Since a school's curriculum is "determined by the state or local education agency," local districts have the opportunity to act on the overwhelming belief of parents and teachers that music should be available to all students. This is your opportunity to show them the research that validates this.

Resource: Striking a Chord, The Public's Hopes and Beliefs for K-12 Music Education

nammfoundation.org/striking-chord

Remind

We must remind school and community leaders, as well as other stakeholders, about the benefits of music education, its impact on school climate, and the many ways in which music can strengthen a student's connection to school. There are numerous research studies and resources available to verify these claims:

nammfoundation.org/why-learn

Request

Rally your school and community leaders to collaborate with the school district, which can ultimately work with the state to:

- Develop and expand music education programs for all students as part of school turnaround and reform objectives; encourage districts to assess if music education is available to ALL students and encourage use of Federal Title 1 and IV funds to expand music education—and its many benefits—for all students
- Expand access to music education in your school, assuring support for highly qualified teachers and educational materials
- Review the district's opportunities to participate in the federal pre-school grant program that included the arts within the "Essential Domain of School Readiness" definition
- Work to assure that music education is part of school climate accountability and assessment measures that are reportable to both state and federal education agencies

To learn more about the ESSA and how you can support music education, visit www.nammfoundation.org.



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Launches new dealer website
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SUPPLY

ARRIA.LIVE | BY KATIE KAILUS

SOUND MADE EASY

After running a professional sound service company for more than a decade, Ed Arrington, founder of Arria.Live, was continually amazed at how complex and archaic professional sound systems were.

“Routing audio signals and mapping channels continued to be a nightmare setup after setup,” he said. “With today’s technologies, why does professional audio continue to be so complicated? Why can’t a microphone tell me how it is connected rather than my having to ‘configure’ each input and output path? My phone knows how to route its own signals — how come my microphone can’t?”

So, Arrington set out to find a solution to make sound systems easy for anyone to operate.

“After additional research, we discovered we were not alone,” Arrington said. “Even professional audio engineers struggle with signal routing and channel mapping. And volunteer operators are especially challenged, resulting in less than desirable results for churches, schools, hotels and community centers around the world. Like so many, we searched for a solution, but found none.”

As a result, Arrington decided



Ed Arrington

Arria.Live’s technology makes sound systems easy for all to operate

to create a solution himself and developed Arria.Live — a completely networked sound system for live performance.

“One of the great features of the Arria.Live system is that there are really only two components: inputs and outputs,” Arrington explained. “Inputs include microphones, instruments, and for the convenience of devices not yet directly supporting Arria.Live technology, input converters for both stereo and mono in-

puts [guitars, keyboards]. Outputs are basically powered speakers with Arria.Live technology

built in, or for devices not yet supporting Arria.Live technology, there are output converters.”

By changing the architecture of how sound systems are built, Arria.Live technology makes installation simple for non-professionals and professionals alike. Rather than using a centralized mixer requiring every microphone and every speaker to be connected exactly right, Arria.Live technology transmits audio over a standard Ethernet network directly from the inputs to the outputs with nothing in between.

“There is never a need to configure signal routing or channel mapping,” Arrington said. “Arria.Live smart devices know how to route audio automatically.”

This means that you just plug in a microphone — into any network port — and the microphone will work, and all controls are maintained through an iPad.



THE ARRIA EFFECT

Since debuting the technology at last January's NAMM Show, Arrington has gotten interest from some key microphone and speaker manufacturers, so much so that he and his team have decided not to sell their products directly to the market themselves. Instead, they are now focused on partnering with key OEMs and reducing the cost so "everyone can enjoy the benefits of Arria.Live technology."

"We have several beta installations using Arria.Live technology every day and loving it," Arrington said. "We are working closely with a few key microphone and speaker OEMs to deliver products to the market under their brands and through

their channels."

Arrington said the primary benefit sound installation companies have through Arria.Live technology is that the system is simple to understand for students, volunteers and other non-sound professionals, requiring less "hand-holding" and training.

"For the installer, the configuration effort is far simpler as well," Arrington said. "Installers can be up and running faster and with less running around. Arria.Live systems do require a network to be installed, something many installers already know how to do. Once that network installation is complete, the rest is easy."

The current cost of an Arria.



Live system is about the same as a similarly-capable sound system, however, Arrington said he expects that cost to drop quickly.

"This will make sound systems based on Arria.Live technology not only simpler, but also more economical." **MI**

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INMUSIC, RANE | PURCHASE

inMUSIC SET TO ACQUIRE RANE

Rane co-founders Linda Arink and Dennis Bohn have agreed to sell the company to inMusic. The transaction is scheduled to be completed this summer. After the sale, Arink and Bohn plan to retire.

Founded in 1981, Rane develops and manufactures products for the DJ and professional sound markets.

“Rane Corporation is a great addition

to inMusic,” said Jack O’Donnell, CEO of inMusic. “Rane is a dynamic, esteemed audio brand focused on enhancing DJ performance and professional sound.”

“I am proud Rane is going to become a member of the in-



Music family,” said Linda Arink, finance director for Rane. “This is the perfect new home for our company, one that will embrace the legacy of our products and grow our business to its maximum potential.”

{inmusicbrands.com; rane.com}



ST. LOUIS MUSIC | COMPANY

SLM Debuts StagePRO Brand

St. Louis Music has introduced the StagePRO line of stands, cables and combo accessories to its family of brands. Previously known as StagePRO by Hamilton, SLM Marketplace has worked to position StagePRO as a standalone brand, synonymous with excellent quality at a factory-direct value. SLM acquired Hamilton stands and StagePRO in November 2015.

“One of the most fortunate elements of the Hamilton deal was the acquisition of the StagePRO brand name,” said Rich Dumstorff, vice president of SLM Marketplace. “This offered us the opportunity to build a great combo brand at factory direct pricing. We are actively expanding the line into all types of combo accessories”

Factory direct pricing in StagePRO is a brand cornerstone made possible by strong manufacturing relationships. Another strength is the well-known and tested StagePRO legacy in guitar, keyboard and mic stands. Top products include the KB5500G 5 Location Portable Guitar Rack, the KB865K Double Bolt Together Keyboard Stand and the classic KB420G Double Guitar Stand with Cradle Support. {stlouismusic.com}



The ukulele circle during the Peaksware Block Party.

PEAKSWARE | EVENT

Peaksware Hosts Community Block Party

On June 13, Peaksware hosted a block party at its Boulder, Colorado, offices. The event, complete with food trucks and beer tents, was used to drive community awareness, pursue potential recruiting opportunities, and spread the word about companies under the Peaksware corporate umbrella while making connections across brands. Peaksware’s portfolio includes Alfred Music, MakeMusic, TrainingPeaks, Best Bike Split and TrainHeroic. The event was also an opportunity to debut the Woodshed, MakeMusic’s new state-of-the-art recording studio, and host an interactive ukulele

circle featuring a beginner’s practice book published by Alfred Music.

With more than 200 attendees, including Alfred’s CMO Andrew Surmani, and Olympic triathletes Greg and Laura Bennett, the event drew people from both the music and endurance worlds.

“Our goal in hosting the Peaksware block party was to bring together the diverse communities of music, athletics and software represented by our brands with a fun evening of food, drinks, and entertainment,” said Jeremy Duerksen, Peaksware’s Chief Marketing Officer. {peaksware.com}

ERNE BALL | AWARD

ERNE BALL WINS 29 TELLYS

Ernie Ball received 29 awards in the 37th Annual Telly Awards. Ernie Ball is the only musical instrument brand to create original TV programming, underscoring the company's commitment to innovative marketing tools, the promotion of music as art and the celebration of top talent.



The Telly Awards were founded in 1979 and honor achievement in video and film production, and online commercials, video and film. Winners represent the best work of the most-respected advertising agencies, production companies, television stations, cable operators and corporate video departments in the world.

Ernie Ball was acknowledged with six Silver Telly Awards (the Telly's highest honor). "Ernie Ball: The Pursuit of Tone," featuring guitarist Mike Ness (A DIRECTV/AT&T Original Series), won awards in Lighting, Sound Design and Cinematography, "Ernie Ball: The Pursuit of Tone," featuring Buddy Guy, garnered two awards in Cinematography and Sound Design. And "Ernie Ball: String Theory," a web series, won kudos for Promotional Branding. Additionally, Ernie Ball received 23 Bronze Telly Awards.

"It's an honor to be recognized for the innovative work our team is producing alongside the family of artists who make Ernie Ball and Music Man part of their craft," said Dustin Hinz, Ernie Ball Music Man executive vice president of marketing. "Our original content efforts are instrumental to telling our brand story and we are pleased that the work is resonating with our customers, dealers and music fans."

"The Telly Awards has a mission to honor the very best in film and video," said Linda Day, executive director of the Telly Awards. "Ernie Ball's accomplishment illustrates their creativity, skill and dedication to their craft, and serves as a testament to great film and video production." ernieball.com



Manhasset Stands in use at the AWB debate

MANHASSET | EVENT

Manhasset Stands Used During AWB Debate

Manhasset Stands were used during recent debates by the Association of Washington Business (AWB) which hosted the event. Manhasset provided its Regal Conductor stands for use by all candidates of all parties.

"Manhasset's Regal stands were perfect for this venue, providing great support to all participants," Bobbi Cusins of the AWB told *The Spokesman-Review*.

manhasset-specialty.com

FISHMAN | PROMOTION

FISHMAN OFFERS FREE STRINGS

Fishman is offering free D'Addario strings with the purchase of a Fishman Bluegrass or Strings family pickup. The Web promotion is designed to increase customer floor traffic and build sales for retailers. As part of the company's ongoing 35th anniversary celebration, the Free String promotion runs from July 1–Sept. 30 for authorized Fishman dealers. With this promotion, if a customer purchases a Classic Series Banjo Pickup, they are eligible to receive two sets of D'Addario NYXL strings, a retail value of \$16.20 each. If they purchase either a Classic Series or Nashville Series Mandolin Pickup, they are eligible to receive two sets of D'Addario EXP Mandolin strings worth \$29.90 each. The same type of offer also applies to Fishman Resophonic and Violin and Viola pickups.

fishman.com



DW | COMPANYY

Sheila E. Pays Tribute to Prince With DW Custom Kit

Drummer and percussionist Sheila E. played a one-of-a-kind DW custom kit as part of a special musical celebration honoring Prince at the BET Awards on June 26 at the Microsoft Theater in Los Angeles.

As a personal tribute to Prince, Sheila E. played the gloss white drumset and matching timbales crafted in DW's California Custom Shop and hand-painted with Prince's iconic "symbol," accented with multi-colored butterflies and finished with gold hardware. The art for the drums was inspired by Sheila E.'s recently inked tattoo commemorating the life of the multi-talented artist who passed away on April 21.

"My instrument is the portal into which I pour my heart and soul," Sheila E. said. "It allows me to express what I am feeling. [During the BET Awards], I have the opportunity to share with the world so many of the emotions that I, and many others, have experienced in these past weeks since Prince's passing. It will be part of our healing process and another step on the road that lies ahead."

dwdrums.com

APPOINTMENTS

FISHMAN TAPS OSTRANDER, LENAIRE TO DRIVE SALES

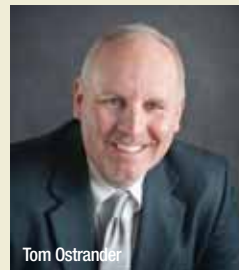
Fishman has appointed Tom Ostrander as vice president of global retail sales and Gary Lenaire as director of new product marketing and sales to maximize the company's sales effort.

Ostrander brings a diverse sales background to Fishman and has spent the last eight years in telecommunications industry channel sales positions, most recently as president of sales for the Americas at Snom Inc.

An accomplished guitarist, vocalist, and songwriter, Lenaire has released nine albums on Frontline Music Group and Metal Blade Records and served as product and

artist relations manager at Boss for seven years, innovating many new products and successful sales and marketing strategies.

"The addition of Tom Ostrander and Gary Lenaire really rounds out our team with two top-notch, seasoned professionals who have the experience and skills to keep Fishman moving forward," said Larry Fishman, Fishman president. fishman.com



Tom Ostrander

ORANGE PROMOTES DEACON TO INTERNATIONAL SALES MANAGER

Orange Amplification has promoted James Deacon to international sales manager. Deacon joined Orange in 2011 as internal UK sales executive. A year later, he was promoted to UK sales executive, and European sales manager in 2015. Deacon will now take over international sales with responsibility for the continued development of worldwide sales growth with a focus on emerging markets. "Over the last five years, I've been proud to be part of a team with such a strong history in the music industry, and the experience I have gained working

with such an iconic British amplifier brand has been immense," Deacon said. "We will be shortly announcing a new global sales team that will help us achieve our strategic goals for the future and continue to grow and support our customer base further." orangeamps.com



James Deacon

YAMAHA HIRES WINTERHALTER

Yamaha Corp. of America has appointed Paul Winterhalter as its percussion product specialist in the band & orchestral division. In his role, Winterhalter will provide technical support and expertise to the percussion department and its clientele.

"Yamaha has been a fundamental aspect of my experience in the music industry," Winterhalter said. "I look forward to sharing my passion for the Yamaha brand, and above all, for the company's world-class percussion products. Yamaha has had a huge impact on my experience as a musician."

"Paul's musicianship, marketing knowledge and experience with renowned drum and bugle corps, as well as his enthusiasm for the brand, will make him a great asset to our department," said Troy C. Wollwage, Yamaha's percussion marketing manager, band and orchestral division. usa.yamaha.com



Paul Winterhalter



HAL LEONARD | WEB

HAL LEONARD LAUNCHES ENHANCED DEALER ACCESS WEBSITE

Hal Leonard has rolled out an enhanced and redesigned mobile-friendly website specific for its retailers. The site makes it easier to place and track orders, research Hal Leonard titles, and interact with a variety of tools to help retailers market Hal Leonard products.

“We’ve been working for over a year to make sure that our Dealer Access site is an easy and enjoyable experience for our retailers,” said David Jahnke, vice president of national sales who worked with an in-house team from the Hal Leonard creative services, marketing and programming departments to design and build the site. “We wanted to provide our accounts with a ton of information but in an easy to understand way. Although we still will always prefer to talk to our accounts in person, we know there’s a need for 24/7 access to information so we hope that this site will help stores get whatever they need when they need it.”

New site features include the ability to browse products and categories just like on halleonard.com, add items to an order as you browse or search on the website, review your store’s order history, download marketing tools and more. dealers.halleonard.com

D'ANGELICO, D'ADDARIO | PARTNERSHIP

D'Angelico, D'Addario Partner to Release Electrozinc

D'Angelico Guitars has launched its new electric guitar strings, D'Angelico Electrozinc. Co-designed and engineered by D'Addario, Electrozinc marks the return of the partnership between the two brands. More than 75 years ago, a chance meeting between D'Angelico's John D'Angelico and D'Addario's John D'Addario resulted in the invention of the first modern, round-wound electric guitar string, the zinc-coated Bethanized Steel. Its full and bright sound would be featured on some of the greatest records of all time. But the closing of the Bethlehem Steel plant in the 1960s put an abrupt end to its production.

D'Angelico and D'Addario have re-forged their partnership, and by combining modern innovation with John D'Addario's original designs, the D'Angelico's Electrozinc string is the truest tribute to Bethanized Steel. D'Addario's EXP technology coats every string to maintain its classic tone even longer. Electrozinc is available in six gauge variations. dangelicoguitars.com, daddario.com

HARMAN, KMC | DISTRIBUTION

Harman Professional Solutions Teams With KMC

Harman Professional Solutions has appointed KMC Music as its United States MI channel distributor for AKG Acoustics, Crown, dbx, JBL Professional and Soundcraft. The appointment is effective immediately, according to Roger Hart, KMC vice president of merchandising, who added that the KMC warehouse is stocked and ready to ship all of the Harman Professional Solutions brands.



“The pro-audio, electronic dance and DJ product categories continue to offer MI retailers a tremendous opportunity to increase their revenue volume, and KMC Music is committed to building out the industry’s most complete line of pro-audio brands to help dealers fully leverage this growth opportunity,” Hart said.

“The addition of AKG Acoustics, Crown, dbx, JBL Professional and Soundcraft to this portfolio, coupled with our product and service expertise, clearly makes us the MI retailer’s one-stop source for all of their pro-audio product needs,” Hart said. kmcmusic.com; pro.harman.com

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IDEAS

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THE TECH BEAT | BY JAMES HARDING

FACE-TO-FACE MARKETING

After a recent recital, I found myself discussing player piano technologies with a confused parent. Specifically, I was explaining how today's players no longer use floppy disks. Everything is wireless. And, just as I was about to walk away feeling superior in my knowledge of cutting-edge technology, one of the performing pre-teens walked up and pointed at the man's floppy disk. "Look, mom!" she said with some excitement. "Someone 3D printed the 'save' icon!" And just like that, I realized how close I was to turning 40.

In retrospect, I should have thanked that girl for giving me the idea for this article. In fact, her declaration (and the humorous chat that followed) helped remind me just how quickly things change. Many kids today have no idea what it's like to only have three channels on the TV (four if you count PBS). Many have never dialed a rotary phone. Some kids even look at me strangely when I try to explain how a grand piano action uses gravity — like a "see-saw." Modern culture is so deeply connected to communications technologies that, in many ways, it's actually become more



Get out in front of your prospective customers, and meet them face-to-face

difficult for small businesses to reach their customers.

Every potential advertising venue now comes with hundreds — if not thousands — of options. How many websites are there? How many hundreds of channels can we enjoy on TV or satellite radio? Who has the time or the budget to cover all of these and still find resources for social media? It's impossible to do it all, so, as we adjust to our

ever-changing marketing climate, we "guess and check." We try new things, evaluate the results and move on — until we find something that works. But, what if that something isn't new at all? What if it's been right in front of our faces this whole time?

HIT THE ROAD

I am fortunate enough to speak with piano dealers from all over the nation and those who are spending time engaging people face-to-face (both inside and out of their stores) are seeing a significant increase in sales. Dealers who rely on traditional, "mass-media" advertising are seeing flat or even declining sales. Our prospective customers appear to be overwhelmed with advertisements. They crave real experiences.

With that in mind, my store, Gist Piano Center, has renewed its focus on "face-to-face" marketing events. We've done "new product testing" with local teachers. We've done theme recitals in local malls or public places. We've put together performances for charity organizations. We've even partnered with a local hospital chain to provide equipment and performers for their music therapy libraries. Coming up, we're joining forces with "big-

box" stores to experiment with "store within a store" spaces, helping us reach thousands of people who might never have thought to visit us. And we've managed to collect a myriad of prospect data and automatically upload it to our database thanks to our Constant Contact app.

In short, we're going back to "The Old School" and focusing on the one thing technology hasn't changed: our need for human interaction.

So far, our early results have been extremely encouraging, especially in traditionally slow months, and I anticipate that we'll see more success as we head into the holiday season.

How about you? Why not try getting out of your store and seeing your public face-to-face? Wow them with the musical fun that only you can offer and watch as they delight in a hobby they might never have otherwise considered.

New technologies are great, and we should definitely embrace them when they make our lives easier. But, when technology gets in our way, it's time to build our prospect pool the "old-school" way: face-to-face. **MI**

James Harding is a 15-year piano industry veteran, social media expert and swing pianist. Email him at jharding@gistpiano.com.

LESSONS LEARNED | BY GERSON ROSENBLIOM

Interview Impressions

If your store is anything more than a one-man shop, prospective employee interviews are a necessary part of what you do. You are likely come face-to-face with a lot of people applying to your company over the course of years.

In many cases, the people you interview are either current or potential customers. This means that when you interview them, you have two goals. Obviously, your primary objective is to get to know this person so that you can make an informed hiring decision. But,

how you treat them through the interview process will affect their feelings towards you and your company.

So, while you're learning about this person, what are you doing to market your company to them? After all, people tend to choose where they'll do business not just based on the inventories and the prices, but mostly on the people. Would this person choose to deal with you if not trying to get a job with you?

My interviews with prospective employees always included a tour around the facility, meeting some of the staff when possible and something of a look "behind the curtain" of what makes the business tick. I discussed the company philosophy and, most significantly, the high standards we hold our staff to with regard to our level of customer service. Just think of the subliminal value of this message.

Perhaps the single most important thing you can do to create a positive impression is how you handle the rejection process of an applicant. No one wants to call someone with bad news. This is a lesson that took me far too long to learn. I honestly have no idea how many customers I lost because I didn't handle them properly during the post-interview follow up. When I finally figured it out, I only wished that I had every last one of those applicants back so that I had a chance to do better.

view. Don't leave those applicants wondering what happened to their application. It's simply a matter of emailing them a short note to tell them that you received their application, and then an explanation that there are more qualified candidates that you will be interviewing. Thank them and tell them how much you appreciate their interest. If this person seems like they might be a good fit for some other position, you can even invite them to reapply in the future.

When you have interviewed someone, but decided they're not right for the job, the response needs to be more personal. I suggest giving this person a phone call. Your goal, besides delivering the bad news, is to make this person feel as good about your company and the process they've just gone through as possible. You want to find everything that was good about the candidate and focus on that. Tell them what you especially liked, and then simply explain that you found someone a little more better suited. At the end of the call, even if they're disappointed, they should feel validated and appreciative of your time. With that call made, add this person to your mailing list and to feel proud of the new relationship you've forged. **MI**

Gerson Rosenbloom is the vice president of strategic management at Sweetwater Sound, the former president of Medley Music, and a past NAMM chairman. Email him at: gersonmusicinc@gmail.com.



'When you have interviewed someone, but decided they're not right for the job, the response needs to be personal.'

MAINTAINING THE RELATIONSHIP

So, what's the right way to treat an applicant? For starters, you're going to take a lot of applications where you won't do an inter-



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THE MARKETING MINUTE | BY LAURA WHITMORE

Maximizing Your Event

Hosting events are a great way to drive potential clients through your doors who might be unfamiliar with your business. By using your resources wisely, you can make the most of your event participation.

DEFINE YOUR GOAL. Outline what the goal of your event is before you begin planning. Yes, of course, more sales are always the ultimate goal, but other goals should include adding names to your mailing list, enrolling more lesson students, getting feedback on new store displays or improving your community network. Think about how your event can help accomplish all of these.



GET PREPPED. Ensure your entire staff understands your event's game plan. This includes talking points on special promotions and bundles, a schedule of what's happening, plus handouts and other info that will help keep your messaging on track.

USE YOUR MAILING LIST WISELY. Yes, you can include info about your event in your regular email campaigns, but don't forget to send a reminder the day before or even the morning of your event. I've had people show up who said, "Oh, I got your mailing this morning and realized your event was tonight."

BE PART OF THE COMMUNITY. If you have a special event space in your store, invite local organizations to use it for their music-related events. Host fundraisers for them, music recitals, open mics and more. Get your name out there as a hub for community activities and you will get to know others who make things happen in your area. Don't be afraid to ask if those you help will share flyers or newsletters about

your store, specials and other events.

ALWAYS MULTI-TASK. Is your event something that customers who can't attend might still want to be a part of? Record your event, clinic, demo or open mic night and live stream it on your website

and social media. This will help you grow an online community of potential customers who look to you as an authority on everything music related.

PUBLICIZE YOUR EVENT. Yes, of course you'll share your upcoming event in your newsletter, as a dedicated email campaign and on your website and social media channels, but be sure to list your events in the local paper, and on event listing sites that cover your area. Sometimes public schools will be willing to include you in their weekly newsletter and post signs up at local coffee shops promoting your event.

PARTNER-UP. Local media need events for exposure, too. Partner with a local radio station, cable access channel or event site to get more bang for your buck and to gain access to their audience. Once you establish a relationship, you can count on them as a partner whenever you host an event.

FOLLOW-UP. Ask folks to register on-site for giveaways and contests or to sign up to be part of your next performance event. Just don't forget to follow-up with information about future events and promotions. **MI**

Laura B. Whitmore owns and runs Mad Sun Marketing, an agency focused on the music industry. She is a journalist, singer/songwriter and the founder of the Women's International Music Network.

Live streaming events will get potential customers to view you as an authority on music

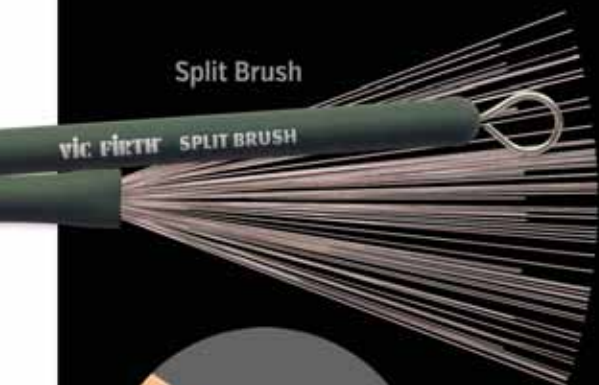
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NEXT GEN RETAILING | BY JEREMIAH MANRIQUEZ

Questioning Customers

Everyone in the retail or service industries has likely heard the phrase “the customer is always right” a thousand times. It took me many years of living by this credo to finally come out the other side thinking, “No, the customer is not always right.” Please don’t misunderstand me. I love our customers and will bend over backwards to ensure their happiness and satisfaction. However, what I want more than a customer is a client, and what I want more than a client is a friend. If you don’t understand the difference between a customer and a client, look it up. If you don’t understand how your customers can be your friend, then “much to learn you still have, my young padawan.” How is the customer not always right? Here are a few ways to consider:



THE CUSTOMER IS NOT AN EXPERT. Put confidence behind the opinion of yourself and your staff. Stand by that in situations where the customer may be disagreeing or demanding something you can’t deliver. Of course, do so with the upmost respect for the customer.

YOU CAN’T BE EVERYTHING TO EVERYONE. It’s common in today’s marketplace for the customer to bid you against the steep, sometimes impossible, competition. In most cases that’s the Internet. You have value beyond what the Internet or anyone else can provide. Find what you do well, focus on that and be the best.

IT MAKES EMPLOYEES UNHAPPY. When we run into customers that we fail to please, my loyalty is with our employee. You have to value your employees. You have to support them when a customer is out of line because even the smallest problem may cause future resentment.

MONEY IS NOT EVERYTHING. Without question profits are the engine that propel a company forward. However, we have all had customers or clients who have unrealistic expectations of what we can or should do to keep them happy. They demand, whether explicitly or implicitly, more of our time, energy and resources

than our other customers or clients. This is why it’s important to qualify your customers and listen more than you speak. It will save time, money and energy.

MI IS A NICHE MARKET. We work in a market that is fueled by passion. Share your passion, and share your knowledge. It’s infectious, but don’t fall prey to the customer that will never be satisfied, never find value in you or your establishment or will pit you against any cheaper price they can find and demand everything for nothing. Some customers are best let go. We have limited time, and I refuse to live under the credo that the customer is always right. Objectivity and logic are always right. A great customer or client is someone you can truly relate to and share a mutual trust and love for a common pursuit. A great customer or client should be a friend, someone that is truly a pleasure to serve.

At the end of the day I like Walt Disney’s more enlightened opinion: “The guest may not always be right, but they are always the guest — and if they’re wrong, they must be wrong with dignity.” **MI**

Jeremiah Manriquez is the chief operating officer at Pecknel Music Company in Greenville, South Carolina, as well as a current NAMM YP Board Member. NAMM Young Professionals focuses on the betterment of the future leaders of the MI industry by providing opportunities to connect, learn and grow from one another. Get involved by visiting nammy.com.

Support your employees when a customer is out of line to avoid the possibility of future resentment



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FROM THE TOP

INTERVIEWED BY MICHAEL GALLANT

JOHN STONER | CONN-SELMER

HOW DO YOU START YOUR DAY?

I've always been an early riser, and I don't think I've slept past 8 a.m. once in my entire life. I'm usually up between 5-5:30 a.m. and, at least three days a week, I take a three- or four-mile jog in the morning before I eat breakfast, and I am in the office by 7:30 a.m. Once I'm there, I get caught up on emails, which are mostly from the Pacific Rim given the time difference. I will then review the numbers from the previous day and go through my schedule to make sure I'm prepared for any meetings I have scheduled.

HOW WOULD YOU DESCRIBE YOUR MANAGEMENT STYLE?

It's very collaborative, and that's probably because I've had the opportunity to work with a lot of great mentors during my career who embraced that style. The key is to move from collaboration into planning and then execution. The goal is for people to have ownership in any given collaboration. The more ownership, the better the execution and the result.

DO YOU WORK MOSTLY AT CONN-SELMER'S HEADQUARTERS, OR ARE YOU OFTEN ON A PLANE FOR BUSINESS?

I work mostly from the Elkhart office but I do travel extensively. Most of my travel is to meet with our sales channel partners around the world and to attend industry and educational events. My goal is to better understand the needs of our dealers, distributors and music educators. In addition, I am always looking for opportunities that could benefit our business partners.

ARE MANY OF CONN-SELMER'S EMPLOYEES MUSICIANS?

A great deal of our employees, in our facilities and offices, are active [in music] and, in some cases, are professional musicians. The passion they have for music has a huge impact on the passion they have for our industry, our company and our brands. They also understand first hand the positive impact it can have on individuals participating in instrumental music.

WHAT'S YOUR MUSICAL BACKGROUND?

When I was growing up, I played acoustic and electric

guitar, though not that well. [Laughs.] I was also a huge Motown fan growing up, and I assume that had something to do with my love of brass in music. Six years ago, I decided to take up clarinet, so I could understand and educate myself on what a student goes through to learn an instrument. It was a very enlightening experience, which gave me a new appreciation as to the challenges a child faces learning to play an instrument. It also gave me a new understanding and perspective of what music educators go through to keep kids in a band program. It's phenomenal what they do.

WHAT ABOUT YOUR BUSINESS BACKGROUND?

I have a degree in marketing and my entire career has been with consumer product companies. Marketing is especially important for Conn-Selmer, mainly due to the number of brands we have as well as the numerous types of instruments involved — brass, woodwind, percussion and strings — and the range of end users starting at beginner all the way to professional.

CAN YOU ELABORATE?

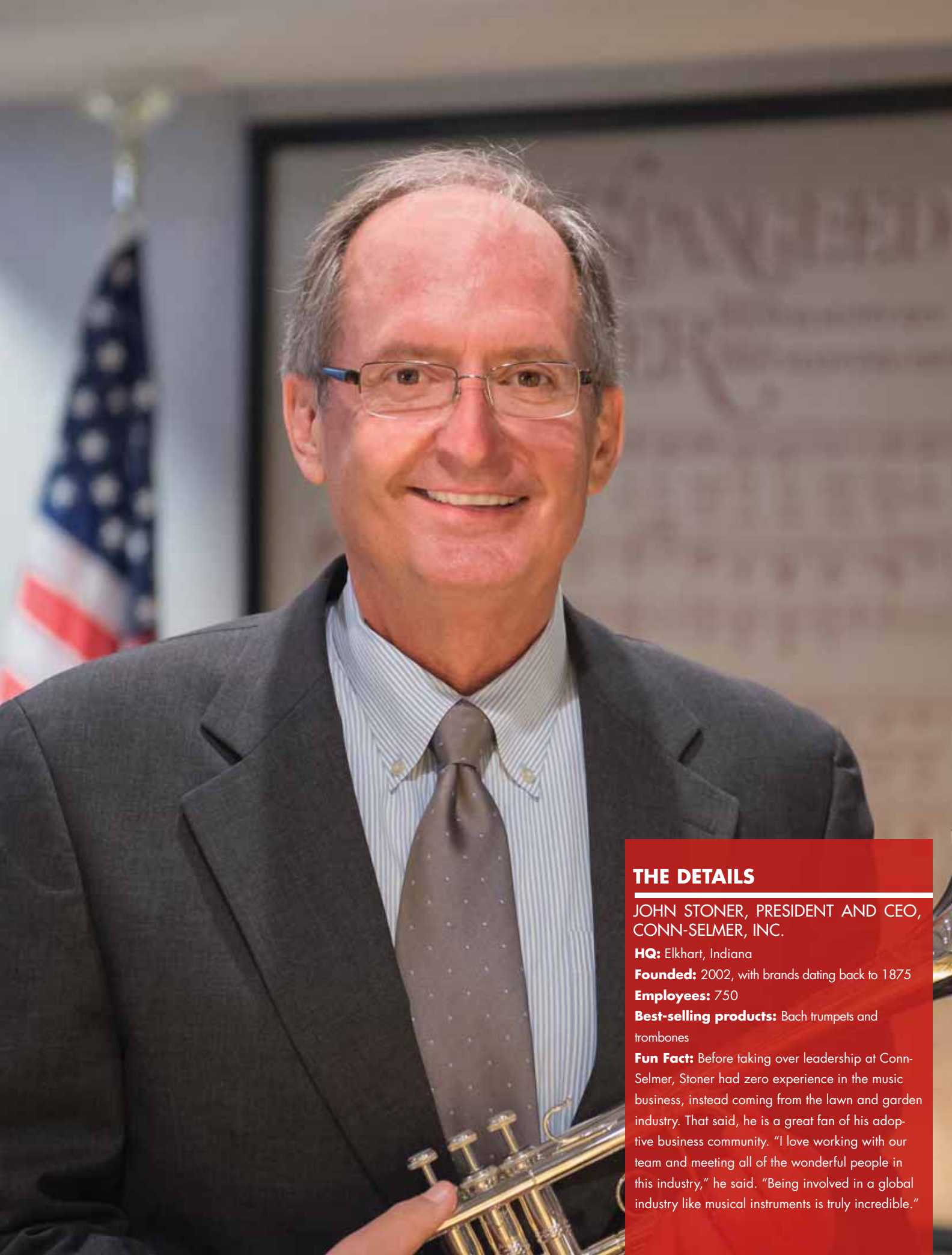
We are very proud of our brands: Bach, Conn, Holton, King, Selmer, Leblanc, Armstrong, Musser, Ludwig, Sherl & Roth ... just to name a few. Each brand has a great story, legacy and historical significance. Would it be easier to market everything under one brand? Yes, but in doing that, you would lose the significance that each brand has to music educators and players at all levels. We are thrilled with our portfolio of brands and proud to be part of the legacy of the individuals whose names are attached to these instruments.

WHEN DECIDING ABOUT NEW ACQUISITIONS, WHAT DO YOU LOOK FOR?

We look for brand strength, financial history and will it improve our business model in a particular category. Those attributes are what has allowed Conn-Selmer to survive as a U.S. manufacturer against offshore competition, facility moves, strikes, economic downturn, etc. Our brands, our people and our dealers are incredibly resilient.

HOW DID YOU BECOME INVOLVED IN CONN-SELMER?

In the spring of 2002, I received a call from a head



THE DETAILS

**JOHN STONER, PRESIDENT AND CEO,
CONN-SELMER, INC.**

HQ: Elkhart, Indiana

Founded: 2002, with brands dating back to 1875

Employees: 750

Best-selling products: Bach trumpets and trombones

Fun Fact: Before taking over leadership at Conn-Selmer, Stoner had zero experience in the music business, instead coming from the lawn and garden industry. That said, he is a great fan of his adoptive business community. "I love working with our team and meeting all of the wonderful people in this industry," he said. "Being involved in a global industry like musical instruments is truly incredible."

hunter who was doing a search for “Steinway” — that’s what he said, at least. Steinway was and is an amazing brand, so being a marketing person, it piqued my interest. Funny enough, it wasn’t until the second call that he told me the position was not for Steinway, but for their sister company Conn-Selmer. Selmer had acquired United Music Instruments and was struggling to put the two companies under one organizational structure. They were the No. 1 and No. 2 U.S. competitors in the industry and, ironically, their corporate headquarters were a quarter mile from each other. They were looking for someone with experience in putting competing companies together, and I had that knowledge and experience.

SO, HOW DID YOU GO ABOUT MERGING THESE TWO COMPANIES?

First, I knew we had to move quickly. Approximately 18 months had passed since the acquisition and the companies still had not merged. If you wait too long, you begin to lose good people because they start looking for other opportunities knowing sooner or later departments will be merged. I arrived in November 2002, and we announced the consolidation plan in January 2003.

DID YOU IN FACT HAVE TO LAY PEOPLE OFF?

Unfortunately, yes. We had duplication within the organization. For example, both companies had a sales force calling on the same dealers. We had to figure out how many sales people we needed to cover both product lines without duplication. We offered severance agreements and outplacement services to the people who were not moving forward with the company. The good news is most of those people are still involved in the industry.

WHAT MAKES CONN-SELMER DIFFERENT?

Conn-Selmer is the only remaining full-line, U.S. manufacturer that fabricates, assembles and finishes everything from student to professional instruments for the brass, woodwind and percussion categories. Our manufacturing facilities are located in Elkhart, Indiana, Eastlake, Ohio and Monroe, North Carolina, and our team is extremely proud to say that we still make these instruments in America. When the economy took a downturn in 2008 and 2009, several other manufacturers in the industry decided to move their production to the Pacific Rim. During this time, our team put new

strategies and practices in place to improve the quality of our instruments and service so we would be a much better supplier to our business partners. I am happy to say everything came to fruition, thanks to a great team.

WHY DO YOU THINK IT IS IMPORTANT TO CONTINUE TO MANUFACTURE IN THE UNITED STATES?

There are several reasons. I personally believe we as a country need to keep manufacturing in the United States. I also believe it differentiates us — from a sound and quality standpoint — from companies sourcing or manufacturing instruments in China. Finally, we have a great group of people in our manufacturing facilities that deserve the opportunity to support their families.

ARE CONN-SELMER PRODUCTS MADE BY HAND, AUTOMATED FACTORY LINES OR SOMEWHERE IN BETWEEN?

Our products can range from 25- to 75-percent hand labor depending on the instrument. We are fortunate to have expert craftspeople who have been with us for decades and who are proud of what they do. We get a great deal of visitors in our facilities, so it is very cool to have our employees continually meet educators and musicians who play instruments that our team produces.

WITH PRODUCTS THAT ARE LARGELY HAND-MADE, HOW DO YOU THINK ABOUT CONSISTENCY ACROSS PRODUCTION?

When you look at our Bach trumpets, they’re similar to Steinway pianos. You could lay out 25 Steinway pianos or Bach trumpets and each one is going to sound great, but one may speak to you differently than others. There is an element of uniqueness that separates each Bach instrument from other brands. We have stayed true to Vincent Bach’s designs and ways of manufacturing to provide that unique sound.

IF NOT MUSIC, WHAT WOULD YOU BE DOING?

It would have to be something challenging that impacts people’s lives. I love this business, the impact our company and our products have on people’s lives, and I love the people that are part of this amazing industry. I just wish I had gotten involved sooner.

“THE GOAL IS FOR PEOPLE TO HAVE OWNERSHIP IN ANY GIVEN COLLABORATION. THE MORE OWNERSHIP, THE BETTER THE EXECUTION AND THE RESULT.”

We Take Full Responsibility

– For Community Involvement –

Every society has members who face unfortunate circumstances. Yamaha employees are dedicated to helping them overcome their challenges, so we support organizations like Guitars for Vets, with its mission of spreading the healing power of music. Veteran Nancy Ruiz (at right) has become an enthusiastic musician as a result. Since performing with other vets, despite knowing how to play only a G chord, her musical ability – and outlook on life – have improved immeasurably. She's even become a Guitars for Vets volunteer. Through our Yamaha Cares initiative, we hope to help and inspire people like Nancy and bring harmony to the world.



SHARING PASSION & PERFORMANCE

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SOLUTION-BASED SERVICE

WESTLAKE PRO'S SERVICE HAS HELPED IT ACHIEVE A REPUTATION AS THE GO-TO PRO-AUDIO DEALER AND STUDIO INSTALLER ACROSS THE NATION

WRITTEN BY **KATIE KAILUS**

PHOTOGRAPHY BY **JUKKA MONTONEN**

In business, location means everything. However, very few MI or pro-audio dealers feel quite the impact from their location as Los Angeles-based Westlake Pro. Within a five-mile radius of the store's Universal City, California, showroom sits Universal Studios, Warner Brothers Studios and the Walt Disney Studios. Head a few miles south, and you'll find ABC, NBC, Technicolor, 20th Century Fox and The Village Studios. All are Westlake Pro clients. While its location in the center of the entertainment capital of the world definitely helps pull in some big names, it's Westlake Pro's top-of-the-line service that makes it a go-to source for all things audio and sound.

"Our sales staff is truly incredible," said George Adjieff, CEO of Westlake Pro. "We have the most incredible audio sales staff in the country. I don't want to speak out of turn — there are a bunch of good guys out there — but as a group of people together under one roof, we have the best team anywhere."



WestlakePro
Pro Audio & Video



George Adjieff and Joe Taupier



Westlake Pro's headquarters in Universal City, California, is home to its pro-audio showroom, its outside sales force, a video and clinic space, and several studio installation setups.

And it's that team that for the past few decades has positioned Westlake Pro at the forefront of the pro-audio industry. Since 1971, Westlake has been a part of the audio scene in many different iterations. Formerly a part of West LA Music, Adjieff and company president Joe Taupier, who have both been involved with Westlake since 2005, purchased the company through a management buyout from West LA Music in 2012. Today, Westlake Pro boasts about 11,000 square feet of space across all of its properties which includes a warehouse in Burbank, California, and its showroom, demo studios and offices in Universal City where its outbound sales team continues to offer five-star service to its clients.

"We are not your typical store where there might a lot of clerking going on where people come in, ask for something and leave with something," Taupier said. "Our guys are involved a lot technically with the sale. We are professional sales. And that definition in my mind is solution-based sales, which is, when we have a client, they have a certain expectation of knowledge that we need to have to be able to have conversations with them and meet their needs."

"Relationships are what's important to us as a company ... that's why we are where we are. Our sales culture is really relationship based."

- Joe Taupier

Westlake is always looking to hire talented people with a passion for audio who want to learn this segment of the business.

"We've always had long lasting relationships, so we don't have a high turnover," Adjieff said. "But, when we are looking for new talent, we look to the area schools which are constantly looking to place people. There are a lot of avenues for that. Los Angeles is a big town. It is an entertainment community, so there are a lot of talented people."

BOOMING INSTALLATION BUSINESS

While Westlake sells a wide range of microphones, headphones, cables, inter-

faces and other recording gear, its studio installation business is one to be emulated. With several demo studios available for viewing at the company's showroom, Adjieff estimates Westlake does anywhere from 60-75 studio installations a year — for some of the top names in the music and entertainment business.

"We are in the process of doing [Guns N' Roses' guitarist] Slash's room and [guitarist] Ray Parker Jr.'s room," Adjieff said, adding that they've also done studio rooms for Tool bassist Justin Chancellor and hip-hop artist Snoop Dogg. Aside from the musical heavyweights, the company has also sold and integrated all of the equipment for the



THE PARTY'S ON

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YouTube pro-audio talk show Pensado's Place — garnering much attention from its audiophile following and helping put the company on the map.

"A lot of our installations are here in Los Angeles," Adjieff said. "But we also do a lot of work across the country, including Salt Lake City, Boston and we recently did a six-month installation in Mumbai, India."

Recently, Westlake Pro got a call from the government, but, for once, this was a good call. The Department of Homeland Security in Chicago reached out asking Westlake to install a Cedar Cambridge forensic audio system.

Additionally, Westlake Pro is on a first-name basis with the various film lots across Los Angeles, regularly installing consoles and studios.

"Over the past few months, we've installed probably eight consoles at NBC and Universal Studios," Adjieff said. "We deal with the big film lots on practically a daily basis — Universal Studios, Walt Disney, Technicolor and Warner Brothers. We feel confident about doing that work for them, and they feel confident working with us as opposed to maybe just a freelancer."

A large majority of that confidence comes from Westlake's sales staff and studio technicians putting an emphasis on nurturing those relationships.

"Relationships are what's important to us as a company," Taupier said. "Nurturing that culture. That is why we are where we are. We have the best clients in the world. They are extremely loyal. Our sales culture is really relationship-based. Cultivating new clients is based off of the clients we already have and getting referrals off of that. It's been that way for us for years."

SMALLER SALES MATTER

While studio and sound installations are a large part of the business, the Westlake Pro still grabs new clients through the sale of microphones, headphones and cables at both its showroom and on its website.

"We think of [our sales structure] as a pyramid," Adjieff said. "The base, which is the biggest part, is typically a beginning DJ or first-time guitar player or electric keyboardist. Those [clients] are serviced well



In its showroom, Westlake Pro features several different fully functioning studio setups that display both product and installation work.

by the big box houses. A certain amount of those people get into a different mode and get more serious about it, and that's the middle of the pyramid. When you get to the top of the pyramid you get into the professional people. While some of the larger stores deal with that bottom part of the pyramid really well, at some point, people don't want to keep going to 'Target' to buy their gear. They want to get a more specialized experience, and they end up graduating to us. And so we deal mostly with the serious hobbyists to the really high-end professional. But, we still get shoppers coming in looking for a new microphone."

As Roland and Yamaha dealers, Westlake Pro offers an assorted range of MI gear on

its website, including keyboards, electronic drums and guitar amps.

"While the high-end audio gear does well on the Web, the way to get a lot of those people as clients at first is through the smaller things," Adjieff said. "Nobody plugs a microphone into nothing. So, one way for us to get some of the larger business often times is to start smaller and get the smaller sales first."

Additionally, Westlake Pro has a strong used and vintage business, mainly from its eBay site, that has grabbed the attention of a large number of clients across the nation.

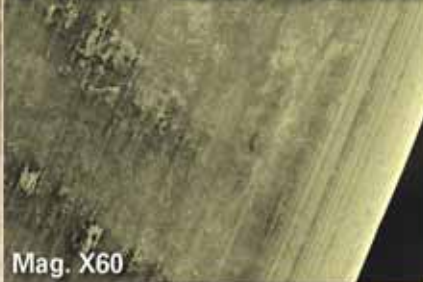
"There are some people out there that all they care about is used or vintage," Taupier said. "It gives us a whole other avenue to offer them products and service them."

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Mag. X60



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Westlake Pro's showroom features a wide array of microphones, headphones, interfaces, cables and recording equipment for all levels of recording professionals.

CREATING AN INFORMATIONAL OUTLET

Another way Westlake Pro has established itself as a leading source for sound and audio is through educational posts on its blog. Adjieff said the posts are not sales-driven, but instead focus on teaching and informing its readers about the products it offers.

“One of our biggest initiatives right now is that we’re constantly shooting new content for the blog,” Adjieff said. “We want to show our clients how the gear works and how new workflows available through different technology works. It’s really informative, and it drives awareness of our company. We are not just trying to sell something — sales are going to happen as they are going to happen.”

From studio engineers like Alan Sides explaining his new Ocean Way Audio speaker line to Grammy-winning artists and producers explaining how they mixed their records, Westlake Pro’s blog highlights all things audio, including up-and-coming artists, giving them a platform to promote their work while also sharing their methods

with Westlake’s audience.

“You don’t have to be Slash or Snoopy Dogg to be featured on the blog,” Adjieff said. “We like to showcase people who are up-and-coming and doing really cool stuff. It could be indie producers that you’ve never heard of or artists that are doing neat demo projects that are really inventive. We showcase a lot of the people that in that middle section of the pyramid. We’ll focus on a great client of ours that has done something with us and promote that because maybe they have a great workflow that could speak to a lot of other people.”

Once a video is uploaded to the blog, Westlake’s marketing team will blast it across its social media pages.

“Right now we are doing a post-production studio for Levels Audio, which does the post for shows such as NBC’s *The Voice* as well as the Grammys and the Oscars,” Taupier said. “As we are working on the studio, our social media person will go there and get daily updates.”

Adjieff and Taupier said collaborating with their clients is a mutually beneficial

relationship.

“It’s like free publicity for them,” Adjieff said. “We’ll get it out there and thousands of people will see it. We look at the relationship with our clients as partnerships. Especially with how content-driven everything is now with social media. It’s more content for them. In fact, we’ve never had anyone say, ‘No, I don’t want to be promoted.’ Most of the clients are passionate about what they’ve done. They want to get it out there, and they want to show it off. It helps us, and it helps them.”

In addition to its blogging efforts, Westlake Pro hosts regular clinics with manufacturers and artists about every six weeks, bringing in around 125 attendees each time.

“Frequently manufacturers will come to us because they want someone to partner with and sometimes they’ll bring an artist in,” Adjieff said. “Oftentimes, we will call them up and tell them we have a client who uses their stuff and ask if they want to do a clinic. Again, it’s not really a sales tactic, but more to show people how to use it.”

Westlake Pro records all of its clinics for

use on its blog and social media as well as live streams them on the Internet and throughout the showroom for overflow attendees.

“Our clinics are always well-attended,” Adjieff said. “The community is into it, and we do a lot to promote them through email blasts as well as making sure the sales team promotes them during their calls.

Additionally, Westlake’s marketing team sets attendance goals for its clinics and works meticulously to meet them.

“We know how many people are signing up, and we know if we are flat or sharp to that goal,” Adjieff said. “If we need to do more, we will promote more. We are focused on hitting goals and making sure that if we bring a vendor in here there will be plenty of people for them to get their product in front of.”

LOOKING AHEAD

Adjieff and Taupier have big plans for Westlake Pro’s future, which includes increasing its Web-based sales, as well as its house of worship and restaurant installations.

“We have the cream of the crop when it comes to our clients,” Taupier said. “We work with some extremely talented people that we are fortunate enough to call our customers and friends. We are very fortunate that they have brought us to where we are today. And our employees, not just the sales staff, but our whole team — operations, marketing and warehousing — are phenomenal. We have a great team, and they are all a big part of what has made us successful.” **MI**

5 KEYS TO TAKING CARE OF BIG-TICKET CUSTOMERS

WESTLAKE PRO’S GEORGE ADJIEFF DEALS WITH BIG-TICKET CUSTOMERS ON A DAILY BASIS. WHEN HANDLING CUSTOMERS THAT ARE MAKING LARGE PURCHASES, ADJIEFF ADVISES TO DO THE FOLLOWING:

1. MAKE SURE THE CLIENT IS DEALING WITH AN ENTERPRISE-LEVEL SALESPERSON WHO CAN HANDLE COMPLEX SALES. ALL RESPONSES SHOULD BE PROMPT, CLEAR AND CONCISE.
2. BE SURE THE DIRECTIONS ON THE PURCHASE ORDER AND INSTRUCTIONS FROM THE CLIENT ARE FOLLOWED TO THE LETTER.
3. PAY ATTENTION TO THE DETAILS!
4. EXHIBIT THE SAME SENSE OF URGENCY AS THE CLIENT.
5. FOLLOW UP AFTER THE TRANSACTION TO MAKE SURE ALL PARTS OF THE SALE WENT WELL.

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HOLIDAY



BY ED ENRIGHT

Proven sales, promotions and event ideas that will make your register jingle this holiday season

For music retailers, the holiday season can be a silver-and-gold mine of creative sales opportunities and ideas for special promotional events. After all, what would the holidays be without music? It's only natural that a visit to the music store should be part of everybody's holiday shopping strategy.

Still, coming up with a cost-effective holiday retail promotion that gets good results isn't always as easy as it sounds. You want to get the desired effect — increased sales, a boost in store traffic and satisfied customers — and not break your neck, or break the bank in the process.

Many music retailers we spoke to a few weeks back are so occupied with the fall band rental season and back-to-school promotions that they feel they don't have time to spend planning ahead for the holidays. Truth is, the time to plan for the holiday season is now. For those in need of effective promotional ideas and what to stock up on this year, *Music Inc.* spoke to several music retailers who have had killer Decembers and asked them to help spread the holiday cheer by sharing their secrets to yuletide success.

PROMOS TO TRY THIS YEAR



Seasonal Event Success

Mike and Miriam Risko | Mike Risko Music | Ossining, New York

Last year, we did “Pet Pictures with Santa.” We got a local photographer involved who did free photographs for everybody that came in the store, which was great because it brought a ton of people here. Customers were able to get a free print, and he posted the photographs that he took on his website. That let us follow up with those potential customers, and so could he.

We also did a Halloween pet parade. We’ve found that incorporating pets brings out a lot of families with kids. A lot of people signed up for lessons and bought gift certificates and guitars and things like that. I think we’ll probably do the same thing again this year. For both pet parades, we partnered with the Ossining Chamber of Commerce. We set up a table with information, and we were also able to collaborate with a local pet grooming facility to cross-promote.

We had a Christmas Karaoke day where we set up a Samson Expedition XP106w, a great portable speaker with a wireless

microphone that has Bluetooth connectivity for your phone. We sell a ton of those. So, we had people come in, and if they sang a holiday song through the Expedition XP106w and bought it, they would get a free mic stand. A lot of people who come in the store for something like a pack of strings don’t even know that something like the Expedition Series exists. So, it’s up to us to show them, to put a microphone in their hands and say, “You’ve got to try this, it’s such a fun thing.” And that particular item has a lot of uses: kids can sing karaoke through it or you can just play music through it for a backyard party. We sold quite a few of those from that promotion.

Spreading Holiday Cheer

A few years ago we did a tree lighting event at our [store]. During the holidays, we’ll sometimes set up a table and have hot chocolate and doughnuts and snacks. We want people to come in here and feel like it’s a party. We like to keep it festive, and we make sure that everything is decorated. We try to keep it within the winter theme — sparkly, glittery — so [decorations]



recital with our music students, and we try to keep the music flowing the entire holiday season. We have two stage areas in our store, so we give our students “gigs,” having them play and sing holiday music, which brings a lot of people in.

We have a holiday CD that we made ourselves. We have a band where Miriam is the singer, and Mike plays guitar.

We have a pretty large following, and we like to give back. So, we recorded six holiday songs in the studio, and we give a lot of those CDs out during the holidays. We’ll go out and perform the holiday songs for free across the community. We did the Ossining tree lighting, and we did a tree lighting in Chappaqua [New York]. We do all that for free to spread some cheer with holiday music, which gives us the opportunity to get our name out there a little bit more during the holiday season.

Two years ago, there was a big blackout at the beginning of the season where some people were without power for almost three weeks. We did not lose power in our building, so we used social media to invite those who did to come charge their phones and warm up and offered coffee and hot chocolate. Our store and our school waiting room were full all day long with people who were charging their phones and just socializing. People became more aware about things we offer because we were open for business. They didn’t realize we have all these lessons here, so



we ended signing up people who were warming up their feet. Retail sales can be driven by these real human experiences. And because we're known to participate in community events so much, people come in and they're very comfortable. We're very into community engagement, and a lot of our business is face-to-face. That all crosses over to retail. It's all very connected. **MI**

TOP HOLIDAY SELLER:

SAMSON'S EXPEDITION XP-106W

"It comes with a wireless microphone, and people will often purchase a wired microphone that you can plug in so two kids can sing at the same time. We've had parents who tell us that the kids fight over the wireless mic, so we often sell them another wireless mic and sometimes a two-pack from Samson. So, now all of the sudden they have three wireless mics. That's a creative way to sell equipment. We want to give people things that are really useful — not something they don't need, but something that is going to be really fun for their family. It's our job to educate people on what's available."



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Out With The Old

Leslie Faltin | Instrumental Music Center | Tucson, Arizona



The most successful thing we do during the holidays is the Rummage Sale that we hold on Black Friday weekend. We do two Rummage Sale events a year, but the Black Friday one is monstrous. We have tents out in the parking lot, and we'll have live music all day — often times from performers who are students at our store. We have food trucks that will come out free of charge.

Leading up to it, we gather up anything that's scratch-and-dent. We'll do special buys with vendors where a company like D'Addario will have a great string special or whatever, and we'll buy heavy and store it for Black Friday. If a keyboard shows up broken from a vendor and they write it off, we put it in the pile and we mark it down. Customers go crazy. There's a supplier where we can get ukuleles for \$15, so we sell them for \$20 and people say, "I want all the colors," and just make a stack. So, I'm still making money, and it's very exciting for customers.

We have boxes filled with merchandise that's either broken or demo units, and it generates this feeding frenzy — so to speak. I've got instruments that are broken, and people make art projects out of them. Everybody's trash is someone's treasure. Then we'll have in-store specials on things that have been in here too long — things that have had a birthday. We'll just move it along and get it out of the store so we have cash to buy more stuff right before Christmas. People will come in for the deal and then look around and buy other stuff at regular price.

Last year, in the first 90 minutes of our first day of the Black Friday Rummage Sale we made \$8,000 dollars in sales — and

none of it was big stuff. We do \$5 guitar tuners, \$5 guitar cables.

It's easy and very low cost for me to put it on. Our advertising budget is low. One of our biggest expenses is just extra staff to handle the amount of people. We put it all over the Internet and promote it in our Constant Contact newsletter, on Craigslist, Facebook, all of the social media, and we get this huge following. And now, people look forward to it. So, it becomes this party, this festive atmosphere. In fact, the staff gets bummed if they can't work the Rummage Sale because it's just a blast.

We got the idea for the sale from [industry accountant] Alan Friedman. He said, "Look around your store. If you stocked five things and someone bought two of them, you've got three things left. Those are three things that nobody wants. What you need to do is get rid of them at any cost and refresh your store. Otherwise, you're just full of a bunch of stuff that nobody actually wanted."

That concept of removing the things that have been in your store for a year is super liberating. And I know when I make a buy, if it's a bad buy it doesn't really matter, because I'll get my cost out of it at the Rummage Sale. I'll mark it at cost and move it along, and someone will be thrilled. At this point, we're in our seventh year, and I know that stuff will sell, so it really liberates me to buy whatever, and it gives me a huge influx of cash right at Christmas time.

Take that product that was sitting in the corner that nobody wanted and

just get it out of the store. A lot of people have a hard time with that, "Oh, this amp cost me \$400." True, but that was 12 years ago, and it's been here ever since. You need to mark it at \$50 and move it. By getting it out of your store, it creates a space where you can buy new merchandise that people will be excited about.

It's super simple, and the hardest thing is simply committing to it, planning for it and sticking it on the calendar. It is a pretty simple formula, and you can edit it to whatever meets your market. Include a prize wheel or hold a drawing — do whatever could be interesting for your customers. **MI**

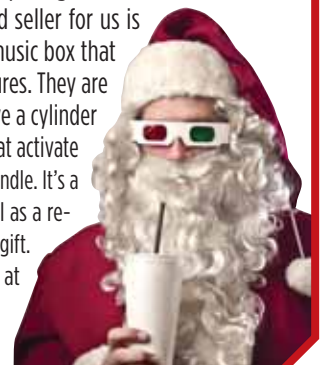
TOP HOLIDAY SELLER:

HOLIDAY-THEMED GIFTS

"We go heavy on gifts. Near the front of our store is huge gift wall. Not everyone is in the market for an alto sax, but everyone is looking for something for the teacher or gifts from grandma to the kids.

"We have a couple of Christmas trees inside the store and on the trees we have ornaments that are shaped like instruments. Everything on the tree is for sale. We do a ton of ornaments from a company called Henry Imports. They've got great little ornaments, and we can sell them and make a really healthy margin.

"Another really good seller for us is Hurdy Gurdy — a little music box that we get from Music Treasures. They are little clear boxes that have a cylinder with little nibs on them that activate the tines as you turn the handle. It's a cool thing to watch as well as a really fun, super inexpensive gift. We sell hundreds of those at Christmas time."



Results Through Recitals

Beth Houlihan | Kidder Music | Peoria, Illinois

We're one of the few stores that still sells a lot of print music, so we invite our piano teacher customers to bring their students in to perform in the store during the holiday season. We give the students a \$5 gift card for their performances, and of course we hope they spend not only that but a little bit more. It brings more people in the store with parents, grandma and grandpa, not to mention the holiday shoppers who are entertained by the kids playing their holiday [songs]. We have teachers sign up for time slots, so generally it will be the last two-and-a-half weeks leading up to Christmas — usually in the afternoon after school and Saturdays all day. **MI**



TOP HOLIDAY SELLER:

HOLIDAY PRINT MUSIC

"We have a well-merchandised section of holiday print music that's organized according to level of difficulty. We also do a good job of organizing holiday music that falls within the method book series."



Grabbing Post-holiday Dollars

Michael Freethy | Cosmo Music | Richmond Hill, Ontario, Canada



We run a host of special sales and promotional campaigns — currently four from October to December — to help our customers find great gifts at great prices during what can be the most enjoyable time of the year and also the most stressful. Our "Rockin' The Box" Boxing Week Sale — which starts on Christmas Day (Dec. 25) online and Boxing Day (Dec. 26) in-store and runs until Dec. 30th — is still our highest-grossing sale of the year, with Black Friday and Cyber Monday gaining significant momentum in the past two years.

We utilize a variety of hooks to drive traffic to our "Rockin' The Box" sale. Customers can save over 50 percent on usually 50-75

individual items that span everything from guitars, band and orchestral instruments, live sound gear, keyboards, recording equipment, drums and percussion, print music, and pianos. In addition, we offer customers an opportunity to save up to 50 percent on regularly priced items by using a scratch card. For some reason, Canadians continue to love the novelty of getting out a nickel and seeing what their saving mystery will bring them.

For the first time in a long time, Cosmo Music did not publish a Boxing Week flyer. As more retailers move away from printing flyers, shifting funds towards digital strategies that give ROIs in real-time at the click of mouse, we decided that this was the year that we were taking the risk and choosing to not print a Boxing Week flyer. We still booked a print advertising campaign to support the sale, but we were certainly able to save a significant amount of marketing money without having a detrimental effect on retail sales. **MI**

EMPLOYEE APPRECIATION

A pair of Cosmonauts (that's what we like to call ourselves) from retail approached the marketing department with what I personally thought was the coolest holiday party idea ever: to host the staff party in a galaxy far, far away and book a private screening for all Cosmonauts, their friends and family to see "Star Wars: The Force Awakens" when it came out in December. We filled every seat in the 300-plus-seat cinema, gave away a load of cool stuff, including a Peavey Darth Vader Rockmaster Electric Guitar, and saw an incredible movie.



Saturday's Uke Circle



Boss' Yoshiro Ikegami and Jay Wanamaker with the Waza Craft CE-2W Chorus Pedal made in honor of Boss' 40th anniversary.



Ernie Ball's Brian and Scott Ball

By Frank Alkyer & Katie Kailus

THE MI HEAT MAP

Despite a dip in indie retail buyers, Summer NAMM 2016 was full of hot products and cool educational sessions to help retailers make the most of the second half of the year

The musical instrument industry lit up Music City USA a few weeks earlier than usual for this year's Summer NAMM Show. Held June 23–25 at the Music City Center in Nashville, Tennessee, attending suppliers and retailers spent three days checking out new gear, taking in educational sessions and soaking in some country music.

While attendance numbers were slightly up over last year (coming in at 14,055 attendees), NAMM reported the number of buyers attending the show was comparable but slightly down from last year, with this year's NAMM seeing a small drop in community music stores. On the plus side, there was an increase in member buyers from Asia, Europe and mid-to-large U.S. dealers. Despite a buzz on the showfloor regarding lower buyer numbers, many suppliers reported positive and enthusiastic traffic at their booths.

David Janke, vice president of sales at Hal Leonard, mentioned that while overall attendance seemed a bit lower, his booth was still busy placing orders with dealers.

"There was a positive vibe at the show, and the dealers we talked to were upbeat and optimistic," Janke said. "Regardless of the overall attendance, we still had over 12 'new' dealers place orders at the show and



Chuck Levin's Washington Music Center's Adam Levin talks e-commerce with NAMM President and CEO Joe Lamond during the annual Retail Summit Breakfast Session.



Casio's Mike Martin



D'Addario's Brian Vance and John D'Addario



Kala's Sam Smith, Rick Carlson, Ryan Haugh, Dan Van Heuklum and Nick Hernandez



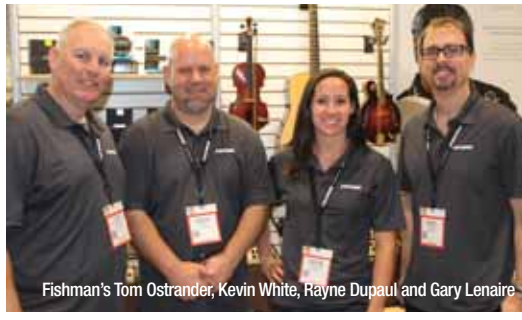
Direct Sounds' Steve Rois



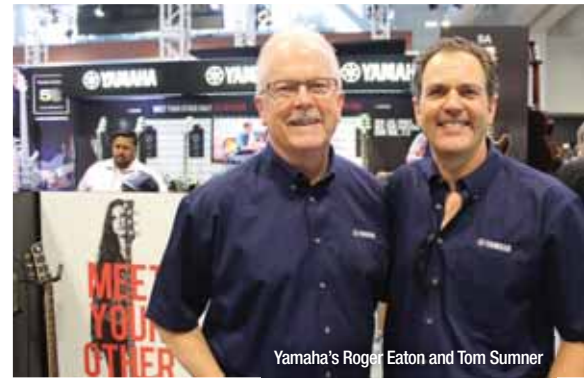
From left: Alfred Music's Ron Manus, Brass Bell Music Store's Tristann Rieck, Alfred's Krista Hart and Connolly's Jake Connolly.



Taylor Guitars' Andy Powers



Fishman's Tom Ostrander, Kevin White, Rayne Dupaul and Gary Lenaire



Yamaha's Roger Eaton and Tom Sumner



St. Louis Music's Gail Rose, Mark Ragin and Chris Meikle



Shubb Capo's Gary Mobley and Raul Reynoso



KHS' Andy Strayer, Patrick Stevenson, Angelica Lattimore and Tommy Wilson



Fender's Billy Martinez



From left: Separk Music's Drew Parker with DansR's Stephanie Murphy and Gary Winder.



From left: Reverb's John Ozakut, Pierce Codina, Eric Slager, Crawford Phillo, Heather Farr and Dave Baczewski.



From left: Amro Music's Nick Averwater with Cannonball's Sheryl and Tevis Laukat.



Manhasset Stand's Dan Roberts and Antigua Winds' Mike Summers



Presonus's Mark Stone and Johnny McAndrew



Levy's Leathers presents non-profit Guitars For Vets with a check for \$10,000 at the Levy's booth. From left: Guitars For Vets' Eric Weinstein, Levy's Leathers' Bill McDaniel, Bernie Kampf, Harvey Levy and Suzy McDaniel and GFV's Patrick Nettesheim.



Lizard Spit's Chris Webster and Players Music Accessories' Jodi Parker



From left: NAMM's Zach Phillips with Sweetwater's Chuck Surack and his daughter Adderly. By the way, Adderly does have a business card. Her title? CEO in training.

that's a big part of what this show is all about. Summer NAMM's relaxed pace gives us the time to connect with our existing customers as well as the opportunity to make new friends."

This summer marked the return of many larger manufacturers, such as Pearl and Ernie Ball as well as Fender, which showcased a slew of new products, including its Offset Series and Paramount Acoustic Series. Richard McDonald, executive vice president of Fender, said that steady booth traffic was a great way to be welcomed back to the show.

"Summer NAMM fits well with the cadence of our product releases," McDonald said. "We had a lot of dealers stopping through and checking out all the new gear."

▶ ACCESSORY OVERLOAD

The dealers who did make the trek to Nashville had plenty of hot products to check out, especially in the accessories and add-ons arena.

D'Addario, which showcased its entire line of NYXL strings, also highlighted its NS Micro Soundhole Tuner, which was originally released in January and has been grabbing attention ever since.

"The soundhole tuner has been doing really great," said Brian Vance, D'Addario's senior product manager. "The tuner sits down inside the soundhole, and it's great because it touches on the body directly. It is super fast, and you get a really sensitive signal. These are doing fantastic."

Boss showcased its new line accessories and received a nod during the annual "Best in Show" awards for "Best Add-on

or Accessory." The new line includes more than 60 different Boss-branded products, including instrument and speaker cables, picks, straps and instrument care products.

For acoustic guitarists looking to amplify their sound without a heavy box amp, Tone-wood Amps displayed its namesake product amid much buzz from some of Nashville's hottest artists, including Vince Gill. The amp, which attaches to the back of an acoustic guitar, amplifies the instrument's sound organically from the soundhole and body of the guitar.

"The Tonewood Amp is for unplugged situations, so it's great for singer/song-writers," said Tonewood Amps' Helene Webman. "So, instead of that dry sound, players are getting these rich, lush sounds — taking players down directions they wouldn't normally experience."

Portastand showcased its new line of all-metal music stands that features a tripod that disconnects from the desktop and fits into an all-nylon Cordera cover that covers the desktop. And fresh off its newly inked distribution deal with Player's Music, instrument care company Lizard Spit displayed many of its new polishes.

"We definitely lean more toward the eco-friendly blends," said Chris Webster, CEO of Lizard Spit. "What we were able to do is make Carnuba bind with a water molecule, which is why people love it. It cleans up easy and polishes easily."

On the services side of the industry, Gordon O'Hara, managing partner at Retail Up, highlighted his company's recent partnership with Worldpay.

"Retail Up has partnered with Worldpay to become the first Worldpay EMV-certified point of sale for NAMM members," O'Hara explained. "EMV is the technology that has to do with chip and pin on all of the new credit cards. We are now completely certified with Worldpay for that."

"There are discounts from Worldpay on the new and required EMV machines. In other words, if you're over \$2 million in sales, you can get a free machine and a free year of service on your first terminal from us and Worldpay. If you're doing \$750,000–\$2 million, you can get four months free and 50-percent off all terminals. Up to \$750,000, you can get a month free and 25-percent off all terminals. It's a great way for someone who's not chip and pin compliant yet to be upgraded." **MI**



From left: Harris-Teller's Jon Harris, Jim McCain and Fred Nyland.



Tonewood Amps' Helene and Offer Webman

NAMM | RETAIL SUMMIT

MASTERS OF ONLINE RETAILING

Summer NAMM 2016 kicked off with its Retail Summit Breakfast Session on June 23, which featured four retailers that are mastering the online space. “Lots of retailers are leading the change in a multichannel world,” said Joe Lamond, president and CEO of NAMM and moderator of the panel. “They are making the Internet their own.” Here are a few tips that the featured retailers gave on how they maintain a killer online presence:



Adam Levin, Chuck Levin's Washington Music Center, Wheaton, Maryland

“It took a lot of research building our new site, and it took a lot of work. The major thing that made this happen is having a dedicated team to treat it like it's another department (of your store). You have to invest in it.”



Brian Douglas, Cream City Music, Brookfield, Wisconsin

“Make sure your store has a consistent brand and image. This shows reliability and commitment to your customer base.”



Mark Goff, Paige's Music, Indianapolis

“We have a Director Spotlight twice a month. We fashioned it after NAMM's Oral History. We don't do it for extra sales, we do it because we work with these band directors. We'll conduct a 30–60 minute interview, capture it and put it out online to only our directors. It's a targeted approach. What we've found is they are taking those stories and sharing them.”



David Kalt, Chicago Music Exchange & Reverb.com, Chicago

“Chicago Music Exchange's video content is all about personality as are all musicians and have great opinions. It is meant to get people inspired and sell product. Reverb's content is informative and less opinion (based).”



From left: NAMM's Mark Goff, Contemporary Music Center's Menzie and Summer Pittman and NAMM's Joe Lamond.

TOP 100 DEALER AWARDS

CONTEMPORARY MUSIC NAMED DEALER OF YEAR

Contemporary Music Center (CMC) of Chantilly, Virginia, earned Dealer of the Year honors during NAMM annual Top 100 Dealer Awards on June 24 in the Davidson Ballroom of the Music City Center. CMC also won the Music Makes a Difference and Best Marketing & Sales Promotion awards during the annual banquet.

“Winning Dealer of the Year makes you humbly reflect upon all of the steps it takes to capture that moment,” said CMC's Menzie Pittman.

Other winners included: Amro Music in Memphis for Best Customer Service; The Upper Bout in Champaign, Illinois, for Best Emerging Dealer; Port Mac Guitars in Port Macquarie, Australia, for Best Online Engagement; Steelwood Guitar Shop & Club in Mexico City, Mexico, for Best Store Design; and Music Land in Baltimore for Best Store Turnaround.

RETAIL BOOT CAMP

BOOT CAMP OFFERS 2 TRACKS

An ear capacity crowd arrived to Summer NAMM a day early to attend the annual Retail Boot Camp, held June 22. For the first time, Retail Boot Camp featured two tracks: one focused on sales and marketing and the other on financial management. The sales and marketing track featured presentations by marketing expert Mike Coleman on email marketing and blogging strategies and author Doug Fleener on leveraging your store's unfair advantage. The financial management track featured Alan Friedman and Daniel Jobe of Friedman, Kannenberg & Co. who covered best practices in the fiscal management of a music store.



Doug Fleener speaks to Boot Camp attendees.

2016 SUMMER BEST IN SHOW



BEST IN SHOW, the popular Saturday-morning breakfast panel at NAMM U, showcased some of the best gear seen at this year's Summer NAMM show. Six retail-buying experts shopped the showfloor and presented their top products in four categories. On the morning of June 25, in the Davidson Ballroom of the Music City Center, they discussed their selections to an audience of nearly 300 NAMM attendees.

THE CATEGORIES:

- BEST IN SHOW** — The best product or service panelists saw.
- COMPANY TO WATCH** — An exhibitor with trendsetting products, services or both.
- GOTTA STOCK IT** — Products that retailers think will turn fast at retail.
- BEST ACCESSORIES AND ADD-ONS** — A great product from the small-goods arena.

The Panelists:



SAMMY ASH
(Chief Operating Officer)
SAM ASH MUSIC
Hicksville, New York



RAND COOK
(Co-owner)
CANDYMAN STRINGS & THINGS
Santa Fe, New Mexico



LESLIE FALTIN
(Co-owner & Ringmaster)
INSTRUMENTAL MUSIC
Tucson, Arizona



MIKE GUILLOT
(Purchasing Director)
MISSISSIPPI MUSIC
Hattiesburg, Mississippi



TIM SPICER
(Owner)
SPICER MUSIC
Auburn, Alabama



TIM PRATT
(President)
DIETZE MUSIC
Omaha, Nebraska

The Moderator: Frank Alkyer, publisher, *Music Inc.*, *DownBeat* and *UpBeat Daily* magazines, Elmhurst, Illinois

BEST IN SHOW



< **LESLIE FALTIN**
Knilling 5-String, Electric/Acoustic Violin
 "They are really well made and won't break the bank. This is going to give your students a lot of flexibility."



^ **TIM PRATT**
Yamaha TransAcoustic
 "This guitar makes me want to play when I sit down with it. We were blown away by this."

> **MIKE GUILLOT**
PreSonus Studio Live AR Series Hybrid Mixers
 "This is an easy to operate mixer. You can load backing tracks. There are so many features that are so easy to use."



> **TIM SPICER**
Roland EL Cajon EC-10
 "In our store, cajons are absolutely on fire. This is the first thing I've seen that combines a standard acoustic cajon, but it also combines triggers and you can get this to sound like anything you want."



v **SAMMY ASH**
Marshall Code Amplifier Series
 "They came up with a modeling amp that sounds like itself. Why? Because it sounds like a Marshall. It is very cool and easy to use."



v **RAND COOK**
Reverb.com
 "It's a fantastic way to connect sellers with buyers. Reverb's sales track is amazing. For companies like ours, all I need to do is load my products on the site. Their staff is like part of my team."

Reverb

▶ ADD-ON OR ACCESSORY



◀ **TIM PRATT**
OnTop World Music Stands
"This is a stand that goes on the back of your case. This is so cool, and you have a strap that can go with it."



◀ **RAND COOK**
Boss and Roland Accessory lines
"This stuff is extraordinarily well made. There is a sonically tangible difference with these accessories. I love these products."



◀ **LESLIE FALTIN**
Hinkler Books Electric Blues Slide Guitar Kit, distributed by Hal Leonard
"This is easy-peasy and a no-brainer. It is great as either a project for kids or as wall art."

▶ **TIM SPICER**
Axe-Handler Portable Guitar Stand
"I was blown away by how well these actually work. And they even work on counters."



▶ **SAMMY ASH**
GaffTech's Gaff Gun
"The best part is it has proprietary tape. So, after [customers] buy the gun they have to buy the tape from you. So, it's an add-on with an add-on."

▶ **MIKE GUILLOT**
Boss Waza Craft CE2W Chorus Pedal
"CE-2W has stereo outs and combines everything from the original CE-1 and CE-2 to create the CE-2W."



◀ **LESLIE FALTIN**
Zither Wood Cello Stand
"I think this stand is going to be great at Christmas time."

▶ **MIKE GUILLOT**
On-Stage GPB4000 Pedal Board with Bag
"This is a great add-on piece. You can hold up to 20 pedals. It is also made to fit a keyboard stand."



GOTTA STOCK IT

◀ SAMMY ASH

Levy's Guitars for Vets Straps

"What can we do for our vets? 100 percent of proceeds for these straps go to Guitars for Vets, which helps get instruments into their hands. At Sam Ash, we made a commitment that we will carry these straps in every store."



◀ MIKE GUILLOT

Yamaha EMX Powered Mixers

"Yamaha has had the EMX Mixers for years and years, and they are reintroducing a new EMX series. Every starting band, every church, every small venue can use a power P.A."



▶ TIM PRATT

Fender Offset Guitars

"Fender listens to us and its customer base. At South by Southwest, not one of [the guitars on stage] was a Strat or Tele. There's a resurgence of kids playing Mustangs or Duo-Sonics. So, they came out with this Offset Series. They are in great colors and great price points."



▶ TIM SPICER

Loog

"This is an instrument for children. It's cool because it's tuned G-B-E. It is super easy to see the spots. They do an acoustic version as well as an electric version."



▶ MIKE GUILLOT

Epiphone Masterbilt Century Collection Guitars

"It's an archtop acoustic electric series that has three different types in three different sizes. These are fantastic instruments. We all know that vintage is a growing thing, and this has a special vintage look to it."



◀ LESLIE FALTIN

On-Stage UTC2200 Utility Cart

"Everybody needs one of these, especially band directors. They are great; I have one in my car."



◀ MIKE GUILLOT

On-Stage KPK6500 Keyboard Paks

"Keyboards are back, so who is your customer for this? Everybody. Including the person who bought a used keyboard and didn't get the accessories."



◀ TIM PRATT

Gold Tone AC-1

"This is a responsibly priced, entry-level banjo. And, it's not just for a banjo player, but a guitar player with banjo dreams."



▶ COMPANIES TO WATCH



^ SAMMY ASH
Supro

"Their amps are great; I love them and carry them all. But these guitars [that will be coming out in the future] are well-styled after the original Supros. They are priced very well, and they play."



^ MIKE GUILLOT
Fender Musical Instrument Company

"My main reason [for this selection] is its education program, Fender Academy. Your sales people can complete these tests, and you can get awards for completing them. It is a very comprehensive website."



^ TIM PRATT
Amahi Ukuleles

"We sell a lot ukuleles, and Amahi has a great variety of styles."

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Bryan Bassett - Foghat

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Matt Malley, Counting Crows, Malleyable Records

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GEAR >

GUITARS, AMPS & ACCESSORIES



ELRICK BASSES EXPAT SERIES

Satin matte black finishes are now available on Elrick Basses' Expat Series e-volution four- and five-string bass guitars. The Expat e-volution basses feature U.S. Bartolini pickups and electronics, as well as hardware by Hipshot, including the Elrick bridge. Select swamp ash bodies with matching wood control covers, three-piece maple necks and wenge fretboard complete the package. (elrick.com)

GHS STRINGS

BAJO QUINTO CUERDAS NEGRAS

Often paired with the accordion in Tex-Mex, Conjunto and Norteño music styles, the Mexican Bajo Quinto is currently enjoying a revival and GHS has released the Bajo Quinto Cuerdas Negras strings in response. The black coated stainless steel strings are manufactured in a strict quality control environment to provide long life and tone. They are made with Loop Ends with Lock Twist to give the best possible tuning and tension. (ghsstrings.com)



TODD SHARP JOAT 30RT

Todd Sharp Amplifiers has added the JOAT 30RT, which features 30 watts of output using four power tubes in blended pairs. The JOAT 30 offers two optimized pairs of 6V6's and EL84's, each with its own output transformer which are then blended together at the speaker output — maintaining the pristine chime and clarity of the EL84 while mixing in the classic warm tone of the 6V6. (todsharpamps.com)





EPIPHONE MASTERBILT CENTURY COLLECTION

Epiphone's new Masterbilt Century Collection is the first collection of archtop "acoustic/electric" guitars designed to be played and amplified as true acoustic instruments. Epiphone's original Masterbilt archtops from the 1930s were known for their wide tonal range, punchy volume and warm, woody tone. The new Masterbilt Century Collection brings these worlds together with the eSonic HD preamp and Shadow NanoFlex HD Under-saddle pickup, letting guitarists plug in any Masterbilt Century archtop acoustic/electric into an amp or P.A. (epiphone.com)



J. ROCKETT AUDIO DESIGNS .45 CALIBER

J. Rockett Audio Designs has announced the fourth product release in its Tour Series line. The Tour Series models are designed with the influence of top Nashville, Tennessee, and Los Angeles touring artists. The collaboration continues with the release of the J. Rockett Audio Designs .45 Caliber Overdrive. The new .45 Caliber pedal is a recreation of the original 1962 JTM 45. The sonic influence came directly from the old Malcolm Young — brilliant crunchy rhythm tones — and the old Pete Townsend *Live at Leeds* "face-melting" goodness. (rockettpedals.com)

MARLOWE THE JAMBOURINE

The new Jambourine by Marlowe is the world's first sound hole tambourine for acoustic guitars. The Jambourine slides into the sound hole of acoustic guitars, stays out of the way while strumming, and is only activated when the player slaps or strums across the jingles to the beat. This percussion accessory expands the way guitarists play by turning an ordinary slap-to-the-beat while playing motion into something much more.

(marlowe-band.com)



ALVAREZ ARTIST SERIES SHADOWBURST MODELS

Alvarez is now shipping its Artist Series Shadowburst models. Shadowburst is a high-end, edge-burst finish with a rich gradient of balanced color and was previously available only in our Masterworks Series. Application is heavily researched and developed to ensure the superior aesthetic doesn't come at the cost of tone.

(stlouismusic.com)



IMS TECHNOLOGIES NEW CHARACTUNE DESIGNS

IMS Technologies has debuted its latest Charactune clip-on tuners that feature skull designs. The red and black skull tuners have presets for guitar, bass, violin, ukulele and a chromatic setting that works with virtually any instrument. As with all IMS's products, a portion of the proceeds goes to a fund to help cancer patients.

(imstechnologies.net)



DUSTY STRINGS CO. D670, D570

Dusty Strings Co. has released two new hammered dulcimer models, the D670 and D570. These professional-quality instruments are the latest in the Chromatic Series and feature a 3½-octave chromatic range, a rich, deep bass and sweet, sparkly treble, and unsurpassed tuning stability due to the addition of carbon fiber rods embedded in the bracing. Additionally, the low bass notes are now available on both the right and left sides of the instrument.

(dustystrings.com)



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AURALEX GEOFUSOR

The new Auralex GeoFusor is a versatile sound diffuser based on the geodesic dome pattern. The GeoFusor's dimensional shape offers smooth, even diffusion and allows back filling with absorptive material for enhanced low-end control. The GeoFusor is wall- and ceiling-mountable and is offered in two sizes 1- by 1-foot and 2- by 2-feet. The 2- by 2-feet GeoFusor is sized to fit in ceiling grids and offered in fire-rated and non fire-rated variations. (auralex.com)



DYNAUDIO LYD 5, LYD 7 & LYD 8

Dynaudio has added the LYD 5, LYD 7 and LYD 8 monitors, which offer consistent sound reproduction across various listening levels and an extended sweetspot — which is key when collaborating with other musicians or producers in the same room. This eliminates the need for taking turns in the dead-center position in order to make the right calls during mixing. The monitors also address the issue of phase errors when applying EQ filters to adjust for room acoustics. (dynaudio.com)



QSC ACOUSTICDESIGN SERIES

QSC has debuted two new pendant mount loudspeakers to its AcousticDesign Series. The new QSC AcousticDesign Series pendant loudspeakers (AD-P) utilize the same design philosophy as the recently launched, award-winning ceiling models (AD-C). Directivity matched transition has been implemented across platforms for surface, ceiling and now pendant applications, letting these loudspeakers deliver pristine audio reproduction for installations requiring a refined audio experience. The new models feature snap-fit magnetic grills that remove the struggle of torsion grills on top of the ladder. (qsc.com)



**GOTUNE
GT1 APPCLIP**

The new GoTune GT1 AppClip from Onboard Research offers an affordable and creative solution for musicians wishing to use their smartphones, tablets and tuning apps in a more efficient manner. AppClip isolates the instrument from a noisy surrounding environment and lets it be tuned faster and more accurately. With a growing library of free and paid apps to choose from, musicians and music students have the ultimate flexibility to tune anytime, anywhere. MSRP: \$14.95. (onboardresearch.com)



**BOSE
POWERSHARE**

The new Bose PowerShare adaptable power amplifier line consists of three 1U models: 2- and 4-channel fixed-install models (PS602 and PS604) and one 2-channel portable amplifier (PS602P). Each model delivers 600 watts of power that can be shared across all output channels. With support for both low- and high-impedance loads up to 100V, PowerShare amplifiers adapt to a wide range of applications. Onboard configurable loudspeaker processing and direct access to zone controllers eliminate the need for an additional signal processor in many installations. (pro.bose.com)

**FLOYD ROSE
PRO HEADPHONE COLLECTION**

The new Floyd Rose pro headphone collection combines superior sound, noise isolation and lightweight and comfortable hi-gloss lacquered finish ear-cups (both wired and Bluetooth). Each model comes with a hi-gloss lacquered finish wood carrying case. The headphones were designed, engineered and tested in Europe and the United States and are packed in eye-popping colored gift packaging which helps create point of purchase retail displays. (floydroseaudio.com)



PEARL DECADE MAPLE SERIES

Pearl has added three all new finish options to its Decade Maple Series, available in two all-maple shell packs. Each new Decade Maple kit showcases high-density Galaxy Flake sparkle finishes for a dazzling dual-dimensional visual effect. Options include Ocean Galaxy Flake, Crimson Galaxy Flake and Slate Galaxy Flake wraps made exclusively for Pearl by Delmar USA. (pearldrums.com)



SOUNDSYNERGIES PROCUSSIONCARE CYMBALCARE

PROCUSSIONCARE CymbalCare is a new product engineered to prevent black oxidation on cymbals while also conditioning and cleaning the cymbal surface free of smoke, sweat, extraneous marks, plus body acids and fingerprints from handling. An important aspect of CymbalCare that sets it apart from other cymbal cleaners and solutions is that CymbalCare will not effect the patina, subtle surface features that give cymbals their individual sonic character. Other cleaners use stripping and polishing agents that result in a unnaturally bright, harsh sound. CymbalCare's gentle dry-to-the-touch formula is engineered to remove debris and foreign substances while preserving the cymbal patina for full-range, naturally attenuated tone. (soundsynergies.net)

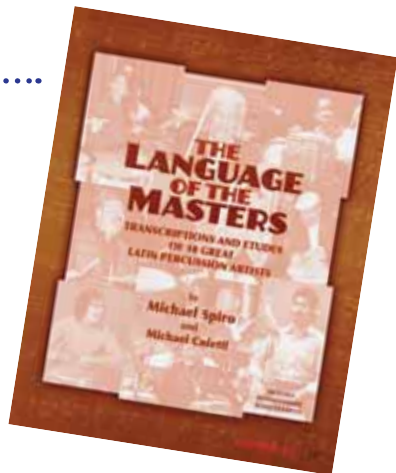


SHER MUSIC

'THE LANGUAGE OF THE MASTERS: TRANSCRIPTIONS AND ETUDES OF 10 GREAT LATIN PERCUSSION ARTISTS

Sher Music's new book, *The Language of the Masters: Transcriptions and Etudes of 10 Great Latin Percussion Artists*, is written by award-winning percussionist Michael Spiro. This book is the first collection of transcribed solos by such artists as Tito Puente, Ray Barretto, Orestes Vilato, Manny Oquendo and Armando Peraza. In addition to the transcriptions, Michael Spiro has written etudes for each artist, summarizing their approach to soloing. Each etude also comes with easily downloadable play-along tracks, one with and one without the solo being present.

(shermusic.com)



SOUND PERCUSSION LABS

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Sound Percussion Labs' new SPL DBX5522 Unity Birch kit is a 5-piece, all-in-one drum set designed with high-grade all-birch shells for warm, full, rounded tone and deep, powerful attack. Featuring SPL's exclusive Arch-Tech bearing edge design for quick, easy tuning and ultra-warm tone, the Unity Birch Set's 100-percent birch construction delivers deep, resonant sound.

(soundpercussionlabs.com)



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(www.cympad.com)



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(www.trxcymbals.com)

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VANDOREN

S+

Vandoren has released the next evolution of the V16 mouthpiece — the S+ chamber for alto saxophone. The newly designed S+ chamber optimizes airflow which lets players use more air than typical small chamber mouthpieces, creating a sound with more body, depth and flexibility while maintaining the free-blowing nature of the V16 family. The S+ chamber takes the place of the current alto S series mouthpiece and is available in all V16 alto facings, A5 through A9.

(dansr.com)



MEIDEAL M65

Meideal's M65 Mini Metronome features a human voice and real drum samples. It is powered by a rechargeable lithium battery and is tap tempo supported. The M65 also boasts a stereo 3.5mm earphone output.

(meideal.com)



BLESSING STANDARD SERIES

Blessing's Standard trumpets and trombones offer a full range of brass instruments. The trumpets come in silver-plate and lacquer finishes with a ML .460 bore size and feature stainless steel valves and matte finished top and bottom valve caps. A trombone with a small .500 bore size features chrome-plated yellow brass inner and outer slides and a brushed brass bell. Blessing also offers a single and double French Horn, both featuring a standard bore size, and the double featuring a Geyer wrap and an affordable student price. Blessing's baritone completes the series, featuring a small British-style .504 bore with stainless steel pistons.

(stlouismusic.com)

GEAR

DJ & LIGHTING

MARQ LIGHTING FOG 400

Marq Lighting's Fog 400 LED delivers 1500 cfm of mood-inducing fog at the touch of a button. Unlike other inexpensive foggers, it has three single-color LEDs, and the included wired remote makes operation easy. The Fog 400 LED comes in four housing colors: black, white, red and blue. (marqlighting.com)



CHAUVET ROGUE R1 FX-B

Chauvet's new Rogue R1 FX-B is the latest addition to the Rogue series. With its five individually controlled, pixel mappable, 15-watt RGBW LEDs, fast movements and infinitely variable pan and tilt options, the new Rogue can create an endless variety of high-impact looks. Capable of producing stunning sweeps across a stage or dancefloor and mesmerizing crossing patterns, the compact fixture can also deliver well-defined aerial effects thanks in part to its seven-beam angle. Packed with a plethora of performance features, the Rogue R1 FX-B has 16-bit dimming of the master dimmer as well as individual colors for smooth control of fades. (chauvetlighting.com)



NUMARK PARTY MIX DJ CONTROLLER

Numark's Party Mix DJ controller is a full-featured instrument tailored specifically to make it fun and easy for aspiring DJs to spin and party like a pro. With its full-sized chassis complete with dual scratch platters and slider controls, Party Mix delivers a genuine DJ experience for enthusiasts at any level of proficiency. Aspiring DJs can use their iTunes collection in the included software with no extra set up required — just plug, load and play. The industry-standard Virtual DJ LE software is included as are eight color-coded pads with multiple modes, including looping and sampling. The backlit sync controls make mixing easy and a ¼-inch headphone jack lets the DJ monitor everything that's happening. (numark.com)



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Tristann Rieck

**Brass Bell Music Store
Milwaukee**

In the year of campaigns, Brass Bell Music is running our own inside campaign. A few years ago a manager of mine wondered out loud: "Is September rough on the staff because we say it's going to be tough and teach that to them from day one?" What if we didn't approach the busy season with that attitude.

So, this year we have a creative campaign going on behind the scenes at Brass Bell to help our staff not approach the season with dread.

We picked one of our staff and made his headshot our campaign banner. With the slogan "Vote September. The month when musical memories are made."

When families select Brass Bell as their music store resource we are honored. Eighty-percent of our rental business is done in our store so, this is our chance to make that impression that we all remember of getting our first musical instrument. It is not hard to get pumped up about that. That's how we are approaching our back to school season this year.



John Bertrand

**Bertrand Music Enterprises
San Diego**

We bring in the inventory we need ahead of time. We prepare our rental flyers. We set up the store a little bit differently to accommodate the larger influx of students when they come in. We make contacts with all of our schools that we work with.

As far as special events go, we conduct several things. We do petting zoos. Over the summer, we hold what we call a headstart music program where any student who is going to be starting music in their school in the fall, we give them four weeks of free group lessons just like they get in the school system to prepare them. It's all free.



Lauren Haas-Antonio

**Royalton Music Center
North Royalton, Ohio**

How are you preparing your store for the back-to-school season?

We prep months in advance by [ordering] books and accessories by school district and director, making care kits, purchasing new instruments and turning rental return instruments. Everything is in place by July 1 and counter staff are re-trained in our rental program to ensure everything is clear for both them and the customer. We also prepare by role playing questions or situations that might arise with customers with our newer staff members.

Special areas in the store become care kit "stations." For each instrument, we customize a care kit with the accessories that we feel are the best to take care of that instrument. Then, we

have stations, separate from the main counter, for new students and their parents to learn about the proper care of their new instrument. For example, with the trumpet, they show them how to give a trumpet a "bath," how to oil the valves, how to grease the slides, how to wash the mouthpiece every week with the mouthpiece brush and soap and water — those sorts of things because this is new to them. Most of these families haven't given a brass instrument a "bath" before, and we want to make sure they don't give woodwind instruments a bath either! [Laughs.]

When they purchase the care kit, we have an instruction sheet that also

goes home with them, and the music education staff that we hire for that time of year goes through all the steps with them. Then, after the fact, if they lose the sheet, they are also posted on our website as well as videos of me doing the instrument care demos, too.

The educational aspect of beginning an instrument is our primary focus, and we thoroughly enjoy helping new music-makers get their start!

While our lesson program tends to keep fairly consistent numbers year-round, we do open up additional instructors and times for private lessons and Kindermusik as folks get back into the swing of things. **MI**

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A man with dreadlocks, wearing a light blue button-down shirt and dark jeans, is playing a double bass. He is standing on a wooden floor in a room with a wall of horizontal wood panels. To his right is a black Hartke Kickback KB12 amplifier. The amplifier has a large speaker and a control panel on top with several knobs and switches. The Hartke logo and 'KB12' are visible on the front of the amp. The overall scene is lit with warm, focused lighting, highlighting the musician and his instrument.

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