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FOR PROGRESSIVE MUSIC RETAILERS

# music inc.

FEBRUARY 2010 | MUSICINCMAG.COM

Your first look at the  
new year's must-stock  
musical products  
**PAGE 55**

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Photo by Karen Solem

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Cover photo by Karen Solem

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By Jon Chappel

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**Dave Sperling**  
DP, Music Documentaries & Videos

"The M10 adds a huge amount of functionality in a small and extremely affordable package. The design is exceptionally well thought out. All the controls are in just the right places when I hold it in my hand. The ease of adding (and synchronizing) a stereo track to my video from a different perspective makes the M10 a must-bring for any concert or live event. Every guitar and camera case should have one living in it!"

## Broadcast Engineering

By Jack Kontney

"The Sony PCM-M10 handheld digital recorder is everything a musician or sound engineer might want as a tool for documenting rehearsals and shows, including long battery life, tripod mount, ergonomic design, inconspicuous size and capacious memory. But it's much more..."



**Brooke Rudnick**  
Specialty Event & Music Videography

"Sony's PCM-M10 puts high-definition sound in your pocket. This small handheld recorder's amazing battery life enables you to record pristine audio all day. Built-in microphones mean no extra cables or adapters, and backlit controls make it easy to see levels and functions in dim light environments. For great audio in almost every shooting situation, the PCM-M10 recorder is a sound investment."

## Everything Audio Network

By Mike Rivers

"At \$300, the PCM-M10 is well priced considering its sound quality, feature set, and ease of use. It is well suited for casual and professional recording applications, and, in between, serves as a handy music player. I think it's a winner, and so does the *Everything Audio Network*, which has tagged the M10 with its Stellar Sound designation."



**Robin D. Berg**  
President, BEI inc.  
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# PERSPECTIVE

PERSPECTIVE | BY ZACH PHILLIPS

## THE PLAYING FIELD IS STILL NOT LEVEL

It's 2010, but you'd think it was 2005 judging from the status of Internet sales tax reform. The wheels of progress have barely turned on this issue, and in my opinion, it should've been fixed the moment Amazon meant anything other than a South American river (or brawny female).

It's time to put the issue back on the table.

Music retail financial guru Alan Friedman has given his final word on this topic in "Sales Tax Demystified," beginning on page 37. Not surpris-



ingly, Friedman's vehemently in favor of a uniform tax collection policy for all retailers, whether they're brick and mortar, catalog or Internet.

Let's be clear: Friedman and online sales tax reformists are *not* advocating a new or special tax for Internet sellers and their customers. They're asking that online retailers carry out the same sales tax collection responsibility as brick-and-mortar retailers to make sure every consumer pays his or her rightful sales and/or use tax.

Ironically, California came close to leading the Internet sales tax reform movement, only to take a huge step backwards this past summer. California Assemblywoman Nancy Skinner proposed a bill that would require Internet retail affiliates in California to collect tax on their sales to state residents. (An affiliate is a business with a contractual agreement to advertise an online retailer and receives a commission from that retailer.)

New York had passed a similar law successfully in 2008. And in California, the bill would've added up to an estimated \$150 million in potential sales tax revenue — this for a state with an epic budget crisis.

Sounds reasonable, right?

Amazon.com and Overstock.com weren't having it. Both threatened to cut their California affiliates, and Gov. Arnold Schwarzenegger vetoed the bill, citing opposition to new taxes.

It would've flown under my radar if Frank Hayhurst, owner of Zone Music in Cotati, Calif., hadn't spoken up. He sent an e-mail blast to the press and fellow California-based music retailers, urging them to call the governor's office at 916-445-2841 and ask Schwarzenegger to reconsider Skinner's bill.

"It's time we stood up and, with one voice, put a stop to this serious inequality," Hayhurst wrote. "There's no way to sugarcoat the difference in our consumers' minds. We charge 10-percent more for the same item they can get online for 10-percent less. That's how it looks to them.

"Please take action. We're the only ones who can change this inequality, and together, we can do what New York state did."

Realize, this is not a knock on e-commerce. This is about states collecting taxes that are already owed to them. If you're a California retailer and share Hayhurst's persuasion, why not make the phone call? Everyone deserves a more level playing field. **MI**





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# LETTERS

## Time to Reflect

Thank you very much for highlighting our company on the cover of your December issue (“Deeper Into Lessons”). “The 2009 Year in Review” issue was so interesting. It was great fun to reflect on the past year.

As always, your articles triggered some ideas for us to work on in the coming year. Thank you for your continued support and fantastic magazine.

**Gayle Beacock**  
Beacock Music  
Vancouver, Wash.

## A Longtime Dealer's Take on Pianos

Maybe it's time for a longtime piano dealer's reply to “What Went Wrong With the Piano Industry” (June 2009). I've been in the music business for more than 50 years, and I have been a member of NAMM for almost the same amount of time. At one time or another, I have carried most manufacturers' lines.

I always naively felt that the manufacturers' problem was also the dealers' problem and vice versa. This has been a costly decision for me in many cases.

However, I do feel the piano industry needs the most honest relations between the dealer and the manufacturer. In some cases, it's not necessarily the manufacturer's policies that are the problem, but someone within that company might favor one dealer over another and grant special incentives. This creates animosity in dealer relationships.

Better dealer communication would increase the gross profit of our declining sales potential, and being friendly with your competitors does not always mean price fixing.

THE NAMM SHOW 2010: YOUR OFFICIAL ONE-STOP SOURCE PAGE 61  
FOR PROGRESSIVE MUSIC RETAILERS  
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**TIGHTENING THE CHAIN**  
How Schmitt Music survived the piano slump and came back as a nimbler operation (PAGE 50)  
PLUS: Tom Schmitt as NAMM chairman  
Meet Tom Schmitt, President of Schmitt Music and the New Chairman of NAMM  
Why Jackson's Music Invests in Real Estate (PAGE 18)  
Audio Retailers Turn to the Consulting Business (PAGE 94)  
Loud's Bold New Year's Plans (PAGE 28)

## OBSERVATIONS ON DIGITAL KEYS

My relationship with digital pianos began with Casio. It took many years to get teachers to accept the digital piano as a replacement for used upright pianos. This has not been fully accomplished. However, the digital piano has decreased the market for used spinet and console pianos to the point where they are hardly worth show space on a dealer's floor.

## THE REAL WIN IN COLLEGE SALES

The article by Terry Lewis (“What Went Wrong With the Piano Industry: An Alternate View,” September 2009) discussed the win-win-win situation of college sales. He claims the sales give the manufacturer the opportunity to gain more business and

more market share. Also, pianos that may have sat in the warehouse are out in the community. I have never felt this was the real “win” for the manufacturer. Rather, a college student will see the manufacturer's logo in front of him on the fallboard, and this provides subliminal advertising that will last a lifetime with someone who may be responsible for many piano recommendations in the future.

Lewis also discussed skittish prospects. I always felt the integrity of the university was the primary concern of any dealer doing a college sale. This fact is one more guarantee to a potential customer that he will not be taken advantage of.

I have been in the top 200 dealers with just piano and keyboard sales since the initiation

of these programs. It takes many outside promotions, such as bringing pianos to golf outings, home shows, warehouse shows and teacher conventions, to drive sales. Sometimes, I've received financial help from the manufacturer, but most of the time, I am on my own.

## GENERATING PIANO SALES

We have found three things are necessary to generate sales: a large display of pianos, a front desk with the ability to handle any problems a customer may have and a price structure to fit every customer's budget. Two of the problems that must be overcome by any piano dealer are competent piano services and careful, timely delivery. We have solved these problems with the in-house training of more than 10 piano tuners and the careful consideration of our contract piano movers. We feel the future of the piano business will depend on all of the above, plus an active role in 21st century technology, integrity and a hopeful feeling that those who represent manufacturers deal honestly.

**J. Michael Diehl**  
Freehold Music Center  
Freehold, N.J.

## Correction

*Music Inc.* mistakenly listed the dealer net prices of the RS Berkeley 6102A violin and 7192A viola (*Gear*, December 2009) as MSRPs. We regret the error.

EDITOR'S NOTE: MUSIC INC.

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**PAGE 18**
- > **Parrish Music**  
Opens folk instrument shop  
**PAGE 19**
- > **Donn Bennett Drum Studio**  
Acquires classic kits for museum  
**PAGE 20**
- > **Tribute**  
Peter 'Duke' Heid, Ray Jent  
**PAGE 21**



# RETAIL

SHEET MUSIC PLUS | BY JENNY DOMINE

## SHEET MUSIC GIANT

Type the phrase “sheet music” into Google, and sheetmusicplus.com will top the search engine’s results. As one of the largest online print music retailers in the United States, Sheet Music Plus boasts more than 55,000 titles and earned \$25 million in revenue last year.

Charged with expanding this Emeryville, Calif.-based enterprise was CEO Keith Cerny. In 2008, he took the reins from company founder Nick Babchuk, who wanted to step back from actively running the business. (Babchuk had previously brought in Sverica, a private equity company, which purchased a partial stake in Sheet Music Plus. The new board named Babchuk chairman and hired Cerny as CEO.)

Cerny came to the table with degrees in music and physics from Berkeley, an MBA from the Harvard Business School, and a Ph.D. in econometrics and development policy from the Open University in the United Kingdom. He also has experience with computer technology from serving as senior partner at Accenture, which specializes in systems integration.

“[Sheet Music Plus] seemed



Sheet Music Plus’  
CEO Keith Cerny

like a great fit,” Cerny said. “I have been a musician and a consumer of sheet music for more than 35 years. It’s great to marry these different interests.”

### PERFECT INTERNET BUSINESS

Carrying more than twice as many sheet music titles as its nearest competitor and representing more than 1,000 publisher names, Cerny credited Sheet Music Plus’ success

tomers to search our catalog online, find whatever they are looking for, whether it’s a popular work or an obscure one, and we will ship it to them,” Cerny said.

Sheet Music Plus has spent the last 10 years developing content for its site’s database. This includes music descriptions, difficulty levels and look-inside views. Its search engine was also upgraded last year, making it easier for customers to sort through information quickly.

### THE FUTURE OF SHEET MUSIC

Despite the recession and the growing buzz of digital alternatives, Cerny said he’s confident in the continued growth potential of traditional print music.

“Sheet music is often estimated to be a \$1.1 billion industry,” Cerny said. “We have a lot of opportunity to grow.”

Last year, the site continued to achieve national growth. During the holiday season, Cerny said site traffic typically jumps 50–70 percent, relative to the summer. International revenues have also grown from 40–50 percent, year-on-year. Cerny noted growth in the company’s educator business, as well, with a program that

**Sheet Music Plus earns \$25 million in revenue under new leadership**

to its vast selection and clean, easy-to-navigate site.

“It’s such a perfect Internet business because it allows cus-





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WEST MUSIC | BY JEFF CAGLE

# 30-SECOND PURCHASE ORDERS

West Music's staff used to spend five hours a week processing purchase orders from one of the company's major suppliers.

These days, the job takes 30 seconds.

It began in 2007, when Robin Walenta, president of the Coralville, Iowa-based dealership and a member of NAMM's Ad-Hoc Technology Committee, implemented the committee's new XML standards at her company.

"It's pretty amazing because we [previously] had to enter orders into our system, then send it to the supplier via fax, e-mail or phone order," Walenta said. "Then someone on the other end has to enter everything again into their system. Now, through the electronic XML code, it allows us to send our request electronically directly into suppliers' systems."

## IMPROVED ORDER ACCURACY

The NAMM Ad-Hoc Technology Committee is made up of technical experts from all corners of the music retail, supply and software industries. According to its mission statement, the group aims to develop and promote best-practice standards for electronic commerce that improve efficiency between trading partners in the music products industry.

The technology committee's latest initiative, P.O. Detailed Acknowledgment, lets music retailers not only send purchase orders via XML but also receive a detailed acknowledgement from the supplier, confirming whether



West Music's Jacci Brandt (left) and Robin Walenta

## West Music slashes expenses, finds profits by adopting new XML standards from NAMM's Technology Committee

it can fulfill an order, down to quantity, pricing and fill date. (Previously, suppliers could only send a verification that they received an order.)

"It helps dealers communicate with staff and, in turn, our customers, especially when dealing with special

orders," Walenta said.

Aside from the dramatic decrease in time her staff spends processing purchase orders, Walenta said implementing XML has also improved order accuracy.

"Every time a human is involved in something, you open yourself up for error," she said.

"We paused one day to look at item discrepancies and how many people were involved because somebody sent us the wrong item. You literally have to stop everything you're doing and either e-mail or call the manufacturer and say, 'I wanted X, and you sent me Y,' and then they have to make adjustments on their end. We have to determine whether we're going to send it back or keep it.

"And if we're going to keep it, we have to create another purchase order. If we send it back, we have to create return documents. It's mind-boggling how inefficient item discrepancies are."

Now, it's just two systems — the retailer's and supplier's — communicating with each other via XML. They'll automatically pick up errors that likely wouldn't have been caught with the old system until the supplier entered a dealer's purchase order into its system.

"If I send a UPC code to a supplier and they don't recognize it, the system lets me know immediately that there's an error there," Walenta said. "There are a great deal of efficiencies that are found through e-commerce."

## ADDING PROFITS

Walenta said West Music is currently trading XML documents with six suppliers and hopes more will jump into the fray. But that will also require more interest from music retailers.

"Dealers shouldn't be fearful because it's technology-related," she said. "Sometimes, I think because our industry is so small that the term 'technology' itself makes people nervous. You don't need an IT person on staff to implement this stuff."

Walenta said it's especially imperative to find ways to be more efficient given the current economic climate.

"Time is money. It's not about selling more. You can find greater efficiencies within your organization that are going to add profits." **MI**



# IT'S TIME TO GET REAL

Isn't it time for electronic drums to look like real drums instead of a collection of practice pads?  
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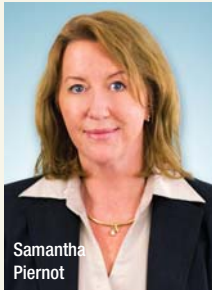
EPro Live features real drums, real drum hardware, 100 great sounding kits, plus 100 user defined storage locations, or load specially designed kits from one of our sound partners.



PERSONNEL

**Promotions at FC**

Full Compass of Madison, Wis., recently promoted two longtime employees to top positions. Samantha Piernot has been named vice president of procurement.



Samantha Piernot

She began at the company in 2000 and most recently served as purchasing manager. Shawn McLoughlin has been promoted to sales manager of FDW, Full Compass' wholesale division. He has been with the company since 1998, and in his new role, McLoughlin will manage the daily operations of the FDW sales group.

LINES

**New Mason & Hamlin Dealers**

Mason & Hamlin has added four piano retailers to its U.S. dealer network. These include Jordan Kitt's Music of College Park, Md.; Keyboard Concepts of Van Nuys, Calif.; Piedmont Piano of Oakland, Calif.; and Carlson's Piano World in Minneapolis.

"We are very pleased to add these highly regarded, veteran retailers to our Mason & Hamlin network," said Tom Lagomarsino, Mason & Hamlin's executive vice president. "They are strong performers with excellent reputations, both within their communities and our industry. We look forward to our mutual success in the months and years to come."

CLOSURE

**Hamlin's Shuts Down**

At press time, Hamlin's Music Store of Elmira Heights, N.Y., was planning to close its doors for good on Dec. 31, 2009. According to Ron Hamlin, the dealership's second-generation owner, his retirement will coincide with the store's closure.

"My retirement is not because of a lack of business," he said to *Star-Gazette* in a Nov. 30 article. "We've kept a good relationship with the public and the school districts, and we have been very fortunate in the support we've gotten from the community."



A Player's Pod station inside Bradley Center

CASCIO INTERSTATE MUSIC | OUTREACH

**CASCIO, ARCHER PITCH IN TO AID CHILDREN'S CANCER RELIEF**

Cascio Interstate Music and Archer Guitars pitched in to the charitable activities during the 33rd Annual Milwaukee Bucks MACC Fund Game, held Oct. 23, 2009, at Bradley Center in Milwaukee. The event benefitted the MACC Fund, Midwest Athletes Against Childhood Cancer, a charitable organization that supports research into the treatment and cure of childhood cancer and blood disorders.

Both Milwaukee-based companies sponsored guitarist Tallan Latz, who performed throughout the game and at halftime with the Bucks' house band, Streetlife With Warren Wiegatz.

Cascio Interstate Music also provided an interactive music station in Bradley Center's lobby as part of the pregame Kids Day Festival, where kids of all ages were able to try out different musical instruments using headphones on Player's Pod stations. They were able to jam on their choice of four different Archer electric guitars and a Line 6 guitar modeling processor; an Archer electric bass and a Line 6 bass modeling processor; a Roland keyboard workstation; and a Yamaha digital drum programmer. There was also a Union drum kit set up.

**Cascio, Archer support children's cancer research while inspiring young people to play guitar**

"This Bucks/Kids game is really special to us," said Michael Houser, Cascio Interstate Music CEO and MACC Fund honorary board member. "We not only get a chance to help aid childhood cancer research but also help to inspire and encourage young people who may be playing a guitar for the first time through our interactive Pod stations."

The main beneficiary of MACC Fund support is the Midwest Children's Cancer Center with research conducted in the MACC Fund Research Center of the Medical College of Wisconsin. Additional research is conducted in the MACC Fund Center for Cancer and Blood Disorders at Children's Hospital of Wisconsin.

PARRISH MUSIC | OPENING

# Parrish Opens Full-Scale Folk Shop

Viroqua, Wis.-based Parrish Music recently upgraded from a music lessons center with by-appointment-only retail to a full-scale folk instrument dealership. Owned by Ted and Catherine Parrish, the shop opened for business on Nov. 25, 2009.

The new location features acoustic and electric guitars, banjos, mandolins, ukuleles, violins, violas, cellos, flutes, drums and accessories. Parrish Music also carries less-common instruments, such as dulcimers, harps, tanpuras, djembes, octave mandolins, exotic percussion, and stringed and wind instruments from



Parrish Music's Ted Parrish inside his new digs

around the world.

Additionally, the company offers instrument rentals and music lessons.

Ted previously served as the director of retail opera-

tions at the Old Town School of Folk Music in Chicago and has taught guitar for 20 years. Catherine has taught vocal, flute, guitar, dance and movement for more than 20 years.

“People often hear about or read about unusual instruments,” Catherine said. “Here, they can actually try those instruments for themselves.”

“We have a great studio space for lessons and have room to create a recital/small performance space, as well.”

“I have focused on finding those lines of instruments that offer the best value for the money,” Ted said. “It has to be a quality instrument that I would play myself, and it has to be affordable. So, you won’t find any \$2,000 boutique guitars here, but you will find very good instruments for less than \$400, for example.”

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GUITAR CENTER PRO | SERVICES

## GC Pro Debuts Affiliate Program

Guitar Center Professional (GC Pro), GC's outside sales division for professional users, recently expanded its Installation initiative with an affiliate program.

By clicking on the Installations link at [gcpro.com](http://gcpro.com), customers can access companies and individuals specializing in pro audio systems design, integration and installation. They'll be able to see a brief description of each company and go directly to that company's Web page to gather further information about a project. GC Pro will act as the coordinator

for these services to form a turnkey solution for music and recording studios, post-production houses, live sound venues, and houses of worship. New companies will be added regularly to GC Pro's list of affiliates.

"These new enhancements made to the GC Pro Installations service further position us as the central resource for any kind of audio project, from a music

studio to a club to a church," said Rick Plushner, director of GC Pro. "Our customers can be assured that any of the individuals represented on our Web site are the best in their fields."

## + 52,981 CANS FOR THE HUNGRY

Guitar Center has completed its four-week nationwide food drive with 52,981 cans. Between Nov. 1-30, 2009, GC stores collected non-perishable items from local musicians. These items were delivered to food banks across the country. GC supported the local communities' efforts with a multitiered marketing campaign, including a promo in its buyer's guide. The company also conducted in-store and online promotions, as well as a PR push to boost participation.

SWEETWATER | OUTREACH

# MAJIC REKINDLED

Sweetwater of Fort Wayne, Ind., and local radio station WJL, Majic 95.1, joined forces again to release *Majic Miracle Music, Volume Four* this past holiday season. The compilation CD features new recordings by national musicians and will be sold locally, with all proceeds to benefit Riley Hospital for Children in Indianapolis.

The CD, priced at \$10, is available at Anne's Hallmark stores, Borders, Cookie Cottage, Tampa Wellness Oasis, Lutheran Hospital Gift Shop, all Wooden Nickel locations, and Sweetwater's retail store and Web site.

Nationally recognized artists, including Ingrid Michaelson, Uncle Kracker, John Tesh, Aimee Allen, Matt Kearney and State of Man,



appear on the CD with new acoustic versions of their hits. Most of the CD's 20 songs were recorded at Sweetwater Productions, Sweetwater's in-house recording studio.

DONN BENNETT DRUM STUDIO | DISPLAY

## Bennett Adds Blaine, Jones Drums to In-Store Museum

Donn Bennett Drum Studio in Bellevue, Wash., recently added drum sets used by drumming legends Hal Blaine and Elvin Jones to its in-store drum museum. They join gear used by The Beatles, The Who, Rolling Stones, Buddy Rich, Gene Krupa, Yes, Cheap Trick and Bad Company.

The Hal Blaine exhibit includes three of Blaine's drum sets used between the early 1960s and late '80s. It also

houses a large collection of his Phil Spector-era "Wall of Sound" percussion instruments. The centerpiece of the exhibit is Blaine's "Monster Set," a 10-drum Ludwig kit.

The Elvin Jones exhibit grew with recent acquisition of Gretsch, Tama, Camco and Yamaha drums, as well as Zildjian and Istanbul cymbals, used throughout Jones' career. It includes his early-'70s yellow Gretsch set and an array of his sticks, brushes, mallets and cymbals.



VON GOGH PIANOS AND ORGANS | OWNERSHIP

# VON GOGH'S NEW HEAD

**F**red Von Gogh, owner of Von Gogh Pianos and Organs in Kennewick, Wa., died in September 2009, but his friend, Allan Willis, recently began running the dealership.

According to a Dec. 7 article in *The Seattle Times*, Von Gogh's estate administrator asked Willis to manage the store. While the agreement is essentially about converting the company's inventory into cash for the estate, Willis told *The Seattle Times* that he may take over Von Gogh Pianos and Organs after all the existing merchandise is sold.

He had previously managed the store while Von Gogh was away and had a long career with the Bonneville Power Administration.

Von Gogh Pianos and Organs was founded in 1976 in Richland, Wa.

RETAIL | TRENDS

# Overcoming Shopper's Guilt

**A** Dec. 2, 2009, American Public Media report discussed the phenomenon of shopper's guilt — feeling bad about spending money when others are struggling. So this past holiday season, several major

retailers used a charity angle to drive customers into stores. For example, for every letter to Santa a child brought to Macy's, the retailer made a donation to the Make-A-Wish Foundation.

## «« TRIBUTE

### ⊕ Peter 'Duke' Heid

Peter "Duke" Heid, the founder of Appleton, Wis.-based Heid Music, died last year on Dec. 14. He was 91.

Prior to opening his music dealership in 1948, Heid played with dance bands throughout the 1930s and '40s. Heid Music is currently run by Todd Heid, the company's third generation of leadership. Peter's son, Paul, also served as NAMM chairman from 2003–05. According to Todd, Peter still made daily visits to Heid Music's Appleton store up until his death. He was preceded in death by his wife, Margaret.

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## Note from Joe

### Thank You for Joining Us at This Year's NAMM Show! Your Participation = A Stronger Industry

Did you know that the revenue generated each year from the NAMM Show is reinvested into market development programs, advocacy efforts and PR activities, all to accomplish the mission of creating more music makers?

Thank you for coming to Anaheim and making the investment in your business to help ensure success in 2010. Every year, the NAMM Show proves to be the place to get business done, meet with buyers, launch new products and help your business "get ready" for the year ahead. And by coming to the show, you become part of a global reunion that helps fund a year's worth of initiatives, each designed to keep music making top of mind.

The reinvestment of NAMM Show revenue allows us to promote our industry through our national public relations campaign, *Wanna Play?*, which motivates consumers to pick up a musical

instrument. This past year our promotions generated over \$50 million in advertising value, all promoting playing music! We are also able to make your voice heard with decision makers in Washington, D.C., and legislators in our state capitals to help ensure that music is a part of every child's school curriculum and that the needs of small businesses are championed.

Whether it's reaching 50,000 teens at the X Games or an exhibit at the annual AARP conference encouraging seniors to stay young by playing music, the NAMM Show provides the funding needed to promote music making and grow the industry for everyone.

A couple of industry friends, Rick Drumm and Joe Vasko, recently ran a half-marathon to benefit St. Jude's Cancer Hospital in Memphis. Joe told me that he wanted all of his hard work in getting healthy to also benefit others in need of help or support. Your Membership in NAMM and support of the NAMM trade shows can be viewed the same way—you're not only taking care of your business, you are helping people all around the world to play music.

And that is something you can be very proud of.

Joe Lamond • NAMM President/CEO

## A Model for Industry Growth...

NAMM reinvests its trade show revenue back into the music products industry to increase active participation in music making and to grow the market for musical instruments and products.

Regardless of what is happening in the world, the NAMM Show is the one place where the industry gathers year after year to celebrate our accomplishments and strengthen our industry. It not only helps members kick their year off right but serves to benefit them all year long—and will continue to do so in the future.



NAME NAMM News February 2010 No. 2010

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



# Thank You

By attending the NAMM Show you are helping to grow our industry. Revenue generated each year from the NAMM Show is reinvested into market development programs, advocacy efforts and PR activities, all to accomplish the mission of creating more music makers.

## **NAMM U ONLINE**

NAMM supports its Members through professional development focusing on the challenges and opportunities facing today's music products professionals.

## **THE NAMM FOUNDATION**

NAMM's non-profit advocacy efforts advance music education, create more music makers and grow the market through the funding of relevant programs and initiatives.

## **MUSIC EDUCATION ADVOCACY**

The association works to create partnerships, initiatives and events designed to help spread the word and ensure that all children have access to a complete education that includes music making and the arts.

## **GOVERNMENT RELATIONS**

NAMM provides a voice for the industry on Capitol Hill and works to address the hot issues that impact our Members most.

## **MARKET DEVELOPMENT**

NAMM seeks strategic partnerships with organizations and world-class musical events help to open the doors of opportunity for our Members, while raising public awareness of music making through local and national media coverage.

## **PUBLIC RELATIONS**

The association spreads the word about the benefits of making music to the general public with the *Wanna Play?* campaign, reaching millions of consumers through the media with our music-making message.

## **MEMBER BENEFITS**

NAMM provides Members with access to discounted business services, assistance planning their trade show events and meetings, and association publications ensuring all important association news is shared.

## **NAMM INTERNATIONAL**

The association serves the needs of Members around the world by convening international associations, sharing best practices and supporting global markets.

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# SUPPLY

KORG USA | BY ED ENRIGHT

## KORG'S GUITAR ENTRY

**K**org USA execs were so eager to start spreading news of their company's exclusive distribution agreement with Lâg Guitars last fall, they invited the press on a junket to France for a full product preview.

There, they announced that Korg USA will distribute the complete range of Lâg guitars in the United States, starting with the Tramontane line, which makes its debut at The NAMM Show in January. Based in the Occitania region of France, Lâg has been building highly crafted guitars for more than 25 years under the guidance of master luthier Michel Lâg Chavarria. The brand is owned by Algam, a France-based distributor.

According to Korg executives, Lâg is an ideal complement to Korg's guitar-related offerings — Marshall and Vox. "Lâg guitars have been one of Europe's best-kept secrets, and now, we are proud to be bringing the product to the U.S.," said Joe Castronovo, president of Korg USA.

### THE LÂG RANGE

The Lâg Tramontane line, which includes both steel-string and nylon (classical) guitars, is distinguished by its use



From left: Korg USA's Allan Pearlman, Mitch Colby, Joe Castronovo, Michael Bradley and Eric Sands

of fine woods, quality craftsmanship, beveled corner bindings and proprietary pre-amp/pickup systems. Stepping up from the entry-level Standard Range, the Stage Range offers premium instruments for the novice and casual player. The Master Range guitars are appointed with fine details and select woods to satisfy the accomplished musician.

Lâg offers traditional dreadnought, auditorium and jumbo body styles, along with left-handed and 12-string versions. All instruments feature a detailed rosette design highlighting the distinctive and highly symbolic Occitan Cross. Lâg's

acoustic/electric models include DirectLâg and StudioLâg pre-amp systems, which offer a variety of sound possibilities through user-friendly preset EQ curves. Magnetic and piezo Lâg pickups vary depending on the model range.

### WELL-TIMED LAUNCH

The opportunity to distribute Lâg comes at a good time for Korg, according to Mitch Colby, Korg USA's executive vice president and chief marketing officer, who noted that the U.S. acoustic guitar market is currently faring better than many other MI segments.

"Lâg is very successful in

Europe, appreciated by distributors, dealers, artists and consumers already," he said.

For customer and dealer support, Korg has launched [lagguitars.com](http://lagguitars.com) in the United States. The new Web site includes product information, photos, artist performances, video demos and a dealer locator.

Colby said that Korg aims to make it easy for its dealers to get involved with Lâg. "Korg USA offers an assortment of scalable dealer programs," he said. "We have different requirements for different types of dealers — small, medium and large. And we're going to do that for Lâg, as well." **MI**

HAL LEONARD | BY JENNY DOMINE

# HAL'S JAZZ HITS 100

Hal Leonard marked a milestone with its Jazz Play-Along series, releasing the 100th volume in October last year.

The Jazz Play-Along series was introduced in 2002 as a performance aid and learning tool for jazz musicians. The book and CD packs are for all C, B-flat, E-flat and bass clef instruments. The 100th volume presents 10 classic songs made famous by Louis Armstrong, such as “Ain’t Misbehavin’,” “Hello, Dolly!” and “What A Wonderful World.” It has an MSRP of \$15.99.

“This signifies that the series has taken hold very well,” said Hal Leonard Chairman and CEO Keith Mardak.

And the Jazz Play-Along series shows no signs of losing steam, with more recent releases featuring the music of Oscar Peterson, Bill Evans and Count Basie.

## TWO TRACKS, BETTER THAN ONE

Hal Leonard distinguishes the Jazz Play-Along series from similar products — such as Jamey Aebersold’s jazz play-alongs — with the CD tracks, which first play a song with the melody, followed by the same song with just the backing track.

“If a jazz musician isn’t very familiar with the song and wants to hear how that melody is treated, he or she can listen to it, rather than trying to find original recordings,” said Jeff Schroedl, Hal Leonard’s vice president of pop and standard publications. “Beyond that, the audio is open for improvisational practice.”



## Hal Leonard's growing Jazz Play-Along series finds broad appeal

Music retailers said the CDs help drive print sales.

“They are great accompaniment tracks,” said Rob Fardellone, sheet music buyer for Colony Music in New York. “You play along with them, and you feel you’re a little better than you actually are.”

“The quality is very high,” said Ben Huntoon, the jazz education consultant for Stanton’s Sheet Music in Columbus, Ohio. “Another big

selling point is the consistency between volumes.”

That consistency and quality have been achieved via a core group of jazz musicians who perform in the majority of Hal Leonard’s recordings.

Under the leadership of arranger and producer Mark Taylor, members of the Army Blues — the jazz ensemble of the U.S. Army — perform the play-along arrangements. According to Taylor, the group has played together for 20 years and has made 130 CDs for the Play-Along series.

Schroedl said one way the musicians have created a responsive backing track is by playing with an unmiked soloist.

“That way, the band builds and ebbs and flows along with the soloist, which helps the

end-consumer build his or her improvisation,” Schroedl said.

In some cases, Hal Leonard has received permission to use masters from the original artists, as was the case for the Gerry Mulligan volumes. Sometimes, the original musicians have even wanted to perform the tracks, such as with the Chick Corea volume. And the play-along tracks for Thelonious Monk were performed by his former bandmates, including Don Sickler and Ben Riley.

“T.S. Monk and Don Sickler loved the idea of this product and wanted to do the recordings themselves,” Mardak said.

## BEYOND GENRE

Among the top-sellers in the series are volumes that feature Broadway, Latin and Disney tunes, plus jazz arrangements of unexpected titles from such artists as Jimi Hendrix and The Doors.

“Jazz has historically borrowed from other genres,” said Jett Cheek, who handles jazz publication purchasing for Pender’s Music in Denton, Texas. “Many of what we consider jazz standards actually came from Broadway. Jazz musicians, recognizing the richness of the music’s compositions, used those songs to improvise over. So, it’s not unprecedented in jazz to borrow from or explore other genres.”

“The Jazz Play-Along series gives players of all genres a refreshing new take on famous songs they love and the hands-down best tracks to play along with,” Mardak said. **MI**

# EXPAND INFINITY

The Analog Heritage of the Memory Man Reborn.



**Memory Boy** The undeniable bloodline features the same warm analog delay and seductive modulations of its legendary ancestors. 550 ms of superior delay coupled with a sweet chorus and vibrato maintain their organic quality on stage or in the studio. This classic EH analog delay carries on the family tradition at a musician friendly price.

**Deluxe Memory Boy** The latest in the proud heritage of EH analog delays. Tap tempo delivers a magnificent "human lock" letting you stay in sync with the groove. The effects loop provides synchronous animation that redefines pedalboard flexibility. Expression pedal input offers added control over every key performance parameter. This locked and loaded prodigy carries its lineage proudly!

**Memory Toy** Pure and simple analog delay for musicians who covet a thick sound from a thin wallet. Offering up to 550 ms of delay time and a sweet selectable chorus, this "toy" is a powerful tool with world class tone. Inheriting all of the family jewels, the Memory Toy will soon be one of your most prized possessions.

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PROMOTIONS

**65amps Madness**

Boutique amp company 65amps recently enlisted Mad Sun Marketing, an agency specializing in the music and audio industries, to promote its products to guitar players internationally. [65amps.com](http://65amps.com)



ANNIVERSARY

**'Acoustic Guitar' Turns 20**

*Acoustic Guitar* magazine is celebrating its 20th anniversary in February. Since 1990, the magazine has been a voice for all guitar players. Its anniversary issue will focus on how guitarists' lives have changed during the past 20 years and will look ahead to the future. [acousticguitar.com](http://acousticguitar.com)

LICENSING

**Loud, Avid Team Up**

Loud Technologies signed an agreement in December 2009 with Avid that licenses the use of Mackie's new Onyx-i series Firewire recording mixers with Avid Pro Tools M-Powered 9 software. In order to use Pro Tools M-Powered 8, users will need to purchase the Mackie Universal Driver upgrade at Mackie's Web site. [mackie.com](http://mackie.com)

MEDIA

**D'Addario on CNN**

D'Addario was recently showcased in an episode of CNN's "Your Money." In the past two years, the company has cut inventory, streamlined factory floor operations, updated technology and saved jobs at its Long Island, N.Y.-based facility. The CNN piece focused on D'Addario's recent adoption of Toyota's Lean practices and its 35-year commitment to factory automation. [daddario.com](http://daddario.com)

EMPLOYMENT

**Gibson: Worst Workplace?**

In a Dec. 16 *Reuters* report of the 50 best and 50 worst places to work, Gibson Guitar ranked first among the worst places to work. The survey was conducted by glassdoor.com, an online jobs site, which collected and compiled reviews from U.S.-based company employees throughout 2009. Southwest Airlines ranked first among the best places to work. [reuters.com](http://reuters.com)



GURUZ MEDIA | BY KATIE KAILUS

# THE MARKETING GURUZ PLAN

Today's world of social media presents marketing opportunities through Facebook, Twitter and YouTube that advertisers used to only dream of.

Guruz Media is an MI industry marketing firm that specializes in social media and online video marketing, and it's looking to take advantage of the changing marketing landscape.

The firm, based in Clearwater, Fla., was founded in 2009 and has a team of eight marketing specialists with plans to add three more positions. The firm provides services to music retailers, global distributors and manufacturers.

"I am not aware of any other media company that has such a specific focus on the musical instrument industry as Guruz Media does," said Tracy Hoeft, president and founder of the company.

Hoeft, a 30-year industry veteran, and his team recognize the unique way that social networking sites can engage potential customers.

"Too many people view these mediums as a one-way communication," Hoeft said. "They are still talking *at* consumers instead of talking *with* them. Posting content that invites a dialogue and then taking the time to monitor and leverage that dialogue is something that very few people in our industry are doing."

VIDEO FACTOR

Hoeft said video is the ideal medium to showcase musical instruments and music-related gear. "Video presents a tremendous opportunity for our industry," he said.

He cited a campaign Guruz ran

**Guruz Media leverages social media, online video content as a new marketing strategy in the MI industry**

for Sabian. The YouTube video features a drummer playing a drum set with Sabian cymbals and identifies each cymbal as it's being played. This let viewers see and hear the cymbal before they decide to make a purchase. Within the first 30 days of being posted, the video received 10,000 views.

SOCIAL FACTOR

Hoeft suggested connecting with customers who walk into your store using Facebook and Twitter. "Have a computer on your front counter where customers can sign into their accounts and immediately start to follow you on the social sites."

This two-way communication can strengthen the bond between the customer and retailer, according to Hoeft. He also suggested using social networking sites to promote the local live music scene and customer gigs that might spark interest from musicians.

"Each month, we work with multiple brands to get new products or promotional items in front of tens of thousands of people in a way that is more efficient than anything available to us before," Hoeft said. "Everyone should be doing this." **MI**

DAISY ROCK | ANNIVERSARY

# Daisy Rock Becomes a Tween

Daisy Rock is turning 10 this year.

The idea for the girl guitar company came from a drawing by founder Tish Ciravolo's daughter in 2000.

"She drew a daisy, I turned it into a guitar and decided to create a better experience for her in the music industry," Ciravolo said.



Daisy Rock President Tish Ciravolo

Since that day, Ciravolo has attended museum inductions, received numerous awards and given motivational speeches to millions of girls.

The Daisy Rock brand now encompasses guitars, basses, instructional books, CDs, DVDs and apparel with a rock empowerment message for girls.

The slim and narrow neck design

of the company's guitars fits smaller, feminine hands. And more than 400 professional female artists endorse the brand. Daisy Rock has also become a leading sponsor of girl rock camps. The company estimated it has helped more than 150,000 girls play guitar.

"We've only just begun," Ciravolo said. [daisyrock.com](http://daisyrock.com)

NAMM | EDUCATION

# Best Music Ed. Votes

This year marks the NAMM Foundation's 11th annual Best Communities for Music Education Survey, a nationwide search for communities with programs that show a strong commitment to music education. The 2010 survey begins on Jan. 14 and will remain open through March 12.

Each school district or community is allowed to fill out one survey that must be completed by a school administrator or teacher who has access to school and district demographic and budgetary information. [nammfoundation.org](http://nammfoundation.org)



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TECHNOLOGY

**Hohner Harmonica App**

Hohner has released its first iPhone application for the harmonica, "How to Blow the Blues." This app lets users learn how to play a 12-bar blues lick on harmonica by following on-screen animation and audio/video demonstrations. Users can use the newly learned licks to jam along with eight included grooves. The app also features live sampled harmonic notes on a virtual on-screen harmonica.



{[hohnerusa.com](http://hohnerusa.com)}

BUYOUT

**Creative Bags Buys Hoyer Guitar Brand**

Creative Bags and Cases recently purchased the Hoyer guitar brand name and trademarks.

"We are very pleased at the prospect of Hoyer being a very significant part of our future development in the MI business," said Martin Ritter, CEO of Creative Bags and Cases. Hoyer also launched new Hoyer electric guitars, including the Hoyer Eagle, Flying Arrow, White and Black Lady, and the Hoyer Eagle bass. {[hoyerguitars.com](http://hoyerguitars.com)}



DJ Tech's DJ Mouse

GEAR

**DJ Tech Comes to U.S.**

Mixware has introduced DJ Tech to markets in the United States. DJ Tech has a full line of DJ products, including MIDI controllers, multimedia players, turntables and mixers.

"DJ Tech has maintained a steady rate of growth in Europe and Asia since its inception four years ago, and we are very excited to have the opportunity to introduce the young brand to the U.S. market," said Laurent Cohen, founder of Mixware. {[mixware.net](http://mixware.net)}

ALFRED | MANAGEMENT, EVENT

**MANUS NAMED CEO, INNOVATIONS UNVEILED**

Ron Manus has assumed the role of CEO of Alfred Publishing from his brother, Steve Manus, who has moved to Spain with his wife and daughter.

"Alfred is the industry leader in instructional methods for every instrument, and we continue to lead with exciting, cutting-edge technologies," Manus said. "And, as part of the recapitalization of Alfred, we have established a minority interest Employee Stock Ownership Plan for our employees. This fits the personality and independent spirit of Alfred and reflects our open and progressive thinking as it relates to employee participation in the growth of our business."



Alfred CEO  
Ron Manus

ORCHESTRAL INNOVATIONS

One of the new instructional methods Manus mentioned was unveiled at a press conference during the Midwest Clinic in Chicago on Dec. 16, 2009. Sound Innovations is a method for concert bands and string orchestras that's customizable to a director's teaching style and classroom situation. Written by music educators Robert Sheldon, Bob Phillips, Dr. Peter Boonschaft and Dave Black, the method will be

**New Alfred CEO Ron Manus launches corporate, new product initiatives**

available in two formats: the Standard Edition and Director's Choice edition. {[alfred.com](http://alfred.com)}

THE MUSIC GROUP | ACQUISITION

**Midas, Klark Teknik Join the Music Group**

The Music Group signed a deal on Dec. 8, 2009, to acquire the Midas and Klark Teknik brands from Bosch Communications Systems. The sale is subject to regulatory approval, and the terms have not been disclosed.

The Music Group owns the Behringer brand and a number of

other associated companies. It's managed by Uli Behringer and Michael Deeb.

The company plans to retain all 106 employees currently working at Midas and Klark Teknik. The brands will continue to operate independently with the added resources of the Music Group. {[music-group.net](http://music-group.net)}

MI-SI | WEB NEWS

# Mi-Si Promotes Eco Online

Mi-Si Electronics Design recently launched a redesigned Web site. The new site gives visitors an overview of the company's environmentally friendly Green by Design products and concepts. It also provides a dealer locator and product information. Video content is currently in development that will assist with the installation and implementation of Mi-Si's products. [mi-si.com](http://mi-si.com)



Photo by Roger Mathewson

The Cleveland Orchestra  
French horn section

CONN-SELMER | CLINIC

## HORNAPALOOZA

On Jan. 18, The Cleveland Orchestra, in partnership with C.G. Conn, will hold Hornapalooza, a day of clinic sessions for French horn players of all skill levels. The event will take place from 9 a.m. to 2 p.m. at Severance Hall in Cleveland.

In addition to clinic sessions held by members of The Cleveland Orchestra, participants can also visit with experts from C.G. Conn to learn about horn care and maintenance. Hornapalooza will culminate in a main stage group performance at 1 p.m. The performance is part of the free 2010 Martin Luther King Day Community Open House, which runs from noon to 5:15 p.m. that day.

[clevelandorchestra.com](http://clevelandorchestra.com); [conn-selmer.com](http://conn-selmer.com)

## TRIBUTE

### Carl Massano

Carl Massano, creative director at SKB, passed away on Dec. 2, 2009, after a lengthy illness. Massano started Massano Advertising Design with his wife, Carolyn, where he began producing graphics for SKB. In 1992, Massano Design was acquired by SKB and became the in-house agency that produced all of SKB's advertising, product literature, Web site and trade show material. Massano is survived by his wife, sister, three stepchildren and five grandchildren. The family requests that donations be made to the National Marrow Donor Program.

[marrow.org](http://marrow.org)

SHOWS

**Musikmesse Gets Vintage**

The first International Vintage Show will run from



March 26–28 at Musikmesse 2010 in Frankfurt, Germany. This show will be an exhibition and sales forum for old and rare instruments and memorabilia. The Vintage Show will also provide an opportunity to buy and sell vintage guitars, basses, amps, drums and keyboards, as well as hear live music.

{messefrankfurt.com}

PARTNERSHIPS

**Ultrasones's New Reps**

Ultrasones has selected Digital Revolution Marketing as its new sales representative for seven states in the West and Midwest. Digital Revolution Marketing will be responsible for selling the Ultrasones Pro, HFI, DJ, Zino and Edition headphone lines to pro audio and MI stores in those states.

{ultrasones.com}

AWARDS

**Mix Foundation Changes Name**

The Mix Foundation for Excellence in Audio, presenters of the Technical Excellence and Creativity Awards (TEC), recently changed its name to the TEC Foundation for Excellence in Audio. The TEC Foundation is actively seeking partners to provide financial support for the TEC Awards and other programs.

{tecfoundation.com}

SUPPORT

**Support for Small Biz**

Rick McClendon has formed Pro Sales Management, a company that provides mid-sized firms and manufacturers with services, including sales strategies, promotional campaigns, product launches, training and dealer relations.

McClendon has held positions at Roland, Tascam, Seymour Duncan and the Harman Group.

“Our clients have told us that one of the biggest advantages of bringing in an outside company like ours is that it gives them a much more broad perspective on the industry than they would have with an in-house sales manager,” McClendon said.

{prosalesmgmt.com}

GROVER PRO PERCUSSION | AWARDS

**PAS HONORS GROVER**

Grover Pro Percussion President Neil Grover has been awarded the Percussive Arts Society’s Outstanding Supporter Award. The honor recognizes an individual each year who has significantly promoted the society through his or her professional and educational activities to increase visibility and awareness of the society.

“I am deeply touched by the presentation of this award from my colleagues at the Percussive Arts Society,” Grover said.

{groverpro.com}



Neil Grover (left) with PAS President Steve Houghton

**APPOINTMENTS**

**Kelley Named General Manager of Musiquip**

Musiquip has hired MI industry veteran John Kelley as its general manager.

With more than 15 years of MI industry experience, including stints at Fender, Gibson and, most recently, as vice president of sales and e-commerce at U.S. Music, Kelley brings his knowledge to the Montreal-based company.

“We’re thrilled to have John on-board,” said Jeff Sazant, Musiquip’s vice president.

“The addition of such an experienced individual is a profound enrichment of our company.” {musiquip.com}



John Kelley

**Blue Microphones** has named Dino Virella as director of global sales.

Carolyn Manley has returned to **Conn-Selmer** to direct the educational programs of the Conn-Selmer Institute. Mike Kamphuis has been promoted to the company’s senior director of product marketing.

**Harman Music Group** has promoted Craig Paller from vice president of domestic sales to group-wide vice president of worldwide sales.

**KMC** has appointed Thomas Ricksgers as senior marketing manager for Fender accessories.

**Lectrosonics** has chosen France-based Jim Bakker to represent the company’s sales in Europe, the Middle East and South Africa.

**MV Pro Audio** has named Brad Strickland as director of sales.

Mark Pinske has been appointed as

the executive director of sales and marketing for **Radian Audio Engineering.**

**Regal Tip** has hired Dick Markus as sales manager for

Europe, Asia, Africa and North America.

**Steinway & Sons** has appointed Anthony Gilroy as director of marketing and communications.

**Xantech** has named Tom Harvey as director of sales.



>>> Dick Markus



YAMAHA | SERVICES

## YAMAHA'S NEW FLOOR PLAN

Yamaha has entered into keyboard dealer inventory flooring. The company's customer financial services division has established the new flooring program to support Yamaha's retail network.

Offering competitive rates and an online payment system, EasyPay, the flooring program will be made avail-

able to qualified dealers for financing Yamaha pianos, Disklavier, Clavinova, AvantGrand and Modus products. All aspects of this program will be managed by Yamaha's customer financial services, which will work with interested dealers. Yamaha started processing orders on flooring terms in January. [yamaha.com](http://yamaha.com)



From left: D'Andrea's Charles Lusso, Ken Smith Basses' Ken Smith and D'Andrea's Fred DiTomasso

D'ANDREA | KEN SMITH DESIGNS

## D'ANDREA, KSD PARTNER

D'Andrea is now the worldwide distributor of Ken Smith Designs (KSD) Basses. D'Andrea will be responsible for worldwide distribution, marketing and customer support of KSD basses, which includes the Proto J and Burner Select lines. The Burner basses are reproductions of Ken Smith's BSR B body and neck designs, powered by hum-cancelling Soapbar pickups with defeatable two-band active EQ.

"Teaming up with D'Andrea brings a great established company in the music products industry to distribute the KSD line of basses," said Ken Smith, KSD founder. "I could not be happier about this." [dandreainc.com](http://dandreainc.com)

KALA | PROMOTIONS

## Ukalaliens Invade Stores

Sponsored by uke maker Kala, the Ukalaliens have been leading workshops for aspiring ukulele players at Kala dealers throughout the United States. The Ukalaliens are duo Kate Power and Steve Einhorn, who have written *The Ukalaliens Songbook: A Beginner's Guide To Ukulele Fun*.



The Ukalaliens completed a fall tour in December 2009 and are now booking dates for a cross-country tour this spring. [kalaukulele.com](http://kalaukulele.com)

# PHONIC



### FEEDBACK SILENCER

Intelligently seeks and eliminates feedback from live performances with the touch of a button

### SD RECORDER + PLAYER

Makes stereo recordings of performances and practices directly onto SD cards. Playback with ease.

# Silence is Golden

### NEXT GENERATION POWERPOD

The SF series powered mixers with feedback silencer and SD card recorder is not your run-of-the-mill mixer. Built in one-touch feedback reduction intelligently searches and destroys feedback. The onboard SD card recorder allows you to record and playback your performances then upload to any computer. Such a simple idea, why hadn't anyone thought of it before?

See it first at the Winter NAMM show in **BOOTH 6878**

[WWW.PHONIC.COM](http://WWW.PHONIC.COM)

# electro-



## CATHEDRAL STEREO REVERB

Enter the Cathedral and surround your music with the aria of divine presence. True stereo reverbs reveal your inspirations while programmability recalls your spirit of creation. The Cathedral offers studio quality 24 bit converters that allow exacting emulations of any imaginable space, all in true stereo. The amazing "infinite reverb" is exactly that: endlessly amazing! Small and compact, the Cathedral is the finest performance reverb available but it has the sonic integrity to become your studio reverb of choice.

## V256 VOCODER WITH "REFLEX TUNE"

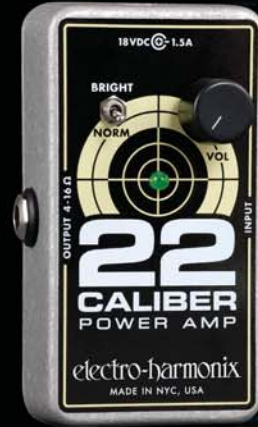
Rule the Vocoder world! The V256 welds your voice to your axe inspiring the twist of creativity that can make all of the difference. Bend your gender, drone your tone as you create the perfect synthesized choir. The V256 lets you adjust from an 8 band 80's vintage vocoder all the way to state of the art 256 band articulation. Bring your vocals up to snuff with the advanced processing "Reflex Tune"... today's most popular pitch correction tool. The V256 represents state of the art vocoding with many powerful options that deliver performance and recording perfection.

# harmonix



## IRON LUNG VOCODER

Using the same algorithm as our praised V256, the Iron Lung brings superb 256 band vocoding. The Gender Bender adjusts male to female character while the tone knob delivers focused definition. The sound is world class and the price is musician friendly.



## 22 CALIBER

Versatile 22-watt guitar amp head that fits in the palm of your hand. Plug into any 8-16 ohm speaker for a big, sweet musical sound. Crank the volume to deliver an overdrive like a single volume knob vintage amp. Flip the bright switch for bite and definition.



## ENIGMA: QBALLS ENVELOPE FILTER FOR BASS

Unique and powerful envelope filter designed specifically for bass. With super smooth control over the complete 40Hz to 3kHz bass range, the Enigma delivers precise and aggressive sweeps with a punch that surpasses anything on the market. Engage the fine tuned EH analog distortion to add a subtle bite to a dominating crush. Use an optional expression pedal and you'll have the finest bass wah available.

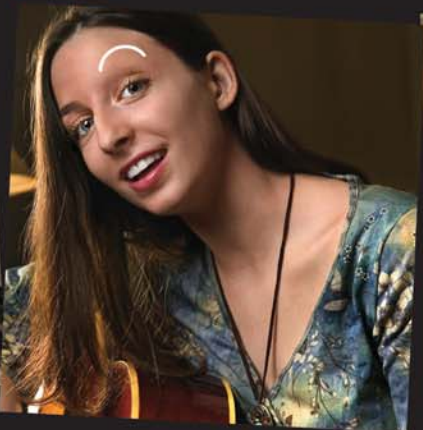
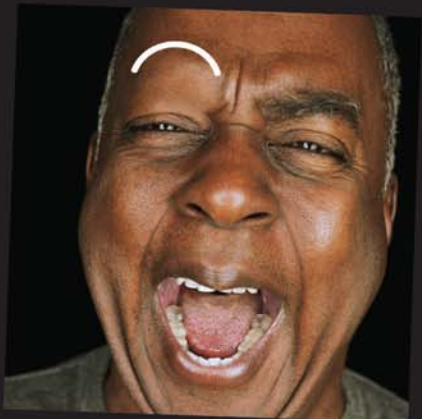


## RIDDLE: Q BALLS ENVELOPE FILTER FOR GUITAR

Envelope filter possibilities taken to a whole new level. Tailored for guitar, the Riddle delivers tight and smooth control over the complete 80Hz to 5kHz range. The Riddle provides ultra varied, signature sweeps with the attitude and tone that makes your guitar stand out. Engage the classic EH analog distortion for a subtle bite to a dominating crush. Use an optional expression pedal and you'll have one of the most creative wahs ever.

[www.ehx.com](http://www.ehx.com)

NAMM BOOTH # 5396



# AURA® | SPECTRUM<sub>DI</sub>

It's hard to believe how perfectly the new Aura Spectrum DI reproduces the subtle uniqueness of your acoustic instrument. But this is no ordinary direct box. Powered by Aura technology, it gives you the eye-opening sound quality of a recording studio – anywhere you plug in. And it's loaded with everything from a tuner and 3-band EQ to compression and auto feedback control. Yup, it's pretty unbelievable.

Now you've heard everything.

**FISHMAN**<sup>®</sup>  
Acoustic Amplification

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# IDEAS



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> And More ...

ASK ALAN | BY ALAN FRIEDMAN

## SALES TAX DEMYSTIFIED

In the 12 years I've written for *Music Inc.*, there's one important topic I've missed: sales tax. Maybe I did this on purpose. One could write a book on sales tax, and it would only scratch the surface — not to mention everything would've changed by the time it came out. Maybe I skipped sales tax because it's boring and would put readers to sleep. But boring or not, it's important, relevant, ever-changing and often misunderstood. And it can cause a world of hurt if misapplied.

Since a discussion of sales tax could cure anyone's insomnia, let's dedicate a whopping 10 minutes to the topic and look at why it needs to be addressed by all music retailers.

### SALES TAX DEFINED

Basically, a sales tax is a consumption tax — meaning it's a tax levied on a consumer's spending on goods and services — and it's assessed at the point of purchase. It's usually set as a percentage by the state, county and/or municipal government and gets calculated by applying that set percentage against the price charged for taxable goods and services. Often, various goods and services aren't subject to sales tax, but these vary



from state to state. While clothing may be exempt from sales tax in New Jersey, it may be subject to sales tax in neighboring New York or taxable over certain dollar amounts.

Most sales taxes are collected from the customer by the product seller or service provider and remitted to the state or local government. Generally, the sales tax's economic burden falls on the end-user of the product or service. For most products sold in the music industry, the end-user is the retail customer.

Some younger or newer music store owners may be thinking, "Cool, I've got it — charge my customers the applicable tax on whatever they buy,

send it to the government and I'm done." But we older, battle-weary retailers, bookkeepers and accountants who've been through sales tax audits know compliance with sales tax laws is nowhere near that simple.

### WHERE THE FUN BEGINS

Let's look at the complexities of sales tax collection in our industry. The first sale of any musical instrument or product really isn't a sale to the retail customer. It's actually a sale from the supplier to the retailer or from the supplier to a distributor that sells it to the retailer, which then sells it to the end-user. Sometimes, the end-user isn't even the music store's customer, as it could be a contractor buying a sound system to sell to and install in a nightclub.

So, if the product's end-user is responsible for paying the sales tax, how do all the companies not selling to an end-user avoid the responsibility of collecting and remitting sales tax? They must obtain (and produce under audit) a resale certificate from their customer. Otherwise, these companies have to charge and remit sales tax on each taxable item they sell to a customer who can't produce such a certificate,

whether that customer is the end-user or not. Or worse, the sales tax plus interest and penalties may get levied against these companies during a sales tax audit. Lovely.

### WHAT'S THIS 'USE TAX'?

There are actually several types of sales taxes. Some governments charge a gross receipts tax on all sales, which taxes an item more than once as it makes its way from production to final retail sale. There are also consumer excise taxes on such items as gasoline and alcohol, often imposed on the producer rather than the seller. And there are value-added taxes, where tax is charged on all sales to avoid the need for resale certificates.

But a popular, yet often ignored, sales tax is the use tax. It's imposed directly on the end-user who hasn't paid his or her rightful share of sales tax at the point of sale. How does an end-user avoid paying this tax at the point of sale? Make the purchase in another state or over the Internet.

While use taxes are imposed by most states, they're difficult to enforce and result in billions lost to state and local governments. Here's where this topic

gets downright ugly, and I'm going to make it even uglier.

**SALES TAX ON THE INTERNET**

There has been a growing, heated discussion about the uneven playing field between brick-and-mortar retailers required to collect sales tax and e-retailers that aren't. In 1992, the Supreme Court ruled in *Quill Corp. vs. North Dakota* that a state government can't make companies without a physical presence in a state collect that state's sales tax. That means Amazon.com may only be required to collect sales tax in such states as Washington, where it has an office and warehouse. It's up to Amazon.com's customers to pay their rightful share of use tax.

Many state governments are trying to change sales and use tax laws, given the billions lost from an inability to enforce use tax compliance. You can monitor their efforts at the Streamlined Sales Tax Project (SSTP) Web site, [streamlinedsalestax.org](http://streamlinedsalestax.org). It aims to assist states in administering a simpler, more uniform sales and use tax system.

And while online retailers have been fighting proposed tax law changes for years, no one appears to be more vocal than eBay. Brian Bieron, the company's senior director of federal government relations and global public policy, made the following comments on Internet-related sales taxes:

"To be clear, the Streamlined Sales Tax governing board does not propose establishing a uniform sales tax rate among the states, nor does it even require a single sales tax rate within each state. Instead, the Internet sales tax regime envisioned by the SSTP would be a very complex set of rules and rates, with many thousands of state and local tax

jurisdictions across the country. Requiring small business retailers to collect and remit taxes based on thousands of different jurisdictions, keep the detailed records for every different transaction and tax jurisdiction for years, and be subject to audits by each state is a long-term negative for small business retailers trying to use the Internet. If the states were to ever come to Congress with a proposal where 'all states were to agree on a uniform tax rate,' eBay and eBay sellers would carefully review that proposal. But make no mistake: That is nothing like the complex and ever-changing Internet sales tax proposal being promoted by some states and giant retailers."

**CAN YOU SEE THE STEAM RISING FROM MY HEAD?**

Mr. Bieron's remarks anger me. Am I the only person who thinks he's pretending to protect the interests of small retailers and really trying to avoid burdening eBay's business model with sales tax collection?

I'd figured Mr. Bieron and eBay would've stated their support for a simple system that closes the unfair and ultimately damaging Internet sales tax loophole, instead of reviewing a proposal on a uniform tax rate. Yes, I am vehemently in favor of imposing a simple, uniform sales tax collection policy on *all* retailers, whether they sell via the Internet, catalogs, brick-and-mortar stores or out-of-store events.

A short story. Last year, immediately after a NAMM University session on the status of Internet sales tax collection, two retailers approached me. One, an online retailer, began complaining about my "narrow-minded" support of an "Internet tax" and how it would hurt his

**'Shame on you narrow-minded online retailers for not seeing past your self-serving interests.'**

business. The other retailer, a brick-and-mortar, came to my rescue, asking the online retailer if he sold products to students and young, aspiring musicians. The online retailer admitted they made up a big part of his clientele. The brick-and-mortar retailer replied, "How would your business be doing if states, towns and schools that teach and support your musician customers no longer had the revenue to promote music programs and musicianship?" Dead silence. Point made.

In short, shame on you, Mr. Bieron, and other narrow-minded online retailers for not seeing past your self-serving interests and considering the long-term effects of these unfair tax-collection loopholes.

**THE FRIEDMAN PROPOSAL**

Why don't we simply let all retailers collect sales tax on *all* transactions at their state's prevailing rate and remit it to their state governments? It would level the playing field and pump billions in revenue back into our state and local governments and, hopefully, our school music programs. We'd probably save on state and town law enforcement services by keeping kids off the streets and in meaningful, mind- and spirit-expanding activities. Let the states figure out how to divvy it up. For heaven's sake,

no matter who gets what, these state governments will be billions ahead, fiscally speaking.

I believe all Internet sales will eventually be taxed the same way as sales at brick-and-mortar stores, but that day can't come fast enough. I repeat: This isn't about a *new* Internet tax. This is about fixing our inability to track and collect taxes from end-users on Internet transactions.

**DON'T WORRY, BE HAPPY**

I'll end on a somewhat positive note by offering a couple things you can do to structure your business transactions to reduce future sales tax burdens. If your store operates in multiple jurisdictions, the way you deliver product or structure invoices can affect an entire transaction's taxability. Check your operating expenses to determine which assets and services may qualify for overlooked exemptions. (These are often listed on a state's sales tax Web site.) A periodic review of procedures, relating to the gathering of sales and use tax data and the retention of exemption and resale certificates, will go a long way to protect you in the event of a sales and use tax audit.

Lastly, contact your attorney to make sure your instrument rental contracts are in compliance with state and local sales tax laws. If ever you find yourself in hot water with a sales tax auditor, seek a sales tax professional's advice. We've found sales and use tax audits to be much more intrusive, time consuming, complicated and costly than income tax audits.

OK, you can go to sleep now. **MI**

Alan Friedman, CPA, provides accounting and financial services to music industry clients. He is a frequent speaker at NAMM U. seminars and can be reached at 860-677-9191 or [alan@fkco.com](mailto:alan@fkco.com). Visit his Web site, [fkco.com](http://fkco.com).



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INDEPENDENT RETAIL | BY TED ESCHLIMAN

# Lights, Camera, Action

Consider a film actor's job stability. He's perpetually unemployed or working a temporary job until contracted to be in that next production. Each project is a new opportunity, but everything before and after, no matter how much he rationalizes "being in between jobs," is basically dressed-up joblessness. He's incessantly waiting for that next opportunity, and when he's fortunate enough to find it, he dives in — only to be unemployed again. The process is designed to make actors maintain connections, assemble a network of potential opportunities to minimize these breaks and enjoy a steady stream of work.

Music retail has gone through exponential changes during the last two decades, and it will continue evolving at this vexing pace. From the advent of mass catalogs in the 1980s to the Internet's world cyber supermarket, we've seen customers go from researching their wants and desires at the local indie to surfing the global commerce stage. We've seen musical tastes morph and shift with new technology and the latest personal recording exchanges (i.e. portable audio and video formats). These have created dizzying transformations in how our customers create and learn music, and we've had to adapt our businesses one wave after another to survive the tsunami.

We're not alone. According to former Secretary of Education Richard Riley, "the top 10 in-demand jobs in 2010 didn't exist in 2004, we are currently preparing students for jobs that don't yet exist, using technologies that haven't been invented, in order to

solve problems we don't even know are problems yet." Why should our industry be immune? The U.S. Department of Labor estimates that today's learner will have 10–14 jobs by age 38. That's a pretty good indication of the upcoming whirlwind of workforce change.

## CREATING BLOCKBUSTERS

Each retail transition is much like a movie production when

you get down to it. We assess the script (our inventory), hire the cast and crew (our management and staff), and build the set (out store layout) with the big show in mind. Its quality depends on the caliber of acting, the authenticity of the stage and marketing effectiveness. Commercial success is determined by how well we stick to budget. Sometimes, it's a real blockbuster, and other times, it's a bomb, but the one thing we are assured of is the fragile, perishable nature of allure.

Products run their courses. Accordions were big at one time — so were

iceboxes for refrigeration. Organs took up half our showroom floor, and at one time, ukuleles were only seen in Tiny Tim's and Arthur Godfrey's hands. These days, we can hardly keep ukuleles in-store, and people pay good money to have the organs hauled from their homes. While it can be argued that music making itself is a time-resistant, primal human desire, the tools to participate have evolved throughout eras.

And the instruments aren't all that has changed. Today's distribution channels are radically evolving. When I entered the industry in 1980, I wouldn't have imagined that I'd be competing with a linen store for guitar sales or that flutes would be displayed across from the optical department in a large-format store. I never would've predicted my customers would be able to buy bass strings, at home, in their pajamas at 3 a.m., either.

We can still compete, but we have to look at each year of business as an entirely new show. In the future, we'll be barking some familiar lines (pun intended), but we'll have different costumes and new set designs. If we're good, they'll want our autographs and applaud for more. **MI**

Ted Eschliman is a 30-year veteran of music retail and co-owner of Dietze Music in Southeast Nebraska. Mel Bay published his book, *Getting Into Jazz Mandolin*.



**Music retail is as trendy and transient as the film industry. Do you treat it that way?**

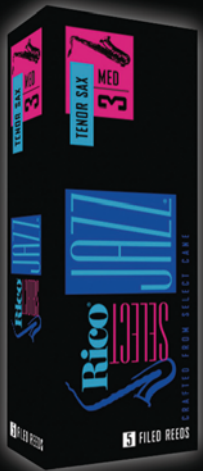


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*New School University, New York City*



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THE CUSTOMER WHISPERER | BY GREG BILLINGS

# Apples & Ice Cream

Last May, when our economic problems were at their worst and I was seriously wondering how I would generate enough cash to keep my business afloat until fall, I stopped by the Apple Store Genius Bar on the way to work for a quick fix to my MacBook.

Naples, Fla., is a seasonal town, and after Easter, about a third (the wealthiest third) of its population disappears. But at 8:30 on a Tuesday morning, in a mall that doesn't open until 10, there were 25 people in the Apple Store. Three were there for technical help. A few were getting one-on-one instruction. Most were in one of two ongoing group support sessions. Several people were perusing the well-stocked wall of high-priced accessories.

What struck me as odd wasn't just the number of people in the store at that early hour but how happy they were. They were smiling. They were interested. They were involved. In the midst of economic doom and gloom, I'd found an oasis of prosperity. A store full of customers willing to pay full price for everything, willing to purchase added-value service packages and anxious to participate in programs. And these weren't just young people — there was a lot of white hair, too.

My migration to Apple was encouraged by my kids. Since video editing and audio recording became a large part of how I spent my computer time, moving to a Mac made sense. It only took 10 minutes on the Internet to figure out that, as with Bose products, it doesn't matter where you shop: Apple prices are the same everywhere. Maybe it's old age, but I found this oddly reassuring.

At the Genius Bar, I was greeted by a smiling tech who said, "Hi Greg. What's up?" Being recognized by a friendly person, who appears happy to see you, has a powerful effect. And when that person has a genuine interest in helping, the effect is amplified.

The techs at the Genius Bar have a knack for helping confused

customers solve their problems without making them feel stupid. You hear a lot of gentle reassurance at the Genius Bar. It makes you want to come back.

The strangest thing about the Apple Store is its limited selection. It sells a few primary products and a carefully culled group of add-ons and accessories. Still, everything one could want is there. Stranger still: no checkout station or cash register. Staff is casually dressed in color-coded Ts with name cards roped over their necks. Everyone is smiling, everyone is helpful, everyone is knowledgeable and no one looks like a salesperson or clerk. It's a store full of

customer whisperers.

Apple has a transnational strategy of creating a vibe in its retail stores. Most of us can't define vibe, but we know it when we feel it. Wikitionary has a pretty good definition: The atmosphere or aura of a person or place as communicated to and felt by others. Apple's got vibe. Circuit City didn't. And Apple has managed to get vibe on a grand scale.

## TECLA'S SMILE

A cross town, in an alley just far enough off the main streets to be invisible, resides Freddo Gelateria. The tiny reception area seems crowded with even a half-dozen customers. Like the Apple Store, the selection is limited. Mostly, the shop offers whatever flavors the staff made that day, in a cup or cone. No sundaes, floats or shakes. No T-shirts or baseball caps. No candy.

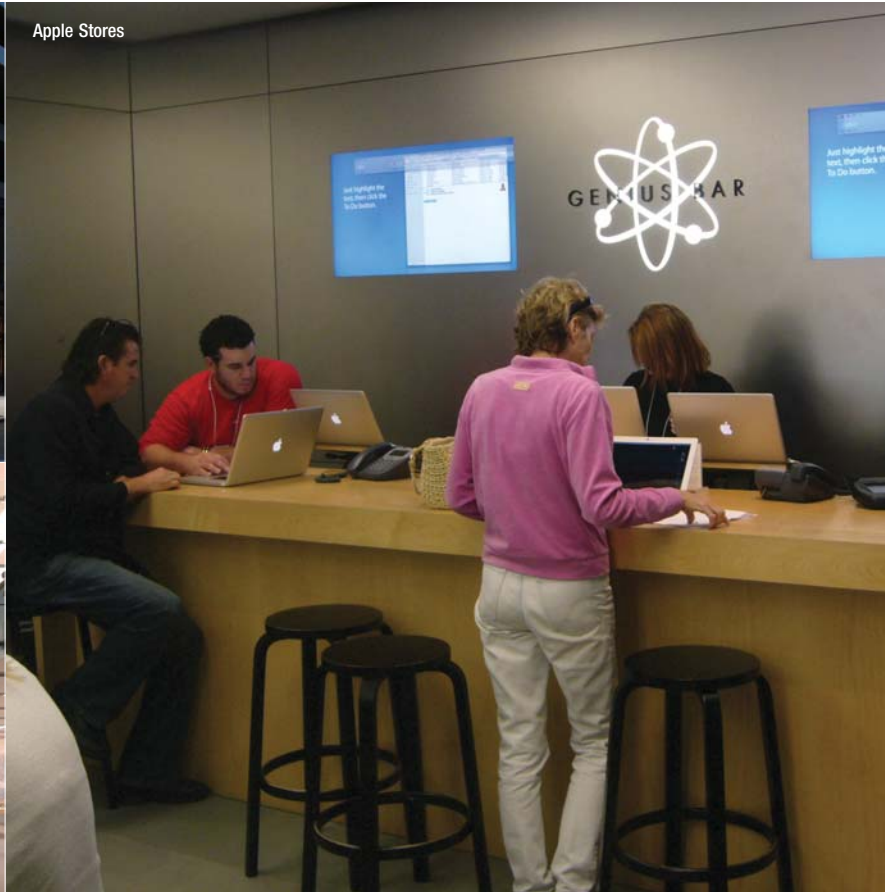
For an ice cream merchant, Naples is the boulevard of broken dreams. Less than a hundred yards from Freddo, on the main highway across from the hospital, is the ghost of the failed Carvel Ice Cream. We used to call Carvel "grumpy-guy ice cream." The owner never smiled, and there were handwritten signs everywhere letting customers know what they shouldn't do. His bad mood may have been caused by the angry talk radio droning in the background.



## What we can learn from the success of the Apple Store and a local gelato shop



Apple Stores



Carvel moved a few blocks away to a location that had housed a failed Baskin-Robbins across from the main city park. Grumpy guy was replaced by a group of sullen goth teenagers. It closed for good about a year later. Sweet Treats, which had a complicated system of blending various candies and nuts into a giant ice cream processing machine, moved into the old Carvel location and closed after one season. Just a few blocks away, in our most chic shopping district, the Naples 5th Avenue Pharmacy, which had come to rely on its ice cream bar to support exorbitant rent, closed a year ago.

One wonders how it could be so difficult to sell ice cream in a town full of tourists, where the temperature rarely dips below 70 degrees. And given the high rate of frozen treat casualties, why would Marco

and Tecla Filardo open Freddo Gelateria at all, let alone in such a challenging location?

But Marco and Tecla sell out almost every flavor, every day. They had to create a mini park with lawn furniture to accommodate guests who couldn't fit in their shop. Their customers come in several times a week and bring friends. A few fans have convinced their favorite restaurants to offer Freddo Gelato. Freddo Gelateria is Naples' most-talked-about secret.

What does Freddo Gelateria have to do with the Apple Store, and why is its business thriving when so many before it, in better venues, failed? The gelato is really fresh and wonderful, but the ice cream at all the other places was good, too, and less-expensive. My guess is that Freddo Gelateria's No. 1 asset is Tecla's smile. And No. 2 is

Marco's engaging personality. If you hang around a while, and almost everyone does, you'll see returning customers greeted like old friends and new customers welcomed as honored guests. Freddo Gelateria has vibe. Baskin-Robbins didn't. Grumpy Guy Ice Cream actually had a bad vibe.

Starbucks has vibe; Dunkin' Donuts doesn't. Barnes and Noble has vibe; Books-A-Million doesn't. Home Depot has vibe; Sears doesn't. Does Guitar Center have vibe? Did Mars Music? Does your store have vibe? Is it a good vibe?

The thing about having a vibe is that it's really easy to do when you're small. And it's pretty easy to do when business is good. You are either smiling at your customers, vendors and staff, and making them feel welcome, or you aren't. It comes from the top

down. That's why vibe is so hard to maintain as a business expands and ages. And that's why vibe is such a powerful competitive advantage when you're the small guy, especially if the big guy is headquartered out of town.

**DENNY'S VIBE**

Which brings us to music stores. A few months ago, my big bass amp died. I unplugged it from the speaker and took it to the music store a few blocks from my house. It's a pretty typical MI store. It's about 5,000 square feet. The windows have been permanently covered with galvanized hurricane shutters, creating the impression of impending disaster. The only outside light comes through the glass door, and it's obscured by several dozen brand decals and faded gig posters, creating the feeling



Top: Freddo Gelateria's Marco and Tecla Filardo; below: Naples Park Music's Cindi and Denny Scott



## 'Having a vibe is really easy to do when you're small ... and business is good.'

ognize me. His staff is very young, poorly trained and constantly turning over.

You wouldn't think that fixing a bass amp would be a big problem for the biggest MI store in town. When I visited shortly after it opened on a Tuesday morning, there were already three customers in the store, none of whom were receiving help. When I told the young lady behind the counter that I needed my bass amp fixed, her first question was, "Where did you buy it?" I was taken aback. It's very different being on the other side of the counter and hearing that question. The implication was that if I hadn't bought it there, I was in trouble. When I told her I'd bought it a long time ago in another city, she fixed her eyes on her computer screen trying to find the manufacturer's Web site, presumably to direct me to another dealer. I struggled to regain her attention by asking if they had an amp tech. When she said "no," I asked what they did when they needed a repair for brand Y or P. She told me they send it back to the manufacturer. Really? They pack and ship amps back to the factory for simple repairs? Bad vibe!

I pass another specialty guitar shop on my way to work. I've also introduced myself to that owner a few times, but he never recognizes me and rarely puts down the phone as he sits behind the counter. His store is more vertical than horizontal,

and most of the basses I've wanted to play were 8-foot up. No one ever helps me get them down. I didn't bother stopping there. No vibe!

It's not like I'm not a customer. I own nine basses; seven amps; three keyboards; two ukes; a classical guitar; an auto-harp; an accordion; a melodica; lots of hand percussion; and more mics, cables, stands and little black boxes than I can count. But I can't get anyone to even say "hi" when I enter either of these music stores. There's also a big chain store 40 minutes away where I can go to be ignored.

Finally, I went to Naples Park Music. When I walked in, Cindi Scott shouted, "Denny, Greg's here with an amp." Denny got up from his workbench and came out to greet me. He asked how I was doin' and about business. He took the amp and said, "That's an old one. I'll get her fixed for you. When do you need it?"

Naples Park Music isn't fancy and isn't much bigger than Freddo Gelateria. They haven't graduated from slat-wall, and the lighting is strictly cool-white fluorescent squares. Denny is proud that he has told most of the major brands to take a hike but more proud of his 10 great teachers and his 200 students. Ask any musician in town about Denny Scott, and they'll smile. Naples Park Music has a vibe, the specialty store has none, and the big store has a bad one.

Denny likes to say he's a survivor, and he has certainly seen his share of competitors come and go. Like Steve Jobs, Marco and Tecla, Denny's got vibe. How about you. Got vibe? **MI**

Greg Billings whispers to customers at the Steinway Piano Gallery in Naples, Fla., and welcomes questions and comments at [greg@steinwaynaples.com](mailto:greg@steinwaynaples.com). Also, join his discussion group at [pianorecoveryplan.org](http://pianorecoveryplan.org).

of a dark cave full of musical instruments. The stage-like track light spots have been replaced with compact fluorescent bulbs — a bizarre effect.

This store has all the major

brands, and its employees have matching logo'd polo shirts. I've introduced myself to the owner a few times, but on the rare occasions when he comes out of his office, he doesn't rec-

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THE LESSON ROOM | BY PETE GAMBER

# Get Teachers Selling

It's common practice to get product feedback from your sales team. Their thoughts matter when it comes to hot, new gear and what to stock. Do you let them take a piece of gear to band rehearsal for a test run? I'll bet you do — their knowledge of gear drives sales and better service.

But what about your teachers? Do you do the same with them? Your teachers are a great resource. They build a unique trust with students and parents. Sometimes, teachers have an even better sense of new trends in gear and print music because they're further removed from the retail operation. Your teachers often have more playing expertise than your sales staff and can offer an expert opinion when evaluating new products. Use this resource and develop it.

## WHAT DO TEACHERS WANT?

What small goods do your teachers want to sell to their students? Ask and find out what print music would benefit students, and give it a try. When a new product comes in, let teachers know. You'll probably hear, "Great, I'll tell my students." Next, inform the other teachers. Say, "Hey, guitar teacher Joey talked to us about stocking these. Can your students use them?" Then, tell your staff which books guitar teacher Joey is using with his students, so they can incorporate that into sales presentations to other customers.

Got some new music books in? Pass an extra copy around to the teachers. Tell the teachers why you're stocking the book and why it will benefit their students. Once again, use the drill I mentioned above.

I did this with Christmas play-along books this past October. I got the teachers' input (most of them didn't know the books existed), ordered what they wanted and ended up selling more Christmas books.

Also, ask your teachers what books they have in their personal libraries, that you don't have in stock. Many times, teachers don't realize you can get these books. This will help curb photocopying and PDF transfers to students. It will also curb their excuses for handing out copies.

This process works with accessories, too. Just got a new tuner? Pass it out among the teachers. Ask them what they think of it. If they like it, they'll sell it to their students. If the product's a dud and several teachers dislike it, don't reorder.

## DEALING WITH BRAND ISSUES

When it comes to larger gear, you'll need a different approach. You won't be able to stock all the brands teachers want. You need to explain to them why that brand isn't in the store. In today's Internet age, your teachers probably don't realize you can't go to buyallgear.com and stock every imaginable brand they want. Instead, have your teachers try the brands you carry. Every guitar teacher should have a loaner guitar from your store.

Find out what their students' needs are, and show them the appropriate product you carry that fits those needs. You may not even know what students are looking for.

When company reps come out to show you new products, invite your teachers. Make sure each one gets the rep's card and catalog. If the rep leaves samples, have the teachers check out the product, and get their input.

Take these steps, and teachers will better know your products and store. They'll feel better about recommending your products to their students. That's powerful.

You may not see benefits immediately, but it works. Watch what it yields next February. **MI**

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



**Introduce new gear to teachers, and they will feel better about making recommendations to students**



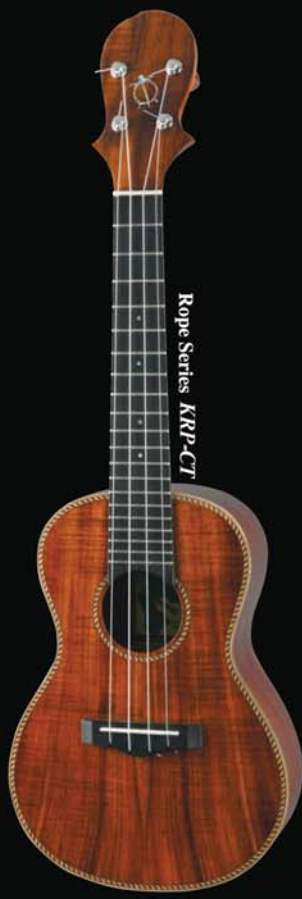
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STREETWISE SELLING | BY KENNY SMITH

# Recharge Your Store

If your store looks like a scene from *Lord Of The Flies*, you might not be having enough regular meetings. Whether you have two or 20 employees, don't rely on osmosis to communicate your messages, goals and concerns. Nothing works better than a staff meeting to speak with everyone at once, so take advantage of this time to strengthen your team and recharge the store.

Successful meetings won't magically happen. They need to be planned, organized and properly executed. This means they can't be boring, and ultimately, they need to accomplish something.

Plenty of things happen during the week, and it's easy to forget important events if you don't write them down. Keep a running list, and after a few days, you'll have ample content for a meeting outline.

Follow a time-segmented format — this will keep the meeting moving forward and from getting snagged on a particular issue. Ask attendees if they understand before you move on to the next topic. That said, remember that questions and comments can derail a meeting, so keep them to a bare minimum or explain that you'll go into greater detail later.

You'll save time prepping for meetings by using a template that you can reuse every week. Consider the following outline. (I've also included general time frames for each step.)

**1. Recap the last meeting.** Update everyone on any staff announcements, such as new hires. (Three minutes.)

**2. Explain what will be covered in today's meeting.** (Two minutes.)

**3. Discuss your main topic.** This could be anything from policy changes to ads to promotions to rep presentations. The clearer your message, the better it will be understood. People tend to go along with a plan when it's specific. Articles, reports and handouts are important takeaways for employees. They show you're serious and help staff remember the

facts. (Fifteen to 20 minutes.)

**4. Voice concerns.** Here's where your list comes in handy. Bring up what happened during the past week — the good, bad and ugly — and offer both positive feedback and constructive criticism. This helps keep the same mistakes from happening over and over again. (Five minutes.)

**5. Review housekeeping.** Meetings are a key opportunity to remind everyone to keep the store clean and the displays ready for business. Too many retailers lose deals because they fail to maintain and change their

displays. (Five minutes.)

**6. Work on telephone skills.** The telephone is still your strongest link to customers in the outside world, and many employees don't use it correctly. Review good answering techniques during every meeting. You never know who might be calling. (Five minutes.)

**7. Offer ongoing sales training.** Like it or not, everyone at your store is in sales. It never hurts for teachers, repair people and office staff to get some sales training. It also helps them understand how they need to interact with customers. (Five minutes.)

**8. Talk about quirks.** I stole this from Eric Denton, owner of Guitar Trader in San Diego. He goes around the room and asks each employee whether he or she had any quirks to bring up. "It might be a suggestion, something that's missing or a problem," Denton said. "We would put our heads together and come up with a decision, or I'd have to take action." (Ten minutes.)

**9. Repeat your marching orders quickly, and thank everyone for being there.**

If you're not having regular meetings, I urge you to do so. It can be the most important hour of the week. It's the only time you get to recharge the store. **MI**

Kenny Smith is an industry veteran and consults for both retailers and suppliers. He can be reached at kennysmith8888@gmail.com.



**Regular staff meetings can strengthen the team and recharge a store, but they need to be done right**



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LESSONS LEARNED | BY GERSON ROSENBLIOM

# What's Your Biz Worth?

As 2009 wound down, a stream of sad articles occupied the pages of the trade press, telling tales of longtime music retailers going out of business. One such story even contained news of the dealership's owner taking his own life — an event that may or may not have been related to his company's demise.

As with the end of our time here on earth, the end of our business lives give us reason to reflect on the value and meaning of both our personal and professional existence.

For me, it's easy enough to relate to the stress of closing a music retail business. I was a second-generation owner. I was charged as the caretaker of a respected family business started by my parents and the head of a company assumed to provide a living for subsequent generations.

When it became clear that continuing to operate the 54-year-old business was senseless, my ego took a major blow. It meant that my vision for the future was proven irrelevant. And it led me to ask, "Is that all there is?" when, at the end, there was little value left in the business other than the inventory on hand.

## IT'S NOT JUST ABOUT THE FINAL PAYOUT

Such a weighty question about your business is enough to shake a person's foundation. It would've been nice if there was a big payoff at the end of my business' life cycle, but the final payout is not the only measure of a business' success.

Whether you're planning to sell or retire, or if you're simply gauging your ongoing performance, the following measures of a company's value are worth serious consideration.

Think of the salaries you've paid through the years. Consider the personal benefit to you, your family and your employees. Then,

follow that forward and think of the goods and services paid for because of the money made available by the salaries you paid.

Consider the fringe benefits enjoyed by you, your family and your employees. Figure out their value through the years. Have you saved a family from financial ruin because you provided an employee with health insurance?

How much have you paid in professional fees through the years? While they're an expense, they've also benefited people — your lawyer, your accountant, and their employees and families.

Consider the manufacturers that earned revenues based on your purchases and their reps who earned livings because of the orders written in your dealership. This is another example that provides secondary value, as those people then spent your money elsewhere.

Recall the careers launched due to your business. How many former employees have become successful due to your expert tutelage?

Think of the lives you've made richer because they were touched by you and your business. You've made family life more meaningful with the addition of music. You've planted the seeds for a lifetime of happiness in a musical hobby.

Do you know of stars that were born because someone in your store touched them or because an instrument purchased in your store inspired them? And how many people have those artists affected? How many other artists have they influenced?

In the end, your business is worth more than the numbers on a financial statement. It's wonderful if your life's toils bring you wealth or security. But the balance on the Ultimate Ledger is what really counts. **MI**

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



**'Have you saved a family from financial ruin because you provided an employee with health insurance?'**



# NEW AT NAMM 2010

## PRO NEO SERIES ENCLOSURES

**NEW!**

Ampeg PRO NEO Series enclosures deliver amazing power and tone in an extremely lightweight, ultra-modern package. Designed and assembled in the U.S.A., PRO NEO cabs are meticulously constructed and tested to look and sound their best. They feature custom U.S. Eminence® neodymium drivers, rugged 15mm birch plywood and powder-coated metal grilles for great sound and unsurpassed durability. Perfect for high-output Ampeg heads like the SVT-7PRO and SVT-8PRO, PRO NEO Series enclosures can easily handle the massive power of a modern head, but don't rely on unnecessarily heavy magnets to do so. Meet the modern bass cab: Ampeg PRO NEO.



DESIGNED & ASSEMBLED  
IN THE USA



## Heritage SERIES HEADS & ENCLOSURES

**NEW!**

Designed and assembled in the U.S.A. out of the best possible components, Heritage represents the pinnacle of classic Ampeg tone and styling. Heritage SVT-CL heads deliver massive all-tube power using premium JJ tubes at the front end and "Winged C" power tubes. Heritage cabinets feature custom U.S. made Eminence drivers and the rugged construction for which Ampeg cabs are known. It's Ampeg's Heritage, but it's your gear... and has been for over 60 years.

## SVT-7PRO BASS HEAD

The SVT-7PRO pumps out a ferocious kilowatt of pure Ampeg tone in a compact design that weighs in at just 15lbs. The SVT-7PRO features the same professional features as the other PRO Series heads including a flexible 5-position mid tone control, remote switching FX loop and a sleek onboard variable compressor. The tube preamp boasts a premium JJ 12AX7 that feeds the weight-defying Class-D power section. Sure it's portable and yes, it's small...but it can power everything from a small single PN-115HLF up to a monster Heritage SVT-810E. If you need even more power, check out the SVT-8PRO, which can easily handle a couple of 810 cabs with 2500 watts of pure Ampeg power.



**NEW!**

[WWW.AMPEG.COM](http://WWW.AMPEG.COM)

## TUBE~DRIVEN TONE MONSTERS

Blackheart's vintage-inspired all-tube amps come in all shapes and sizes – heads, cabs and combos, from 1 to 100 watts. For those who work hard and play even harder... from stadium shakers to studio players to bedroom rockers and everything in between. Building an amplifier with uncompromised tone, quality components and top workmanship without bending the player over a barrel is our goal. When it comes time to spend your hard-earned cash, you want something that will make you proud and last you a lifetime. So, if you're ready to reward yourself for your blood, sweat and tears... think Blackheart.



[WWW.BLACKHEARTENG.COM](http://WWW.BLACKHEARTENG.COM)

MY TURN | BY MARK MILLER

# Distance Learning

One of my greatest challenges as a professional jazz pianist and instructor has been balancing my career between performing and teaching. I've had the good fortune of playing a steady lunchtime gig since the mid 1980s, but for years, I wanted to find an efficient, cost-effective way to teach in the mornings. Technology has enabled me to realize that desire.

Back in 1996, when the Internet became more widely accessible, I thought, "What if a piano student from Europe or Asia wanted to study jazz?" I could send them one of my customized lead sheets almost instantly over the Internet. This was the start of my Distance Learning Jazz Piano Institute.

Soon after, my brother informed me of a long-distance phone company that would let me call overseas for about \$2.50 per hour. So, I built a Web site, pianoweb.com, and began teaching my first "distance" student in April 2002. Since then, I've taught students over the phone using landlines and headsets.

In 2007, Skype and iChat began offering video capability, letting me and my students see each others' hands during lessons, combining the audio and visual components of learning. Today, my mornings are full teaching students from seven countries on three continents, and my teaching system enables me to go from one student to the next in the time it takes to hang up the phone and dial a number.

## MARKET EXPANSION POTENTIAL

The incredible technology that made distance learning possible has also made it easier for disabled people to learn piano. For example, one of the biggest hurdles for any visually impaired student is getting to and from lessons. Distance learning has eliminated that hurdle for the blind students I am privileged to teach. Bringing

music into the lives of those who thought they'd never be able to play has been my ultimate reward as a teacher.

Distance instruction also eliminates the cost and time of transportation. Neither the student nor the teacher spends time or gas money driving to and from lessons.

Piano retailers are another music industry segment with much to gain from increased use of distance instruction. Today's technology makes learning to play piano easier and more convenient. This increased convenience

and accessibility will make learning to play the piano a reality for more individuals and lead to greater piano sales for retailers.

Advances in technology continue increasing distance learning's cost-effectiveness. I can now call students in Europe for \$1.69 per hour, and Skype and iChat are free. YouTube lets me post instructional videos on the Internet, highlighting my unique, chord-based teaching method. Videos can be categorized under music, instruction or entertainment to maximize viewership.

## THE NEXT PHASE

The future of music instruction is the Internet. Universities already offer online courses — Massachusetts Institute of Technology has more than 900. And with more than 20 million pianos in America and likely twice that many electronic keyboards, there's significant demand for piano instruction.

If teachers want to teach more students in a creative, time-saving, cost-effective manner and piano retailers want to sell more pianos, they can look to Internet-based teaching as a way to reach the world. **MI**

Mark Miller is a professional jazz pianist and instructor. He can be reached at 847-382-6346 or [markmiller@pianoweb.com](mailto:markmiller@pianoweb.com).



**Teaching piano via telephone, Skype and iChat has the potential to create an upsurge in piano players**



In 1964 at the age of 14, Tom Bedell developed his own line of acoustic guitars to help a generation explore their musical passions. Over four decades and two inductions into the Iowa Rock 'N Roll Hall of Fame later, Tom Bedell introduces his new line of namesake acoustic guitars.

## Times change. Passion doesn't.

In the sixties, Rock 'n Roll changed the world, revealing a passion for expression through music. As a teenager Tom Bedell was filled with that passion and sought to share it with the world by introducing his line of namesake Bedell acoustic guitars. Today Tom remains as passionate about music and fine guitars as he was all those years ago. He again shares that passion by introducing Bedell Performance Series Guitars. Beautifully designed in all solid wood and precisely hand-crafted of the finest materials available, Bedell Guitars let you share your music and your passion.

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# 2010 GEARGUIDE

Planning a stock order? Looking to add a new rental horn line? Just scoping out guitar accessories? You've come to the right place.

The *2010 Gear Guide* is the industry's biggest preview of this year's soon-to-be best-sellers. We've sifted through hundreds of press releases and Web sites to bring you a generous spread of the newest wares, from all corners of the industry. You'll also spot a few trends that are sure to make noise in 2010: USB mics, an acoustic guitar resurgence, tone-shaping plug-ins and — surprise! — more ukuleles.

**Happy buying.**



## INSIDE:

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Photo by Karen Solem

# THE GEAR GUIDE

## GUITARS, AMPS & ACCESSORIES

[THE MUSIC LINK](#) | [FLEABASS](#)

### Meet Fleabass

**F**lea, the bassist for Red Hot Chili Peppers, has created the Fleabass line of basses.

The Fleabass comes in two sizes, the full-size model 32 and the 3/4-size junior bass with a 30-inch scale length. The fully adjustable cast-metal bridge and tailpiece with a large bridge-to-body footprint give the instrument a resonant coupling to the solid alder body. It can also be strung at the bridge depending on the player's preference.

Every Fleabass comes professionally set up with clean, low action. Each bass also includes an instructional DVD starring Flea, a black tweed gig bag, an input cable and adjustment tools.

MSRP: \$399.99.

[{fleabass.com; themusiclink.net}](#)



Photo by Karen Solem



ST. LOUIS MUSIC | AUSTIN APB200

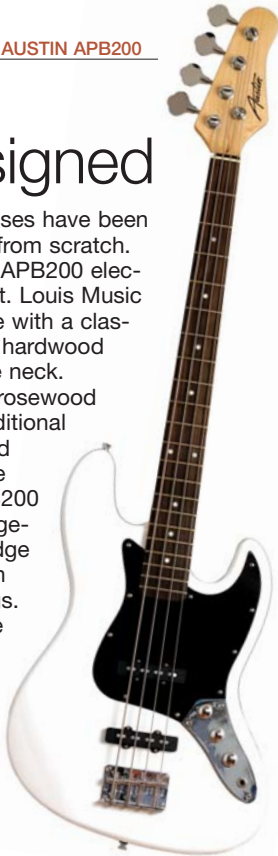
## Austin Redesigned

All Austin basses have been redesigned from scratch. The new Austin APB200 electric bass from St. Louis Music is a solid P-style with a classic shape, solid hardwood body and maple neck.

It features a rosewood fingerboard, traditional split pickups and chrome machine heads. The APB200 includes a vintage-style saddle bridge and is fitted with D'Addario strings.

The bass line is available in four colors: black, red, white and sunburst. MSRP: \$259.

{[stlouismusic.com](http://stlouismusic.com)}



B.C. RICH | SIGNATURE GUITARS

## Extreme Rizzo

B.C. Rich has created four new Artist Signature guitar models, including the Marc Rizzo Signature Seven-String Stealth. The company teamed up with Rizzo of Soulfly to create a guitar for players that want to take their music to extremes. The instrument features a classic B.C. Rich neck-through construction, an ebony fingerboard, Grover tuners, a Floyd Rose original series seven-string tremolo and EMG pickups. MSRP: \$899.99. {[bcrich.com](http://bcrich.com)}

DBZ GUITARS | REGALIA SERIES

## In Full Regalia

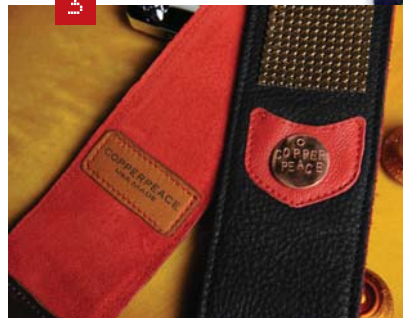
DBZ Guitars has unveiled the Bolero Banneret. It's the first model in the company's Regalia guitar series, which features ornate metal embellishments. Utilizing CNC technology combined with old-world hand casting, the decorative metal highlights are designed with great detail and finished in 24-karat gold and nickel. To complement the body's metal casting, each guitar has a matching truss rod cover at the headstock. MSRP: \$849.

{[dbzguitars.com](http://dbzguitars.com)}



# STRAPPED IN

Straps make a statement. Ranging from heavy metal-styled leathers to handmade eco models, this new roundup offers something for every taste.



3



2



4



5



1



**1 DUNLOP LEATHER STRAPS** These models are made of premium full-grain leather and designed to break in fast. Each strap is crafted of a deer cow leather top for flexibility and saddle stitched to a pigskin back for comfort and grip. This helps keep a player's guitar in place but doesn't tire out his or her shoulder. The straps are available in a variety of widths and styles to suit all types of guitarists. [jimdunlop.com](http://jimdunlop.com)

**2 LEVY'S LEATHERS ROCKABILLY STRAPS** Levy's has added some glamour to one of its new Rockabilly-style guitar straps. This model features a jeweled, enameled gold buckle set, which complements the 5/8-inch carving leather strap. A 2-inch moveable shoulder pad with foam lining and soft leather backing comes with the strap. Pictured is model M37 in two of the many leather colors available. [levysleathers.com](http://levysleathers.com)

**3 COPPERPEACE EXCLUSIVE DESIGNS** Copperpeace straps are distinguished by a signature red pick pocket. Musicians and bands strapped by Copperpeace include Brian Bell of Weezer, Lil' Wayne, Kevin Skinner and Steve Stevens. These straps have also made cameos on TV shows and in films, such as "America's Got Talent," "The David Letterman Show" and the 2009 movie *Fame*. [copperpeace.com](http://copperpeace.com)

**4 SOULDIER WILCO STRAPS** Souldier Straps has unveiled a line of signature, limited-edition guitar straps in collaboration with Wilco. Each member of the band selected his own unique pattern to use and be sold as part of the series. Each strap features a band member's autograph. All of the straps are handmade using vintage fabric sewn on recycled seat belts and salvaged leather. MSRP: \$65. [souldier.us](http://souldier.us)

**5 GET'M GET'M CROCODILE STRAPS** The new Crocodile accessory collection includes unique mandolin and guitar straps. The line comes in a palette of plum, espresso, indigo and onyx shades, as well as leopard print. Nail heads and silver or brass hardware with zippers add a modern edge. Get'm Get'm straps and accessories are made in the United States. [getmgetm.com](http://getmgetm.com)

# We listened.

It's been the most challenging year in the history of our industry. We listened to our dealers, we listened to our consumers and we've responded. The FMIC NAMM display is proof, it's packed with excitement, innovation and products that are priced right. And we're backing this awesome gear with campaign support and promotions that will drive traffic into your stores!

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**FRESH BLOOD**

**Jackson**

**THE NEW JACKSON JS SERIES**

GET A TASTE BALLROOM E, 3rd FLOOR

**Jackson**

**See and hear it  
all at NAMM  
3rd Floor, Hall E**

Clockwise from upper left:  
Fender G-DEC 3 amplifiers,  
Fender American Special guitars,  
Jackson JS Series guitars,  
Fender Rumble bass amps,  
Fender Passport audio



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# GEAR >

GUITARS, AMPS & ACCESSORIES

DAISY ROCK | DAYDREAM BUTTERFLY

## Winged Dreams

Daisy Rock has expanded its Debutante line of entry-level girl guitars with a Butterfly electric guitar in Daydream finish. It features Daisy Rock's signature lightweight design, slim and narrow neck profile, and a 22 1/2-inch scale, which is ideal for pint-sized beginners.

The new Butterfly includes a maple neck, rosewood fingerboard and Daisy Rock humbucker pickup. It's also available in a Fantasy finish. MSRP: \$249.

{[daisyrock.com](http://daisyrock.com)}



MADAROZZO | W-010, W-020

## Case Couture

Madarozzo's new W-010 and W-020 archtop series guitar cases feature multi-ply wood shell construction and black vinyl exterior with white trim. The W-010 (pictured) has a contoured, padded interior, and the W-020 has a luxury plush interior. They are designed to fit dreadnought, classic, electric and electric bass guitars, as well as mandolins, banjos, v-shaped electric guitars and semi acoustics.

{[madarozzo.com](http://madarozzo.com)}



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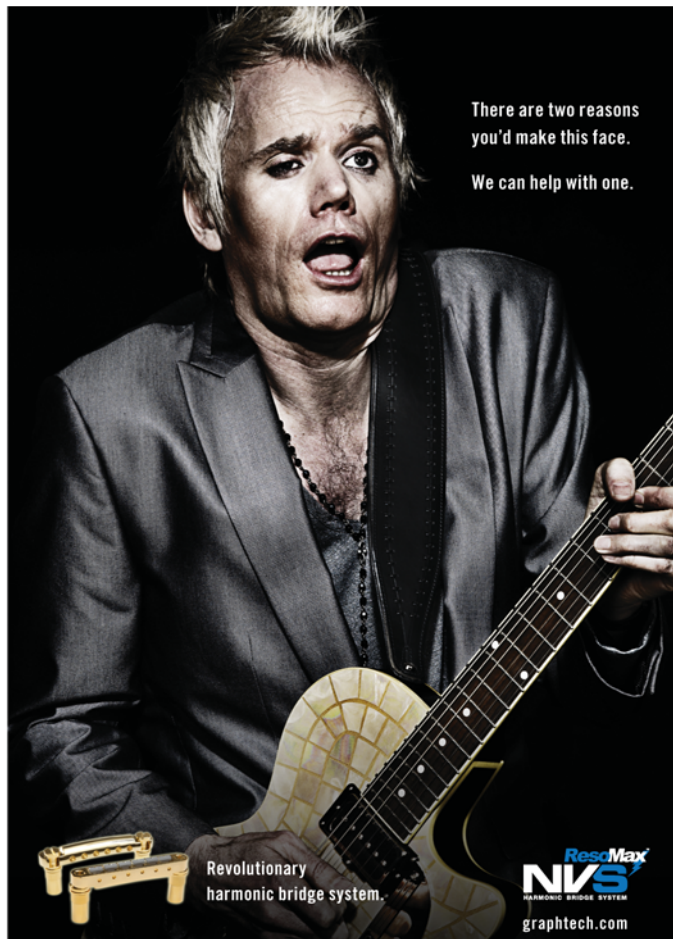
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# GEAR >

GUITARS, AMPS & ACCESSORIES

PRS | SE SINGLECUT KORINA

## Solid Korina

The new SE Singlecut Korina from PRS Guitars is a versatile, lightweight guitar. It features a solid korina body, three-piece korina neck with 22-fret rosewood fretboard, 25-inch scale length and moon inlays. Other appointments include two humbuckers, master volume and tone controls, and a three-way toggle. The Korina is currently available in vintage amber. [prs.com](http://prs.com)

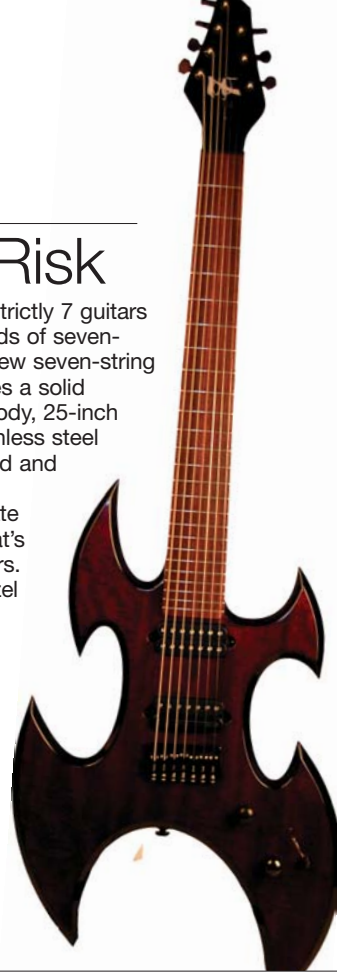


STRICTLY 7 | VENOM

## Take a Risk

American-made Strictly 7 guitars address the needs of seven-string players. The new seven-string Venom guitar features a solid African mahogany body, 25-inch scale length, 24 stainless steel frets, and a rosewood and maple bolt-on neck.

Deep bevels create an intense shape that's ideal for metal players. The guitar has Sperzel tuners, an EMG active 707 neck humbucker and EMG active 81-7 bridge humbucker. It also includes an original Floyd Rose tremolo with locking nut. MSRP: standard series, \$799.99. [strictly7.com](http://strictly7.com)



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THE NEW JACKSON® JS SERIES

GET A TASTE - BALLROOM E, 3rd FLOOR



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"Love at first play. The Tone, Feel, Sound, and Look; Absolutely Stunning. Having heard about the Trem King vibrato system, and how it allows the guitar to stay in tune, we leaned in hard several times pushing and pulling the strings. I have to report the Trem King Fixed Bridge Vibrato lived up to its name. I've never been so inspired by a guitar. The G1200 Pro is worthy of Any players' collection."

Steve Zimmelman - Higher End Guitars  
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with TK-1 vibrato

Trem King Vibrato  
available on select  
Classic and Pro Series

Jerry Reid Pro  
with TK-2 vibrato

## Tradition Guitars

Check out our 2009 Catalog Online!  
[www.traditionguitars.com](http://www.traditionguitars.com)

# GEAR >

GUITARS, AMPS & ACCESSORIES

# P.O.P. EYE CATCHERS

Four companies present packaging and display resources that make their gear an irresistible grab.



**1 LANIKAI KOHALA P.O.P.** Lanikai is now shipping the Kohala ukulele P.O.P. Retailers who purchase 24 Kohala soprano ukes receive the display for free. The Kohala is designed to entice entry-level uke players, and the small-footprint cardboard P.O.P. makes selling them easier. MSRP: \$54.99. [lanikaiukes.com](http://lanikaiukes.com)

**2 CORE ONE CREATIVE CORE X2 PACKAGE** Created for acoustic guitars, the Core X2 cable is finished with gold-plated jacks encased in wood connectors. This warm, acoustic feel is enhanced by its packaging, which mimics the wood and sound hole of an acoustic guitar. MSRP: \$59.95 and \$79.95. [coreoneproduct.com](http://coreoneproduct.com)

**3 SKB SKB-PS-8** SKB has delivered the new SKB-PS-8 powered pedalboard in a colorful, easy-to-display box. The pedalboard provides a durable but lightweight platform for guitarists' effects pedals. All cables are included, in addition to a ballistic nylon carry bag with adjustable shoulder strap. MSRP: \$99.99. [skbcases.com](http://skbcases.com)

**4 STRING SWING CC01K** String Swing's new CC01K Guitar Keeper has a deep cradle designed to prevent the guitar from being improperly placed in the hanger. This promotes safer instrument handling. The yoke pivots to cradle the headstock but is free of mechanical moving parts that wear over time. [stringswing.com](http://stringswing.com)



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# GEAR >

GUITARS, AMPS & ACCESSORIES



KALA | TRAVEL SERIES UKE

## Travel a New Direction

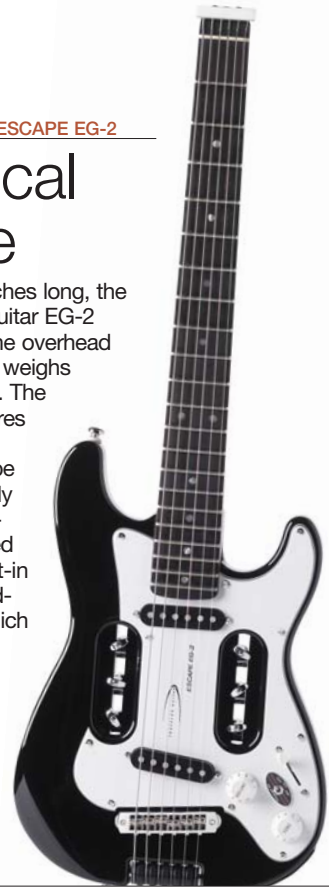
Kala Brand Music has added a new soprano uke to its portable slim Travel series. The soprano ukulele features a liquid-filled compass in the headstock. Despite the 1 1/4–1 3/4-inch body depth, Kala's travel series has been designed with an arch back that produces a full sound. The uke boasts a solid spruce top, flame maple back and sides, rosewood fingerboard and bridge, die-cast tuners with black buttons, maple binding, and black and white purfling. [kalaukulele.com](http://kalaukulele.com)

TRAVELER GUITAR | ESCAPE EG-2

## A Musical Escape

At just 29 1/2 inches long, the new Traveler Guitar EG-2 stows easily in airline overhead compartments and weighs less than 5 pounds. The electric guitar features a compact double-cutaway body shape and classic three-ply pickguard. Two single-coil pickups feed into the EG-2's built-in Pocket RockIt headphone amplifier, which is designed to produce classic clean and distortion sounds through headphones or when plugged into an amplifier.

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



# Logo-A-Go-Go.



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NAMM Show 2010/Booth 4697

Brandit™ removable pocket flaps zip on ACCESS Stage One Brandit bags in seconds. Brandit pocket flaps can be custom imprinted with your store logo or ordered plain. Stock both and satisfy every customer. And the Brandit pocket fits all of the most popular Stage One bags styles-Acoustic, Electric & Bass. No more large order requirements or expensive setup fees. No more lost sales. Finally, a brand new way to brand.

# Finally in. America

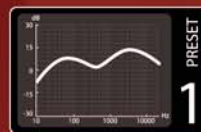
For over 20 years, LAG guitars have been the choice of guitar players throughout Europe. Designed in a small custom shop in the south of France, LAG guitars are the perfect alchemy of thoughtfully matched components, carefully selected tonewoods and custom-designed electronics voiced to capture the natural sound of each guitar. Now, LAG comes to America, so you can discover the guitar you've been waiting for.



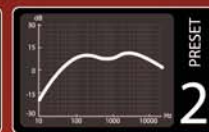
## STUDIOLAG® x5

the natural sound of the guitar

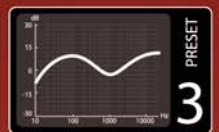
The StudioLAG preamp concept was developed by LAG in collaboration with Shadow Electronics. It provides instant access to five stunning analog presets, individually sculpted using two 31-band professional equalizers, then integrated into the preamp. These sounds would be impossible to duplicate with a traditional preamp, and eliminate the guesswork of traditional systems.



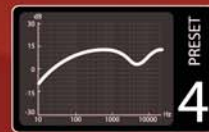
NATURAL FOLK SOUND



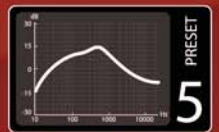
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FINGER-STYLE PICKING



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This top quality brand is looking for top quality dealers of all sizes.

[www.lagguitars.com](http://www.lagguitars.com)





## OctoPre MkII Dynamic

With 8 channels of Focusrite Mic-Pre's and built-in 24-bit/96 kHz ADAT inputs/output, the OctoPre MkII Dynamic is Focusrite's powerful Pro Tools system, or any DAW, expander.



## Launchpad

With a multi-color 64-button grid and dedicated scene launch buttons, Launchpad is purpose built for triggering and manipulating clips in Ableton Live.



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## Nord Piano

The Nord Piano is a dedicated stage piano with 88 keys and a weighted hammer action. It is designed with the performing musician in mind and is very lightweight at approx. 39.6 lbs.



## Kurzweil PC3K

Kurzweil Music Systems proudly announces the release of the PC3K keyboard, expanding the PC3 line to include key new features along with backwards compatibility with the legendary K Series



# GEAR >

GUITARS, AMPS & ACCESSORIES

FENDER | SUB-LIME

## Sub-Lime Sounds

The new Fender Sub-Lime bass fuzz pedal resurrects classic Fender fuzz tone from the 1960s and '70s. Added to the signal path between a player's bass and speakers, the Sub-Lime bass fuzz pedal provides easily dialed-in classic Fender fuzz. [fender.com](http://fender.com)



ROCKTRON | REACTION CHORUS

## Join the Chorus

The new Rocktron Reaction Chorus pedal offers warm, analog, multi-voiced chorusing. It utilizes the classic BBD and is a true-bypass pedal. The controls include rate, which operates the speed of the LFO waveform used to modulate the delay; depth, which controls the delay line's maximum travel time; and intensity, which controls the amount of chorus that gets added to the signal. [rocktron.com](http://rocktron.com)



GODLYKE | PROVIDENCE EFFECTS

## Stampeding Effects

Godlyke has been named the exclusive North American distributor for Providence brand effects and accessories. Currently available effect models include the SOV-2 Stampede Overdrive. This pedal delivers natural, transparent overdrive and features single-contact true-bypass switching. MSRP: \$249.

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





FISHMAN | AURA SPECTRUM DI

# Sound-Imaging Aura

The recently released Aura Spectrum DI from Fishman features 128 preloaded images of acoustic instruments, a three-band EQ, automatic feedback suppression, an effects loop and a balanced XLR DI. It has 16 user-configurable image locations, which are loaded from the Aura image gallery via a USB interface. [fishman.com](http://fishman.com)



**iLive-R72**  
Compact Digital Mixing System

**ALLEN & HEATH**



**Milan M15**  
Digitally Powered Live Sound

**Turbosound**

DIGITECH | RP SERIES

# RP Upgrade

DigiTech recently released five pedals to upgrade its RP series. The RP multi-effect processors offer tone and effects libraries and user-programmable presets, as well as 24-bit A/D/A conversion. They also include library and editing software for PC and Mac. The base level RP55 (pictured) features 80 presets, a built-in drum machine and chromatic tuner. It has 12 amp and acoustic guitar models and can produce 10 effects at once. MSRP: \$79.95. [harman.com](http://harman.com)



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VOX | V845 WAH WAH

# Talking Tone Returns

Vox has debuted the V845 wah wah pedal. Designed to withstand travel, the V845 features a solid, lightweight, die-cast aluminum housing. Cosmetically, the V845 creates a vintage 1960s look with its authentic black crepe finish and black-on-black pedal surface. MSRP: \$155. [voxamps.com](http://voxamps.com)



**TGX930**

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**BD - 900S**

Opus 900 Wireless Systems

**beyerdynamic**



**XONE:DX and ITCH**

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**ITCH**

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## FM-4

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## QLY-02

Professional "Y"-style single-tier keyboard stand. Height adjustable, and completely foldable, the QLY-02 provides a solid, rapid set-up structure for keyboards.



**QUIK LOK**

# GEAR >

GUITARS, AMPS & ACCESSORIES

JAY TURSER | SOLID TOP ACOUSTICS

## Reliable Solid Top

Jay Turser is now shipping JTA-530 and JTA-560 solid top acoustic guitars. The JTA-530 (pictured) features a solid quarter-sawn Alaskan sitka spruce top with catalpa back and sides and high-gloss finish. A bound rosewood fingerboard, double-acting truss rod and dovetail neck joint ensure playability and reliable sound. The JTA-530 is available in vintage cherry sunburst and tobacco sunburst finishes. [jayturser.com](http://jayturser.com)



MARTIN | M-30 JORMA KAUKONEN

## Jorma Blues

The new Martin M-30 Jorma Kaukonen custom artist edition features an Italian alpine spruce top and forward-shifted scalloped braces for full, saturated tone and dynamic range. The top is paired with East Indian rosewood back and sides for rich, warm bass and strong projection. It also features an enlarged sound hole for enhanced midrange and treble response.

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



CRAFTER | WILDWOOD FLOWER

## Flowered Acoustic

Crafter's new 38th Anniversary series includes The Wildwood Flower rosewood and bubinga models. They feature a wildwood flower with themed position markers on the fingerboard.

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



TAKAMINE | EF450DLX

## Delicate Rambler

Takamine's new EF450DLX is built with a high-grade sitka spruce top and solid flame maple back and sides. A vine inlay adorns the ebony fretboard and pick-guard. Powered by the Takamine TLD line driver, the guitar is stage-ready. It's available in natural blond or deep ebony black finish. MSRP: \$3,999. [takamine.com](http://takamine.com)



## SWEDE EXOTIC BURL

Exotic Burl Maple tops are hand selected to guarantee that the finished guitar has a distinguished, exclusive look while offering tremendous tone.



*Hagstrom*

## JTA-530

The JTA-530 features a solid 1/4 sawn Alaskan Sitka Spruce top with Catalpa back and sides and high gloss finish.



*Jay Turner*  
Guitars & Basses

MAJOR MUSIC SUPPLY | REVIVAL

## Revived!

Major Music Supply has revamped its line of Revival acoustic guitars. The instruments are made of fine tone woods and feature x-bracing on the top with dovetail neck joints. These guitars are constructed of select woods that have been aged for at least 18 months. Each model comes with a Tusq nut and saddle, as well as D'Addario strings. MSRP: \$359.99. [majormusic.com](http://majormusic.com)



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[www.AmericanMusicAndSound.com](http://www.AmericanMusicAndSound.com)

TANGLEWOOD | ROSEWOOD RESERVE

## Tanglewood in the U.S.

Tanglewood Guitar, a United Kingdom-based acoustic guitar brand, has brought its Rosewood Reserve series to North America. The line features solid sitka spruce tops and rosewood-veneered backs and sides on all models. Most models are available in natural gloss and vintage sunburst finishes. MSRP: \$529-\$739. [tanglewoodguitars.com](http://tanglewoodguitars.com)



## MADERA SERIES

All-solid wood MADERA series is built with 100% FSC-Pure certified tonewoods such as Sitka spruce, Western Red cedar, and South American "True" mahogany. Includes FSC Chain-of-Custody certification



*Walden*  
Guitars



## NUMA NANO

Now at just 22lbs, the Numa Nano is a breakthrough portable professional 88-note controller.

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**STUDIOLOGIC**  
MIDI CONTROLLERS

# GEAR >

GUITARS, AMPS & ACCESSORIES

KUSTOM | THE DEFENDER

## Defend and Serve

Kustom Amplification has rolled out a new lineup of tube guitar amplifiers, The Defender.

Designed in the United States, Defender V100 and V50 (pictured) amplifiers feature EL34 power tubes that provide defined lows, rich mids and a top end that cuts through the mix. The amps partner classic Celestion Vintage 30 speakers and cabinets crafted with void-free birch plywood. MSRP: V50, \$699.99; V100, \$899.99.

{[kustom.com](http://kustom.com)}



ORANGE AMPS | CRUSH PIX

## Black Crush

The Orange Crush Pix amp range is now available in a black finish. The line includes the CR35LDX, CR20LDX, CR20L and CR12L. All except the CR12L feature an auxiliary input for MP3 and CD players. The DX models also feature a built-in guitar tuner and 16 digital FX programs that provide a wide range of reverb, delay, chorus, flanger and vibrato presets. {[orangeamps.com](http://orangeamps.com)}



RG-26



# Revival

Acoustics



With the playability, versatility, and specs that you're looking for—including All Solid Construction, maple binding, scalloped X-bracing, dovetail neck joint and Grover Tuners. Onstage or in the studio, the RG-26 is perfect for the working musician looking for the perfect guitar.

*Revival - The Rebirth of the Guitar ...*



*"If you're looking to get as close as possible to a boutique-grade guitar for minimal cash outlay, it hardly gets better than the RG-26."*

-Art Thompson, Senior Editor -Guitar Player

*"I like this guitar. I like the wood, and the craftsmanship, and the way it hugs my body. It plays real easy and it sounds damn good"*

-Chuck Prophet, YEP Rock Recording artist-Revival Acoustics Endorsee

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SHS INTERNATIONAL | SUNDOWN

## Sundown Classic

SHS International has released Sundown guitar and bass amplifiers, which range from 15–40 watts. The line combines classic features with modern amplifier technology. For a sleek look, the cabinets feature black tolex with a broad white racing stripe. The side panels are accented with white rolled piping. A silver mesh grill cloth and chicken head control knobs add to the vintage look. All Sundown amps come with a five-year warranty. MSRP: \$79.95–\$179.95. [shsint.net](http://shsint.net)

MARSHALL | MA SERIES

## Authentic Marshall

Marshall Amplification has announced its new MA series guitar amplifiers. Each amp's clean and overdrive channels feature independent volume control and their own three-band EQ for tone shaping. The overdrive channel is equipped with an additional gain knob, a boost switch and crunch balance knob. The power amp stage features two EL34 pentode valves in the 50-watt models and four EL34 pentode valves in the 100-watt models. The pre-amp stage uses three ECC83 dual triode valves. MSRP: \$950–\$1,250. [marshallamps.com](http://marshallamps.com)



# Schecter guitar research

Extending a warm welcome to our newest Family member.



# DISTURBED

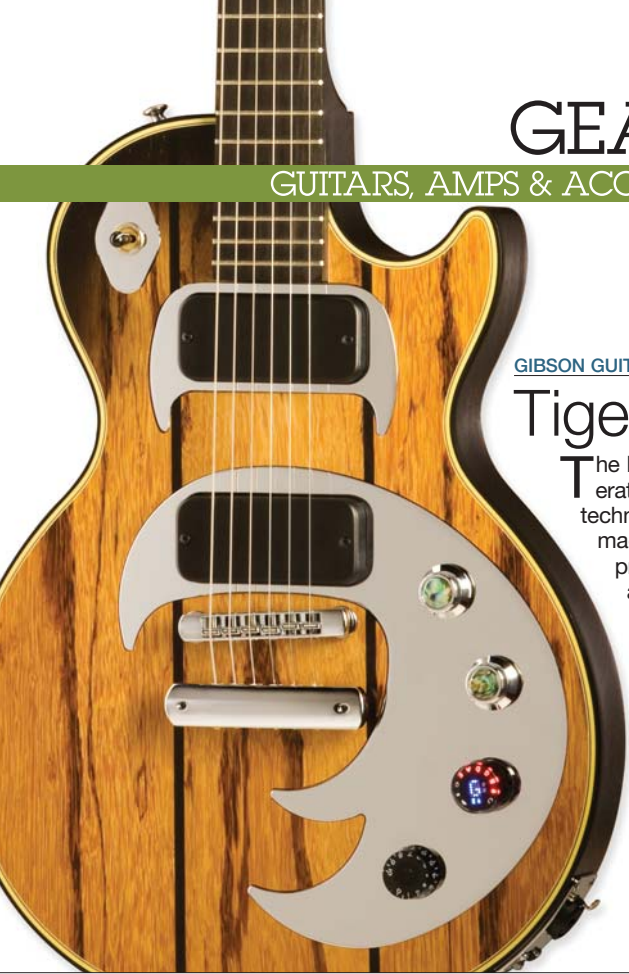
DAN DONEGAN - Disturbed

The Family Grows Stronger.



# GEAR >

GITARS, AMPS & ACCESSORIES



GIBSON GUITAR | DUSK TIGER

## Tiger's Roar

The Dusk Tiger is the next generation of Gibson robot guitar technology. The combination of magnetic and piezo pickups produces traditional acoustic tones, while separate outputs for each string let players create sounds from classic to futuristic. A multichannel FireWire interface creates even more possibilities. All the tones and 18 user-programmable alternate tunings are easily accessible through a stage-friendly interface.

{gibson.com}

ESP | LTD DELUXE LINE

## Deluxe Expansion

ESP recently expanded its LTD Deluxe line with six new models. These include a redesigned version of the H-1001 (pictured) and H-1001FR. These models incorporate ESP's F series headstock style, and the guitars' binding is now black with abalone purfling. The H-1001 is available in black and see-through black cherry with a flamed maple top. The H-1001FR includes a Floyd Rose original style double-locking tremolo. {esp guitars.com}



**NEW Console Mixer**

# HVX-1643R

"Project Studio Recording, Live/Location Recording, Mix Down, Remix Plus USB Connectivity Add Up To Extreme Value and Versatility"

1. Use friendly 18 CH input configurations with 35 outputs.
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3. Individually switchable 48V phantom power on each Channel.
4. 6 AUX sends and 4 stereo AUX return inputs assignable to 4 sub groups.
5. Full featured headphones monitoring system with PFL/AFL.
6. 4 segment LED meters on each channel.
7. 4 band channel EQ with dual mid sweep.
8. Precision log-taper Panasonic faders.
9. STK premium, ultra low noise circuitry.
10. USB/Audio interface included for direct Connection to any computer.

**NEW V-9T Triple Power Amplifier**

1. 300W + 300W + 300W at 4 ohms, or 600W + 300W.
2. Individual logic LED meters are present for power input and output levels.
3. Ultra low noise.
4. FET controlled silent power on/off muting circuit.
5. Discrete protection circuitry.
6. High efficiency toroidal transformers.
7. Compact 2U rack mounting.

**NEW V-9B Bi-Amp Power Amplifier**

1. 200W + 200W 8 ohms for bi-amp capable enclosures and 500W 8 ohm for subs.
2. Built in two way 18dB/octave active crossover.
3. Ultra low noise.
4. High efficiency toroidal transformer.
5. FET controlled silent power on/off muting circuit.
6. Variable speed control fan cooling.
7. 2 U space rack mountable.

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WEEKEND CIG: HEADLINING ROOM 419,  
COURT PLAZA SUITES NEAR JFK  
"I'M GONE FIVE NIGHTS A WEEK AND THANKS  
TO MY EG-2, MY CHOPS ARE AS SHARP AS EVER."



TRAVELER GUITAR

TRAVELERGUITAR.COM  
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GHS | FRESH PACK

## Pure Endurance

GHS Strings' coated Boomers for electric and bass guitar are now being presented in new GHS Fresh Pack airtight packaging that locks out air and moisture to prevent string corrosion. This foil-wrap packaging ensures that the strings have extended performance life and maintain powerful tone. [ghsstrings.com](http://ghsstrings.com)



PLANET WAVES | RENEW

## String Tone Renewed

The Renew string cleaning system is Planet Waves' latest addition to its care product line. The patented string cleaner squeegees both the top and bottom of the strings, removing dirt and build-up. Renew comes with two cleaning tools, one cleaning solution and 12 replaceable cleaning pads. MSRP: \$11.99. [planetwaves.com](http://planetwaves.com)

# String

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natural selection



Pioneer

# CDJ-2000

Professional Multi Player

There are so many stylized DJ's, and so many media selections. Pioneer's CDJ-2000 is the natural selection. No matter what your media preference is, the CDJ-2000 can handle it. Pioneer's new Pro DJ Link allows you to connect up to four CDJ-2000's and share a single music source from just one player. The CDJ-2000 has a 6.1" Full Color LCD panel and Graphic User Interface. Both the CDJ-2000 and CDJ-900 include rekordbox.

Shown with USB stick (not included).  
Shown with the DJM-800. Sold Separately.

Multi format playback: MP3, AAC, WAV and AIFF audio files on CD, DVD-ROM, SD card and USB memory devices.

Pro DJ link connects up to four CDJ-2000s that access one player's audio source.

6.1" full color LCD panel and graphic user interface.

Instantly jump to specific song parts with Needle Search.

MIDI: Assign various CDJ-2000 buttons to trigger other devices, such as DJ effectors and software with MIDI mapping capability.

rekordbox music management software included, organizes and catalogs music on your computer for later playback on your CDJ-2000.

Also available:  
CDJ-900 Multi Player



For more information and to find a Dealer nearest you:

[www.pioneerdj.com](http://www.pioneerdj.com)



# THE GEAR GUIDE

## AUDIO & RECORDING



FENDER | PASSPORT 500 PRO

### The Places You'll Go

Fender has added new features to improve the functionality of its Passport portable P.A. system. At 44 pounds, the Passport 500 Pro is 9 pounds lighter than the earlier Passport 500 model. Its smaller physical dimensions, plus a redesigned speaker system with a 10-inch woofer, make this P.A. ideal for educational, sporting, worship, presentation or performance applications. The eight-channel Passport 500 Pro has a port that lets users record their performances with CD-quality WAV files directly to a USB flash drive. It also features CD-quality WAV and MP3 file playback and a sub-out jack for an external powered sub-woofer.

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

**"All in One" PA System Features:**  
 • 500-watt high-efficiency Class D Amplifier that produces responsive, crystal clear sound  
 • USB/Flash Drive Connectivity for playback and record  
 • 8-Channel Mixer with professional digital reverb  
 • Designed for convenient transport and setup  
 • Easy to use!

Photo by Karen Solem

## MACKIE | HD SERIES

### Knock the Bottom Out

Mackie's new HD powered subwoofers, the HD1501 and HD1801, offer many of the same benefits as the top boxes, including

Class-D fast-recovery amplifier technology, which delivers up to 1,600 watts of peak power. The HD1801 18-inch subwoofer is ideal for use with either the HD1521 or HD153. MSRP: HD1501, \$1,099.99; HD1801, \$1,249.99.

{[mackie.com](http://mackie.com)}



## BAG END | WEATHERPROOFING

### Extreme Exposure

Bag End now offers Weatherproofing-Plus on all of its products to protect them from the elements and extend their performance life.

Weatherproofing-Plus incorporates years of field-testing under rigorous conditions. Cabinets are completely sealed inside and out, and all the hardware is upgraded to stainless steel and aluminum. The drivers are sealed with advanced polymers for improved corrosion resistance. Weatherproofing-Plus is added by Bag End at its facility before delivery. {[bagend.com](http://bagend.com)}



## ALTO | REVO-ARRAY

### Wide Ranger

Designed to meet the needs of users who require high sound pressure levels over wide audiences, the new Alto Revo-Array is a fixed splay line array that's suitable for both portable and installed sound. The heart of the Revo-Array is a proprietary wave-guide lens, which disperses high frequency across a wide but tight 100-degree horizontal plane. Each satellite also houses two 8-inch neodymium woofers, enabling the cabinet to handle up to 800 watts of power in its commonly used full-range mode. The satellite can also be bi-amped. {[yorkville.com](http://yorkville.com)}

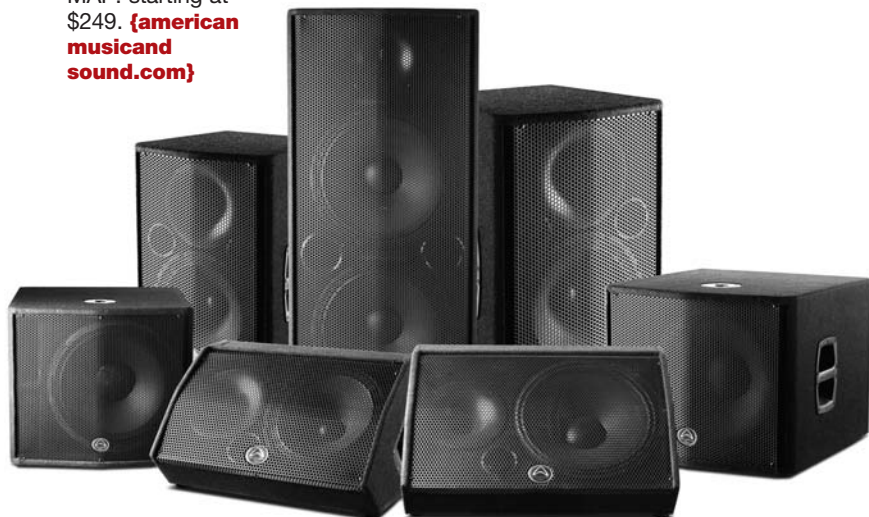


## WHARFEDALE PRO | EVP-NEO SERIES

### New Gen Neo

Wharfedale Pro has started shipping the next-generation EVP-Neo series. Seven models are available in the range. The EVP-12M Neo and EVP-15M Neo are low-profile stage monitors with the EVP-12Neo, the EVP-15Neo and EVP-215Neo completing the full range lineup. The EVP-18Sub and EVP-15Sub subwoofers provide low-end reinforcement. MAP: starting at

\$249. {[americanmusicand.com](http://americanmusicand.com)}





ADAM AUDIO | SX SERIES

## Transparent Sound

Adam Audio's new SX series reference monitors feature redesigned transducers, drivers and electronics to provide transparent reproduction. All Adam SX series monitors feature the new X-ART tweeter, which provides 4 dB higher efficiency, increased maximum SPL of 3 dB and an expanded frequency response, up to 50 kHz compared to its predecessors. It includes an ultra-low-distortion broadband A/B amplifier with 1 MHz internal bandwidth and new Hexacone woofers.

{[adam-audio.com](http://adam-audio.com)}



TRANSAUDIO | BLACK CUBE

## The Black Box

TransAudio Group has introduced Lehmann Audio's Black Cube linear headphone amplifier to the U.S. market. The Black Cube is ideal for computer mixing, live monitoring, studio recording or any professional application. Its circuitry and adjustable maximum output gain optimizes performance for headphone impedance or sensitivity. The Black Cube's frequency response extends from 10 Hz to 35 kHz. {[transaudiogroup.com](http://transaudiogroup.com)}

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# STAY CONNECTED

These new go-to audio accessories connect musicians to their gear, so they can better connect with their audiences.



**1 SOLID CABLES ELEPH SPEAKER CABLE** The new Eleph speaker cables from Solid Cables utilize a pure copper 10-gauge conductor of different diameters to better carry any amplifier's full-frequency sound spectrum. The conductors are in a helical wind pattern to resist electrical and mechanical noise and housed in a 6000 PSI tear resistant armor. MSRP: \$135. [solidcables.com](http://solidcables.com)

**2 AMPHENOL AUDIO T-SERIES** Amphenol Audio now offers the right angle T-series 1/4-inch plug. Featuring a die-cast ribbed housing that facilitates quick, easy connections, the right angle T-series also offers a cable clamp that has been designed to grip in multiple positions. The precision-machined one-piece tip contact serves such applications as guitars, speakers, audio cables and amplifiers. [amphenolaudio.com](http://amphenolaudio.com)

**3 THE MUSIC PEOPLE PERFECT PAIR** The revitalized Hot Wires brand now offers models with Speakon connectors, banana connectors and patch cables. Its new Perfect Pair combo cables come in several configurations and offer combined XLR audio and IEC power lines to connect audio mixers to self-powered speakers. It has also added new lengths and gauges to its mic, instrument and speaker cables. [musicpeopleinc.com](http://musicpeopleinc.com)

**4 ALLIANCE RUBBER CABLE WRAPZ, GEAR STRAPZ** Alliance Rubber's new Cable Wrapz and Gear Strapz are designed to secure cables and cords. They can be written on and are weather resistant, stretchable and reusable. Gear Strapz are available in 4- and 25-foot lengths to secure snakes, cases and large bundles to help users stay organized. They are available in black and camo. [alliance-rubber.com](http://alliance-rubber.com)

**5 NEUTRIK SPECIAL EDITION** Neutrik's new Special Edition XX and PX series cable connectors feature special velour-chrome plating, silver contacts, chuck-type strain relief and laser graphics. The series includes three-pole female and male XLR connectors in one package. Designed to celebrate musicians and industry professionals, laser-engraved singers are featured on the custom housings. [neutrik.com](http://neutrik.com)





CROWN | XLS SERIES

## Amplifiers Redefined

Crown's newly redesigned XLS series of amplifiers consists of four models. They feature an integrated variable state crossover that lets users select a crossover point from 50–2,000 Hz. Increased control is also highlighted by the selection of three different channel modes and clip limiters, which can be turned on and off by channel, designed to protect loudspeakers. [harman.com](http://harman.com)



TASCAM | SS-R05

## Entry-Level, Same Quality

Tascam's SS-R05 solid state recorder captures to compact flash media with no moving parts for extra reliability. The entry-level recorder takes features from the SS-R1, such as balanced audio and RS-232C control, to create a new low-price model. It records in WAV or MP3 format to a CF card and provides 44.1 kHz and 48 kHz recording at 16- or 24-bit. MSRP: less than \$500. [tascam.com](http://tascam.com)

PEAVEY | IPR POWER AMPLIFIERS

## Peavey Serves Easy EQ

Peavey Electronics has a new IPR DSP series of power amplifiers that use the Waves MX5010 semiconductor. IPR series amplifiers are designed with a resonant switch-mode power supply and a high-speed Class D topology. Four DSP-equipped models feature 32-bit, floating-point digital signal processing with program-specific EQ presets. [peavey.com](http://peavey.com)



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Can't play without them anymore and they are really durable. I'm hooked man :)  
M. Fortier

Call your Distributor today and ask for Dava Grip Tips and Jazz Grips.



YAMAHA | POCKETRAK W24

## In the Pocket

Yamaha has introduced the Pocketrak W24 portable recording device. The W24 comes with a wireless remote controller and a scene memory function, which automatically recalls the settings for a particular recording session or location. It can also record for 27 hours in MP3 mode. Its peak limiter avoids distortion on sudden loud passages, and the speed change function speeds up or slows down MP3 playback without changing pitch.

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

**POCKETRAK  
W24**



MIPRO | ANALOG ACT-SERIES

## Time to ACT

MIPRO now offers the new ACT-series for professional and commercial audio applications. Three diversity receiver models are available: the half-rack ACT-717 single-channel, one-rack ACT-727 dual-channel and one-rack ACT-747 quad-channel. Proprietary RF filters and circuitry designs improve interference-free technique and RF reliability. Advance PC-controllable software provides user-friendly, real-time control and monitoring. [mipro.com.tw](http://mipro.com.tw)

LEXICON | OMEGA STUDIO DESKTOP

## Instant Studio

Lexicon's new Omega studio desktop recording bundle is an integrated computer package. It combines the company's Omega Studio USB recording interface with Steinberg Cubase LE 4 multitrack audio and MIDI recording software, the Lexicon Pantheon VST reverb plug-in, an AKG D 88 S lead vocal microphone, and a mic cable. The bundle transforms any PC or Mac into a 24-bit recording studio. [lexicon.com](http://lexicon.com)



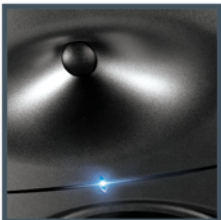
# Pure. Precise. Inspired.

The way your mix should be. For decades, three legendary names have been heard in the world's top recording studios and have been inspired to give you the tools to take your recordings to the highest level. When the output needs to be as pure as what you put in, AKG, JBL, and Lexicon are the clear choice.



## AKG C 214 Large-Diaphragm Condenser Microphone

The capsule of the renowned C 414 and patented Back-Plate Technology give the new AKG C 214 the robustness to handle very high SPL, and the sensitivity to capture the subtle detail of vocals and orchestral instruments. Exceptional AKG performance at an affordable price. [www.akg.com](http://www.akg.com)



## LSR2300 Series Studio Monitors

The new JBL LSR2300 Series Studio Monitors were developed with today's production styles in mind, delivering exceptional low frequency response, high output and greater accuracy in any room. At price points within reach of any studio. Professional just became more attainable. [www.jblpro.com](http://www.jblpro.com)



## I-ONIX U22, U42S, U82S Recording Interfaces

Brilliantly designed to fit between your keyboard and monitor so all the controls are at your fingertips, the I-ONIX Series transform your computer into a professional 24-bit / 96 kHz digital recording studio with exceptional sound quality to capture every subtle nuance of your performance. [www.lexiconpro.com](http://www.lexiconpro.com)

### AUDIX | FUSION MICS

## Fusion Sounds

Audix's newly designed Fusion series consists of four models: the f2, f5 and f6 dynamics, as well as the f9 condenser. Each is available individually or in three new mic packages: the FP4, FP5 and FP7. Models f2, f5 and f6 feature low-mass diaphragms for transient response and directional hypercardioid polar patterns. The f9 condenser has a 16-mm gold vapor diaphragm and cardioid polar pattern, as well as a dynamic range of 115 dB.

{[audixusa.com](http://audixusa.com)}



### AKG | PERCEPTION 120

## Desktop Performance

AKG is now offering the Perception 120 USB microphone. It provides studio-quality sound performance without requiring any installation or drivers.

This plug-and-play device lets users create podcasts, voiceovers and studio-quality rehearsal recordings quickly and easily.

It works with Windows XP, Windows Vista, Mac OS X and the new Windows 7. The Perception 120 comes with a tripod table stand, swivel mount and USB cable. {[akg.com](http://akg.com)}



### CAD | 1600VP, 1700VP

## Stage Mic

The new Cad Audio/Astatic Commercial 1600VP and 1700VP are continuously variable pattern condenser recording mic systems with a remote polar control design. Intended to hang from a ceiling, the 1600VP (pictured) is ideal for choirs, stage productions and conference rooms. It enables easy polar pattern control without requiring ladders for access to the microphone.

The 1700VP is supplied with a low-profile 56-inch carbon fiber boom for mic stand mounting and is effective for miking instruments where a traditional suspended microphone is inappropriate.

{[cadaudio.com](http://cadaudio.com)}

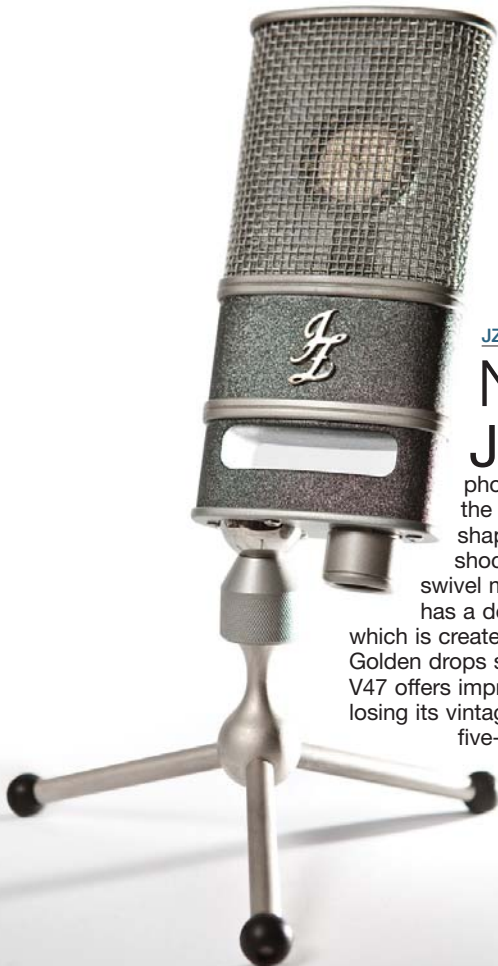


### JZ | V47

## New Classic

JZ Microphones has introduced the first microphone in its Vintage series, the V47. It features a flask-shaped design with built-in shock-mounting system and swivel mount. The microphone has a double diaphragm capsule, which is created using JZ patented Golden drops sputtering technology. The V47 offers improved electronics without losing its vintage sound. JZ provides a five-year warranty for each V47 purchase.

{[jzmic.com](http://jzmic.com)}





**SAMSON | Q2U RECORDING PACK**

## Go Live

Samson Technologies now offers the Q2U recording pack with HP20 headphones. The Q2U is a high-quality mic designed to meet live sound and digital audio recording needs. It features both an XLR output and a USB I/O that can be plugged directly into a live sound console or a computer with a USB input. The Q2U also features a built-in 3.5-mm stereo headphone jack output with volume control for no-latency monitoring during recording. MSRP: \$89. [samsontech.com](http://samsontech.com)

**AUDIO-TECHNICA | AT4050ST**

## A-T in Stereo

Audio-Technica's AT4050ST is a stereo side-address externally polarized condenser mic with independent cardioid and figure-of-eight elements. It offers recordists the choice of a left-right stereo output (wide 127 degrees or narrow 90 degrees) via the microphone's internal matrixing system or discrete mid-side signals for later manipulation. The microphone is equipped with a switchable 10 dB pad and a switchable 80 Hz high-pass filter. MSRP: \$1,625.

[audio-technica.com](http://audio-technica.com)



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**I**zotope and eMedia have launched iZotope Music and Speech Cleaner, an audio cleanup suite. The intuitive, step-by-step interface guides users through the cleanup process. It works with software, such as Apple iMovie or Adobe Premiere Elements. Cleaned files can also be imported into iTunes to create MP3 or AAC files and then burned to an audio CD. MSRP: \$39.95.

[izotope.com](http://izotope.com);  
[emediamusic.com](http://emediamusic.com)



FABFILTER SOFTWARE | PRO-Q

### Clutter-Free Interface

**T**he latest addition to FabFilter's Pro plug-in range is an EQ that delivers clean sound with an intuitive, clutter-free interface. With



Pro-Q, it's easy to create and edit up to 24 EQ bands with multiple curves. The Pro-Q offers the option to switch to a linear phase mode with adjustable latency. There's also a built-in, real-time frequency analyzer that gives instant visual feedback of your signal's frequency content. The plug-in can be used on Windows and Mac OS X in VST and VST 3, RTAS, and Audio Units plug-in formats. [fabfilter.com](http://fabfilter.com)

STUDIO DEVIL | AMP MODELER PRO

### Tone From Hell

**S**tudio Devil has released the Amp Modeler Pro. This plug-in features authentic tube guitar amplifier realism bundled with effects and a low-processing impulse modeler. It has 15 pre-amp models for a range of playing styles.

The plug-in also provides a seven-band graphic EQ with master level, three modes and pre/post switch to position EQ either at the input of the amp or in the send-return loop for pre or post distortion. A built-in chromatic tuner and level meters stay in tune and help maximize the signal level. MSRP: \$99.

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



WAVES AUDIO | WAVESLIVE MULTIRACK

### New Wave Live Sound

**W**aves Audio is now shipping WavesLive MultiRack, a plug-in platform designed for live sound. MultiRack is a software host that lets front-of-house and monitor engineers run multiple simultaneous instances of the same Native Waves plug-ins used in recording studios and mixing rooms. Armed with a laptop, I/O box and MultiRack, users can shape their live sound with precision and do away with racks of effects units. It features easy setup with advanced preset capabilities and an intuitive workflow, which facilitates a smooth transition from traditional hardware-based systems to the live digital realm. [waveslive.com](http://waveslive.com)



TC-HELICON | VOICETONE HARMONY-G XT

# Finding Perfect Harmony

TC-Helicon has improved on the VoiceTone Harmony-G vocal pedal with more features and improved harmonies. The result is the VoiceTone Harmony-G XT. It's specifically designed for the singing guitarist. Whether creating vocal harmonies that automatically follow a guitar input, smoothing vocal performances with the live engineer effects or applying one of the 18 combinations of specifically tailored combinations of effects, Harmony-G XT can transform any vocal showcase into a fully produced performance. [tc-helicon.com](http://tc-helicon.com)



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**ENTANGLED SPECIES**  
STRING STUDIO VS-1 SOUND BANK  
by DAVID KRISTIAN



A|A|S

APPLIED ACOUSTICS | ENTANGLED SPECIES

# Sound Species

Applied Acoustics Systems has unveiled the Entangled Species sound bank for String Studio VS-1, created by composer and sound designer David Kristian. This is the company's second sound bank title for String Studio VS-1. The 128 presets cover arpeggiators, pads, loopers, synthesizers, keyboards, noises and sound effects. MSRP: \$39.

[applied-acoustics.com](http://applied-acoustics.com)

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KJ Sawka – *Drum 'n' Bass*  
Blake Lewis – *American Idol*  
Special Guests

For more details visit [behringer.com/namm](http://behringer.com/namm)

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





# THE GEAR GUIDE

## DJ & LIGHTING



DJ TECH | I-MIX RELOAD MKII

## Plug In & Scratch

The i-Mix Reload MKII from DJ Tech is a new DJ control surface that contains everything DJs need to plug into any club's house P.A. and perform. This high-quality, lightweight, rugged DJ device is a hardware controller for a DJ's preferred software. It's also fully optimized to work with Traktor Pro and Deckadance. All the moving parts and controls deliver precision performance. A clean, high-quality sound card feeds pristine audio signal to two stereo outputs and the performer's headphones. The unit's resistant ABS housing stays in place even when fast-scratch technique gets aggressive. MSRP: \$379.

{[djtechpro.com](http://djtechpro.com)}

KORG | KAOSILATOR PRO

## Professional Kaoss

Korg has added the Kaossilator Pro to its Kaoss line. This touchpad-based synthesizer offers built-in sounds for a range of genres. PCM samples have been added to the DSP engine, yielding 20 drum hits and 25 preset drum patterns. In all, there are 200 programs available, including 15 vocoder programs that can process an external audio signal. [korg.com](http://korg.com)



MBT | SM1 Li'l SNOW BLOWER

## Blizzard Forecasted

MBT Lighting now offers a new snow blower machine, the SM1 Li'l Snow Blower.

The SM1 is a full-powered snow machine that features a compact, lightweight plastic case. It creates simulated snowflake output and comes with an on/off remote on a 30-foot cable. The snow machine uses SMFG snow fluid, which is not included. The SM1 offers a unique special effect for dance floors or can be used in theater productions and movies. MSRP: \$119. [mbtlighting.com](http://mbtlighting.com)

DENON DJ | DN-HP500 HEADPHONES

## Endurance Listening

Denon DJ is now shipping the DN-HP500 professional headphones. The DN-HP500s are stylish, entry-level DJ headphones that, like Denon DJ's HP1000 and HP700 models, produce clean, vibrant audio while withstanding DJs' high-volume demands.

The DN-HP500 features 1,300 mW input power, a 40-mm driver, 40 ohms impedance, 103 dB output, 10–28 kHz frequency response and a 90-degree swivel mechanism. It also offers comfortable earpads and headband. [denondj.com](http://denondj.com)



STANTON | M.207 MIXER

## DJ Raves

Stanton has launched the affordable M.207 mixer. The M.207 takes the clean fader area of the SA-5 mixer and combines it with advanced post-fader, BPM-synchronized digital effects. Those effects are controlled by the FX glide control surface — the same touch-sensitive technology used in the SCS.3 series of MIDI controllers.

Performance of all three faders can be completely customized, with variable curve control, fader reverse, channel reverse, fader start and hamster switch. The M.207 fits DJs of all experience levels. [stantondj.com](http://stantondj.com)





ELATION | PLATINUM SPOT 5R

## Intelligent Design

Elation Professional has introduced an intelligent spot/wash moving head, the Platinum Spot 5R. Producing rich colors, it includes eight dichroic colors with eight rotating and 14 static gobos. It also has a rotating prism effect and motorized iris and focus. Along with new light source technology, the 5R has superior optics for a flat, even light field. [elationlighting.com](http://elationlighting.com)



CHAUVET | INTIMIDATOR SPOT XYZ

## Intimidating Angles

Chauvet's new Intimidator Spot XYZ fixture uses three axis of motion to create unique positions and effects. This moving yoke spot lets the operator angle the light in any position, including diagonally. It comes with a 60-watt white LED and 11 or 16 channels of DMX control. The unit has built-in sound-activated programs via master/slave. It also offers user-selectable basic or advanced operating modes. Pan and tilt are user-assignable, offering more precise coverage by adjusting the range of movement to within 180, 360 or 540 degrees of the two pans and tilt.

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



# AVANTONE

## Something's Bubbling

Booth 6985 Hall A



Avant Electronics - [www.avantelectronics.com](http://www.avantelectronics.com)

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# THE GEAR GUIDE

## DRUMS & PERCUSSION



STAGG | EX CYMBALS

### EX-treme Range

Stagg's new EX cymbal range uses B8 bronze alloy, which is 92-percent copper and 8-percent tin. Hand-hammered and hand-lathed to exacting specifications, the cymbals provide a consistent, bright, rocky sound. The EX range offers an ideal upgrade for a starter kit or can be used as an add-on pack for an intermediate kit. ([staggmusic.com](http://staggmusic.com))

MEINL | FX HATS

### Tribal Hats

Meinl has added an 8-inch and 10-inch FX hat to its Generation X line of cymbals. The hi-hats provide a sharp, cutting sound. Made from FX9 alloy, they feature a brilliant finish and laser-engraved tribal design. MSRP: 8-inch pair, \$276; 10-inch pair, \$314. [meinlcymbals.com](http://meinlcymbals.com)



SABIAN | VAULT THREE-POINT RIDE

### Tri-Tone Ride

The new Sabian 21-inch Vault Three-Point Ride offers a dark, smokey tone with varying nuances across three distinct playing surfaces. An unlathed control ring around the center produces tight, glassy sounds while the lathed area between the ring and the bell delivers more point. [sabian.com](http://sabian.com)

LP | ASPIRE  
SANTANA ABRAXAS

### Abraxas-Branded Gear

LP is celebrating its relationship with Carlos Santana via the new Aspire model congas and bongos (pictured), which feature artwork from his 1970 album, *Abraxas*. LP's Aspire Santana Abraxas Angel congas feature 28-inch-tall Siam oak shells in a 10- and 11-inch conga set. They are fitted with natural rawhide heads. The 8-inch bongos offer the same construction features as the congas. MSRP: \$80-\$339. [lpmusic.com](http://lpmusic.com)



Photo by Karen Solem



PAISTE | PST PACKAGING

# Paiste Boxed Up

Paiste has launched updated packaging for its PST series boxed cymbal sets. The design features the look of a road hardcase decorated with Polaroid-style pictures of Paiste artists and backstage passes from their touring concerts. The new look is intended to capture the imagination of young players. [paiste.com](http://paiste.com)



# THE BEATLES



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guitar straps and picks



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REMO | DOUMBK

# Remo Goes Skyndeeep

Remo's new External Tuning Soloist doumbek features the company's Skyndeeep Fish Skin graphic drumhead seated directly on the Acousticon drum shell bearing edge. This contact with the drum shell produces a pronounced doum-bass tone and bright tek tone. The new model is available in three sizes: 8-inch, 9-inch and 10-inch. Each comes with a unique metalized finish. MSRP: 8-inch, \$370.75; 9-inch, \$386.50; 10-inch, \$402.25. [remo.com](http://remo.com)



TYCOON | CONCERTO SPECTRUM

# Color-Changing Congas

Tycoon Percussion has launched the Concerto Spectrum series congas. They feature a high-gloss pearlescent finish in a choice of red, blue and green color options. The finish appears to change colors depending on the viewing angle and lighting. The drums are 30 inches tall. [tycoonpercussion.com](http://tycoonpercussion.com)



# GEAR >

## DRUMS & PERCUSSION

GIBRALTAR | CHROME RACKS

### Chrome Tough

Gibraltar has expanded its professional Road series with chrome racks and clamps. The new Two-Post Road series chrome rack employs curved vertical bars along with horizontal bars for maximum placement options and image. Two curved wing extensions provide additional mounting space for extra cymbals and mounted accessories. MSRP: \$550. [gibraltarhardware.com](http://gibraltarhardware.com)



YAMAHA | ROCK TOUR

### On Tour

Yamaha Drums' new Rock Tour drum set is constructed with mahogany shells in sizes that are ideal for rockers. The kit offers pro features, such as Yamaha's staggered diagonal seam air seal system construction. This ensures that each shell is perfectly round and eliminates gaps in the bearing edges. As part of its roll-out, Yamaha will give kits to selected young, unsigned drummers who will post online videos of the kit in action along with other content. [yamahadrums.com](http://yamahadrums.com)

PEARL | E-PRO

### The Real Deal

Pearl's new E-Pro Live is an electronic drum set that looks, feels and sounds like real drums. The authentic look of the E-Pro Live starts with the real sizes of the drums. The set features 10-, 12- and 14-inch toms, a 14-inch snare drum, and a 20-inch bass drum.

Real wood shells, drum hardware and drum finishes adorn both versions of E-Pro Live. The rich drum and percussion sounds are generated from the r.e.d.box drum module. Its 128 MB RAM capacity accommodates 1,000 high-definition sounds, 100 kits, plus space for 100 user-created kits. [pearldrums.com](http://pearldrums.com)







BRADY | SPOTTED GUM PLY KITS

## Dense Timbre

Australia's Brady Drums has introduced the Spotted Gum range of ply shell snare drums and drum kits. The new range is handcrafted from thin shells of spotted gum, a very dense eucalypt timber species with an interlocked grain. All Spotted Gum drums are only available in their natural timber finish.

{bradydrums.com.au}



MAPEX | VOYAGER SERIES

## A New Voyage

Mapex's Voyager series includes a full set of new Mapex 330 series hardware, a padded throne, an optional set of Mapex cymbals and an instructional DVD. The Voyager features 7.2-mm basswood shells with newly designed, low-mass lugs. These small-profile lugs are mounted to the shell using only a single point of contact, minimizing the holes drilled into the shell. The Voyager series comes with Remo drumheads, including a self-muffling bass drum batter head. MSRP: starts at \$729.

{mapex.com}



GRETSCH | CATALINA CLUB ROCK

## Club Player

Gretsch's new Catalina Club Rock four-piece shell pack features mahogany shells and 30-degree bearing edges for a warm, classic rock sound. The 13-inch tom includes a mini GTS tom suspension system to maximize tonal resonance. It's mounted onto the bass drum with Gretsch's ball-socket single tom mount for placement and stability. The UV gloss lacquer produces a glassy, ebony gloss finish. MSRP: \$1,230.

{gretschdrums.com}



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DIXON | PEDAL BOARDS

## Smooth Design

Dixon has given its pedal board design a facelift for 2010. Featuring a slim design, the updated pedal board provides smooth action with a clean, simple feel. New pedal boards can be found on the 711, 711DB, 811, 811DB, 911 and 911DB bass drum. MSRP: 711, \$88.25; 711DB, \$234.99; 811, \$109.99; 811DB, \$289.99; 911, \$164.99; 911DB, \$349.99; 911DB-L Lefty, \$349.99. [dixondrums.net](http://dixondrums.net)



KICKPORT | BASS DRUM AMP

## Instant Improvement

The new KickPort offers optimum tone control, tuning and mic placement, and it's easy to install. The unit slows the air exiting the drum by restricting and compressing the airflow through its tube, and then allows the rapid expansion or relaxation of the air through its flared opening. At the same time, it enhances the low frequencies and dampens the vibration of the head. [kickport.com](http://kickport.com)



VIC FIRTH | BILL BACHMAN SIGNATURE

## The Billy Club

Vic Firth's Bill Bachman Billy Club Signature is a new multi-tenor stick crafted from Sta-Pac for strength and density. The short length makes it easier to move in and out of crosses all around the drums, and the additional weight creates a quick rebound. MSRP: \$38.50. [vicfirth.com](http://vicfirth.com)



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# THE GEAR GUIDE



## BAND & ORCHESTRA



ANTIGUA WINDS | AS4240CB

### Power to Command

The new Antigua AS4240CB Pro Power Bell alto saxophone offers a contemporary design, premium materials and roadworthy reliability. It features a large bell flare and fully ribbed construction with double key arms on the low B, Bb and C keys. The sax also has contoured palm keys and leather pads with domed metal resonators. Each Power Bell is hand-engraved and available in a variety of finishes. It comes in a classic tweed-covered hard-shell case. {[antiguawinds.com](http://antiguawinds.com)}

Photo by Karen Solem

# GEAR >

## BAND & ORCHESTRA



### MAJESTIC | CONCERT TIMPANI

## Movable Timpani

The new Concert series is the lightest series of Majestic timpani. The block pedal offers smooth, light action over the entire range of nearly one octave due to a newly designed spring-assisted mechanism. This pedal, in combination with the retractable four-leg design, enables an extended range of height adjustability that's ideal for drum set use in pit orchestra settings. [jupitermusic.com](http://jupitermusic.com)



### SONARÉ WINDS | 500 MODEL

## Trumpet Sounded

Sonaré Winds has introduced a new 500 model intermediate trumpet. This model features a Blackburn-designed brass leadpipe and MicroLok adjustable valve guide system. It comes in a lacquer finish and features black pearl buttons. MSRP: \$899.

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

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JUPITER | XO BASS TROMBONES

## New Jupiter Bass Bones

Jupiter now offers two configurations of its XO bass trombones. The 1240L-T (pictured) features a .571-inch bore and open-wrap design. It also incorporates an independent Dual Thayer rotor valve assembly. The XO 1242L bass trombone features a .562-inch bore, open wrap, offset dependent rotor and mechanical-link tapered rotary valves. **{jupiter music.com}**



DUSTY STRINGS | CRESCENDO 34

## Student Harp

Dusty Strings has released the Crescendo 34, a new mid-priced lever harp. Intended for teachers, students and enthusiasts, the harp features a bright and resonant sound. The Crescendo 34 offers an octave range of four and three quarters that's well-suited to meet the growing recreational market. MSRP: \$2,995. **{dustystrings.com}**

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# GEAR >

## BAND & ORCHESTRA



YAMAHA | YAS-875EXW

### White Diamond

Yamaha has released the YAS-875EXW saxophone, which features white and gold lacquering in honor of the company's 50th anniversary of making instruments in the United States. The YAS-875EXW offers a smooth, fast response along with a deep, refined sound. It comes with a quick and nimble action, a wide dynamic range, greater projection, and an authoritative tone. Only 50 models of the YAS-875EXW will be produced, and the saxophone will be available for a limited time. [yamaha.com](http://yamaha.com)

KMC MUSIC |  
BECK SYMPHONY

### Super-Sized

KMC Music has debuted Beck Symphony Satin stringed instruments in larger sizes. They're crafted from aged tonewoods with solid spruce tops and lightly flamed maple backs and sides, then finished in a brown satin lacquer. These instruments are available in several outfit configurations with a choice of a wood horsehair or Glasser horsehair bow. [kmconline.com](http://kmconline.com)



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D'ADDARIO | NS ELECTRIC STRINGS

## Strung Up

D'Addario has teamed up with Ned Steinberger to create the new NS electric strings. They offer rich tone and expressive nuance and will work well for subtle expression in acoustic instruments. The strings are available for standard electric bowed instruments, such as violin, viola and cello. The traditional double bass set offers warm tones, while the contemporary double bass produces a bright sound and features lower tension. [daddariobowed.com](http://daddariobowed.com)



PHAETON | PHT-2500

## Retooled Flugel

Phaedon Trumpet recently rolled out a new version of its PHT-2500 flugelhorn. This instrument features the straight air column design within the piston cluster. Its free-blowing horn projects a full sound with a solid focus. The large rose brass bell has remained unchanged, along with the Phaedon bracing throughout the horn. MSRP: \$1,485. [pjamusic.com](http://pjamusic.com)



CAVANAUGH | COLORED ROSIN

## Colorful Clarity

Super-Sensitive Musical String has introduced a colorful collection of hypoallergenic rosin. Made from a synthetic hydrocarbon resin compound, Clarity Spectrum improves the performance of rosin, producing better grab and string response. It's non-corrosive to instrument varnish and can be used on all instruments. MSRP: \$16.21. [supersensitive.com](http://supersensitive.com)

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[www.mackie.com](http://www.mackie.com)

# THE GEAR GUIDE

## PIANOS & KEYBOARDS

YAMAHA | CP SERIES

### Acoustic Recreated

Yamaha has introduced a completely redesigned lineup of CP series stage pianos. This line includes the CP1, CP5 and CP50. The flagship CP1 (pictured) features new NW-Stage weighted wooden keys and spectral component modeling tone-generation technology, which recreates the sounds of 17 Yamaha acoustic pianos. MSRP: CP1, \$5,999; CP5, \$3,299; CP50, \$2,199.99. [yamaha.com](http://yamaha.com)



Photo by Karen Solem

WESSELL, NICKEL &amp; GROSS | COMPOSITE PIANO

## Consistent Action

Wessell, Nickel and Gross is currently seeking pianists to play and evaluate its new composition actions. WNG action parts offer strength and consistency that's unaffected by climate changes. This new invention is intended for any pianist whose livelihood depends on a responsive action, clarity of tone, fuller sound and greater sound projection.

{wessell  
nickeland  
gross.com}



YOUNG CHANG | X-PRO

## Extreme Pro

Young, Chang and Weber have released the X-Pro series of professional digital pianos. This series features the PC 3 X system and provides synthesizing functions unlike most digital pianos. The X-Pro series also boasts Fatar GP 40L keyboards, 800-plus programmable sounds, 16-track recorders and 881 presets. The pianos are available in baby and mini grand, as well as upright.

{youngchang.com}

WYMAN | ORLA SERIES

## Growing Family

Wyman is now offering two new Orla Ensemble digital pianos, expanding its Ensemble series to a total of three models. The Orla CDP45 is an Ensemble piano in a traditional digital piano cabinet. The Orla Grand 450 is an Ensemble piano in a digital grand cabinet. Both new models feature an 88-note graduated hammer action keyboard; 476 authentic orchestral sounds, including Orla's XM sound library; and an extensive style section with 260 styles. Other styles can be loaded via the USB port, and the player can also use a USB memory stick to record musical data or play back MIDI files. {wymanpiano.com}





SCHIMMEL | C116 MODERN CUBUS

## New Brother

Schimmel has released the C116 Modern Cubus. A sibling to the company's C116 Modern model, the C116 Modern Cubus boasts new manufacturing technologies and materials, such as anodized aluminum.

{schimmel-piano.de}

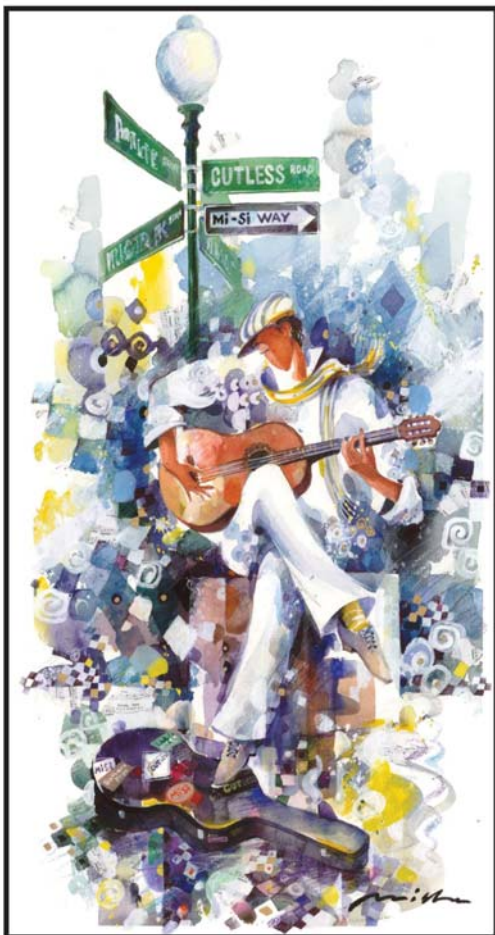


STEINWAY | BOSTON PERFORMANCE EDITION

## Boston Performs

The Steinway-designed Boston Piano line was recently enhanced with the new Performance Edition series. Performance Edition pianos feature improvements in materials, specifications and performance in a mid-level price range. A maple inner rim increases structural integrity and improves the tone by isolating the soundboard. The patented Octagrip Pinblock provides a smoother pin turn.

{steinway.com}



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# GEAR >

## PIANOS & KEYBOARDS

STUDIOLOGIC | NUMA NANO

### Portable Piano

Studiologic has released the Numa Nano portable, professional 88-note controller. This mobile controller features Fatar's Grand Touch hammer action keyboard, assignable aftertouch and multiple velocity dynamic curve memory locations. [americanmusicandsound.com](http://americanmusicandsound.com)



SKB | 1SKB-44AX

### Travel Wise

SKB has added the 1SKB-44AX to its line of keyboard cases. This new addition is a hardshell model that was designed specifically for the Roland AX-Synth. The case features a patented fiberglass-reinforced nylon trigger-release latching system with a TSA-recognized locking latch. The lock enables users to lock their cases but still be inspected for airline security. [skbcases.com](http://skbcases.com)



[www.aristidesinstruments.com](http://www.aristidesinstruments.com)

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ROLAND | VR-700


### All-in-One VR

Roland's new V-Combo VR-700 features the company's Virtual Tonewheel organ and 88-key multi-sampled piano and pro synthesizer sounds. It's intended for players who need an all-in-one keyboard for a variety of genres. The amplifier and rotary simulator reproduce the sounds needed for jazz, rock, funk or gospel, while the 76-key waterfall action captures the feel of a vintage organ. With the D beam, players can create organ-specific effects. MSRP: \$2,329. [rolandus.com](http://rolandus.com)

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KURZWEIL | PC3LE SERIES

## The Wait is Over

Kurzweil's PC3LE6, PC3LE7 and PC3LE8 performance controller keyboards are now shipping. The keyboards feature Kurzweil's PC3 with a new streamlined, intelligent user interface. The 61-, 76- and 88-note professional keyboards provide natural, semi-weighted actions with velocity- and aftertouch-sensitive keys.

Their user interfaces are designed for a quick learning curve and ease of use. Move any knob, button or wheel and the LE will display the name, value and parameter being controlled. All changes are tracked in real time, including changes to effects chains.

Keyboard setup is fast and flexible. Setup mode enables the LEs to act as MIDI controllers, with 16 independent, fully programmable arpeggiators that can be mapped to 16 zones and 16 simultaneous riffs.

{kurzweil.com}



GATOR CASES | ATA KEYBOARD CASES

## Revised Case

Gator Cases has revised its entire line of polyethylene ATA keyboard cases. From the new adjustable interior to the sleek exterior style, Gator has given the series a complete overhaul. It has also upgraded to TSA-approved latches for traveling musicians. The cases come in sizes ranging from the 49-note model to the 88-note model. The new adjustable interior is customizable to the various contours and shapes of each keyboard.

{gatorcases.com}

PIANODISC | IQ PACKAGES

## Bundles of Technology

PianoDisc now offers iQ Packages, bundles of popular and emerging media delivery devices, hardware and software, that let a dealer customize iQ to suit his or her customers. DVD players, Oppo Blu-ray players, netbooks and iPods are just some of iQ's performance partners.

The iQ DVD package features an iQ DVD player, television and PianoVideo pack. {pianodisc.com}



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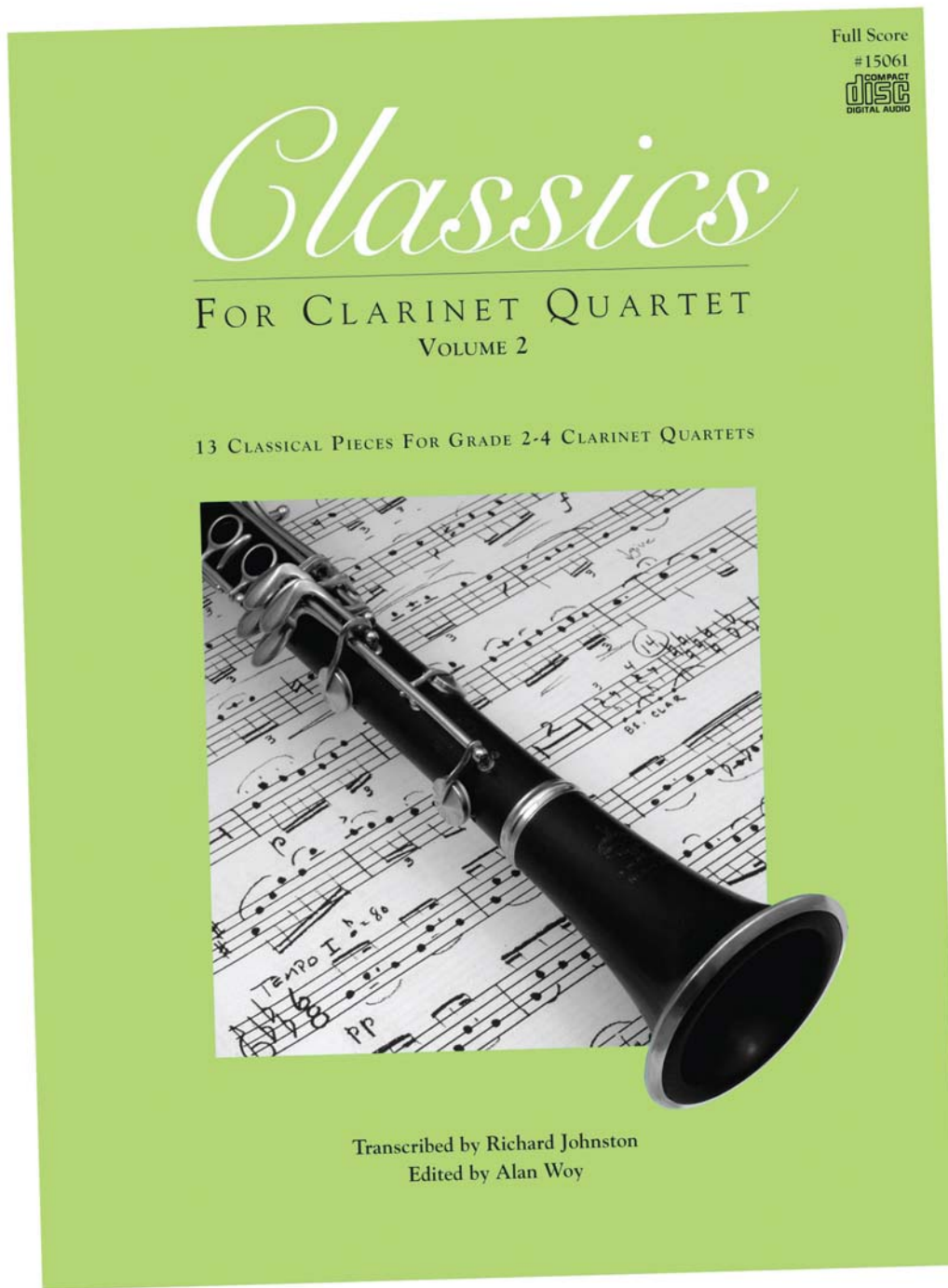
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# THE GEAR GUIDE

## PRINT & MULTIMEDIA



KENDOR | 'CLASSICS  
FOR CLARINET'

## Classic Clarinet Challenge

**K**endor has released *Classics For Clarinet Quartet Volume 2*. This book offers a variety of musical styles to stimulate and challenge second- to fourth-grade clarinet quartets. The full-score book includes a CD performed by the Potsdam Clarinet Quartet containing full versions of all 13 titles in the collection. These include "The Happy Farmer," "Mazurka," "Waltz," "Beau Soir" and "Molto Lento." MSRP: \$5.50-\$32.95.

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

ROCK HOUSE | 'BLUES GUITAR' DVD

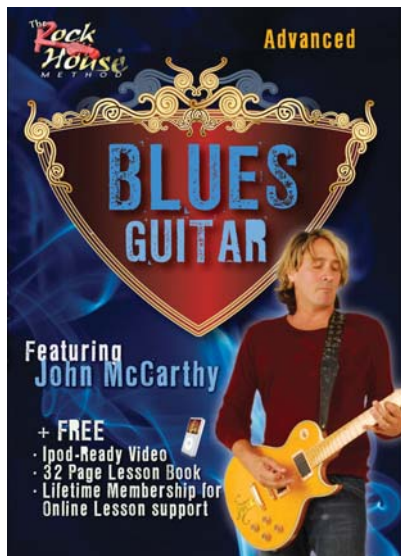
### Rock House of Blues

Rock House, now distributed by Hal Leonard, has released *The Rock House Method Blues Guitar, Advanced*.

This DVD builds on the techniques learned in the earlier edition. Guitarist John McCarthy instructs players on how to master blues skills, such as blues endings, turnarounds, melodic blues, the circle of fourths and slide techniques. The DVD also shows rakes and advanced bending.

MSRP: \$19.99.

{[rockhousemethod.com](http://rockhousemethod.com)}



MJS MUSIC | ACOUSTIC INSTRUCTION METHOD

### Take It Easy

MJS Music and Entertainment has revamped its beginner guitar DVD with an all-acoustic instruction method. The latest edition to the Easy Guitar series is the *Easy Acoustic Guitar DVD: Beginner Basics And Beyond*. It instructs on how to read music with notation, tab and charts, as well as individual notes, chords and songs. MSRP: \$12.95.

{[mjspublications.com](http://mjspublications.com)}

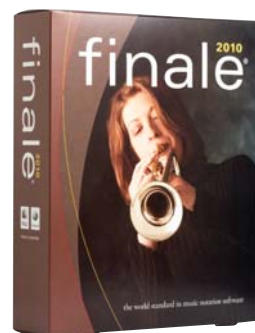


MAKEMUSIC | FINALE 2010

### 2010 Has Arrived

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{[makemusic.com](http://makemusic.com)}



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EMEDIA | NEW GUITAR METHOD

### Smart Software

eMedia has released *Guitar Method 5.0*. It comes with audio recognition software that can listen to a student playing and show whether or not the correct notes are being hit. The software features more than 180 lessons, 50 videos and more than 70 popular songs by such artists as Bob Dylan and Rolling Stones. MSRP: \$59.95. {[emediamusic.com](http://emediamusic.com)}



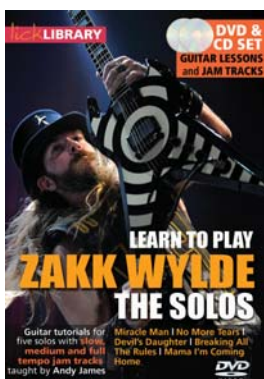


LICK LIBRARY | THE SOLOS SERIES

# Wylde Solos

Lick Library's Learn to Play—The Solos series now includes a title from Zakk Wylde, guitarist for Ozzy Osbourne. The DVD includes a CD of professionally recorded guitar jam backing tracks and full solo performances that can be played at three different speeds. It also breaks down the solos into easy-to-learn sections.

{[licklibrary.com](http://licklibrary.com)}



HOMESPUN | BANJO SONGBOOK

# At Home With Martin

Homespun Music Instruction has released *The Crow: New Songs For The Five-String Banjo* by comedian, actor and musician Steve Martin.

The 40-page book features tablature, transcriptions and commentary from Martin for players who are interested in learning the songs off his award-winning Rounder album.

{[homespuntales.com](http://homespuntales.com)}



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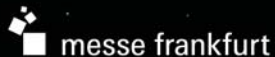
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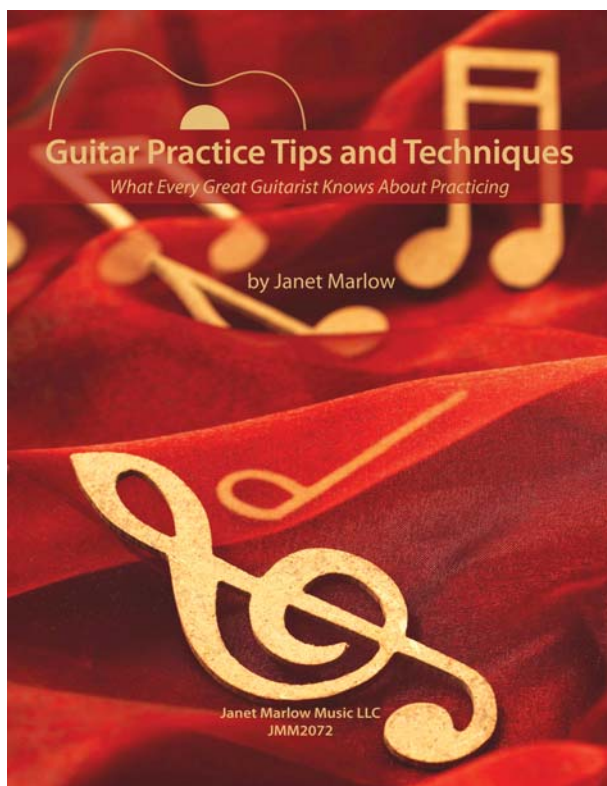
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JANET MARLOW |  
PRACTICE METHOD

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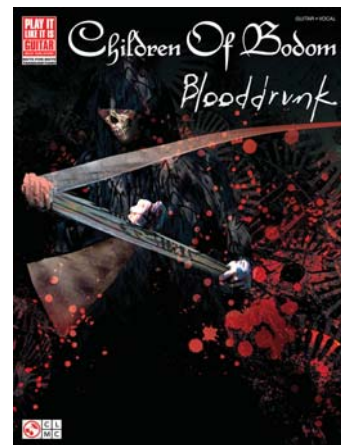
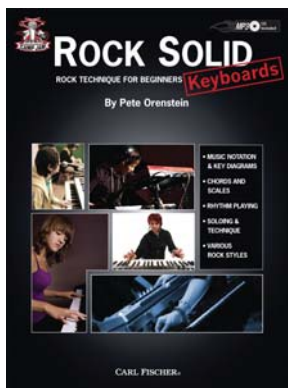
Guitar technique and contemporary composition teacher Janet Marlow has released her own book, *Guitar Practice Tips And Techniques: What Every Great Guitarist Knows About Practicing*. Marlow offers shortcut training methods to cut to the core of the player's practicing problems and creates a solution to master necessary skills. Topics include evaluating practice, the first principle of great practice and the three stages of practicing. [janetmarlowmusic.com](http://janetmarlowmusic.com)



CARL FISCHER | CAMP JAM SERIES

## Rocker Ready

Carl Fischer has teamed up with Camp Jam, a summer rock camp for both kids and adults, to create the Rock Solid series. This line is designed to guide aspiring rock musicians from the beginner level to playing in a rock band. The series features *Rock Solid: Guitar*, *Rock Solid: Bass*, *Rock Solid: Keyboard* and *Rock Solid: Drums*. MSRP: \$19.95–\$24.95. [carlfischer.com](http://carlfischer.com)



CHERRY LANE |  
'CHILDREN OF BODOM'

## Play Metal

Cherry Lane has released a Play-It-Like-It-Is guitar folio of *Blooddrunk*, the latest album from Finnish death metal band Children of Bodom. The book provides notes and tabs for all of the songs on Children of Bodom's CD, including "Die For Nothing," which is featured in *Guitar Hero 5*. [cherrylane.com](http://cherrylane.com)

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[www.knorrbeeswax.com](http://www.knorrbeeswax.com)

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We've sold numerous units to schools via our road staff, especially for drum majors and lead percussionists. Indoors, the BodyBeat is particularly good for drummers because they can't drown out the click of a normal metronome.

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**Reese Marin**  
Bellevue American Music  
Bellevue, Wash.

People come to us because they know they get great information. Yamaha is doing extremely well because it has a good-quality guitar with a great value. It's a great guitar for the dollar. The Christmas season saw low- to mid-range shopping, so this instrument is perfect for that time of the year.

Peavey has been talking about its new power amps, the IPR power amplifiers, for a long time. I haven't seen them yet. There are many variations on the scene, and it has been that way for a long time. The IPR is supposed to be incredibly lightweight and very efficient, so it will be great when it comes out.

>>>

**James Bethea**  
The Perfect Bass/The Perfect Guitar  
Baton Rouge, La.

The Music Man Dargie Delight II series of guitars and basses has done really well. Being a limited-edition and a follow-up to a successful first run a year or so ago, it has been a fast seller for us.

Aguilar came out with the Octamizer and Tone Hammer pedals, and I hope to see more effects from them. It's a great company with great products.

I think the most important contributor to our success with gear is that our staff really knows our product offerings. We don't just sell gear, we are a resource for our customers.



Photo by Marianne Williams

>>>

**Skip  
Maggiora**  
Skip's Music  
Sacramento, Calif.

## What new gear or technologies have got you fired up?

Without a doubt, the hottest product of 2009 for Skip's Music was the QSC K series powered speakers. The quality so outperformed other comparative products that it completely excited my employees to the point that they were demonstrating the speakers to customers who weren't even shopping for speakers.

I enjoyed sales that were being stimulated by want and desire, not just need. I also found that during the tough economy those customers who were coming in planning to buy lesser-priced speakers were easily convinced of the higher value of the

upgraded product and comfortably justified their higher expenditures.

Another brand that has been a great seller for us is TC-Helicon. Once again, our staff was very excited to demonstrate the newest technology in vocal effect processors and was proud to tell customers just how affordable they are. The top performer for us has been the Harmony-G, but all their Voicetone products sell well.

One of the most unique and surprising products that surfaced this year was the Morpheus Droptune polyphonic pitch pedal, which effectively drops your guitar to your tuning

of choice. There is no competition that I know of for this product, and it's only \$199.

While new technology has played a big role in exciting new sales at Skip's Music, there just doesn't seem to be enough being introduced.

I can only hope that more manufacturers in our industry will see that reinvesting in new product development and technology during tough times is more important than ever for our industry's success as a whole. It is the new product introductions that will drive consumers to want and spend in the tough years ahead.

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