

FOR PROGRESSIVE MUSIC RETAILERS

music i n c®

OCTOBER 2010 | MUSICINCMAG.COM

Three Big Mistakes Retailers Make

{PAGE 46}

Skip's Stairway to Stardom at 30

{PAGE 16}

Bandsource Beats Growth Projections

{PAGE 13}

George Quinlan of Quinlan & Fabish takes over B&O programs in jeopardy

PROTECTING SCHOOL MUSIC

How four retailers work locally to save B&O programs

PAGE 50





Orchestrating a Greener Future



By working together in harmony,
we can create a safe, beautiful and musical world.



RMP-5



JUNO-Di



AC-33



BA-330

When it comes to creating a better future, Roland sees itself as a member of a global symphony, where all the players must work together to create a beautiful environment. When we all play our part, it's much easier to ensure a safe world for generations to come.

The entire Roland group is certified for ISO 14001. We have installed a solar-power generating system to reduce our CO2 emissions. We fabricate all circuit boards in-house, allowing us to control all aspects of their production, including the use of lead-free solder. In the manufacture of keyboard keys and other plastic parts, we rigorously recycle scraps and reuse the material, resulting in no plastic waste being generated at all. These are just three examples of our efforts to minimize our environmental impact and play in harmony with an ecologically aware world.



Roland[®]

www.RolandUS.com

Where Do You Go for All the Best Magazines? HAL LEONARD!



We are proud to be the source for the best and most popular magazines your customers are looking for. Our program was developed exclusively for the music industry and makes it easier than ever to profit from magazine sales:

- guaranteed sales without tearing off covers
- 40-45% discounts based on total number of magazines ordered
- 50% discount without the guarantee option
- additional copies available at standing order discount
- and more

Call your Hal Leonard sales rep to work out a plan today!

The Hal Leonard E-Z Order Line
1-800-554-0626

 **HAL • LEONARD®**
www.halleonard.com

PUBLISHER

Frank Alkyer

EDITOR

Zach Phillips

ASSOCIATE EDITOR

Katie Kailus

CONTRIBUTING EDITORS

Ed Enright, Aaron Cohen

WEST COAST CORRESPONDENT

Sara Farr

ADVERTISING SALES MANAGER

John Cahill

WESTERN ACCOUNT EXECUTIVE

Tom Burns

CLASSIFIED AD SALES

Sue Mahal

ART DIRECTOR

Andy Williams

CONTRIBUTING DESIGNER

Ara Tirado

CIRCULATION

Kelly Grosser

BOOKKEEPING

Margaret Stevens

PRESIDENT

Kevin Maher

OFFICES

Ph (630) 941-2030 • Fax (630) 941-3210

e-mail: editor@musicincmag.com

CUSTOMER SERVICE

(877) 904-7949

Jack Maher, President 1970-2003

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

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

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

Copyright 2010 by Maher Publications Inc., all foreign rights reserved. Trademark register pending.

OTHER MAHER PUBLICATIONS:

DownBeat, UpBeat Daily

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

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

POSTMASTER: Send address changes to MUSIC INC., P.O. Box 11688, St. Paul, MN 55111-0688



Rule your stage with
LP HAND PERCUSSION.

Play the best.

LPmusic.com • hear it • learn it • buy it

©2010 Latin Percussion, Garfield, NJ

Joey Castillo / Queens of the Stone Age

DESIGNED FOR PROS ★ PRICED FOR EVERYONE

BEST IN THE SHOW

Reeves Gabrels Signature

- ★ Over 20 models starting at \$699 street.
- ★ Now's the time to get in on the HOT mid-price market!
- ★ Contact Ken Haas: 734-953-6984 or khaas@reverendguitars.com

REVEREND
reverendguitars.com

Original as Sin.



Defining tone and defying convention since the genesis of the stompbox.

Germanium⁴ Big Muff Pi Combining four NKT275 Germanium transistors, eight controls and two footswitches, it's the result of a focused modern design dripping with EH analog heritage. Individual Distortion and Overdrive sections can be used independently or stacked. Old school components merge with modern control in one wickedly versatile pedal.

Freeze Sound Retainer Capture and freeze any note or chord when you step on the momentary footswitch and sustain that sound until you release it. Play over what you capture to create harmonies and weave tonal textures. Selectable decay rates and latch mode provide icy smooth transitions and a path to guilty pleasure.

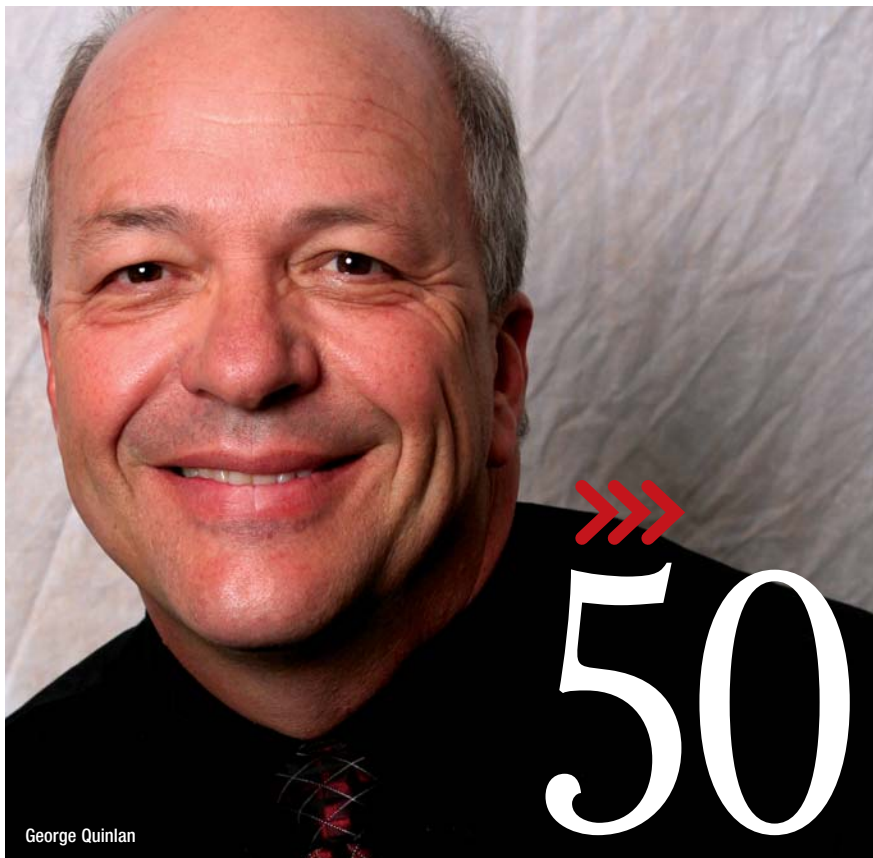
44 Magnum Power Amp 44 watts of power with true overdrive at the twist of a knob. Flip the brightness switch for a tight and focused top-end boost. All the power and tone you need in the palm of your hand. From your pocket to the stage, the 44 Magnum is salvation at a gig or in the studio.

Indulge your originality. Visit www.ehx.com

electro-harmonix

INSIDE

Photo by Karen Solem



George Quinlan

50 | SAVING SCHOOL MUSIC

In an era of hacked budgets and education cuts, four retailers are working locally to save music programs. Here, they share their stories and strategies.

57 | THE 2010 HOLIDAY SALES GUIDE

The must-stock products for the upcoming holiday season

➤ **PLUS:** Retailers weigh in with their top picks

58 | GUITARS, AMPS & ACCESSORIES

64 | AUDIO & RECORDING

68 | DRUMS & PERCUSSION

70 | PIANOS & KEYBOARDS

72 | BAND & ORCHESTRA

74 | PRINT, MULTIMEDIA & GIFTS

76 | DJ & LIGHTING

»»» RETAIL

13 | PROFILES

- Bandsource sells tech-savvy service
- Skip's celebrates 30 years of Stairway
- Pedersen's viral video smackdown



Bandsource of Downers Grove, Ill.

20 | NEWS

- Norcal retailers expand, contract
- GC announces succession plan
- Cascio hosts Summerfest stage

SUPPLY <<<

29 | PROFILES

- Cavanaugh's latest R&D coup
- Shopatron launches m-commerce platform
- Roland takes on Cakewalk distribution

33 | NEWS

- Korg parts ways with Marshall
- PureSound passes on savings
- SLM takes on Curt Mangan Strings



82 | ASK THE RETAILER

- Strategies for a successful holiday

IDEAS >>>

41 | INDEPENDENT RETAIL

- Eschliman looks at limiting consumer choices

42 | THE LESSON ROOM

- Gamber reveals his Web 2.0 holiday marketing

44 | CUSTOMER CARE

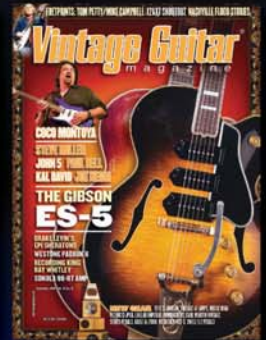
- Cuthrell discusses treating no-show parents

46 | LESSONS LEARNED

- Rosenbloom on preventing bad decisions

48 | STREETWISE SELLING

- Smith gives the final word on phone etiquette



Stock the Most In-Demand Music Magazines!

- ACOUSTIC GUITAR
- ALTERNATIVE PRESS
- BASS PLAYER
- BILLBOARD'S MUSICIAN GUIDE TO TOURING AND PROMOTION
- DJ TIMES
- DRUM!
- EQ
- FINGERSTYLE GUITAR
- GUITAR AFICIONADO
- GUITAR PLAYER
- GUITAR WORLD
- GUITAR WORLD LEGENDS
- GUITAR WORLD BUYERS GUIDE
- HALFTIME
- KEYBOARD
- MUSIC CONNECTION
- RECORDING
- REVOLVER
- SOUND ON SOUND
- THE STRAD
- THE ULTIMATE GUIDE TO GUITAR AND BASS GEAR
- STRINGS
- VINTAGE GUITAR
- PLUS MORE COMING SOON!

High Discount • Flexible Terms NO-HASSLE Return Policy

- ▶▶ **REVENUE!** Magazines are a high-profit, easy add-on. Over 2.5 times more profitable than the industry standard per square foot!
- ▶▶ **PRODUCT SALES!** Magazines are a trusted source for new and upcoming product releases! Let the magazines help you sell more products to your customers!
- ▶▶ **TRAFFIC!** Increase store traffic by making your store the place to buy these in-demand top-selling titles!

MusicMags now distributed exclusively to the music trade by Alfred Music Publishing!

Alfred Music Publishing
LEARN • TEACH • PLAY

Contact your sales rep today!
E-mail sales@alfred.com
Phone 800-292-6122
Fax 800-632-1928
Web alfred.com/dealer

PERSPECTIVE

PERSPECTIVE | BY ZACH PHILLIPS

SCHOOL MUSIC LIFE SUPPORT

I know firsthand that NAMM's Support Music works. How? Four years ago, I watched *Music Inc.* Publisher Frank Alkyer help save his district's junior high music program using little more than Support Music's Web site.

Alkyer found out that the junior high was squeezing band and orchestra out of the curriculum, relegating them to after-school activities. He jumped on supportmusic.com's Make Your Case page and crafted a counter-

argument using its simple checklist-style template. A round of e-mail exchanges got his letter circulating among PTA members. When the next school board meeting rolled around, he had an army of new advocates for the program.

More than 50 of these parents went before the board to make their case. They spoke passionately about how music education keeps kids out of trouble. They cited Support Music's research. They were the only people who bothered coming to the meeting.

To put it lightly, folks on the school board heard what the community wanted. The program stayed put.

This month's cover story, "School Music Advocates," features accounts from several retailers who've made an art of saving programs — often using

Support Music and other NAMM-sponsored resources. (It begins on page 50.) We've timed the article to coincide with what may prove to be one of the toughest years ever for school music. Learn from these dealers' examples. Mobilize parents to fight for programs at risk, or even better, make a pre-emptive strike to preserve stronger programs. In this climate, none is safe.

Sadly, George Quinlan, president of Quinlan & Fabish in Burr Ridge, Ill., pointed out in his contribution to the article that sometimes "the water is too deep, and cutting a program is the only solution." When traditional advocacy fails, there are still options. Most notably, Quinlan has coped by hosting fee-based after-school programs. These meet five days a week and cost students roughly \$30 a month. Tuition payments are made to his sister corporation, Music World Service, to prevent confusion among customers. Most of the tuition goes to the teacher, with a small percentage to cover administration expenses.

"Since the mission of [World Music Service] is to provide temporary assistance until the program can be restored by the school district, Quinlan & Fabish absorbs many of the expenses to achieve that objective," Quinlan said. "We consider it an investment in our future."

Yes, fee-based programs aren't ideal. They're time-consuming. They require a good relationship with school administration just to get off the ground. And ironically, they're almost exactly what Alkyer was fighting against four years ago.

That said, they're better than no program at all. And for Quinlan, they've kept several band programs afloat during tough times — programs that went on to be reinstated once funding returned. **MI**



FDW Corp
is Your Partner
in Meeting Your
Clients' Needs

FDW Corp is the
premier distributor of
Professional Audio, Video,
and Lighting equipment

FDW Corp Offers:

- Over 500 Top Brands
- Fast, Low Cost Shipping
- Competitive Pricing

Call Today!
800-828-0509

FDWCORP.COM



Strobe
Clip™



SC-1 Clip-On Strobe Tuner

The Sound of Precision **peterson**
STROBE TUNERS

www.PetersonTuners.com | Alsip, IL 60803 USA | 708.388.3311

Guild is a registered trademark of Guild® Guitars. Buzz Feiten Tuning System® is a registered trademark of Buzz Feiten Design Co., inc. The Sweetened Tuning logo and HD Tuning logo are trademarks of Peterson Electro-Musical Products, Inc.



LETTERS

Underinsured?

I recently read “Are You Crazy Enough?” by Kenny Smith (August 2010). We used to do something called the Musician’s Swap Meet here at Easy Music Center in Honolulu for years. It was a tradition, and the event was exactly like the event described in Smith’s article.

One day, I happened to talk to my insurance agent about the event, and he almost blew his top. He told me I had no coverage for that kind of activity, and it wasn’t something I could buy for the store either. He said that each outside vendor, the customer hawking the used gear, would need to have his or her own individual insurance. He also told me that if something were to happen in my parking lot without this type of insurance, I could be liable.

The cost of individually insuring each person selling used gear was prohibitive. Our outside vendors normally balked at being charged \$5 for a parking stall to sell their product. I don’t think they would have gone through the trouble of getting and paying for individual insurance to sell a guitar or a few pedals. We have since stopped doing the event.

The other practical drawback of the event was that it gave customers an excuse to wait to buy. They knew our prices and the used gear available outside was the best deal they could get. A lot of people would put off purchasing decisions because of it.

We miss the event because it was a lot of fun. We used to get the staff on our sound stage and perform in groups for the customers. We also had raffles and an outside stage for cus-



tomers to perform on. Once, we even had a reverse bidding process for clearance gear.

I wish we lived in a less litigious society sometimes.

Peter Dods
Easy Music Center
Honolulu

Revitalize NAMM

It was a sad weekend for me. As a veteran of 50 NAMM shows, this past Summer NAMM was my first non-attendance in more than 10 years.

After having polled suppliers who weren’t going and reps who were reluctant to go, believing weak sales would occur, my accountant advised against attending the show. So I stayed home.

The NAMM University training events and breakfast sessions are awesome, but if

major suppliers don’t believe that the volume of sales will be worth the financial outlay, we will continue to be mired in “lethargia.” No hype about attendance or new vendors will overcome the raw reality. I need to make money back from my visit, just as suppliers do. Remembering shows during the 1970s and ’80s, I can’t think of one recently that moved me like every year did in the long past.

Gone are the days when special offers were only available to NAMM show attendees and when every major supplier attended. We all understand the economic difficulties of our marketplace. However, until we can get back to NAMM being a must-do show to keep up with innovation and

change, it’s optional.

Side note: When a show is in the same place every summer, the folks who use it as a vacation will become reluctant to attend. I have seen everything I ever wanted to see in Nashville, Tenn., and I go now because I want to see new stuff and be enticed by deals non-attendees don’t get. How about opening the show to suppliers of other non-traditional but music-related product? I have often thought the recorded music industry was our related cousin, but we seem to have blinders on to anything other than strictly musical instruments and supplies.

Let’s have some innovation! I certainly would be open to purchasing items that are non-standard to our customers, as long as they were items my customers would buy. Our 62-year-old store once sold records, TVs, hi-fis and stereos. It’s time for us all to lead rather than follow the same old trends until we’re gone for lack of interest.

Pete Gamber’s article in the August issue was on the money (“In Support of Summer”). We need the voices of the community store to be the reason we do this again, not the enticement of large numbers from the big-box stores.

Tim Becker
Martin Music
Newark, Ohio

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



Local Market Offers

Visit PianoBuyerDeals.com

PIANO DEALERS:

Now You Can Advertise **DIRECTLY** to Active Piano Shoppers in Your **LOCAL** Market through the **Local Market Offers Program** from **Acoustic & Digital Piano Buyer**



Larry Fine, author of *The Piano Book*, has recently introduced a new publication, *Acoustic & Digital Piano Buyer*. This **free online** resource is used by tens of thousands of active piano shoppers annually to research for an **imminent piano purchase**. The **Local Market Offers Program** is designed to guide these highly motivated shoppers into their local piano dealerships by **matching readers' zip codes with dealers' market territories**. Visit the program's website, www.PianoBuyerDeals.com, for details.

- Targets serious piano shoppers more precisely than any other method
- Provides great flexibility in designing your promotional offer and configuring the exact market territory in which it's distributed
- Very low risk, as you pay only when a shopper in your area requests offers
- Low cost—we estimate that, in a mid-size market, there will be about 50 offer requests per month, and that a monthly budget of only about \$250 will be sufficient to respond to all of them.
- Because the offers are *requested* by shoppers and *instantly delivered*, you can be sure they will be read, not redirected to the Junk Mail folder or trash can.

Ready to Shop?

Click here for discounts, rebates, and special offers from your **local** piano dealers, tuners, and teachers.

Enter Zip Code

(U.S. and Canada only)



Sign up **NOW** and try it **FREE** through November 30th

Go to www.PianoBuyerDeals.com for details.

*Express through touch.
Impress through sound.*

30th
Anniversary



AP-6BP

Casio's vision to create electronic musical instruments that everyone could enjoy became a reality in 1980 with the introduction of the CTK-201. As a leader in electronics and engineering, Casio has continued to expand the capabilities of its products to make Celviano what it is today. Only the company that created the first commercially available 16-bit sampler could create a grand piano sound that delivers such a natural, expressive and dynamic piano experience.

The new Limited Edition Celviano AP-6 encompasses 30 years of electronics expertise in digital musical instruments. It is not only beautiful to play, but its luxurious polished ebony finish will make it an elegant addition to any home.

CASIO.

©2010 CASIO AMERICA, INC.

CELVIANO

www.celvianopianos.com

- > **Bananas at Large**
Opens second location
PAGE 20
- > **Guitar Center**
Announces succession plan
PAGE 22
- > **Stanton's Sheet Music**
Celebrates 50th birthday
PAGE 23
- > **Cascio Interstate Music**
Hosts indie bands at Summerfest
PAGE 24



RETAIL

BANDSOURCE | BY KATIE KAILUS

TECH OWNED & OPERATED

Bandsource's clientele ranges from local pros to first-time players.

Such notables as saxophonist Mark Colby entrust their instruments to company co-owners Jarod Bufe and Matt Johnson, who also happen to be the store's repair techs. But the Downers Grove, Ill., dealership has also forged strong relationships with local school band directors since opening two years ago, making it the exclusive seller, renter and repairer for multiple districts in a small but densely populated area. (Most of the schools are within a five-mile radius of the store.) As a bonus, Bandsource has found a robust clientele via private-teacher referrals.

"What makes us special is that the same guys who work on the top professionals' instruments come up and evaluate your high school kid's trombone," said the company's third co-owner, Pete Biedron, who handles sales and marketing. "We are instrumental in the instrument tryout process, and we're trying to find the right models for kids. We are kind of like an old-school throwback in that we do business with professionals *and* students."

It may not be a conventional school music rental



From left: Bandsource's Jarod Bufe, Pete Biedron and Matt Johnson

Bandsource exceeds sales projections with fast, tech-savvy service

shop, but so far, Bandsource's business model has exceeded even its owners' projections.

"We are ahead of where we projected we would be," Bufe said. "Rentals are great, and general sales are phenomenal. Music and accessory sales are double where we projected they would be."

TRYOUT-FRIENDLY ENVIRONMENT

For Biedron, a perfectly set up horn is even more important for beginners than for professionals.

"We all feel very strongly about music education," Biedron said. "It's important for students' instruments to work better than professionals' [instruments] because they need that good sound. Professionals can blow through any kind of problem that exists, whereas if a fifth grader doesn't have a really good repair tech working on their horn or it's not working



Inside Bandsource's 2,000-square-foot retail space

at a great level, they could quit. It could have a really adverse effect.”

Bandsource’s commitment to music education is also reflected in its unique stocking philosophy. Mouthpieces are stacked eight deep, and the more popular pieces 12 deep — all in an effort to let student musicians find what piece fits them best.

“Everything we stock here, accessory-wise or instrument-wise, is meant to be opened and played,” Biedron said. “We tape up all the mouthpieces when they come in the door.”

He added that he wants to make the tryout experience as positive for musicians as possible. “We are not going to be like, ‘Here is your mouthpiece,’ and have you pay \$98, walk

out the door, get to your lesson and find that your mouthpiece doesn’t work that great,” Biedron said. “We say, ‘If you have your horn, bring it in the store. If you want to borrow our horn, go ahead. Then, try all three mouthpieces that we have in stock and choose the one that fits the best.’”

PERSONAL TOUCH

Bandsource employs a small staff, but at any given time, there are at least four employees in the showroom, letting them connect with each customer on a personal level.

“A kid we know came in this morning, and he goes to school a couple of miles away,” Johnson said. “He’s got marching band right now, and I know that it’s over at

**DETROIT SYMPHONY...
PERFORMS ON SCHILKE HD**

WWW.SCHILKEMUSIC.COM

RAMÓN PARCELLS (PRINCIPAL)
 KEVIN GOOD
 STEPHEN ANDERSON
 WILLIAM LUCAS

 PHOTOGRAPH BY HART HOLMAN

Schilke HD
 Schilke Music Products
 4520 JAMES PLACE
 MEEROSF PARK, IL 60160
 (708)343-8858

5:00. So he's going to bring [his instrument] in then. We go over and above to make sure this kid is going to have his horn to play later today or tomorrow morning."

Bandsource's personal touch also helps keep operations running smoothly. Bufe said he sees on-the-spot estimates as a convenient way to save time, handle a large volume of repairs and get musicians playing faster.

"What keeps us moving quickly is the fact that we give estimates on the spot," Bufe said. "Estimates can bog down bigger businesses. Oftentimes, business owners don't want the shop members talking to the public — maybe because they are dirty, maybe because they don't wear the appropri-

'We go over and above to make sure this kid is going to have his horn to play later today.'

ate clothes to be up front. Therefore, estimates can't be given on the spot. But it is always harder to get a hold of people to confirm the estimation. So then, all of a sudden, you have five missed calls before you get a hold of the person, and it's an extra few days before the instrument gets fixed." **MI**



Bandsource stocks a large selection of reeds using an old cigarette display case

Artist Reserve

Limited Edition
 The all new graphic top artist reserve instruments are individually serial numbered in sequential order and are only available in a very limited production.

A great playing axe with graphics to match!

Reserve Yours Today!

List: \$159.95
 Dealer Net: \$79.95

SHS INTERNATIONAL 800.475.7686
 shsint.net indianaguitar.com



SKIP'S MUSIC | BY ZACH PHILLIPS

STAIRWAY TO 30

Skip Maggiora makes people feel like rock stars. Sometimes, it's just for a day. Sometimes, it lasts for a long, lustrous career. And on Aug. 15, the owner of Skip's Music gave 94 teenagers the full rock star treatment — and maybe the launch pad to a life in the spotlight.

Held at the Crest Theatre in Sacramento, Calif., this year's Stairway to Stardom concert celebrated the program's 30th anniversary. Parents, music industry heads and fellow teens swarmed the venue to check out 22 bands, all of which had honed their craft during the eight-week rock camp at Skip's Music. For bashful performers, it was a baptism by fire: The event drew a capacity crowd of roughly 1,200 showgoers.

"This is the first time we've charged to come to the final

concert — \$10 to get in — and it was sold out," said Maggiora, who created Stairway to Stardom. He also incorporated a live Web broadcast, so non-attendees could watch the five-hour event at home.

"What Skip is doing is amazing," said Bob Yerby, Remo vice president of sales and marketing and one of many industry VIPs on hand at the event. "He's building a clientele that's going to last as long as the kids want to play music, and that will hopefully be for the rest of their lives. And they'll continue to come to Skip's Music for everything they need. It's an unbelievable thing."

TOTAL ROCK IMMERSION

Stairway to Stardom works in large part because of its full music immersion experience. Participants have to audition to join the program, as



From left: Skip's Music's Skip Maggiora with Levy's Leathers' Harvey and Nikki Levy

they would for a professional band. (Those who don't make the cut get a couple of free lessons.) They spend eight weeks rehearsing and learning everything from songwriting techniques to booking gigs. Many also rehearse outside of the program, at their parents' homes. The hard work culminates with the final concert, which puts them through a day

in the life of a gigging rock star.

This year, Stairway participants each performed a three-song set amid a generous backline of gear. Afterwards, they got whisked off to a green room to be interviewed for a cable access TV special, then signed autographs in the lobby for friends, family and fans.

"They get the whole nine yards," Maggiora said. "They've

+ ROCK STAR TREATMENT

Stairway to Stardom takes kids through the full experience of being a gigging rock star.

gone through clinics about promoting themselves. We've already had talks with them about how to book yourself and how to try out new players if one isn't working out."

A week after the concert, each band headed into a professional recording studio to cut a one-song demo. This year's first-place Stairway winner, Back In Your System, got to record a three-song EP that will receive airplay on a local Sacramento radio station.

"They'll get 1,000 copies, all packaged with bar codes, and they go on sale at the record stores around town," Maggiora said. "They'll also open up for a major act at a concert."

OUTSIDE HELP

If it sounds like a mammoth undertaking, that's because it is. Skip's Music recruits more than 20 outside coaches that work with each individual band throughout the program. The company also involves other industry pros who present clinics on such topics as song composition, lyric writing, stage presence and music business. None of the outside coaches make a fortune with Stairway, but Maggiora said that's deliberate. "They need to do it for the right reasons."

Maggiora also gets more than a little help from his industry friends. Several suppliers co-sponsored the final Aug. 15 showcase with funding and gear. Remo even created a special bass drum head with the Stairway logo for the kit onstage.

"I felt very honored by the show of support that was given [to] Stairway by the presence of so many," Maggiora said.

For these suppliers, it's an act of giving back to Sacramento's music community, but it's also good PR. Reps from Ibanez and Fender manned booths in the

Crest Theatre's lobby where attendees could try out their wares. The Fender booth featured a sneak peek at Blacktop Strats, Teles and Jaguars a week before their release date.

"Usually, we do an event like this at trade shows that's only for dealers," said Emery Fry, Fender's product education manager. "This gives a chance for 10-year-olds, 30-year-olds, 70-year-olds to see our product and find something that's going to touch them."

THE CAREER LAUNCHER

The first band to hit the stage, Morsen, took first place at Stairway last year. It combined Ozzy-esque vocals with modern metal aesthetics and sounded surprisingly tight for a bunch of folks who looked no older than 17. (The average age of a Stairway participant is 13.) As with many other Stairway alumni, Morsen stayed together after it finished the program. Maggiora explained that the band has since opened for major acts in the area.

"We've had many successful artists who credit Stairway to Stardom for launching their musical careers," he said. "Some are just local stars, but many have found their way into the national scene. One of ours is in Demi Lovato's band on tour with the Jonas Brothers right now."

Maggiora smiled proudly as he spoke of these success stories. He said he's gratified that more females are getting involved in Stairway each year. Still, he's not satisfied. He wants even more future stars to arise from Skip's Music, and he'll die trying to cultivate them.

"We haven't had a Michael Jackson out of this yet, but there's one in here someplace," he said. "We'll find him." **MI**



Participants begin in the backstage area, where they tune up.



To ensure each band gets heard, the program's rotation isn't announced until the day of the event.



Following the performance, bands and their coaches are interviewed in the green room for a cable access TV special. Each band will be featured performing a song in the program, as well.



Last, bands sign autographs for family, friends and fans in the lobby.

PEDERSEN'S BAND & ORCHESTRA | BY ZACH PHILLIPS

VIRAL VIDEO SMASH

John Pedersen likes to steamroll sousaphones. Sometimes, he drops tubas from 50 feet up. When he's feeling especially cruel, he'll run a bassoon through a wood chipper. And he captures all the carnage on video, now available for your perverse viewing pleasure at Hornsmasher.com.

The Web site features a series of shorts that are part children's construction video, part "Apocalypse Now" for band instruments. (The bassoon video even plays "The End" by The Doors as instrument shrapnel explodes from the wood chipper in slow motion.) Pedersen, who co-owns Pedersen's Band & Orchestra in Burbank, Calif., got the idea for the site from none other than Gene Simmons, who spoke at The NAMM Show 2009.

"Besides being wonderfully outrageous, his big points that got my attention were you have to find a new way of doing business through more outreach, and people decide what they like with their eyes, not their ears," Pedersen said of the Kiss bassist. "I knew he was right."

"I figured if it was funny to smash guitars, it would be funny to smash band instruments."

But Hornsmasher.com isn't all viral video shock-and-awe. Pedersen, a repair tech of 45 years, created it partly to promote his own instrument care kits, which can be purchased from the site. These are supported via a series of instrument maintenance videos, also posted at Hornsmasher.com.

"I have never liked the



Scott Froschauer steamrolls a sousaphone; below: John Pedersen



many care kits that are on the market today," he said. "Most of these kits have stuff you never use and are missing some of the truly useful items a player needs."

"What makes my kits different is that I have chosen the best maintenance products from a variety of existing manufacturers, as well as some items I manufacture myself."

HIGH-END PRODUCTION VALUES

Hornsmasher.com stands out from YouTube's sea of Flip camera-made fare with

beautifully produced videos. At first, Pedersen tried filming with a consumer camcorder but didn't like the results. Then, "by the grace of the instrument gods," as he put it, he struck up a conversation with a young videographer and director in his neighborhood, who simply went by Raz. Pedersen asked Raz if he'd be a second camera for the sousaphone smash shoot. And what happened next was a shocker.

"He came in with a friend of his, Scott Froschauer, who had a three-ton truck full of

movie gear," Pedersen said. "Scotty has worked with us on all of the videos since the first one. They set me up with a first video that was a knock-out. I can't pay these people what they are worth, but they seem to like my project and want to be a part of it."

The first video, the sousa smash, has gotten more than 3,000 views since being posted in the summer of 2009. Other highlights include a clarinet demolition, in which peanut butter is blasted through the woodwind. The site's intro video also shows a caveman smashing the bell off a baritone horn using a bone.

REFERRAL GENERATOR

Hornsmasher.com has already been criticized from some corners that, according to Pedersen, can't understand why a horn tech would so flagrantly demolish instruments.

"Some people can't take a joke," he said. "I clearly state on all my posts that no usable instruments are destroyed in the videos. I stand by my disclaimer, 'Remember kids, don't try this at home.'"

Pedersen plans to link Hornsmasher.com to school band Web sites and promote it at educator conventions, such as MENC. "My experience from running my store has taught me that music teacher referral is the best advertising."

"All of us who have brick-and-mortar stores have seen our local markets shrinking. The question became what skills can I market, in a very visual fashion, on a more national scale to bring in some business." **MI**

ROCK SOLID

CUBE

Roland's CUBE amplifiers are *unmatched* in their class, offering *sound quality, features, and robust construction* found in amps costing five times as much. Every design element and component—even the shipping boxes—undergoes *rigorous stress testing*, ensuring that your CUBE amp will be rockin' hard with sweet tone long after other amps have bitten the dust.

The new CUBE-XL series is no exception, which *includes four compact versions* packed with *powerful features* such as the latest COSM® amp models, newly added effects, onboard looping, and more.



You won't find quality like this in any other amp in this price class. Contact your Roland District Sales Manager to learn more about the rock solid CUBE amp line!



Custom-designed models and effects for top-quality tone



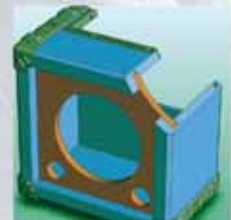
No-slip rubber feet to maintain rock solid stability



Closed-back design for deep bass and rich, punchy tone



Metal grill for the ultimate speaker protection



Direct-joint construction and full-length corner protectors for supreme durability



Custom voiced speakers, designed specifically for the CUBE

Roland®
RolandUS.com/CUBE

EXPANSION

Mills in Kennewick

In late August, Mills Music opened a new location in Kennewick, Wash., bringing its total number of stores to 10. The company sells and rents band and orchestra instruments, as well as sound equipment. Owner Monty Mills said he wanted to open the store for years but waited until the local economy improved. He added that the healthy school districts were a big draw.

AWARDS

Veteran Honored

Ray Guntren (pictured, left) and Michael Guntren of Ray's Midbell Music in Sioux City, Iowa, recently hon-



ored longtime employee Jamie Johnson (pictured, right) with a plaque and cash bonus for 25 years of service.

"Jamie has been a very solid, dedicated employee for a long time," said Ray, company president. "He is extremely conscientious and detail-oriented. He has gone the extra mile for our customers on numerous occasions. We are very fortunate to have had Jamie as an employee."

PROMOTION

Retail Revolution

Ovation's Roundback Revolution descended on music retailers in September. Company reps stopped by more than 10 dealerships to present a history of the roundback guitar and show one-of-a-kind instruments. Attendees could get their guitars restrung for free and were entered in a drawing to win a custom Ovation. They could also perform in the Acoustic Showcase for a chance to win \$5,000 in gear.

EVENT

Back-to-School Cookout

Two York, Pa.-area music store owners, Ray Harris of Xclusive Music and Harry Colon of Da Underground, joined forces to co-host a back-to-school cookout on Aug. 29. The event, held at Albemarle Park in York, attracted roughly 200 adults and children. Ninety students received donated school supplies, and a local barber even gave free haircuts.



ZONE MUSIC, BANANAS AT LARGE | BY ZACH PHILLIPS

NORTHERN CALIFORNIA COMBO DEALERS EXPAND, CONTRACT

In the same week one Northern California combo retailer began retrenching, another announced its expansion.

Zone Music of Cotati, led by music retail veteran Frank Hayhurst, closed shop in mid-August to remodel. At press time, the store was scheduled to reopen with a narrower focus, as a guitar and amp dealership. Zone will also continue designing and installing audio and video systems. The company held a sale in early August to clear out inventory.

"It's just that a fully stocked store is no longer appropriate," Hayhurst told *Petaluma 360*.

SANTA ROSA GOES BANANAS

Longtime San Rafael combo retailer Bananas at Large also announced plans to open a second location in Santa Rosa. According to owner Alan Rosen, the new store will have a soft opening in September and a grand opening Oct. 1.

"There's really nothing up there,"

Bananas at Large opens second retail location

Rosen said of the Santa Rosa market. "You have to go down to Cotati or Petaluma before you hit a legitimate music store."

Rosen added that he negotiated a competitive lease on the building, which previously housed Stars Music and, later, Music X. To better support the area's Latino community, the store will dabble in band instruments and accordions.

Rosen said he plans to give the new location a heavy promotional push during the holidays. This will include e-mail blasts, events and sending Bananas' year-end catalog to a larger mailing list. The store has already been added to Google Places, Yelp and Yellow Pages' Web site.

"[We're] doing this in a challenging time," Rosen said. "What better time to do it?"



YORKVILLE SOUND

yorkville.com • traynoramps.com • apexelectronics.com
artproaudio.com • vtcproaudio.com • hughes-and-kettner.com

DADDY'S JUNKY MUSIC | APPOINTMENTS

BAKER TO LEAD DADDY'S

Robert Baker was recently named president and COO of Daddy's Junky Music. The former president of the East Coast combo chain, Ron Papparella, has stepped back to focus on the company's financial matters.

"I am very excited with this opportunity to lead Daddy's," Baker said. "My 20-year career at Daddy's has provided me great insight of not only our company but of our industry."

He started his career at Daddy's flagship Boston store as a keyboard salesman in 1989 and worked his way up to assistant manager and, later, manager of that store. He went on to become district manager, vice president of sales and operations, and executive vice president of sales and marketing.

"Robert is a driven leader who has brought much to our company," said Daddy's CEO and founder Fred Bramante. "Taking over as president when Ron was ready to step back was not only the logical thing to do, but it is in the best interest of Daddy's. Robert possesses the knowledge and leadership skills that are necessary for us to continue to move in the right direction."

GUITAR CENTER | STRATEGY

Trojan Named Guitar Center CEO

Guitar Center has announced a management succession plan to be implemented during the fourth quarter of 2010.

Under this plan, Greg Trojan, currently president and COO of GC, will assume the position of CEO. He will remain a member of GC's board of directors. Marty Albertson, presently chairman of the board and CEO, will step down as CEO but will remain as non-executive chairman of the board.

Trojan said the company plans on resuming opening new GC retail stores in 2011. "I am excited to be assuming the role of chief executive officer at this point in Guitar Center's history," he said. "With the company's strong management team and with the investments we have made in both our infrastructure and our people, we are well-positioned to grow online and through our brick-and-mortar network."



Greg Trojan

Bring On The Bass Players!



Bass Overdrive



Envelope Filter



Compressor



Analog Octave

Contact Dave at 212-431-9109 xt 11 or sales@aguilaramp.com to stock these great new bass pedals.

www.aguilaramp.com



STANTON'S SHEET MUSIC | ANNIVERSARY

Stanton's Celebrates a Half-Century

Stanton's Sheet Music recently kicked off a series of events to celebrate its 50th year in business.

The Columbus, Ohio, sheet music dealer held an in-store party on Aug. 2, followed by choral clinics at Franklin County Veterans Memorial — also in Columbus — from Aug. 4–7. Stanton's will also be launching an enhanced Web site.

Eric Strouse, company president, said he's pleased with Stanton's continued growth, development of a healthy online presence and worldwide clientele. According to Strouse, the company still



Outside Stanton's Sheet Music; inset: Eric Strouse

works to maintain strong ties with local musicians and teachers.

“Despite the trends in Internet shopping, there are times when a customer just

needs to be able to pick up the phone, ask a couple of questions and know they'll receive an educated response,” he said.

“As we head into our 50th year, we are excited about the new opportunities to serve the community. New technology, like our digital download Web site and a variety of social networking, allows us to be more connected with our customers.”

The company was founded by John Stanton. Jim Strouse, Eric's father, purchased the business in 1975. Under his leadership, the company grew to require a larger location. Eric became president in 2006 following his father's retirement.

**All Tone
No Hype!**



Kent Armstrong

Proudly Distributed by:



1-800-449-9348
sales@wdmusic.com
www.wdmusic.com

LD-01 LITTLE DIPPER
YOU'LL BE SEEING STARS



TWA
 TOTALLY WYCKED AUDIO

Hear audio samples of the new
LD-01 LITTLE DIPPER™
 VOCAL FORMANT FILTER
 at WWW.GODLYKE.COM

CASCIO INTERSTATE MUSIC | COMMUNITY

CASCIO KEEPS THE GROOVE

Cascio Interstate Music of New Berlin, Wis., played host to 66 independent bands at this year's Summerfest.

The annual music event, held on Milwaukee's lakefront, ran 11 days from late June through early July and attracted more than 800 acts on 11 stages.

The Cascio Interstate Music GrooveStage featured backline equipment from such brands as Fender, DW, Mesa Boogie and Marshall. It also included a QSC sound system with Allen & Heath mixing consoles and soundboards. Cascio Interstate Music provided bands with an entire stage



team and sound engineer. "I think it was a significant victory for live, local, original

music this year at one of the world's largest permanent music venues," said Michael

Houser, CEO of Cascio Interstate Music. "It was great to see the crowds of support at our stage and our opportunity to give our area musicians a chance to proudly showcase what they do.

"Partnering with indie radio station WMSE 91.7 FM and the Milwaukee Shepherd Express has further entrenched our commitment to promoting the local and regional music scene. Our stage featured some of Milwaukee's best local music talent, who often struggle to get this type of attention, especially at a venue of this size, which draws over 800,000 people in the 11-day run."

TURN YOUR PRINT MUSIC DEPARTMENT INTO A PROFIT CENTER



Retail Print Music Dealers Association

Exhibits and professional development for owners, managers & staff

www.printmusic.org

EARLY ORDER DISCOUNT PROGRAMS FOR 2010

- Schedule Orders For Shipping
- Payment Terms Available
- Change Scheduled Orders 30 Days Before Shipping

16 MODELS OF PULL THROUGH SWABS

- Rainbow Felt
- Real Chamois
- Hanky (Regular)(Deluxe)
- Microfiber (Sonic Cut) (Stitched Edge)



PRIVATE LABEL SPECIALISTS

- Care Kits, Cloths, Case Tags
- Oils, Greases, polishes
- Reedguards, Brushes
- 3 Styles of Care Kit Packaging
- Customize Kits to Meet your Markets Product Choices



2 STYLES OF PRINTING ON CLOTHS

- Full Color Sublimation
- OR
- One Color Silk Screen



(800) 817-0017, Fax: (480) 833-2999
www.playersmusic.com
 E-mail: sales@playersmusic.com



FIVE-STAR DRUM SHOPS | EVENT

BIG BEAT DRUMS UP SUPPLIER SUPPORT

The annual Five-Star Big Beat will be held Nov. 7, but 20 top percussion companies have already donated merchandise totaling more than \$235,000 in retail value to the

event. The Big Beat brings together drummers in 15 North American cities to celebrate the joy of drumming and raise money for worthwhile causes. It's hosted by retailers in the

Five-Star Drum Shops network.

Each participating store will give away more than \$15,000 worth of drum gear to participants during the event, which will benefit the Mr. Holland's

Opus Foundation and, in some cities, the addition of a local charity. One winner will receive a special Dream Theater Black Clouds & Silver Linings replica tour bass drum head.



The Yamaha Silent String Quartet

SENSENEY MUSIC | EVENT

Silent Strings Make Noise in Wichita

Senseney Music of Wichita, Kan., recently partnered with Yamaha to co-sponsor two string events.

On July 15, they hosted Yamaha's String Educator Development Seminar at the Kansas American String Teachers Association (KASTA) summer workshop, held at Wichita State University. Yamaha Marketing Manager Ken Dattmore and the Silent String Quartet demonstrated silent strings to a group of roughly 30 educators during the seminar.

The next day, the Silent String Quartet held a concert and question-and-answer session at a summer camp for young string players. Senseney also hosted a barbecue dinner at its store for both KASTA educators and attendees at the annual Kansas Bandmasters Association convention. The quartet played for these groups, as well.

Kyser + Klassics
K-Lever
 Series of Partial Capos

Alternate guitar tunings are catching on fast. That's why we decided to go all out and bring you four new tools to create sounds you never thought possible. The K-lever is a partial capo with the ability to press down the uncapoed string/strings whenever you want. All you have to do is press the lever... It's just that easy.

Dbl Drop D Open G (DADGAD) Short-Cut Drop D

What's Your Color?
 WWW.KYSERMUSICAL.COM



Note from Joe

Our Industry's GRAMMY's, Academy Awards and Super Bowl All in One

A big part of our mission at NAMM is to promote music making to the general public, encouraging them to visit a NAMM retailer and learn to play. I believe the more we talk about the benefits of music making with consumers and the press, the more we strengthen and grow our industry.

The NAMM Show in January is the largest platform in the world for us to talk up our industry. Last year alone, more than 1,000 media outlets covered the show—resulting in 1.8 billion media impressions valued at over \$42 million! *USA Today*, CNN, *L.A. Times*, CBS, MTV, FOX, *Wired* magazine and NPR were all there reporting. We've even had entire TV shows filmed at NAMM, including *Orange County Choppers*, *Gene Simmons Family Jewels* and *Ace of Cakes*. Our industry's story is compelling to the media and the public alike, and our Members benefit from

the resulting exposure to their companies, their products and to the concept of making music in general.

The coverage of our industry doesn't end with the show but continues throughout the year. Recently, Blue Microphones, a NAMM Member exhibitor, was featured in *USA Today*—a full six months after being interviewed at NAMM. A story in a publication of this caliber is worth six figures in equivalent advertising value. With a weekday circulation of almost 2 million readers, this one story helped Blue Mics build their brand nationally and achieve their marketing goals for the entire year.

Every day, we see news and comments about products launched at the NAMM Show posted on Twitter, and artist demos and videos are all over YouTube, MySpace and Facebook. In an age where social networks and online communities are a large part of the media machine, exhibitors at the NAMM Show will benefit year-round from their investment.

The 2011 NAMM Show will be here shortly. It is the industry's chance to shine and demonstrate to the world all that we have to offer. It's like our version of the GRAMMYs, the Academy Awards and the Super Bowl all at once. Let's show them what we've got!

Joe Lamond • NAMM President/CEO

Press Releases/Press Kits/Media Outreach

EXHIBITORS:

Take Advantage of All the Ways to Get Your Story Told at the 2011 NAMM Show

- Announce the launch of your new products while the world's media is looking on
- Hold press conferences in the NAMM Press Room
- Distribute your press releases in the Press Room and on the NAMM web portal for easy press access
- Host celebrity product demos and autograph signings to capture media attention
- Use social media to build the buzz about your company and product offerings
- Use the NAMM smartphone application, Follow Me, to guide press to your booth

Member Quote:

“For us, NAMM is the place to showcase our innovative new additions, along with our full line of products, to buyers, distributors, retail partners and key press. We were excited that the latest in our prosumer line stood out of the crowd and attracted top tier press, like *USA Today*, to look further into our growing company.”

JOHN MAIER • CEO, BLUE MICROPHONES

NAME NAMM News October 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



TAKE IT TO 11

BUILD YOUR BRAND • CONNECT WITH YOUR BUYERS • START A BUZZ ABOUT YOUR PRODUCTS • INVEST IN YOUR COMPANY'S SUCCESS
TAKE YOUR BUSINESS TO THE NEXT LEVEL • BE A PART OF THE MUSIC PRODUCTS INDUSTRY'S MOST IMPORTANT EVENT

the
NAMM[®]
show¹¹

1.13–16.11

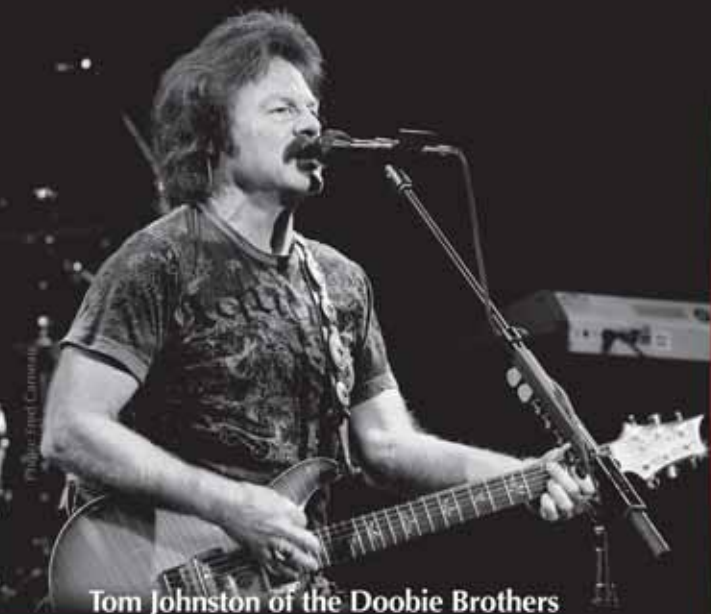
JANUARY THIRTEEN THRU SIXTEEN, 2011

ANAHEIM, CALIFORNIA
ANAHEIM CONVENTION CENTER

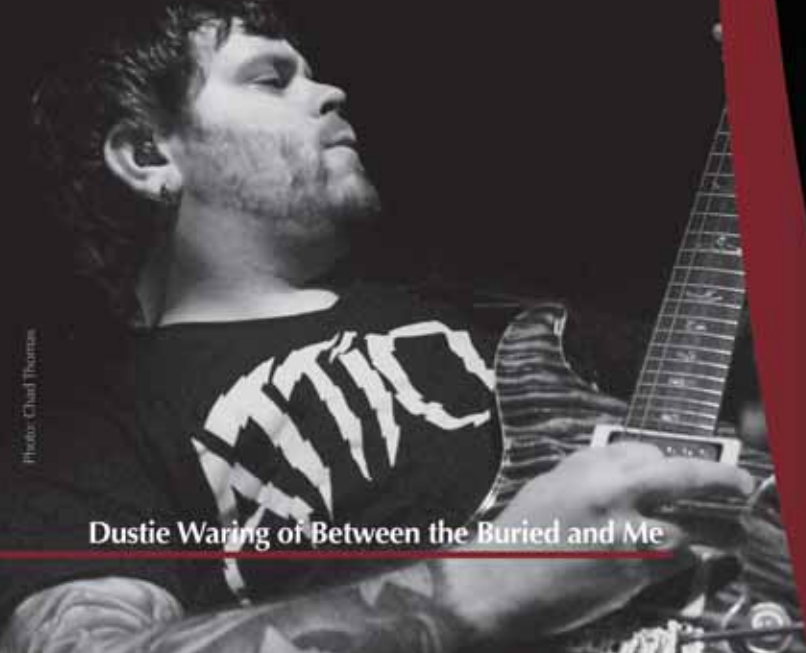
WWW.NAMM.ORG



Orianthi



Tom Johnston of the Doobie Brothers



Dustie Waring of Between the Buried and Me

Diversity

[də-vər-sə-tē], *noun*

PRS Custom 24 - guitar with incredible range - from pop, classic rock and heavy metal to everything in between.



When a guitar can span these musical extremes, you know it has to be special. Visit a PRS dealer to hear how versatile the Custom 24 can be.

© 2010 PRS Guitars - photo of CU 24 by Marc Quigley



- > **Korg USA**
Parts ways with Marshall
PAGE 33
- > **Hohner**
Offers new terms on special items
PAGE 35
- > **Hal Leonard**
Partners with Mystic Publishing
PAGE 37
- > **St. Louis Music**
Distributes Curt Mangan Strings
PAGE 38

SUPPLY

THE CAVANAUGH CO. | BY JEFF CAGLE

A LEGACY OF R&D

Keeping R&D alive and well could be Jim Cavanaugh's secret to a smooth succession.

In fact, his first order of business when taking over for his father, John, at The Cavanaugh Co. was finishing a project they'd been working on for a year: swapping out traditional brass for copper eyelets on Super-Sensitive's Red Label violin strings.

"Working in a family business has its challenges, but overall, it's been very rewarding to collaborate with my dad," said Cavanaugh, company president. "We work side by side like we always have, and I'm taking the company to the next level when it comes to combining all three companies [Super-Sensitive, Black Diamond Strings and Bari], making it a one-stop shop. We are always brainstorming what we should be doing and what we should be focusing on in the marketplace. He and I work very well together, just like he and my grandfather worked very well together."

HIGH-END SOUND, LOW-END PRICE

According to Cavanaugh, he and his father have a shared vision of wanting to be known as a boutique with great



Jim Cavanaugh

R&D capabilities. The Red Label line's transition to copper eyelets is their latest effort.

"Customers said they loved the price point, durability, features and benefits, but if only there was a way to make it sound warmer," Cavanaugh said of the strings. "People who wanted that warmer sound would step up from a \$20 set of Red Labels to a \$60, \$70 or \$80 set of perlon-core strings, which is a complete category change from a beginner string to an intermediate to pro string. School systems — our major customers — are just not there.

"I knew if we changed the

anchor it would do that. It would take the traditional steel-core string and give it more warmth and projection."

KEEPING IT LOCAL

Red Label's packaging also received a facelift recently, and the rest of the company's products will follow suit over the next several months. Cavanaugh said the new packaging reduces waste by 45 percent, is biodegradable and uses a vapor corrosion inhibiting (VCI) technology. This features a special lining of molecules inside the sealed package to protect each string from

potential oxidation.

VCI technology was developed to protect overseas orders, and Cavanaugh said he takes pride in keeping production at the company's Sarasota, Fla., facilities.

"It would have been a lot easier to build a factory in China and ship them within the country instead of figuring out how to export there and to all the various countries we get orders from, and how to get them to these instrument companies who are manufacturing in China and then sending them back to the U.S. market," he said. "We wanted to be sure when we did ship our U.S.-made product overseas on a boat that it was as fresh as it was the day it was made, regardless of the conditions it faced."

The new packaging has let the company add automation to a traditionally hands-on process, giving it a high degree of manufacturing control.

"The new packaging allows us to add automation into the process, which in turn allows us to keep up with orders," Cavanaugh said. "We make 99.9 percent of our product here in Sarasota, Fla. We're going to keep it here with automation and also maintain our quality product and service." **MI**

SHOPATRON | BY ZACH PHILLIPS

THE E-TAIL PARTNER

Ed Stevens runs one of the largest e-commerce companies in the music industry, but his attitude couldn't be more mom-and-pop.

"My parents have owned a furniture store for 35 years," said Stevens, founder and CEO of Shopatron. "I know all about local retail."

Since launching his company nine years ago, he has brought those values to the e-commerce realm. Shopatron provides suppliers with shopping cart-enabled Web sites that pass off orders to local retailers. And the concept has legs: Shopatron's second-quarter same-store sales in music increased 27 percent, led by such clients as Mel Bay, JI Audio and Ernie Ball.

"We saw same-store sales up across all of our businesses in the second quarter, and the music industry was better than our average," Stevens said.

He attributed the rise to more consumers using e-commerce and, within the music industry, more suppliers investing in online marketing.

"They're free to do a lot of online marketing when the retailer knows it's benefitting them," Stevens said. "It enables [suppliers] to go out and really be aggressive and clever and in the consumer's face. And retailers, if they happen to catch wind of it, know it's going to come back to them."

NEW ONLINE TOOLS

In August, Shopatron kicked its service up a notch with the addition of an m-commerce platform for smart phones. The platform has been applied



Shopatron aims to drive more brick-and-mortar business via e-commerce

to suppliers' online stores at no extra cost.

Stevens said he wasn't sold on m-commerce at first but changed his mind after seeing the numbers.

"When we started to see the mobile traffic going from a tenth of a percent to a half of a percent to 1 percent to 2 percent, we were like, 'Look at the growth rate on this m-commerce traffic,'" Stevens said. "I would say that next year, we'll probably see 5-percent [growth]. And that's starting from a point where it was less than 1 percent at the beginning of the year.

"There are many times in a person's life when their smart phone is the only media device that they have."

Early data suggests that iPad sales conversion rates are even higher than that of fellow mobile devices, rising 2.04 percent in June. Plus, Shopatron's numbers revealed iPad conversion rates to be as much as double the rate of personal computers.

"We were surprised to find that the iPad performed so well," said Mark Grondin, the company's senior vice president of marketing. "Because shopping on the iPad is so much easier, we believe that it can perform an important role driving m-commerce into the mainstream."

Another new initiative, the Shopatron Affiliate Network, sends targeted visitors to suppliers' online stores. The company has developed a network of online marketing partners that get paid to direct customers to Shopatron sites. Larger affiliates include Google; smaller

ones would be Web sites dedicated to niche markets.

THE PRICE STABILIZATION TREND

Stevens is currently in what he called "very solid" discussions with more music products suppliers to make them Shopatron users. He said he expects his company's music industry presence to "grow robustly" and believes that's good news for independent brick-and-mortar retailers.

"Our goal is to walk the walk," he said. "We're 100-percent confident that local retail plays a critical role in the health of an industry. Manufacturers that sell direct to consumers and rationalize that it's somehow good for their retailers have a misplaced strategy.

"How can a brick-and-mortar be replaced? How can you communicate the tone of a Gretsch guitar unless a kid holds it in his hands?"

And to those who fear e-commerce is driving prices into the dirt, Stevens suggested that the opposite's happening. He said price stabilization is a growing trend and cited Apple's example.

"To me, manufacturers have a much more vested interest in price stabilization. And I think as soon as that vested interest exists, the legal frameworks are there for it.

"Apple has price stabilization across all channels. They know that consumers get confused by price shopping. They want customers to be thinking about how fun and cool the products are, not whether they can get an iPod for \$479 down the street rather than \$485 where they're shopping." **MI**

Hal Leonard Is Your Source for SOFTWARE

Stock the newest and bestselling music-making software all from one source:

- no minimums required
- save time and freight costs with all your Hal Leonard titles in one order
- many merchandising and display options to fit your store's needs
- Rack n Roll program helps you manage your inventory effortlessly

Whether you're new to the software world or an established expert, Hal Leonard can help you find what your customers are looking for. Call your Hal Leonard sales rep to stock up with software today!

Auto-Tune[®]evo



avid.com



IK MULTIMEDIA
MUSICIANS FIRST

M-AUDIO[®] **make**music****[®]



propellerhead **PRO TOOLS**



 **steinberg**

Recent releases



HAL • LEONARD[®] **1-800-554-0626**

www.halleonard.com/dealers

Hal Leonard E-Z Order Line:

ROLAND U.S., CAKEWALK | DISTRIBUTION

TECHNOLOGY GIANTS UNITE

On Sept. 1, Roland U.S. took on distribution of all Cakewalk by Roland-branded hardware products. It also became the distributor of Cakewalk software to independent retailers. The move aims to give dealers better access to Cakewalk product.

On the same day, Roland also announced its future branding strategy. RSS by Roland and Edirol by Roland brands will be consolidated under the Roland brand. The company's also making the transition from Cakewalk by Roland as a hardware and software brand to simply a software brand.

Music Inc. Editor Zach Phillips spoke with Roland President and CEO Chris Bristol in late August to hear about these developments and why music retailers should capitalize on technology products. Highlights:

Phillips: *Why is Cakewalk a good partner for Roland?*

Bristol: While other Roland companies in North America design and manufacture products, Roland U.S. is primarily a sales and marketing organization. Cakewalk's a development and engineering company selling software product. We have more than 20 salespeople in the field with an average tenure of easily over 15 years. We have strong relationships, and we're out in the field every day.

So it made sense that we would take on the sales of the Cakewalk by Roland-branded products — the interfaces, the keyboards and speakers — and also help Cakewalk with the



Chris Bristol

Chris Bristol on the Cakewalk partnership and untapped opportunity in recording products

sales of the software. Because we're in the stores all the time.

I really believe we will find new business for [Cakewalk].

Phillips: *Have independent retailers been underserved by Cakewalk?*

Bristol: I don't think they were particularly underserved. However, Roland will definitely bring additional benefits to the table. A large component of this is that Roland U.S. can offer more solutions and applications to the typical MI

customer. For example, with our expertise in the guitar market, we may be able to turn on more guitar dealers to the PC music environment.

Cakewalk's been very successful at selling its own software. But I've got to believe there are plenty of small retailers around the country that would like to get involved in, let's call it, PC music, but they don't know how to get started. We're there to help them. We have a lot of enhanced services. We have a really good product support staff here at Roland, and so does Cakewalk. So we can support the dealer really well.

Cakewalk already has a strong relationship with the large chains — Guitar Center, Sam Ash and Musician's Friend. That's fine with us. Frankly, we're looking at all the other dealers that we deal with every day.

Independent retailers are going to get a high level of serv-

ice, face to face. We can actually be in stores with our salespeople. Also, we have a lot of product specialists that record. They can speak to the whole art of it.

Phillips: *So Roland will now be Cakewalk's main distributor?*

Bristol: Aside from a few chain stores, the answer is "yes," and we hope to become one of the largest worldwide.

We also think this is an important area of our business going forward — PC music, people sitting around with their laptops. Where are all the recording studios? They're in people's homes. And that's where we need to be.

Phillips: *Are you going to try turning non-technology retailers onto recording gear?*

Bristol: Absolutely. I don't want to talk about some of our plans because it's premature, but we look at the schools and teachers as a huge area of business for us.

You can digitally reproduce your music on iTunes now — record your music and publish it. Anyone can do it. So if you had a music store, wouldn't you like to show kids how to record their music and put it up there? Of course you would.

Phillips: *Any other plans for the partnership?*

Bristol: I think the thing that's cool is that we have these incredibly gifted engineers at Cakewalk. The synergy that they can provide for some of our Roland products is pretty powerful. To be able to include certain types of software in with our products would be pretty neat — don't you think? **MI**

KORG | PARTNERSHIP

KORG, MARSHALL PART WAYS

Korg USA has announced it's parting ways with Marshall Amplification. The two companies have reached an agreement where Korg, which has represented two of the industry's major amplifier brands for several decades, will no longer distribute Marshall products as of Oct 1. Marshall will open its own branded distribution network, Marshall USA, to serve the U.S. market.

"Korg USA has had a reputation as a brand builder," said Joe Castronovo, Korg USA president. "We're extremely proud of the job we've done for Marshall over many years and wish them luck in the future."

Korg will continue to distribute, market, service and support its parent company's brands, Korg and Vox, as well as the recently added Lâg guitar brand.

"The Marshall brand has been well-served by the efforts of Korg USA, and we would like to thank them for many years of loyal service, support and friendship," said Jon Ellery, Marshall's co-managing director. "The time is now right for us to distribute and market our products in the U.S., taking the Marshall brand to the next level."

{korg.com}



From left: Mercy Lounge's John Bruton and Chris Wilhelm, Heil Sound's Bob Heil and Mercy Lounge's William Benninger

HEIL | PARTNERSHIP

Heil Rocks the Mercy Lounge

The Mercy Lounge of Nashville, Tenn., has entered into a partnership with Heil Sound, making Heil the mic of choice for the club's live events. Opened in 2004, the lounge is used for record-release parties, DVD shoots and live recordings. A full Heil Sound

mic package is in place, including PR 35s, PR 30s, PR 40s, an HM Pro Plus, PR 22s and an HDK drum mic kit.

"[Heil] truly set a new standard both in build quality and performance," said Chris Wilhelm, production manager at the Mercy Lounge. {heilsound.com}

YAMAHA | OUTREACH

GIFT OF MUSIC

Yamaha has joined forces with Nick Rail Music of Santa Barbara, Calif., to provide a range of student instruments for the first-ever expansion of the Youth Orchestra Los Angeles (YOLA) program.

Now in its fourth year, YOLA will expand beyond its YOLA EXPO Center Youth Orchestra, which has given music for free to hundreds of underserved students in south Los Angeles by creating a second outpost of free music education at Heart of Los Angeles (HOLA). This new program will use more than 115 brand-new Yamaha instruments for its first season, beginning this September.

Every year, more than 200 students are provided with free instruments and group lessons several times each week through the program, and they are also given the opportunity to rehearse as an orchestra on Saturdays.

"There's a special place in my heart for HOLA, as my first seven years were spent right in the neighborhood where HOLA will flourish," said Nick Rail, founder and president of Nick Rail Music. "Two years later, I had the unexpected opportunity to join school band, and the passion has never left me." {yamaha.com}

Are you and your customers tired of paper registration?

Allow your customers to register and pay online!


1500+ Clients

Concerned about switching systems?

Free import of your current customer data.

View Online Training Videos & User Guide

Web-based Music Lesson Mgt Software

"As soon as I log in, the Jackrabbit dashboard gives me an immediate check on the health and status of my business. I know exactly how I'm doing and what needs my attention that day. Jackrabbit has put me in control of my business and saves me time"

— Theresa Case — PianoCentralStudios.com

FREE trial: JackrabbitMusic.com



TRADEMARK

API's Lunchbox Gets Trademarked

API's lunchbox has been awarded trademark status by the United States Patent and Trademark Office. Granted July 13, the registration recognizes API as the creator of the format and lets the company more effectively market the lunchbox frame. The official trademark registration symbol provides API with both product identity and protection when the lunchbox is mentioned in print or online.

"This helps verify to our friends in the audio community that API is and always has been the creator of the lunchbox and the 500 series format," said Larry Droppa, API president. "If you say 'lunchbox,' it means the API lunchbox."

In other news, the Asia Pacific Media Group (APMG) will be API's exclusive representative in the expanding Asia Pacific region. apiaudio.com

DISTRIBUTION

Daisy Rocks Japan

Daisy Rock Girl Guitars has announced that TEAC Corp. is now the exclusive distributor of Daisy Rock guitars and basses in Japan.

"It is an honor and a privilege to work with TEAC to make Daisy Rock Guitars available to all the girls in Japan," said Tish Ciravolo, president and founder of Daisy Rock Guitars. "They understand and can further our mission to provide girls of all ages with whatever it takes to learn to play guitar and enjoy music." daisyrock.com

EVENT

NAMM Sponsors ICMPC

The NAMM Foundation sponsored the 11th International Conference on Music Perception and Cognition (ICMPC), held Aug. 23-27 at the University of Washington in Seattle.

"The NAMM Foundation is again supporting this gathering of world-renowned music researchers and professionals who are exploring the many aspects of music's effect on the brain and human functions," said Mary Luehksen, executive director of the NAMM Foundation. namm.org



Ringo Starr (left) and Zildjian's John DeChristopher

ZILDJIAN | RECOGNITION

ZILDJIAN WISHES RINGO A HAPPY 70TH

On June 29, one week before his 70th birthday, Ringo Starr and his All Star Band performed in Boston. There, John DeChristopher, Zildjian's vice president of artist relations and event marketing and a longtime friend of Starr, stopped by to present the music legend with a pair of Tiffany silver cufflinks as a

birthday gift from Zildjian.

"Ringo was very gracious and genuinely appreciated us acknowledging his milestone birthday," DeChristopher said. "When he saw the Tiffany box, he gave me a big smile, which was a huge relief. I mean, what do you give a Beatle for his birthday?" zildjian.com

GIBSON | LAWSUIT

Gibson Saga Continues

In a recently filed lawsuit, the U.S. Attorney's Office for Middle Tennessee is seeking forfeiture of six guitars from Gibson that are partially made of ebony and other pieces of rare wood.

Authorities raided the Nashville, Tenn., manufacturer's guitar plant last November and seized ebony wood in various forms that were deemed illegal.

The civil action suit, which seeks possession of property already in authorities' custody, cites the Lacey Act, which "authorizes forfeiture of all plants" imported, exported, transported and in any way acquired in violation of federal statutes that protect various natural resources.

Gibson previously stated that it was "fully cooperating" with the investigation. The company has been supported by the National Resource Defense Council, and before the raid, Gibson CEO Henry Juszkiewicz was a board member of the Rainforest Alliance. In 2008, the organization approved Gibson's factory after an inspection that did not include reviewing its supply chain for ebony. gibson.com





SENNHEISER | EVENT

SENNHEISER GOES GREEN AT OSHEAGA

Attendees at this summer's Osheaga Music and Arts Festival in Montreal caught a glimpse of the future on Sennheiser's Green Stage. Sponsored and realized in part by Sennheiser Canada's energy-efficient K-array loudspeaker and subwoofer technology and the Innovason Eclipse console and signal processor, the Sennheiser Green Stage leveraged both conventional and forward-thinking technologies toward music's sustainable future.

Sennheiser designed a sound reinforcement system through the K-array loudspeaker and subwoofer technologies and the Innovason Eclipse digital console. Combined with a high-quality live microphone package, Sennheiser's contribution elevated the impact of the Green Stage music while also reducing the demand on renewable energy technologies.

"The Green Stage dropped our carbon footprint a few sizes," said Patrick Brayley of Evenko, formerly the Gillette Entertainment Group. "Everyone who was involved was thrilled with the sound and what we accomplished, and we're already looking forward to making the stage even greener next year."

{sennheiser.com}

The audio company drops its carbon footprint 'a few sizes' with the Green Stage

HOHNER | PROMOTION

Hohner's Sure Thing

Hohner has introduced The Sure Thing promotion, which is designed to help dealers try its new products comfortably. The promotion gives free freight and 45-day terms to all credit-approved dealers who haven't tried Lanikai LKP-C Uke packs and Essential Folk or Parlor acoustic guitars at master pack pricing. If the units are still unsold after 45 days, Hohner will issue a call tag and take them back at no charge.

{hohnerusa.com; lanikaiukes.com}



Street price under \$300!



The new Loudbox Mini likes rock.

The new Loudbox Mini is one powerful little amp. It comes with 60 beefy watts of clean, sparkling Fishman sound, and can handle whatever your acoustic can dish out. All for a truly mini price.



It includes an MP3 input and balanced XLR D.I. output so you can capture your performances while you jam along. And at only 20 lbs, it's so portable and feature-packed that it might just make other little amps squeal.

fishman.com

FISHMAN
Acoustic Amplification

◀ BRIEFS



ONLINE

Barcus-Berry Updates Catalog, Web Site

Barcus-Berry has redesigned the new 2010 Barcus-Berry catalog to include all of its new products. To complement the redesigned catalog, Barcus-Berry also updated its Web site. The site features the newest products and artists, which will also be featured on Barcus-Berry social networking sites. barcusberry.com



VIC FIRTH | EVENT

COAST MUSIC VISITS VIC

Vic Firth recently hosted its Canadian distribution partner, Coast Music, and 36 representatives from Canadian retail stores at the Vic Firth manufacturing plant in Newport, Maine.

The trip included a tour of the Vic Firth manufacturing plant, which let

the team learn about the company's complete manufacturing process.

"The chance for our retailers to witness the manufacturing process first-hand and meet Vic himself were obvious highlights of the trip," said Scott Atkins, Coast Music's percussion product manager. vicfirth.com

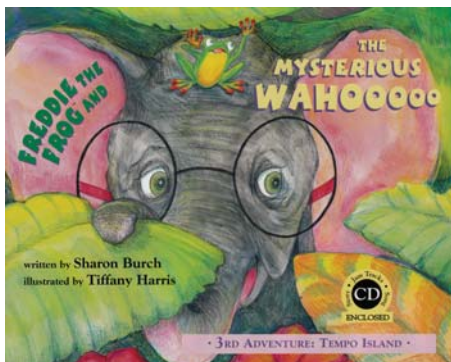


Austin[®]

The all-new AA40 and AA50 Series from Austin.
Great sounding acoustic guitars made from seasoned tone woods and solid, 'AA' North American Sitka tops.
From \$259.00 List, these guitars will blow you away.

Each guitar is shop adjusted and inspected in St. Louis, U.S.A. So it arrives to you....perfect. For further information please call your St. Louis Music Sales Representative or Head Office at 1-800-727-4512. Or email Rich Dumstorff at rich@usbandsupplies.com

 St. Louis Music is a division of U.S. Band & Orchestra Supplies Inc.



HAL LEONARD | PARTNERSHIP

HAL'S NEW FRIEND FREDDIE

Hal Leonard is now distributing elementary educational products from Centerville, Iowa-based Mystic Publishing and Freddie the Frog. The deal went into effect on Sept. 1. The newly formed LLC, Freddie the Frog, will focus on plush toys targeted at the mass market. All Mystic Publishing and Freddie the Frog products are covered under the new agreement.

"Kids truly respond to the character and gain a solid foundation in and love for music," said Bruce Bush, sales and marketing manager of educational music for Hal Leonard. "We are proud to make these publications available to a worldwide audience." haleonard.com

SUPPLY

PURESOUND | PARTNERSHIP

Purely Sound Savings

PureSound Percussion has significantly reduced pricing on its Custom, Equalizer, Concert, Super 30 and Twisted snare wire models due to its Lean manufacturing.

Lean manufacturing, pioneered by Toyota, is the elimination of all types of waste from the manufacturing process that add no value for the

customer.

"With Lean manufacturing, PureSound has gained production efficiencies that allow us to offer products with an increased level of quality to the consumer but with much lower prices," said Michael Robinson, senior product manager of percussion.

puresoundpercussion.com

TRIBUTE

Thank you for your contributions to the music industry. You will be missed.

Bob Beals

Bob Beals, former president of Evans Drumheads, passed away on Aug. 7. Beals became president of Evans in 1959 and revolutionized not only the company but drumheads altogether.



Bob Beals

Gene Czerwinski

Gene Czerwinski, the founder of Cerwin-Vega, passed away at the beginning of August. Czerwinski was responsible for several major achievements in the development of audio technology.

Jacob Malta

Jacob Malta, founder of MalMark, passed away on Aug. 9. Malta was an innovator in designing handbells and hand chimes.

LOCK DOWN MORE PROFIT



Floyd Rose®

Now you can profit from your customer's demand for Floyd Rose

Become a Floyd Rose parts dealer and benefit from:

- A complete selection of authentic Floyd replacement parts - Original, Lefty, 7-STG and Pro's
- New point of sale packaged high performance parts
- Increase store traffic and profits
- Original Floyd Rose tremolos now available in 2 new finishes: Black Nickel & Antique Vintage Bronze

Call and become a Floyd dealer today:

732-919-6200



NOW AVAILABLE IN ATTRACTIVE POINT OF SALE PACKAGING

info@FloydRose.com

5044 Industrial Road, Bldg. 2 Unit D, Wall Twp, NJ 07727

Meisel[®] ACCESSORIES

FLEXIBLE TUNER, FIRM PROFITS.



NEW!

COM-90

Flexible gooseneck
for perfect viewing

Meisel models cover 90%
of the clip-on tuner demand.
They all list at \$34.95 and can be
combined for generous discounts.
Call today and order a starter pack.

ALSO AVAILABLE:

COM-80
Small size,
light weight,
big screen



MCT-8L
Easy-to-use,
stylish, fits any
instrument

All Meisel clip-on tuners
are chromatic, so they can
tune any instrument.

T:1.800.531.6123 F:1.973.731.7965
www.meiselaccessories.com

SUPPLY <<<



From left: SLM's Chris Meikle, Curt Mangan and SLM's Rich Dumstorff

ST. LOUIS MUSIC | DISTRIBUTION

SLM DISTRIBUTES FOR CURT

St. Louis Music is now the exclusive distributor for Curt Mangan Strings. Mangan, who worked for Ernie Ball for 18 years, set up his own company in 2004 and has carved out a reputation as a premium-quality U.S. string manufacturer. The addition of the SLM channel will add to the

1,000 dealers already selling Curt Mangan Strings throughout the United States.

"Curt's commitment to quality and knowledge of how to wind strings was instantly apparent," said Chris Meikle, SLM senior vice president.

usbandsupplies.com

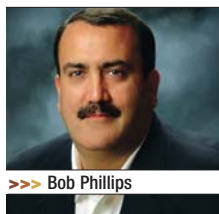
APPOINTMENTS

Schimmel Pianos Team Expands

Schimmel Pianos has named Rob Slayman vice president and director of marketing and sales. He has been with Schimmel for nearly 12 years. Other new appointments at Schimmel include Glenn Clutter, recently appointed as director of sales and promotions, and Debbie Wise, named executive administrator in charge of credit management and logistics.



Rob
Slayman



>>> Bob Phillips

Alfred Publishing has promoted Bob Phillips to director of string publications.

Aphex has named Jim Bailey product manager.

In his new position, Bailey will oversee the development of Aphex's core line of pro-

fessional audio and broadcast products, as well as the company's expansion into other markets.

Audio Technica recently hired Mark Donovan for the newly created position of sales engineer.

Blue Microphones has appointed Stacey Moran as its new vice president of marketing.

Earthworks has named Bill Norton to the newly created position of COO.



From left: Donna and Bill Mendello with Dan Roberts

MUSICORP | EVENT

Musicorp Bids Farewell

Musicorp welcomed a visit from retiring Fender CEO Bill Mendello on July 21. Mendello and his wife, Donna, stopped by Musicorp's headquarters to thank the staff of Musicorp and M&A Sales. He recently announced that he will retire from his position later this year after 30 years with Fender.

Dan Roberts, Musicorp's vice president of sales, presented a Barcus-Berry Piano Black Vibrato Violin to Mendello. It was signed by all Musicorp and M&A Sales employees.

"We were very glad Bill Mendello was able to come by and chat with us," Roberts said. "We are very proud to be part of the Fender family."

In other Musicorp news, employees have donated money to Project Cool Breeze, a Charleston, S.C., cause that provides fans and window A/C units to disadvantaged seniors during the summer.

Periodically throughout the 2010 summer months, Musicorp employees had the opportunity to pay \$3 each for the chance to wear shorts and flip-flops to work to help combat the summer heat. In return, all proceeds were donated directly to Project Cool Breeze.

"Musicorp employees are always great about finding ways to give back to the community and help those less fortunate," Roberts said. musicorp.com

'We are very proud to be part of the Fender family.'



Celebrating
Great Audio
For 25 Years...
and Counting.

Thank You!

AUDIX
MICROPHONES

www.audixusa.com

IDEAS



>>> **Inside IDEAS**

> **The Lesson Room** Page 42

> **Customer Care** Page 44

> **Lessons Learned** Page 46

> **Streetwise Selling** Page 48

INDEPENDENT RETAIL | BY TED ESCHLIMAN

CHOICE PARALYSIS

There's a basic assumption that we're more content when we have more choices. In this age of consumer abundance, we have endless fast-food restaurants, innumerable options in toothpaste and cold remedies, and, of course, a bazillion kinds of breakfast cereals. Does this make us happier? I suggest it might not.

Subway is one of my favorite places to grab a sandwich. Despite the number of variations in cold cuts and pre-cooked meats, six breads, eight condiments, and seven vegetables, I have three favorite combinations, and the "Sandwich Artists" really move the line at the busy hour. They're seasoned pros, pun intended. Most of us regulars can stand in line, bark our orders and be on our way with a fresh, satisfying concoction in minutes — *if* we're ready to order.

The other day, I was standing in line behind two elderly grandparents with four little kids who didn't know what they wanted. Their indecision took an agonizing amount of time. Even though they marched off somewhat content



Too many choices can put customers into buying paralysis

with their lunch, I'm not sure the opportunity to create their own personal culinary art made the kids any happier than they would've been with spartan Happy Meals from McDonalds. Also, Grandma and Grandpa were thoroughly frazzled by the 20 questions required to make the tots happy. Six-inch? Twelve-inch?

Wheat, honey, oat? Nuked or toasted? There were long pauses between each question.

With choice comes responsibility, and some people want as little of that as possible. "What if I got the honey mustard instead of the spicy mustard? It will be my own fault if I don't like it." Notice the best establishments offer light suggestions and "limited" chef's specials. Even at the drive-in they suggest you try one thing. It's a great way to avoid traffic-jamming, deer-in-the-headlights indecisiveness, let alone blow out slower-moving inventory.

Threatened by the infinite opportunity of Internet retail, we fall into the trap of thinking we need to offer more in our stores. I dare say that's the opposite of where we dare go. The classic three-tier good-better-best rings true more than ever, and believe it or not, you are more often doing your customer a favor keeping additional choices invisible. Granted, stock needs to be well-calculated and researched. But I suggest that a local retailer's ultimate success comes by how well store buyers manage this inventory-

screening process.

Have you ever seen a customer who's on the verge of a buying decision become paralyzed because a new option was introduced? This is a common salesperson's nightmare, especially one who's arrogant in the course of upselling. The salesperson ends up completely unraveling the established safety net — the item the customer felt at ease with. A greater sin is mentioning inventory that's not on hand or an unavailable competitive product. Surely, you have some of these types in your store: "Out of the nine chromatic tuners I just showed you, my favorite is the one that's on backorder." (Owner in back room tears out his hair by the roots.)

People want choice, but they don't want to be responsible for being wrong. Limiting alternatives to a smart selection makes lives easier and liberates customers. Streamlining not only reduces inventory costs and focuses staff but, ultimately, better serves your customers. **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*.

THE LESSON ROOM | BY PETE GAMBER

Holiday Marketing 2.0

In past holiday seasons, I could always pull out my Santa hat and revamp what I did for marketing the year before. And usually, it made for a successful promotional strategy. That changed last year. Maybe it was the economy, but I think consumers are also starting to disregard traditional forms of marketing and selling.

This year, I'm trying something new. I'm relying heavily on my Web site and social media, particularly YouTube and Facebook. It's not earth-shattering, but check out my plans.



BROADCAST THE STORE

My customers love video content. I received a lot of response at parent meetings about the rental information on my YouTube page. After I called on schools, the kids also tended to go to the page.

YouTube brings your store to life in the comfort of the customer's home. People don't want to get sold to anymore. They want to buy based on their own ideas. YouTube is a great place for such discovery.

You've figured out which items you plan to sell this holiday season. Bring the products to life by showing how they're played or used in a video. How many new guitarists would dig a capo if they knew what it could do?

Have your music teachers demo and discuss new products and print music — especially if it's a play-along book. Store events can be broadcasted, particularly clinics and contests. YouTube is also the perfect outlet for discussing how-to videos and featured gift ideas. The more video, the better.

GET FACE TIME

Facebook is all the buzz right now, so you need to use it to your advantage. Create a Facebook page for your store, and invite customers and students to "like"

or "join" the page.

Facebook can be used to promote many different facets of a store, such as new product arrivals, weekly specials, events and new teacher announcements. Cross-promote by posting your YouTube videos on the Facebook page.

Put a link to your Web site on Facebook and vice versa. And don't forget to advertise the page in your showroom.

SYNERGIZE YOUR SITE

Your store's Web site should be synergized with social media through links to your Facebook page and YouTube videos. For example, if you have an "every guitarist wants a 12-string" YouTube video, make sure you have a related page and info on your Web site. Specific product videos can also be included with the product's specs.

REVAMP THE SHOWROOM

Your store needs to be like your Facebook presence, YouTube videos and Web site. You don't want customers to watch exciting video content and show up at a store that looks like a mortuary.

Run your YouTube videos in the showroom. Make some DVDs from the content, and let them loop. Put the guitar product videos in the guitar department and the lesson videos in every department.

Get out to the local schools and hand out fliers for your music lessons program. Hype the YouTube and Facebook pages to the kids.

Don't forget that music lessons make great gifts, so hand every customer in your store a lessons flier — with your YouTube information, of course. **MI**

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

Synergize your showroom, Web site and social media for the holiday season



INTRODUCING

the all new PF500 Series.

THE HIGHEST QUALITY ENTRY LEVEL FLUTE AVAILABLE.



PEARL'S EXCLUSIVE PHLISS MECHANISM



FRENCH POINTED KEY ARMS



PEARL'S HAND FINISHED EMOUCHURE



PF500

For years, Pearl Flutes has been the respected name in step-up and professional instruments. Now, with the PF500, the quality craftsmanship of Pearl is available to the beginning flutist.

Inspire your student with confidence.

Start them with the Pearl advantage.

www.pearlflutes.com



Pearl Flutes
A Tradition of Innovation

CUSTOMER CARE | BY BILLY CUTHRELL

Ghost Parent Syndrome

Ghost parent syndrome is one of the most difficult conditions to deal with when running a music lessons program. Ghost parents, or GPs, start with the best intentions — they want to give their kids a musical education — and outbreaks happen among the best people. Early symptoms are hard to spot because, at first, these parents purchase all the right equipment for their kids. They ask a lot of questions and like to know the backgrounds of teachers, staff and the business. They seem like ideal clients.

But there are telltale signs that ghost parent syndrome is setting in. A parent may suddenly disappear from your waiting room shortly after lessons start every week. Or, a parent won't communicate with teachers and staff unless there's a problem, such as missed lessons or billing errors. For the most part, GPs always drive up and drop off. Sometimes, they'll start showing up later and later each week, turning your staff into a babysitting service.

This causes problems, particularly when you need to speak with them about a tuition increase, lesson cancellation or studio policy upgrade. I once had a GP argue about a tuition increase nearly six months after the rate changed. True to form, the parent had never come in the shop to see the large signs posted at the entrance. We'd also e-mailed notices to all current students, and teachers had handed out reminder letters.

Having said that, ghost parent syndrome can be misdiagnosed. We often overlook the fact that people's lives change due to work-related issues and family problems. Still, it's critical to get GPs involved in your lesson program. Consider this multi-tiered approach for treating them.

Be detailed. At registration, be upfront and define your expectations. Explain that you encourage parents to sit in on lessons; you understand people are busy and know they can't attend every lesson; success is tied to frequent

communication between parents, students and teachers; having them in the shop regularly is essential for them to know about policy updates, so there are no surprises; and it's important that they pick up their children on time. Make sure this is written out and they have copies for their records, preferably signed by both parties. You can't give them too much information.

E-mail. Require a primary, secondary and student e-mail address at registration. (Parents often have as many as four accounts.) All e-mail addresses are entered into our database for monthly newsletters and added

to our lesson management system, so we can call *and* e-mail if a teacher is sick.

Facebook. We've found that most of our teachers are friends with their students and their students' parents on Facebook. Teachers have figured out that they can contact most GPs through Facebook and get a response, if not immediately, at least within 24 hours.

Texting. Our teachers and staff also use texting as an easy way to contact GPs. We ask at registration if it's OK to text with updates, issues or news that's pertinent to lessons and our business.

Give them a reason to come in and stay. We noticed we had lots of stay-at-home moms bringing their kids to lessons, so we changed up our magazine selection with titles that would appeal to them — *Better Homes And Gardens*, *Women's Health* and *People*. We also installed large, comfortable chairs and big-screen TVs. We're even experimenting with serving a glass of wine (or beer for men) after 5 p.m. and giving out cards to the coffee shop next door. If you don't have one, consider building a small coffee bar in the corner of your shop. It doesn't take up much space and entices parents to stick around. Plus, it's a nice perk for staff and teachers. **MI**

Billy Cuthrell operates Progressive Music Center and askourmusicians.com. Contact him at billy@ppdsonline.com.



Keep no-show parents involved in music lessons, or you might become a babysitting service

Now Shipping!

SOUNDTM INNOVATIONS

for **CONCERT BAND**

for **STRING ORCHESTRA**



A Revolutionary Method for Beginning Musicians



Bob **PHILLIPS** | Robert **SHELDON** | Peter **BOONSHAFT** | Dave **BLACK**



Be Part of Something Big

Become an authorized retailer and take advantage of Alfred's marketing support for Sound Innovations!

Major promotions to get directors excited about this ground-breaking method!

- National sample mailing to thousands of teachers
- Worldwide clinic tour by the authors
- Prominent displays at Alfred convention booths
- Webinar clinic broadcasts
- Print, Internet, email, and social media promotion

World-class marketing to help you sell the method!

- Digital marketing materials provided to all authorized retailers
- Listing of authorized retailers on alfred.com/soundinnovations
- Optional dealer co-op clinics in-store or online
- FREE custom displays
- Revenue share on Customized Edition sales

Simple. Innovative. Yours.

alfred.com/soundinnovations

Become an authorized retailer today! Contact your sales rep for details!

USA/Canada

Phone: (800) 292-6122
Fax: (800) 632-1928

International

Phone: +1 (818) 891-5999
Fax: +1 (818) 893-5560

Online

Web: alfred.com/dealer
E-mail: sales@alfred.com



LESSONS LEARNED | BY GERSON ROSENBLUM

Tough Decisions

Some decisions make themselves. When you run out of your best-selling guitar strings, you'll likely order more. When Elton John comes to town and wants to stop by your store to try some pianos, chances are you'll accommodate him. When your accountant suddenly announces he's tripling his retainer, you'll probably hustle to shop for a new one. If all decisions in business were this easy, everyone would be in business.

But easy decisions are a rarity. Instead, most decisions are riddled with several shades of gray. And once in a while, some decisions are so tough that they damn near paralyze us.

I dare say that the majority of my decisions as a music retailer were not clear-cut. Ironically, as I got older and more experienced in the business, the number of really tough decisions seemed to grow. I believe this was due to an increasingly challenging business climate combined with my own awareness of the consequences of wrong decisions.

The following are a few of my really difficult decisions, how I handled them and, as always, some lessons learned in the process.

THREE NEAR-PARALYZING DECISIONS

Many years ago, exclusivity was far more prominent in the combo business. At the height of the synthesizer explosion, customers considered my company the go-to store for high-tech products, and we enjoyed exclusive arrangements on many key lines. In reality, we and the manufacturers needed it that way in order to show the lines in their best light. But then the keyboard market weakened, and suppliers started to look for additional distribution. I was forced to either allow this change or open another branch to satisfy my vendors.

In hindsight, opening the new branch was a miserable choice. It momentarily doused the fire that was being fed by the winds of change. But in the long haul, with the weakening keyboard market, the inevitable happened, and more dealers were opened.

The next decision, which took place in the not-so-distant past, involved a particular vendor that started forcing its dealers into large buy-ins every year. The difficulty in the decision was based on my perception that the line was indispensable to my company's reputation. I believed that without this product I wouldn't be viewed as a serious player. So I ignored the fact

that I'd never turn my inventory quickly enough to justify the investment and acquiesced to the company's demands several times before realizing that enough was enough.

The final botched decision involved my banking relationship. I'd had a wonderful local banker for the past quarter century. Countless millions of dollars passed through the account. I had been warned that everything changes when you announce that you're closing your business, but I trusted that this particular relationship transcended the normal pitfalls. Despite excellent plans for an orderly dissolution of my company, let's just say the bank had an itchy trigger finger.

WHAT WENT WRONG?

The common thread in all these decisions is that I failed to focus, first and foremost, on my own company.

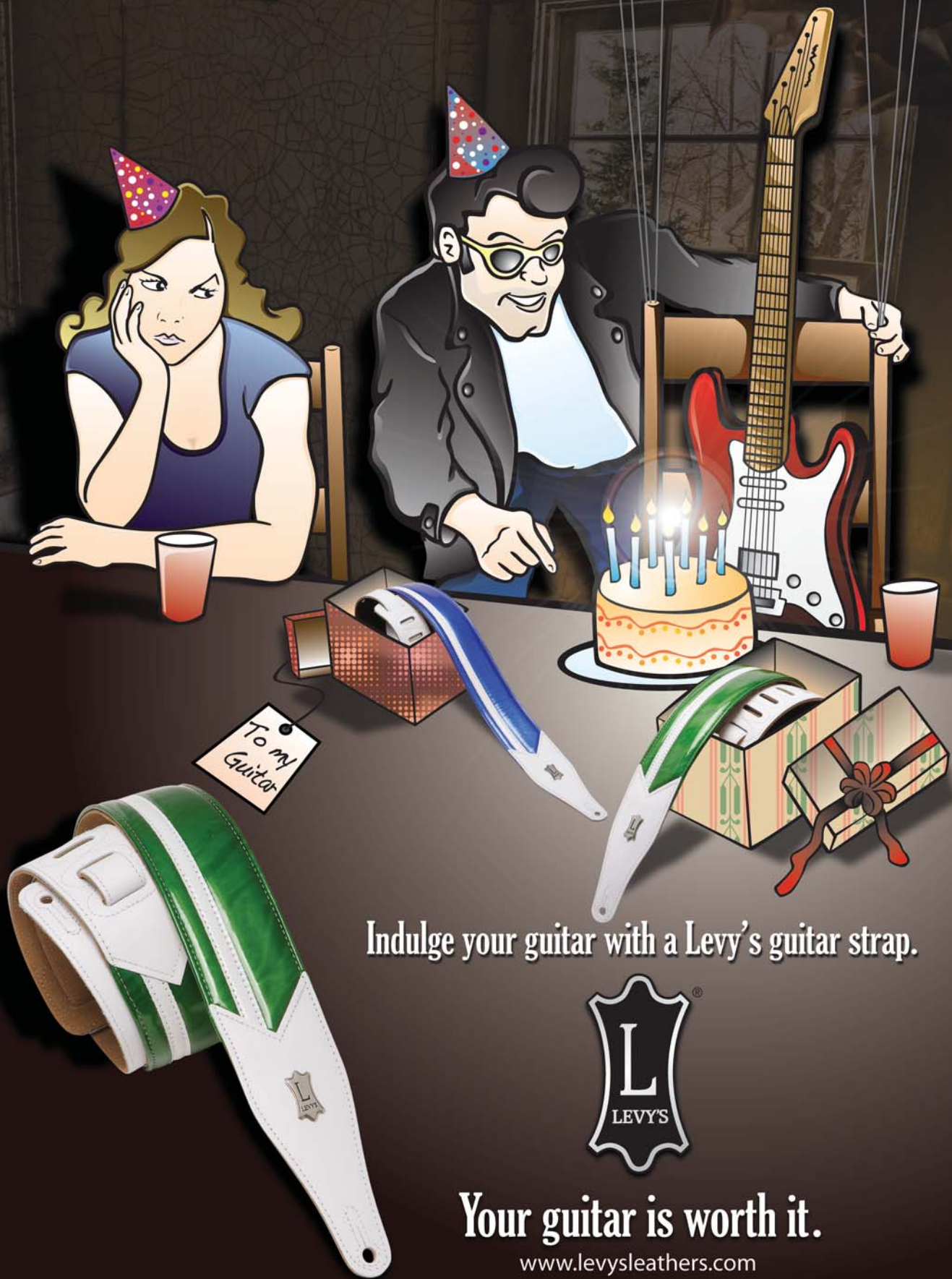
I made a decision to benefit my vendors. I made a decision based on perceived customer reactions. And I made a decision based on an honored relationship. In each case, the *right* decision would've been the decision that had the most positive effect on company profitability. The bottom line is the bottom line — and everything else is just noise. **MI**

Gerson Rosenbloom is managing director of Wechter Guitars. He's former president of Medley Music and a past NAMM chairman. E-mail him at gersonmusicinc@gmail.com.



The common thread behind most bad decisions retailers make

Your guitar is worth it.



Indulge your guitar with a Levy's guitar strap.



Your guitar is worth it.

www.levysleathers.com

STREETWISE SELLING | BY KENNY SMITH

How to Use the Phone

The No. 1 reason music retailers have telephones is to get customers in the store. Selling prospects on what you, your dealership and your products can do for them is much easier in-person than over the phone, so you've got to get people in your showroom.

Many salespeople believe they are close to making a sale when a would-be buyer calls. That's not the case. Customers typically research online and call three to four stores when they're planning on purchasing something of any grandeur. That said, they only physically visit one or two stores before making the buy. The telephone is critical.



TELEPHONE BASICS

It's important to practice, fine tune and apply excellent phone skills every day. You'll maximize your closes and become a better salesperson in the process. Here are the basics:

1. Answer the phone by the third ring.
2. Use a three-step greeting. For example: "Good afternoon. Thanks for calling Dave's Music Store. My name is Sue." Speak clearly, slow down and be friendly. Smile when you pick up. It works.
3. Always have a pen and paper handy. When a caller says his name, write it down, so you can use it during the call. If he doesn't give a name, ask for it and repeat it.
4. Don't leave a caller on hold for more than 30 seconds. If it's going to take longer, ask the caller for his number, and call back.
5. Make sure everyone who answers the phone can give clear, accurate directions to the store within a 20-mile radius. And avoid sending prospects past competitors whenever possible.
6. Inform the caller of your hours of operation before hanging up, and invite him to the store.
7. Concentrate on the caller,

and listen carefully. Repeat what he or she says. Reading and typing e-mails during a phone conversation is distracting and rude. Don't do it.

NEVER QUOTE PRICES

Telephone prospects are quick to cut you out of the picture. If you sound uninformed, don't have a product in stock or talk price, you're risking being crossed off the list. Giving out a price, in particular, can be the kiss of death. Smaller independents wouldn't lose as many deals to the Internet

if they didn't quote so many prices on the phone. Even if you give a reasonable explanation for your prices, all the customer hears is, "\$399 ... blah, blah, blah."

STAND OUT

Strike a chord with the customer on the other end of the line. Be the kind of person he wants to meet face to face before he buys. Underneath every phone conversation about products and prices lies the rest of the story. Get customers talking. Ask questions. They're looking for someone who understands their hopes and desires, someone who can help them fulfill their dreams better than anyone else. If you can be that person, they'll at least come in.

ASK FOR THE FAVOR

One of my prized retail techniques is to tell the customer, "When you come in, ask for me. My name is Kenny." This is a powerful way to end a call. When you ask a customer to do you a little favor — to ask for you by name — it makes him subconsciously think you're going to owe him one back. It works like a charm. As an extra bonus, your boss will be impressed when someone asks for you by name. **MI**

Kenny Smith is an industry veteran and consults both retailers and suppliers. Find him at kennysmithsalesguru.com.

What you don't know about the telephone could be costing you serious sales volume



**THIS IS A
KILLER
CRASH**

**THIS IS A
KILLER
CRASH**

**THIS IS A
KILLER
RIDE**

**KILLER
RIDE**

**THIS IS A
KILLER
CRASH**

**THIS IS A
KILLER
RIDE**

**KILLER
CHINESE**

WHAT ARE YOU SELLING?

The O-Zone Crash, X-Celerator Hats, the X-Treme Crash, the Raw Bell Dry Ride, the X-Plosion Crash... these killer SABIAN cymbals boost retail sales.

WHAT'S NEXT?

Contact your SABIAN rep. and discover those 'Killer' models designed to be best sellers.



BECAUSE SOUND MATTERS

Hear more at sabian.com



George Quinlan

MUSICADVOCACYHEROES

GEORGE QUINLAN ◉ QUINLAN & FABISH ◉ BURR RIDGE, ILL.

Think school budget cuts are beyond your control? These retailers are just a few of the advocates saving music programs every day. Here are their stories and strategies, as told to Music Inc.

I believe parents and school administrators know music and arts education has a positive impact on students. Many are trying to keep school programs alive as budget cuts threaten to eliminate them. But sometimes, the water is too deep, and cutting a program is the only solution.

In Illinois alone, our governor has cut \$311 million from the education budget — a 4.3-percent drop statewide. Most school districts are struggling to keep programs and staffing.

A few years ago, Ridgeland School District 122 in Oak Lawn, Ill., was forced to eliminate several programs, including band. Still, the high school band director and concerned parents wanted the kids to have a musical outlet. They inquired if a fee-based after-school program would be an option, and the administration was receptive. So, beginning in the 2008-'09 academic year, we stepped in and provided a band program for the district.

'HIRE US TO FIRE US'

We met with the administration to discuss the dynamics of how the program would work. Everyone agreed that the ultimate goal was to have the program to keep the band on life support until a full-time, funded program could be restored. That's a key factor: I stressed to the superintendent that we wanted him to "hire us so he could fire us" as soon as a district-funded program could be reinstated.

Fortunately, our company has a long, proud history of providing fee-based programs in private schools.

We also had a long, established relationship with the school district before the crisis. This experience provided credibility to our proposal and started from a position of trust.

THE TEACHER FACTOR

The key to succeeding with this type of program — or any music program, funded or not — is finding the right teacher. We are very careful to try to find a perfect match for each particular situation. In this case, our teacher is an alumnus of the school, knows the community, has a strong desire to see the program restored and would love to be offered the position if the band program is reinstated in the future. She teaches at a neighboring school all day and goes to the junior high to run the after-school program.

During the last 10 years, we have provided similar programs in other Chicagoland school districts experiencing similar emergencies. We are pleased to report that the band program in Grayslake District 46 was restored after our program kept the band on life support for two years. Plus, the district was able to hire not only our teacher but two additional faculty.

A similar result happened in East Maine District 63 (Niles) when not only the band program was restored but the orchestra program was too after being eliminated 25 years earlier!

By blending a combination of the right motive, the right teacher and a cooperative administration, we have been able to see a few band programs through the stormy seas until a time when the waters were right for smooth sailing.

JOIN A COALITION

MENZIE PITTMAN • CONTEMPORARY MUSIC CENTER
HAYMARKET, VA.

For school music advocates, your first e-mail from the Fairfax Arts Coalition for Education (FACE) creates a sinking feeling because you know it will be the first of many. But this year, advocates breathed a sigh of relief. After a long, arduous battle, FACE helped save the elementary band and orchestra programs in Fairfax County. And I was lucky to be part of the process.

WHY FACE WORKS

Why did FACE succeed when other attempts to save school music programs have fallen short? In my opinion, the single most important element was, and is, unified communication.

FACE's mission is to serve as a coalition for *all* arts education. Its stroke of brilliance is getting the different groups working together instead of against one another. To do so, it has a unique model, made up of a steering committee and a body of advocates. By incorporating all of its constituent organizations — music associations, theater director organizations, dance teachers, visual arts teachers, PTAs and local vendors — FACE has an immediate network that can react quickly.

FACE's leadership also understands the system it's up against. The organization works in lockstep with the

school system's budget calendar. It knows the players. It knows who encourages a well-rounded education and who supports the arts. The steering committee takes no opportunity for granted. This year, FACE embraced social networking and viral marketing to educate the public on budget issues. A petition on its Web site and Facebook page, for instance, amassed more than 12,000 signatures in support of arts education.

RETAILER CONTRIBUTIONS

It's important to note that FACE is an independent organization with no affiliation to the school system. Members do their advocacy work outside of schools. That's where music retailers come in. FACE needs resources, and dealers have fax machines and technical capabilities. Retailers can also assist with such promotions as FACE's T-shirt sales. Plus, they can use their voices and networks to get the message out to parents and booster groups. Most involved retailers have huge music education programs and solid relationships with community leaders. And dealers can also contribute financially to FACE.

This year, vendors helped with a bridge loan that covered the initial cost of services for arts advocate John Benham, who prepared a 158-page



report illustrating how program cuts have cascading long-term ramifications on music education. The FACE boosters repaid the loan by selling the T-shirts and raising donations throughout the year.

As a retail vendor, I served as a liaison between FACE and the Support Music Coalition, a partnership between NAMM and MENC. The fact that I'm part of the Support Music Coalition, have worked closely with NAMM on its Washington advocacy fly-ins and serve on FACE's steering committee made communications accurate and fast. Again, communication is paramount.

It's important to understand how much NAMM can help local community advocates. It was NAMM, for instance, that suggested FACE work with John Benham. NAMM also provided support materials, namely the Community Action Kit. This gave FACE everything it needed to jump-start its advocacy movement, including guidelines for advocacy proce-

dures and public service announcement materials.

COMPLACENCY, BEGONE

I recently asked Roger Tomhave, FACE's founder, if he had any disappointments this year, despite our success.

"During the budget fight, after each small success, advocates tend to think that the job is done, and they can begin to relax and fall off, but the job is not done until the final budget decisions are made," he said.

In other words, there's no room for complacency. You might have convinced the school board, but you still have to convince the board of supervisors. When that's done, you have to make sure the school board appropriates the funding. As Tomhave says, advocacy is never a one-time, one-shot deal.

Let me leave you with a staggering statistic. Since its inception, FACE has preserved more than 300 positions and more than \$30 million in proposed cuts to Fairfax County public schools. That's genuine success.

MOBILIZE CUSTOMERS

CHRIS WHITE ◉ WHITE HOUSE OF MUSIC ◉ WAUKESHA, WIS.

During the last 15 years, the Waukesha and West Bend, Wis., school boards have tried cutting music programs several times. It usually begins on the hush-hush, as a scare tactic to get a referendum pushed through, but someone clues us in. That's our cue to alert the public.

We move fast to raise awareness. At first, we thought we should take a low-key approach since we have a vested interest in the health of local school music programs. Then, we decided to put White House of Music and the community name all over our advocacy materials. We're one in the same. We're part of those communities.



music education advocacy Web sites, such as Support Music's Community Action Kit. The Support Music Web site works because it plays out

different scenarios and gives you talking points for different audiences. It teaches you how to tailor your message to every audience.

THE ACTION STEP

Parents and students then show up at the school board meetings en masse, typically in volumes of the hundreds, to make their concerns known.

Parents will talk about the impact music education has on their kids, in terms of giving them confidence and helping them perform better in school. They'll explain that eliminating school music programs is yanking a large part of kids' education out from under them.

Students will also talk about what music means to them: "This is the one reason I'm still in school. This is the reason I go to all my classes."

This has moved music program cuts from the top of the school board agenda to the bottom. In many cases, it has preserved the programs for another year. A few times, it has kept a program from being moved from fourth grade to sixth grade. Other times, it has kept it from being totally erased or kept it as an after-school program.

There are different levels of advocacy success, but most of all, advocacy keeps the school music program front and center in the community.

WORK YOUR RENTAL LISTS

In both the Waukesha and West Bend markets, we do a lot of rentals. We grab our mailing list of customers in those zip codes who've rented instruments from us. They receive a postcard alerting them that the program is at risk. It tells them that they need to make this known immediately if they want to keep music alive. It gives them details about when the next school board meeting will be held and how they can get the word out to their friends.

We also send the information via e-mail, so they can get the word out electronically. Sometimes, this works even faster.

The material points them to supportmusic.com and

JOIN SUPPORT MUSIC

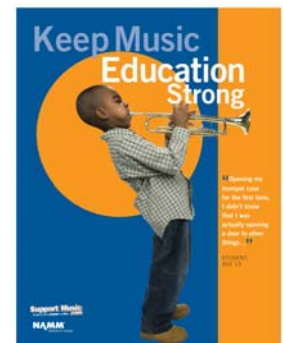
If Sandy Jordan could leave retailers with one message, it would be that school music programs are saved one district, one meeting, one school board and one superintendent at a time.

"While the federal government reminds us all that music and arts are core curriculum subjects in school, the real decisions that affect music education happen at the very local level," said Jordan, who helps head up the Support Music Coalition.

That means music retailers make especially good advocates. Dealers can get involved by joining the Support Music Coalition, a NAMM- and MENC-coordinated group that gathers 250 advocacy organizations. Also, Support Music's Web site, supportmusic.com, offers everything from compelling research, talking points and counterarguments to downloadable celebrity public service announcements, brochures and petition templates. Jordan said the research makes ideal material to distribute at point of purchase and to parents of kids in music lesson programs.

She also encouraged retailers to get to know their district music or arts supervisor and learn about the program from his or her perspective.

"Become your community's go-to resource as it fights to keep quality music education programs in place during a tough budget year ahead," she said. "You'll generate more loyal customers, and therefore sales, when you cultivate your community around the issue they care most about: their kids." info@namm.org; supportmusic.com



INSULATE PROGRAMS

DENNY SENSENEY ◀ FORMER OWNER OF SENSENEY MUSIC ◀ WICHITA, KAN.

Learning to make your own music is a blessing the music products industry and music education profession enjoy, one universally accepted to have a positive impact on our lives. Why then do we consistently find ourselves in the position of defending school music programs in front of legislators and school board members?

I believe it's because we have been largely ineffective at applying insulation to our product. Insulation eliminates or slows down unwanted side effects. Electric wires have insulation, our homes have more insulation than ever before, and our businesses have insulation (i.e. insurance) to ward off the effects of accidents or a lack of imagination.

Becoming an effective advocate for music education in the public schools can slow the danger created by budget cuts or schedule restrictions. And developing a corporate advocacy strategy is good business that's also good for students, schools and communities. Customers are attracted to businesses that help improve their communities, regions and states. Quality employees are attracted to and stay with companies that are responsible leaders in their fields. Not least of all, decision makers respect such businesses.

CORE BELIEFS

Where can you start as an advocate? Articulate what you believe in. I developed



'The extent to which our message is sound, well-documented and, most of all, reasonably presented will determine the outcome.'

two strong beliefs over 40 years serving the music profession in our community and region:

1. *Without strong music programs in the public schools, a cultural caste system will develop where only wealthy children will have access to an education enriched by the arts.* Market expansion cannot exist in this kind of environment, and moreover, it is not the

right thing to do.

2. *We must develop both a "wellness program" and an "emergency room."* A wellness program educates decision makers about the wisdom of creating and maintaining strong music programs at the core of the curriculum. An emergency room is necessary to save programs threatened by the ignorance of fast-acting, well-intentioned decision makers under pressure of budget and schedule challenges.

THE FIGHT IN WICHITA

In the 1980s, the Wichita Board of Education recommended elimination of music and art from all elementary schools in response to budget restrictions of that recessionary period. Perceiving this as both bad for business and bad for thousands of students, I called a meeting in my office of community leaders from the fields of education, business, politics and arts organizations to discuss the situation and present a plan to address the proposal.

Using the NAMM advocacy *Guidebook* created by Karl Bruhn — a retired music industry executive and former NAMM director of market development — a group of passionate advocates were empowered to make a difference. They set up and activated a communication tree with information on how to be an effective advocate.

Thousands of messages were delivered by mail, fax and phone, as well as in-person, to

board of education members and school administrators in support of maintaining the existing music and art programs at current levels. The passion and volume of the debate effected a reversal of the proposed action.

OUR OBLIGATION

Sadly, that was not the last attempt to cut music programs in ensuing years. The primary catalyst has always been either budgetary concerns or scheduling challenges resulting from No Child Left Behind legislation.

I believe most educational decision makers — administrators, board of education members and legislators — support strong schools for our children and our communities. They have a very difficult job allocating dollars and time for the best outcome for the most students.

The voice of music education advocates is now one of many heard by decision makers. The extent to which our message is sound, well-documented and, most of all, reasonably presented will determine the outcome. It is the obligation of community members, taxpayers, parents and students to articulate effectively and with integrity the kind of education they desire.

It is also the obligation of those of us who believe in the power of music education to share our understanding and passion with those who have accepted the responsibility of making decisions for us. **MI**

Award-winning music software.

(Ph.D. not required)



Introducing

Mixcraft Pro Studio 5

The Ultimate Mixcraft Experience

Mixcraft Pro Studio 5 improves on Mixcraft 5's already impressive line-up by adding three incredible virtual instruments and four powerful mastering effects valued at \$250.00, for a grand total of 26 included effects and 11 included virtual instruments.

\$ 199.99
MSRP

*Available for presale

Founded in 1998 and located in the foothills of the Yosemite Valley, Acoustica's mission is to create high quality, intuitive, and powerful software at affordable prices. At Acoustica, the customer comes first!



Mixcraft 5

Multi-track Recording Studio

Mixcraft 5 is a powerful yet easy-to-use multi-track recording studio that enables you to record audio, arrange loops, remix tracks, compose with virtual instruments, score and edit video, and add effects to create stunningly professional compositions.

\$ 89.99
MSRP

Pianissimo

Pianissimo is a Virtual Grand Piano, delivering the rich, warm sound and expressiveness of a classic grand piano.



\$ 79.99
MSRP

Spin It Again

The easy way to convert your LPs and cassettes to clean, digital recordings.



\$ 44.99
MSRP

CD Label Maker

Create your own CD/DVD labels and CD jewel cases with the ultimate in ease and flexibility!



\$ 29.99
MSRP

Benefits

- o Award-winning, affordable, intuitive, and easy-to-use professional audio software.
- o Ideal features and price for cross-selling to your combo department.
- o Acoustica has established OEM partnerships that promote cross-selling to your customer base.
- o We provide customer support 7 days a week, so you don't have to!
- o Acoustica provides a well organized, thorough training program for you and your staff.

Please contact Derek Schaefer (derek@acoustica.com | 559.692.2224 x 1007) for more information or free evaluation copy of any of our software products.

ACOUSTICA®
Software Should be Easy to Use!



SUBSCRIBE TO
MUSIC INC.,
AND GET GREAT
RETAILING
IDEAS AT YOUR
FINGERTIPS!

If you're an owner, manager or front-line sales pro at a music store, Music Inc. is your guide to great ideas and insights on everything from finance, marketing and promotions to sales, lesson programs and, of course, gear.

To subscribe, go to musicincmag.com, and click the "Subscribe" button. It's FREE!

Prefer a digital edition? We've got it. Just select print or digital!

GET
YOUR
OWN
COPY!

VISIT MUSICINCMAG.COM TODAY!
(CLICK "SUBSCRIBE")

EDITED BY KATIE KAILUS



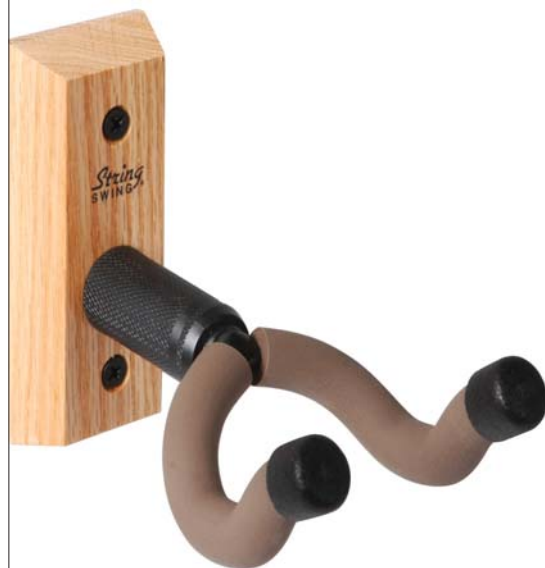
2010 HOLIDAY SALES GUIDE

**BREAKOUT GEAR,
DEALER PICKS, PROFIT
CENTERS — YOUR
ONE-STOP SOURCE
FOR RINGING CASH
REGISTERS THIS
HOLIDAY SEASON.**

PETERSON | STROBOCLIP

Super Clip

Peterson has added the StrobeClip to its Virtual Strobe series lineup. This clip-on-style strobe tuner is designed for acoustic instruments. The large strobe display maximizes its screen area by moving the strobe bands horizontally rather than vertically to guarantee viewing in various lighting conditions. A variety of other presets, including Dobro and lap steel and settings for the violin family, come standard. MSRP: \$89.99. petersontuners.com



STRING SWING | CC01K

Handle With Care

String Swing has redesigned the CC01 to create the CC01K Guitar Keeper. The unit features a deep cradle design that prevents the guitar from being improperly placed in its hanger, creating safer handling of the instrument. The design is ideal for guitars that have a headstock with single or uneven heels. The yoke pivots to cradle the headstock. stringswing.com

AUDIX | CABGRABBER-XL

Raising the Bar

Audix's new CabGrabber-XL is an extended version of the CabGrabber and created to accommodate larger amps and cabinets. It's simple, compact, easy to use and enables players to place a microphone on a guitar amplifier or cabinet without the use of a mic stand. Constructed of aluminum tubing, the CabGrabber-XL is lightweight but capable of holding microphones securely and firmly in place. MSRP: \$89. audixusa.com



GODLYKE | TRISKELION

Totally Harmonic

Triskelion, the latest from Totally Wycked Audio, uses vintage synthesizer technology to reshape the harmonic structure of the input signal, adding punch and depth. The Triskelion's switchable Amplitude control offers a healthy level boost

to drive rigs into submission. An expression pedal output lets users vary the harmonic emphasis in real time via an optional foot controller, while the Triskelion's multi-colored LED array provides a unique visual reference for control settings. MSRP: \$349. godlyke.com





VOX | AGA150

Powered Up

Vox Amplification has added the AGA150 to its acoustic guitar amplifier series. Joining the recently launched AGA70, the AGA150 boasts twice the power of the AGA70, adds an additional tweeter for a more refined high end and features a compact, efficient power amp. Both two-channel amps feature a normal channel and a tube pre channel, complete with a 12AU7 dual-triode vacuum tube. Each channel is equipped with a standard guitar input and a microphone input with selectable phantom power. MSRP: AGA150, \$750; AGA70, \$550. voxamps.com



ST. LOUIS MUSIC | CASE BRACE

Impromptu Hanger

St. Louis Music is now distributing the Case Brace, a guitar case accessory that lets users transform their hardshell guitar or bass cases into guitar stands. The brace fits in between the open case's sides and lets the guitar hang safely inside. Custom Case Braces can be cut from almost any variety of hardwood or plastic material. casebrace.com



+ HOLIDAY SELLER | WALDEN GUITARS

We go heavy on the entry-level models.

PAUL AND KEN TOBIAS
TOBIAS MUSIC
DOWNERS GROVE, ILL.

"We stock up on the Walden line of acoustic guitars. We go heavy on the entry-level models. Walden makes outstanding guitars in all price levels, but there seems to be a price point that gets maxed at around \$300 for the holiday shoppers. We can give them a great quality acoustic with the accessories and still keep it under \$300. The Walden Natura 500 series does well."



TANGLEWOOD | TW8-WC

Pack Attack

Tanglewood Guitars has brought two of its successful entry-level guitar packs to the North American market. The TW8-WC is a laminate dreadnought guitar in a natural gloss finish with a select spruce top and mahogany back and sides. The TW8-ST-Pack is a solid-top dreadnought guitar featuring a satin finish with a solid spruce top. MSRP: \$279 for each pack. tanglewoodguitars.co.uk



GEAR

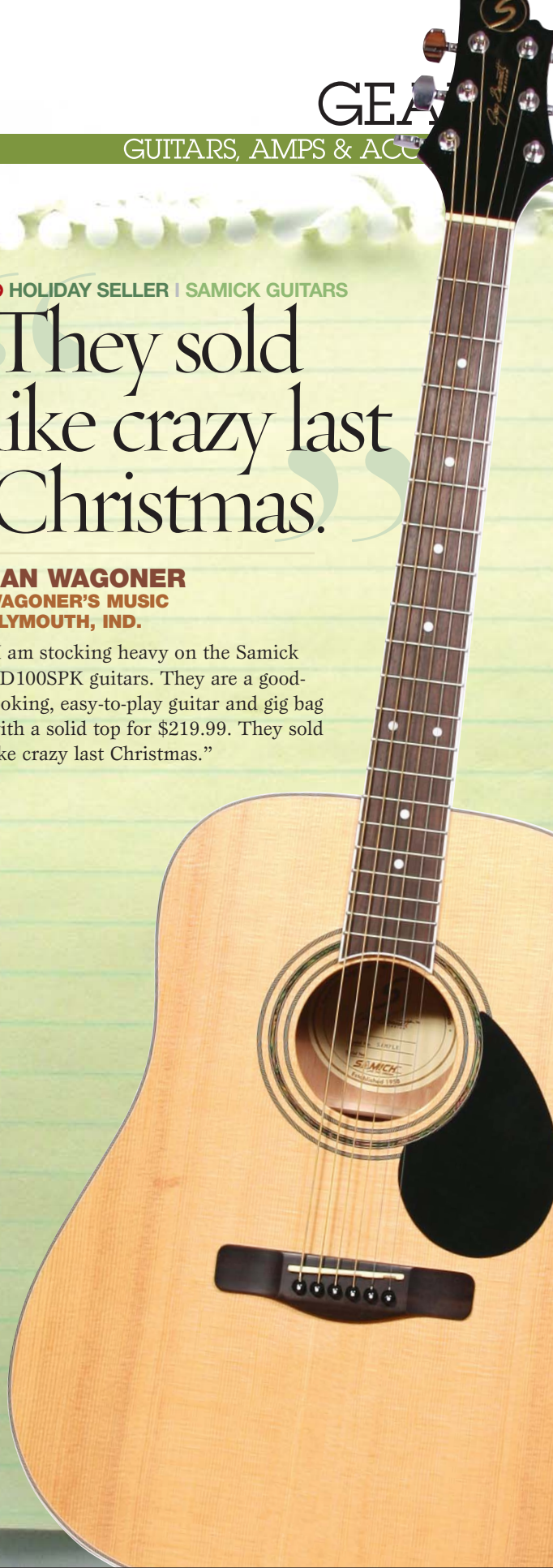
GUITARS, AMPS & ACC

+ HOLIDAY SELLER | SAMICK GUITARS

They sold like crazy last Christmas.

**JAN WAGONER
WAGONER'S MUSIC
PLYMOUTH, IND.**

"I am stocking heavy on the Samick GD100SPK guitars. They are a good-looking, easy-to-play guitar and gig bag with a solid top for \$219.99. They sold like crazy last Christmas."



YELLOW JACKETS | TUBE CONVERTER

Buzz-Worthy

Yellow Jackets' new rectifier tube converter can convert 5U4, 5AR4 or 5Y3 tubes to a solid-state rectifier. It's easy to install and requires no adjustments to an amplifier. The unit improves amps, giving users a tighter sound by reducing the voltage sag in the amplifier's power supply. The converter is made in a gold-plated tube socket.

yellowjacketstc.com



KACES | UNIVERSAL BAGS

Universally Tough

Universal gig bags for mandolin and banjo are Kaces' latest rollout. Both are professional-grade, feature a polyester exterior and come overstuffed with 20-mm foam padding. They include an ergonomic handle and an adjustable shoulder strap. The bags also feature a large accessory pocket for stashing picks, strings and tuners. MSRP: mandolin, \$49.95; banjo, \$59.95. kaces.com

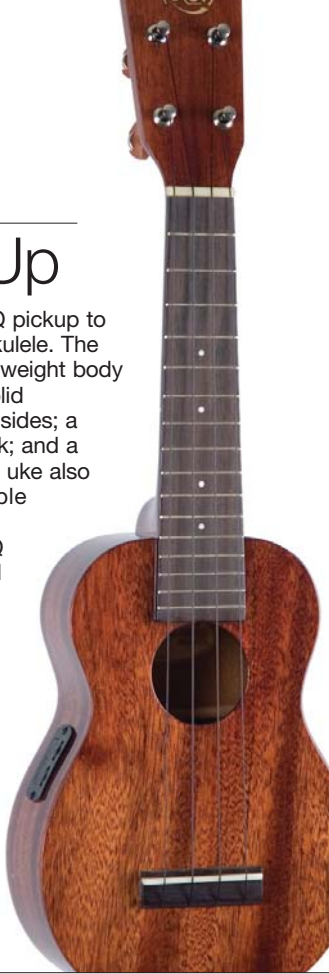




KOLOA | KU-600-E

Pick Me Up

Koloa has added an EQ pickup to its KU-600 all-solid ukulele. The new KU-600-E has a lightweight body with a hand-graduated solid mahogany top, back and sides; a one-piece mahogany neck; and a bone nut and saddle. The uke also features deluxe adjustable friction tuners and D'Addario strings. The EQ pickup provides an added element of versatility, making it ideal for amplified performances and jam sessions. koloaukulele.com



AGUILAR | AG 5J-60

'60s Flashback

Aguilar Amplification's new AG 5J-60 pickups for five-string bass are modeled after a mid-1960s Jazz bass pickup. The AG 5J-60 uses all the period-correct parts, including heavy Formvar wire and Alnico V magnets. Single neck and bridge pickups are also available. MSRP: \$189. aguilaramp.com



Your exclusive US source for these best-in-class brands



MUSIQUIP

www.musiquip.com 1-866-832-8679

GEAR >

GUITARS, AMPS & ACCESSORIES



LOAR | LH-300, LH-350

Vintage Beauties

The Loar's new archtops are modeled after 1920s designs, and both begin with hand-carved solid spruce tops. The new LH-300 and LH-350 (pictured) feature maple backs and sides and a mahogany neck, which is finished with a bound rosewood fretboard. The guitars boast a 1.75-inch nut width and a historic 24.75-inch scale length. The LH-350 has a florentine cutaway and a floating humbucker for amplified playing. Both guitars are offered in a vintage sunburst finish. theloar.com

INDIANA GUITAR CO. | GRAPHIC DREADNOUGHTS

Graphic Designs

Indiana Guitar Co. has introduced four new graphic design dreadnoughts. The lineup includes a Saddle Up Western model featuring a bronco rider and lasso-style rope trim; a Life's A Beach model with sun, sand and surf graphics; a Peace guitar boasting a tie-dye background and peace signs; and a gothic Blacknight theme, complete with faded lace, a bloody rose and a ghosted skull on the headstock. MSRP: \$159.95. indianaguitar.com



String SWING®

Check out our site!
www.stringswing.com

The Guitar Keeper

Stock up on these great gift ideas!



CC01K



CC11K



CC01UK



CC01V



CC01B

Proudly made in the U.S.A.





PRS | MIRA 245 SOAPBAR

Birthday Bonus

PRS's 25th Anniversary Mira 245 Soapbar features a classic feel and tone with quality and stability. This new version of the Mira boasts 22 frets, soapbar pickups and a 24.5-inch scale length. To celebrate the anniversary, the guitar also includes shadow bird inlays, an anniversary headstock eagle, a rosewood fretboard and a unique color palette. Colors include charcoal smokeburst, sapphire smokeburst, scarlet smokeburst and smoked amber. prsguitars.com



CLEAN STAGE • IMMACULATE TONE



VENUE DI ACOUSTIC EQ/DI/TUNER

"So, for us, it's bye-bye separate pedals and patch leads and hello to improved EQ, DI and superb feedback-busting. If you're a gigging acoustic musician, just buy one - you'll thank us." - Guitarist magazine

L.R. Baggs

Learn more at www.lrbaggs.com/venue



SENNHEISER | RS SERIES

Wireless Freedom

Sennheiser's new RS 160, RS 170 and RS 180 are wireless headphones that deliver high-resolution audio through uncompressed wireless transmission. They let users move around while watching television and enjoy cable-free music. MSRP: RS 160, \$259.95; RS170, \$329.95; RS 180, \$389.95. sennheiserusa.com



ROYER | R-101

Blue Ribbon

Royer Labs has introduced the R-101 ribbon microphone. Boasting high SPL capabilities and extremely low residual noise, the R-101 is ideal for both studio and live sound reinforcement applications. The mic also offers numerous technological advancements, such as multi-layered wind screening and a ribbon element that's not affected by heat or humidity. MSRP: \$895. royerlabs.com

BLUE MICROPHONES | EN-CORE 300

Encore, Encore

The latest edition to Blue Microphones' live series, the en-Core 300 condenser model, has an open architecture design and reinforced build for high-quality stage performance. The design maximizes air volume in the capsule chamber, resulting in uninterrupted sound regardless of how the microphone is gripped. The en-Core also features LED backlighting to indicate active phantom power in the pre-amp circuit. MSRP: \$199. bluemic.com





SAMSON | AURO

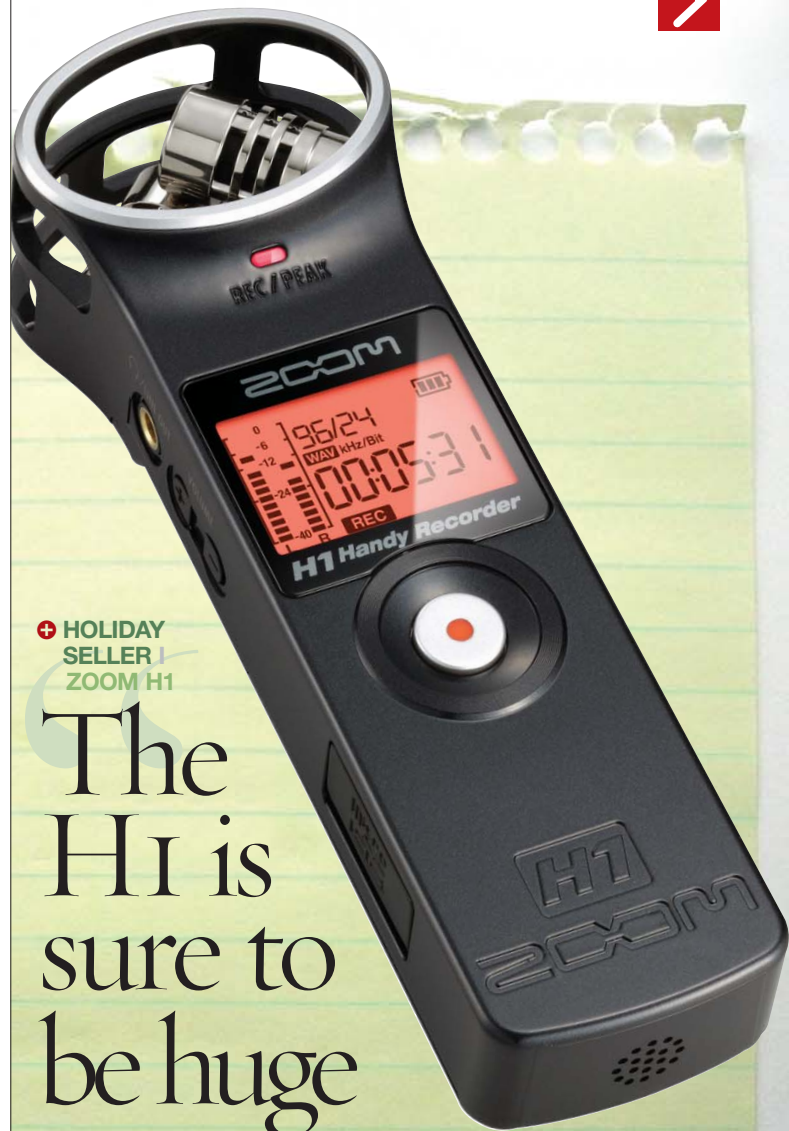
Power-Packed

Samson's new Auros are lightweight, two-way active speaker enclosures that deliver 400 watts of power in 12- or 15-inch models. Their extended low-frequency driver is accompanied by a 1.34-inch compression driver. Immersive, articulate bass and sweet, lucid highs create well-balanced and expressive audio suitable for any situation. The Optimax processing ensures Auro will operate at high volume levels without sacrificing low end. samson.com

GATOR CASES | G-MIX

Safe Keeping

Gator has redesigned its G-Mix series to accommodate some of today's popular mixers. Made of a polyethylene plastic, the cases sport a sleek black uninterrupted aluminum valance. With a thick 1-inch EPS foam-lined interior and specialized interior wedges, everything is held in place during transport. The case also includes heavy-duty TSA locking latches. gatorcases.com



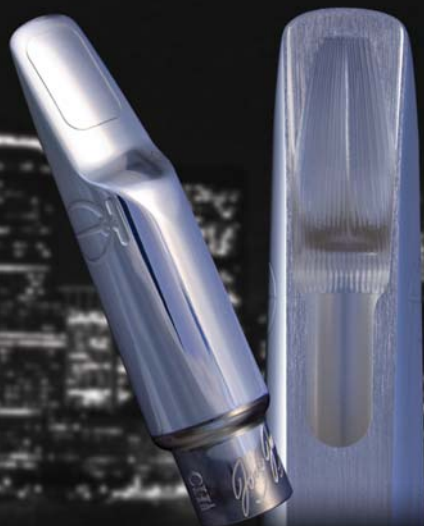
+ HOLIDAY
SELLER |
ZOOM H1

The H1 is sure to be huge this Christmas at only \$99.

JEREMY CARNEY
NORTHERN MUSIC AND VIDEO
POTSDAM, N.Y.

"We will be stocking up on the new Zoom H1 recorders. The H4 and H4N have been extremely successful with us since they were first released, and the H1 is sure to be huge this Christmas at only \$99."

NEW FROM JODY.JAZZ
DV CHICAGO Tenor



U.S. Patent No. 7,470,844

The DV Chicago Tenor is the culmination of Jody Espina's quest to make the perfect saxophone mouthpiece.

**BIG ROBUST BRIGHT DARK FULL BEAUTIFUL
NOW YOU CAN HAVE IT ALL**

Visit www.jodyjazz.com for more info.



*You Can See
When Its Ready
For Refilling*



**Call
Today!**



www.OasisHumidifiers.com
dhepple@oasishumidifiers.com
866-263-7965

GEAR

AUDIO & RECORDING



FOCUSRITE | SAFFIRE PRO 14

Recording Gem

Focusrite has released the Saffire Pro 14. The eight-input, six-output FireWire audio interface is designed for home studio musicians wanting a simple but high-quality I/O device for their computers. The unit features two Saffire mic pre-amps. MSRP: \$299.99. focusrite.com

YAMAHA | DSR

Loud and Light

Yamaha has launched the DSR active loudspeaker line, which includes the compact and lightweight full-range DSR112, DSR115 and DSR215, along with the DSR118W subwoofer. The series delivers class-leading power and digital sound processing, as well as the new D-Contour multi-band dynamic processing. Integral digital tuning helps deliver clear, high-definition sound. yamaha.com



AVID | HD SERIES

Pro Support

Avid's new HD series interfaces for ProTools|HD include the HD I/O, HD OMNI and HD MADI. These give users flexible configurations to support a variety of analog and open digital formats for recording, mixing and playback. MSRP: HD I/O, \$3,995; HD OMNI, \$2,995; HD MADI, \$4,995. avid.com



SOLID STATE LOGIC I
STEREO EQ MODULE

Mega Module

Solid State Logic has released the Stereo EQ Module, a classic, four-band parametric EQ for the X-Rack modular rack system. It's a stereo version of SSL's console channel EQ. Features include high and low bands switchable between shelving, as well as fixed Q Bell curves and TotalRecall status LEDs. **{solidstate logic.com}**



WAVES AUDIO I WSG-Y16

Sonic Capabilities Widened

Waves Audio has launched the WSG-Y16 mini-YGDAI SoundGrid I/O card for Yamaha mixing consoles. The card widens the sonic capabilities of a Yamaha console, giving live engineers the opportunity to more accurately duplicate the sounds of hit studio recordings. It also gives front-of-house engineers the ability to select from a wide palette of vintage outboard signal processing without having to haul racks of fragile classic gear. **{waves.com}**



PLAY ANYWHERE

FRANK JORGENSEN:
DAY JOB: COMMERCIAL AIRLINE PILOT
WEEKEND CIG: HEADLINING ROOM 419,
COURT PLAZA SUITES NEAR JFK
"I'M COME FIVENIGHTS A WEEK AND THANKS
TO MY EG-2, MY CHOPS ARE AS SHARP AS EVER."



TRAVELER GUITAR
TRAVELERGUITAR.COM
1-800-476-1591

It's as easy as A-S-C...

Nady's new 100-channel UHF wireless system features state-of-the-art performance and ultimate ease of operation. Convenient receiver free-channel autoscans and ASC™ auto-sync channel download to transmitter make channel selection and setup simpler than ever.



only \$249 MAP

UWS-100 100 Channel Select
UHF Wireless System



nady.com

ADAMS | GENERATION 2 SERIES

Next Generation

Adams has released the Professional Generation 2 series timpani. The instrument's bowl is attached to a new single flange chrome suspension ring for enhanced sustain and pitch focus. The timpani features an all-new patented balanced-action pedal mechanism for smooth pedal action over an extended tuning range. pearl.com



GRETSCH | CLASSIC SERIES

Seaside Sparkle

Gretsch's Classic series is now available in a shimmering Ocean Sparkle Burst lacquer finish. This hand-applied finish uses Gretsch's mixed sparkle technology and a blue color burst pattern. New Classic series drums feature proportionate shells that increase in thickness with the shell diameter, producing full, balanced tonality across the entire drum set. Sophisticated appointments include vintage-styled tube lugs and 9025-hinged tom and floor tom leg brackets. The set is available in three shell pack configurations. MSRP: NC-E824-OSB, \$3,615; NC-S483-OSB, \$2,985; NC-F604-OSB, \$3,460.

gretschdrums.com

+ HOLIDAY SELLER | DRUMS & ACCESSORIES

We stock up on all levels of accessories.

DONN BENNETT
DONN BENNETT
DRUM STUDIO
BELLEVUE, WASH.

"We stock up on inexpensive drum sets; all levels of cymbals and accessories, such as the Tama Rhythm Watch (pictured); Zildjian's drummer gloves; and Protection Racket cymbal and stick bags."



YAMAHA | GIGMAKER

Green Monsters

Yamaha has debuted a new series of GigMaker drum sets geared toward first-time players. The kits feature Yamaha hardware with hex tom ball joints for positioning and five new glitter wrap finishes. In addition to the matching wood snare drum and double-braced hardware, the GigMaker drum sets include matching wood bass drum hoops for superior tone and durability and come in 20- and 22-inch configurations.

yamaha.com



KICKPORT | T-RING

High Impact

KickPort's new T-Ring Reinforcement Rings and D-Pad Impact Pads are designed to improve the sound and performance of virtually all bass drums. Made from PVC film with premium-grade 3M adhesive, the KickPort T-Ring has an outer diameter of 7.25 inches and an inner port diameter of 5.25 inches. In addition to acting as a reinforcement that will prevent vented bass drum heads from tearing and splitting around the port, the T-Ring can be used as a template for cutting a 5.25-inch hole in any head. MSRP: \$5.95. **{kickport.com}**



+ HOLIDAY SELLER | ENTRY-LEVEL GEAR

We have always focused on the beginner for our major holiday season push.

DAVE HAMILTON
JUST DRUMS
TORONTO

"We have always focused on the beginner for our major holiday season push. Last year was a little off, and we didn't feel a lot of buying confidence in the general population for musical gear. We will continue to bundle for the performing players, as they are always looking for something new to try. However, the entry customer is our most active customer for the last quarter."

Marlo
Music Folders to Fit Every Need

(800) 400-1128
www.marloplastics.com

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

Adjustability made easy
Some capos require that you manually apply the same amount of pressure each time in order to get acceptable results. Adjust the SHUBB capo once for your instrument and you will get the same results each time.

learn more at: www.shubb.com/bestcapo
707-843-4068
info@shubb.com | www.shubb.com

BULLET™
GUITAR JACK TIGHTENER
Patented Grip - Tip™ holds Jack while tightening, preventing damage to wiring and solder joints!

Works With Most Recessed and Surface Mounted Jacks, Effects Pedals & Mixers
Metric & S.A.E. Nuts
Engineered Plastic

"We can tighten loose nuts, but we can't do anything about your drummer"

BIGROCK ENGINEERING
MFG. USA
PAT. PEND. © 2010

ALLPARTS
(713) 466-6414
www.allparts.com/bullet



KORG | PS60

Portable Performance

Korg's new lightweight, compact PS60 performance synthesizer has been designed for gigging musicians. It delivers 440 sounds using the company's EDS-i sound engine. The sounds are organized into six categories: piano, electric piano, organ, strings, brass and synth. Each category offers dedicated controls, while the intuitive interface lets the performer layer up to six sounds or make split settings at the touch of a button, creating keyboard textures with ease. Up to 20 split/layered performance settings can be created and saved for instant recall. **{korg.com}**



PEARL RIVER | NEW MODELS

Pearl Expands Family

Pearl River has added five pianos to its lineup, including three verticals and two grands. Two of the new models include the EU122-Vertical Piano. It produces a European sound and features a new Lothar Thomma design using European features. The GP188A-Grand Piano (pictured) boasts an active soundboard area resulting from specific bridge placement balanced with a lower scale tension. **{pearlriverusa.com}**



+ HOLIDAY SELLER | YAMAHA PSR-E223

We sell a lot of entry-level keyboards.

CLINT STRAIT
STRAIT MUSIC
AUSTIN, TEXAS

"We sell a lot of entry-level keyboards, such as the Yamaha PSR-E223, and entry-level digital pianos, such as the Yamaha P-95."



ROLAND | GAIA SH-01

Compact Synth

Roland has released the Gaia SH-01, a 37-key compact synthesizer that offers serious sound, instant control and flexibility. It combines a classic panel layout with the latest in Roland's analog-modeling technology. Gaia's ideal for students, songwriters, session players and live performers of all styles and skill levels. The unit is lightweight, compact and can be powered via AC or batteries. MSRP: \$799. **{roland.com}**

The Piano Business Does Have Its Benefits...



Bergmann



KAWAI

KURZWEIL



NORDISKA™

PianoDisc



PETROF



STEINWAY & SONS

SHIGERU KAWAI



Weber

Weinbach

WYMAN



YOUNG CHANG

Join the Piano Manufacturers Association International today!

The benefits of joining PMAI are numerous...

- ▼ Shipment statistics
- ▼ Major market statistics
- ▼ Piano market surveys
- ▼ Retailer & Manufacture Code of Ethics
- ▼ PMAI member website
- ▼ Access to our web site, www.pianonet.com
- ▼ Piano retailer programs
- ▼ Recreational Music Making
- ▼ Communications with other members

To learn more about the benefits of joining PMAI please contact us.



(972) 625-0110

don@dondillon.com

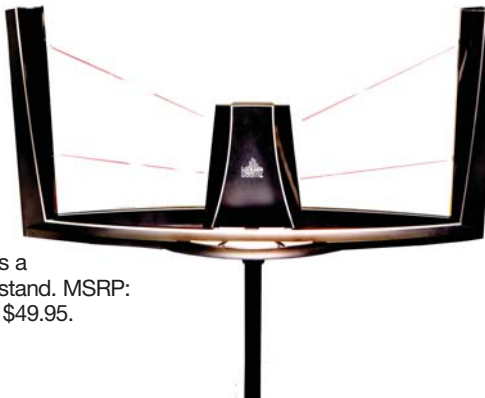
www.pianonet.com

Membership in the Piano Manufacturers Association International
is open to manufacturers of piano products.

BEAMZ | BEAMZ PLAYER, STAND

Laser Craze

Beamz Interactive has launched the Beamz Player, which features a smaller-footprint design. Four laser beams trigger up to 12 different instruments, music clips and sound effects. Beamz also has a new height-adjustable stand. MSRP: player, \$199.95; stand, \$49.95. thebeamz.com



CONN-SELMER | LEBLANC L60

Aged Gem

The newest addition to Conn-Selmer's Leblanc family of clarinets is the L60 bass clarinet. The instrument features an aged, unstained grenadilla wood body with a professional, hand-hammered bell and heavily plated nickel or silver keys. It also includes a Steelite Ebonite mouthpiece, corked tenon neck and single-register key mechanism. leblancclarinets.com



VANDOREN | V12

Request Granted

Vandoren has followed up on the success of its V12 reed for Eb clarinet with the new V12 bass clarinet reed. Built based on player requests, it's cut like other V12s for clarinets, producing a deeper, richer sound with more body to the attack and color to the tone. vandoren.com



HOLIDAY SELLER | SCHILKE S32HD

This will help us compete with the big boys on price.

PETE BIEDRON
BANDSOURCE
DOWNERS GROVE, ILL.

"Schilke's S32HD is more or less a standard-weight trumpet. Not only does the horn slot feel good to a lot of different players, it comes with a protectable back packable wood shell double trumpet case, an M3 Symphony series mouthpiece, a quadruple mouthpiece pouch, Schilke slide grease and valve oil. Schilke has also introduced MAP policy on its horns for the first time ever. This will help us compete with the big boys on price and also offer more incentive to stock more of its horns."





SCHILKE | 1040 FLUGELHORN

Full-Featured

Schilke's new 1040 flugelhorn offers a dark, rich, warm sound with a design that features a traditional French slide configuration with third-slide trigger. Features include a main bell branch water key, first slide water key and third slide water key. The flugelhorn is available in silver plate, lacquer, raw brass or gold plate finish. schilke.com



HOLIDAY SELLER | RICO REEDS

The Rico three packs of reeds are a great option.

MARK DESPOTAKIS
PROGRESSIVE MUSIC
MCKEESPORT, PA.

"The Rico three packs of reeds are a great option, as well as things like mouthpiece patches and care kits. We've found that stocking stuffer-type items are good sellers."



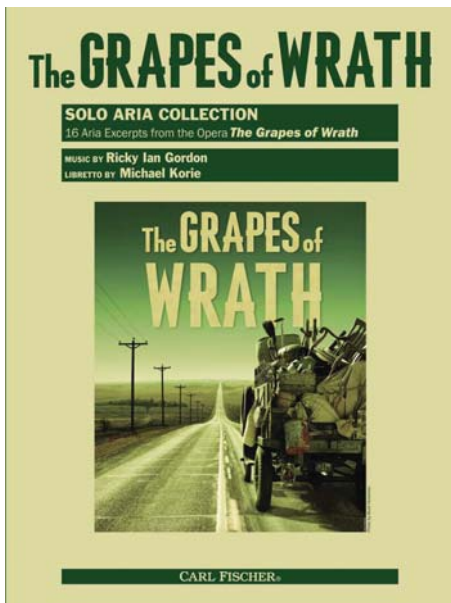
A Profitable Holiday Season... Music Gifts are the Reason!



Your customers will thank you

Albert Elovitz, Inc. 412.683.2900 NO MINIMUM ORDER
3001 Penn Avenue Fax:412.683.3110 Sales@aimgifts.com
Pittsburgh, PA 15201 *subject to availability Dealer Net Pricing

www.aimgifts.com
1.800.233.2800



CARL FISCHER | NEW TITLES

C.F.'s Fall Rollout

Carl Fischer Music has released *The Grapes Of Wrath Solo Aria Collection*, which contains excerpts from Ricky Ian Gordon's opera "The Grapes Of Wrath." Selections include "The Last Time There Was Rain," "Simple Child" and "Us." The company has also published *Compatible Duets For Winds: 31 Duets That Can Be Played By Any Combination Of Wind Instruments*, composed and arranged by Larry Clark. MSRP: *Grapes*, \$24.95; *Compatible Duets*, \$9.95. carlfischer.com



Used by professionals worldwide
Made in the USA

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

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

ALFRED | 'CHRISTMAS JAZZ, RAGS AND BLUES'

Holiday Cheer

Alfred's Jazz, Rags And Blues series has expanded with the addition of Martha Mier's *Christmas Jazz, Rags And Blues Book 5*. Syncopated rhythms and unique harmonic colors put a new spin on famous Christmas carols in these arrangements for late-intermediate to early-advanced pianists. MSRP: \$6.99. alfred.com



HAL LEONARD | QUINCY JONES LEGACY SERIES

Q's Views

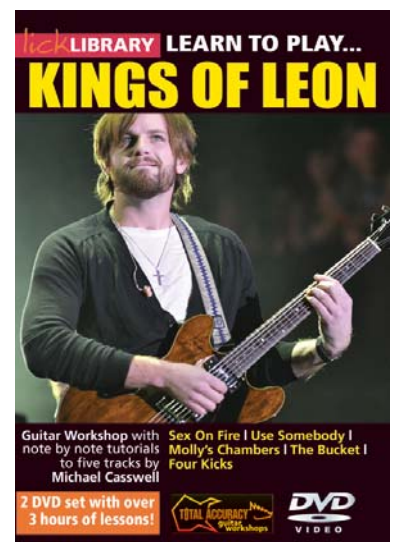
Hal Leonard's *Q On Producing* is the first entry in a multi-volume set titled The Quincy Jones Legacy Series and presents the legend's approach to making music. Told to and compiled by author and audio expert Bill Gibson, Quincy Jones' observations are collected and presented in book form and on an accompanying DVD-ROM. Jones discusses techniques he learned as an arranger for such performers as Count Basie and Ray Charles. halleonard.com



LICK LIBRARY | LEARN TO PLAY SERIES

Be a King

Lick Library has released the *Learn To Play Kings Of Leon* guitar DVD, which features more than two hours of lessons across a double-DVD set. Tracks include Grammy award-winning "Sex On Fire" and "Use Somebody." The DVD has the trademark split screen, so players can see what both hands are doing at the same time. It's presented by guitar tutor Mike Casswell. licklibrary.com





AIM GIFTS | GREEN PRODUCTS

Green Gifts

AIM Gifts has launched a line of environmentally sensitive music gifts. These products are made with recycled, biodegradable materials, and musicians can show their dedication to music and the environment with each purchase. Products include tote bags, ruler sets and music journals. aimgifts.com



➤ HOLIDAY SELLER | GIFT ITEMS

We do seem to sell more gift-type items.

JOHN PEDERSEN
PEDERSEN'S BAND & ORCHESTRA
BURBANK, CALIF.

"We do seem to sell more gift-type items at Christmas, and we usually increase our stock slightly before the season. The big sellers are T-shirts, mugs, music boxes and music stationary. All of these items are not too expensive, and people think they make good Christmas add-on gifts."



QUALITY BAND INSTRUMENTS FROM HUNTER



Provide your customers with the highest quality instruments and the best possible price points. Hunter offers a full line of instruments that are made to the best standards.

Call us today to find out how you can profit from Hunter Musical Instruments.

Fast shipping available from our New York warehouse.

HUNTER MUSICAL INSTRUMENTS

3300 Northern Blvd. Long Island City, NY 11101

(718)706-0828 ■ FAX (718)706-0128

www.huntermusical.com

OUR PICKS ROCK!



STONEWORKS

ONE OF A KIND - 100% NATURAL - STONE GUITAR PICKS

ORDER TODAY

WWW.STONEWORKSPICKS.COM

AMERICAN DJ | GRAND VJ SOFTWARE

Instant Videographer



American DJ has made it easy for any DJ or musician to create professional-looking videos for gigs with its new Grand VJ software from Arkaos. The real-time video-mixing software lets users compose up to eight layers of video on the fly. Grand VJ can take any video from a hard drive, add effects to it and start making a video show. The software's video-mixing engine provides seamless mixing of SD and HD video with sound, as well as a vast library of effects and generators. DJs can mix video with music, animated text strings or live cameras. MSRP: \$599.95. americandj.com

HERCULES | MP3E2

DJ Hero

The new Hercules DJ Control MP3e2 is designed for anyone who wants to experience the feeling of being a pro DJ. Users can create their own mixes with the DJ Control MP3e2, which features two decks to mix tracks. The controller is specifically designed to make mixing MP3s easy. All users need is a computer equipped with a sound card, amplified speakers, music tracks and a USB port, and they're ready to create personalized mixes. MSRP: \$129.99.

hercules.com



CHAUVET | SLIMPAR

Slim & Sexy

Chauvet has added two fixtures to the SlimPar line: the SlimPar 38 and the SlimPar 64. Every member of the SlimPar family consists of LED PAR fixtures with slim casings that measure 2.5 inches thick, making them easy to transport. The fixtures offer three or seven channels of DMX control and feature built-in automated and sound-activated programs or pulse effect with adjustable speed. The SlimPar 38 features 75 red, green and blue LEDs, and up to 43 units can be connected. SlimPar 64 features 180 red, green and blue LEDs, and up to 22 units can be connected. chauvet.com



DENON DJ | DN-MC6000

Master Mixer

Denon DJ has unveiled the DN-MC6000 mixer and MIDI controller. The four-channel, eight-source standalone digital DJ mixer with MIDI interface and internal sound card also boasts a real-time channel matrix operation. Other features include a slim tabletop design, solid steel chassis construction and quality sound. The DN-MC6000 includes rack-mountability with a 19-inch rack-mount accessory kit, on-board MIDI effect controls and durable construction. MSRP: \$949.99. denondj.com

MARKETPLACE

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



SERVICES



Make Money Renting School Band & Orchestra Instruments

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

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



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

POSITIONS AVAILABLE



is a multi-store, family owned and operated full-line retailer based in Metro Atlanta. Ken Stanton Music has over 60 years' success and customer satisfaction.

Seeking:
Certified Band/Orchestra Repair Techs, Store Managers, Sales Associates in the following departments: Guitars, Pro Audio, Drums and Percussion, and Band/Orchestra.

Looking for friendly, customer service oriented, self-motivated, proven closers with good listening skills and 2+ years experience. Availability for flexible scheduling a must. Bi-lingual a plus.

We feature: Competitive non-commission based pay, medical/dental coverage, 401(k) plan, vacation/holiday/sick time, and room for advancement.


Come join the team of Metro Atlanta's largest, leading independent music retailer, Ken Stanton Music.

Complete application online at:
www.kenstantonmusic.com


By mail: Ken Stanton Music
attn: Scott Cameron, General Manager
119 Cobb Parkway North, Suite A
Marietta, GA 30062

SERVICES

Make Money Renting Band Instruments



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



Our Business Is Growing Your Business!

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



Top Dollar Paid

**For Band & Orchestra Instruments
and/or Rental Contracts**

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

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

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



Veritas Instrument Rental Incorporated

Checkout Musicincmag.com Today!



Our Rental Program Rewards Achievement

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



1.800.356.2826
WILL SIMMONDS AT EXT. 105

17725 NE 65th, Suite B23S
Redmond, Washington 98052
wsimmonds@photoboothservices.com

HARMONY
MUSIC

FERREE'S TOOLS, INC.
 "World's largest manufacturer of quality
 band instrument repair tools"

Check us out online at www.ferreestools.com
 for our catalog and up to date price lists



1477 E. Michigan Ave.
 Battle Creek, MI 49014-8950
 Ph: 800-253-2261 Fax: 269-965-7719
 Email orders to: ferreestools@aol.com
 Tech: repairtips@aol.com

**CONTACT US TODAY FOR
 A FREE CATALOG**

You can place an order 24 hours a
 day by phone, fax or email



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



WE BUY
 • Guitars •
 • Mandolins •
 • Banjos •

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

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

Since
 1972!




**Exciting Career
 in music retailing!**

**MUSIC
 &
 ARTS™**

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

Currently looking for:

- Store Managers
- District Managers
- School Representatives

Great Benefits include:

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

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

FIND YOUR VOICE **MusicArts.com**

Missed NAMM Summer Show?

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

Visit upbeatdaily.com

Save money Reduce risk

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

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

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

EVERYTHING YOU NEED TO RUN A SUCCESSFUL RENTAL PROGRAM:

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

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



USED PIANOS = BIG PROFITS

Grands ● Uprights ● Players
Spinets ● Consoles ● Studios
All in good restorable condition.
Five-floor selection of reconditioned & as-is.

CUNNINGHAM PIANO CO.

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

pm woodwind www.pmwoodwind.com
847-869-7049

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



CHECK OUT THE IDEA VAULT

musicincmag.com/resources.html

Where the MI Industry
Ideamakers Share All
Their Good Practices
Ideas

downbeat.com

BUYERSGUIDE

Acoustica.....	55
Agullar	22
AIM	73
Alfred Publishing.....	7
Allparts.....	69
Audix	40
Big Bends	74
Casio	12
FDW Corp.	8
Fishman Transducers	35
Floyd Rose	37
George L's.....	39
Godlyke	23
Hal Leonard	3
Hunter Musical Products	75
Jackrabbit Technologies.....	33
Jody Jazz	66
Kyser	25
Latin Percussion.....	4
Levy's Leathers.....	47
LM Products	39
LR Baggs	63
Marlo Plastics	69
Meisel	38
Music Inc. Magazine	56
Musiquip Inc.....	61
Nady Systems	67
NAMM	26-27
New Sensor Corp.	5
Oasis	66
Paul Reed Smith Guitars	28
Pearl Flutes.....	43
Peterson	9
Piano Buyer Marketing.....	11
Players Music Accessories	24
PMAI	71
Reverend Musical.....	4
Roland	2,19
Sabian	49
Samson.....	84
Schilke.....	14
SHS	15
Shubb Capos	69
St. Louis Music.....	36
StoneWorks Picks	75
String Swing	62
Traveller Guitar	67
WD Music Products	23
Wristies	24
Yamaha.....	83
Yorkville.....	21



USED GUITARS & AMPS

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

Mention this AD
FREE GUITAR
with qualifying order

(800) 573-9865

www.mircweb.com 

Beautiful Rolltop Desks, Racks & More!



"the Rolltop People"

(574) 255-6100

www.hsarolltops.com

Fine Wood Furnishings for the Music, Audio & Video Systems in Your Studio, School or Church

Get your message seen!

Join the Marketplace Today

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

>>>

Tim Barrett
Ray's Midbell Music
Sioux City, Iowa

We have held clinics in the past, but we hope this year will be different because we are going to attempt to make it more sales-oriented. We are bringing in Brad Davis through Takamine guitars. We have been told that he is a good salesperson for the company. The clinics that we've held in the past have generated a lot of interest and had great attendance, but sales have been mediocre at best. On the other hand, we had a sales event where attendance was poor, but it generated a high sales volume. I guess we are trying to combine the two and get a reasonable attendance with a good sales volume.

We also prepare our social networking sites. This year, we are working heavily on our Facebook, Twitter and YouTube promotions.

>>>

Clint Strait
Strait Music
Austin, Texas

During the holiday season, we are very aggressive with our radio presence. We have a great relationship with one of the stations here in



Austin. Also, once we get into the December months, we run advertisements on TV.

>>>

John Grabowski
Sweetwater
Fort Wayne, Ind.

The diligent, nurturing relationships we have with our customers is the single best thing we do to prepare for success year-round, and it applies equally to the holiday season. Having the right items in stock, being knowledgeable about them and bringing the proper amount of attention to them are all things that need to be in place so that we can properly serve those customers at this busy and important time.



>>>

**Paul (left)
and Ken Tobias**

Tobias Music
Downers Grove, Ill.

What have you done to prepare for a **strong** holiday season?

There are a few things we like to have in order before the chaos hits. The first thing we do is stock up on our entry-level guitar products. One of the entry-level lines that always does well is the Jay Turser line of electrics.

Then, we put together a package for the customers. We like to include a gig bag, extra strings, polish, picks, a clip-on tuner and an entry-level beginner lesson book. We can include a small prac-

tice amp, too, if needed. We know that there are plenty of pre-packaged guitar packs available, but being a small, cozy store, we'd rather not sell guitars out of a box.

We try to be different, more personal, than the big stores, and making up a holiday package in a gift bag just looks a little better.

One last thing that we pay close attention to is the Taylor Guitars Fall Limited Edition series. We are more of a high-

end acoustic shop here. The Taylor Fall Limiteds come out just before the holiday season. We make sure we have as many of these as possible because Taylor fans are always looking for these around the holiday season. So, we try and make sure that we have plenty for the holiday shoppers.

Other than that, we gather all of our holiday CDs, fill our candy dish with some holiday treats and wait for the customers to come in.

piaggero

[pē•a•jer•ō] The lyrical combination of piano and leggero (Italian for lightweight)

Meet the New Ultra-Portable Yamaha Digital Pianos

In the myriad of portable keyboards that customers have to choose from today, it's a wonder they can ever decide on just one model. Yamaha is proud to introduce a new line that will boil it down to one simple question... which Piaggero will they be taking home today? Building on the success of the ultra-portable NP-30, the Piaggero NP-V60 and NP-V80 weigh less than 16 pounds, operate on 6 AA batteries and are packed with useful, non-intimidating, piano-focused features that will let your customers take their music anywhere.

S L I M . L I G H T . C O M P A C T .



©2010 Yamaha Corporation of America. All rights reserved. www.yamaha.com/usa



Download a free QR code app for your smart phone and scan this code for more Piaggero information. Or, visit www.piaggero.com/MI

**NEW
NP-V60**

**NEW
NP-V80**



NP-30

One size. Fits all.

INTRODUCING THE H1 HANDY RECORDER.

Don't let its size fool you. The H1 Handy Recorder has our renowned recording technology and studio-quality microphones in our easiest, most portable device ever.

UNDER YOUR THUMB...

With its new user interface, the H1 is simple to use. Just push record and go. All its functions are at your fingertips: recording format, auto level, low cut filter, input level... no menus required!

SECURE YOUR DIGITAL MEMORIES.

The H1 comes with a 2GB microSD card. Using a 32GB microSD card, you get over 50 hours of recording time at 16-bit/44.1kHz. And you can record up to 24-bit/96kHz resolution.

SHARE THE LOVE.

With its USB 2.0 port, the H1 allows you to transfer your audio files to your computer. Listen, edit and share with your fans on your Mac or PC.

ACCESSORIZE THE SIZE...

Get the H1 accessory pack that includes a windscreen, AC adapter, USB cable, adjustable tripod stand, padded case and mic clip adapter.

Combining powerful recording capability with elegance and simplicity, the H1 is our smallest, most affordable recorder ever.

**Brilliant Stereo Recording.
Now in your pocket...**

