

NAMM PLANNING GUIDE

PAGE 49

FOR PROGRESSIVE MUSIC RETAILERS

JANUARY 2013 MUSICINC.MAG.COM

music inc.

'The call to action here is not just to purchase. Now you can participate.'
— RICK CAMINO



HELLO MUSIC

**PASIC:
WORLD
BEATERS** PAGE 78

**CUTHRELL:
DELEGATE
TODAY —
OR ELSE!** PAGE 34

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THAT SELL** PAGE 106

PIONEERING

THE NEXT

E-COMMERCE

MODEL

PAGE 40

A large orange circle containing the Roland logo and event information. The logo is in white, and the event date is in a smaller black circle with white text. The background of the entire page is a collage of various Roland musical equipment, including a keyboard, a drum machine, and a synthesizer, shown in a stylized, overlapping manner.

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Rick Camino

Photo by Jay Goldman

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Hello Music uses social media and flash deals to draw its “members” to its site multiple times a day.

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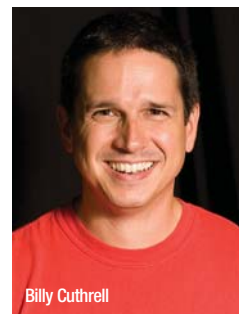
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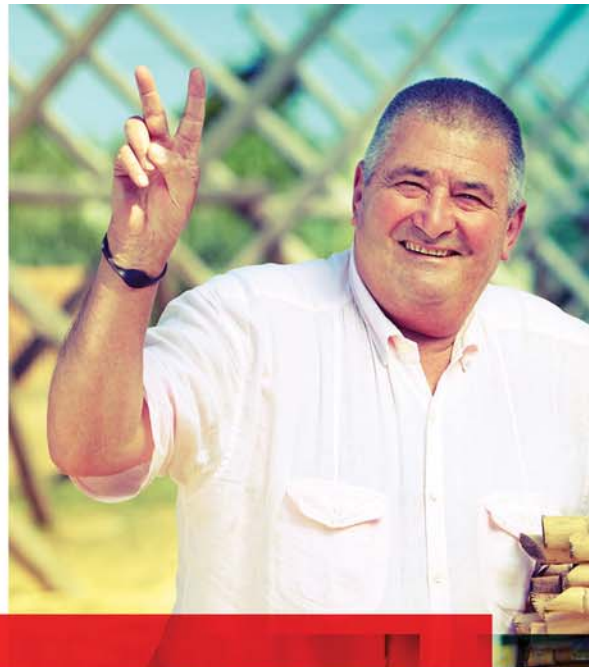
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Billy Cuthrell



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PERSPECTIVE | BY DAVID ZIVAN

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Will it work? Will it actually, as in, doing-this-puts-money-in-your-pocket work? That question always pops into my mind when I see a new kind of business. Back in the dot-com days, a good friend of mine signed on as a creative director for a website that sold alcohol. Booze of every sort.

I wished him well, and then asked him: Putting aside the complexities of interstate hooch shipping, has it occurred to you that it might actually be easier to stop at a wine store to buy wine for dinner — as opposed to ordering it online and then waiting for the FedEx guy to finish shaking it and hand it over? He and his crew never bothered to ask themselves if the thing was going to work. They lasted maybe seven months.



But this is not a column meant to praise brick-and-mortar stores. Neither is it meant to in any way diminish the remarkable e-commerce model being used by Hello Music, the subject of this month's cover story. The business has been going, and growing, for two years now, and the energetic hands in charge have most certainly asked themselves if they will thrive with their new approach. There are, no doubt, important insights to gain from these newcomers. In fact, a couple of comments by CEO Rick Camino struck me like thunderbolts.

In the earliest days of the company, he said — way back in 2010 — Hello Music did a survey to learn how they might better serve their membership. “Three-quarters of the responses,” Camino said, “revolved around negative experiences in purchasing gear.” I’m predisposed to distrust such data — it was an internal and unscientific sample. But still! The respondents were people who had already been buying equipment, who were looking to buy more, and who expressed unhappiness with the shopping experience. Might they have been your customers? Some of them?

Another key point Camino made concerned his company's website platform development. “We’re not building this with the expectation of people coming to us,” he said. “We’re ... building this thing so that we’ll go to them.” That reminded me of a comment Chuck Surack, president of Sweetwater Sound, made in last month's issue: 82 percent of his company's phone calls are outgoing. It reminded me, too, of the insights in Gerson Rosenbloom's column in this issue (page 38) about stocking product customers actually want.

This is our January issue — the season of resolutions. Among mine, certainly, is to make it easier for my customers — our readers — to find us (check out our website for info on how to get our digital edition, if you don't already receive it), and then, once they do, to make sure they're happy with the experience. Let us know how we're doing. **MI**

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LETTERS

Sweet Praise

On behalf of the 500 employees of Sweetwater Sound, I want to thank *Music Inc.* for the wonderful cover story "Sweet Success" in the December 2012 issue. All of us here were honored to see Sweetwater chosen as *Music Inc.*'s Retailer of the Year for the second time.

What's truly humbling is to be recognized when, as your issue demonstrates, there are so many exciting, innovative, customer-oriented and successful music retailers across the country.

I have had a lot of great response to the story by phone and email, and the congratulations have given all of us a lift. That's a testament to your devoted readership, as well.

It's been an incredible year for us, including the announcement of a 110,000-square-foot expansion to our campus in Fort Wayne, Ind., plus major projects, such as the installation of a new sound system in Indiana University's fabled Assembly Hall basketball arena, as well as record sales figures that have surpassed our most optimistic projections.

All of it is a testament to the commitment, professionalism, and talent of our employees. I couldn't be more proud of them. And it's great to be able to show them your cover story, as we did last week, to demonstrate how their efforts have received national recognition.

I also want to thank and

recognize our more than 400 vendors, who, this year, have worked with us in new and inventive ways to let us offer truly amazing benefits.

And, finally, I am thankful for our more than 2 million customers for their continued support. Every day, their positive response, both through purchases, and through their written and verbal feedback, is proof that our unique business model is right for them and right for the music industry.

Chuck Surack
*Founder and President
 Sweetwater Sound*

Looking Ahead

Thank you for the recent profile "Fab Five" on Blackstar in the November 2012 issue.

We were proud to celebrate our fifth anniversary in 2012 and would like to acknowledge all of the U.S. retailers who helped to make that possible.

We've enjoyed getting to know many great dealers in the last few years, and we look forward to working with more of you in the years to come.

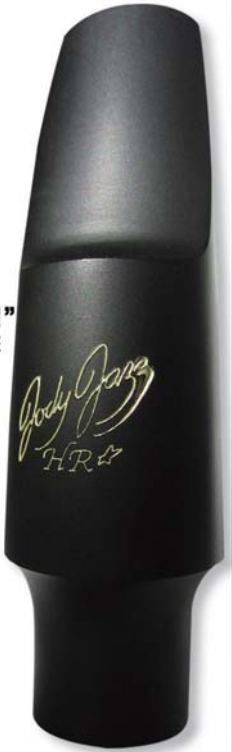
Paul Hayhoe
*Director of Sales and Marketing
 Blackstar*

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- > **Guitar Center**
Opens in five states
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- > **Faust Harrison**
Weathers the storm
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Raises the roof at Assembly Hall
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RETAIL



SQUEETONES GUITARS | BY JEFF CAGLE

SQUEETONES REPORTS FOR DUTY

When U.S. Army 2nd Lt. Frank Danna found himself at Fort Sill, Okla., three weeks ahead of the start of a field artillery training course — and was told not to leave town in the downtime — he walked into a local music store and walked out with a \$50 guitar that he didn't know how to play.

"I'm a very fidgety person, and when I heard I couldn't leave I was devastated," he said. "I didn't know what I was go-

ing to do with myself for three weeks bored out of my brain, so I bought a guitar. I just sat for three weeks and played, and it was like a lightbulb went off. It morphed into an overnight passion for me."

Five years later, that passion — now owned by a captain — culminated in the late-October opening of his new guitar shop, Squeetones Guitars, located on the east side of El Paso, Texas.

Squeetones — named after Danna's late little brother, Paul, a lifelong guitarist who people

affectionately called Squeeter — started humbly in February 2012 as an Internet-only operation in Danna's garage. He and his wife, Vanessa, bought used equipment on Craigslist and resold it. They soon joined forces with a local tech, Andre Rogers, who had also been working out of his house.

"Our intent was to be a U.S. online retailer," Danna said. "We'd put up ads on Craigslist and mentioned we were working out of the house and were trying to cater to the local gigging musicians who wanted good quality

equipment. We had a lot of local guys calling asking if they could come over to the garage to try out equipment and get advice on pedals for their pedal boards."

The operation's rapid growth convinced Danna that his side of town could use a good, quality music shop. The nearest Guitar Center location could be a 45 minute drive, depending on traffic and, Danna said, "the east side of town is growing at such a rate that it has almost overtaken the west side in population."

Within two months of start-

ing SqueeTones it was clear that a storefront was needed. A lease was signed in May and buildout was completed in early October.

Aside from the legitimacy that a storefront brought to his business, Danna said he wanted to provide a place for musicians, families and service members to gather and share their love of music — a place Danna said he was looking for but never found as he was starting to play and moving around from base to base with the military.

“We want a nice family environment where people feel comfortable coming in and asking us questions, even something as simple as asking for help trying to play a chord or if they just need a quiet place to practice,” he said. “I’ve been stationed in



Frank Danna Jr. (dad), Vanessa (wife), Capt. Frank Danna, Carmen (mom), Katy (sister)

many different places and nowhere that I ever went had a place to go just to get general advice about the instrument it-

self. And the military doesn't have programs to learn guitar.”

SqueeTones, which has 2,550 feet of space and three acousti-

cally treated lesson studios, is located just a few miles from Fort Bliss and offers discounts on equipment as well as free lessons to all service members, a program Danna said is already very popular.

“We’ve had several soldiers come in and say how they’ve really been looking for a place like this where they can come and just get some advice,” he said. “There’s always a little bit of fear in going to a new place and not finding the same group of people that you can grow with in your hobby. Even if someone comes in who is about to leave, we want them to think when they get to their next base, ‘Hey, I remember that place in El Paso. I really wish we had a place like that here.’” **MI**

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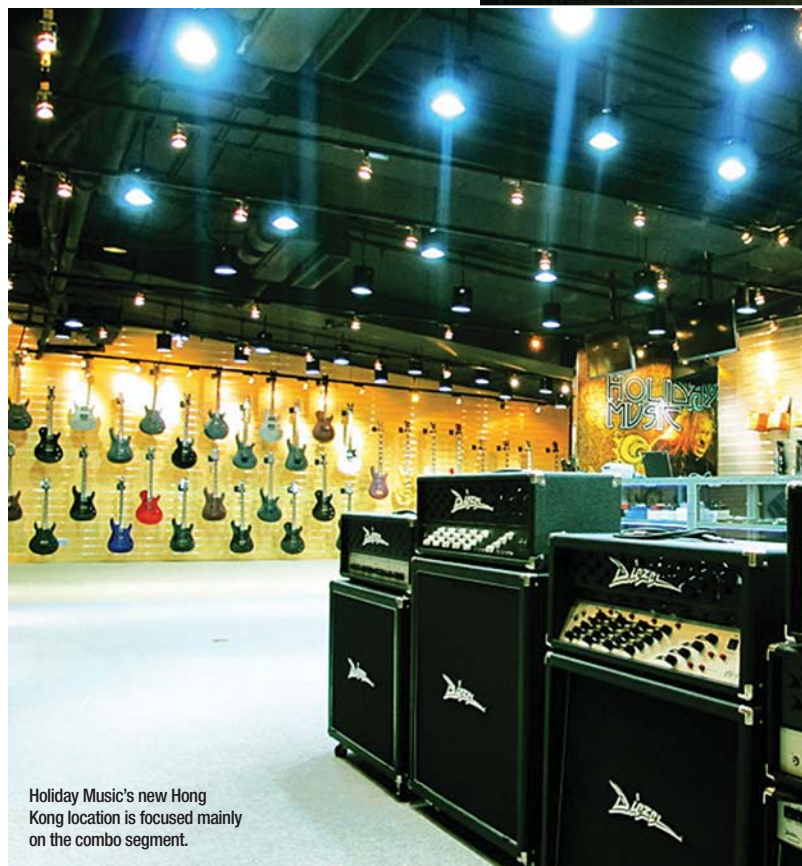
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HOLIDAY MUSIC | OPENING

HOLIDAY CELEBRATION

Holiday Music, a ten-year-old Beijing-based distributor of guitars on mainland China, opened its first retail location in Hong Kong in September. At present, the 3,200-square-foot store is focusing on its combo business, owner Bo Gao said, “because we love rock’n’roll music and guitars.” The store also regularly hosts clinics and events.

“As the first retail store opened by a distributor from the mainland, Holiday Music (Hong Kong) represents the growth of [our business], and also means that music companies from mainland China have made a big stride, which is of historic significance,” said Gao, making reference to the company’s first foray into the so-called “special administrative region,” which allows far greater economic freedoms than on the mainland.



Holiday Music's new Hong Kong location is focused mainly on the combo segment.



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GUITAR CENTER | OPENINGS

GUITAR CENTER OPENS LOCATIONS IN FIVE STATES

From the last week of September to the first week of December 2012, Guitar Center opened five new stores, bringing its total to 240. The new locations, each of which hosted grand opening festivities, are located in New Williston, Vt.; New Portsmouth, N.H.; Raritan, N.J.; Midlothian, Va. and Boston. The Boston store is located in a former Daddy’s Junky Music space, in the neighborhood of the Berklee School of Music. All feature the Guitar Center Studios lesson facilities, as well as a GC Garage for repair operations.



Members of the installation team

SWEETWATER SOUND | INSTALLATION

SWEETWATER PLAYS IN ASSEMBLY HALL

Fort Wayne, Ind.-based Sweetwater Sound, the *Music Inc.* Retailer of the Year for 2012, teamed up with installation company All Pro Sound to install an entirely new sound system at fabled Assembly Hall, home of the Indiana Hoosiers basketball team, located on the Indiana University campus in Bloomington, Ind. At press time, the Hoosiers were ranked No. 1 in the nation by the Associated Press.

Since its construction in 1971, Assembly Hall has been one of the most famous sports venues in the world, having played host to some of the signature moments of college basketball. This was the first renovation of the sound system since the venue's opening.

A job of this scope typically takes three to six months. But due to scheduling issues, this project was fast-tracked and completed in about 30 days — with the demolition of the old system and the installation of the new state-of-the-art system taking only 19 days. The work had to be performed around the IU practice schedules. That meant that this was entirely a nighttime project, with 6 p.m. – 8 a.m. shifts.

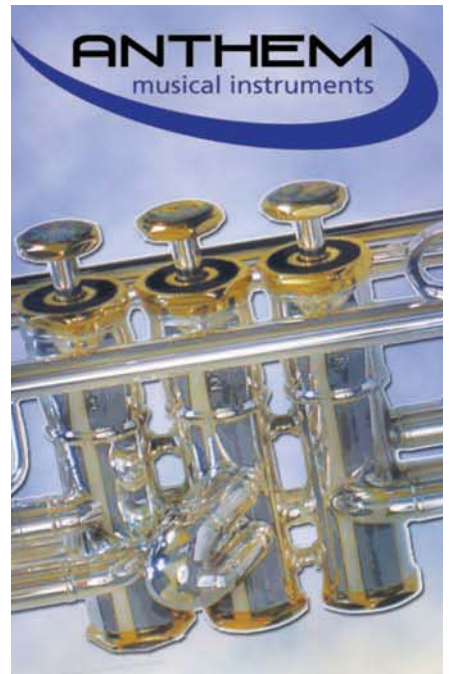
A key aspect of Sweetwater's and All Pro Sound's winning of the contract was

their ability to deliver in a short time frame. A coordinated effort between manufacturers was integral to the project's success. Long-time partners involved included JBL, Crown, and BSS, as well as Renkus-Heinz, who all assisted in completing the project in a fraction of the typical installation time.

"Assembly Hall is one of the premiere college basketball venues in the nation, and our state-of-the-art sound system will greatly enhance the event experience for our fans," said Fred Glass, IU vice president and director of intercollegiate athletics.

"With Fort Wayne, Ind., being the home of Sweetwater, I felt a particularly strong desire to see the sound system in this incredible sports facility be installed by an Indiana company," said Sweetwater founder and President Chuck Surack. "From sales to merchandising, our team worked around the clock to put together a winning bid. And with our existing relationship with All Pro Sound, plus our incredible partnerships with audio manufacturers, we knew that, together, we would be able to meet the many challenges this huge project presented."

Sound-system design for the project was provided by New York-based SIA Acoustics.



"In this day and age of hyper-competitiveness in the school music rental business, Anthem instruments have proven themselves to be a valuable asset to our band rental inventory."



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Note from Joe

The Melting Pot of Good Ideas

It's NAMM Show time, when the global industry once again comes together in Anaheim to showcase the latest product introductions, create new relationships and strengthen old ones, and take advantage of the industry's best educational opportunities. Something very special happens when nearly 100,000 manufacturer exhibitors, retail buyers, music educators, students and professional artists come together to celebrate the creativity and innovation that I believe is unique to the music products industry.

At the show, NAMM U is the hub of our educational offerings. Every progressive retailer will benefit from attending the full-day Retail Boot Camp, where the latest trends and best new ideas in music retail will be shared. The Breakfast Sessions, beginning with the Breakfast of Champions, will explore the most important issues of the day and inspire everyone to reach their full potential. The Idea Center, with its tightly focused, short sessions on the show floor, will provide ideas and proven tactics that Members can begin to use the moment they get home. The H.O.T. (Hands-On Training) Zone will focus on information unique to pro audio and lighting attendees. The NAMM Young Professionals will convene the up-and-coming industry leaders for a workshop and networking event. NAMM is also hosting the International Coalition of association leaders and companies from around the world to share best practices for music education advocacy and address trade issues, including intellectual property protection and endangered woods. And our Music Education Days program will show our support for and celebrate the tireless work of our nation's music teachers.

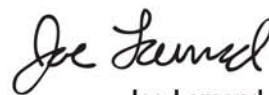
Long-term sustainable growth is the goal of any industry and, I believe, a unifying desire of every NAMM Member. Educated, motivated and connected individuals are the key to achieving this goal, and NAMM is committed to being the best industry resource and a catalyst for creativity and innovation. We believe that by bringing the best and brightest leaders together great things can happen for our Members, our industry and the global music community we serve.

I'd like to thank the NAMM Members who have been so generous with their time serving on the Board of Directors, volunteering to present sessions, meeting with students and promoting music and music education with the hundreds of media and journalists who attend from around the world.

We know that it's not always possible to bring all of your staff, but they can still be connected to sessions, activities and show floor coverage through www.namm.org. Please be sure to encourage them to be part of the show—even if only virtually—and when you get home, the NAMM website will continue to be a great resource, with many of the sessions posted and available for free to all Members.

A gathering of friends—that's how we like to think of the NAMM Show. Something to look forward to, mark our calendars by and use as inspiration for a fresh start on goals and objectives. As an industry-owned event, the NAMM Show is also the start of the Circle of Benefits business model where show proceeds are reinvested into music education programs, research, training and government lobbying to support the interests of our Members and the industry. We are grateful for your participation and know that none of this is possible without you.

Sincerely,



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SUPPLY

INMUSIC | BY HILARY BROWN

SYNERGY IN THE STUDIO

Jack O'Donnell, CEO of inMusic, is not afraid to act swiftly. So when the chance to acquire AIR Software Group (the virtual-instrument architects behind Avid Pro Tools) and controller and interface manufacturer M-Audio arose, he did not hesitate.

"It was more of a rapid opportunistic deal versus a gradual strategic partnership," O'Donnell said. "Fortunately for our customers and us, our dynamic business model enables us to move quickly when these opportunities arise."

InMusic already boasts a lengthy roster of recognizable

brands — Akai Professional, Alesis, ION Audio, MixMeister, Numark and Sonivox — and its partnership with AIR and M-Audio has borne some tasty fruit for the recording and beat-making sets. In a matter of weeks, the company managed to incorporate the acquisition into its 2012 Summer NAMM

to the future of music creation and production."

The first step toward ensuring that deeper commitment, O'Donnell says, is to focus resources toward research and development — a move enabled by product-bundling opportunities and a newfound contingent of talent.

M-Audio Axiom AIR Mini-32 Keyboard and Ignite software bundle



Show plans, unveiling a renewed line of production gear. Among the hotly anticipated offerings was M-Audio's Axiom AIR keyboard controller line, which blends M-Audio hardware with AIR's Ignite software. That fully integrated Axiom AIR controller demonstrates some of the soon-to-be-tapped technological — and commercial — potential that comes from the deal.

"One immediate impact is that we are now able to offer more compelling and creative tools for music composition through AIR," O'Donnell said. "Ignite is a perfect example. By acquiring the AIR Software Group and M-Audio, we're not only broadening but also deepening our commitment

A NEW KIND OF ARMY

For O'Donnell, the benefits of taking on AIR Software Group and M-Audio certainly outweighed the costs. Prior to the acquisition, both AIR and M-Audio were established category front-runners with sterling reputations, taskforces of knowledgeable engineers and a bounty of invaluable intellectual property. Many members of the M-Audio development team, in fact, had been around since the company's conception.

"We are very excited about having some of the original M-Audio team with us — some of the people responsible for M-Audio's most innovative and iconic products," O'Donnell said.

Taking the unique skill sets of his new employees into consideration, O'Donnell plans to maintain each brand's own research and development team with a voice distinct from its subsidiaries, from the product-

development stages to the store shelves.

“Our philosophy is to take each brand and position discrete talent around each of them, so they have their own mission and unique value proposition,” O’Donnell said. “Together, we are now positioned to create even more innovative and groundbreaking products for our customers.”

The acquisition has required other changes as well, including the addition of two new offices at the company’s Cumberland, R.I., headquarters. The major uptick in “general domain expertise” should also bolster inMusic’s product-education initiatives.

“One of the new areas we are developing and growing in is our customer training and

engagement team,” O’Donnell explained. “As we develop more technologically advanced products and ecosystems of products, we are committed to providing more effective tutorials, product training and customer engagement to ensure their experience is successful.”

The company’s growth does not end at its front door. Because distribution is one of inMusic’s strongest suits, O’Donnell believes that the acquisition will entice new dealers — most of whom are well-acquainted with M-Audio and AIR — to carry more of his brands, especially due to the profits gained from new merchandising opportunities.

“Our broad array of software and hardware provides a more complete and inspiring experi-

ence for the end-customer, which in turn drives greater value and success for our dealers,” O’Donnell said. “Our goal is to give our customers the products that provide experiences they had previously only dreamed of.”

BUNDLE UP

So what’s the most effective way of leveraging inMusic’s recent acquisition to market to new customers? According to O’Donnell, the answer lies in effective product bundling, which he said makes inMusic brands more accessible to a wider array of end-users. That includes pairing AIR products, such as Ignite, with M-Audio, Numark and Akai hardware. It also entails porting AIR virtual-instrument technology to pre-existing Sonivox au-

dio platforms, all of which are compatible with hardware from other inMusic brands.

The most profitable bundling prospect comes from AIR’s biggest undertaking — its affiliation with the Pro Tools family. O’Donnell believes that packaging the widely popular Avid software with select hardware will substantially boost the company’s bottom line and enhance overall product features.

“While Avid is focused on the postproduction, producer and engineering space, inMusic is focused on the music creator and performance space,” O’Donnell explained. “Blending our brands and product offerings from Avid will deliver unprecedented creative and performance functionality for our customers.” **MI**



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INNOVATIVE PERCUSSION | BY KATIE KAILUS

DRUMMING UP GROWTH

Innovative Percussion began 20 years ago as a keyboard mallet company in the living room of founder Erik Johnson's college apartment. Today, the Nashville, Tenn.-based company has grown to fill a 3,500-square-foot facility and has expanded its offerings to include drumsticks, brushes, drum mallets, drum practice pads and percussion publications.

"We started with three different marching keyboard mallet models, and now we have about 650," Johnson said.

The company has not only expanded its product lines, but its staff as well. When CEO George Barrett joined the company in 1999, there were only five employees. Today, there are more than 30.

"We've grown substantially in size," Barrett said.

"When I got here we had a fairly-limited dealer base. Now we have a half a dozen distributors in the United States, and we ship to at least 40 different countries."

GRASSROOTS GUERRILLA MARKETING

Growing its dealer base has been a gradual process. Johnson attributes this to the most tried-and-true form of promotion: word-of-mouth.

"Marketing our products in the beginning was the same as it is today," he said. "Back then, we sent out a lot of complimentary product to teachers and asked that if they liked them to tell their students about us.

"We've been building the company so fast, and we've not had the financial marketing means of some of our competitors. So,



From left: vice president of operations Chris Long with Erik Johnson and George Barrett

Innovative Percussion continues to make a name for itself as it reaches its 20th anniversary

as we've moved forward, we've done more things like passing out t-shirts, attending trade shows, expanding our artist roster and being visible to the public. We've taken a real grassroots guerilla marketing approach."

The company is also using its anniversary as a springboard to continue to expand in the drum set products market. His team plans to spread the word via

Twitter and Facebook, in addition to launching its new website.

"The new site will include a company timeline as a historical piece that celebrates how we got to where we are now," Barrett said.

FUTURE ASPIRATIONS

Looking ahead to the next 20 years, Johnson and Barrett hope to emerge as a leader in the percussion market, while continuing to maintain a boutique feel.

"We're always competing with companies that are much larger than us," Johnson said. "We've strived to offer a high-end product with the feel of a small company relationship."

Barrett said he feels that with the many recent mergers and consolidations in the MI industry, a lot of companies that used to feel small don't anymore. But

that "feeling" is important to Innovative Percussion.

"It's a strong point for our business, and that's something that we want to maintain," Barrett said.

While the company's products retain a boutique feel, one could argue the company has outgrown that status. Johnson said he and his team have loved building the company and look forward to continuing to do so.

"We've had to fight so hard to compete that we've been willing to do whatever it took," he said. "We're a bunch of drummers that get to get up and play with drumsticks every day. We love what we do. That's what keeps us driving through hard times. We don't want to have a large corporate identity. We want to maintain a family-like personality, so we want to continue to grow within those guidelines." **MI**

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Alex Acuña

ARTIST APPROVED | SABIAN

Sabian Teams With Acuña

Sabian recently added Alex Acuña to its roster of artists.

Acuña has played with U2, Paul McCartney, Joni Mitchell, Ella Fitzgerald, Whitney Houston and Carlos Santana, and has conducted seminars at such universities as UCLA, CSUN and Berklee College of Music.

"I am greatly looking forward to making new sounds with my Sabian cymbals," Acuña said.

"I'm really excited to have Alex as part of our family," said Andy Zildjian, president of Sabian. "Not only is he a great player, but he's one of the greatest people I have ever met." sabian.com

PROEL
TECHNOLOGY AS ART

DISTRIBUTION | MUSIQUIP

Proel Selects Musiquip

Musiquip has been named the U.S. distributor for Proel S.p.A. Headquartered in Sant'Omero, Italy, Proel offers loudspeakers, mixers, power amplifiers, stage solutions, LED lighting and accessories.

"Having the opportunity to work with Musiquip is exciting and will allow us to bring a host of new products to the current dealer base that has supported Proel for many years," said Simon Sinclair, business development director for Proel.

"Adding Proel to our catalog is particularly exciting, as it gives Musiquip a solid foothold in the U.S. pro audio market," said Musiquip General Manager John Kelley. musiquip.com



2012 AES show

AES | EVENT

AES ATTENDANCE LOWERED DUE TO HURRICANE SANDY

The 133rd annual Audio Engineering Society Convention (AES) was held at the Moscone Center in San Francisco from Oct. 26–29, 2012.

Nearly 296 exhibitors and 11,000 attendees visited the four-day event. However, attendance was lower than AES executives anticipated due to Hurricane Sandy, which hit the East Coast on the last day of the show.

"In the months leading up to the show we had strong preregistration numbers and were on target for at least 14,000 people," said AES Executive Director Bob Moses. "The exhibition hall was packed on Saturday, but Hurricane Sandy took a lot of wind out of our sails. People fled for the airport on Sunday and Monday as flights were canceled around the country.

"In the end, some 11,000 attendees turned out, reflecting strong preregistration but disappointing on-site sales. On the bright side, we were very happy with attendance in the inaugural Project Studio Expo. With

1,680 people [attending], it nearly doubled what we anticipated."

Highlights of the show included appearances by Steve Lillywhite of U2 and Dave Mathews Band fame, as well as Platinum engineers and producers Jack Douglas, Narada Michael Walden and Young Guru.

Strong preregistration numbers were no match for Sandy's impact

The 2012 show was also the debut of Project Studio Expo, a two-day event, which included practical clinics, in-depth dialogues focused on emerging recording techniques, workflow, technology innovations and advice on best practices from leaders in the field. aes.org

APPOINTMENTS

Dean Markley Announces New CEO

Lori McCallian has been named CEO of both Dean Markley USA and Ultra-sound Amplifiers. McCallian will be actively involved in the



Lori McCallian

various strategic, financial and operational components of the company.

“Becoming part of the Dean Markley team was appealing to me because I valued and identified with the 40-year successful history of the company,” McCallian said. “I appreciated the team’s commitment to the customer through providing quality and innovative products. In addition, as a long-time piano player and music fan, this was a great opportunity to combine two of my favorite things — music and business.”

Previously, McCallian has worked in the insurance and financial services industries. {deanmarkley.com}

Line 6 has promoted Paul Foeckler to president and CEO. Co-founder Marcus Ryle has assumed the role of chief strategy officer, and Joe Bentivegna has been named chief operating officer. Foeckler succeeds Mike Muench, who recently resigned after a 14-year tenure as president and CEO.

Pearl has hired Jerry Noble as its marketing manager for concert and Adams products.

PreSonus has named Patrick Foucher to the newly created position of chief information officer.

LPD Music has added Nick Cicero as a national sales manager.

Douglas E. Nestler has joined **US Music Corp.** as vice president of sales for Marshall USA.

Fishman has added David Bensheimer as senior mechanical engineer, Jim Albert as senior electrical engineer and Deb Furman as junior mechanical engineer.

Korg USA has appointed Terry Dockrill as district sales manager for the Ohio Valley area.

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John DeChristopher

ZILDJIAN | PERSONNEL

ZILDJIAN VP RETIRES

After 24 years at Zildjian and 30 years in the percussion industry, John DeChristopher, vice president of artist relations and events marketing worldwide at Zildjian, has decided to retire.

“While we are saddened to see John leave the Zildjian family, we are very grateful for his many years of loyalty, dedication and significant contribution to the Zildjian brand,” said Craigie Zildjian, company CEO. “We are extremely proud to have had John represent Zildjian over the past 24 years.”

“This has been my world for nearly half of my life,” DeChristopher said. “But, I feel it’s time for me to take a break and hit the reset button. I am deeply grateful to the Zildjian family for the opportunities and all their support during my career, and am very proud of the wonderful artist relations team I’ve built at Zildjian.” zildjian.com

TWO OLD HIPPIES | ACQUISITION

Two Old Hippies Adds Weber

Two Old Hippies (TOH) has acquired Weber Fine Acoustic Instruments. “Our ability to create amazing and unique instruments will expand incredibly with the capabilities of [TOH’s] new facility and the resources now available to us,” said Bruce Weber, founder of Weber Instruments. “I’m honored to be included in Tom’s [Bedell, owner of TOH] dream and admire his dedication in assembling a great team in a great location to build awesome acoustic instruments.”

Weber production will transition to Bend, Ore., home of Two Old Hippies, during the first quarter of 2013. twooldhippies.com

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1. According to comScore, Ultimate-Guitar.com had 3,280,000 unique visitors in October 2012.

For notes 2 Through 4, visit www.grandplaymedia.com/thenumbers.



The Rodin Museum

K-ARRAY | INSTALLATION

RODIN MUSEUM PICKS K-ARRAY

The Rodin Museum, located in Philadelphia, recently enhanced its visitor experience by installing a K-array audio system, distributed by Sennheiser.

Following a major restoration project, the facility reopened in September 2012 with the new K-array system, which was designed to facilitate background music, as

well as museum announcements and public address functions.

Four K-array KV50 line array speaker elements, each containing eight 1-inch neodymium transducers, were installed on the walls of the main gallery at about six feet high, accompanied by two K-array KU36 subwoofers on the ground. k-array.com

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HOHNER | FINANCE

Hohner Group's Sales Increase

The 99th shareholder meeting of Matth. Hohner AG, Hohner's European division, was held on Nov. 27, 2012, at the Dr. Ernst Hohner Concert Hall in Trossingen, Germany. During the meeting, shareholders discussed the company's business development, a renewed market focus and new products.

During the fiscal year ending March 31, 2012, sales growth of the Hohner Group's international brands posted a 5 percent increase to 67.2 million euro versus last year's 63.9 million euro. This sales increase was driven by growth in North America (up 9.7 percent), Asia (up 21.9 percent), and South and Central America (up 34.4 percent), partially offset by a 4.5 percent decline in sales to Europe, the company's largest market. As a result of the positive sales improvement as well as effective cost management, the Hohner Group improved its net income performance by 83.2 percent to 2.7 million euro in the fiscal year ending March 31, 2012, compared to 1.5 million euro in the previous fiscal year. hohner.eu



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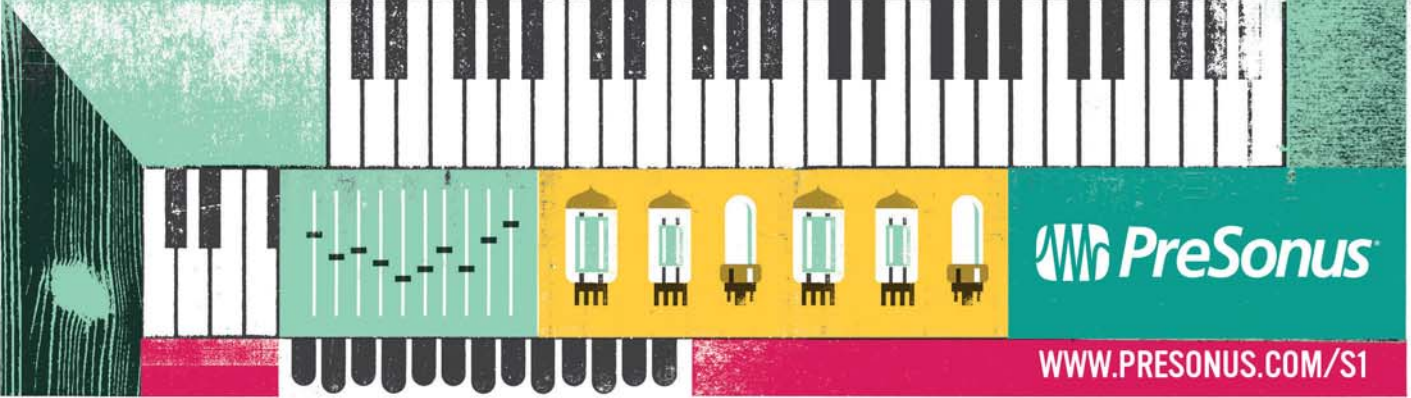
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IDEAS

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INDEPENDENT RETAIL | BY TED ESCHLIMAN

BE BETTER THAN AMAZON

We face an industry wide threat to the turf of the local brick-and-mortar store. The new terrain of sophisticated cyber commerce on Amazon.com can have you wringing your hands in frustration, while trying to compete in pricing with this and other online alternatives, such as eBay, QVC, Craigslist or Yahoo Shopping.

Admit it. Not too long ago, we complacently doubted that the click of a mouse and a two dimensional screen could ever be as satisfying as a one-on-one transaction. We knew we'd lose a few on price, but we'd pat ourselves on the back in naive arrogance that the Internet could never duplicate what our own staff and showroom could offer in the realm of the customer experience. Not true today.

I suggest our security is most fragile if we aren't acutely aware of four specific pillars in the service we offer. None of these have anything to do with price, although that always seems the first visceral vulnerability. These are much more subtle cracks in the retail foundation, and if we don't tighten up and strength-



en these four important retail supports, the brick-and-mortar model runs the risk of crumbling down.

STATUS

A computer "status bar" is an incredibly reassuring tool. I remember loading software in the early 1990s without any indication of how long the download would take. There's nothing more frustrating than not knowing the duration of inconvenience. What makes the wait easier is simply knowing how much longer you'll have to wait.

When we take a special order in-store (or online), we need to systematically employ

several notification stages: 1.) We received your order. 2.) We are processing it. 3.) We expect it in "X" amount of days. 4.) We've shipped your order (or it's available for pickup). If you aren't doing at least three out of the four, you're leaving the customer in angst and in the dark. Amazon is extremely good at updating the order's status. We should be as good, or better.

PRESENTATION

Steve Jobs was resolute about packaging. If you've ever opened an Apple product you know what I mean. Containers are clean, highly aesthetic in design and presented so that you can immediately experience the product. Every step in unboxing is part of a larger drama.

Consumers want boxes that aren't brown and battered, and they certainly don't want their purchases pre-scratched. If you ship an item, look at your packing from the perspective of the recipient. Some of our own savvy vendors even include candy in our orders.

ALGORITHMS

A purchase from Amazon always yields numerous contacts and

post-sale suggestions for other related projects in follow-up emails. Ironically, many are inapt and irrelevant, because each recommendation is only a calculated guess based on narrow purchase data. I can't believe how many times they've proposed items I've already bought from them, even recently. Our staff ought be better than a computer at assessing add-ons during and after the sale.

PEER REVIEW

Today's consumers aren't as keen on experts. A soccer mom is inclined to believe another soccer mom who has experienced a purchased product, because today she's suspicious of industry specialists. People will trust others like themselves first. Cyberstores offer customer reviews, but a salesperson face-to-face, sharing interests, trumps the impersonal online advocate in employing the traditional sales elements of qualify, diagnose, and overcome objection.

Use these four pillars, and you can still be better than Amazon. **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 CUSTOMER WHISPERER | BY GREG BILLINGS

Whispering 2.0

We may not like it, but it's true: People do their shopping online before going to a store to see an actual product, if they go to a store at all. This new retail environment changes our strategy. In the old days, a customer would come in and we would start from scratch. We'd try to make a personal connection. Today, our initial contact with clients is usually electronic. They form their critical first impression of us from our website or Facebook page and, if we're lucky, they send us an email.



The number of initial contacts is greater than ever and the Customer Whisperer's task remains unchanged: to gently guide our clients through the decision-making process. Shopping, online or in person, is still essentially a decision-making process. The web was supposed to make shopping easier, but it has made it harder. An Internet search for one of our products first delivers an overload of information. Then it delivers biased information. Ultimately it leaves customers confused. Because prospects browsing the web are easily distracted and have a short attention span, they end up uninformed or misinformed.

That is when they send us an email or pay us a visit.

Thinking about how we can adapt our approach for this new retail landscape brought me back to the original inspiration for this column — Cesar Millan, the Dog Whisperer, a feisty Mexican immigrant who swept his way into the nation's heart on television and with his book, *Cesar's Way*. Millan's method is to establish himself as the pack leader to the dog, and even more so, to the dog's owners. It works every time.

Our customers, too, need someone to lead them through the process of selecting and purchasing a musical instrument, especially if they start their search online.

And so — in advance of my Idea Center session at The NAMM Show on Thursday, Jan. 24 at 3:00 p.m. — I decided to revisit my first Customer Whisper column from six years ago. Its lessons, updated below, are more useful than ever.

LEADING THE PACK

Years ago there was a popular sales training philosophy that relied on analyzing customers' personality type and structuring a presentation to their classification. It didn't work. Maybe there are only two personality types: leader and follower. Maybe each of us is constantly switching roles depending on the situation. We are parents, as well as children; teachers, as well as students.

Rather than dissecting customer personality profiles, let's consider our own personality profile and see if we are predisposed toward leadership. Our basic personality will naturally fall somewhere between being assertive or submissive and either being mostly calm or usually excited. Only one of the four possible combinations of these traits is likely to create a Customer Whisperer.

ASSERTIVE/ CALM	ASSERTIVE/ EXCITED
SUBMISSIVE/ CALM	SUBMISSIVE/ EXCITED

The submissive/excited salesperson is afraid of the customer and thinks it is all about the product. He's worried the customer will walk away or buy from someone else. He tends to retreat to

If the transaction cannot be closed for one reason or another, her follow-up habits will keep this prospect in the fold

7 SIMPLE THINGS YOU CAN DO TO BECOME A CUSTOMER WHISPERER

- 1. Take a deep breath.** Your clients will sense your calm demeanor and will relax.
- 2. Be confident.** You are the expert and you know you can help.
- 3. Be sincere.** You can't fake it, so don't try. Just be your authentic self.
- 4. Reassure your clients.** They have come to the right place.
- 5. Be the one asking the questions.** It's the best way to lead.
- 6. Connect.** Find ways to engage your new email or Facebook inquiries.
- 7. Follow up.** Resend a message that wasn't answered.

his comfort zone of musical ability or technical knowledge. His emails probably include links to supplier sites and a lot of product information. He might send three emails the first day, along with an ad for his next gig.

The submissive/calm associate is also afraid of his customer, but thinks he can win them over with kindness. He follows customers around the store like a puppy, dutifully providing information rather than asking questions. He is reactive and incapable of making a recommendation, even when asked, repeatedly! He might take three or four days to answer an email. Facebook scares him.

The assertive/excited representative is our worst nightmare. His excitement causes his assertiveness to morph into aggression. He doesn't waste time qualifying customers and rarely asks a question. He may be a top writer for a while, by sheer force of will, but he has many unhappy customers. He moves from job to job, leaving in his wake unfulfilled promises and customer service nightmares. He doesn't have a Facebook page and doesn't answer emails because he can't see an immediate reward. If he does respond, there are lots of spelling errors and missed capitalization.

Finally we have the calm/assertive associate — the true Customer Whisperer. She greets her customers with a friendly

smile, happy to be meeting a potential new friend. She reassures her clients that they have come to the right place. Online she is authentic, letting her correspondent know she is a real person prepared to help. She's not afraid to ask questions in an email to help refine their search. Her clients appreciate her professionalism.

In the store she finds common interests and demonstrates empathy. Her clients relax because she is calm. Her probing questions get them thinking about which products will really satisfy their desires. The more they consider their true needs, the less important price becomes and more predisposed they are to select higher quality instruments.

The Customer Whisperer understands her new friends probably won't be able to find their perfect instrument on their own. They need her help and once they've found the right one, they may need validation and they might need a little nudge to pull the trigger.

She's calm near the end of the process because she is not afraid of losing the sale. She has become their "pack leader." Because she earlier established empathy, she can be assertively persistent and close the deal without resorting to tricks or intimidation. If the transaction cannot be closed for one reason or another, she knows her follow-up habits will keep this prospect in the fold.

We've been taught for generations that great salespeople are born, not made. But anyone can become a Customer Whisperer by being a calm, assertive pack leader. We need to slow down, stay focused on our customers needs and, whether in person or not, we need to ask insightful questions to keep the dialog going. When we do that, we humanize the shopping experience and we vastly improve the likelihood of completing a transaction beneficial for both our customer and ourselves. **MI**

Greg Billings whispers to customers at the Steinway Piano Gallery in Naples, Fla. He welcomes questions and comments at greg@steinwaynaples.com.

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THE RETAIL DOCTOR | BY BILLY CUTHRELL

Divide & Conquer

A few years ago I presented a NAMM Idea Center session on the topic of delegating tasks to free yourself up to focus on areas of potential growth. You won't be surprised to hear that the topic generated a lot of interest. There are thousands of retailers out there who, most of the time, are wearing all the hats in their operation: They are inventory control, CEO, CFO, HR, security, IT, janitor and even salesperson of the month. Usually, these retailers feel that they are the only person who can handle those duties. In reality they have never really allowed anyone else to try.



Delegation is not just about handing off duties and responsibilities, it's also about being organized

One of the many problems with that mindset is that you only have so many hours in the day. If you are out at lunch and a customer walks in looking to make a large purchase, you can not expect your staff to ask them to wait or come back when you are present. In other words, it's time to make some changes. You are probably losing sales.

A friend of mine is a sales manager for a local luxury auto dealership. Car dealerships may get a bad rap, but they are models of organization. At most music stores a salesperson usually will have only a few people to deal with, other than customers. At car dealerships, things are more complicated. Salespeople may have to deal with the customer, lot manager, sales manager, finance manager, detail guy, and mechanic, but those wide contacts help them close deals. Music stores, mostly with smaller staffs, should take advantage of their small scale and delegate responsibilities more effectively.

My buddy explained that when he arrived at the car dealership there were no streamlined processes in place, and sales were suffering because of the lack of organization.

What happened? "We learned efficiencies,"

he said. "We developed open lines of communication, instituted a training program to help those with lower volume bring their numbers up and put people in positions to be accountable and responsible for *their* department's budgets and bottom lines, and not *everyone's* budgets and bottom lines. Six months later we had better trained, informed people who had only a single manager. We

all knew each other, and knew what that person's role in the company was."

In other words, they had asked people throughout the organization to be accountable for their specific performance. If you are free to worry about yourself, not what everybody else is doing, your performance will go up.

THE IMPORTANCE OF ORGANIZATION

Delegation is not just about handing off duties and responsibilities, it's about being organized. You have to understand the complexities of your organization so you know exactly who has the right skills for the particular job at hand. That will give you clear insight on how to hand off tasks and have peace of mind that they'll get done at a high level.

At my own stores I reorganized some of my staff and how we did things. I made sure that everyone knew what each other's job functions were and made a point of giving everyone a chance to have a greater sense of purpose. It wasn't always easy. I relinquished a few jobs that I had always reserved for myself. Was it always done to my specs? No, but it gave them the added responsibility and gave me more time to do other things. **MI**

Billy Cuthrell owns and operates Progressive Music Center. Contact him at billy@raleighmusiclessons.com.

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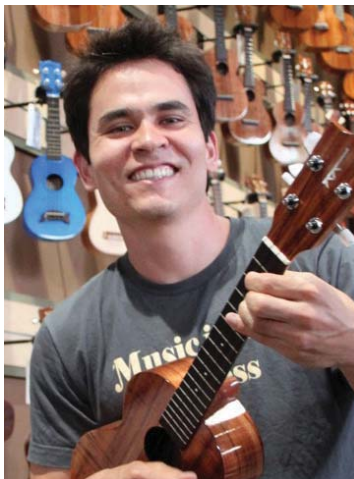
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ECONOMIC RHYTHMS | BY PETER DODS

Be the Guinea Pig

Our former office manager was the single most important person who has worked at my store. She paid all the bills, balanced the ledger and received the inventory to the POS. She was the first office manager we ever had.

Before she left us, I had her train a replacement. After she departed, the replacement quit the company in two months and left a wake of disaster: invoices were missing, inventory was improperly received and quick-pay discount dates were past due.



In my seven years of running this business, we never missed a bill. When I asked the new hire how things were going, he would tell me that the job was more difficult than he had anticipated and that he was trying his best to catch up. When he abruptly quit, I was blind sided.

I started by combing through the heap of unpaid bills and packing lists. The new hire had not followed the old manager's system, and I was too busy building our third store to realize what was going on.

We quickly called our reps to put us in contact with the credit managers of every vendor we deal with. We requested account statements from more than 200 vendors, combed through all of the bills paid, made sure we had an invoice to match them and checked to see if the bills were received properly.

With the help of a new assistant, we worked diligently on it for a month and resolved all of the problems.

GUINEA PIG MANAGEMENT

Today our bill pay system and the rate at which inventory is received and floored is better than ever. We also have a better ability to manage cash flow. Now, at any given

second, we know exactly what the accounts payable are and can stage them to better suit the capital needs of the store.

The office manager position was the last job in the store that I hadn't done personally so I had no clue how it could be done in a better way. I had been lucky enough to have someone I could trust all those years. When our former manager left, it really

opened my eyes to the necessity of understanding and defining the protocol of each role in an operation like this.

You would think your employees would tell you when something is wrong or doesn't work as well as it should, but they often won't. You would also think they'd have the vision to do things the most efficient way possible, but they often don't.

People look to you, the owner, to define their roles and tell them what their job entails. If you do a good job hiring, you can find people who can fill the roles you define and possibly even show you a better way of doing them. But if you haven't clearly defined those roles, your business will be haphazard at best, or, at worst, you will go out of business.

You need to be your store's guinea pig and run through the hoops and challenges of each role and define them.

If you do, your business will run smoothly and will be better fortified against disaster. Do not take this as an invitation to micromanage. That is not the idea at all. You should set the standard and hire people with initiative to improve it. If you don't, you can bet your employees will set their own, and it probably isn't going to be to your liking.

Don't be vulnerable. Your business depends on it. **MI**

Peter Dods is the owner of Honolulu-based Easy Music Center.

'You need to be your store's guinea pig and run through the hoops and challenges of each role.'

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LESSONS LEARNED | BY GERSON ROSENBLOOM

Deciding What To Carry

Who makes the buying decisions in your company? Is it your purchasing agent? A committee? Do your department heads make these decisions? Maybe you use computer software to suggest orders based on sell-through, reorder points, lead time, or velocity. Or do you just shoot from the hip and make the decisions yourself?



Ultimately, the only folks with the power to make your buying decisions are your customers.

All of these options have varying degrees of effectiveness, but they're all wrong! No matter how long you've been in business, no matter how sophisticated your software, no matter how much combined experience your buyers have, they can't possibly live inside the consumers' heads. Ultimately, the only folks with the power to make your buying decisions are your customers.

While I learned this lesson repeatedly through my retail career, there are two examples that I think illustrate this principle particularly well. In my younger, more foolish days, I recall seeing a product at NAMM called Stylophone. It was a "keyboard" that you played with a metal stylus and it had all the charm of an Autoharp with rusty strings. My wife was positive that this would be the next big thing. And because I not only wanted to be at the cutting edge, but I also wanted to make superb profits, I saw fit to buy 48 pieces so I could get the end column price. The customers voted with their pocketbooks, and I recall giving them away as gag gifts for years. (She's my ex-wife now, by the way.)

A couple of years later, Casio came to NAMM with a new product called the Casiotone keyboard. Because of its chiclet keys, chintzy organ sounds, and terrible drum beats, I was sure that this gizmo produced by a watch company would flop in the marketplace. Still

reeling from the Stylophone fiasco, I was determined not to be bamboozled again. I wrote off the buzz at the show as marketing hype and decided I wouldn't follow the flock and sign up as a dealer. Casio made music industry history and the keyboard was a red-hot holiday purchase that year. By the time I noticed all the frenzy, it was too late for me to get on board for that season.

MAKING THE SAME MISTAKE

I had misinterpreted my original mistake. Thinking I had chosen a bad product, I was determined not to repeat my blunder. But my Stylophone miscue was really centered on the fact that I didn't allow the marketplace to determine the demand for the product. And because I didn't understand the problem, I made the same mistake with Casio. The correct approach, in hindsight, would have been to buy both products, but modestly, and allow the market to make its determination. This was a lesson learned that took me twice to understand.

And I've seen the same blunder on both sides of the counter. Often, companies will produce an instrument that, on first impression, has a design that makes it anything but traditional. Some dealers buy it specifically because it's so unique. Others won't touch it for the same reason. And neither is necessarily right until their customers weigh in.

What's so sad in a tough business climate is when dealers decides that something will "never sell," and then later on their customers go scrambling to find the instrument elsewhere, as soon as possible. I've seen the warranty cards; I know it happens. If only they had waited to ask their customers. **MI**

Gerson Rosenbloom is the former president of Medley Music and a past NAMM chairman. E-mail him at gersonmusicinc@gmail.com.



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HELLO MUSIC By The Numbers

Founded: 2010 by Zack Zalon and Brendon P. Cassidy

Executive Team: Rick Camino, CEO; Will Urban, VP Programming; Lucas Bean, VP Marketing

2012 Sales: Undisclosed, but a "run rate of about four to six Guitar Center stores," according to Camino.

Members: 300,000-plus who visit 3-5 times weekly

Membership Growth: Adding 500-700 new members daily

THE BIRTH OF ANYWHERE COMMERCE





BY FRANK ALKYER
PHOTO BY JAY GOLDMAN

WITH ITS SOCIAL COMMERCE
PLATFORM AND FLASH DEALS,
HELLO MUSIC HAS A CLEAR GOAL:
TO REACH MUSICIANS WHEREVER
THEY MIGHT BE—RIGHT NOW.

IN the aftermath of Thanksgiving weekend, the nation's business press buzzed about the kickoff to the holiday selling season. Sales on Black Friday and Cyber Monday broke records, largely because consumers let their fingers do the shopping. In *The Wall Street Journal*, MarketWatch reported that seven out of 10 Black Friday shoppers carried smartphones armed with apps that ensured they were getting the best deals. For the Monday after Thanksgiving, many scorecards showed a 30 percent increase over the previous year, a phenomenon *Businessweek* (which had a more modest 17 percent assessment) attributed to the fact that "tablets and smartphones let customers shop anytime and anywhere."

But Rick Camino and his team could have already predicted all that. In fact they're betting on it.

HELLO OPPORTUNITY

Camino is the CEO of Hello Music, a Los Angeles-based startup that sells musical instruments online, but in a new, still-evolving manner. To begin, every customer of the e-tailer must sign up and become a “member” before buying. It’s a simple, free process — just go online, give an email address and password, or sign in through Facebook. Then, Hello Music starts delivering “daily opportunities” e-blasts — not just daily, but twice a day. They are carefully designed, electronic newsletters featuring smartly photographed products available in limited quantities or for a limited time, as well as some themed or sponsored offerings and a scroll at the bottom noting past deals. Clicking through on a product takes members to Hello Music’s website, where the price of the product (and the online checkout) is revealed.

Hello Music has a new kind of approach, and its double-digit sales growth each month since April 2011 seems to indicate the company is onto something that customers want. Instead of paying for managers and inventory, the company has programmers — led by Will Urban, vice president of programming — who curate the site with products and deals they believe will be popular with its membership. Instead of using traditional advertising, Lucas Bean, vice president of marketing, leads a team that reaches out on the Web, prospecting for new members. When selecting the products that go into each

daily deal blast, programmers choose carefully because the wrong choice can have a serious impact on sales.

“It’s a partnership, editorial and commerce,” Camino said. “We can’t sell just anything because we would lose our trusted-source credibility. In essence, we

Heavily driven by social media, it’s a business model called social commerce that combines social media, flash sales and daily-deal offerings — the latter two driving impulse buyers with limited-time or limited-quantity sales of goods and services. The model is exploding online, espe-

Brendon P. Cassidy, two digital entrepreneurs who also are musicians, founded the company in 2010. Early in their careers they vowed that if they ever had the resources, they would find a way to better the lives of musicians. After Wilshire Media Group, their digital product design firm, took off, they set out to create an online community to help musicians get their music out to the world. It didn’t take long for them to recognize that, more than seeking conversation or a new distribution channel, musicians love to talk about gear. Furthermore, a large number of those musicians made it clear that they disliked the typical music store shopping experience. *Hello, Hello Music.*

“We launched and had 15,000 members,” Camino said. “We went out to them and asked, ‘How can we create more value for you?’ It was a simple, open-ended question. Three-quarters of the responses revolved around negative experiences in purchasing gear. When we drilled down, some of the responses compared shopping for gear to going to the dentist or going to a used-car lot. When you drilled down even further, it was focused on pricing. They didn’t know if they were getting a good price

or a bad price. They just knew that they weren’t going to pay the price on the sticker because in music retail, you’ve got to negotiate something.

“So, we thought to ourselves, could we figure out how to pre-negotiate a price, something that

DEFINING HELLO MUSIC

The concept of social commerce is still in its infancy, as are many of the terms surrounding the business model. Here’s a primer:

Social commerce: A business model that heavily integrates social media into the selling process online.

Incremental Sales: The number of units sold through a promotion in excess of the number that would have been sold without the promotion.

Daily Deals: Offers used by Hello Music and other social commerce sites like Groupon to create interest in their products and services.

Flash Sales: Time-limited offers that come with high discounts.

Tribes: Musicians grouped by the instruments they play or the gear they use to record.

Responsive Web Design: Often abbreviated RWD, an approach that allows websites to be viewed on a wide variety of devices, such as smartphones, tablets and computer screens.

e-blasts: Electronic messages sent out to large groups of people via email and social media.

Shopping Bot: A price comparison website that automatically searches the inventory of different online merchants to find the lowest prices.



have to editorialize a cover every day. If that thing isn’t hot, if the headline’s not right, if we miss, we can see a 20–25 percent swing in traffic. But if we have a hit, it’s just incredible the amount of traffic we can generate that day.”

cially in the sports and fashion industries, but Hello Music is the first true social commerce platform for musical products.

CONSTANT CONTACT

Hello Music didn’t start out selling gear. Zach Zalon and

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The office still has a startup feel



Rick Camino, Zack Zalon and Brendon P. Cassidy

was fair, that you could probably do on your own? And if we protected it, we wouldn't upset the apple cart in terms of the overall balance of the industry and manufacturer relationships. If we could figure out how to do that, we could create a lot of value for this segment, which doesn't want to purchase like the broader, passive market. That's how the whole thing got started."

And that's also how the platform's key sales tool began. The offers go out to more than 300,000 — and growing — Hello Music members each day. The company also coordinates its messages with 213,000 Facebook fans as well as a growing following on Twitter and Pinterest.

"Going out twice a day was

very controversial when we started, but now all the social commerce sites are doing it," Camino said. "We were the first ones. And what we found, because we study everything, is that the community we reach in the afternoon is about 70 percent unique to the community we reach in the morning. Now, if you think about it, between East Coast and West Coast and the fact that some musicians go to work in the morning and some don't, a 9 a.m. email is maybe not the best communication time for a lot of musicians.

"We differentiate the message between the morning and afternoon mailing. Part of the core might be the same, but we try to add enough new content that people don't feel like we're coming back with the same message."

SAY HELLO TO YOUR FRIENDS

ately the company has been on the move on numerous fronts, including a relocation to

larger, temporary quarters in an office building in Westwood, just down the street from the campus of UCLA. A more permanent home will have to wait until after the holiday selling season. For now, the 23-employee firm still has a start-up feel, with computer systems, staff and a photography studio squeezed into a hip, crowded space.

As part of its ongoing effort to further customize its offerings, in December the company launched its latest platform, where content for its site and emails were divided into what it calls "tribes," basically groups of like-minded musicians — guitarists, bassists, keyboardists, singers, recording and engineering, drummers, and DJs. Next up will be a Pinterest-style comments section, where Hello Music members can chime in on their favorite gear on the site and beyond.

"The call to action here is not just to purchase, but now you can participate," Camino said. "Tell us what you like, what you don't like, why this is cool. This entire social feed gets re-merchandised literally by

the minute depending on who's engaged in it. It's a combination of social engagement with what's selling. It gets filtered into a unique algorithm that gets re-merchandised all the time."

On the near horizon, also, is Marketplace, a new feature where members and retail affiliates can sell gear through the platform.

"Marketplace is our vision of how we want to partner with retailers," he said. "If you're participating as an Amazon affiliate, you may want to participate with Hello Music because now you can put your products up here."

ANYWHERE, ANYTIME

On the tech side, Camino's team is working furiously to make every day a potential cyber Monday. The goal — perhaps the most important move of the company's young history — is to enhance and expand its shopping experience by constructing the platform using responsive design.

"If you're on a phone, it resizes itself. If you're on an iPad, it resizes itself. But it remains the same experience," Camino

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said. “Given the proliferation of different devices, we feel it’s a better play in the long run.

“It’s a key piece of development,” Camino continued. “But we’re not building this with the expectation of people coming to us. We’re actually building this

marketing tools for musicians] or anywhere that there are large communities of musicians, we will be able to do a deal where we can take a little section of this, embed it into their site and become a partner. That’s going to play very strongly into our

policies in the industry. There is no outward-bound pricing having to do with Hello Music at all. In fact, we have spent a lot of money to protect the pricing behind the membership wall.

“More importantly, if you take our featured products today and try to find them on any shopping bot, or any of the major search engine price searches, you will not find Hello Music. You can’t see it. You’ll find all of the major competitors, but you won’t find Hello Music because you have to be a member to get our pricing. Period. End of story. That’s just one of the ways we are protecting our pricing policy.”

Camino also said retailers and manufacturers shouldn’t worry that a product sold by Hello Music is a sale lost by retailers who invest in stocking a wide selection of a manufacturer’s products.

“The really interesting thing about this is 70 percent of the sales that are being generated on Hello Music are incremental. This was substantiated

by a third-party research company called Interpret. We recruited, I think it was 2,500 members. They downloaded a browser and Interpret followed them around the web. They substantiated what our manufacturers were telling us, which was what they were selling on Hello Music was almost purely incremental business for them. And the folks who were reporting that they weren’t purchasing on Hello Music were now reporting that they were purchasing more in the traditional channels of

business. It’s spurring them to purchase.”

Camino said he’s happy to help drive sales, even if they don’t always go to Hello Music.

“Not all of the musicians are ready to purchase when they see a deal,” he said. “The top obstacle is money — they don’t have the money at the time. But we put something in front of them and now they know that they want it, and it may not be available with us when they have the cash to make the purchase. So, what are they going to do? They are going to traditional retail and buying it. Sometimes people are uncomfortable with the flash nature of the platform and having to move quickly. They want to go into retail and touch and feel the product. And some of them are just loyal to the local retailer.”

But don’t expect Hello Music to give those sales up easily, unless it’s to retail affiliates.

“We have a lot of growth expectations in front of what we’re doing,” Camino said. “We have a three- to four-year plan that says we think we can get between three-quarters and one percent of the market share. We’re at 300,000 members right now. We’re adding somewhere between 500 and 700 new members a day. With a lot of the social features we’ve built into the platform, we get a lot of word of mouth exposure. Even on our product pages, you can like, pin or tweet. You can add to your favorites. Every time you tweet, every time you like something, it pushes a message out about Hello Music and this specific product to your specific community. So, we get social impressions out of it. Basically, we get our members to be our best ambassadors and salespeople.” **MI**

LET THE SHUNNED SHINE IN

Inside the less-than-glorious start

In January 2011, Rick Camino and a group of Hello Music executives walked The NAMM Show looking for manufacturing partners. The initial idea was to offer time-sensitive coupons on products that could be redeemed for 48 or 72 hours at the closest local retail store.

“We couldn’t get anyone to pay attention,” he laughs today.

If it weren’t for being shunned, Camino said, Hello Music would have never gotten into the business of buying gear for the site. Today, the company strives to keep its product moving — by keeping the community active. “I think where we add the most unique value in the industry is in the ability to aggregate the influential musicians in one place,” he said. “We create a conversation with them, so we can constantly educate them about new stuff.

“That is a herculean undertaking in and of itself,” he added. “If I could do that through building an affiliate network and working with other retailers — if I didn’t have to think about managing inventory and turns and estimating — I would gladly do that. But we haven’t proved that part of the model yet.”

As a result, today, the company strives to turn inventory 12–18 times annually. Hello Music’s goal is to get product in from the manufacturer at the same time it’s put in front of its members.

“It would then simply get cross-docked and right back out the other door,” Camino said. “The No. 1 thing that customers want from an ecommerce experience is quick delivery. Last time we did an audit, 85 percent of our products were going out within 48 hours and hitting the customer within five days.”

thing so that we’ll go to them. We’re building it in a way that allows the site to not only adapt to the size and configuration of whatever digital device that they’re on, but it can actually be taken in little chunks and iFrames and be delivered to other communities. So, if we wanted to do a partnership with Indaba [Music, a web-based community of 700,000 musicians] or we wanted to do a partnership with Sonic Bids [a web-based platform providing social mar-

distribution strategy for 2014. We call it anywhere commerce.”

PLAYING BY THE RULES

Camino knows that the company’s daily deal offerings could create MAP controversy, and he carefully pointed out that Hello Music is an incremental sales channel that plays by the rules.

“There are lots of misconceptions about this particular topic,” he noted. “The bottom line is that we adhere to all pricing

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THE GUIDE

THE NAMM SHOW 2013

THE NAMM SHOW 2013 | BY KATIE KAILUS

ANAHEIM'S MAKEOVER

NAMM is encouraging attendees at this year's show, held Jan. 24–27 in Anaheim, Calif., to “connect” with one another. And they will have a whole new setup to network in.

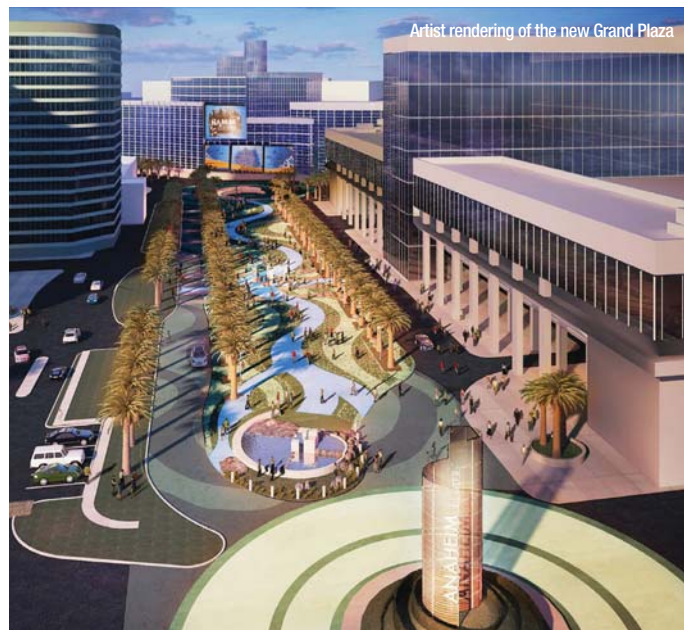
The Anaheim Convention Center Grand Plaza, located between the Hilton and Marriott hotels, has undergone a \$20 million renovation. The NAMM Show will open on Thursday with a ribbon cutting ceremony officially marking the debut of the Grand Plaza with special guests and live music.

A professional outdoor stage specially constructed for the show has been added to the plaza and will feature live performances throughout the day and into the evening.

NAMM President and CEO Joe Lamond understands the important role the show plays in NAMM members' business strategy and has high hopes for the new setup.

“These changes and new features are designed to help our members have a productive and fun time while they are in Anaheim,” Lamond said.

According to NAMM, the renovation opens up 100,000 square feet of accessible space



for the industry to gather with food trucks and live music

Other changes to the show include the moving of registration out of the convention center lobby and into the surrounding hotels. The convention will also be extended to the outer glass doors. ID checks will be conducted outside of the main entrances. The open lobby will now play host to an exclusive Member Center, digital media hub and new product showcases.

MUST-SEE SESSIONS

For the first time, Retail Boot Camp will be held at The

NAMM Show. Hosted in partnership with iMSO, this all-day event takes place the Wednesday before the show and offers dealers a crash course on retail basics, including intense sales, marketing, staff development and inventory management training.

The first “Breakfast of Champions,” which kicks off the show on Thursday morning, features Lamond and numerous industry VIPs discussing the importance of leadership. Other NAMM U Breakfast Sessions include “The End of ‘Business as Usual’ — How to Rewire for Success” with

Brian Solis, which explains how to reach the new generation of techno consumer; “Get Unstuck: Boost Your Sales” with Barry Moltz, which explores breaking ineffective patterns in business; and “Best in Show,” a roundup of the hottest products at the show with *Music Inc.*'s Frank Alkyer moderating.

STRONG NUMBERS

Convention center changes aside, Lamond has high expectations for this year's show.

“All key measures, including exhibit space booked, number of exhibiting companies, number of new exhibiting companies, hotel reservations and registered attendance are all up over last year,” he said. “We believe this reflects a steady improvement in the industry conditions after the great recession and an optimism that next year will be better.”

“Our members are coming to NAMM to meet with their industry partners, see the latest product innovations, attend NAMM U sessions and enjoy the fun and camaraderie that only happens when the global music products industry gathers in Anaheim. They will return home better equipped for success in the year ahead.” **MI**



Unless otherwise noted, the following events will be held in NAMM's Idea Center (booth 5501 in Hall B). Sessions start every 30 minutes.

**THURSDAY, JAN. 24
BREAKFAST SESSION**

**8 A.M.
Breakfast of Champions**
Joe Lamond, President and CEO, NAMM, and guests
Hilton Anaheim Hotel, Pacific Ballrooms

Joe Lamond sits down with industry leaders for discussions on the importance of leadership, how they led their businesses through the best and worst times, and their focus on the future.

**10:30 A.M.
Successful Tips from a Top 100 Dealer**
Rand and Cindy Cook, The Candyman Strings & Things
The Cook's share ways to boost your store's creativity, profitability and sense of community.

**11 A.M.
Jump Start Your Lesson Program**
Pete Gamber, Music Arts, Music Inc. columnist and former owner of Alta Loma Music
Gamber speaks on how to make your lesson program cooler and increase your

numbers at the same time.

**11:30 A.M.
Making Every Word Count — Employee Communication That Gets Results**
Colleen Billings, Billings Piano Gallery
This session explores techniques to help you deliver quality, effective messages that drive results in your business.

**NOON
What to Do When You Have Too Much To Do**
Donovan Bankhead, Springfield Music
Bankhead explains how he uses online tools to stay ahead of the curve, combining resources like Gmail, Google calendar and other apps keep him on track.

**12:30 P.M.
How Spending \$250 Can Triple Your Sales and Turn Old Inventory**
Raegan Michelle Medeiros, John Michael's Music
Learn how Medeiros took \$250 and tripled her store's Saturday income.

**1 P.M.
How to Drive Sales with Digital Marketing**
Jeff Hawley, Yamaha, and Peter Giles, Giles Communications
In this session, you'll learn how to align digital and social marketing to your business goals, how to effectively drive traffic to your website and into your store, how to use powerful digital tools, and how to measure and analyze your results.

**1:30 P.M.
Social Media Simplified: Stories Build Brands**
Jen Lowe, Boom-Boom Percussion
Whether you are a manufacturer or a retailer, your social media success lies in your story. Join Lowe as she gives you some key pointers on how to tell your story effectively.

**2 P.M.
How to Sell Products, Not Boxes**
Joy Jazz Armento, International House of Music, Inc.
Learn how to sell a product by giving personalized help and attention to go with it and make sure your customer is educated and satisfied with the product and your business.

**2:30 P.M.
Best Facebook Marketing Examples You Can Use**
Michael Newman, Michael Newman Consulting
Join Newman as he presents top Facebook marketing examples for small businesses, including the best Facebook pages, strategies and tools to be effective. Learn the latest tactics and tips for retailers on limited budgets and resources.

**3 P.M.
How to Become a Customer Whisperer: A New Way to Succeed with Customers**
Greg Billings, Steinway Piano Gallery of Naples and Grant Billings, Billings Piano Gallery
Becoming a Customer Whisperer entails a more sincere, calm, yet assertive approach to help clients make good decisions faster. Learn simple techniques based on the science of why people buy.

**3:30 P.M.
Creating Promotions That Really Reach Customers**
Lauren Haas Amanfoh, Royalton Music Center
Amanfoh details ways in which she has catered to her varied customer base through diversified goodies and creative advertising campaigns — both of which have led to record sales, lesson enrollment and rental contracts.

**4 P.M.
Everything I Learned, I Learned from My Fellow Retailers**
Danny Rocks, The Company Rocks, and panel
Rocks moderates a panel discussion with retailers who share the specific lessons they learned from fellow dealers. Also learn how to take advantage of learning opportunities in industry associations and NAMM U sessions.

**4:30 P.M. (DOUBLE SESSION)
Give Credit Where Credit Is Due**
Alan Friedman, CPA Partner, Friedman, Kannenberg & Company, P.C. and panel
Friedman leads a discussion panel of seasoned credit managers from some of our industry's most prominent suppliers.

FRIDAY, JAN. 25
BREAKFAST SESSION
8 A.M.

The End of 'Business As Usual' — How to Rewire for Success

Brian Solis, Altimeter Group
Hilton Anaheim Hotel, Pacific Ballrooms
Renowned technology analyst, author and futurist Brian Solis helps you better understand who the 'new' customer is, how they think, and how they use technology.

10:30 A.M.
How to Turn your Business Around: Simple Ideas That Work

Greg Billings, Steinway Piano Gallery of Naples and Grant Billings, Billings Piano Gallery
The father-son team shows you what they've done to quickly adapt their business models in the face of increased competition, economic recession and changing consumer trends.

11 A.M.
The Incredible Power of 7-Minute Sales Meetings

Bob Popyk, Founder of Bentley-Hall, Inc., and columnist for Music Trades
Hear how to create a simple plan to find more customers and get 100 percent involvement from your sales crew, all in less time than it takes to unbox and set up an instrument.

11:30 A.M.
How To Plan for Profit — One Department at a Time

Lori Supinie, Senseney Music
Supinie breaks down the basics of identifying money makers.

NOON
10 Ways to Cut Costs and Raise Profits

Tracy Leenman, Musical Innovations
Listen in for some quick, easy ideas and some bigger-picture practices that will get you rethinking how you do business.

12:30 P.M.
The Power of QR Codes to Promote Your Business: It's Easy and Inexpensive!

John Pedersen, Pedersen's Band & Orchestra
Join Pedersen as he shares what he's done to build his business using QR codes. You'll learn how they work, and the different ways you can put them to work for you.

1 P.M.
How To Stage Successful Themed Recitals

Myrna Sislen, Middle C Music
Learn how themed recitals give students and parents something special to participate in, and bring the community and press to your door.

1:30 P.M.
Covering Your Social Media Bases

Grant Billings, Billings Piano Gallery
Billings shares tips for using social media tools to engage

customers and expand your reach, including the best times of day to post, effective ways to get community response, and important reasons to add administrators and managers to help oversee your accounts.

2 P.M.
Forty Tips for Music Professionals Forty and Under

CJ Averwater, Amro Music; Ryan West, West Music; and Cris Behrens, Summerhays Music
The session is presented by NAMM Young Professionals, a networking group of NAMM members under the age of 40, who are committed to the successful future of the music industry.

2:30 P.M.
How to Ensure Your Store's In Good Hands When You're Not There

Billy Cuthrell, Progressive Music Center and Music Inc. columnist



Take a journey in your music - colors that rock the beat. Come see us at OMG Music booth #4278 in Hall C.

OMG Music Distribution www.omgmusicllc.com 800-675-2501

Cuthrell shares the steps to take now so you can keep things running smoothly any time you're away.

3 P.M.
12 Cheap Ways to Better Your Business NOW
Leslie Faltin, Instrumental Music Center

Join Faltin for steps toward revitalizing the sensory experience inside your store, making connections through exceptional online and email marketing, and cutting unnecessary costs on everyday processes.

3:30 P.M.
Beware of How You "Treat" Your Music Teachers
Alan Friedman, CPA Partner, and Daniel Jobe, Friedman, Kannenberg & Company, P.C.
 Friedman and Jobe educate you on the "do's & don'ts" of how to treat your music teachers.

4 P.M.
Plug In and Turn it Up! Increasing Electric Guitar Sales in 2013
John Anning, AIMM, and panel
 Join Anning, executive director of AIMM (The Alliance of Independent Music Merchants) and a panel of retailers, artists and manufacturers, as they share a practical discussion of the electric guitar, bass, and amp categories for your store.

4:30 P.M. (DOUBLE SESSION)
Using Key Performance Indicators To Drive Growth and Profit
George Hines, George's Music
 Discover different types of Key Performance Indicators (KPIs) to create accountability in your business and keep the focus on the things that can impact your goals and future growth.

5 P.M.
Independent Music Store Owners (IMSO) Informational Meeting
Anaheim Convention Center, Room 208
 Join new and prospective members interested in learning more about IMSO. Topics covered include the organization's history and its online forum where over 450 members share ideas



Pete Gamber (left) instructs a NAMM U session

and compare experiences.

6 P.M.
IMSO Voting Membership Meeting
Anaheim Convention Center, Room 208
 This meeting is for voting members of IMSO. Membership in IMSO is free and gains an owner access to its online forum. A dues paying member has voting rights. Dues are \$50 annually.

7 P.M.
The 28th Annual TEC Awards
Hilton Anaheim Hotel, Pacific Ballrooms
 The annual awards will be handed out to winners in seven categories of creative achievement in sound production.

SATURDAY, JAN. 26
BREAKFAST SESSION

8 A.M.
Get Unstuck: Boost Your Sales
Barry Moltz, Small Business Author
Hilton Anaheim Hotel, Pacific Ballrooms
 Moltz identifies ways that businesses get stuck, causing their growth to slow. By simply making changes to these ineffective patterns, your business can start to flourish again.

10:30 A.M.
How To Use Mobile Marketing To Drive Sales in 2013
Angelo Biasi, In-TunePartners.com
 Biasi, an instructor of mobile marketing at NYU, focuses on this marketing strategy and

the execution of key concepts, as well as three best-in-class mobile marketing tools.

11 A.M.
How To Sell To Your Local "Pros"
Bob Popyk, Founder of Bentley-Hall, Inc. and Columnist for Music Trades
 Find out how to incorporate local "pro" musicians into your various store events, including clinics and concerts, so they are part of your fan base, and so they support your store.

11:30 A.M.
Get Unstuck: Boost Your Finances
Barry Moltz, Small Business Author
 Learn why it's important to review your financial statements every month.

NOON
Get Unstuck: Boost Your Productivity
Barry Moltz, Small Business Author
 In this session, Moltz teaches how to be productive and not just busy. This session shows you how to accomplish more impactful things in your business by actually doing less.

12:30 P.M.
How to Manage Customer Flow
Peter Dods, Easy Music Center
 Dods explains strategies for different customer flows, so your store is ready and stocked, your staff is trained in productive conversation, and your processes are set

so that sales can be made quickly for buying customers.

1 P.M.
How to Create Your Own YouTube Channel
Michelle Esposito, PR and social media manager, NAMM
 Learn how to create your own YouTube channel from start to finish and begin sharing your message with the world.

1:30 P.M.
How To Turn an In-Store Event into Profits
Brian Reardon, Monster Music
 Reardon explains how to create energy around your events, make your customers feel appreciated and understand how getting to know your customers can pay off in future sales.

2 P.M. (DOUBLE SESSION)
Marketing to Maximize Repeat and Referral Business
John Arnold, marketing and sales author and trainer
 Learn how to leverage your customer list to gain more referrals, repeat business and loyal customers.

3 P.M.
Moving Inventory: Choose the Winners, Lose the Others
Donovan Bankhead, Springfield Music
 Bankhead puts you on the path to making wise decisions when it comes to determining strong performers.

3:30 P.M.
The Secret to Building a Successful Program For Your Store
Menzie Pittman, Contemporary Music Center
 Pittman divulges what steps he took and what he believes to be the secret to any successful program — understanding your niche.

4 P.M.
Why You Should Reinvent Your Lesson Program
Liane Rockley, Rockley Music Center
 Listen in on Rockley's experiences, and put a new spin on all things related to lessons.

4:30 P.M. (DOUBLE SESSION)
Top 10 Smart Things to Do in 2013

Alan Friedman, CPA Partner, and Daniel Jobe, Friedman, Kannerberg & Company, P.C. Join Friedman and Jobe to learn what many retailers are doing wrong in the fiscal management of their stores and how to fix these costly and recurring mistakes.

SUNDAY, JAN. 27
BREAKFAST SESSION

8 A.M.
Best in Show — This Year's Hottest Products

Frank Alkyer, Publisher, Music Inc., and panel
Hilton Anaheim Hotel, Pacific Ballrooms
Join Alkyer and his panel of retailers and buyers as they break down the best products, ideas and trends from the show.

10:30 A.M.
Essential Purchasing Tips
Mike Guillot, Mississippi Music
Guillot guides you through good record keeping and communication strategies as the keys to maintaining strong business relationships.

11 A.M.
How to Use Showcases to Grow Your Lesson Program
Pete Gamber, Music Arts, Music Inc. columnist, and former owner Alta Loma Music
Find out how easy and effective student showcases can be.

11:30 A.M. (DOUBLE SESSION)
How to Decide Which Social Media Works for You
Danny Rocks, The Company Rocks
Rocks helps you to evaluate each of the social media outlets that you are using or considering.

12:30 P.M.
Understanding The Tablet Music Market
Hugh Sung, AirTurn, Inc.
This session gives you an overview of the tablet music market and what you need to get up to speed to meet the demands of today's tablet musicians.

1 P.M.
Haiti 10: A Film About Faith, Love and Music
Pete Johnston, NAMM Video Director
Join the makers of the upcoming film Haiti 10, a story about how one family is making a difference in their community through faith, love and music.

1:30 P.M.
How to Start and Run a Strum and Drum Program
Rick Carlson, Moderator, and panel
Carlson and a panel of retailers and

musicians discuss how to create a low-cost successful event, a sense of community, and positive customer experiences through a Strum and Drum program in your stores.

2 P.M. (DOUBLE SESSION)
2013 Best Tools for Schools Awards
Symphony Publishing Group, Moderated by Rick Kessel, Publisher, School Band & Orchestra Magazine
Come see what students and leaders in music education and busi-

ness have chosen as the most relevant and innovative products for classroom use from this year's show.

3 P.M. (DOUBLE SESSION)
Practice Personalities: Effective and Efficient Ways to Practice According to Your Personality
Thornton Cline, Clinetel Music
Nine practice personalities are presented based on observations and interviews with over 1,000 music students and 25 years of teaching experience.

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WHAT to SEE

French Connection

Anthem will highlight its A-5000 Double French Horn.



The A-5000 features much thicker braces, a .470-inch bore, Kruspe design, a 12.5-inch laser-fused hand-hammered bell, yellow brass body and bell, string linkage, tapered rotors and adjustable finger hook. The instrument comes in a SKB case. **{antheminstruments.com}**



Lucky No. 7

Seymour Duncan will announce that Mick Thomson EMTY Blackouts are now available in a 7-string pickup. EMTY Blackouts are custom voiced to suit Thomson's and Slipknot's signature low tunings. The Blackouts feature tightened bass response for better low-end articulation, avoiding the "woofy" sound that can plague dropped tunings. **{seymourduncan.com}**

Rock On

Crossrock's new 06 series of gigbags features four levels of padding. Offering five, ten, twenty or thirty millimeters of high-density foam, players can choose how much protection they want. Each tier adds useful features,



such as additional pockets and a neck block at the 306 level. **{kingstarintl.com}**

65Amps.....	5952	Alfred Music Publishing.....	4822
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A-Designs.....	6280	Allen & Heath.....	6464
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Aguilar Amplification.....	5956		
Ahead Drumsticks.....	3564		
AIAIAI.....	5590		
AIM Gifts.....	4223		
AIR Music Technology.....	6700		
AirTurn.....	1101		
Aiweidy Lighting USA.....	7408		
AJP Drums.....	2469		
Akai Professional.....	6700		
AKG Acoustics.....	7800		
Alairex.....	2696		
Albert Augustine.....	1205		
Alchemy.....	2693		
Alesis.....	6700		
Alpine.....	6464		
Altamira Musical Instrument.....	1319		
Alto Professional.....	6700		
AMA Verlag.....	2930		
Amadeus By Wm. S. Haynes.....	4200		
Amalfitano Pickups.....	1327		
Amedia Cymbals USA.....	2865		
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American Express Open.....	4811		
American Lighting.....	7629		
American Music & Sound.....	6464		
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Amigo Company.....	1165		
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Amphenol.....	6991		
Amptweaker.....	5299		
AMV Sales & Consultation.....	5492		
Anadolu Muzik.....	3370		
Analog Alien.....	6897		
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Ancient Tree Drums.....	2561		
Anderson International Trading.....	2967		
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ALLPARTS Booth 5882

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AP International.....	4860
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Auralex Acoustics.....	6798
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Aurorae.....	7523

ANTHEM MUSICAL INSTRUMENTS Booth 3604

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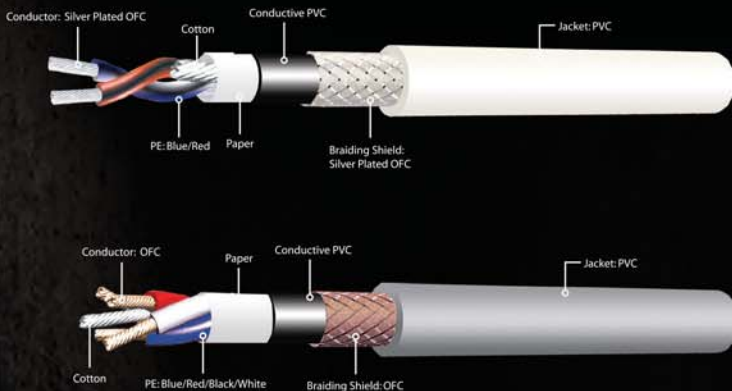
- 20AWG two-conductor instrument cable
- 1/4" mono plug to 1/4" mono plug
- SPOFC conductor
- PE insulation
- Conductive PVC
- SPOFC braided shielding with 95% coverage
- Outer Diameter 8mm
- Ultra flexible outer PVC jacket



MPQ-270G /GA

MPQ-270G /GA

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- OFC conductor
- PE insulation
- Conductive PVC
- OFC braided shielding with 95% coverage
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WHAT to SEE

Singularly Brutal

Brubaker will show its Brute series MJXSC single cut

bass, which sports Brubaker passive pickups combined with a B-3200 series active preamp for heightened clarity. A carefully selected hard maple slim-taper neck with the patented Brubaker bolt thru neck joint and a Nato body

give it well-balanced tone. The MJXSC also features a Brubaker high mass bridge, Graphlon nut and black knurled chrome knobs. apintl.com



Schecter Goes Platinum

Schecter will display its Damien Platinum collection. Designed on Schecter's C-1 body style, the 2013 Damien now features a set-in three-piece mahogany neck. The new Platinum version is also armed with EMG 81/85 combo active humbuckers, and features a satin black finish with satin chrome hardware. MSRP: \$789.

schecterguitars.com



New Selections

Hammond will unveil a selection of new portable keyboards and console organ products, in addition to a series of new Leslie products. The new portables will expand upon the ultra-light SK series, which combines the feel and response of a genuine Hammond Organ/Leslie with the foundation instruments that every keyboard player requires. The new console organs will feature classic Hammond finishes.

hammondorganco.com

Automated Processes	6204
AV-Leader Corporation	1865
Avalon Design	6955
Avedis Zildjian	2940
Avian Guitars	2783
Avid	6400
Aviom	6720

AVLEX CORPORATION

Booth 6810

AVS Electron	1860
Axis Percussion.....	3478
AXL Guitars	5476
Ayotte Drums	2367
B&C Speakers.....	6244
B&S	4307
B-Band	3387
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B20 Cymbals.....	2758
b3 Guitars by Gene Baker	2883
Backun Musical Services	3400
Bad Cat Amplifier.....	2983
Bad Seed Limited	2812
BAE	6290
Baer Amplification.....	1351
Baldwin Piano	608
Bam France.....	3100
BARI Woodwind Supplies.....	3515
Barrington Music Group	2620
Bartolini Pickups & Electronics	5771
Bazhou Basix	4458
BBE Sound.....	4822
BBE Sound.....	4772
Beamz Interactive	6007
Beard Guitars	1405
Beijing 797 Audio	7011
Beijing Deyong	2804
Beijing Dual Joy	2700
Beijing Eastman	4200
Beijing Hsinghai Piano	614
Beijing Huadong	2905
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Beltmann Pianos.....	527
Benchmark Media Systems.....	6928
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Berndt Percussion	3451
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Best Guitar Parts.....	1161
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Big Bang Distribution.....	3564
Big City Music	6735
Big Dipper Laser	7623
Big Fish Audio	6514
Big Joe Stomp Box Company.....	5699
Bigsby	3540
Bill Tapia Ukuleles	1415
Bitwig	5304
BKE Technology.....	6903
Black Diamond Strings	3513
Blackbird Guitars	1706
Blackstar Amplification	6440
Blizzard Lighting	5700
Blocki Flute Method	4709
Blue Book Online	5135
Blue Microphones.....	6620
Blue Note Woodworks	3499
BMS Speakers	1681
Bob Moog Foundation.....	5307
Bogner Amplification	5856
Boogie Juice	2687
BooHeung Precision	3296
Borealis Guitars.....	4295
Borsini Accordions.....	3532

BOSO Drumsticks.....	2460
Bosphorus Cymbals	3576
Boss Printing.....	2682
BOSS U.S.	302A
BOSStosh	1137
Boulder Creek Guitars	3590
Bourgeois Guitars	1509
Bourns Pro Audio.....	5696
Bplats	1170
Bradford Dimension Specialties ...	1249
Breezy Ridge Instruments.....	6230
Bricasti Design	6950
Bridge Electric.....	4200
Bridgecraft USA.....	1158
Briz Musical Instrument	2520
Brown's Guitar Factory	3383
Brubaker Guitars.....	4860
BSS Audio.....	7800
Buchla Electronic	6809
Buffet Group USA	4300
Bunker Electronics SA de CV	1171
Burkart-Phelan	2707
C.B.I. Professional	4268
C.F. Martin & Co.	5258, 5454
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CAD AUDIO

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CANARE.....	7333
Cannonball	4424
CANOPUS.....	2964
Caparison Guitar	1358
Capturing Couture	1102

CAROLBRASS

Booth 3209

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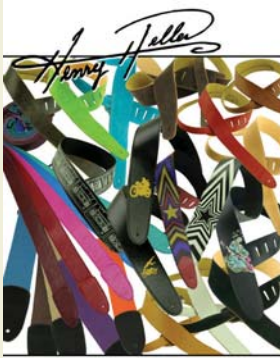
Capture HD acoustic and exotic instruments with incredible detail—without ever setting up a mic

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WHAT to SEE



'Heller' α Line

OMG Music will showcase its Henry Heller line of instrument straps, bags and accessories. The new line includes hand-crafted leather and suede, cotton and designer straps. omgmusicllc.com

Caroline Guitar Company 1371
 Carr Amplifiers 3583
 Carvin Corp 4290, 7502
 Casini Music Instrument 2615
 Casio America 5900
 Castiv E14

**CE DISTRIBUTION
 Booth 4893**

Ce-ance Electronic Technology 1436
 Cecilio Musical Instruments 3212
 Celestion 4676
 Central Music 6012
 Century Strings 2713
 CH & DH 2810
 Chairman Instruments 2901
 Chandler Limited 6254

Changzhou Alpha United 1826
 Charites Strings 2706
 CharterOak Acoustic Devices 6799
 Charvel Guitars 5720
 Chauvet 5574
 Cherry Lane Music 4618
 Cherry Music Technology 2910
 Cherub Technology 3090
 Chesbro Music 4430
 Chonwoo 4136
 Chord Dice 1001
 Chosen Fat 2859
 Chris Campbell Custom Guitars 5894
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Classic Imports 1270
 Classical Strings 3229
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 ClearSonic Mfg 3265
 Cleartone Strings 4750
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 CML Musik Studio & Vertriebs 7530
 CodaBow International 3205
 Coffin Case 4130
 Cole Clark Guitars 1258
 Coleman Audio 6897
 Collings Guitars 1724
 Con Brio Limited 2712
 Concepta KVB AG 4326
 Concord International Group 3221
 Conn-Selmer 4600

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A hand in a dark suit sleeve holds the neck of a mandolin. The mandolin is a professional-grade instrument with a dark body and a gold-colored rim and headstock. The background is a dark, textured surface with a film strip border on the left and right sides. The text is in white, and the overall mood is professional and artistic.

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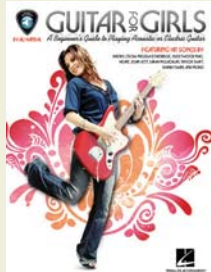
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WHAT to SEE



Girls With Guitars

Hal Leonard will highlight *Guitar for Girls: A Beginner's Guide to Playing Acoustic or Electric Guitar*. This new book and CD pack by guitarist and singer-songwriter Ali Handal is designed specifically for girls in their tweens. The method teaches them how to play using real songs by popular female artists and songwriters. halleonard.com

Connolly Music Company ...	3500, 6862
ConventionTV@NAMM	5135
Cooperco피아	1608
CopperLan	E11
Cora & Peter Kuo	3271

CORDOBA
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Cort USA	4458
Countryman Associates.....	6691
Course Technology PTR	4822
Crafter USA.....	1602
Crane Song	6280
Crank It Music Gear	2358
Craviotto Drum Company.....	3065
Crescent Cymbals	3064
Crest Audio	201

CROSSROCK
CASE COMPANY
Booth 1213

Crown International.....	7800
Crush Drums & Percussion	3470
CruzTOOLS.....	5960
Crystal Frets	1080
CTS Corporation.....	1564
Cusack Music	1580
Custom Drum Graphics.....	2351
Custom Lumber Designs.....	1253
Cutting-Edge Solutions.....	4418
Cymbal Shield.....	2875
Cymloc Limited.....	2467
Cympad.....	2365
D&A Guitar Gear	1417
D&H Guitars	1025

D&M Professional	7021
------------------------	------

D'ADDARIO
& COMPANY
Booth 4834

D'Addario Canada	4852
D'Andrea USA.....	4768
D'Angelico Guitars	2882
D-TAR.....	5561
D.B. Musical Instrument	2664
D.W. Fearn	7106
daCarbo AG	3001
Dae Hung International	1754
Daisy Rock Girl Guitars.....	4822
Dana B Goods	5868
DANELECTRO	4790
Dangerous Music	6820
DANSR	3101, 3112



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Córdoba

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-and these are your altar boys



GBU-300



GBA-300



GBX-302

At Goby Labs, we believe guitars are much more than instruments. A good guitar can save your soul. Shouldn't you return the favor?

Universal Guitar Stand GBU-300

Finally, there's a stand that cradles your guitar the way you do. We gave our Universal Guitar Stand a patent-pending neck catch that locks in both open and closed positions, so you can do a quick-change set with two guitars or lock down your favorite.

A-Frame Guitar Stand GBA-300

The beauty of an A-frame guitar stand is its simplicity. Our A-frame Guitar Stand consists of a robust, mandrel-bent steel frame and all-metal locking hinge. We designed it to be opened and closed with one hand, so your axe need never touch the floor.

Guitar-hook Thingy GBX-302

Wouldn't it be nice if you could hang your guitar from your mic stand? Now you can! We designed our Guitar-hook Thingy around a patent-pending pole lock that forms a closed loop around a mic stand for strength. Now you have room for that stack you've always wanted.

Some might say, of our plethora of innovations, we thought of everything. Nope, we just listened to the Gods of Rock.

Goby
LABS

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WHAT to SEE



Carry On

LM products will show new additions to the Scraps series of straps, including the 'Keep Calm' line. The straps are constructed from 100-percent cotton and feature all leather ends. MSRP: \$19.99. Improducts.com



InMusic's Debut

InMusic, formerly known as Numark, will make its debut at this year's show and display all of its lines, which will all unveil new products. Among them will be new software instruments from Air and Sonivox, progressive new hardware controllers from Akai Pro, electronic drums from Alesis, new wireless advancements in live sound gear from Alto Professional, new interfaces from M-Audio and performance-oriented DJ technology from Numark, including a wireless, handheld DJ performance controller. inmusicbrands.com

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WHAT TO SEE

Goby Labs' Latest

Goby Labs will introduce the GBU-300 universal guitar stand. The new GBU-300 features over-molded rubber surfaces designed to prevent abrasion to one's guitar and protect the neck. The stand also offers full-cradle guitar retention. This guitar stand incorporates a lock-open/

spring-closed mechanism that provides the choice of quick access during performances. MSRP: \$65.95. gobylabs.com



Verb's Reverb

MOD Kits DIY will showcase its new Verb Deluxe kit, which is built around the Belton Digi-Log mini module. Features include both dwell and mix controls, letting the dry signal be blended with the processed signal from just a hint of reverb to deep echoes. The dwell control adds extra flexibility, providing a full palette of reverb sound. modkitsdiy.com



Team Effort

Earthworks has teamed up with PianoMic System and Ravenscroft Pianos to release the 7-foot, 3-inch Ravenscroft Pianos' Model 220. The PianoMic System combines realism through two random incidence omni microphones with a design that allows closed lid miking. earthworksaudio.com

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WHAT to SEE



New Ukes

Koloa will display its nine new ukulele models. The 300-series ukes are assembled with solid mahogany tops and mahogany backs and sides, complemented by resonant matte finishes. There are four models in the series, including a soprano, concert and two tenors. Other new additions include the 500-series and the KU-725 koloaukulele.com



Transition Complete

Direct Sound, makers of Extreme Isolation headphones, has completed its transition from foreign manufacturing to being made in the United States. The in-sourcing phase began in early 2011 and was completed by July 4, 2012. "Being made in the U.S. gives us better control and greatly enhances new product development, while creating many new jobs for U.S. workers," said senior vice president Steve Rois. "It is something we are quite proud of." extremehdphones.com

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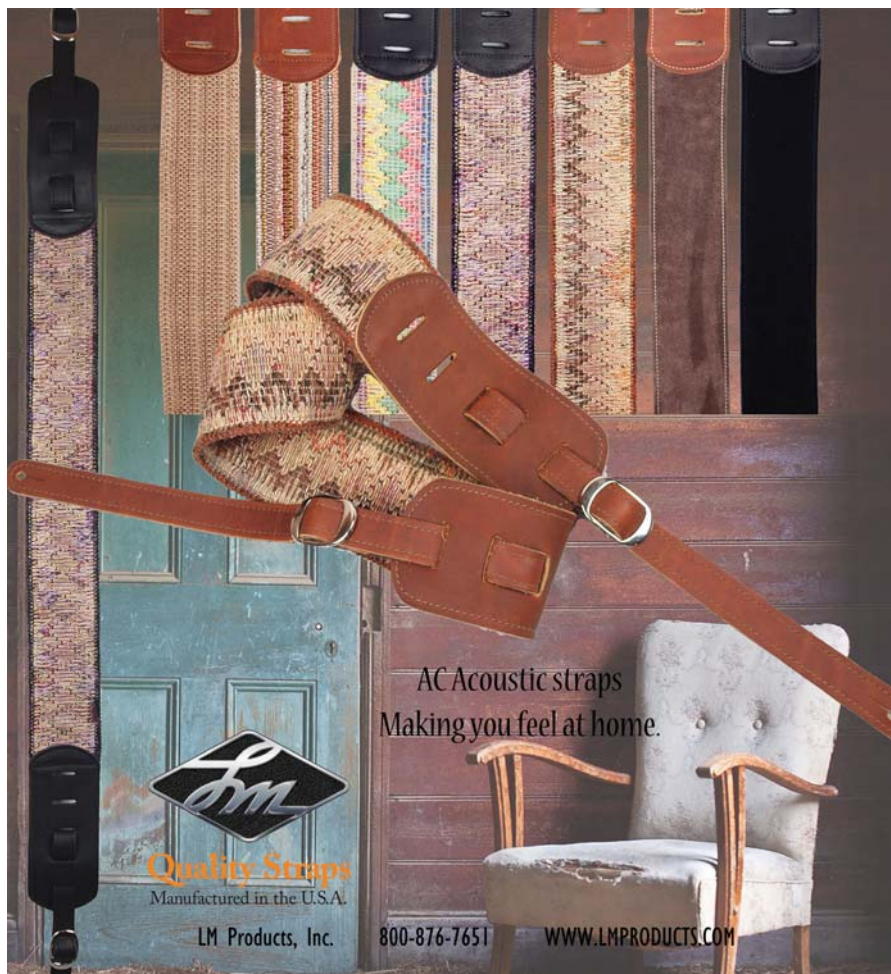
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1. SKB's Justin Toebe and Will Steven; 2. From left: Ludwig's Jim Catalano, Branislav Zivkovic, Robert Henry, Gary Devore, Corkey Trevino and Josh Allen; 3. Zildjian's Aaron Jackson; 4. Tama's Ike Jackson; 5. Taye Drums' Todd Trent; 6. Pearl's Shawn Lafrenz; 7. LP's Angelo Arimborgo; 8. D'Addario's Rick Drumm and Richard Markus; 9. From left: KMC Musiccorp's Joe Mazza, Mark Nelson and John Palmer

PASIC 2012 | BY KATIE KAILUS

THE PASIC BEAT

More than 6,000 drumming enthusiasts descended upon Austin, Texas, from Oct. 31–Nov. 3 for the annual Percussive Arts Society International Convention (PASIC). While this year's show saw the highest number of attendees in four years, a few East Coast exhibitors were effected by Hurricane Sandy, which hit New York and New Jersey on Oct. 29 — two days before the start of the show.

“We had a couple people that had difficulties getting

out here,” said Rick Drumm, president of D’Addario, which is headquartered on Long Island in Farmingdale, N.Y. “They are jumping around to three or four different airports.”

But even Hurricane Sandy couldn’t stop the buzz exhibitors made by showcasing their latest additions.

PASIC LAUNCHES

Held a little less than three months before January’s annual NAMM Show, PASIC had its fair share of product debuts — proving that drum suppliers

aren’t waiting for the “big show” to launch their new wares.

Kat Percussion, which was initially founded in 1985, chose PASIC to re-launch itself as a player in the drum market, and, in the process, debut its first electronic kits, the KT1 and KT2.

The KT1 features 150 sounds with 10 user-programmable drum set configurations, while the KT2 boasts more than 450 studio-grade drum, cymbal and percussion sounds. Both kits include a non-slip rack and a tennis ball beater, making the kit even more quiet.

“A lot of times even electronic drums are a little loud for a house or apartment,” said Mark Moralez, electronic drums manager for KMC Musiccorp, the distributor of Kat Percussion. “So we tried to bring the bass drum level down, and it’s super padded with the tennis ball beater. Everyone who has been playing these kits has been blown away by them.”

Dixon Drums launched the Artisan MBS kit. The newly added hybrid kit is constructed from a combination of North American maple and Bubinga

1. Dixon Drums' Jim Uding; 2. Yamaha's Doug Steinmetz; 3. From left: Black Widow Drum Web's Chase Wiens, Lenny Vitulli and Bob Hyams; 4. Tycoon Percussion's George Balmaseda, Ivy Yu and Nicole Abujejo; 5. Gon Bops' Luis Cardoso

woods. "This kit is a sneak peak for us, a glance at what we will be showing at the upcoming NAMM Show," said Jim Uding, brand manager for Dixon Drums.

WORLD DOMINATION

While the trend of electronic drums continued to gain momentum with the release of kits by Kat and Roland, world percussion continued its domination and showed its staying power with many new product debuts.

Remo rolled out its new Versa Drums line of world percussion products, which feature taper-fit drum coupling. The Versa drum is offered in three large body shapes, including djembe, timbau and tubano.

Latin Percussion showcased an assortment of cajons and djembes, and Angelo Arimborgo, LP's director of sales, said world percussion is in such high demand partly because of its portability, adding that he's found cajons to be the most popular thanks to their likeness to acoustic drums.

"[Cajons] are like a drum set in a box," Arimborgo said. "A player can sit down and play and get a bass sound and a snare sound out of it. [Latin Percussion] is also working on a pedal, so users can play a bass drum pedal on the front plate. But I've seen guys set up cymbals and have a tambourine on their foot, and they'll play cymbals with the cajon — like a little drum kit."

PASIC 2013 will be held in Indianapolis, Ind. from Nov. 13–16. **MI**



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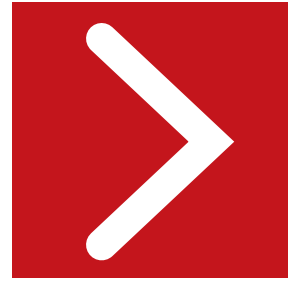
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Fender honors Sheryl Crow with signature guitar
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Blizzard adds Torrent F3
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ADAM AUDIO | F SERIES

Adam's Latest

Adam Audio has introduced the F series of professional monitors with signature tweeter technology. The new F series consists of the F5 and F7 nearfield monitors and SubF dedicated subwoofer. Both the F5 and F7 employ the company's new ART tweeter that provides performance similar to ADAM's X-ART tweeter in a smaller size. The SubF is small yet powerful and features an 8-inch woofer. adam-audio.com



MONKEY BANANA | TURBO SERIES

Monkey Business

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ALLEN & HEATH | XB-10

Ultra Compact

Allen & Heath has launched the XB-10, an ultra-compact broadcast mixer designed for a range of applications. Based on the larger XB-14, the XB-10 has three mic/line inputs and three stereo inputs and is equipped with a similar range of features specifically designed for broadcasters, including a telephone communication channel and mic channel on switch sensing. MAP: \$849. allen-heath.com



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2:30-2:40 p.m.	Break
2:45-4 p.m.	Panel Discussion on Bridging the Generational Gap
4:05-5 p.m.	Roundtables/ Discussions

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How can I get involved?

Getting involved is easy. You can start by using the information below to join and connect with NAMM YP. You can also attend some of NAMM YP's networking events at the 2013 NAMM Show in Anaheim.

What is NAMM YP?

NAMM YP's mission is to be the music industry's #1 group for young professionals to connect both in person and online and help provide mentorship and career development opportunities for those in the industry and interested in joining the industry.

Who is NAMM YP?

The group is comprised of young professionals that cover the entire spectrum of the industry including retailers, wholesalers, manufacturers, distributors, service providers, salespeople, and more.


Why should I join NAMM YP?

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SOUND DEVICES | 664 PRODUCTION MIXER

Mix It Up

Sound Devices recently debuted the 664 Production Mixer. This new flagship mixer offers expanded input/output connectivity and recording capabilities, along with greater flexibility and ease-of-use. Its six input channels have dedicated controls for trim, fader, pan and PFL. The inputs and four output buses are all recordable for a total of 10 tracks of recording. The 664 also contains six ultra-low noise, high-dynamic range and transformer-less preamps, which accept mic- or line-level signals. sounddevices.com

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AURALEX | PROFUSOR II

All Wrapped Up

Auralex's new ProFusor II Fabric Wrapped Sound Diffuser addresses flutter echo without removing acoustic energy in the room or greatly changing the frequency content of the sound. ProFusors let users enhance the accuracy of critical listening environments and create a larger sweet spot. The diffuser is available in two sizes and five fabric color options. auralex.com



PRESONUS | STUDIO ONE 2.5

Major Update

PreSonus has released Studio One 2.5, a major update to the company's Studio One 2 DAW. Free to Studio One 2 users, this update adds nearly 100 enhancements and features, as well as many bug fixes. All versions of Studio One 2 have been updated, including Studio One Artist, Producer, Professional and Free. New features and enhancements include folder track editing, track transform improvements, and an overhaul of Ampire XT as well as automation enhancements. presonus.com

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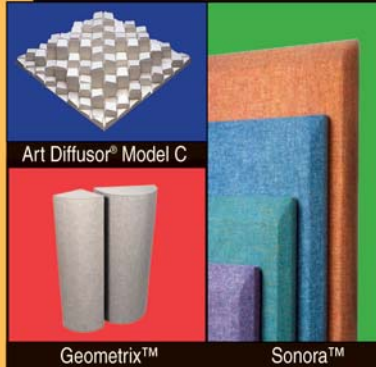
Gator has released a custom-fitted G-TOUR large format mixer case for the Behringer X32 mixing console. The new G-TOUR X32 features thick, heavy-duty plywood construction and a tough laminated PVC exterior. The interior is lined with Specialized EVA foam padding to safely secure and protect the X32. gatorcases.com



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GEAR >

GUITARS, AMPS & ACCESSORIES

KALA | SOLID MAHOGANY LITE

Lite Uke

Kala recently released the Solid Mahogany Lite series, which features a solid wood design that is light in both color and weight. Made of all-solid Okoume, the new series consists of four models, including a soprano long neck, concert, tenor and tenor cutaway with custom Kala EQ. Other specifications include a rosewood fingerboard and bridge, mahogany neck, vintage chrome tuners and a slotted headstock. kalabrand.com



VINTAGE | V52MRBS

Vintage Star

Vintage Guitars' Vintage VICON V52MRBS model channels Nashville's legendary Grand Ole Opry with its distressed body boasting a butterscotch finish. The guitar features an adler body, maple fingerboard, and Wilkinson tuners and pickups. jhs.co.uk



**RETAILER
APPROVED**

Rick Myers

Jim's Music
Tustin, Calif.



Optek's Fretlight guitar is a functional guitar that boasts light up fingering information for chords, scales, songs, riffs and tablature on the fretboard. All six models come complete with Fretlight's Ready Beginner Lessons, Chord & Scale library, a John Lennon and Paul McCartney play-along video, and Improviser software.

"Fretlight is game-changing," said Rick Myers of Jim's Music. "It helps our customers learn to play faster by providing the mechanical logistics. Not only has it become our go-to product for beginning guitar players, but it helps us to bridge the generation gap. I encourage all retailers to jump on the Fretlight bandwagon while they still can."





FENDER | LIMITED EDITION
SHERYL CROW 1959 CUSTOM
TELECASTER

Crow's Custom

Fender has debuted the Limited Edition Sheryl Crow 1959 Custom Telecaster. The instrument is modeled after a guitar that was given to Crow by a fan who lost her battle with breast cancer. Crow, a breast cancer survivor herself, accepted the instrument from the fan's family. Available in Faded Chocolate Three Color Sunburst, the guitar features a double-bound hand-selected lightweight alder body and a mid-1960s oval "C"-shaped maple neck.

{fender.com}



THE LOAR | LH-319

True Classic

The new Loar LH-319 features a solid hand-carved and hand-graduated spruce top accompanied by select maple back and sides. The mahogany neck has a V-profile familiar to classic Golden Age instruments. The fretboard is rosewood, and the compensated bridge is ebony. {theloar.com}



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GEAR >

GUITARS, AMPS & ACCESSORIES

GUITAR TECH | THUMB PICKS

Pick Up These

Guitar Tech has released its thumb and fingerpicks. Players can choose from a pack of six GT thumb picks that boast a medium loop and come in mixed pearl colors, or a thumb and finger pick set in tortoiseshell. jhs.co.uk/guitartech



LEVY'S LEATHERS | SUEDE STRAPS

Sweet Suede

Levy Leather's new 4-inch wide suede leather guitar strap was designed to be used for bass guitars, but is ideal for any heavy guitar. The strap's width lets it distribute the weight of a heavy instrument. It boasts a simple suede backing and black decorative piping. The suede backing's grip also helps to keep neck-heavy guitars upright. The straps are available in eleven suede colors. levysleathers.com

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DIGITECH | 3Q

Tone Shaper

DigiTech has expanded its iStomp De-pedal lineup by adding the 3Q three-band EQ e-pedal. The 3Q gives guitarists three frequency bands of adjustable passive and active equalization for wide-ranging tone shaping. The 3Q features only four controls making it easy to use. The bass and treble knobs are fixed-frequency boost/cut controls. MSRP: \$229.95. digitech.com



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ON-STAGE | UKE STAND

Mini Stand

On-Stage Stands recently began shipping the GS6000 Mighty Uke stand. The stand's A-frame design ensures stability, while the entire stand folds up, making it compact and portable. Measuring 8.5 by 3.5 inches when folded, the GS6000 fits into backpacks and gig bags, and weighs only a quarter of a pound. MAP: \$17.95. on-stagestands.com



D&A | GIGSTAND

Pocket-Size Stand

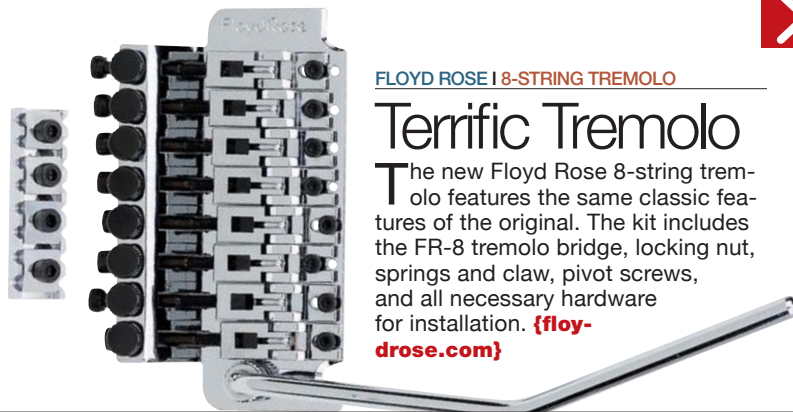
The D&A Gigstand is a lightweight, folding guitar stand that's safe for all guitar finishes. The stand is available in both acoustic and electric models. The acoustic stand collapses in two steps and can be carried in a gig bag or back pocket of your jeans. heydna.com



FLOYD ROSE | 8-STRING TREMOLO

Terrific Tremolo

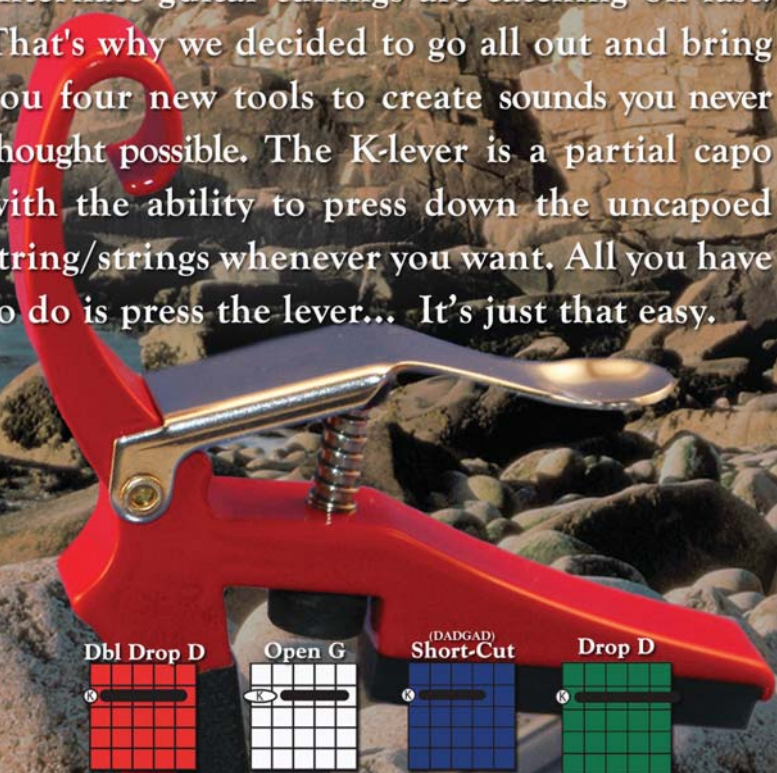
The new Floyd Rose 8-string tremolo features the same classic features of the original. The kit includes the FR-8 tremolo bridge, locking nut, springs and claw, pivot screws, and all necessary hardware for installation. floyd-rose.com



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 uncapped string/strings whenever you want. All you have to do is press the lever... It's just that easy.



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GUITARS, AMPS & ACCESSORIES

EASTWOOD | AIRLINE ESPANADA

Real Lightweight

Eastwood Guitars has introduced the Airline Espanada. The new lightweight, full hollowbody offers a wide tonal palette. The 25.5-inch scale guitar features a maple top and back with mahogany sides. It has a set, bound maple neck with rosewood fingerboard, a TonePros Tune-O-Matic bridge, trapeze tail and Grover style tuners.

{eastwoodguitars.com}





KINSMAN | NEW SERIES

All Amped Up

Kinsman Amps now feature four guitar and four bass combos. The 100-watt, 2x12 Kinsman K100GFX boasts two channels that take users from shimmering clean tones to extra-thick distortion. The 50-watt Kinsman K50GFX features a 10-inch speaker, two channels and 24-bit digital effects. The series also includes the K25GFX, K15GFX, K25B, K50B and K100B models. jhs.co.uk/kinsmanamplification



EMG | 57 ACTIVE HUMBUCKER

EMG's Latest

EMG's new 57 active humbucker is a bridge pickup suitable for any genre. The combination of Alnico V magnets combined with steel pole pieces produce a type of tone that suits players at any level or music type. The new 66 active humbucker was designed specifically for the neck using Alnico V magnets together with ceramic pole pieces to create a rhythm pickup that is full and open. MSRP: \$199.99. emgpickups.com

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CARLSBRO | ADD501SL

Sweet Setup

Carlsbro's new ADD501SL electronic drum kit features 400 percussion voices with 20 preset drum kits and 15 user-defined setups. The kit boasts an aux-in jack, a line output, headphone output and USB connector, and MIDI in/out is also available for recording and playback. jhs.co.uk

YAMAHA | DTX400K DTX450K

Excellent Electronics

Yamaha's DTX electronic drum line up now includes two new kits, the DTX450K and DTX400K. The new models offer pro-level sounds and features. The DTX450K drum kit boasts newly designed drum pads, including a three-zone snare pad for head, rim-shot and side-stick sounds. The DTX400 kit comes with a steel rack and the new beater-less KU100 kick unit for quiet bass drum operation. yamaha.com



DYNAMICX DRUMS | BACKBEAT SERIES

Dynamite Dynamicx

Dynamicx Drums has released its Backbeat series snare drum line. The drums feature a USA-made shell with a rearing and are acoustically tuned with vintage style bearing edges to produce a warm tone. MSRP: \$549. dynamicxdrums.com



DRUM WORKSHOP | BIRCH SNARE

Boutique Birch

Drum Workshop has added a boutique-inspired snare drum to its snare drum line-up. Available in 5.5-by-14 inch and 6.5-by-14-inch sizes, the all-birch drums come in a neutral flat black lacquer finish to match any drum set color. The versatile two-ply all-birch shell offers a round, throaty tone and can be tuned up high for hip-hop or down low for rock. dwdrums.com

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DRUMS & PERCUSSION



TOCA | 20TH ANNIVERSARY DRUMS

Anniversary Edition

Toaca has marked its 20th anniversary with a collection of special edition drums, including an 11-inch quinto, an 11.75-inch conga, a 12.5-inch tumbadora, 7-inch and 8.5-inch bongos, and a 12-inch rope-tuned freestyle II djembe with a goatskin head. Each drum is hand-painted, and features a commemorative badge. All congas and bongos boast black mirror hardware. tocapercussion.com



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REGAL TIP | DANIEL ADAIR B-52

Signature Stick

Regal Tip recently launched the Daniel Adair B-52 stick, the signature model for the Nickelback drummer. Emphasizing extra length, a heavy taper and neck with an acorn tip, this stick is designed to hold up under all circumstances. The stick measures 16.25 inches in length and .590 inches in diameter. regaltip.com



PEARL | P3000C DEMON CHAIN PEDAL

Pearl's Demon

Pearl recently introduced the P3000C Demon Chain pedal and P3002C Demon Chain Double pedal. The Demon Chain employs Pearl's linear-response perfect circle cam and power chain with low-friction rollers, providing a consistent and smooth feel throughout the stroke for accuracy and control. Ultra-low friction NiNJA bearings, paired with the Z-link Drive Shaft, give the Demon Chain speed and dependable construction, ensuring zero play that lets a slave pedal respond as quickly and precisely as a primary pedal. pearldrums.com

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PIANOS & KEYBOARDS

YAMAHA | MX SERIES

Sleek Synths

Yamaha has added the MX49 and MX61 to the MX series of synthesizers. Both models include an eight-element engine, Yamaha's Virtual Circuit Modeling effects and 1,134 preset voices. The MX49 and MX61 also come with USB Audio I/O capabilities that allow for direct recording of MX keyboard sounds onto a computer. yamaha.com



J.D. GRANT | LOMENCE

Seamless Upright

J.D. Grandt Piano Supply has debuted the Lomence upright pianos. Along with the seamless acrylic cabinet design, Lomence adds a projection lid which allows for a circular segment of the lid to open up for a richer, greater sound without having to remove photos and other decorative knick-knacks that often find a home on the lid of a piano. jdgrant.com



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ARIA LIGHTS | BRIO

Bright Brio

Aria Lights has launched Brio, a bright, rechargeable LED music stand light. Many times brighter than incandescent music lights, Brio operates on batteries at full brightness for 3.5 hours or at half brightness for 15 hours. A built-in, full-range dimmer lets musicians reduce the light level for darker venues, such as pits and jazz clubs. Brio can also be plugged in for powered use. MSRP: \$169.95. arialights.com



GONZALES REEDS | LOCAL 627

All That Jazz

Gonzalez Reeds has launched Local 627, a jazz line for alto and tenor saxophone. These reeds were designed to be played with jazz and popular music. A thicker tip and flexible pallet let the Gonzalez Jazz reeds be dynamic and versatile, ideal for advanced and professional players. The reeds are available in quarter-strengths to offer greater consistency. MSRP: \$37.30–\$47.20.

gonzalesreeds.com

PEARL FLUTES | DOLCE, ELEGANTE SERIES

True Elegance

Pearl Flutes recently debuted the Dolce and Elegante series. The instruments offer custom performance options to aspiring students and are available in 12 different models. The flutes feature Pearl's advanced pinless mechanism for fast, fluid action. MSRP: \$1,600. pearlflutes.com





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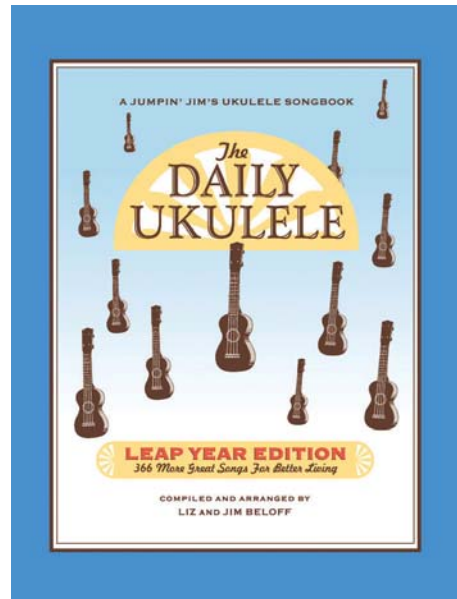
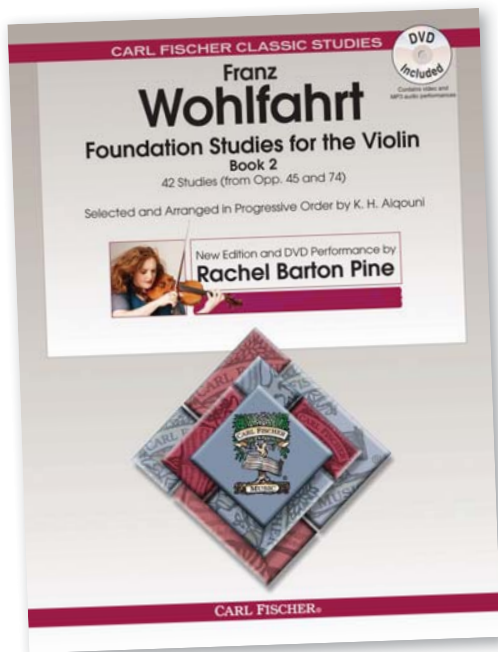
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CARL FISCHER | 'FOUNDATION STUDIES FOR VIOLIN'

Updated Classic

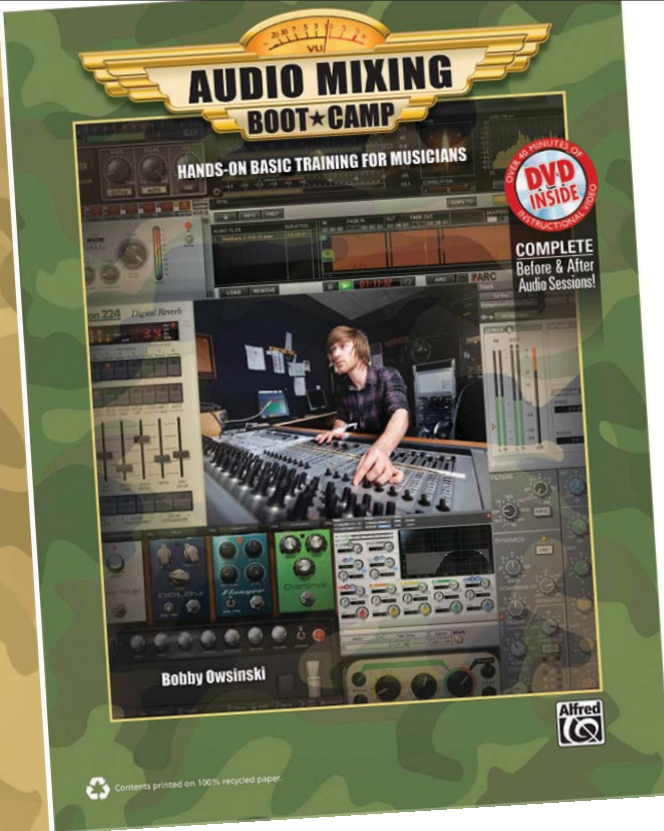
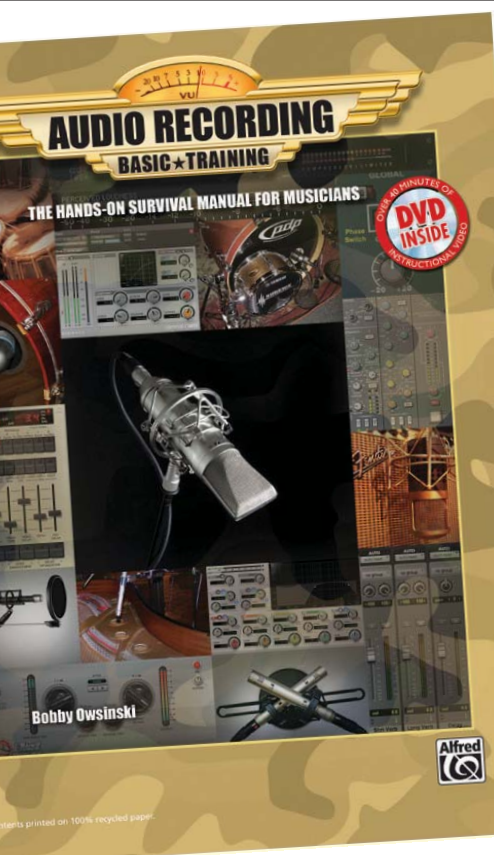
Carl Fischer's latest release *Wohlfahrt's Foundation Studies for Violin, Volume 2: 42 Studies*, is a second volume edition of the seminal Wohlfahrt violin method, which has been updated and edited by violinist Rachel Barton Pine. The collection contains newly engraved modernized fingerings, bowings and dynamics by Pine. Also included in the second edition is a DVD of Pine playing all 42 etudes with two camera views so students can see both the bow and the left-hand technique along with MP3 audio tracks. carlfischer.com



FLEA MARKET MUSIC | 'THE DAILY UKULELE: LEAP YEAR EDITION'

Leaps n' Bounds

Flea Market Music has debuted *The Daily Ukulele: Leap Year Edition* songbook, the follow-up to its first Daily Ukulele songbook. The new Leap Year Edition features 366 songs arranged specifically for the ukulele. fleamarketmusic.com



ALFRED | NEW AUDIO TITLES

Audio Boot Camp

Alfred has launched two new pro-audio titles, *Audio Recording Basic Training* and *Audio Mixing Boot Camp*. The instructional resource book and DVD sets are written by acclaimed producer, engineer and author, Bobby Owsinski. *Audio Recording Basic Training* is designed with hands-on recording exercises that reveal how to listen and work like a pro, including tried-and-true tips, tricks, and secrets. *Audio Mixing Boot Camp* is built around a series of hands-on mixing exercises and takes the guesswork out of mixing professional-sounding projects. MSRP: \$29.99. alfred.com

DAVID
LEISNER

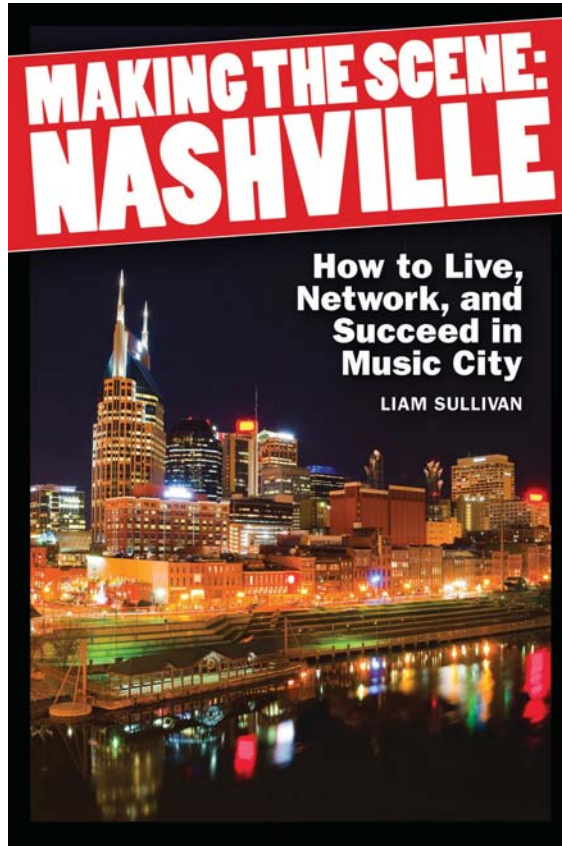
**Disturbed,
A Lullaby**
for Solo Guitar



THEODORE PRESSER | 'DISTURBED, A LULLABY'

Disturbing Lullaby

Theodore Presser recently released David Leisner's *Disturbed, A Lullaby*. This work for solo guitar begins with a floating phrase that builds gradually into a dense counterpoint, eventually returning to the beginning theme, with a ghost of the lullaby in harmonics. MSRP: \$6.99. presser.com

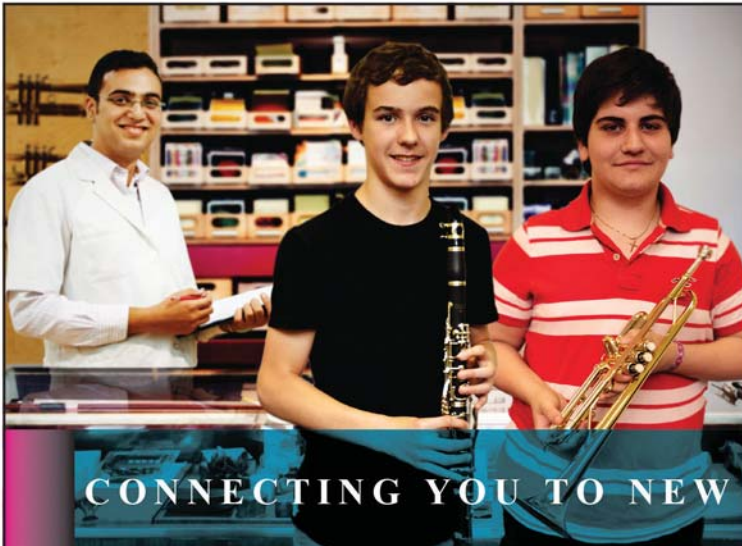


HAL LEONARD |
'MAKING THE SCENE:
NASHVILLE'

Music City Guide

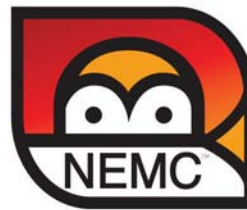
Hal Leonard's *Making the Scene: Nashville - How to Live, Network, and Succeed in Music City* by Liam Sullivan is a guide for musicians looking to move and establish themselves in the city. The book includes interviews with music industry professionals, who provide insight into Nashville's and how to hit it big time.

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BLIZZARD LIGHTING | TORRENT

Torrential Light

Blizzard Lighting has added the Torrent F3 to its Torrent series of LED-powered moving heads. Equipped with a 50-watt Luminus CST-90 LED light source, the fixture was designed based on feature requests received from DJs, club installers and production users. The Torrent F3 features a rotating gobo wheel with seven brand new rotating, interchangeable gobos plus open, and a static gobo wheel with eight gobos.

{blizzard-lighting.com}



PIONEER | RMX-1000 REMIX STATION

Bright White

Pioneer recently released a pearl white version of its RMX-1000 Remix Station, which enables DJs to enhance their music mixing performances through its ability to create and add audio effects for intuitive track arrangements. The RMX-1000-W Remix Station features intuitive controls, Scene FX, Isolate FX and Release FX. The mixer boasts a compact design for easy portability and convenience. MSRP: \$999. {pioneer-usa.com}



CHAUVET | GEYSER RGB

Old Faithful

Chauvet's latest Geyser RGB generates an illuminated CO2 cannon. As an effects light and fogger in one unit, it blasts a vertical stream of safe, water-based fog while simultaneously illuminating it with 21 high-power, three-watt RGB LEDs. {chauvetlighting.com}

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Matt Elleson

On Stage Visuals
Detroit

Lighting is something tangible that you can't see going through magazines. It's helpful to see websites with video and YouTube, but you lose that third dimension. That's the reason why we have a showroom. The lighting department is about 25 percent of our building. We're able to loan out to the customer, and a certain portion of that rental would go toward the purchase of the product. We also pair the items that we feel are good movers and couple those with items that maybe aren't moving quite as fast.

>>>

Mike Carlson

M-C Audio
Madison, Wis.

We try a whole range of products — lasers, LED lighting and even ambient lighting — until we find the ones we think are the best value. We bring these into the showroom to learn all about the product and demonstrate them to customers. We also bring our newest products to the venues at which we DJ or to locations where we rent club systems. We test out which lights perform the best, look the coolest and last longest. It boosts the coolness of our events and lets venue owners see firsthand what it will look like. We've also developed MC Audio as an educational resource, offering free scratch-DJ classes and monthly Ableton Live clinics. These are proving to grab online attention better than any video.

>>>

Jeffrey Kwan

RealProAudio
New York

We have a reputation of letting people try before they buy. Both of our showrooms have more than 100 lighting fixtures available for demo at any point. The entire ceiling of the showroom has lighting around it. It depends on what type of look they're going for. If they have no clue, we just ask them if it's for a restaurant, a club or a bar. We'll turn off the lights in the showroom, put up some fog and turn on all of the moving fixtures we have, which is about 25 moving headlights. They can take their pick based on their budget.



>>>

Betti Lavi

Midwest Pro Audio
Chicago

How do you merchandise your lighting department?

It's about getting a mix of high- and low-end products in order to accommodate every demographic. We do a lot of rentals out of our lighting room, too. It's a lot easier to show customers the products that way. Everything is plugged in, and we have everything on a computer that we can use to demo the products. We always ask, "What are you looking for?" "What are you going to use the product for?" "What kind of price range are you looking at?"

Then, we use the room to highlight the ones that we think can work for them. We use the Martin LightJockey to control the lights and lasers. For example, if people are looking for American DJ lights, we can quickly show them

everything American DJ. Everything in the room is divided by brand and price. All the expensive moving heads will be at the top. We do bundle, we do discount. We know what the price tag can be for us realistically.

Our largest group is the mobile DJ clientele. We'll have club owners come through. We also have people come through that are hosting their own private parties and just want to rent lights or a fog machine. It's really a mix of everyone.

Say a mobile DJ came in; we'd offer them something portable, such as the Chauvet 4Bar. It's a built-in truss with lights and modern LEDs. LED and lasers are really big right now. Plus, the mobile DJ

wants something mobile and compact.

We also show a lot of LED fog machines, which are also really happening at the moment. The fog shoots up, kind of like a pyro effect. In total, we probably have more than 100 fixtures in the showroom. We also have pictures of the store on our website.

With the Web, it's really smart to do bundles, like a laser with a fog machine, and then you add juice and a pinspot. When it comes to lighting, you can always make unique combinations and special packages. We're getting into the LED wall system, so eventually there will be an LED wall in the lighting room. The lighting department should be a playground for the customer.

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