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# HIGH-END HEAVEN



**PLUS:** Retailers share their top sellers  
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Jay Wanamaker



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Clockwise from left: Roland's EL Cajon, Yamaha's YEV-104, Korg's minilogue and Ernie Ball Music Man's 'Old Smoothie' StingRay.

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# PERSPECTIVE

PERSPECTIVE | BY KATIE KAILUS

## GAMIFICATION 101

Turn to the back page of this issue and you'll see this month's "Ask the Retailer" question is: "What do you do to clear out old inventory?" This is a question any merchant finds themselves asking all the time. A few MI retailers we spoke to mentioned spiffing their employees in order to motivate the sales of stale product, and that got me thinking back to an article I read recently on the restaurant chain Applebee's and its implementation of gamification at a few of its franchises.

For those unfamiliar, gamification is the concept of applying elements of game playing to other areas of activity to engage and motivate people to achieve goals. The article, which ran on CIO.com — a website tailored to chief information officers — mentioned that 7,000 Applebee's employees at 140 locations across the country are currently using the gamification app Bunchball. This app tracks the progress of each individual employee and encourages them to sell lesser-known menu items and meal add-ons, such as appetizers and desserts. Bunchball then tracks all employees' progress for the entire staff and posts it for them to see on a cloud-based system that can be accessed on a smartphone, tablet or computer. Once an employee reaches a certain mark, for example selling 200 appetizers, they are awarded a prize, such as an iPad.



Bunchball also lets Applebee's managers integrate POS data into the system to let them see what the most popular and least popular menu items are, thus helping them make informed decisions about which to promote.

While an indie MI retailer might not have the capital to hand out a few iPads a year, a little competition can still be healthy — especially during slower months. If you are struggling to move old inventory or excess holiday stock, try creating a friendly competition amongst your staff. The first person to sell those two beginner acoustics that have been hanging on the wall a little too long receives an extra day of vacation or a \$50 bonus. If using an app sounds too flashy, create your own gamification system.

One example of said game comes from Valerie Yarbrough of Yarbrough's Music in Memphis, Tennessee. Yarbrough stated that her store puts together a bottom 10 list of aged inventory. The salesperson who sells the most items off the list by the end of the month wins \$100 cash.

Bottom line: everyone loves a good game, as long as it stays friendly. Using gamification makes selling fun, and, in the process, customers discover instruments that they might not have known about while you get rid of some perfectly good inventory that's just been in your shop a little too long. Win-win-win. **MI**

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# LETTERS

## New Chair's Appreciation

Thank you very much for the great feature article about our company [Paige's Music] in [the January 2016 issue of *Music Inc.*] magazine. Our staff works hard every day to help students reach their potential through music education, and it was so nice of you to shine a spotlight on their efforts. We are all truly blessed to work in such an amazing industry where we are able to make a living while doing the good work of helping people make music!

*Mark Goff  
President/Owner  
Paige's Music  
Indianapolis*

## Percussion Power

The resilience and creativity of the percussion industry never ceases to amaze me. This past November's Percussive Arts Society International Convention (PASIC) in San Antonio was no exception. I've been attending the PAS convention since the early 1970s when a half-day PAS event, followed the Midwest Band Clinic Convention in Chicago. Since those early days, PAS has grown in stature, size and international recognition, bringing together all aspects of the percussion world annually, providing exceptional educational sessions and performances, while [bringing together] the manufacturers, distributors, retailers, publishers and related percussion entities in the exhibit hall.

Like the percussion industry, The Percussive Arts Society (PAS) has and is experiencing challenges. The cost of conducting these conventions and exhibiting is escalating and the industry responded by the absence-of or scaled-down par-



ticipation of significant brands and companies in the exhibit hall. But PAS is transitioning itself to compete with other social media forms of percussion education, which are free via the Internet. With a PAS convention, nowhere else on earth can a student, instructor, artist or enthusiast see such a broad scope of percussion education and performance all under one roof for a four-day period.

For PAS, membership has been converted to the creation of four different levels of [what are] now called "subscriptions," which are affordable and accessible to everyone that [has] ever picked up a pair of drumsticks. This all-access education is a turning point for the organization, and it attributes its current success and survival by focusing

on two key elements: the money-making annual international conventions and the Rhythm Discovery Center located in the organization's headquarters in downtown Indianapolis. This all-percussion-instrument museum and percussion education activity center has become a nationally visible destination hub for anyone seeking a life-changing experience through the fun of drums and drumming.

It is the hope of the percussion industry that it can work more closely together with PAS than in the past. Already new collaborations have already begun through the magnificent PAS leadership of new Executive Director Jeff Hartsough and his staff. The bottom line of reality is that the education business and the percussion business are so

closely connected, one cannot do without the other.

Congratulations to the Percussive Arts Society on another wonderful convention and providing a forum for all elements of the "percussion fraternity" to meet, gather, exchange ideas, renew acquaintances, launch new products, serenade each other and build camaraderie. Through challenge and change, both groups must re-invent themselves to work closer and more cost-effectively together than ever before.

The future is here, it's bright and I can hear the drums in the distance quickly approaching ...

*Karl Dustman  
Co-Executive Director  
Percussion Marketing Council  
Cleveland*

## Reflections on First NAMM Show

A path of music — not just a dream, but also a passion. LAWK STAR Guitars started quite a few years ago, although the official launch in 2012 didn't happen until the work was put in.

My first NAMM [Show] was in 1990, and what a dream come true that was. It was an honor to be chosen to represent Apple Music, of Portland, Oregon. It was an honor that Kelly [Howard] trusted me to represent [the store]. I've been building on that experience ever since.

*David Locke  
President  
LAWKSTARGuitars.com  
Damascus, Oregon*

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- > **Sweetwater**  
Purchases Mynett Music  
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- > **Quinlan & Fabish**  
Hosts Doc Severinsen clinic tour  
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- > **Groman's Music**  
Closes in Findlay, Ohio  
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# RETAIL

ROCKLEY MUSIC | BY DICK WEISSMAN

## AN UNLIKELY COMBO

When Tobin and Liane Rockley, owners of Rockley Music in Lakewood, Colorado, felt the crunch from a rise in big box and online competition, they looked at their business and decided to specialize in what they knew they could do best: pianos and orchestral instruments.

Located eight miles west of downtown Denver, Rockley Music is celebrating its 70th anniversary this month, and looking back, the company has changed its product offerings quite a bit. Founded by Melvin and Mildred Rockley, the dealership originally sold appliances, record players, band instruments and a small selection of printed music. When the next generation of the family entered the business, records were dropped. Melvin's son Bob added guitars to the mix, and his wife Nina created a stronger music print department. The store offered lessons and a building behind the store was outfitted with teaching studios.

In the 1980s, Tobin and Liane joined the business. Over the last few years, they were aware that the sheet music and guitar departments of the store were losing money.

"We carried quantities of [print music] editions of the same work, and we had a staff that understood



Tobin and Liane Rockley

the variations in the different editions, and could advise teachers," Tobin explained. But despite this teachers were buying only a minimal amount of music, and were ordering the rest on the Internet. Additionally, three Guitar Centers in the Denver metropolitan area made competition tough.

"Pianos are a different market," Tobin said. "People want to play them before they buy them. They are difficult to ship, and they require regular tuning. We realized that we could survive by concentrating on the piano market."

In addition to pianos, the Rockleys decided to focus on bowed instruments in response to strong string programs in local schools.

"The string programs have held up well in the schools," Tobin said. "[Also,] the national Suzuki

organization is located in nearby Boulder, Colorado."

### A NEW FOCUS

While pianos and violins might seem like an unlikely duo, the Rockleys are ready for the challenges they might face.

"Pianos and bowed stringed instruments certainly have some similarities, but they present unique challenges," Tobin said. "We have always addressed our departments with individual attention, seeking to operate them to meet their specific challenges. We never merchandised, marketed or sold electric guitars like pianos or print. So, our core philosophy will remain unchanged. This round of evolution will allow us to commit additional resources to the piano and violin shop portions of our

retail business as well as expand our service and educational departments."

### A FOCUS ON EDUCATION

Rockley Music currently offers lessons on guitar, percussion, piano, strings and voice, and has approximately 135 students active in the program. With a smaller product range, the Rockleys look forward to expanding their lesson business. "I will be able to work on the educational program [more], and will promote lessons on the Web, through flyers, and direct mail to churches and teachers," Liane said.

While it no longer stocks guitars and percussion, the Rockleys say that they will continue to offer lessons on all instruments and will refer students to nearby stores for the products they don't stock.

"Our goal in the Education Center is to provide a first rate musical experience to our community — not just for students of instruments we sell," Tobin said.

The Rockleys are looking forward to the success they said they believe they'll see with the store's new foundation.

"Change is difficult when it is occurring, but in a couple of years it will be easier," Liane said. "With our new programs, we will be better able to serve the music community of Denver." **MI**



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»»» ■■■■■ RETAIL



Chuck Surack (left) receives a baton from Chuck Mynett symbolizing the transfer of ownership of Mynett Music Company.

SWEETWATER | ACQUISITION

# SWEETWATER PURCHASES MYNETT MUSIC

Chuck Surack has purchased Mynett Music Company, which will become a part of the Sweetwater family of companies. Mynett Music will retain its name and location at 3710 Hobson Road, in Fort Wayne, Indiana.

"Mynett Music is a true Fort Wayne institution," Surack said. "As a saxophone player, I have been a devoted customer for decades and have always been impressed with their first-rate customer service, the quality of their instruments, and their excellent repair work."

The purchase will not only retain seven jobs, but will guarantee the future of one of only two music stores in Fort Wayne that sell and repair band and orchestral instruments.

Sweetwater and Mynett Music, though both music retailers, are complimentary businesses, not competitors, since what the two companies sell and service do not overlap.

"Mynett Music has proudly served local school bands and orchestras, as well as individual musicians and performing groups, for more than 80 years," Chuck Mynett said. "I'm extremely pleased that Chuck Surack has stepped in to make sure that our service to the music community continues."

Mynett Music was established by Chuck Mynett's father Milt Mynett in downtown Fort Wayne in 1933 and has been a mainstay of the northeast Indiana school music community every since.

Mynett Music provides a full musical service department, music lessons, instrument rental programs, and a large selection of new and used woodwind, brass, string, and percussion instruments and accessories. In addition to schools, its customers include individual musicians of all ages, ensembles and small bands.



SCHMITT MUSIC | RETIREMENT

# Industry Veteran Wayne Reinhardt Retires

After 50 years in the MI industry and 44 years with Minneapolis-based Schmitt Music, Wayne Reinhardt, Schmitt Music's senior vice president and COO retired at the beginning of January 2016.

Reinhardt started his career at Schmitt Music in the instrumental music department but transferred quickly to the position of keyboard sales associate at the company's St. Paul, Minnesota, store. Over the course of his 44 years with the company, he served as keyboard store manager at both the Brookdale and Edina locations, as vice president piano division manager and as senior vice president and COO.

About Reinhardt: "There is no finer leader, colleague or friend," said Tom Schmitt, company CEO.

Schmitt Music has also announced that, effective immediately, long-time Schmitt Music employees Tom Wennblom and Paul Thomsen

have been promoted to newly created vice president division manager positions.

Music industry veteran Tom Wennblom was promoted to VP, keyboard division manager. Most recently senior director of institutional piano sales at Schmitt Music, Tom has had a wide variety of positions since starting his career in the music industry in 1981, including regional sales manager at Schmitt Music Denver (formerly Wells Music), general manager at Steinway of Chicago/Opus Chicago Partners, and regional manager at Schmitt Music Kansas City. Wennblom has a bachelor's degree from the University of South Dakota and a graduate degree from the University of Minnesota.

Paul Thomsen has been promoted to the position of VP, musical instrument division manager. Thomsen has been with the company since 1978 and has held a variety of positions within the company;

most recently, he was responsible for all aspects of the buying and selling of band, orchestra and percussion products.



Wayne Reinhardt

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—Michael Molenda, *Guitar Player Magazine*

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QUINLAN & FABISH | EVENT

# QUINLAN & FABISH HOST DOC SEVERINSEN CLINIC TOUR

Quinlan & Fabish teamed up with former “Tonight Show” bandleader Doc Severinsen and S.E. Shires Custom Brass to bring Severinsen on a “mini-tour” of Chicago-area colleges, in promotion of the Severinsen Destino III trumpet, which was developed in partnership with Steve Shires at the S.E. Shires Company factory in Hopedale, Massachusetts.

The clinic took place throughout November and included stops to VanderCook College of Music, Elmhurst College and Northwestern University, as well as a performance at Lincoln Way Central High School, in New Lenox, Illinois, with the Quinlan & Fabish All-Stars, “an honor [high school student] band,” George Quinlan, Jr. told *Music Inc.*

“We did this same project 27 years ago,

so [Severinsen] was 58 back then,” Quinlan said. “Sam [Glazier, sales and marketing manager at S.E. Shires Company] called and said, ‘We’d like to bring Doc to Chicago.’ I didn’t know he was still playing as strong as he was, so I said, ‘What are you talking about, what do you want to do?’ She said maybe some college visits.”

“I’ve been doing these clinics for all of these years now, and I still don’t know what they are,” Severinsen told a room full of Elmhurst College band students on Nov. 19, “but when I’m through I feel better.

“Forgiveness, that’s what I experience,” Severinsen continued. “It’s hard, and it’s fleeting. It doesn’t last for very long, but for those few, brief moments you realize you have the potential to be a better person than

you ever thought you might be able to be. “The other reason I’m here in the Chicago area is to represent Quinlan & Fabish Music. My association has been long and beautiful with them, and I’ll work for it to last quite awhile longer.”



From left: George Quinlan Jr., Doc Severinsen and Samantha Glazier.

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GROMAN'S MUSIC | CLOSING

## Groman's Music Closes Shop

Groman's Music, a Findlay, Ohio-based retailer for pianos, sheet music and gifts, has closed its doors after 60 years in business. Owner Steve Groman cited an inability to compete with online sales and big box outlets as the reasons for declining sales. "The world has changed, and I haven't changed with it," Groman told *The Courier*.

Groman's father Ted, who taught music in public schools for 10 years, opened Groman's Music in 1955. Besides selling instruments and sheet music, he rented out space for lessons as well. Steve Groman took over the family business in 1981.

"Our bread and butter used to be used pianos for parents starting their children in lessons. But nowadays they buy on the Internet or in big-box stores," Steve Groman said. "I'm just not mentally prepared or good enough of a businessman to try to compete on the Internet."

"Largely I've been riding on my father's coattails," Groman told *The Courier*. "He was a real people person and energetic, but [the business has] been slipping for years."



Dee and Steve Groman

Groman's other store, in Lima, Ohio, was closed in November 2014. Besides the Internet and big-box retailers, another culprit Groman has noticed is a change in parents' attitudes toward music.

"When I was a kid, parents seemed to recognize the deeper value of music and made sure the kids

learned to play. Nowadays, parents look at it as just one more thing the kids can do if they feel like doing it," Groman said.

AMERICAN PIANO GALLERY | CLOSING

## AMERICAN PIANO GALLERY SHUTTERS KNOXVILLE LOCATION

American Piano Gallery of Knoxville, Tennessee, hosted a public liquidation sale before the Christmas holiday, and stayed open by appointment until its closing date at the year's end, when the lease expired.

As one of the satellite stores of Steinway Piano Galleries of Nashville, owned by Bill Metcalfe, American Piano Gallery was opened in 2008 with the help of Brandon Herrenbruck, Metcalfe's son-in-law.

The close comes as Herrenbruck focuses his energies on a "concierge" service that will soon be available online at [steinwayfamilypianos.com](http://steinwayfamilypianos.com). Herrenbruck's current business plan has prioritized publishing relevant content on the website and using search engine optimization to connect with customers. He wants to be easily contactable via email, instant chat and Skype video before a customer even sets foot in one of the family's other piano stores.

Herrenbruck told the *Knoxville News Sentinel* that when it comes to high-end products, customers often want individualized attention. As part of their concierge-style service, they can bring a few pianos to their customer's house to let them see it and hear how it sounds in their own home.

Herrenbruck says their Nashville store will remain open, along with the Birmingham, Tennessee, store.

CASCIO INTERSTATE MUSIC | EVENT

# Cascio Holds 15th Annual 'DrummerFest'

New Berlin, Wisconsin-based Cascio Interstate Music hosted a standing-room-only crowd for its 15th annual Drummerfest 2015, held on Oct. 24, with performances by Peter Erskine (Weather Report), Glen Sobel (Alice Cooper, Sixx A.M.) and Sean Fuller (Florida Georgia Line), plus session drummer Glen Caruba (Jimmy Buffet) and product specialist Raymond Massey (The Wooten Brothers).

"Once again, Cascio Interstate Music was proud to present some of the world's finest drummers in a unique and intimate format at DrummerFest 2015," said Cascio Interstate Music CEO Michael Houser. "We believe this event continues to help inspire musicians, both young and old."

"This year's lineup featured a wide range of styles, from country to jazz to metal to rock to world music," said Scott Thayer, Cascio Interstate drum buyer. "Many thanks go to our great drum supplier partners for helping us put forth this outstanding event once again with these major performers."

First up was Fuller, Florida Georgia Line's powerhouse personality behind the drum kit, supported by Mapex drums and Zildjian cymbals. Playing extended solos on his Saturn V MH Exotic kit he showed off his heavy metal and hard rock roots, then launched into a barrage of FGL hits with power and precision, combining a rock influence with his slick Nashville sound.

Fuller was followed by two Nashville session musicians — Massey on drum set and Caruba on a full percussion array — combining their percussive skills to create complex and intricate rhythms and patterns. Massey played a Pearl Reference Pure kit while Caruba performed on a set up including Pearl Havana congas, bongos,

timbales, djembe and cajon, among other hand percussion instruments. Both were supported by Pearl Drums.

Sobel displayed his athletic ability, with his blistering speed and precision on Mapex drums and Sabian cymbals. He was followed by Erskine, supported by Tama and Zildjian, who capped off the night.



Glen Caruba



Peter Erskine

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## Note From Zach 2016 Retail Resolutions

Thank you for joining us at The 2016 NAMM Show. Chances are, you took in multiple NAMM U sessions, picking up new ideas, approaches and best practices for growing your music retail business. Now comes the hard part: keeping that energy and inspiration going year-round, so you can turn those ideas into results.

To help you get started, we've highlighted key areas of retail worth paying attention to in 2016—all of them big NAMM U topics at the show. You're probably doing well in some, if not many, of these areas, so don't try to tackle them all at once. Make a new year's resolution you can keep, and pick one or two to work on. And remember, you have a year-round resource in NAMM U Online ([namm.org/nammu](http://namm.org/nammu)), plus more great ideas coming up at 2016 Summer NAMM, held June 23–25 in Nashville's Music City Center.

### Take control of your online reputation.

Are you proactively managing your Yelp and Google reviews? Online reviews certainly affect whether people decide to shop with you and how they perceive your business, even unconsciously. During Jay Baer's eye-opening NAMM U Breakfast Session at The NAMM Show, "Hug Your Haters: Customer Service in the Digital Age," he offered useful tips for taking control of your online presence. Watch the session now at NAMM U Online.

### Go mobile.

Mobile proved to be a big winner of the past holiday season. We know that a customer-friendly retail website with consistent branding is a must; in 2016, the same goes for a mobile site. What do customers see when they view your website on mobile devices? Does your mobile site offer a customer experience worthy of your business?

**Explore third parties** (if they make sense for your business). During the past few years, we've heard countless NAMM retail members say they're finding new revenue streams in third-party

online platforms. I think Jon Haber of Alto Music said it best during last year's "NAMM Retail Summit" at Summer NAMM. Commenting on third-party platforms, he mentioned that if you present products with the right listings and photography, you'll see potential customers coming "out of the woodwork."

### Make time to update your design.

Consumers are used to a consistent shopping experience in other retail industries. How does your store measure up, from your color scheme to your signage to your displays? Do your website and showroom share consistent branding? Looking at NAMM's Top 100 Dealer Awards entries, I've seen even the smallest music retail businesses create world-class showrooms, ones that reflect their unique brand and customer base. If you haven't refreshed your showroom lately, it may be time.

### Rethink search.

Retail Boot Camp presenter Larry Bailin has stressed the importance of thinking about SEO from your customer's perspective. How would someone who knows little about musical products search for them online? Is your website optimized so these customers can find you?

Again, don't take this on all at once. Make growing your business part of your daily routine. NAMM U and NAMM U Online are here to help.

**Zach Phillips**  
NAMM DIRECTOR OF PROFESSIONAL DEVELOPMENT



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## NAMM U

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[www.namm.org/nammu](http://www.namm.org/nammu).



### Know Your Reputation

What customers can find out about you online matters. Google and Yelp generate trillions of searches each year—it's how many customers find you! In fact, Google processes over 100 billion searches monthly.\*

\* DMR/Expanded Ramblings, October 2015



### Embrace M-commerce

One in three visitors to a website comes from a mobile device, and discretionary spending on mobile jumped 33 percent just last year—and the trend doesn't seem to be slowing any time soon.\*

\* National Retail Federation, March 2015



### NAMM Can Help!

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Learn more at  
[www.namm.org/membership](http://www.namm.org/membership).

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# SUPPLY

GOLD TONE MUSIC GROUP | BY DAVID BALL

## A RETAILER'S PERSPECTIVE

Not long after Wayne Rogers, founder and CEO of Gold Tone Music Group, opened his first full-line MI retail store in 1978 (Strings & Things in Titusville, Florida, which he ran with his wife Robyn), he saw holes in the market that weren't being filled.

"Being in the music business as a retailer, I had some idea — at least in the bluegrass section — of gaps that were not being represented by manufacturers," Wayne said.

A musician himself, Wayne crafted his first travel-sized banjo in the early 1990s. "We started making those in the back of the music shop, and it got excellent reviews," he said. "At that point we dedicated part of the music store to instrument building."

The travel banjo was followed by a 5-string banjo, and then a banjo-guitar hybrid (a.k.a. the "banjitar"), which was Gold Tone's first foray into what they would later call "Folkternative" instruments, a term coined by Wayne's son-in-law, Justin Grizzle, general manager of Gold Tone Music Group.

"The main focus of our company is: How can we give music retail stores an edge?" Grizzle said.



From left: Brian Alt with Robyn, Wayne and Amanda Rogers, and Justin Grizzle.

### Gold Tone Music Group provides dealers with a wide array of novel products, giving customers alternative timbres for traditional instruments

"And, how we can make music fun and exciting for a new generation of [artists] coming into the musical world? Just like music itself, Gold Tone is all about creativity and being different."

#### 'FOLKTERNATIVE' STYLES

By supplying new sonic textures to all types of musicians with its unique hybrids,

Gold Tone started cranking out a variety of instrument combinations, with everything from resonator ukes to cello-banjos, as well as recreating specialty vintage items, like bouzoukis.

"Gold Tone makes instruments that only Gold Tone makes," Grizzle said. "'Folkternative' instruments can be played the same as your native

style of instrument, but will produce the tone of a different instrument."

"For the guitar player, the banjo player, the mandolin player, the bass player and ukulele, we make a variety of instruments that you would play the same exact way — so you don't have to relearn any fingering — but you're able to get a new sonic tone," Wayne explained.

"For example, we have a six-string mandolin. So, if you want to sound like a mandolin player and don't want to learn the mandolin technique, [the mandolin-guitar] has six strings on it, a radius fingerboard like a guitar, with the same chords, and it comes out sounding like a mandolin."



Ever since Wayne designed his first travel banjo, Gold Tone has developed a wide variety of “Folkternative” instruments, and the list of artists who have chosen Gold Tone has only continued growing, and now includes Béla Fleck, Bruce Springsteen, Ben Harper, and The Band Perry, among others.

“I believe that all artists — working or hobby musicians — want to expand their range of tonalities,” Wayne said. “Since home recording now is very prevalent, folks are always looking for something new. [With ‘Folkternative’ instruments], instead of having eight colors to paint a picture, now you have two dozen different colored paints to experiment with.

“When Steve Martin got the baritone banjo we sent him — he got it in the morning — and that afternoon he called me and said that this new tone had influenced his creativity, and he had immediately written a song using it. It turned out to be the hit song off his new album with Edie Brickell.”

#### BRANCHING OUT

With the success of the “Folkternative” instruments under the brand name Gold Tone Inc., Wayne Rogers & Co. decided to branch out into other market sectors, first with Earth Tone Genuine Skin drumheads, Wood Song acoustic guitars and, later, the GT series, under which brand name the Microbass was released (a variation on Kala’s U-Bass). And, more recently, Gold Tone Music Group became the U.S. distributor of José Ramirez nylon-string guitars from Spain.

The company’s newest line of products is the Zero Glide nut system — a type of nut that lets the strings of an instrument rest on a wire fret rather than the nut (at the “zero fret,” as it were).

“I came up with a design that included a nut with two steps cut in it, and within those steps we place a special fret that sits between the end of the fingerboard and the nut. Now the string, instead of sitting against a piece of bone (which stops the vibrations), it’s exiting from a fret, which reflects the vibrations just like the rest of the frets on your guitar, banjo or mandolin.”

For retailers, the best thing about the Zero Glide is that it can be added on to the sale of any new guitar, or tacked on to any repair, or string setup.

“The Zero Glide offers retailers more profit margin than most accessories (\$15–\$22 per unit),” Grizzle said, “and the opportunity to install (\$40–\$70 per install). This means between \$55 and \$92 for selling and installing the nut [which takes] 30 minutes of work.”

Rogers said that this is another service store owners can offer their customers that e-commerce sites can’t.

“You need to find alternative ways to get revenue out of your existing customer base,” Rogers said. “From my experience as a store owner, that’s in my thoughts almost all of the time when I’m designing these products. How can a store owner benefit? Other than the sales, that’s the No. 1 goal when we talk to any of our resellers.” **MI**

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SCHECTER | DISTRIBUTION

# Schecter to Distribute Wylde Audio

Schecter Guitar Research and Wylde Audio have signed a worldwide distribution deal. Schecter will distribute Wylde Guitars, the brainchild of legendary guitarist Zakk Wylde, via its distributor network covering more than 70 countries, which also includes handling fulfillment of the guitars in the United States.

“We are extremely proud to be working with Zakk and Wylde Audio on this endeavor,” said Marc LaCorte, Schecter’s executive vice president. “Zakk has been incredible in recognizing what he wanted in his own brand and bringing the best possible product to the market.”

The first offering from Wylde Audio, in-

cluding the Odin, War Hammer and Viking models debuted at the 2016 Winter NAMM Show. Wylde himself has already been putting the prototypes through their paces at recent Black Label Society shows.

“I’m very excited for the launch of Wylde Audio in 2016,” Wylde said. “For me, it’s the next logical step. You start as a player, manager, vp of team operations, then team owner. I’ve surrounded myself with super talented people to make this vision become a reality and having Schecter on board as our distributor is going to allow me to bring Wylde Audio’s boutique quality of craftsmanship to the next level.”

[wyldeaudio.com](http://wyldeaudio.com); [schecterguitars.com](http://schecterguitars.com)



From left, Mercenary Mgmt.’s Blasko, Schecter’s John Gaudesi, Zakk Wylde, and Schecter’s Michael Ciravoto and Marc LaCorte

NAMM | ADVOCACY

# CONGRESS INCLUDES MUSIC IN REAUTHORIZATION OF ESEA ACT

Congress included both music and the arts as part of a well-rounded education in the reauthorization of the Elementary and Secondary Education Act (ESEA). The Senate passed the bill on Dec. 9 with a vote of 85 to 12. The President signed the bill into law on Dec. 10.

In addition to explicitly listing music in the components of a well-rounded education, the “Every Student Succeeds Act” also protects students’ “music” and “arts” class time and provides new opportunities for music and arts education through formula funding grants. NAMM, hundreds of NAMM members and music industry leaders have spent years meeting with Congressional leaders on the importance of every child having access to music in schools.

“We are grateful for the army of NAMM member advocates who have contributed to thousands of meetings with members of Congress over the years,” said Mary Luehrsen, director of government affairs for NAMM. “They successfully drove the point home that music education is a vital element in a complete education for all children. With this new legislation, we will expand our advocacy efforts around the belief that indeed, every



NAMM’s Joe Lamond (left) and educational advocate Richard Wilson Riley (right) speak with Rep. Mark Pocan (D-WI), centered, in the House Office Building during the 2015 NAMM Fly-in.

child succeeds with an opportunity to learn and grow with music.”

“The efforts of hundreds of NAMM members have helped to influence this important shift in federal policy,” said Joe Lamond, president and CEO of NAMM. “The passage of the ‘Every Student Succeeds Act’ provides a path for students across the country to access a well-rounded education that includes music and the arts.”

NAMM specifically commended members of the ESEA conference committee, members of the Senate Health, Education, Labor, and Pensions Committee, and the House Education and the Workforce Committee, for advancing legislation that will create new opportunities for a well-rounded education for all students. The reauthorization of the “Every Student Succeeds Act,” will replace 2002’s “No Child Left Behind Act.” [namm.org](http://namm.org)

KMC I COMPANY

# KMC Adds Three Lines

KMC has announced that it has added three new lines to the KMC Music family of brands. The new lines are Aclam pedal boards, Aalberg Audio effect pedals and Manuel Rodriguez Spanish guitars.

"After adding a total of 18 new lines to our portfolio in 2015, we're not letting up in our efforts to secure all of the many exciting and innovative lines our dealers want to be able to buy from a single reliable source," said Roger Hart, KMC Music's vice president of merchandising. "Adding Aclam's pedal boards, Aalberg Audio's effects, and Manuel Rodriguez's fine line of Spanish guitars to our existing lineup of brands really is going to strengthen our ability to provide dealers with even more selection across a broader range of price points. This, in turn, will empower them to meet the needs of a broader range of MI consumers."

According to Hart, all three of the new appointments are exclusive for the MI channel — a fact that will really help to ensure immediate product availability to all retailers on a year-round basis.

"We are going to be working very closely with our dealers to plan the complete integration of these exciting new lines into their 2016 business plans," Hart said. "They'll be able to have all the product they need when they need it most to maximize their local sales." [kmcmusiccorp.com](http://kmcmusiccorp.com)



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HAL LEONARD | DISTRIBUTION

# HAL PARTNERS WITH iCONNECTIVITY

Hal Leonard is now the exclusive distributor of iConnectivity's line of audio plus MIDI interfaces in the United States and Canada.

iConnectivity makes interfaces that enable musicians to work in uniquely flexible ways, including the world's only audio plus MIDI interfaces to support multiple iOS/PC/Mac computers at the same time. With

dozens of MIDI and digital audio channels running back and forth between connected computer devices, an entire studio or live setup becomes a single integrated music machine.

"Hal Leonard already distributes a strong complementary lineup of DAWs," said Al Joelson, iConnectivity's vice president of sales and marketing. "Their commitment to reaching new dealers is very attractive to us and should make for a great partnership. We look forward to more music stores learning about our products."

"With so many devices that can now contribute to the creation and recording of music, these flexible interfaces offer a quality one-stop hub for students, teachers, and



musicians," said Brad Smith, Hal Leonard's senior sales and marketing manager – MI products. "Hal Leonard can bundle these up with the right products and with the right dealers. iConnectivity is a great solution at an affordable price." [halleonard.com](http://halleonard.com)

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ROLAND | TECHNOLOGY

## Roland Rolls Out its First Music Game App

Roland has launched the TR-REC GAME, a rhythm entry game app for smartphones and tablets that incorporates the rhythm programming schemes used in Roland's TR-808 and TR-8 rhythm machines. It is now available on Apple's App Store and Google Play.

TR-REC GAME is played by listening to the game's original dance music and selecting different tones — including kick drum, snare, hi-hat, and cymbals — to tap in specified rhythm patterns on 16 buttons that mimic musical notes. As the game proceeds, the drum tones get overlaid on top of each

other, gradually creating a dynamic rhythm pattern for the dance music. Players move on to the next stage if they are able to tap in the specified drum tones within a given amount of time. In the TR-REC GAME, Roland programmers reproduced the tones found in Roland's TR-808 and TR-8 rhythm machines that are extensively used in dance music, along with their rhythm programming schemes. All users can begin playing the game without a learning curve, as tapping in the notes is simple and learned in the tutorial stage. [roland.com/aira/tr\\_rec\\_game/](http://roland.com/aira/tr_rec_game/)



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# MusicNomad Owner Pairs Wine, Music

New wine brand, Vindie Wine Company, is combining coastal vineyard flavors with curated music from emerging artists to create a unique tasting experience. Founded by Sonoma entrepreneurs Rand Rognlien of MusicNomad and Jeff Bundschu, Vindie Wines are handcrafted by winemaker Alison Crowe from coastal vineyards throughout California. The wines are then paired with

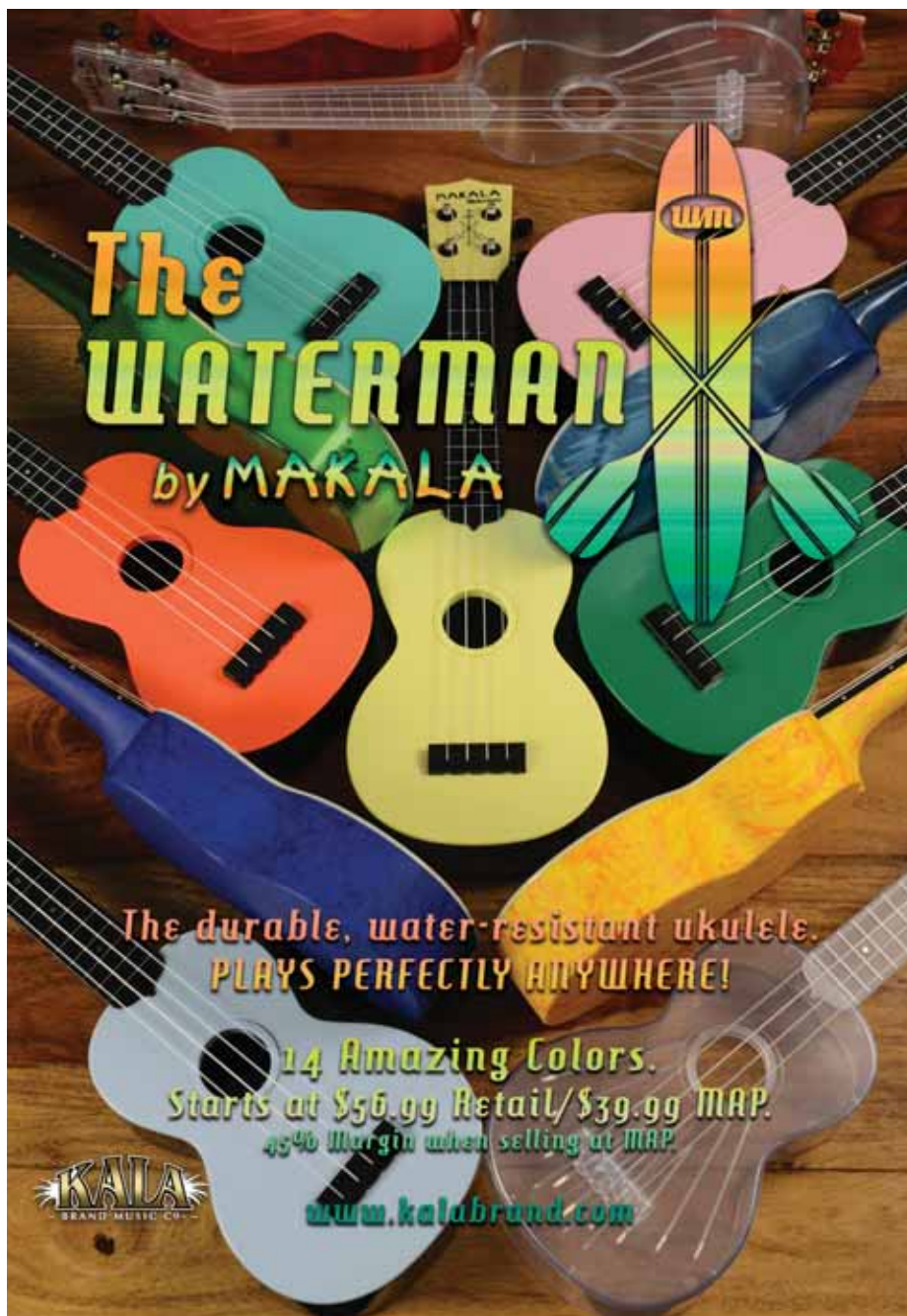
music from emerging artists that, according to Rognlien and Bundschu, make the wine taste better.

Each bottle of Vindie Wine — with the inaugural bottles being a Red Blend and Chardonnay — comes with a unique playlist access code. When entered into Web-based Vindie Player on any listening device, each code unlocks a playlist

featuring eight songs from four specifically selected artists for that particular wine. Vindie is focused on supporting independent artists, and the music selected for each playlist represents the best emerging, current artists. By offering these indie artists a new avenue for exposure, Vindie hopes to turn fans onto new music that they may not have heard yet.

“As a lifelong player and music fan, giving back to the music community and those that need it most is a high priority in every company I am involved in,” said Rognlien’s who also owns MusicNomad, a musical instrument care company.

Additionally, a portion of the proceeds from every bottle goes to support musicians in need, with Sweet Relief — which is committed to providing health care and other services to artists who might not otherwise have access. [musicnomad.com](http://musicnomad.com)



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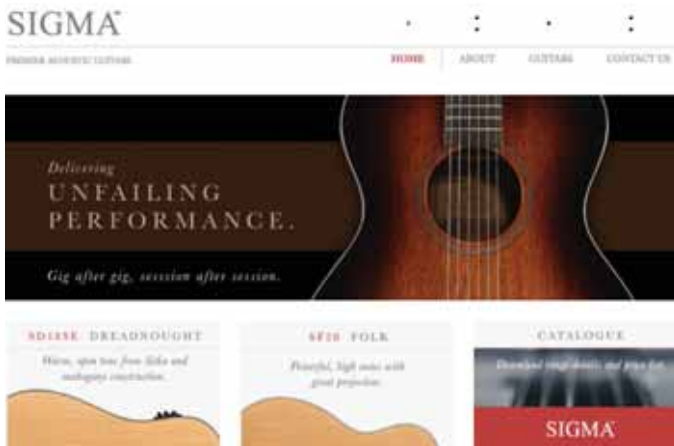
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SIGMA | WEB

## Sigma Launches New Streamlined Website

Sigma, which is owned by St. Louis Music (SLM), recently launched its new website [sigmaguitars.us](http://sigmaguitars.us). Featuring a streamlined and minimalist design, the website boasts the full catalog of the Sigma range and a downloadable price list for each of its models as well as a dealer locator.

“As with all SLM brands we’ve put a lot of work into the crafting and sound of these guitars,” said Chris Meikle, Sigma head of development and senior vice president at St. Louis Music. “We felt they deserved to be showcased online in a manner that reflected the improvements we’d made over the years, and this website does just that.” [\[sigmaguitars.us\]](http://sigmaguitars.us)

ARTIST APPROVED

## Protection Racket Grows Roster

Protection Racket has expanded its artist roster. New additions to the roster include Mumford & Sons drummer Chris Maas, touring drummer George ‘Spanky’ McCurdy and Gregory Porter’s drummer Emanuel Harrold.

Other new members to the Protection Racket family are: Sam Morris of Fickle Friends, Liam Jolly of alternate rock band Wolf Note, Jai Patel of Raven Age, and Joe Napper of Witterquick.

They join an already established group of drummers that include Will Champion of Coldplay, Adele drummer Matt Chamberlain and Ben Thatcher of Royal Blood. [\[protectionracket.com\]](http://protectionracket.com)



Mumford & Sons' drummer Chris Maas

## APPOINTMENTS

# AES NAMES NEW PRESIDENT



John Krivit

The Audio Engineering Society has appointed John Krivit its new president. Krivit previously served as chair of the AES Education Committee and is currently an associate professor teaching at Emerson College and Bay State College in Boston.

Krivit was voted president-elect of the AES in 2014 and has served on the executive committee of the board of

governors over the last year. Beyond his experience in the studio and classroom, Krivit is the founder of the Boston Area Definitive Audio Student Summit and of Hey Audio Student, a public Facebook group with more than 8,000 members that chronicles the events, resources and opportunities available to audio students at all levels. Now in his 20th year of teaching, his students have gone on to do award-winning work in all

facets of the audio and broadcast industries.

Former President, Andres Mayo, will remain on the AES Executive Committee as past president for the coming year.

“Andres has accomplished so much in his term as AES president setting in motion new financial planning initiatives and communications strategies,” Krivit said. “As the first Latin-American president of AES, he is a testament to our tremendous growth in that part of the world. I am grateful to stand on the shoulders of all the talented men and women who have preceded me.

“The AES is an amazing point of connection for all who desire to remain relevant while audio technology moves quickly ahead. The way audio systems are networked and content is streamed and presented in new immersive formats requires practitioners and manufacturers to stay well ahead of the curve. Companies and schools must make sure that their employees and educators can anticipate those changes before they are left behind. In my role as AES president, I am dedicated to our mission of strengthening and expanding our role as a driving force in shaping the future of audio technology.” [\[aes.org\]](http://aes.org)



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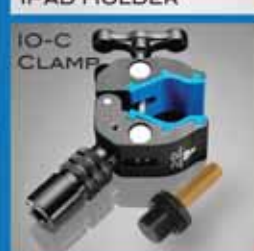
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# IDEAS

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THE TECH BEAT | BY JAMES HARDING

## FINE TUNE YOUR FACEBOOK

Does Facebook feel like a waste of time? Do you find yourself pouring a steady stream of resources into creating and posting content with little or no real results? If you feel like you're fighting a losing battle with Facebook, don't feel bad. You aren't alone. Try incorporating these ideas into your 2016 strategic plan.

### 1. FOCUS ON ENGAGEMENT.

Nobody logs into Facebook to see promotional content. When we log into Facebook, we're looking for something personal and entertaining. The last thing on our minds is an upcoming "Closed Door Sale." To help users consume the Facebook content they are most interested in, Facebook limits the average 1,500 potential posts down to the 300 posts it thinks the user will find most relevant. The trick is to make Facebook think your posts are relevant to its users. You do that with engagement. Consider posting entertaining content to your page — even if it has little or nothing to do with your products. Each time a customer "likes" your content or comments on something you have posted, they are engaged



**'Facebookers lose when they fail to ask their fans to interact with posts.'**

and, thus, much more likely to see your message later. According to Constant Contact, the ideal ratio is as follows: 50 percent of your Facebook content should be funny and/or entertaining, 30 percent should be educational, and only 20 percent should be promotional or "salesy."

### 2. ADJUST YOUR TIMING.

Do you know when most people visit your page? According to Buddy Media, businesses

that regularly post more than twice a day see an average 40 percent less engagement than businesses that post one or two times a day. As usual, quality wins over quantity. The trick is to post great content right before your fans log in so your posts appear at the top of their newsfeed. Click the "Insights" tab at the top of your Facebook business page and then click the "Posts" link in the top-left column to see when most people visit your page. Find the two times per day when most people visit your page and schedule your posts to happen just before those times.

### 3. SAY IT WITH PICTURES.

With Facebook, a picture is worth more than 1,000 words. The right picture will get your customer's attention and build engagement because it's quick and easily digestible, making your fans more likely to "like," comment or share it.

### 4. ASK FOR THE SHARE.

Salespeople lose when they fail to ask for the sale. Facebookers lose when they fail to ask their fans to interact with posts. Why not post a photo of your top two guitar brands and ask your fans to "like" the photo if they prefer

brand A or comment on the photo if they prefer brand B? Ask them to share the post if they love both brands. This is a double-win for your page. It builds both engagement (which makes Facebook treat your future posts as "relevant") and it gives you valuable feedback about your products.

### 5. HOST A CONTEST.

The best way to get people to interact with your Facebook page is to host a Facebook contest. Recently, I hosted a Halloween costume contest on my page and my company saw a 15,000-percent increase (yes, 15,000 percent) in fan engagement for the three weeks we ran the contest. Costume contests, Facebook cover contests, "Post a Photo" contests and "Write a Song" contests are easily done without outside help. Remember: the point is to have fun and encourage your fans to interact with your page.

Remember that Facebook is a social medium — and, just like your in-person social gatherings — your friends want to enjoy their time with you, so make your page engaging! **MI**

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

LESSONS LEARNED | BY GERSON ROSENBLOOM

# The Next Big Thing

For anyone who has been in the music products industry for some time, there is a truth born out by history that is somewhat frustrating. Many of our greatest successes and most dramatic spikes in business have been caused by factors outside of our own control. They are unpredictable and unanticipated, and therefore we are often ill-prepared when they happen. This article explores some of that history and the lessons we've learned from it.



What do Arthur Godfrey, the Beatles, Billy Redden, and Van Halen have in common? Each of them drove significant business to our industry ... each of them caught us by surprise. In the 1950s, the wildly popular television entertainer, Arthur Godfrey, played his ukulele and even gave a few on-air uke lessons. That drove sales of millions of ukuleles. And no one saw it coming.

On Feb. 9, 1964, the Beatles made their first U.S. appearance on the Ed Sullivan Show. I clearly remember the next day. It was a day off school for parent-teacher conferences, and so I went to work at Medley Music with my parents. As we approached the store an hour before opening, there were already people queued up waiting to come in and buy guitars. We literally sold every electric guitar in the place within the first couple of hours, and we played catch-up for years as manufacturers struggled to meet the sudden demand. No one saw it coming.

On July 30, 1972, "Deliverance" hit movie theaters. Billy Redden's character, Lonnie, delivered a performance of "Dueling Banjos" (opposite actor Ronny Cox on guitar) that became a smash hit and remained near the top

of the charts for four weeks. The resulting demand for banjos became one more example of an industry not ready for the surge. And, again, no one saw it coming.

In the early 1980s, Van Halen released "Jump" and the simple synth anthem took the market by storm. The electronic sounds that had previously been the domain of avant garde music be-

came mainstream, thanks to the infamous eleven-chord vamp. As a result, sales of the Oberheim OBXa (that it was recorded on) and other synthesizers of the time (including the legendary DX7) really took off. This may be the first example of products where supply was adequate, but dealer knowledge was often the roadblock. Those of us fortunate enough to have taken the time to learn the new technology were rewarded with torrid sales growth in the category.

Gene Joly, former Guitar Center executive and past NAMM Board member, said he recalls this period fondly, as well as the subsequent times that followed when MIDI began to take hold.

"I clearly remember the boom in synthesizers, samplers and sound modules after the first MIDI synths were shipped in the summer of 1983 ... roughly 50 percent per year sales increases from 1984-89."

Joly was another one of the pioneers who was willing to learn the new technologies. The rewards he reaped are obvious.

The common thread through all of this is that the entertainment industry drove these big boons for our industry. We may have built the products, but the promotional impetus for the sales growth each time came from outside our sphere of influence.

**Don't let the MIDI train pass your store by — jump aboard now**

So how do we respond to such things? For starters, we say “thanks” and enjoy the ride! These external sparks triggered sales growth, albeit delayed growth due to our inability to respond quickly enough. I always wondered how much better each run could have been if we had the wherewithal to jump on the wave immediately. I suppose I took that lesson to heart and that’s why I (along with other forward-thinking dealers) was able to reap the benefits when Eddie recorded “Jump” and synthesizers took hold in the marketplace.

Now, the next big thing is right on the horizon, and this time you have the opportunity to be ready for it. Unlike the surprise element of “Dueling Banjos” or the Beatles, this time the telltale signs are there if we pay attention to them. This time, wise business people will see what’s coming and will have time to get ready. Those who take a “wait and see” approach will be lost in the dust and will miss a fantastic, money-making opportunity.

#### THE NEXT BIG THING

There are three West Coast companies that you may have heard of ... Apple. Google. Microsoft. These three companies are all incorporating a music industry technology — MIDI — into the latest generations of their products. Apple has Bluetooth MIDI. Google is including the Web MIDI API into its Chrome Browser and Android M. And Microsoft has made MIDI part of Windows 10. This means that the products made by these mainstream companies — the same products that consumers everywhere clamor to buy — will all have the potential to interface with the products that we sell.

This technology is built in and, essentially, plug and play, and literally every man, woman and child has one of these devices.

According to Athan Billias, Yamaha Corporation of America’s director of strategic product planning, “MIDI is a well-established standard, so the MIDI products that retailers currently carry in their store can connect to these billions of new mobile devices. If we can drive even a small percentage of smart phone, tablet and laptop customers into music instrument retailers to explore the musical potential of their mobile devices, we can have a dramatic positive effect on the musical instrument industry as a whole.”

The “we” that Billias refers to is a brand new organization called The MIDI Association (TMA). Formed as a spinoff of the MIDI Manufacturers Association (MMA), TMA is a consumer-oriented organization created to help market MIDI, to educate visitors to the website ([midi.org](http://midi.org)) in MIDI’s use and applications, and to advocate on behalf of MIDI.

“Where MMA is the group charged with the maintenance of MIDI standards, TMA now helps complete the circle by becoming a resource for dealers, educators, and consumers,” said Tom White, president of TMA. “MMA will continue to be sure that MIDI is a relevant and modern standard — precisely as they have for more than 30 years. TMA’s role, on the other hand, is to make MIDI accessible and understandable, to train people in its use, and to drive consumers to dealers to buy MIDI products.”

With billions of potential customers, efforts to drive them to

dealers could spell a windfall for those dealers who are prepared to serve them well. Unlike the Beatles and similar shifts in the landscape, this one should take no one by surprise. Dealers are going to need to make a decision. There’s a high-speed train wailing down the tracks towards you — you can decide to get on or stand there and let it run you over.

#### HOW TO PREPARE

For starters, progressive dealers will want to educate themselves about this new technology. Knowing the products you carry is a start, but not the complete solution. You need to learn about using the products you sell with the 2.6 billion mobile devices that will be in the marketplace. The myriad of possible new uses for your equipment is staggering. Fortunately, there is an Internet full of information, plus you can use the resources provided by The MIDI Association as a great source of knowledge. You just need to commit to doing it ... and you really need to become an expert. It’s not hard, and the rewards will be great.

Next, fully armed with this new knowledge, you need to become a technology evangelist. Just about every customer walking in your store has one of these new devices in their pocket. In fact, give them a few moments, and you’ll probably see them take it out to do something on it. That’s your perfect opportunity to teach them something new.

Ask them, “Did you realize that you’re carrying around a recording studio in your pocket?” Engage customers and teach them something new. Set up a display showing phones and tablets in action with the products you already sell. Not doing this would be like hiding the guitars the day after the Beatles appeared on Ed Sullivan.

Finally, go for the real pot of gold: those customers that would never set foot inside a music store. They’re out there. NAMM surveys show that interest in playing a musical instrument far exceeds actual participation. Use this opportunity to go find those people. Maybe this involves working with local dealers who sell these devices. Offer to set up a display showing the additional musical capability. It will help them sell more product, and will drive those brand new customers to you. Or maybe you can write exciting trend pieces for the local newspaper. Position yourself as a local expert and new customers will seek you out. Use your imagination. The possibilities are endless when your target audience is this large.

#### ONE FINAL NOTE

Don’t be seduced into believing that this trend is going to find its way to your doorstep and suddenly make you rich. True, the potential is staggering. But to realize that potential, it’s going to take hard work. The customers are there, but you’re going to have to go get them. To the winner go the spoils. Make sure this battle is yours. It may take Eight Days a Week, but if you Let It Be, you’ll cause a Revolution. **MI**

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

THE LESSON ROOM | BY PETE GAMBER

# High-Retention Teaching

For years I ran two music retail stores that, at their peak, taught 2,000 private lessons per week. My wife, Genett, and I were responsible for recruiting new students, creating programs that increased the retention of students, finding new print materials for lessons, and, on any given day, managing 30-plus private lesson teachers.

Since 2012, my role in music retailing has become that of an independent lesson teacher. I teach over 80 private students per week, and have been speaking at NAMM's Idea Center for 13 years. The question I get asked most often from retailers is, "What can I do to increase student retention? We sign up 60 new students after Christmas and, by June, they are almost all gone."

As a kid, trumpet lessons sucked. I played last chair in the high school band, and my band director told me, "If you ever do anything in music — I'll go back to selling shoes." I was waiting for the "Good Note Fairy" to magically wave the wand, and I would just play better. My private music teachers sat in the lesson room and made me play non-stop boring musical drill after drill, and then grilled me about not practicing.

What I needed was a teacher to make playing music fun. That is why I teach the way I do, which includes never using method or technique books and being OK

if students don't practice. My objective is, how can I make lessons so much fun that the student doesn't know they're learning? Here are a few ways:

**1. USE SONGBOOKS. (ESPECIALLY SONGBOOKS WITH CD TRACKS.)** I can teach note reading and all those other skills by playing songs. Why do we play an instrument? To play music. I have

a plan to evolve my students' progress, and I am a firm believer in using books, not handwritten pieces of paper or photo copies. Books show direction; loose papers show no direction and get lost.

**2. IT'S ALL ABOUT PLAYING!** I get my students on stage ASAP. If all they know is "Hot Cross Buns," they're ready. I want them to feel the excitement of playing music. It also makes parents feel that you're a great teacher who is getting their child playing. I do

eight student performances each year with my students.

**3. UTILIZE TECHNOLOGY.** I like to use sites such as YouTube when I'm teaching. If we're playing a Basic Jazz Chart, let's bring Basic into the lesson room.

**4. REMEMBER, IT'S ABOUT THE STUDENT.** I go the extra mile with my students. If there is an audition, I put in extra time. I run long on lessons if the next student is running late. I work on what is musically important for them, whether it is jamming with a punk band or playing in church.

**5. DON'T ISOLATE YOUR STUDENTS!** The more they play music with other students (especially different instruments and singers) the more fun they have. Promote jam sessions and performances with mixed students, and work with the other teachers at your store.

**6. COMMUNICATION IS KEY.** My students and parents can reach me 24/7 via cell phone, text, email and Facebook. Connectivity maintains retention!

**7. PARTICIPATE & ENJOY THE LESSON.** That's right — I participate in the musical growth of my students and enjoy the process of teaching. Being part of your students' musical adventure is what it's about. **MI**



**When teachers are excited about instructing, your students will enjoy learning**

Pete Gamber is a 35-year veteran of music retailing and music lessons. He specializes in music lesson programs and music retail consulting. Email him at: [petegambermusic@gmail.com](mailto:petegambermusic@gmail.com).



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CLOSED-BACK HEADPHONES

THE RETAIL DOCTOR | BY BILLY CUTHRELL

# MI Recon Missions

About once a year I like to spend an afternoon slipping in and out of my competitor's locations. It's a good barometer for me to get the pulse of how they are setting up displays and floor arrangements, structuring their pricing strategies and how their associates interact with customers. I'm convinced nothing tells you the vitals of your rivals better than by actually stepping foot on their home turf.

I guess most would consider my actions bold. Besides taking lots of mental notes of what I experience during my visits, I sometimes take my phone out and snap pictures that I then share with my staff. I guess most of the sales associates that have seen me taking these pictures assume I'm doing price comparisons, yet not a single person has ever questioned why I'm taking photos of their lesson program flyers, brochures, in-store advertisements or any number of non-barcode related offerings.

I have a set "rules of engagement" for my visit. I wear my company shirt that clearly has my company's name on the front and back. I figure this provides some transparency that I work for another music company in the immediate area and, if anyone asks, I will be forthcoming that I am the owner and am just stopping in to check their store out. What's the worst they can do, ask me to leave?

I also visit during what I assume are slower hours, such as the early afternoon on a Monday, so the associates will not be distracted from real customers that are there to make a purchase. I subscribe to the theory of "all's fair in love and war," but let's really be fair here.

## A GHOSTLY VISIT

During a recent recon mission to a national big box MI retailer, I had a startling experience. Upon walking through the front door, I discovered no one at the reception desk. After standing there for maybe 30 seconds and surveying the establishment, I decided where I wanted to wander first. I made it past the B&O department where an associate was glued to a computer screen and didn't notice my existence.

I then walked past the pro-audio department where two employees were debating the importance of various lengths of speaker cables. They looked up at me but then went right back to their intense debate. I walked into the drum department and the sales associate was busy putting together a drum set and didn't acknowledge I was there either. I looked over the inventory and checked out a few pairs of sticks that I used to tap on some cymbals while I waited for the guy to offer some sort of greeting, but again I got nothing.

I walked out of the drum department and decided I would visit the lesson department and see if I could get a brochure or talk to someone there. A few lessons were going on but other than that no one was around. I looked in the lesson coordinator's office but not a soul was to be found. I started to feel like a ghost myself and figured if no one could see me I might as well get some good pictures, so I took out my phone and started snapping away. I took photos of how they had their waiting area set up, flyers for upcoming performances and a few pictures of the empty lesson rooms.

Finally a fellow came shuffling from the back and, if I had not spoken up and asked him if he were the person I should see about



**Stepping foot into nearby music stores is the best way to measure competition**



lesson information, he too would have just walked right past me. I asked if he had a brochure, and he said he was not the lesson coordinator but would find some information for me. He walked in the lesson coordinator's office and pilfered around the desk and found a well-worn brochure. I asked if it had pricing, which it did not, so he tried to explain the lesson price structure. Unfortunately he made it very confusing, or maybe it was just a confusing structure, regardless, if I'm in the business and could not make sense of it, I knew the average customer wouldn't.

I asked when the actual lesson coordinator would be in, and he told me that she was in fact there, but she was taking her break so she was not available. Then said he needed to "take off" because he was technically off for the rest of the day, but if I had any other questions to "call back or see someone on the floor and they would help me."

As I walked back towards the front of the store, I stopped to admire a few guitars, but again no one said anything to me. As I exited the front door a young kid was fiddling with an acoustic bass behind the front desk. I said, "Have a great day" to which he replied without looking up, "Oh yeah bro, you too." I could have had a guitar sticking out of my pants, and he would not have known.

**'I'M NOT SURE WHO WORKS HERE.'**

Perhaps the oddest thing I encountered during one of my recon missions was at a small retail store that, like my stores, specializes in lessons with a smaller retail footprint. I arrived to find a sign on the door that said, "Closed Today Only" with that day's date written on the bottom of the note. I pulled the door handle and it was clearly locked, but I noticed someone standing inside towards the back of the store. As I turned to walk off, I heard the door unlock and a guy say, "Come on in, we're open." I pointed out the note and he said, "I'm not sure who put that note up there," and then mentioned he had been the only person in the store all day.

I looked around for a few minutes and then asked if my friend Mike still taught guitar lessons there. (In actuality Mike taught guitar for my business a few years back and then took a position at this store because it was less than a block from his new house.) I knew Mike still taught at this store because I had just seen him a week earlier, and he told me he was still there. However, this employee said he was not sure if a person named Mike worked there or not. I thought it odd that he didn't know one of the teacher's names, so I

made up a name and asked, "Does Eddy still teach drums here?" He replied, "I'm not sure." He said people there didn't wear name tags, so he was not sure of anybody's name. I then asked how long he had worked at the shop, and he said about seven or eight months. It was really strange so I left.

I'll be the first to admit my shops do not get it right all the time. We are just as fallible as anyone else. But as I wrapped up my day's recon mission, I was struck with two thoughts: first, if what I en-

countered was the "normal" mode of operations that a customer experiences at my competitors then I have to stay vigilant that my staff stays sharp and is always looking to make our customer visits a positive one. Second, I made sure I got all of our staff name tags for two reasons — it helps customers identify my employees and it allows my desk staff to know who our teachers are. **MI**

Billy Cuthrell owns and operates Progressive Music Center. He's a customer service, management and lessons expert.

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NEXT GEN RETAILING | BY STEPHEN OLSEN

# NAMM's Over ... Now What?

So, you're home from NAMM and finally able to relax. You killed it at the show! You made all of your meetings, caught a few NAMM U sessions, did some business, and met tons of new people. So what do you do now? If your answer is to get back to work and catch up on everything you missed, then you are missing out on one of the greatest benefits of The NAMM Show.



If you're anything like me, you're going home with a thick stack of business cards. What do you do with them? Put them in a drawer? Set them to the side until you finally decide to throw them away? Maybe you forget to even take them out of your bag. Get a card folder and, as soon as you get back to work, read the cards, organize them and think about some of the great people you met at the NAMM YP social event Friday night. Then take a few minutes pull out their card and send them an email saying how nice it was to meet them and ask them to give you a call if they're ever in town. You'll be amazed how many people will take you up on the offer. Remember you're not only meeting great contacts at these shows, you're creating long-lasting relationships. I attended far too many NAMM shows before I figured this out. I found myself not emptying out

my bag until the following NAMM show ... yikes. That's when I realized that I had forgotten more than I had remembered once I got back. Don't be like this me. Go, see, conquer — and then capitalize.

**USE THE INFO BEFORE YOU FORGET**

You've just spent the better part of a week in a two-block radius with more than a 100,000 people. You've seen, heard, played and learned way more information than your brain could ever hope to retain. What do

you do? Use the information while it's still fresh on your mind. It's very easy to get home, decompress and forget most of what

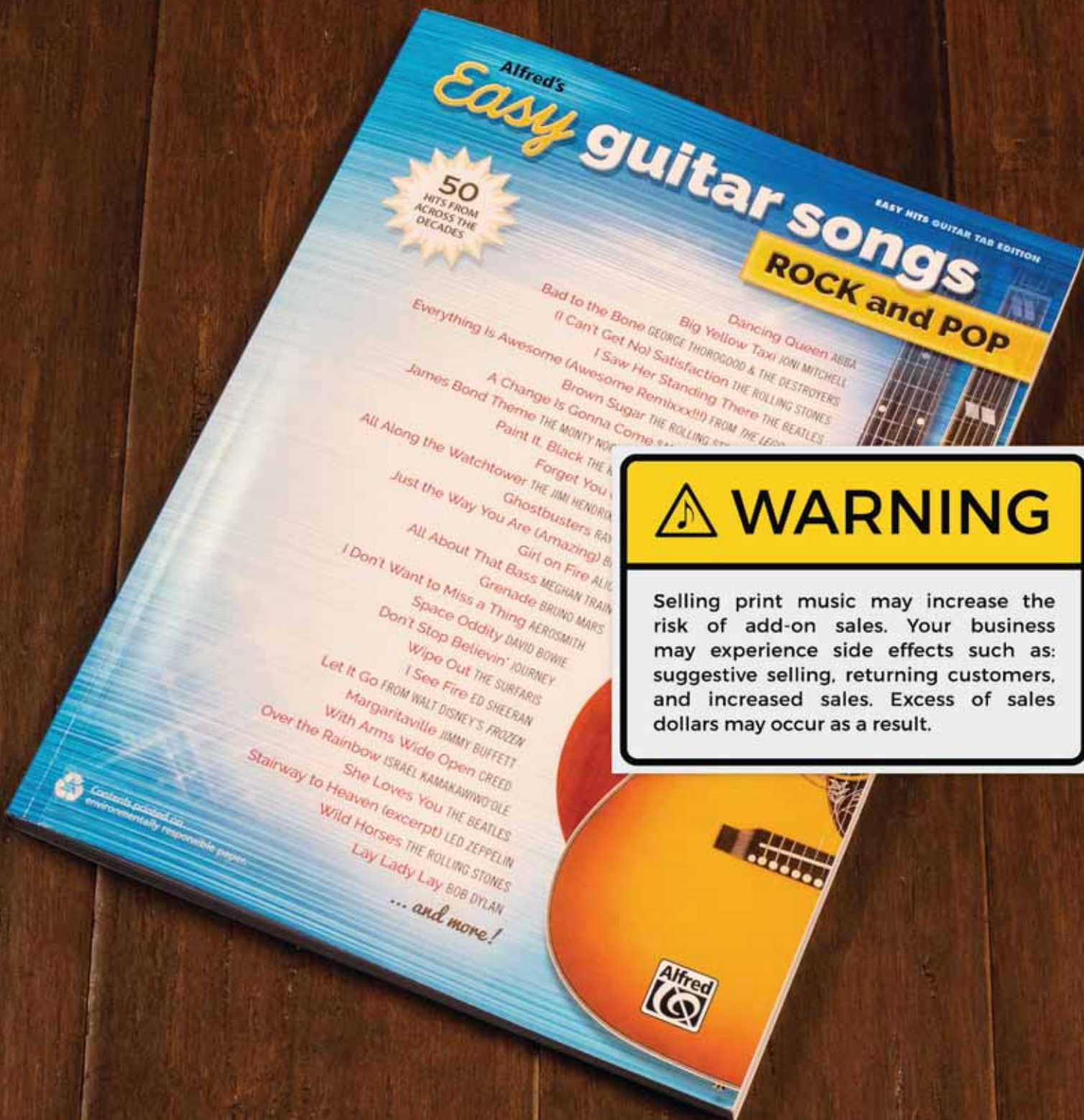
you've just learned. Hopefully you took notes, but with or without notes, you've got a small window of time to put the information to good use before it's gone. If you're a dealer, send a quick email to someone you intended to contact. Even if it's just a follow up email that reads something like, "Hey John, you and I spoke about that item I was interested in, and I'd like to discuss it further. Shoot me an email once you get caught up from the show." Once they respond, you've got an automatic reminder.

If you're a vendor, send a quick email to that potential dealer who stopped by the booth. They'll probably need a little time to decompress after the show, but drop them a line anyway. If you don't, they may forget about you along with the two million other things they saw and forgot.

Take advantage of information while it's fresh. Don't let the momentum fizzle out just because you're not at the show. Keep it going by staying in contact and take advantage of these Next Gen Retailing tips. They're priceless. **MI**

Stephen Olsen is the general manager of Blues Angel Music in Pensacola, Florida, and serves on the board of NAMM YP, a young professionals organization focusing on the future of the MI industry by providing opportunities to connect, learn and grow. Find out more at [nammyp.com](http://nammyp.com).

**Getting back to the grind after The NAMM Show is important, but don't forget to follow up with the people you met at the show**



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# FROM THE TOP

INTERVIEWED BY MICHAEL GALLANT

## JAY WANAMAKER | ROLAND CORP. U.S.

### HOW DO YOU START YOUR DAY?

I wake up at 5:30 a.m. and start with a 5-hour ENERGY drink. Then I check email to see what new information has made its way to my inbox overnight from across the pond and domestically. Once I catch up on my emails, I'll immediately start brainstorming to come up with out-of-the-box ideas that will drive our business. As an example, one idea might be directed at our sales force, so I'll figure out a way to motivate them in a fun and spirited way.

### HOW WOULD YOU DO THAT?

I believe in texting, and my staff makes fun of me for it, but I want to motivate them and give them some sort of focus for the day. So, usually well before 7 a.m., I often text them messages like "You can do it," or "Coffee is for closers only," which is an Alec Baldwin line from "Glengarry Glen Ross" — I love that movie. Texting is a great way to communicate short, succinct messages to our team. I also have the luxury of driving on the LA freeways, which gives me ample time in the morning to make phone calls, starting with our team on the East Coast and working my way west.

### HOW WOULD YOU DESCRIBE YOUR MANAGEMENT STYLE?

Results-driven and aggressive. I want to win, I want my team to win, and I want to have fun while we are doing it. One of my Jay-isms is TNT, which is short for "today, not tomorrow." This is my way of inspiring the team to pick up the tempo.

### WHY WOULD YOU SAY THAT PACE OR TEMPO IS IMPORTANT AT ROLAND?

In the world today, we have to accomplish things quickly. There's lots of competition, and we have to be sensitive not only to our dealers' time, but to the time we have to reach our goals each month. I have to make sure our team is working smarter and faster. And, as I said before, I make sure the right people are in the right positions, first and foremost, because that allows me to back up and give them the space they need to do their jobs well — that is, after I send them motivational texts at 6:30 a.m.

### HOW WOULD YOU DESCRIBE YOUR ROLE AND

### RESPONSIBILITIES AT ROLAND?

I like to create analogies in terms of team sports because I think of myself as the coach. I'll come up with a play that can be executed by my team, and then head to the sideline where I can yell, "You can do it!" and encourage them the best I can. It really takes an entire team to win, and it takes a coach, too. My role is to motivate and remove barriers, allowing my team to be successful. We are here to win. And we win as a team. Believe me, I want them to dump the Gatorade cooler on my head after our major wins. [Laughs.] That's what it's all about — making this happen together as a team.

### WHAT, TO YOU, MAKES A SUCCESSFUL COACH?

The coach is the one with decades of experience and the one with the unique vantage point on the field. He's got eyes on everyone and knows when to call the huddle. One of my most important roles at Roland is to make sure that we have the right players in the right positions. We have brought on a number of new hires, and I have always tried to hire the best possible athlete for the position.

### WHAT HAS CHANGED AT ROLAND SINCE YOU TOOK OVER?

As I said, we have picked up the tempo of our business rhythm since I started at Roland last February. In order to reach our goals, I realized that we needed to have a laser focus on our core business strategies and execute programs to support them as quickly and efficiently as possible. One of the things I enjoy most as a boss and business leader is being able to motivate people, but I like to have fun at the same time. The folks in the MI space are some of the hardest-working people I have ever met, both on the retail and the manufacturing sides, and people who enjoy their jobs are going to produce better results.

### WHAT ARE SOME SPECIFIC WAYS YOU'VE WORKED TO INCREASE MOTIVATION AND JOB ENJOYMENT?

We've done things like changing the names of our meeting rooms at our Los Angeles office to famous names of Roland products, like the 808 Room. The meeting room that's connected directly to my office is called the War Room, and the sign for the room looks like it's straight out of the



## THE DETAILS

JAY WANAMAKER, PRESIDENT & CEO

**HQ:** Los Angeles

**Founded:** 1978 (U.S. operation)

**Employees:** 123

**Best selling product:** Roland TD-11 V-Drums and BOSS RC-Series Loopers

**Fun Fact:** In addition to his expertise in the boardroom, Wanamaker is an accomplished drummer who scored music for the movie "Drumline" and has authored more than 50 instructional percussion books and DVDs.

movie “War Games” with Matthew Broderick. We’ve even created a t-shirt with the TNT (“today, not tomorrow”) logo on it, along with other motivational logo wear. I want our employees to show the world how proud they are of our brand and convey that message to our retail partners and end users. One very important constant is an extremely loyal and experienced staff.

### WHAT’S YOUR OWN MUSICAL BACKGROUND?

I’ve been playing drums for most of my life and have a pretty deep academic musical background as well, with a Bachelors in Music Education and a Masters in Performance. I also have a Masters in Business and, although not music related, I’ve applied that knowledge in the MI space countless times.

### HOW HAS TEACHING HELPED YOU AS A CEO?

One of my first positions was teaching marching band and percussion at the University of Southern California — talk about working as a team! Teaching and motivating an entire drum corps of 30-plus drummers and percussionists to play in time, perfectly synchronized, taught me so many things that I apply, every day, at Roland. I also served on the faculty at USC’s Thornton School of Music.

### WHAT DO YOU DO FOR FUN?

I enjoy drumming to let off steam. I have a drum set at home, so it’s something I do pretty often. But my biggest recreational enjoyment is golf. It takes everything in me to focus on the game. I’m an OK golfer, but when I golf, I’m all in, and I love having that outlet. That focused and passionate feeling is so similar to playing music — both are very hands on, both have professionals who inspire the everyday players, and both take a tremendous amount of focus. And I am a gear guy, so I like to learn about new golf gear.

### WHAT ARE SOME OF YOUR PERSONAL FAVORITE ROLAND PRODUCTS?

Being a drummer, V-Drums, of course. I feel very fortunate working for the world’s largest percussion company. My first involvement with Roland was actually when I worked at Alfred Music years ago. We developed a book

for the Roland Rhythm 77 — a.k.a. the TR-77 — drum machine in the late ’70s. Roland has had so many breakthrough products and MI industry firsts. It’s pretty incredible when you wrap your head around how influential Roland and BOSS have been to music, with products like the TR-808, BOSS Loop Stations, the JUPITER synthesizer, JC amplifiers and so much more.

### WHAT HAVE BEEN THE IMPACTS OF PRODUCTS LIKE THOSE?

Roland completely invented new categories like looping, field recording and electronic drums. It’s easy to forget how profound all of this was when, now, new gear is being released at such a rapid pace, but Roland played a fundamental role in the music of the 20th century and is continuing to make incredible musical strides in the 21st century.

### WITH SUCH A DIVERSE AND DEEP PRODUCT LINE, HOW DO YOU APPROACH MANAGING EVERYTHING?

Most team members here are musicians, and that certainly helps me keep it all straight. I rely heavily on their expertise to make good judgment calls and to keep me informed. The goal is to have the right product at the right price at the right time. We need innovative compelling products that provide a solution for our customers in all the markets we serve.

Our parent company recognizes this as well and always seems to bring to market a nice mix of new, market-driven products at the right time.

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

I personally wish I could spend more time in the field traveling with our sales force. Whenever I do, I always come away with great ideas and suggestions on how we can become a better supplier to our dealer community.

### IF NOT MUSIC, WHAT WOULD YOU BE DOING?

I would enjoy manufacturing and selling golf products. There’s a ton of innovative product design in golf, just as there is in MI. And I am just as fascinated by all the new gear in a retail golf shop as I am in an MI retailer.

‘MY ROLE IS TO MOTIVATE AND REMOVE BARRIERS, ALLOWING MY TEAM TO BE SUCCESSFUL. WE ARE HERE TO WIN AS A TEAM. BELIEVE ME, I WANT THEM TO DUMP THE GATORADE COOLER ON MY HEAD AFTER OUR MAJOR WINS. THAT’S WHAT IT’S ALL ABOUT — MAKING THIS HAPPEN TOGETHER AS A TEAM.’



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- 2.1 output channel



soundking group Soundking, 1998 Sound King

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# THE 2016 GEAR GUIDE



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Martin celebrates 100th anniversary of dreadnought with new model

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## **100 | DJ & LIGHTING**

Marq lights it up with new Rezotube



Audio-Technica's  
ATH-M50xMG headphones



Kala's Baritone Ukulele



## 1. GUILD STARFIRE VI

Guild has reintroduced the Starfire VI, a semi-hollow body guitar based on the Newark St. Collection's Starfire V. Featuring Guild's double-cutaway Starfire body shape, the VI has a AAA flamed maple top, back, and sides, a solid centerblock, dual LB-1 Little Bucker pickups, a three-piece maple/walnut/maple neck and a bound rosewood fingerboard inlaid with mother-of-pearl and abalone V-blocks, gold hardware, five-ply black and ivory purfling, deluxe f-hole and body binding, and a Guild Vibrato Tailpiece. ([guildguitars.com](http://guildguitars.com))

## 2. PRESTIGE PREMIER SPALT

Prestige Guitars' Premier Spalt boasts a combo of a solid carved AAA spalted maple top and a natural finish. Each Premier Spalt features a slab of solid, spalted maple for its 3/4-inch carved top, which is balanced with a solid Mahogany body. The neck is comprised of three pieces of solid mahogany, with the center piece reverse-grained for greater stability. This is topped off with an ebony fingerboard, featuring mother-of-pearl and abalone fret markers and modern jumbo, Nickel-Silver frets. ([prestigeguitars.com](http://prestigeguitars.com))

## 3. ERNIE BALL MUSIC MAN 'OLD SMOOTHIE'

Ernie Ball has unveiled its 40th anniversary edition of the StingRay electric bass, dubbed "Old Smoothie" after the nickname for the 1976 prototype. The bass features a rare five pole piece pickup design, resulting in a smooth, full tone. All the other attributes of the original Old Smoothie have been duplicated, including its body, headstock and pickguard shape, 34-inch scale maple neck and fingerboard, frets, active electronics, hardware and exclusive chocolate-burst finish. ([music-man.com](http://music-man.com))

# THE LINE



GUITAR MANUFACTURERS HAVE ROLLED OUT SPECIALTY MODELS IN RESPONSE TO THE DEMAND FOR HIGH-END INSTRUMENTS.



## 4. MARTIN

### D-222 ANNIVERSARY EDITION

Martin's D-222 commemorates the 100th anniversary of the first dreadnought guitars designed and crafted by C.F. Martin & Co. in 1916 (first marketed in Boston and New York exclusively under the Oliver Ditson brand). The D-222 is a 12-fret dreadnought crafted with a Sitka spruce top with Martin's Vintage Tone System, mahogany back and sides, grained ivoroid binding, slotted headstock and an ebony fingerboard and bridge. ([martinguitar.com](http://martinguitar.com))

# GEAR GUIDE

GUITARS, AMPS & ACCESSORIES

## **EHX** **720 STEREO LOOPER**

With 720 seconds (12 minutes) of stereo recording time on 10 independent loops and unlimited overdubbing, the compact EHX 720 Stereo Looper provides guitarists with an intuitive tool that's ideal for practice and live performance. Featuring undo-redo, reverse and half-speed effects all available at the touch of a button, the 720 Stereo Looper delivers easy-to-use controls and well-integrated functionality. MSRP: \$185.40.

{ehx.com}

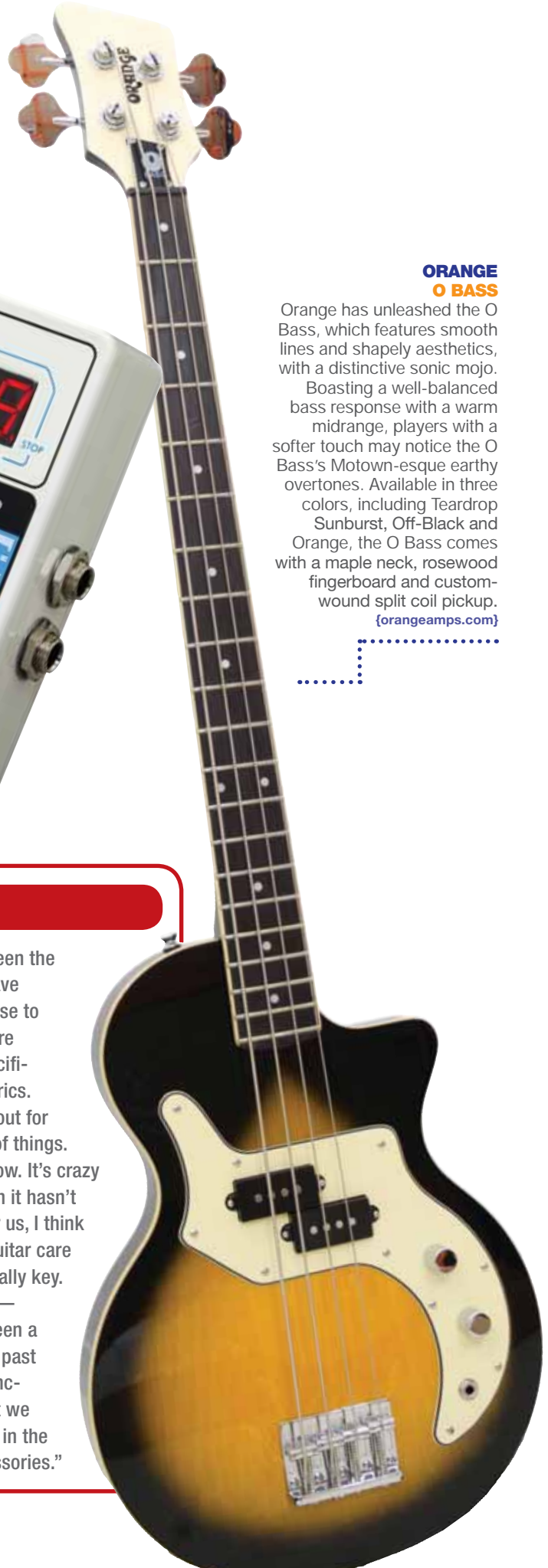


## **ORANGE** **O BASS**

Orange has unleashed the O Bass, which features smooth lines and shapely aesthetics, with a distinctive sonic mojo.

Boasting a well-balanced bass response with a warm midrange, players with a softer touch may notice the O Bass's Motown-esque earthy overtones. Available in three colors, including Teardrop Sunburst, Off-Black and Orange, the O Bass comes with a maple neck, rosewood fingerboard and custom-wound split coil pickup.

{orangeamps.com}



## WHAT'S SELLING?



### **BRIAN DOUGLAS**

Co-owner

Cream City Music  
Brookfield, Wisconsin

"I'd say that this year has really been the year of electric guitars, [which] have outsold the acoustics probably close to 3-to-1 through the holidays. They're really strong for us this year. [Specifically] I would say for Fender electrics. Martin Acoustics have really won out for us this year, on the acoustic side of things. Humidifiers are so in-style right now. It's crazy the amount that I sell. Even though it hasn't really been that dry of a winter for us, I think it's still ingrained in people that guitar care and humidification systems are really key. Also, just the typical small goods — cables and picks — have really been a big seller this year, especially this past holiday season. Maybe that's a function of the type of retail outlet that we have. Lots of gift-giving has come in the capacity of small goods and accessories."

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# GEAR GUIDE

## GUITARS, AMPS & ACCESSORIES

### BOULDER CREEK TRAVEL BASS

Designed for players who need a big bass sound in a small package, the Boulder Creek Travel Bass features Boulder Creek's "suspended bracing system," making it possible for the bass to produce fat sustain and rich tone. The Travel Bass's "dual port system" lets users hear more of what's being played while the increased soundboard area produces greater projection. MSRP: \$359. [bouldercreekguitars.com](http://bouldercreekguitars.com)

### LEVY'S MAYA

Levy's has introduced the MCMAY ("MAYA") guitar strap, which features a 2-inch wide 100-percent cotton strap with leather ends. The MCMAY strap is decorated with native Mayan symbols, available in natural, black or tan, and is adjustable up to a 65-inch length. [levysleathers.com](http://levysleathers.com)

### FENDER PARAMOUNT SERIES

Fender's U.S.-designed Paramount Deluxe series models employ design elements of classic 1960s models, including checkerboard binding and rosette, a unique pickguard shape, real bone nut, as well as abalone and mother-of-pearl "Concert Tone" fingerboard inlays. All Deluxe Paramount instruments are crafted from premium tone woods, including an East Indian rosewood back and sides and a grade "A" Sitka spruce top. [fender.com](http://fender.com)





**SUPRO  
AMP COVERS**

Supro Amp Covers protect your Supro amp from the knocks, bumps and drizzle of everyday life on the road.

These snug fitting, lined black leatherette covers feature a handle cut-out, classic white piping and the Supro logo. The VC10 cover fits the Tremo Verb 1 by 10-inch, the VC12 cover fits the Royal Reverb 2 by 10-inch, Coronado 2 by 10-inch, the Dual Tone 1 by 12-inch and Saturn Reverb 1 by 12-inch, while the VC15 covers both the Thunderbolt and Thunderbolt+ 1 by 15-inch Supro amps.

[fjhs.co/supro](http://fjhs.co/supro)



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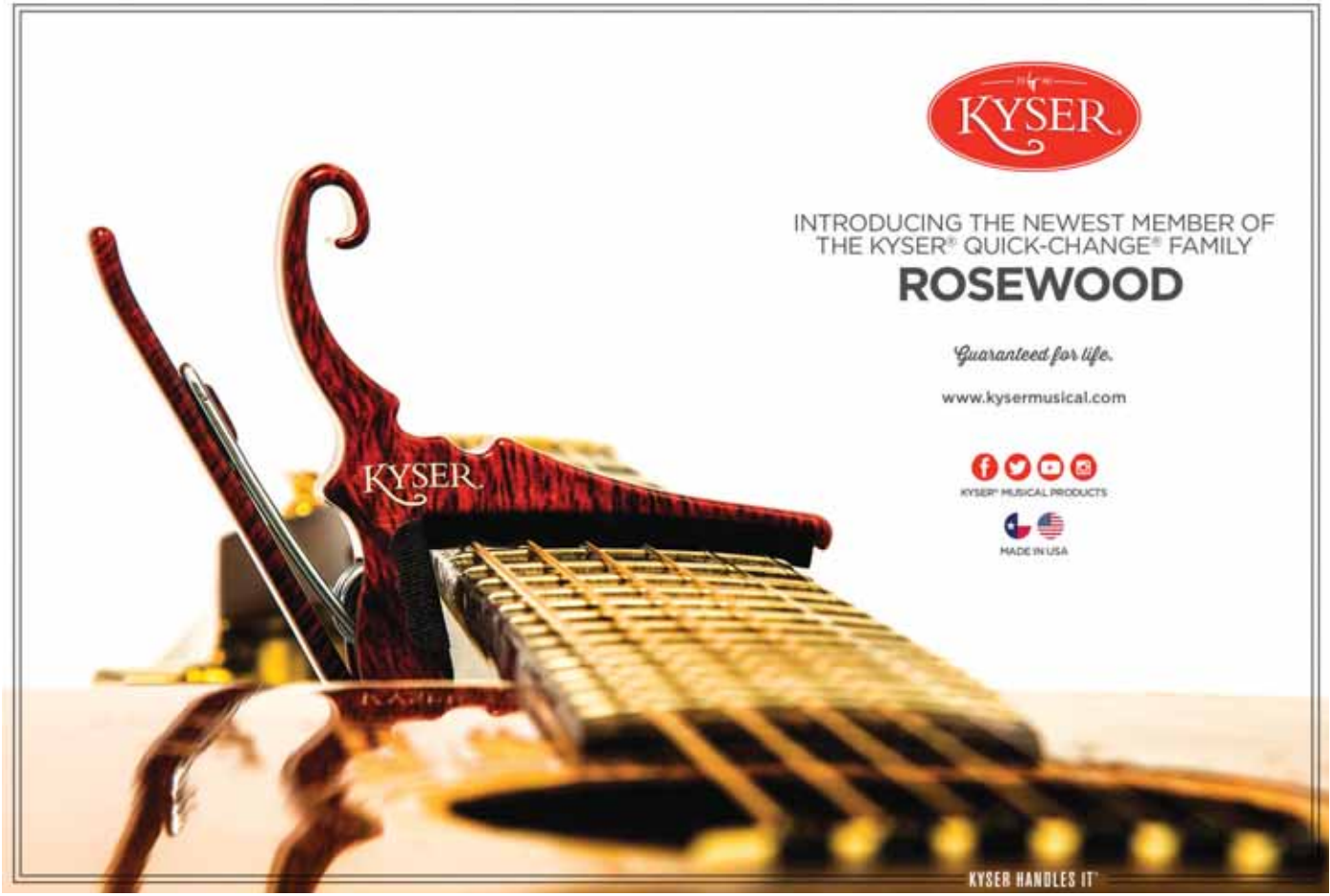
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# GEAR GUIDE >

GUITARS, AMPS & ACCESSORIES

## ENGL

### A101

ENGL has released its first acoustic amp, the A101. Built in cooperation with Schertler, ENGL's A101 is a 150-watt all-round acoustic amplifier, designed not only for acoustic guitars, but also for vocals and other acoustic instruments, as well as keyboards, making it an ideal amp for smaller gigs and rehearsals.

{[englamps.de](http://englamps.de)}



## YAMAHA REVSTAR

Yamaha's Revstar series of solid-body electric guitars are built to exude a vibe reminiscent of the café racer style of motorcycles that influenced 1960s Tokyo and London. The Revstar line boasts colors and finishes that complement the sleek body contours.

The Revstar line boasts colors and finishes that complement the sleek body contours. Yamaha engineers designed a proprietary Dry Switch to enhance the tone of six guitars in the series, offering the versatility of a coil split and helping to deliver a roaring tone.

{[usa.yamaha.com](http://usa.yamaha.com)}



## T-REX

### REPLICATOR

T-Rex has released its Replicator analog tape echo pedal, giving guitar players the inimitable qualities of analog tape echo paired with modern features. T-Rex's Replicator features a "Tap Tempo" foot-switch, letting users easily adjust delay time on the fly. Two playback heads mounted at different distances from the record head offer a wide range of delay time from 125–1200 milliseconds, plus a chorus control permits users to vary the tape speed in small amounts.

{[t-rex-effects.com](http://t-rex-effects.com)}



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# GEAR GUIDE

GUITARS, AMPS & ACCESSORIES

## CE DISTRIBUTION SUSPENDED CHIME

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



## MARSHALL CODE SERIES

Marshall Amplification has launched the CODE series of modeling amplifiers, consisting of three combos (25-, 50- and 100-watt), plus a 100-watt head with a 4 by 12-inch cabinet. CODE amps offer 100 user-editable presets with an array of preamp, power amp and cabinet models and 25 digital effects. Plus, CODE amps also include USB input and Marshall Gateway, which offers simultaneous audio streaming and control via Bluetooth tablets and phones. [\[marshallamps.com\]](http://marshallamps.com)



## WALRUS AUDIO VANGUARD DUAL PHASE

Walrus Audio's Vanguard Dual Phase operates as a series phaser system — two phasers working together to give lush textures. The user has three selectable modes to shape the series phaser, sending the signal through a single 10-stage phaser with the option to pass through a second phaser. The second phaser, found on the second row of rotary controls, offers three different phaser voicings at the flip of a toggle switch. MSRP: \$279. [\[walrusaudio.com\]](http://walrusaudio.com)





**KYSER**

**ROSEWOOD QUICK CHANGE**

Kyser's newest addition to the Quick Change line of capos features a dark rosewood design. The Rosewood Quick Change offers a unique, aesthetically pleasing look with durable and reliable function. Now, the U.S.-made Quick-Change capo is available in a natural polished rosewood-style finish. MSRP: \$24.95.

{kysermusical.com}

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# GEAR GUIDE

## GUITARS, AMPS & ACCESSORIES

### D'ADDARIO NICKEL BRONZE PREMIUM

D'Addario has expanded its acoustic string line with its uncoated Nickel Bronze series. Nickel Bronze strings feature a combination of nickel-plated phosphor bronze wrapped around a high carbon NY steel core, engineered to bring out the unique tonal characteristics of any guitar. The nickel-plated wrap wire provides clarity, resonance, and projection, as well as balance and harmonically rich overtones. MSRP: \$17.60.

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

### AIRTURN MANOS

AirTurn's MANOS Universal Tablet Holder can now hold the Apple iPad Pro. The MANOS can be mounted on any mic stand or extension using the industry standard 5/8-inch 27-thread. It easily rotates from portrait to landscape and can be tilted to any position. The MANOS is made in the United States from rugged plastics with stainless steel pivots and springs.

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

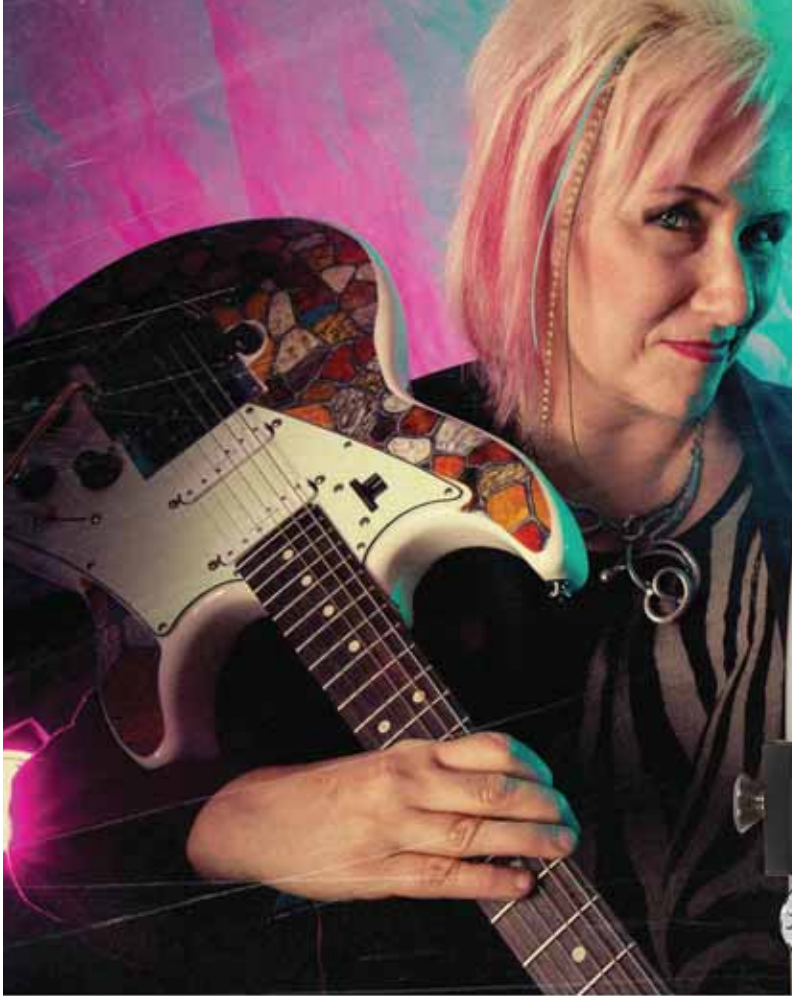


### REVEREND RICK VITO RT

Reverend's Rick Vito signature RT sports an Art Deco aesthetic with premium appointments, including an ebony fretboard, stair step tuner buttons and a pickup pan knob. The Rick Vito RT also features Reverend's own Revtron pickups and a Bigsby tremolo, and is available in Cream or metallic Alpine Green. Plus, the Rick Vito RT comes with Reverend's Standard Two-Tone Teardrop case.

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





## TriplePlay is the Wireless MIDI Guitar Controller From Fishman

*"TriplePlay is a mind-blowing thing. I have access to any sound a keyboard player has access to. Over 140 factory presets, and you can also control any MIDI synth or download VST sounds to your computer... It even controls sounds on iOS devices. The possibilities are endless."*

- **Jennifer Batten**, Performer, author, collaborator with Jeff Beck, Michael Jackson and more.

Hear Jennifer demo TriplePlay and the FC-1 Controller at the Fishman booth, Hall C #4340 at 11am, 2pm and 5pm daily.



### TriplePlay FC-1 Controller

Control your synths and other modules directly with the optional TriplePlay FC-1 Controller. Players can use their favorite MIDI synths and sound modules without the need for a computer at the gig.

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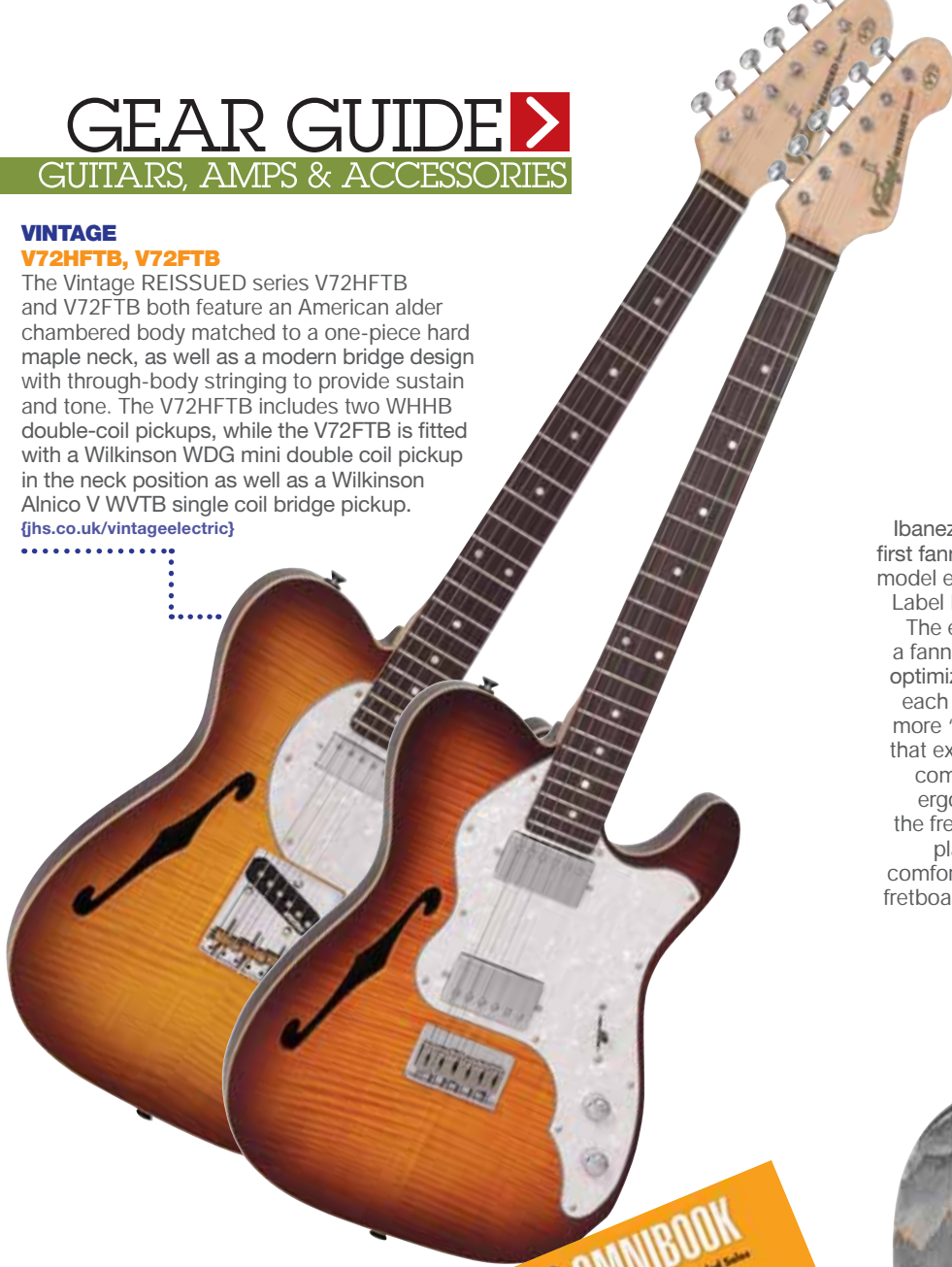
GUITARS, AMPS & ACCESSORIES

## VINTAGE

### V72HFTB, V72FTB

The Vintage REISSUED series V72HFTB and V72FTB both feature an American alder chambered body matched to a one-piece hard maple neck, as well as a modern bridge design with through-body stringing to provide sustain and tone. The V72HFTB includes two WHHB double-coil pickups, while the V72FTB is fitted with a Wilkinson WDG mini double coil pickup in the neck position as well as a Wilkinson Alnico V WVTB single coil bridge pickup.

{[jhs.co.uk/vintageelectric](http://jhs.co.uk/vintageelectric)}



## IBANEZ

### RGIF7, RGIF8

Ibanez has introduced its first fanned fret production model electrics — the Iron Label RGIF7 and RGIF8.

The elongated scale of a fanned fret instrument optimizes the tension of each string to create a more “alive/open” tone that expands harmonic complexity while the ergonomic layout of the fretboard provides players with more comfort and improved fretboard accessibility.

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

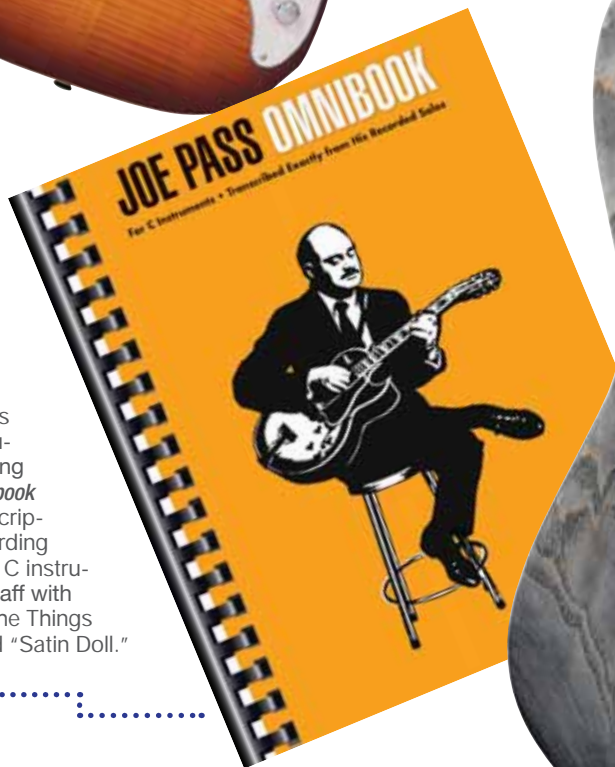


## HAL LEONARD

### JOE PASS OMNIBOOK

Hal Leonard has released *The Joe Pass Omnibook*. Known for his classic technique and jazz virtuosity, Pass is considered the king of jazz guitar. *The Joe Pass Omnibook* features 33 note-for-note transcriptions of solos from Pass's recording career, in standard notation for C instruments, as well as a separate staff with guitar tab. Titles include: “All The Things You Are,” “Django,” “Oleo” and “Satin Doll.”

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





### RECORDING KING EZ TONE SERIES

Recording King's EZ Tone series uses an ultra-thin poly finish, letting the guitars resonate freely to deliver acoustic tone that's not choked by a thick finish. The EZ series also features finely-tuned action to allow easy playability and to reduce finger fatigue. EZ Tone guitars are built with solid spruce tops, mahogany back and sides, and a thin profile mahogany neck. [recordingking.com](http://recordingking.com)



### DUNLOP JP95

Dunlop's JP95 John Petrucci Signature Cry Baby Wah is the result of the Petrucci's years-long quest for the perfect wah tone. Petrucci worked with the Cry Baby design team to fine-tune his ideal wah sound in a single pedal. The JP95 features all the controls he used to find his Cry Baby voice: Volume to add gain, Q to shape the width of the effect, and a 6-band EQ. [jimdunlop.com](http://jimdunlop.com)



### SKB GUITAR, BASS CASES

Previously manufactured exclusively for Fender, the popular Strat/Tele guitar and Precision/Jazz bass cases are available now from SKB. The 1SKB-66PRO Rectangular Electric Guitar case accommodates Stratocaster and Telecaster shaped models while the 1SKB-44PRO Electric Bass case will fit Precision and Jazz style basses. Both case models are vacuum formed of durable lightweight ABS plastic. [skbcases.com](http://skbcases.com)



# GEAR GUIDE

## GUITARS, AMPS & ACCESSORIES

### D&A GUITAR GEAR

#### HYDRA

D&A Guitar Gear's Hydra features a six-legged stance, which offers resistance to tilt, keeping guitars free from the threat of falling over. The Hydra incorporates D&A's headlock technology with three triple-locking heads. The Hydra ships in a trapezoidal carton shape along with a dense foam inner core to ensure that the Hydra will travel safely and securely, free from carrier damage.

{dnaguitargear.com}



### PAUL REED SMITH

#### CE24 BOLT-ON

Paul Reed Smith has brought bolt-on necks back to the PRS lineup with the PRS CE 24, which features PRS's traditional body combination of the mahogany back and maple top, with a bolt-on maple neck and rosewood fretboard. The neck sports a pattern thin carve and satin nitro finish for a natural feel. To maximize tone and clarity, the CE 24 also features PRS 85/15 pickups.

{prsguitars.com}



### GOLD TONE

#### F-6, F-12

Gold Tone has introduced the F-6 and F-12 Manditar, designed for guitar players seeking mandolin-style tone. The new F series offers an increased scale length of 15 inches, making open chords more comfortable and to allow easier play of barre chords. Styled with the traditional F-style tobacco sunburst finish, the Manditar's tone recreates the higher register of an F-Style mandolin.

{goldtone.com}





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# GEAR GUIDE

GUITARS, AMPS & ACCESSORIES



## ESP E-II STREAM G

The Stream G and Stream GT Classic are ESP's newest addition to the E-II series of guitars and basses, made at ESP's exclusive Tokyo factory (and replacing the former "ESP Standard" series as of 2014). The Stream guitar takes advantage of the curves and contours of the ESP Stream Bass design and makes them available to guitar players. [espguitars.com](http://espguitars.com)

## KALA BARITONE TRAVEL

Kala's Baritone Travel Ukulele is the latest addition to Kala's Thinline Ukulele series. The Kala Baritone Travel Uke features a solid spruce top, mahogany back and sides, a mahogany neck with rosewood fingerboard and bridge, die-cast chrome tuners with black buttons, silver nickel frets, satin finish, truss rod, and a Grap Tech NuBone XB Nut and saddle. [kalabrand.com](http://kalabrand.com)

## EDEN EUKÉ

Eden's Euke is a 20-watt 1 by 8-inch combo amplifier designed specifically for ukulele. The Euke features a two-tone crimson and cream vinyl covering, XLR and 1/4-inch input jacks, controls for tone, volume and EQ sweep, a headphone output jack, as well as an MP3/line-in jack. [edenamps.com](http://edenamps.com)



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# CAN YOU



## 1. YAMAHA HPH-MT7

Yamaha has added the HPH-MT7 to the MT Series of professional studio monitor headphones. The concept is to deliver exceptional precision and fidelity that will provide audio engineers in professional monitoring environments with an ideal platform to build their own signature sound. Drawing from the same philosophy of sonic purity that inspired the development of the industry standard NS-10M studio monitor speakers, MT7 headphones are designed to deliver flat, high-resolution sound with precise stereo imaging and faithful source signal reproduction. They also provide a high level of isolation and comfort, which is ideal for extended listening sessions where fatigue is a primary consideration. MSRP: \$299. ([usa.yamaha.com](http://usa.yamaha.com))



## 2. AUDIO-TECHNICA ATH-M50XMG

Audio-Technica has unveiled the ATH-M50xMG professional monitor headphones, a limited-edition matte gray version of its ATH-M50x and part of A-T's M-Series line of headphones. The included cables and storage pouch are gray to match the headphones. From the 45-mm large-aperture drivers to its sound-isolating earcups and robust construction, the ATH-M50x provides an unmatched experience for the most critical audio applications, including recording, live sound, broadcast, DJ and personal listening. The headphones provide very high SPL capability, and natural, accurate sound with impactful bass and high-frequency extension. ([audio-technica.com](http://audio-technica.com))

## 3. ULTIMATE EARS PRO REFERENCE REMASTERED

Ultimate Ears Pro has announced its latest custom in-ear monitor, the UE Pro Reference Remastered, an in-ear monitor tuned for high-resolution audio. This marks Ultimate Ears Pro's second collaboration with Capitol Studios, the legendary recording facility in Hollywood's landmark Capitol Tower. As a part of its commitment to fidelity, Capitol Studios is at the vanguard of high-resolution audio recordings. Ultimate Ears Pro and Capitol Studios engineers once again worked together to create the UE Pro Reference Remastered, which features an internal mechanical structure that makes sure frequencies are faithfully presented. ([pro.ultimateears.com](http://pro.ultimateears.com))

# HEAR ME NOW?



HIGH-END HEADPHONES AND MONITORS ARE A HOT SELLER RIGHT NOW. CHECK OUT THESE NEW ADDITIONS, AND MAKE SURE YOUR NOT MISSING OUT.



## 4. AKG K182

AKG by Harman's K182 professional monitor headphones build on more than 65 years of history in professional recording and expand its studio headphone lineup. The closed-back, folding design of the K182 headphones provide unmatched sonic clarity, comfort and convenient portability for professional musicians, producers and engineers working in a range of production environments. The K182's large high-sensitivity 50mm transducers deliver an extended frequency range of 10 Hz-28 kHz and ample output when used with portable music players and mobile devices.

[akg.com/pro](http://akg.com/pro)

# GEAR GUIDE >

## AUDIO & RECORDING

### MOJAVE AUDIO

#### MA-50 LARGE

Mojave Audio's new MA-50 Large-Diaphragm Transformerless Condenser Microphone is ideal for professionals and aspiring professionals alike. Utilizing the identical capsule as found in the company's MA-200 and MA-201fet models, the MA-50 handles the fastest transients with ease — all the way up to 140dB. The microphone's superior transient response and its ability to handle high SPLs make the MA-50 an extremely versatile model: one that is well-suited to capturing vocal performances, voiceovers, acoustic instruments, Foley/ADR, as well as percussion instruments and use as drum overheads. MSRP: \$495.

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

### ROYER

#### R-122 MKII

Royer Labs has launched the R-122 MKII Phantom-Powered Ribbon Microphone. The R-122 MKII is essentially an R-122 with two additional features: a switchable -15 dB pad and a switchable bass cut filter. The switchable -15 dB pad allows for high SPL recordings with no microphone distortion or preamplifier overload, which is particularly useful for close-miking electric guitars. The pad is positioned before any of the microphone's electronics, greatly reducing any potential for headroom-related distortion. With the pad engaged, the R-122 MKII actually has 2 dB lower output than the company's flagship R-121 microphone. MSRP: \$1,995.

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

### ASTON ORIGIN

The Aston Origin is the first of two microphone products that the new UK-based microphone company, Aston, will be releasing. The microphone features a 1-inch gold evaporated capsule, solid state PCB with WIMA capacitors, and Aston's signature Wave-form mesh head which acts as a shock absorber as well as giving the mics a unique style. The company will also soon release its Spirit model. MSRP: Origin, \$349.

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





### CAD AUDIO

#### A77

As a key part of this year's 85th anniversary celebration, CAD Audio has reissued the classic A77 vocal microphone originally introduced by Astatic in 1959. The A77 is a large diaphragm, side address dynamic microphone that has been updated with a PowerGap high gauss magnet and a TrueFlex diaphragm. In addition to its stylish "retro" cosmetic appearance, the A77 delivers a high-powered, articulate sound that cuts through the mix in any live situation.

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



### ANTELOPE AUDIO

#### ORION32+

Antelope Audio has announced that its new interfaces, Orion32+ and Orion Studio, are both fully compatible with Apple Thunderbolt technology. The Orion32+ follows the success of its predecessor, Orion32, which was launched three years ago. The Orion32+ is now Antelope's flagship interface, and features Thunderbolt compatibility, improved dynamic range, zero latency monitoring and Antelope's signature uncompromising audio quality. The Orion32+ does what has never been possible before in a 1U rack space by delivering 32 channels of I/O, unmatched connectivity options, zero latency monitoring and 32-simultaneous channels of 24-bit, 192 kHz audio performance. {[antelopeaudio.com](http://antelopeaudio.com)}



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Turn to page 82 to learn how.

# GEAR GUIDE

## AUDIO & RECORDING

### STUDIOMASTER DRIVE SERIES MODELS

Studiomaster has added new models to its DRIVE series of two-way, active, portable injection-molded P.A. cabinets. The new models include the bDRIVE 10A and bDRIVE 10AU, as well as the DRIVE 12 AU and D 15 AU. All AU suffixed models include an integrated digital media player, featuring Bluetooth wireless and USB media/SD card stereo playback, as well as USB/SD card stereo recording. [\[studiomaster.com\]](http://studiomaster.com)

### GENELEC SAM SERIES

Genelec is now offering 16 models in its Smart Active Monitoring (SAM) range of products. From the Compact SAM 8320 – 8330 – 7350 Series, to the new flagship 1236 SAM system and accompanying individually calibrated RAM-XL Remote Amplifier Module, Genelec now offers the most comprehensive range of professional automatic calibration monitors and subwoofers available, with models to fit the needs of any studio. The acoustical performance of SAMs can be optimized with automatic calibration for a given listening environment and for different working styles or client demands, in stereo or multichannel configurations. [\[genelec.com\]](http://genelec.com)







### PRESONUS STUDIO 192 MOBILE USB

The new PreSonus Studio 192 Mobile USB 3.0 22 x 26 audio interface and studio command center records at up to 192 kHz and combines two digitally controlled XMAX Class A, solid-state mic preamps and premium Burr-Brown converters with 118 dB of dynamic range. Easily expanded with PreSonus' new DigiMax DP88 professional 8-channel A/D/A converter with remote-controllable preamps, the Studio 192 Mobile provides a completely integrated, portable, hardware and software solution for recording in personal and professional studios and on the go. In addition to advanced monitor mixing, users get StudioLive Fat Channel signal processing on every analog input and the first eight ADAT channels. The result is a comprehensive solution for advanced studio recording and monitoring.

{presonus.com}



### DPA MICROPHONES 4099 INSTRUMENT MICROPHONES

DPA Microphones has expanded its line of d:vote 4099 instrument microphones with the addition of three mount options — a Clamp Mount with an especially strong grip that allows it to anchor to every instrument possible, a Microphone Stand Mount and an Accordion Clip. The d:vote line lets one microphone be utilized across various classifications of instruments, with a simple switch of the mount.

{dpamicrophones.com}



## Superlux

www.superlux.com.tw  
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# GEAR GUIDE

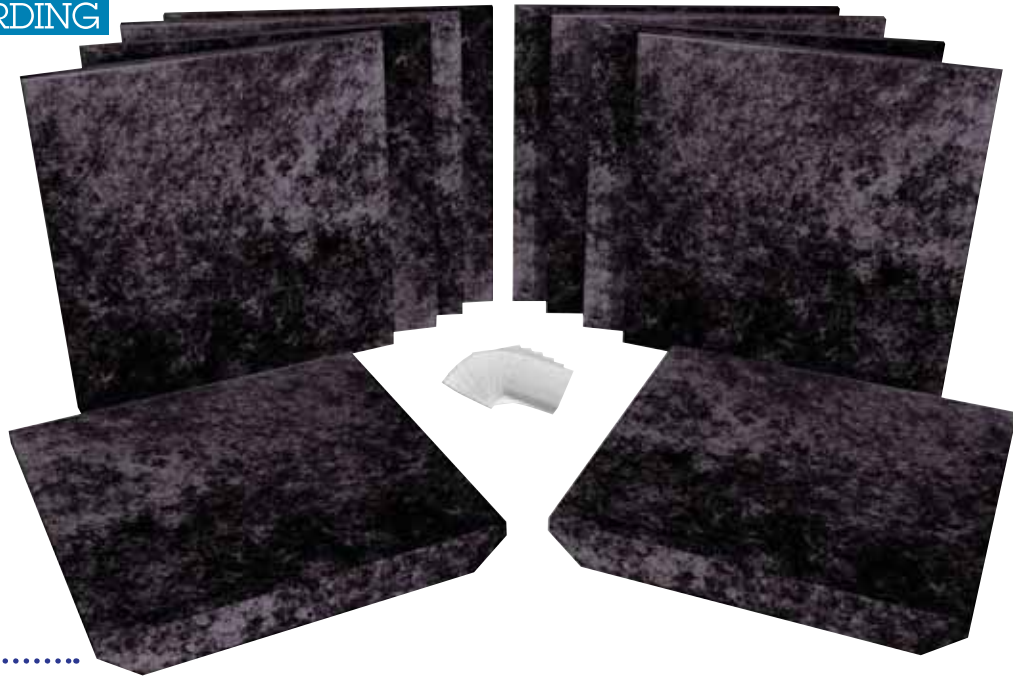
## AUDIO & RECORDING

### AURALEX ACOUSTICS

#### SONOKITS

Modeled after Auralex's Studiofoam Roominator Kits, SonoLite SonoKits are convenient and modular configurations of Auralex's SonoLite Panels and SonoLite Bass Traps. They offer the same performance as the Studiofoam, with a stylish velour fabric covering. SonoLite SonoKits are cost-effective, and an excellent choice for residential applications, such as home studios and home theaters. The SonoLite SonoKit-1 includes eight SonoLite panels, two SonoLite Bass Traps and 40 EZ-Stick Pro tabs, and is suggested for rooms 228 square feet and smaller. The SonoLite SonoKit-2 includes 12 SonoLite panels, four SonoLite Bass Traps and 64 EZ-Stick Pro tabs, and is suggested for rooms 228 square feet and larger.

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



### BAE AUDIO

#### VGDI

BAE Audio's new VGDI passive direct injection box is the first of the company's signature series. The VGDI features Jensen transformers and high noise rejection in a durable steel housing. It is hand assembled in California using premium authentic analog components.

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



### FOCUSRITE

#### REDNET A16R

Focusrite's new RedNet A16R 16-Channel Analog is the latest addition to the company's Dante-based audio-over-IP interfaces. The A16R is presented in a rugged, 1U all-metal enclosure matching other products in the series. It features 16 channels of network-connected 24-bit, 192kHz A/D-D/A conversion, and offers high-quality, line-level analog audio in and out with full network and power supply redundancy. RedNet A16R carries on the legacy and sound quality of its predecessor, the RedNet 2 16-channel I/O unit. Analog inputs and outputs are accessed via four rear-panel DB25 connectors wired to AES59 specification, while two XLR connectors provide additional AES 3/AES 11 (digital audio/DARS) I/O connectivity.

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





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# GEAR GUIDE

## AUDIO & RECORDING

### MXL HERITAGE EDITION

MXL's new Heritage Edition series microphones honor the classic history of studio microphones through the release of alternate versions of MXL's most popular mics: Genesis, Genesis FET, 990, V67g, R144 and V69m (MOGAMI Edition). Now styled in a polished silver finish with gold accents, each of the six Heritage Edition mics come packed in a flight case with an extended accessories kit specifically tailored to each mic. [\[mxlmics.com\]](http://mxlmics.com)



### RADIAL ENGINEERING JX42

Radial Engineering has rolled out the JX42 compact switcher. The JX42 is used to matrix four guitars and two amps in the studio or on a live stage. Made from 14 gauge steel, this compact switcher begins with Radial's trademark bookend design creating a protective zone around the switches and knobs to safeguard against the harsh environment of professional touring. The four input channels feature radio-style on-off switches that immediately turn the previous channel off when the new channel is selected. These are complimented with easy-to-see LEDs for visual feedback on dark stages. MAP: \$349.99. [\[radialeng.com\]](http://radialeng.com)



### HOSA TECH DMX-000 SERIES 4

Hosa Technology has introduced the DMX-000 Series 4-conductor DMX Cables. The superior construction and use of all five XLR pins makes this line the optimal cable choice for any DMX512 network. Hosa DMX-000 Series DMX Cables feature 24 AWG Oxygen-Free Copper (OFC) conductors and a nominal impedance of 120 ohms in adherence with the DMX512 specifications to deliver accurate control data. The DMX-000 Series consists of four conductors instead of only two as required by the DMX standard. MSRP: Ranges from \$28.35-\$135.10. [\[hosatech.com\]](http://hosatech.com)





**HK AUDIO**  
**LUCAS NANO 608I**

HK Audio's Lucas Nano family of portable cross-over PAs has expanded to include the Lucas Nano 608i, the first high-end, all-in-one system with an iPad-enabled wireless mixer and Bluetooth streaming built in. The eight-channel digital mixer integrated into Lucas Nano 608i's subwoofer can be controlled in two ways: either directly on the 608i itself using conventional knobs, or wirelessly via a free dedicated iPad app, which opens up a vast new world of professional wireless mixing options. Signals are easily shaped with professional-grade features, such as fully parametric 'drawable' EQs, compressors and high-quality reverb programs. All adjustments can be made in the more sophisticated 'Expert Mode' or in the intuitive 'Easy Mode,' and then stored at will.

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



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

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# GEAR GUIDE >

## AUDIO & RECORDING

### RCF TTL6-A

RCF has added the three-way TTL6-A line source to its Touring & Theatre range. The high power, three-way, active line source, is engineered to deliver high-fidelity output, both indoors and outdoors, and serves a wide variety of medium-to-large-space applications. The loudspeaker has been engineered to provide all the advantages of line array technology, such as high direct sound, increased range and a uniform level distribution, with additional ease of use. It's the ideal sound setup if the system is preferred stacked and a wider dispersion with high dynamic range is required.

{rcf.it}



### MACKIE REACH PROFESSIONAL P.A. SYSTEM

Mackie's Reach Professional P.A. System is an all-in-one professional P.A. system that delivers ultra-wide coverage, unmatched sound quality, and built-in personal monitoring. Featuring Bluetooth music streaming, a full-featured six-channel digital mixer, and a powerful control app for iOS and Android, Reach delivers a wide range of applications. With Reach, users can deliver their best performance ever thanks to technology like the ARC array, which provides clear, high-fidelity sound to everyone in the audience. MSRP: \$1,249.99. {mackie.com}

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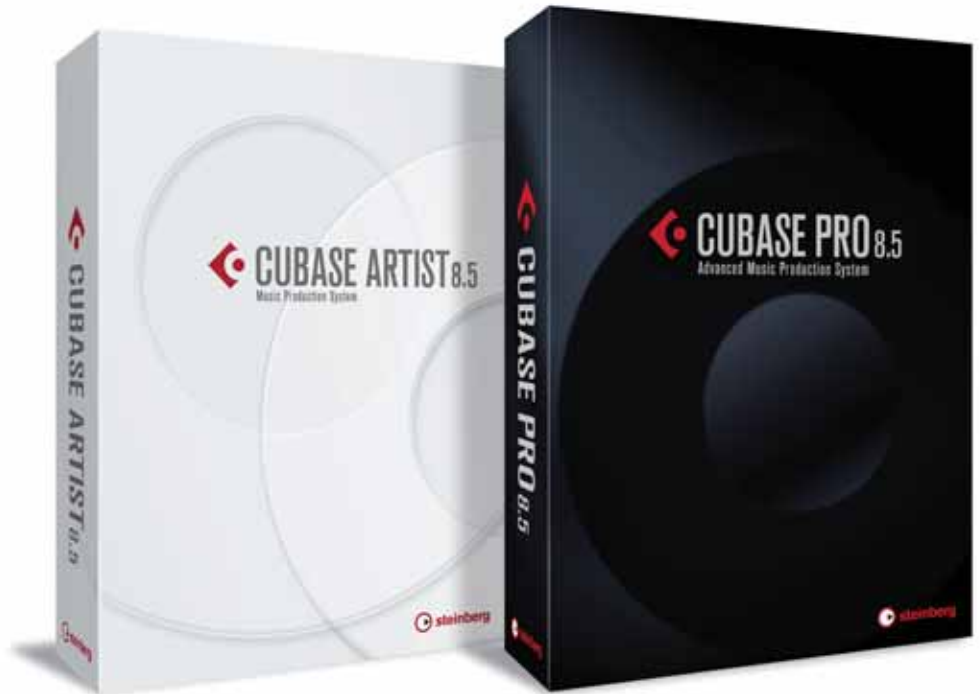
# GEAR GUIDE >

## AUDIO & RECORDING

### STEINBERG

#### CUBASE PRO PRO 8.5; CUBASE ARTIST 8.5

Cubase Pro 8.5 and Cubase Artist 8.5 are now available. With these new versions producers and musicians receive new tools plus many improvements tucked away in Cubase's wide feature set. Cubase Pro 8.5 is a state-of-the-art music production system that features an award-winning 32-bit floating-point Steinberg audio engine with up to 192 kHz, 5.1 surround, flexible routing and full automatic delay compensation as well as unlimited audio, instrument and MIDI tracks. It also includes MixConsole for the ultimate mixing experience, presenting flexibility and integrated EQ/Dynamics channel strip modules for an epic, pro console sound. Key features of Cubase Artist 8.5 include a 32-bit floating-point Steinberg audio engine with up to 192 kHz, flexible routing and full automatic delay compensation, eight outstanding instruments with over 3,000 sounds, including HALion Sonic SE 2 workstation. {[steinberg.net](http://steinberg.net)}



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### OUTPUT EXHALE

Output has released EXHALE, a modern vocal engine. EXHALE is a playable engine built for composers, producers and artists seeking a cutting-edge sound. The engine features three distinct modes: notes for chromatic playing, loops for looping vocal elements, and slices for sliced vocal phrases. Users can quickly find and customize their sound on the main page using four Macro sliders, or dive deep into modulation, mixing and effects on the engines page. {[output.com](http://output.com)}





**DBX**  
**500 SERIES ADDITIONS**

Seven new additions have been added to dbx by HARMAN's 500 Series line of signal processing modules. Ideal for studio, live sound and mobile recording applications, the 500 Series modules and PowerRack 500 Series chassis are compact, portable and highly modular. The new dbx 540 is a single-slot 500 Series tube microphone preamp that boasts pristine audio output, superior-quality high-end design at a value price. It features a Class A tube preamplifier and switchable phantom power. The new dbx 565 is the ideal 500 Series dual-channel optical compressor for the discriminating user and features a dual-channel multi-frequency-band optical compressor. Additionally, the new 555 5-band parametric EQ, the 570 High-Z input and the 590 Phase manipulator will join the current dbx 500 series line offering a full range of processing tools for recording and live sound.

{dbxpro.com}



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# GEAR GUIDE

## AUDIO & RECORDING

### ROLAND

#### BLACK SERIES, GOLD SERIES

Roland's all-new line of music accessories includes two different lines of professional cables available for both instrument, microphone and MIDI applications. Ideal for working musicians, the Black Series cables are hand-assembled with top-quality connectors, and then individually bench-tested to ensure superior operation. Designed for studio and audiophile applications, Gold Series cables are outfitted with 24k gold-plated contacts and Roland's premium-grade audio cable. All Roland cables are guaranteed for life, and feature ultra-low capacitance to deliver the truest dynamic response available.

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



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# CABLES

# KEEP PURE SOUND



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**NEUTRIK**

# STICK



## 1. PROMARK ACORN TIP MODELS

Promark by D'Addario has announced a reinvention of its drumstick line that will feature a newly designed acorn tip added to a number of models. The new acorn tip models will be available in both Forward Balance and Rebound Balance, Promark's exclusive system for optimizing a player's performance style through strategically placed weight balance. Forward Balance optimizes power and speed, while Rebound Balance optimizes finesse and agility. Promark's new tips reimagine the traditional acorn design, widening the "sweet spot" with engineering specifically tailored to increase responsiveness and adaptability. ([promark.com](http://promark.com))

## 2. LOS CABOS RED HICKORY ADDITIONS

Los Cabos Drumsticks has added to its Red Hickory line of drumsticks. The 55AB stick is a hybrid – it's more than a 5A, but less than a 5B, and a solid alternative when a 5B is just a little more stick than needed. ([loscabosdrumsticks.com](http://loscabosdrumsticks.com))

## 3. VIC FIRTH JOHN MAPES

Vic Firth's John Mapes sticks are made of hickory with a design that focuses on feel. The balance of the shaft diameter and length, coupled with a fast taper that levels off before the tip, offers the player comfort and sound quality. The tip diameter and shape increases the articulation quality, which allows for a lower pitched tuning scheme and improved drum sound. ([vicfirth.com](http://vicfirth.com))

# 'EM UP



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4.



3.



2.



## 4. INNOVATIVE PERCUSSION

### CL-BD13

The CL-BD13 Bulls-Eyes from Innovative Percussion is uniquely built with aluminum handles and latex tips on the striking area. The Bulls-Eyes provide a full and warm sound. This is an exploration in weight distribution as well as design so as to address developing creativity for bass drum parts now and in the future.

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

# GEAR GUIDE

## DRUMS & PERCUSSION

### ROLAND EC-10

Roland's EC-10 EL Cajon is a versatile hybrid percussion instrument. Combining an authentic acoustic cajon with Roland's electronic percussion technology, the EC-10 helps cajon players easily enhance their music with layered electronic sounds. Completely self-contained with battery power and onboard amplification, the EC-10 puts the dynamic world of hybrid percussion in the hands of every cajon player. The EC-10 is a real acoustic cajon and sounds great even with its onboard electronics turned off. [rolandus.com](http://rolandus.com)



### IMS ON-STAGE FAN

IMS Technologies has joined forces with BLOWiT Fans to bring on-stage fans to players. The BLOWiT fans are low-profile and can clamp onto drum hardware or microphone stands. One model includes a built-in drumstick holder and is currently on tour with well-known drummers across the country. [imstechnologies.net](http://imstechnologies.net); [blowitfans.com](http://blowitfans.com)



## WHAT'S SELLING?



### RANDY PRATT

Senior Buyer, Drums & Percussion

Sweetwater Sound  
Fort Wayne, Indiana

"For electronic drums, the Roland TD25KV was a huge seller in 2015. As for acoustic drums, DW Performance and Pearl Export are both standouts. In 2016, I think the new Ludwig Classic Maple finishes are going to be very strong, as is the brand overall. Pearl also has an amazing lineup planned for 2016. Also, I expect to see a bigger push toward 'electronic hybrid drum sets' as the technology has begun to catch up with the market trend."

### PROTECTION RACKET

#### A6021 DELUXE RIGID CYMBAL VAULT

Protection Racket's new A6021 Deluxe Rigid Cymbal Vault takes storage and transportation of cymbals to another level. Protection Racket's no compromise Triple AAA - Access All Areas - All Accidents Averted - drum case technology comes with a polycarbonate frame, making it tough, impact-resistant and lightweight. This A6021 Cymbal Vault bag comes complete with indestructible zips, waterproof luggage tabs, a central handle, Progrid handles front and back for easy lifting, and a padded shoulder strap. [protectionracket.com](http://protectionracket.com)





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# GEAR GUIDE

## DRUMS & PERCUSSION

### SONOR LIMITED EDITION 'ONE OF A KIND' SNARES

SONOR has launched Limited Edition One of a Kind snare drums. Each series features a limited run of uniquely designed snare drums with natural grown veneers and new shell designs. For each edition, a specific tree has been selected with the goal in mind to only use the most figured parts of the grain, and set them to produce vertical grain patterns. [us.sonor.com](http://us.sonor.com)



### YAMAHA CSS-1450A, CSS-1465A

Yamaha's new CSS-1450A and CSS-1465A Concert Snare Drum models feature upgraded hardware and a significant upgrade from the original CSS series — most notably in their highly durable 1.2-mm chrome-plated steel shells. Other improvements include a three-piece zinc/steel tubular lug tuning system to optimize the shell vibration and a Q-Type strainer which enables the snares to be tightened and released quickly and easily. [usa.yamaha.com](http://usa.yamaha.com)

### LUDWIG ULTIMATE SERIES

Ludwig has released the new Ultimate series of marching drums. The completely redesigned drums are tailored to the needs of today's marching ensemble. Utilizing the company's R.F.S.T. shell making process, the U.S.-made drums are able to produce the ideal sound — no matter the style. The drums feature 100-percent maple shells, 1.5-inch maple reinforcement rings on the snare and tenor, and sonically located air vents. [ludwig-drums.com](http://ludwig-drums.com)







**URBAN PERCUSSION  
TAMBOURINES,  
COWBELLS & SHAKERS**

Created to meet the needs of contemporary musicians on the stage and street as well as in the studio and sanctuary, Urban Percussion has released its first series of tambourines, cowbells and shakers. The new hand-percussion instruments feature premium-quality designs, components, and workmanship. Instruments include 6- and 8-inch cowbells with gloss black finish and angled mounting clamp; 8-, 10- and 12-inch tambourines with black finish wood frame and goat skin head; and 7.5- and 9-inch metal shakers with black finish. MSRP: Range from \$29.99-\$39.99. [urban-percussion.com](http://urban-percussion.com)



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# GEAR GUIDE

## DRUMS & PERCUSSION

### PEARL DECADE MAPLE DRUMS

Pearl has introduced its Decade Maple drums: the first all-maple drum set to carry a lifetime warranty for under \$1,000. The final product of 10 years of process and material refinement, Decade's cross-laminated six-ply all-maple shell incorporates Pearl's proprietary Superior Shell Technology. The resulting 5-mm shell projects with authority, reacting quickly to the stroke with beautifully resonant highs and thundering lows. The Decade Difference means five cultured lacquer finishes, low-mass/low-contact shell hardware, optimum shell performance and rock-solid durability. [pearldrums.com](http://pearldrums.com)

.....



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- Vans Warped Tour

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**Percussion  
Marketing  
Council**

# GEAR GUIDE >

## PIANOS & KEYBOARDS

### YAMAHA PSR-A3000

Yamaha has released the PSR-A3000 Arranger Workstation, which brings expanded FlashROM and powerful audio-centric features to the specialized “world” keyboard category. Based on the company’s PSR-S series keyboards, the new PSR-A3000 is packed with a sonic palette featuring Arabic, Maghreb, Khaligi, Iranian, Turkish and Greek Styles. Super Articulation Voices reproduce the natural expressive nuances of non-keyboard instruments, helping keyboard players achieve realistic expression recreating the sounds of many cultures in a wide range of genres. Now with 512 MB of on-board FlashROM, the PSR-A3000 allows for the addition of even more customized expansion voices and styles from the company’s Voice & Style Expansion pack library. MSRP: \$1,999. [yamaha.com](http://yamaha.com)



### ALFRED ‘EASY PIANO SONGS: ROCK AND POP’

Alfred’s new Easy Hits series includes the *Easy Piano Songs: Rock and Pop*. For beginning musicians, this series is a fast-track to developing a repertoire of well-known and fun-to-play songs. More experienced players will find an excellent resource of favorite songs for general reference. MSRP: \$19.99. [alfred.com](http://alfred.com)





**BÖSENDORFER  
280VC VIENNA CONCERT**

Bösendorfer's new 280VC Vienna Concert grand piano is built for the 21st century performer. This instrument represents a culmination of the company's rich experience and tradition of piano making, combined with the most sophisticated scientific technologies and computer-aided design methods. The 280VC features a wide spectrum of tonal colors, dynamic range and expressiveness ideally suited for modern concert halls and performance venues, as well as for any genre of music. New to the model's build is optimized placement of the string section and bridges at the soundboard for even string load.

{boesendorfer.com}



**ROLAND  
FP-30 DIGITAL PIANO**

Roland has launched the FP-30 Digital Piano, a compact and affordable instrument. Combining premium sound and feel with Bluetooth wireless connectivity for mobile devices and other innovative features, the FP-30 is perfect for small spaces and very easy to transport in and out of the home, classroom or studio. Ideal for piano students, urban dwellers and young families, the instrument is a great choice for performing musicians and music educators as well. Roland's SuperNATURAL Piano technology delivers an authentic piano sound that provides a solid foundation for learning and the detailed articulation and response satisfies the most advanced players.

{rolandus.com}

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## GEAR GUIDE >

PLANOS & KEYBOARDS



### KORG MINILOGUE

Korg's new minilogue is a fully programmable four-voice polyphonic analog synthesizer complete with a 16-step polyphonic note and motion sequencer, arpeggiator and delay. The minilogue features rugged rubber-coated PCB-mounted knobs and easy-to-understand signal flow. A new Voice Mode lets users choose how the four available voices are configured — from Polyphonic to Duophonic to Unison and beyond. In addition to offering up information on presets and editable parameters, the OLED display also features a real-time oscilloscope, providing functional and eye-catching visual feedback on the sound being played. [korgusa.com](http://korgusa.com)

## There's Something in the Air

### The Mi-Si Air

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## > WHAT'S SELLING?



**CATHY MCREYNOLDS**

Owner

Lacefield Music  
St. Louis

"Lowrey Organs have been a real bright spot, and I see that continuing. Incredible product! Great program in place to sell that product. For the first time since we have opened, we are doing a good acoustic piano business. We have always been digitally oriented, but our Kawai grands are competitively priced on the lower end and a really good product. The new GL series rocks! We love all of our Kawai digitals, but the CP1 concert digital grand and the CA/CS series have been very strong."

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- High Efficiency Class-D Amplifiers
- Integrated Mixer
- Multiband Limiting for Extremely Transparent Listening Experience
- Made in Canada

# GEAR GUIDE >

## BAND & ORCHESTRA

### JUPITER

#### JBS1100

Jupiter has debuted the performance level JBS1100 baritone saxophone. The JBS1100 boasts an abundance of professional features, including metal tone-boosting resonators and a patented Sonapure neck, adding depth to the sound. The JBS1100 includes a wheeled wood shell case, increasing the ease of transport, while the ergonomic patented adjust palm key system and standard floor peg make it more comfortable to get through long rehearsals or performances.

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

### THEO WANNE

#### GAIA2

Theo Wanne has debuted its newly-redesigned GAIA2 soprano, alto and tenor mouthpieces. The GAIA2 incorporates a number of new design principals and manufacturing techniques, which allow for a mouthpiece that's richer in harmonics, more responsive and able to produce a fuller tone. The GAIA2 is available in Vintage Hard Rubber for soprano, alto and tenor, and 24k gold-plated brass for tenor.

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

### REEDGEEK

#### DOUBLEGEEK

ReedGeek's DoubleGeek focuses on the specific needs of the double reed player, but is useful for all reed players. The DoubleGeek implements two new, elongated and curved rail bevels, which are designed to profile rails and recontour the spine of both single and double reeds. The DoubleGeek includes ReedGeek's proprietary "Black Diamond" wear finish, providing ultimate refinement of the cut on natural cane as well as synthetic reeds.

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







### **BLESSING STANDARD SERIES**

Blessing's Standard Series offers a full range of brass instruments: trumpets come in silver-plate and lacquer finishes with a ML .460 bore size and feature stainless steel valves and matte finished top and bottom valve caps; trombones come with a small .500 bore size and feature chrome-plated yellow brass inner and outer slides and a brushed brass bell. Blessing also offers a single and double French horn, both featuring a standard bore size, and the double featuring a Kruspe wrap.

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



### **VANDOREN V21 SAXOPHONE REED**

Vandoren has expanded its V21 reed line to include alto and tenor saxophones as well. Using a conical design, the V21 reeds provide players with a dark, focused sound and an easy, yet full-bodied response in all registers, making it the ideal reed for students and professionals currently using traditional reeds who are seeking more depth and warmth in their sound without having to sacrifice reed-response.

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



### **BACH STRADIVARIUS 190S37**

Commemorating 50 years of manufacturing in Elkhart, Indiana, Bach Stradivarius has introduced the 190S37 professional B-flat trumpet by Vincent Bach. Featuring a .459-inch bore, the 190S37 combines high quality U.S.-made materials, traditional hand-crafted processes and vintage design elements to create a new model with response and flexibility, a large tonal core and easy performance in all registers.

{[conn-selmer.com](http://conn-selmer.com)}



# GEAR GUIDE

## BAND & ORCHESTRA

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### MAKEMUSIC

#### GARRITAN PERSONAL ORCHESTRA 5

MakeMusic's Garritan Personal Orchestra 5 is an update to the GPO sound library, facilitating the creation of orchestral music by making a comprehensive collection of virtual instruments both accessible and affordable. GPO 5 features a complete orchestra with strings, brass, woodwinds, percussion and keyboards.

This update is five times larger than GPO 4 and now offers more than 500 instruments.

{makemusic.com}



### YAMAHA

#### YEV104, YEV105

Yamaha has rolled out four new violin models for its YEV (Yamaha Electric Violin) series, which are available in both four- or five-string models. Each YEV violin features all-wood construction, with a solid center body crafted from maple, mahogany and spruce, while the frame is made from walnut.

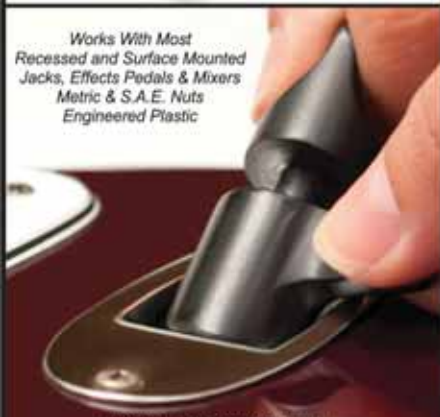
{usa.yamaha.com}

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## WHAT'S SELLING?



**NICK RAIL**

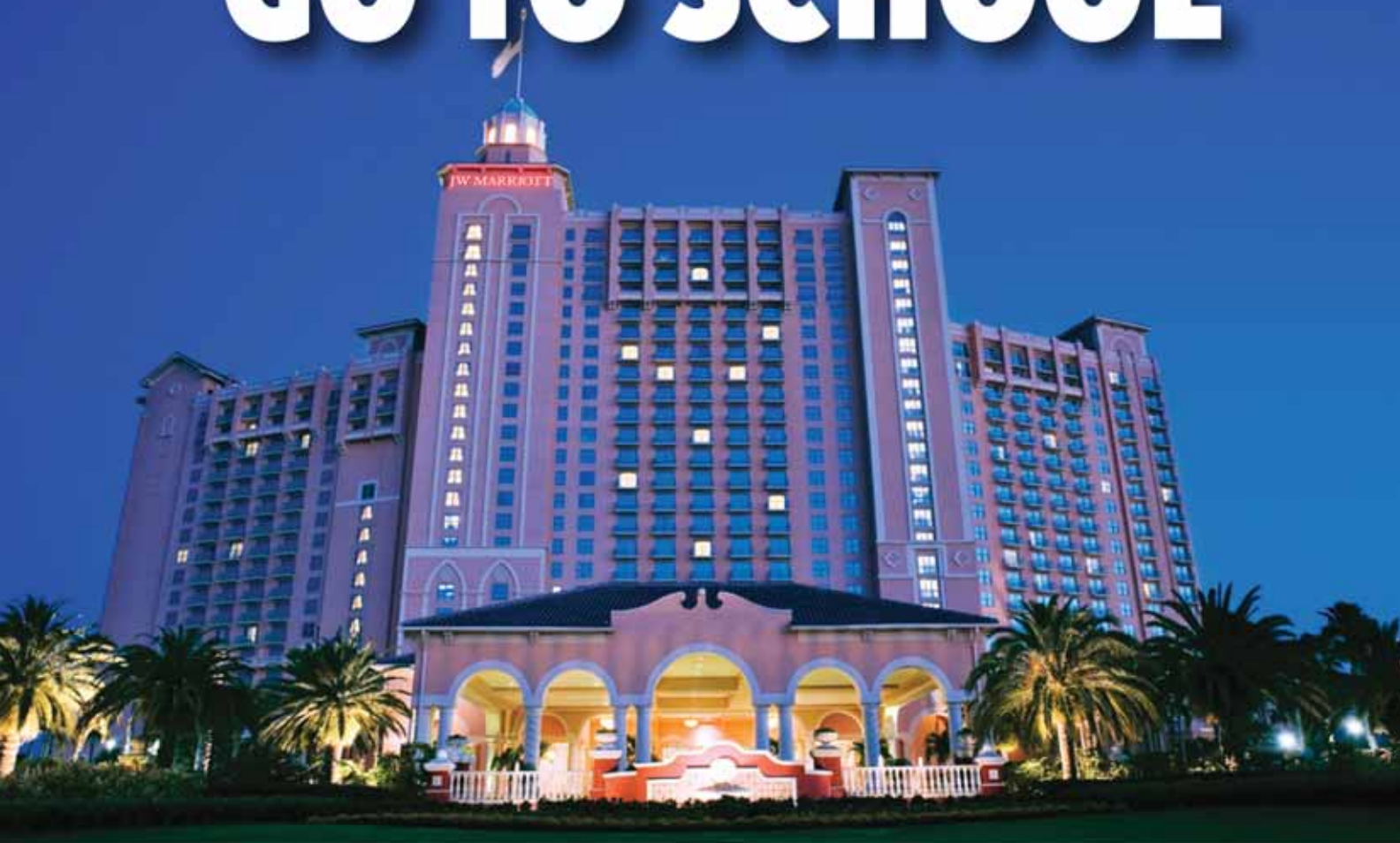
Owner

Nick Rail Music  
Santa Barbara, California

"We continue to be surprised and pleased by how many tuners we sell. Despite the dire predictions and finger wagging of the doom and gloomers telling us that mobile phone apps will bury this market, Snark's (SN 1, 2 and particularly the 8), Korg's (CA1 and TM50BK) and Planet Waves' (PW-CT-14 NS Micro Violin) tuners all continue to fly out the door, mostly to band and orchestral string instrument players. The rekindled interest in orchestra in the public schools over the past several years shows no sign of slowing down, meaning more demand for both instruments and their related accessories. The Muco violin and viola shoulder rests are very popular; hitting that magic balance point where quality intersects with price to bring value to the customer and a good margin for the dealer."

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# GEAR GUIDE

DJ & LIGHTING



## BLIZZARD

### LB-PAR QUAD RGBA

Blizzard has released the LB-Par Quad RGBA fixtures, specifically designed to keep up with the rigorous demands of life on the road. The LB-Par Quad RGBA offers 12 high output 10-watt RGBA four-in-one LEDs, housed in a durable, scratch-resistant composite housing with dual mounting brackets for flexible positioning. The LB-Par Quad RGBA includes 12 built-in programs with auto mode, sound active mode, strobe effects and 8-bit. [blizzardlighting.com](http://blizzardlighting.com)

## STOMPLIGHT

### STOMPLIGHT

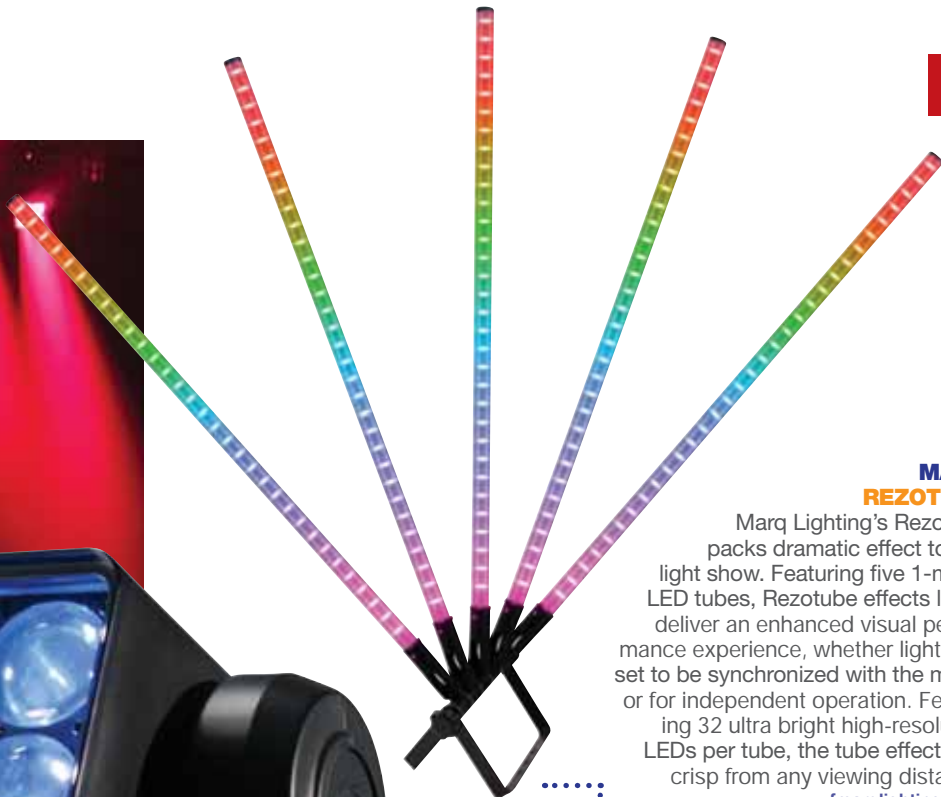
Inventor Michael Ahern has debuted the StompLight, a portable stage-lighting effects pedal small enough to fit in a DJ booth, on a pedalboard or as part of any minimalist stage setup. The StompLight produces dozens of colorful lighting effects at the click of a button, including a color organ mode, color wheel mode and strobe light mode. Plus, StompLight houses a built-in microphone with adjustable input gain, which allows the lighting to be synced with music. [stomplight.com](http://stomplight.com)

## ALTO PROFESSIONAL

### SPECTRUM PA

Alto Professional has unveiled the Spectrum PA, a portable P.A. system with built-in dual LED lighting arrays. The Spectrum PA is a 2-way 200-watt bi-amplified system featuring three 6 1/2-inch woofers and a 1-inch high frequency compression driver housed in a trim enclosure. Plus, the Spectrum PA also includes a five-mode LED lighting array, making it ideal for events where both sound and lighting effects are needed. [altoprofessional.com](http://altoprofessional.com)





**MARQ  
REZOTUBE**

Marq Lighting's Rezotube packs dramatic effect to any light show. Featuring five 1-meter LED tubes, Rezotube effects lights deliver an enhanced visual performance experience, whether lights are set to be synchronized with the music or for independent operation. Featuring 32 ultra bright high-resolution LEDs per tube, the tube effects are crisp from any viewing distance. [marqlighting.com](http://marqlighting.com)

**AMERICAN DJ  
INNO POCKET Z4**

American DJ's newest addition to the Inno Pocket series is the Inno Pocket Z4, a mini moving head that packs power and versatility into one compact unit. Using four 10-watt RGBW LEDs and a variable 10- to 60-degree beam angle, the Inno Pocket Z4 lets users switch between concise slicing beams and far-reaching washes, giving users the flexibility to create high-output color effects that can fill a wide range of purposes. [adj.com](http://adj.com)



**ELEKTRALITE  
ELEKTRABAR MINI**

elektraLite's elektraBar Mini is a full-featured linear LED strip that is approximately half the length of the original elektraBar. The elektraBar Mini delivers rich, vibrant color as well as true, tunable white, and features eight professional-grade 12-watt six-in-one LEDs capable of generating red, green, blue, white, amber and indigo. [myelektralite.com](http://myelektralite.com)



# GEAR GUIDE

## DJ & LIGHTING

### CHAUVET DJ D-Fi USB

Chauvet DJ's D-Fi USB transceiver lets users wirelessly connect to any lighting fixture that includes a standard USB connection, eliminating the need for any DMX cables. The D-Fi USB transceiver is powered directly from the fixture and is compatible with any Chauvet DJ wireless control, or from the smartphone with the D-Fi Hub.

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



### GRUNDORF GS-LS8472TB

Grundorf has added the GS-LS8472TB to its G-series line of DJ façade products, specifically made to fit standard 6-foot tables. Designed for DJs, Lycra Façade enhances the visual experience for the audience by adding ambiance to the room. When used with LED lighting, the Lycra material diffuses the audience's ability to see the light fixtures behind the material, creating a more polished on-stage appearance.

[\[grundorf.com\]](http://grundorf.com)



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**Adriana Flores**

Alamo Music  
San Antonio

We had a great “Rummage Sale” during Black Friday 2015. We had a whole bunch of tables, and a whole bunch of bins, [full of] loose stuff, like reeds and cables. We went around and did the traditional garage sale tactic of putting signs out in the community, saying “Rummage Sale at Alamo Music Center,” and we had a ton of foot traffic. It was definitely strongest on Black Friday, and then you get a bunch of other sales from that, to generate other business, and to get rid of some of the older stuff.

We had a lot of foot traffic that day, as well as on through the weekend. We’d never done it before. What had happened is we’d just gotten a new accessories buyer, who took over and found the kind of stuff that we put out [for the “Rummage Sale”].

We kind of reached a different audience. Using that wording, “Rummage Sale” or “Garage Sale,” that translates very easily to: stuff for \$1; stuff for \$5; or stuff for \$10 — and people like that. People like deals. And it was good stuff!



**Bill Higgins**

Bill’s Music  
Cantonsville, Massachusetts

You could price the item down, of course, the problem is, then you don’t make anything on it. My first choice, if I am really willing to let it go, I’ll put a spiff on it. Then if I don’t make any money on it, at least someone in [the store] does, and that’s the employee who sells it. I’d rather let them make money than just give it away.

I make a top 10 spiff list. Then, also, you need to bring [the instruments] out, clean them up, make sure they work right. Because if you haven’t [handled the product] in a while, there’s a chance it might not even work. Everybody’s showing it, but once they figure out it doesn’t work they just avoid it. So, you got clean it up, make sure it works, bring some attention to it; and then maybe your salesman, will take a little off for the customer and there’s something in it for them.



**Valerie Yarbrough**

Yarbrough’s Music  
Memphis, Tennessee

# What do you do to clear out old inventory?

We go three routes: our favorite is to put it on a hit-list and let [the sales staff] know that if they sell it they get a spiff for selling aged inventory. Often, we’ll run a contest and say, in the month of January, whoever sells the most items off the “bottom 10” list, that’s the winner of the contest, and they get the spiff. The last time we did it, it was \$100 cash for whoever sold the most items on our “bottom 10.”

Another thing we do is we put it on Craigslist and eBay. But we try to sell it in the store, so that the customer who comes in has a good experience with us, and comes back.

Quite often we can make [the cost of a discounted item] up with add-ons. We’re an MI store, but our bread and butter is audio. We do churches, schools and institutions. So, if you sell somebody something at cost, or even below cost, all of the stuff they need to go with it can help make up the difference. For example, if someone buys an aged console, we might have to sell it at cost or even below cost; but it’s the add-ons — the cables, the stands and the mics — that helps us make up the margin. Nobody needs just a console. Nobody needs just speakers. They’ve got to have cables. They’ve got to have stands, covers,

all the peripheral stuff that goes with it.

Because we are heavily into audio equipment, often we can take something and put it in rental stock, and get our money back by renting it out. We’ll sell our oldest rental inventory and replace it with a newer, but aged item off the floor. The one that we’ve rented out a lot, we’ll sell dirt cheap, and then put a newer one that’s on our hit list into the rental inventory, and we make our money by renting it.

Especially in our world, we’re on the bleeding edge of technology, and by the time it hits the showroom floor it’s outdated. But you can get creative. **MI**

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