

STATE OF THE ACOUSTIC PIANO INDUSTRY

FOR SUCCESSFUL MUSIC RETAILERS

AUGUST 2016
MUSICINC.MAG.COM

music inc

THE MARKETING GUIDE

GREAT IDEAS TO HELP
STEP UP YOUR GAME TODAY
PAGE 50

2016 NAMM FLY-IN

LOBBYING FOR MUSIC EDUCATION
BY MYRNA SISLEN
PAGE 40

INTO THE WILD BLUE YONDER

HOW BLUES ANGEL MUSIC HAS
TAKEN OFF — FROM ONE-MAN SHOP
TO FULL-LINE DEALER
PAGE 34





BOSS
ACCESSORIES



Premium quality cables, tuners, picks, straps,
and more from the innovators at BOSS.

BossUS.com/Accessories

50TH ANNIVERSARY

P5-4

*A Timeless Design
Unmatched for
over 50 Years!*



"THE MARK OF EXCELLENCE"



1
9
6
6
-
2
0
1
6

w w w . S c h i l k e M u s i c . c o m

SHUBB

CAPOS



After **40** years
still the best!

info@shubb.com • www.shubb.com
707-843-4068

music inc.

AUGUST 2016 | VOL. 27, NO. 7

PUBLISHER

Frank Alkyer

EDITOR

Katie Kailus

ASSOCIATE EDITOR

David Ball

CREATIVE DIRECTOR

Žaneta Čuntová

CONTRIBUTING EDITORS

Ed Enright, Bobby Reed

PRESIDENT

Kevin Maher

EASTERN ACCOUNT EXECUTIVE

Pete Fenech

WESTERN ACCOUNT EXECUTIVE

Billy Heschl

ASSISTANT TO THE PUBLISHER

Sue Mahal

CIRCULATION MANAGER

Kevin R. Maher

BOOKKEEPING

Evelyn Oakes

OFFICES

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

email: editor@musicincmag.com

CUSTOMER SERVICE

(877) 904-7949

Jack Maher, President 1970–2003

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

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

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

Copyright 2016 by Maher Publications Inc., all foreign rights reserved. Trademark register pending.
OTHER MAHER PUBLICATIONS: DownBeat, UpBeat Daily

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

Published monthly, except April. Printed in U.S.A. by Maher Publications Inc. 102 N. Haven, Elmhurst, IL 60126-2932. Periodical Postage Paid at Elmhurst, IL and at additional mailing offices.
POSTMASTER: Send address changes to MUSIC INC., P.O. Box 11688, St. Paul, MN 55111-0688



Simple • Effective • Versatile



TheDrumClip.com



SERIES
UPDATE



ATA MOLDED HARD CASES

Guitar • Keyboard • Mic • Mixer • Utility



Ergonomic
Soft-Grip Handles



TSA Approved
Locking Latch



Flexible Storage
Options



Intuitive Solution
Based Designs

Gator's incredibly popular and well-respected line of TSA approved ATA Cases has an all new look and improved features! With over 30 SKUs in the product line, we've got you covered with solutions for guitars, keyboards, mixers, mics, and more!



www.gatorcases.com

INNOVATION THAT REACHES BEYOND THE SHELVES

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

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

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

Led by D'Addario Clinicians, the Method Program is a series of workshops centered around creating an easier, more enjoyable music-making experience through exploring new equipment and teaching techniques. Clinicians prove the advantages of D'Addario's innovation, which eliminates inconsistencies in equipment and helps students play in a

more fundamentally sound way. This not only motivates students to continue playing, but also connects schools to local retailers as clinicians make on-site sales on their behalf.

Willis Music is a full line music retailer who's thrilled to have D'Addario's support in fulfilling the needs of local band directors and players. Their staff agrees, "We are

**THE D'ADDARIO WOODWINDS
METHOD PROGRAM WAS CREATED
TO BETTER WEAVE EDUCATORS,
MANUFACTURERS, RETAILERS,
AND INDIVIDUAL PLAYERS INTO A
COMMON COMMUNITY FABRIC.**

confident that customers who purchase and use these products are satisfied with the craftsmanship and performance standards of D'Addario Woodwinds."


Currently available in 22 states for clarinet and saxophone, Method Program sessions are complementary and tailored to the needs of students and educators. Covering everything from the fundamentals of playing and performance skills to repertoire coaching

and music entrepreneurship, these clinics supercharge musical growth.

D'Addario Woodwinds Product Specialist Kristen McKeon, who is one of the program's supervisors, believes that the best way to strengthen music education and the music industry at large is to better connect musicians with those who serve them.

She explains, "The D'Addario Woodwinds Method Program was created to better weave educators, manufacturers, retailers, and individual players into a common community fabric."

The Method Program has already seen enormous success. Willis Music is excited about their growth, saying, "The wealth of knowledge the clinician brings is unmatched in the industry and the presentation is indicative of what a good business partnership should look like, as it is great for both the product line and Willis Music."

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



**HAND-CRAFTING
GUARANTEES
OLD-WORLD CHARM.
LASERS GUARANTEE
PERFECTION.**



REINVENTING CRAFTSMANSHIP FOR THE 21ST CENTURY.

D'Addario
WOODWINDS

INSIDE

Jim and Nan DeStafney



34 | INTO THE WILD BLUE YONDER

How Blues Angel Music went from a one-man shop to a full-line dealer with a staff of 25 and a full acoustic piano showroom.

50 | THE MARKETING GUIDE

An in-depth feature that will boost your store's marketing game today.

- 50 | Overcoming Marketing Obstacles
- 52 | Creating a Brand Story
- 53 | The YouTube Video You Should Have
- 54 | Does Facebook Still Work?
- 56 | Getting Started With Content Marketing
- 57 | Curbing Negative Reviews

40 | THE THANK YOU TOUR

After the passing of ESSA, NAMM delegates took Capitol Hill for the annual NAMM Fly-in. Middle C Music's Myrna Sislen describes the experience from a participating retailer's point of view.

46 | FROM THE TOP

Peakware CEO Gear Fisher discusses how the purchase of Alfred Music will affect the company.

58 | THE NEW ACOUSTIC MARKET

Seven years after the economic downturn, acoustic piano manufacturers and suppliers are turning to technology to boost sales.

GEAR >

62 | PIANOS & KEYBOARDS

64 | GUITARS, AMPS & ACCESSORIES

66 | DRUMS & PERCUSSION

68 | AUDIO & RECORDING

70 | BAND & ORCHESTRA

71 | DJ & LIGHTING



74 | ASK THE RETAILER

✕ Dealers share one aspect of their business they'd like to improve

»»» RETAIL

PROFILE

14 | How Andy's Babiuk best-selling book boosts his retail business

15 | NEWS

✕ Sweetwater's GearFest 2016 breaks records

SUPPLY <<<

PROFILE

20 | Under new ownership, Heritage Guitars plans to renovate its iconic facility

21 | NEWS

✕ Hal Leonard announces new investors

IDEAS >>>

25 | INDEPENDENT RETAILER

✕ Eschliman highlights common inventory mistakes

26 | THE TECH BEAT

✕ Harding shares tips on how to dominate on Craigslist

28 | THE MARKETING MINUTE

✕ Whitmore provides pointers on grabbing local media's attention

30 | NEXT GEN RETAILING

✕ Masarik offers insight into making the most of B&O rental season

32 | MY TURN

✕ Blackman explains the benefits of implementing a 401(k) retirement plan.

A violin and its case are the central focus of the image. The violin is a reddish-brown color with a dark neck and a black body. It is positioned vertically, with its head pointing upwards. The case is dark blue with silver-colored metal latches and a handle. It is open, revealing a black interior with a small circular gauge. The violin is resting on a black shoulder rest. A small yellow box of rosin is placed in front of the case. The background is a plain, light-colored surface.

THE GENOA SERIES

VN-650

All Solid Hand Carved Tonewoods
Ebony Fingerboard / Fittings
Full Suspension Oblong Case
Brazilwood Octagonal Bow
Shoulder Rest Included

SET UP IN USA

STREET PRICE

\$179.99

Palatino
palatinousa.com

PERSPECTIVE | BY KATIE KAILUS

ADVICE FROM THE FRONT LINES

Figuring out how to grab customer attention and bring them through your doors can give any business owner a headache. It's competitive out there. Well, learn to love it. Great marketing is the lifeblood of your business's success. So, *Music Inc.* has devoted a large section of this month's issue, beginning on page 50, to helping you glide over those marketing hurdles with insight from some of the best in MI. From Dustin Hinz, Ernie Ball Music Man's executive vice president of marketing, sharing tips on developing your brand's story to Chrissy Hansen, Reverb.

com's director of marketing, explaining how to become a content source for your customers — this month's Marketing Guide is chock full of good ideas to give your store's game a serious boost.

When preparing the feature, *Music Inc.* surveyed a slew of retailers asking them for their best marketing tip.

Brian Douglas of Cream City Music in Brookfield, Wisconsin, advocated being true to who you and your store are throughout all consumer touch points.

"Don't feel as though you need to project a larger than life image of what your business represents because authenticity and a genuine desire to help someone wins out over an inflated marketing image every time," he said. "At the end of the day, it's the personal

relationships you build with your customers that results in repeat business."

A few retailers focused on social media, with Randy Wood, owner of The Music Shoppe in Normal, Illinois, suggesting spending any advertising dollars you have online and on social media, noting that it's working for him. One of the most innovative social media tips came from Anthony Mantova, owner of Mantova's Two Street Music in Eureka, California, who said joining live video streaming app Periscope has added to his company's standing as a reputable source for all things musical to potential customers.

"A few days ago I did one on DW Drums," Mantova said. "I had 65 people submit 15 questions [for me to answer during the broadcast]. While I don't credit it with selling loads of gear, it's built up credibility for hundreds of potential customers."

This Guide is a keepsake. Hold onto and refer back to it when developing your store's marketing plan for the next year. While you're at it, heed Dustin Hinz's advice and ask yourself the following questions: "What experience I am crafting?" "How am I capturing and conveying that experience?" "How am I broadcasting this message to my target audience?" By answering these questions and utilizing some of the tips in the guide, you will ensure customers will be stopping by to check out what you are offering. **MI**



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



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



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

BIGROCK
 ENGINEERING
 MFG. USA
 PAT. PEND. © 2010

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

Clean, bright, powerful sound with effortless altissimo. Luscious, full low notes in the same mouthpiece. **Impossible? Not anymore.**



JODYJAZZ JET
 Now in Tenor as well as Alto



You have to play it to believe it.



RECORDING

DUAL
XLR/TRS
INPUTS

PORTABLE ALL-IN-ONE

DSLR

PERFORMANCE

140dB SPL

LOCATION SOUND

LOCKING XLR

H4nPRO

SUPER-LOW
NOISE FLOOR

PODCASTER

MUSICIAN

EFFECTS PROCESSOR

NEW

REHEARSAL

IMPROVED

MIC PREAMPS

FILMMAKER
SOUND DESIGN

CREATE

VOICEOVER

4-TRACK AUDIO RECORDER

X/Y

MICROPHONES

AUDIO INTERFACE

SAMPLE

CAPTURE

24/96

The image shows a Zoom H4n Pro audio recorder, a compact, handheld device with a black body and a silver top. It features two XLR/TRS inputs on the top, a color LCD screen in the center displaying recording time (00:08:08:015), file name (STE-000.WAV), and level meters. Below the screen are four track buttons (1, 2, 3, 4) and a large red record button. The device is labeled 'STEREO 4CH MTR' and 'H4nPro Handy Recorder'.

New. And Improved. Meet the new H4n Pro.
Cleaner. Clearer. And more Pro than ever before.

zoom | We're For Creators.®

LETTERS

RPMDA at 40

Thank you so much for your wonderful coverage of the Retail Print Music Dealers Association's 40th anniversary reunion convention. We are always so grateful to *Music Inc.* for the incredible support and informative industry stories.

What an amazing convention it was! There were so many familiar faces with members coming back that we haven't seen in several years. There were, in fact, 12 past presidents in attendance as well as lots of new faces. St. Louis was the site of the first RPMDA convention (RSMMA as the organization was known then) back in 1976, and it was the perfect setting for this year's celebration.

The 2016 convention had elements from the past, present and future of the print music industry. It was very important to us that we acknowledge and thank the pioneers that helped to build this industry and support the needs of the music community for so many years. RPMDA was created by a small handful of dealers that wanted to offer support to each other and help keep the lines of communication open between dealers and publishers. It has come a long way in 40 years and those founding members, and the hundreds of members that followed, have made a significant and meaningful contribution to the music industry as a whole.

The print music industry, like so many others, is experiencing many changes, but I feel very strongly that these changes will be both positive and exciting. We are living in a time when we get to take our years of knowledge and experience and look at our industry from a fresh perspective to build brand new innovative ways for dealers and publishers



to do business. We have the opportunity to deliver even more products and services to the music makers of our time and do it in ways we couldn't have imagined even a few short years ago.

*Christie Smith
Senior Sales Associate
Alfred Music
Past President, RPMDA*

Grateful for the Opportunity

I would just like to thank you for the chance to be featured in your July issue's "From The Top" column. From a personal perspective, this opportunity forces you to take a look at yourself and your business which is always a good thing. We all get so busy chasing the everyday stuff, we sometimes forget to reflect and review things enough.

Secondly, the article put me in front of many great people in our industry, and I met so many at Summer NAMM and made new friends directly because of the article. Thank you.

I'd like to end by congratulating your magazine and, in fact, all the trade mags in our business, who in my opinion deliver world-class journalism and coverage of an ever-changing business world with impartial and informative news. We need this, and everyone at *Music Inc.* does a fantastic job.

*Mark Ragin
President/CEO
St. Louis Music
St. Louis*

The NAMM Family Reunion

You occasionally hear people say, "Nashville is get-

ting smaller every year," but it didn't seem small this year. We love Summer NAMM because it's in Nashville which means we get the opportunity to visit with some of our local support/clients/fans.

We always use NAMM to roll out new products and to get the immediate feedback from customers and others in the industry and it is priceless, really. This year Kyser rolled out a brand new product, the Kyser Quick-Clip, which is a tuner that will clip to the silicon boot on the back of the capo, thus saving room on the headstock.

At the end of the day, other than showcasing your products, it feel more like a family reunion which is nice, especially for someone like me who is relatively new to the MI industry.

*Meredith Hamlin
President/CEO
Kyser Musical Products
Canton, Texas*

Corrections:

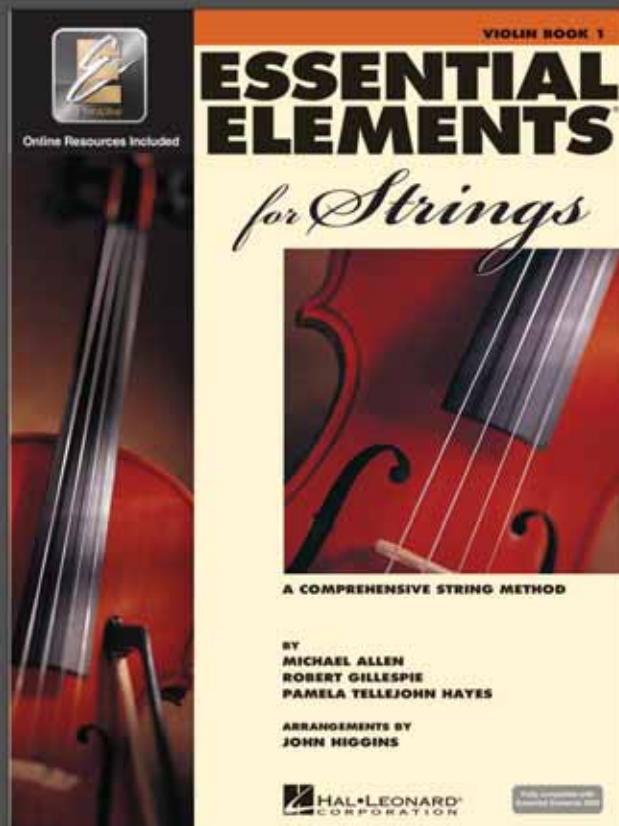
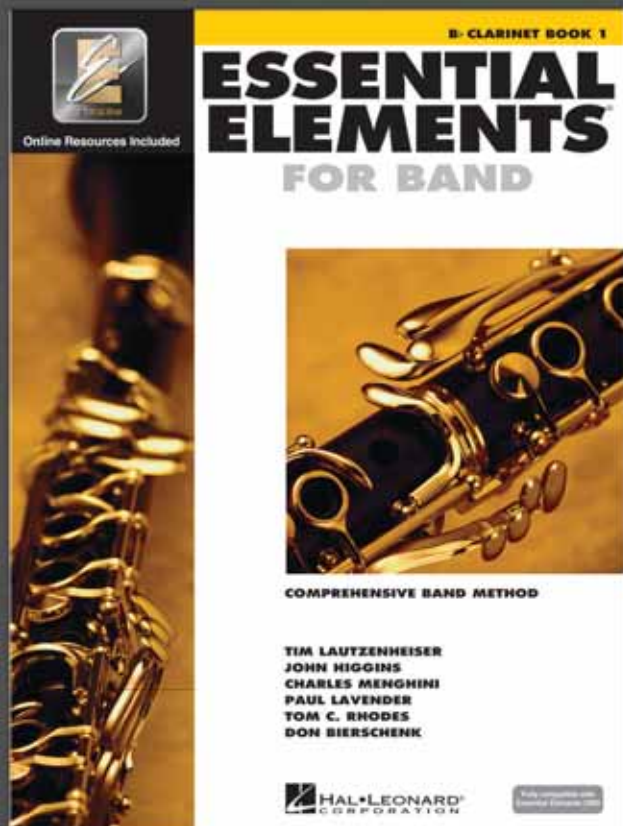
On page 53 of the July 2016 issue, SoundSynergies' Russell Reed's name was spelled incorrectly. On page 79 of the July 2016, the Arriba Cases Lifestyle Series photo was reversed. It is shown correctly here. *Music Inc.* regrets the errors.



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

ESSENTIAL ELEMENTS®

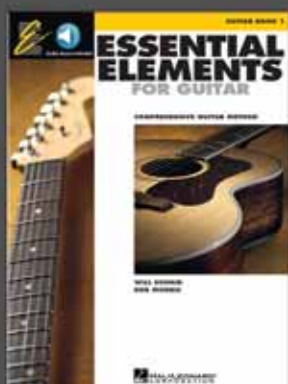
It's Time to Stock Up on Today's #1 Methods



The Best-Selling Family of
Method Books Keeps Growing!



00841347.....\$13.99



00862639.....\$17.99



00860561.....\$7.99



00116015.....\$12.99

Call Now for Stock Order Specials
Hal Leonard E-Z Order Line
1-800-554-0626

 **HAL•LEONARD®**
www.halleonard.com

- > **Sweetwater's**
GearFest 2016 breaks records
PAGE 15
- > **Rick's Musical Instruments'**
Holds Saxophone Day
PAGE 16
- > **Guitar Center**
Adds two locations, names
president
PAGE 17



RETAIL

ANDY BABIUK'S FAB GEAR | BY JOHN JANOWIAK

THE BEATLES BUSINESS

Retailers who have been in the MI business since the 1960s most likely remember the surge in guitars sales around the time of the Beatles invasion. Some 50 years later, Andy Babiuk, owner of Andy Babiuk's Fab Gear in Fairport, New York, continues to bank in on the Beatles — drawing interest from far and wide.

"We get a lot of influx of people who are very fond of the books," Babiuk said. "They know, well, gosh, I could call and get the actual guy who wrote the book. Nine times out of 10, I'll hop on the phone."

In 2001, Babiuk published the first edition of his book *Beatles Gear: All the Fab Four's Instruments from Stage to Studio* to much acclaim. This past December, he released a new ultimate edition with more than 650 additional photos and another 50,000 words — with a little help from his friends Paul and Ringo. A definitive reference, the book details exactly which guitars, drums, amplifiers and keyboards the Beatles used.

"Everybody studies what they wore, what they did, what kind of drugs they took, who they hated and who they got married to," Babiuk said. "But no one studied, well — how did



How Beatles gear expert Andy Babiuk has fused his best-selling book with his retail store

they make the music? As these guys get older, those stories are going to be gone. So, I really wanted to catalog it."

Babiuk's expertise has opened doors for him that many writers could only dream of entering.

"This was pointed out to me by my publisher — there's no author out there that actually had the cooperation of all four parties in the Beatles to do a book," he said.

Make that the Beatles and the Rolling Stones. In his 2014 book, *Rolling Stones Gear: All the Stones' Instruments from Stage*

to Studio, Babiuk applied the same concept to the Beatles' competitors, again with the band's permission and input.

ROCKIN' & RETAILIN'

Babiuk has shared his knowledge with customers for more than three decades in music retail. For 28 years, he worked at Rochester's House of Guitars as manager, and in 2008, he launched his own store. In contrast with the sprawling full-line H.O.G., Andy Babiuk's Fab Gear is a small boutique shop focused primarily

on high-end, collectible new and vintage instruments.

"My client base through the years, they know I'm not just doing a sale," Babiuk said. "I'll only sell things that I really think are good and something that I would use."

He purposely kept the showroom small at only 900 square feet.

"My theory is, you don't need a ginormous place to sell quality stuff. Also, it gives you a very one-on-one personalized experience," Babiuk said.

In the middle of the showroom, there's an Italian leather couch where musicians can plop down and try guitars at a leisurely pace. A large flat-screen TV displays concert videos, monster movies or the Three Stooges, making them feel right at home.

Autographed copies of the books are sold in-store and on the company's website. Hand-colored postcards show pictures of his books and read, "Get your gear from the guy who wrote the books." Babiuk finds this all a little embarrassing, but as a businessman, he recognizes that it makes sense to capitalize on his published works.

"People come in from out of town, they pick up a copy, they meet me and want it signed, and I'm more than happy to do that. And if I can sell them a guitar as well, that's even better!" **MI**



Live music was held throughout GearFest.



Attendees flooded the trade show and Deal Zone.

SWEETWATER | EVENT

GearFest Breaks Records

Sweetwater Sound held its annual GearFest 2016 from June 17–18 and broke attendance records. Launched in 2002, Sweetwater’s free GearFest is a customer-focused music and pro-audio festival and trade show, featuring exhibits from manufacturers, workshops, clinics, seminars, live demos, special performances, a musician’s flea market and more.

This year’s two-day event, which took place at Sweetwater’s corporate headquarters in Fort Wayne, Indiana, provided more opportunities than ever for thousands of musicians, engineers, and producers to participate in the festivities with customers traveling from all over the world to attend.

Attendance broke records with more than 12,000 participants, up 20 percent over 2015, and with sales up by more than 20 percent over last year.

“One of the most exciting experiences of my career was to personally greet thousands of our customers at the front door as they arrived,” said Chuck Surack, Sweetwater founder and president. “Their enthusiasm for Sweetwater and GearFest was both astounding and humbling. Also, I can’t say enough about our incredible employees and their personal, caring and welcoming interactions with each and every attendee. All this, plus its continued growth in overall attendance and sales, has made GearFest a unique event in the music retail business.”

GearFest hosted a multitude of musicians performing as well as participating in workshops continuously on six different stages. Featured guests included Grammy Award-winning pianist and songwriter Jim Brickman; guitarist Andy Timmons; and progressive-metal band Periphery.

In total, GearFest 2016 included more than 200 workshops and seminars.

Additionally, more than 400 manufacturers of musical instruments, tech-

nology and audio equipment were on hand to provide attendees a look at the latest and hottest new gear.

{sweetwater.com}

MANHASSET®

Stands

MADE IN THE USA

Setting the standard for quality & innovation since 1935.

Chorale Microphone Stand™
(Model #3016)
Many great colors to choose from!

Symphony Music Stand
(Model #48)

Percussion Trap Table
(Model #2200)

*Percussion instruments, mic clip and microphone not included

LIFETIME WARRANTY

manhasset-specialty.com

PROGRESSIVE MUSIC CENTER | HONOR

PROGRESSIVE MUSIC STUDENT SELECTED FOR GRAMMY CAMP

Progressive Music Center announced the selection of its longtime music student Billy Smart as a 2016 Grammy Camp attendee for the Los Angeles week of June 18–27. Smart was one of only 142 high school students from 117 U.S. cities and 30 states selected by The Grammy Foundation to participate in the 12th annual Grammy Camp Los Angeles region program.

Grammy Camp offers selected high school students an interactive 10-day residential summer music experience. Focusing on all aspects of commercial music, this opportunity provides instruction by industry professionals in an immersive, creative environment with cutting-edge technology in professional facilities. The program features eight music career tracks, including audio engineering, electronic

music production, music business, music journalism, songwriting, video production and motion graphics, vocal performance and a performance instrumental track for bass, drums, guitar, keyboards, winds and strings. All tracks culminate in media projects, recordings and/or performances. Grammy Camp Los Angeles will be held at the University of Southern California Thornton School of Music.

“We could not be more proud of Billy for this recognition,” said Billy Cuthrell, owner of Progressive Music Center. “He’s been a student at our Wake Forest, North Carolina, location for more than seven years, and he has developed into a terrific young musician over that time period. We’re happy to have played a small part in Billy’s development, and we know there are big things ahead for him.”

Another longtime Progressive Music Center student, Steven Croft, was recently accepted with a full scholarship to the Curb College of Entertainment and Music Business at Belmont University in Nashville, Tennessee.

“Steven has been involved in our Rock Academy student band program for a few years and in our lesson program as well, so we’ve seen him grow into a well-rounded musician and are very proud of his accomplishments,” Cuthrell said. “We are overjoyed that we had some part in Steven’s musical growth. His interest in music recording and audio engineering is a real passion for him, and he is already producing some incredible material. Watch out Nashville, here comes your next big record producer.”

raleighmusiclessons.com

RICK'S MUSICAL INSTRUMENTS | EVENT

Rick's Holds Saxophone Day

Rick's Musical Instruments hosted Saxophone Day at its anchor store in Cumberland, Rhode Island, on May 14. Known for its large inventory of step-up and advanced instruments in a dedicated Pro Shop, Rick's Musical Instruments holds major events twice a year which focus on a different instrument or instrument family. Working with manufacturer partners, the store brings in even more inventory than normal for the event, and creates an impressive showcase of horns, mouthpieces, accessories and sheet music.

“Our company is super focused on education,” said Scott Abrahamson, the company’s director of education and a former school music educator. “Our team is not only comprised of working musicians, but musicians with teaching backgrounds as well. So, we take the emphasis off sales, and focus on education.”

Saxophone Day featured master classes by Jim Odgren, Professor at Berklee College of Music; Jody Espina, founder of Jody-

Jazz; and Gary Smulyan, who appeared courtesy of Vandoren. Rick's Musical Instruments also involved in-house talent, such as saxophone instructor James Mullen and Jaime Rodrigues, education rep and repair tech. The event also included a live performance by The Sultans of Sax and Generations Saxophone Quartet.

“Attendance was great, lots of customers tried saxes, and the master classes and performances were full,” said Richard Verfaillie, president and owner of Rick's. “We sold many saxophones, and lots of mouthpieces and accessories.

“We know from past events that we will continue to have residual sales in the weeks and months ahead. Some customers will opt to come back later to purchase. Either



Rick's Musical Instruments' Rick Verfaillie, JodyJazz's Jody Espina with Rick's Musical Instruments' Jaime Rodrigues and Scott Abrahamson.

way, word spreads, and we are known as to the go-to place for upgrade instruments.”

The Rick's team partnered with Antigua Winds, Buffet-Crampon, Cannonball, Conn-Selmer, D'Addario, Eastman Music Company, JodyJazz Saxophone and Clarinet Mouthpieces, KHS America/Jupiter Band Instruments, Légère Reeds and Vandoren to put this event together.

ricksmusicalinstruments.com



GUITAR CENTER | OPENING

Guitar Center Adds Two Locations

Guitar Center has expanded its East Coast footprint by opening two new stores in Spartanburg, South Carolina, and West Springfield, Massachusetts. The Spartanburg store will cover 10,000 square feet, and the West Springfield store will be a 12,000-square-foot facility. To celebrate the new stores, GC recently held two grand opening weekend events.

Both new stores will feature Guitar Center Lessons, GC Repairs and GC Rentals. Spartanburg and West Springfield shoppers will also be able to enjoy Guitar Center's multi-channel "endless aisle," which gives customers the ability to combine in-store, online and phone options to purchase music equipment from anywhere. [{guitarcenter.com}](http://guitarcenter.com)

NORTHRIDGE MUSIC CENTER | CLOSING

Northridge Music Center Shuttters After 44 Years

Family-owned and operated Northridge Music Center in Citrus Heights, California, closed at the end of June after 44 years in business.

"There's no one easy answer," Chris Teresi, Northridge Music Center president told *The Sacramento Bee*. "A difficult economy. It's Amazon. It's all of the above. The whole picture wasn't working enough to go on."

Seven of the Northridge store's teachers moved over to Tague Band Instrument Services after the store closed and began teaching on July 1. [{playtague.com}](http://playtague.com)

APPOINTMENTS

GC NAMES JAPINGA PRESIDENT

Guitar Center has appointed Ron Japinga to the position of president of GC. The announcement was made by Darrell Webb, Guitar Center CEO, and further underscores the company's ongoing evolution and expansion.

In his new position, Japinga will oversee and manage all aspects of Guitar Center's business and work closely with GC's executive team to ensure the company's long-term growth while better serving its customers' needs and leveraging the depth of talent and resources that exist throughout GC.

"Ron has done an exceptional job since joining our company in July of 2014 as executive vice president for supply chain and private brands," Webb said. "With 32 years of successful retail management and leadership experience at a variety of companies, Ron has accumulated a vast knowledge of retailing. He has proactively shared



this expertise throughout our company, well beyond his official areas of responsibility, to positively influence Guitar Center's performance. He is a man of tremendous integrity and work ethic, with strong values and a deep commitment to Guitar Center." [{guitarcenter.com}](http://guitarcenter.com)

MUSICAL INNOVATIONS CONTINUES TO GROW

Musical Innovations has added new members to its team.

Vince Clayton is now the store's education specialist. Clayton had recently retired after 34 years of teaching, including at Ridge View High School in Columbia, South Carolina, where the band program received numerous superior ratings and awards in marching and concert events under his direction. Stuart Ray has been named Greenville store manager. For six years, Ray served as director of bands at E.L. Wright Middle School and assistant director of the Spring Valley High School Viking Band. Also, Melinda Henderson has been hired in the customer service department.

In addition to adding new employees, the company will be part-



nering with Fox Music House of Charleston, South Carolina, to provide band and string instruments and accessories to schools and families. Musical Innovations will also continue to offer band and string instruments, accessories and print music through its affiliate in Columbia, South Carolina, Rice Music House. [{musicalinnovations.biz}](http://musicalinnovations.biz)



Note From Causby

ADVERTORIAL • AUGUST 2016 • NAMM.ORG

Making of the Band We Call NAMM

NAMM members are difference-makers. They are passionate companies as alike as they are different: loyal, dedicated, small, medium, large, family-owned, brand new start-up or multi-generational and centuries old. You'll find them in every state in America and 102 countries and territories around the world. And while all of our member's stories are unique, they each represent a single vision: a world in which music making is a precious element of daily life. As your industry trade association, NAMM is dedicated to helping to make this vision a reality.

The music products industry is local, regional, national and global. NAMM members touch people from all corners of the world, connecting and collaborating to bring music and music education to everyone within reach.

For more than a century, NAMM has provided a stable platform upon which our members can meet, learn, and advocate for the industry. Looking for that next big idea or to connect with another business? You're in luck because there are many businesses similar to yours that belong to NAMM...and they're happy to share best practices.

The NAMM community is designed for members to get to know each other, and support one another's success. Being a part of NAMM enhances every business and gives each company the opportunity to actively commit to the industry it serves.

Business consultants say, "85% of all business failures occur in firms that are not members of their industry trade association." That's because, with an association in your corner, you're never on your own.

NAMM helps its members to expand their business potential by attending world-class trade shows, developing their employees through free NAMM U professional development training, and uniting on important issues through organized advocacy efforts. NAMM Membership also enables MI pros to network with peers, access valuable industry information, find support, attract new customers and progress within their industry.

We want to thank all of our NAMM members for their continued support throughout the years. If you're not currently a member, we invite you to join—or rejoin—our tight-knit community of music product companies. A community that believes in music...just like you.

Causby Challacombe, CAE
NAMM Director, Membership

"So, who should join NAMM? Anybody that's connected to the music industry! It's the best deal going—even if you don't get to the NAMM shows. There's a host of valuable information on the NAMM website, covering everything from marketing to store design, music lessons, accounting and more."

Dick Puccio • Marich Music, NY

NAMM Member Benefits

When you become a member, you're no longer on your own. Instead you become part of a worldwide organization dedicated to protecting and advancing the needs of the industry.

Trade Shows

Receive free badges to attend NAMM's trade shows, connecting you with key vendors, cutting-edge products and the global music products community.

A Sense of Community

NAMM is a tight-knit community built by members, for members. This is your opportunity to connect with like-minded and passionate professionals, to learn from others who can share their best practices and build business relationships that will support your success.

Promoting Music Education

NAMM is your champion for music advocacy, fighting for music education on Capitol Hill and making a difference—as demonstrated by the recently passed ESSA. The association also advocates for music education across the life span, helping to create more music makers in every demographic.

Professional Education

Choose from free, best-in-class education and resources you won't find anywhere else on topics relevant to your business, including retail, finance, marketing, management, lesson programs, pro audio and more.

Helpful Research

Access industry research and statistics that can help you make more informed business decisions, including the NAMM Global Report, a comprehensive study of the global state of the industry and upcoming trends.

Money-Saving Member Discounts

Recoup your membership dues through savings on business services you use every day. Visit namm.org/membership/endorsed-providers to see how you can save through our endorsed business providers.

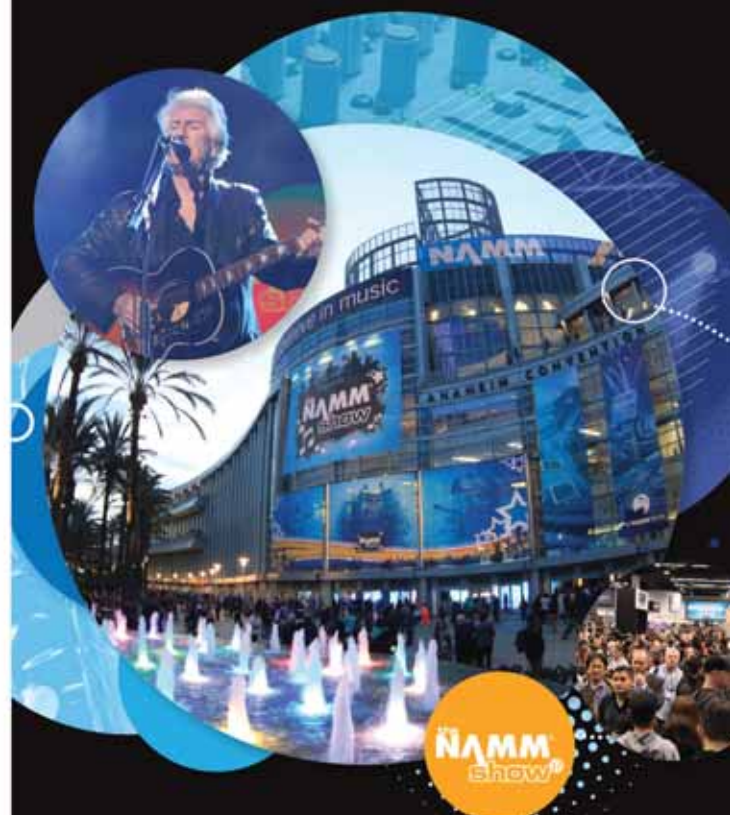


85% of all business failures occur in firms that are not members of their industry trade association.

Business consultants research

"For retailers, commercial producers, and educators, NAMM membership is central to their success. NAMM's networking opportunities, cost-saving shipping programs and professional development sessions help Easy Music Center to thrive. The association puts on an amazing trade show twice a year, but NAMM is so much more than a trade show—NAMM is a community."

Peter Dods • Easy Music Center, HI



the **music** begins here

OPPORTUNITY • COMMUNITY • PROFITABILITY

**Register for Badges and
Book Your Hotel Now**

namm.org

THE NAMM SHOW

JANUARY 19–22, 2017 • ANAHEIM, CALIFORNIA
NAMM.ORG/THENAMMSHOW

Join the Conversation #NAMM



- > **Vandoren**
Launches S+ at NYC event
PAGE 21
- > **Percussive Arts Society**
Names new executive director
PAGE 22
- > **Cordoba**
Expands sales to Canada
PAGE 23
- > **Ludwig Drums**
Launches new website
PAGE 23

SUPPLY

HERITAGE GUITAR | BY KATIE KAILUS

A NEW LEGACY

While the company is only 31 years old, the word legendary seems to fit Heritage Guitar pretty well. Started in 1985, Heritage was founded by a group former Gibson Guitar employees who purchased equipment and began making guitars at the 225 Parsons Street facility in Kalamazoo, Michigan. That same facility was the home of Gibson from 1917–1984 before it moved to Nashville, Tennessee.

“They had friends and family and didn’t want to go work in Nashville,” said Ron Howard, marketing manager for Heritage Guitar. “So, they’ve been producing Heritage Guitars here in this iconic space ever since.”

However, change has been a regular part of Heritage Guitar over the past year. In 2015, PlazaCorp Realty Advisors Inc. purchased the 225 Parsons building, and on April 1, Archie Leach and Jeff Nicholson, the owners of PlazaCorp, announced the purchase of the Heritage Guitar company, too. But, what does this purchase mean for the guitar brand?

“It means quite a few things,” Howard said. “There has been a bunch of organization and going



Under new ownership, Heritage Guitar plans to expand its dealer base and renovate its historical manufacturing facility

through new processes increasing production and quality. Expertise is vital to Heritage. In the past, Jeff has focused on renovating and revitalizing buildings, and maintaining that historical look and feel, and will use his expertise here.”

CHANGE IS GOOD THING

Under the new ownership, Howard said Heritage plans to revamp the 225 Parsons Street

space as well as increase its dealer base.

“One of our main goals is to bring in some new dealers,” Howard said. “These are hand-made guitars by people that really care about them. Every guitar has been touched by hand. There has never been a higher quality Heritage Guitar that has come out, and we are excited to show that to dealers.”

As the company continues its mission of creating fine, hand-crafted instruments, it will have an improved space in which to build them. While there has been buzz that a \$12 million renovation of the building is in the works, at press time Heritage could not confirm what will be included in that renovation except that there will be a space dedicated to the history of the building and the guitar brand that will be open to the public.

“We are doing some renovations on the building to include some of the historical parts and a museum space is in the works,” Howard said. “Our building, 225 Parsons, has a unique, special place in music history. This space is a holy ground for guitar builders. Some of the most iconic players came here to get their guitars, including Johnny Cash and the Rolling Stones. Building guitars for 100 years is an honor.”

Renovations aside, Howard said that the company is currently working on fine-tuning and increasing its production.

“We’d love to see the company put out double or triple [the amount of guitars],” he said. “Our guitars take at least two-to-three weeks [to manufacture]. That’s the big thing we are looking at right now.” **MI**

VANDOREN | EVENT | BY MICHAEL BARRIS

VANDOREN LAUNCHES S+ AT NYC EVENT

Vandoren held an official launch event for its new S+ alto saxophone mouthpiece at the company's NYC Studio on June 6. Vandoren added power, projection and color to its V16 small chamber alto saxophone mouthpiece and alleviated intonation issues with certain saxes to create the S+ which was due to be released in July.

"Being able to use a broader spectrum of reeds means that more people can find success with that mouthpiece, and that is a big deal for us," Michael Skinner, president of DANSR, Vandoren's U.S. importer told *Music Inc.* at the launch event.

Dealers will want to consider the S+ as the S will cease to be available after the new mouthpiece is released, said David Gould, product specialist and artist relations manager for Vandoren in the United States.

Skinner added that the S+ boasted excellent performance in the field tests, which involved about 10 players in New York and about three in France.

Jazz saxophonist Steve Wilson has become a fan of the new mouthpiece.

"It's got a great core which is maintained throughout the entire range of the instrument, from top to bottom," said Wilson, who has played with such artists as Dianne Reeves and pianist Chick Corea.

"Intonation is impeccable, so it's very easy to control," Wilson continued. "And it has a lot of color and real warmth. It met all my expectations." vandoren-en.com



Keith Mardak

HAL LEONARD | FINANCE

Seidler Equity Takes Majority Stake in Hal Leonard

Hal Leonard has announced that Seidler Equity Partners, a private investment firm, has acquired a majority interest in the company. The move came as CEO Keith Mardak began his estate planning. Wanting to ensure the long-term financial growth of Hal Leonard, Mardak and his wife Mary Vandenberg, a former Hal Leonard vice president and current shareholder, began looking at outside investors.

Although there will be a change in the ownership structure of the company, the management will stay the same with senior management retaining minority ownership and signing multi-year contracts, including Mardak who will remain chairman and CEO.

"I joined Hal Leonard in 1970 and acquired the company in 1985, along with some managers as minority partners," said Mardak in a letter to employees. "We've had tremendous growth since the time I started, but I think the best years are still ahead of us. Mary and I decided we needed to do some estate planning. That, along with wanting to ensure the company's financial strength for future growth, are what have spurred on bringing in outside investors who will now have a majority position in the company.

Seidler Equity Partners are an absolutely great group of people."

When Mardak joined the company in 1970, Hal Leonard had sales of less than \$1 million. Today the company has annual sales of over \$173 million.

Mardak and the management team made the agreement with Seidler Equity Partners, a Los Angeles-based private equity investor, after vetting many other companies. They cited Seidler's focus on helping Hal Leonard with growth and acquisitions as an important factor in the decision.

"They're not flippers, they're holders," Mardak said. "We've had many opportunities to expand but have been reluctant to take on debt. Bringing in Seidler removes that obstacle and will help us accelerate our expansion opportunities."

"We're excited about what Seidler brings to our board of directors," said Larry Morton, Hal Leonard president. "Their partnership model will help us expand our global reach and digital delivery platforms while recognizing that the success of Hal Leonard has been built by a cohesive team of incredibly talented and dedicated employees. Seidler really understands the value and importance of our people."

halleonard.com



PAISTE | COMPANY

Paiste Cymbals Used at New Ibiza Hotel

Paiste cymbals have been used to decorate the Santos Dorado Suites, a new boutique hotel on the Playa d'en Bossa beachfront in Ibiza, Spain. Paiste said in a statement that the addition of the cymbals helps inspire and reflected Ibiza's lively music scene. paiste.com

APPOINTMENTS

SIMONDS NAMED PAS EXECUTIVE DIRECTOR

The Percussive Arts Society has named Joshua Simonds as executive director, effective Aug. 1. Simonds recently worked as the executive director of Chicago Youth Symphony Orchestras (CYSO). He holds a Master of Arts in Arts Management from American University in Washington, D.C. and a Bachelor of Arts in Percussion from California State University, Long Beach.

"I am honored the Board of Directors has entrusted me with leading this distinguished organization and am eager to start working with members around the world to build on 55 years of amazing history," Simonds said. "Together, we will ensure PAS continues to be the global leader in percussion and drumming, and as our mission states, inspire, educate and support percussionists and drummers throughout the world."

"I am absolutely thrilled to welcome Joshua Simonds as the new PAS executive director," said Dr. Julie Hill, PAS president. "The skill set one must possess for a job such as this is extremely diverse, and we had to find the right person. Joshua Simonds is that person and the future of PAS is very bright. Onward!" pas.org

UNIVERSAL PERCUSSION | LEGAL

Universal Percussion Drops Trademark Case

Universal Percussion, distributor of Wuhan cymbals, has voluntarily dismissed the trademark infringement action it filed against Avedis Zildjian last month relating to Avedis Zildjian's alleged unauthorized use of Universal Percussion's S mark.

According to a company statement, after discussions between the principals of the two companies, Universal Percussion now understands and appreciates that Avedis Zildjian adopted its stylized "S" for a new line of cymbals to honor and celebrate Sally Zildjian, one the matriarchs of the Zildjian family. Universal Percussion retracts its prior claims that Avedis Zildjian intentionally adopted a similar "S" mark for its cymbals to confuse or deceive customers into believing that Avedis Zildjian or its products are affiliated with, or sponsored by, Universal Percussion or by Wuhan.

According to the statement, Universal Percussion and Avedis Zildjian are both pleased to put this matter behind them so that they can focus on their long-standing business relationship. universalpercussion.com



CAD | MERCHANDISING

CAD Audio Installs Headphone Kiosks

CAD Audio has created and deployed active headphone kiosks to help MI and pro-audio retailers promote the category and build sales. Each kiosk includes two CAD HA4 4-channel stereo headphone amps with 100mw output to power up to eight sets of headphones, including the CAD MH100, MH110, MH210, MH320 and MH510 Sessions models. An open bay lets customers plug phones and other mobile devices with a 3.5mm jack into the display to test each model. "We're committed to help dealers tap into the \$3 billion headphone market with point of purchase displays like these kiosks and a variety models that offer customers the latest technology and a high-quality listening experience," said Glenn Roop, CAD vice president of business development. cadaudio.com



Jim Verwoerd

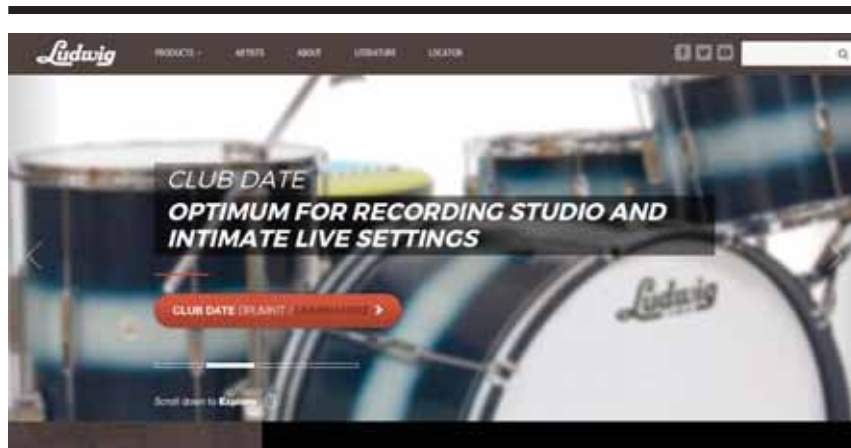
CORDOBA | SALES

Cordoba Expands Sales to Canada

Cordoba Music Group has expanded its sales representation throughout Canada. With six dedicated salesmen managed and led by industry veteran Jim Verwoerd (British Columbia), Canadian music stores can expect timely order fulfillment, customer service and support of Cordoba nylon-string guitars, ukuleles and accessories and Guild acoustic, electric and bass guitars and accessories. The new team includes Rob Gardner and Tom Jarvie (sharing the Prairie Regions), Paul Gardner (Ontario), Claude Lavallee (Quebec) and Bob Gaudreau (Maritimes Region).

"These are exciting times for Cordoba Music Group, especially with the return of Guild Guitars' U.S. production and many more innovative products from Cordoba," Verwoerd said. "We look forward to many fruitful years working together and growing the presence of these great products in Canada." cordobamusicgroup.com

WEB NEWS:



NEW LUDWIG SITE MOBILE-FRIENDLY

Ludwig Drums has launched the newly designed, mobile-friendly ludwig-drums.com. Designed for the modern drummer, the new website features an updated portfolio of products and images for the company's comprehensive line of Ludwig and Ludwig-Musser percussion instruments, hardware, accessories, luggage and merchandise.

"As Ludwig explores new product innovation, we uphold our commitment and passion for bridging the past to the future," said Terry Bissette, director of

sales for Ludwig Drums. "The new website provides the ideal platform for us to communicate and share what's new with our Ludwig family."

Ludwig-drums.com features more than 300 Ludwig artists with links to tour and event schedules. The new site provides visitors an opportunity to follow and engage with the latest conversations from Ludwig Drum's social community. In addition, musicians can access Ludwig catalogs, brochures, manuals and guides.

ludwig-drums.com

DANSR REDESIGNS WEBSITE

DANSR has rolled out its new website, dansr.com, that features a designed dynamic interface providing improved functionality, search capabilities and a host of new features. Visitors to the site will find it easier to navigate on any device and enjoy access to an expanded resource area that includes product, education and performance tips along with the latest information on Vandoren and Denis Wick products. An advanced dealer locator provides up-to-the-minute information on dealers who are carrying the products researched on the site. An updated poster creator (available this school year) lets visitors create performance posters for their band or school concerts that can be



printed or shared on social media.

"We are very happy with our new site," said Michael Skinner, president of DANSR. "The design is beautiful, it's lightning quick on all platforms and the information is deeper and better than it's ever been. Dansr.com is the place to go to find everything you need for Vandoren and Denis Wick." dansr.com

A photograph of Remo Belli, an elderly man with a friendly smile, wearing a red and blue plaid shirt and blue trousers. He is sitting on a Remo drum with a colorful, abstract pattern. His hands are resting on the drumhead. In the background, there is a fireplace mantel with decorative items and a blue wall.

“Our next boom to sustaining our industry will come through everyone recognizing that every human is a customer. We have to concentrate on how to instruct and inspire all of humanity.”

— REMO BELLI

The Percussion Marketing Council thanks Remo Belli for his inspiring leadership. Remo was a founding member and continuous supporter of the PMC. We will honor his memory by pursuing our mutual mission of percussion advocacy. His participation will be missed but his passion will never be forgotten.



The Percussion Marketing Council is a non-profit 501-c corporation dedicated to the advancement, understanding and enjoyment of drums and percussion.
Copyright 2016 Percussion Marketing Council P.O. Box 33252 Cleveland, Ohio 44133 440-582-7006 www.playdrums.com

IDEAS

Inside**IDEAS** > The Tech Beat Page 26 > The Marketing Minute Page 28 > Next Gen Retailing Page 30 > My Turn Page 32

INDEPENDENT RETAILER | BY TED ESCHLIMAN

INVENTORY IS AN ATTITUDE

The Northridge Earthquake of 1994 cast a shadow over Winter NAMM. Minor aftershocks continued to threaten Southern California just days before the convention, and I remember my wife looking at me in horror as I voiced my resolution in leaving the safety of our Midwestern home to attend what she had minimized as “Ted’s Little Toy Show.” At the time, the threat was indeed real, and I had to confess my motivation for attending NAMM harbored some personal indulgence. Yes, my business partner and I think the convention is an integral ingredient, preparing and planning our business for the future, but she had me pegged. There is an inescapable allure of childlike joy in exploring new products.

INVENTORY IS OPPORTUNITY

Inventory is like commercial real estate — the value is not only in the property itself, but the revenue it generates. Successful landlords exploit this understanding by keeping tenants happy and minimizing vacancies that suffocate the capital their buildings produce. Ornate facades and prime location are not



‘To be successful, we need an organic connection between principle and practice.’

the true value. Rent checks are.

To be successful in our own retail business, we need organic connection between principle and practice. We need the math, the GMROI, as well as a consciousness of the subtleties of where the math can go wrong. Sometimes even our senior staff can fail to grasp some of the fundamentals of inventory flow — inventory holes equal lost revenue. The

following is a mistake checklist. Notice the physical continuum. Each must be considered for your showroom to be an investment and not a museum.

OVERSTOCK. Stock inventory just in time. Ideally, you have it when the customer needs it, but not too much sooner than you have to pay your vendor for it. With a computer, the discipline of documenting cycles of turns aren’t complex for a healthy portion of your accessories, and the better you are at keeping backstock to a minimum, the better your return on investment.

SHORTAGES. In the days of point-and-click competitive access to your wares by online resources, you can’t afford to be out. You not only lose the individual sale, you risk the long-term routine of purchasing from you. Use replenish reports to alert you in advance to minimum quantity deficits.

VENDOR BACKORDERS. You have control of placing orders, but you can’t control your supplier fulfillment. Train staff to be sensitive to barren hooks that are perpetually empty. If your supplier can’t supply, don’t wait to go somewhere else. They are costing you both profit and reputation.

CLUTTER. Goes without saying. Your goods should be easy to

explore, meaning sensibly signed, ordered, categorized and unobstructed by unsellable items.

SLOW TURNS. Whether an item becomes obsolete, or simply unappealing, you can’t afford to keep dead inventory. (See previous.) Twice yearly, we run reports to target these income killers.

EFFICIENT REPLENISH PROCESS. How quickly can your purchasing department respond to this? A huge mistake is collecting “needs” to maximize extra “quantity discounts” when you might miss crucial turns between orders. Sometimes it’s more profitable to relinquish the vendor “extra 10” or free freight just to plug a hole. The foot soldiers at the cash register need a clean line of communication with your buyers for effective re-supply, and also importantly, special order fulfillment.

RETURNS/DEFECTIVE MERCHANDISE. It’s tough to make a priority for your staff, even harder to engage suppliers in addressing returns, but those annoying boxes of returned goods are literally money. Anything taken out of inventory costs you in cash flow and income opportunity. **MI**

Ted Eschliman is a music industry veteran and a co-owner of Dietze Music, based in Lincoln, Nebraska.

THE TECH BEAT | BY JAMES HARDING

Dominating Craigslist

If you remember the “good ol’ days” before Amazon and Craigslist when your biggest competitor was the music store across town, you’ve undoubtedly spent at least a few sleepless nights trying to devise a competition strategy for what has become a global resale market. Anyone with a cell phone and the most basic computer skills can set up an online store and compete with your brick-and-mortar business. Thankfully, most folks don’t possess the marketing expertise we indie music retailers do, and — with a little effort — you can dominate sites like Craigslist in many of the same ways you’ve come to dominate your local music retail markets. Here are a few tips to help you succeed on Craigslist:



‘Don’t be afraid to post ads on a wide variety of products and services on Craigslist.’

ADVERTISE TO DOMINATE. Just like you would for any good ad, make sure each product you decide to sell on Craigslist is displayed in the very best way. Take good, clear, colorful photos that make your product look amazing. Make sure to photograph the features or included accessories that set your products apart from other items on Craigslist. A good picture is truly worth 1,000 words. Title your ad with a short, yet irresistible label. Next, describe what makes your product and/or service special in the shortest, most poignant way, using bullet points whenever you can. Include a “boiler plate” that highlights your business at the end of each description. It should include a quick note about included services (like shipping or delivery), financing options or accepted payment methods, any trade options you offer, relevant links to your website, and a contact phone number. Do what you can to stand out. Most people can’t offer all the services and support you can. Be sure you include these points in your ad. Additionally, at the bottom, include a list of generic search terms that will help your product come up in a Craigslist search. Imagine what terms people will use to

find your product and include them — even some of the common misspellings. Your goal is to get as many clicks as possible. One final tip: Don’t be afraid to post ads on a wide variety of products and services. I’ve sold high-end grand pianos, small keyboards, piano

lessons and even piano tunings from Craigslist ads. Don’t limit yourself to just the inexpensive or low-end products. You might even create an ad just to promote a YouTube video that tells people how to shop for the products you sell on Craigslist. Be creative!

KEEP COMPETITORS DOWN. Each day, as more and more new ads appear on the site, your ad will move further down the list. You need to renew your ad (with minor changes to the title and description) at least a couple of times a week to keep your ads on top. You also need to see what other people are doing so you can make sure your offers are competitive.

EJECT SCAMMERS. Use your good judgement and weed out the scammers. Consider creating a specific Gmail account just for your Craigslist business. However, while nine out of 10 emails/texts might be scammers, nine out of 10 phone calls are probably legitimate. Make sure you have a valid phone number in the ad. Scammers won’t risk a voice chat — usually.

Craigslist is nothing to fear. With some superior marketing skills, it can become a critical source of potential customers. **MI**

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



WE PROTECT YOUR Passion

We get it. Performance is their life.
That's why they'll play anytime and
anywhere they get the chance.

Protecting their gear from gig to gig is our
passion. For 40 years, SKB Cases has been
there from local shows to worldwide tours.



skbcases.com/music
800.410.2024



A Lifetime Warranty
for a lifetime of performances.



©2016 SKB Corporation

THE MARKETING MINUTE | BY LAURA B. WHITMORE

Getting Media Attention

When it comes to public relations, many find the concept of connecting with the media a bit of mystery. But, it need not be. First of all, the name is a little confusing, so let's set that straight: public relations is about creating relationships with the media so that they can help you share your story.

Of course, many PR professionals, myself included, have spent years building their networks and training in PR tactics and best practices. But there are many things you as a business can do to take advantage of the benefits of PR.



SHARE THE NEWS

Write and distribute concise, well-prepared news releases to local media if (and only if) you have something newsworthy to share. You don't want to flood the media's inboxes. Think, "Would I want to read about this, or does it just seem like self-serving fluff?"

News releases should contain these items: a headline; a subhead explaining what the release is about; the date and location of release; an opening paragraph that is a summary and includes the who, what, when, where, why, followed by several paragraphs expanding on the topic written in a very factual style. Make sure contact information is included for the media representative in case they have questions.

This should all be laid out in news release format (see this article for help: www.mad-sun.com/anatomy-news-release/), and sent along with a low-res photo. Do not send high resolution photos, but include a link to where one can be downloaded, such as a Dropbox link.

PICK YOUR MEDIA

Where are you going to send your releases? Think about what type of media might be interested in your news. Is it a local talent show of your students? Then the local papers and radio stations might be excited to share the news. Are you hosting a fundraiser to benefit the music program in the school district?

Then you may want to go broader and share it not only with local media, but also state and national education media, reporters who write about charities.

FINDING CONTACTS

How do you find the right people to reach out to? Good old-fashioned leg-work plus a bit of chutzpah will do the trick.

Google the type of messaging that you want to send out and see which reporters come up locally. Search for their email addresses online. Find phone numbers for the outlets they work for and call to be connected or get their email addresses. Follow up with calls. If your news is truly aligned with what they report on, they will be glad to hear from you.

Keep in mind: Reporters need news. As much as they seem unreachable or hard to involve, they can't do their job without people like you reaching out to them and sharing relevant information. Also, silence does not mean "no." Like many industries, journalists have been repeatedly asked to do more with less. If you truly believe your news is a perfect fit, be persistent without being annoying. And finally, put in the work. No one said PR was easy. Stay diligent! **MI**

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

Follow these PR must-do's to ensure word gets out about your store

PROFESSIONAL PIANO TEACHING

Volume 1: Elementary Level 2nd Edition

A Comprehensive Piano Pedagogy Textbook
Jeanine M. Jacobson



Edited by E. L. Lancaster and Albert Mendoza



WARNING

Selling print music may be beneficial to your bottom line. Your business may experience side effects including, but not limited to: overall financial health, higher return on investment, and setting up your teachers for success.

The power of print.



Alfred Music
LEARN • TEACH • PLAY

Phone: (800) 292-6122
Email: sales@alfred.com
Web: alfred.com/dealer

NEXT GEN RETAILING | BY KRISTIN MASARIK

The Rental Season Race

Rental season is one of my favorite times of the year, along with Christmas, summer and, of course, Packer season. It's fast-paced and sometimes it feels like we are holding on for dear life, but at the end of the day, it is satisfying. As the summer winds down, and you start to look ahead to this year's rental season, here are a few tips that will help you not only survive, but also have a more successful rental season.

RENTAL SEASON IS A MARATHON, NOT A SPRINT. Rental season seems to last all year from planning, cultivating new business, school meetings, incoming inventory and preparing rental returns. When the door swings open with the droves of bright young faces and the families that support them, it is easy to forget the innocent joy of receiving the first instrument. Enjoy your time with the new music makers. It is not a sprint through the numbers of renters, however the true marathon is the opportunity to develop long-term, positive relationships with customers along their lifelong passion as consumers of music.

TREAT EVERY CUSTOMER LIKE YOUR MOM WOULD WANT YOU TO. Remember the parents that walk through your doors or meet you at schools come from various socio-economic backgrounds and may, or may not, have enjoyed the opportunity to be a musician in school.

Smile, introduce yourself, and ask for the parent's name and most importantly the child's name. Engage the other children in the group. Keep the information simple and be patient with the many questions. Walk the customer through the instrument case, explaining what is what.

JUMP IN WHENEVER YOU CAN. If you understand the rental process and the sales floor is happily swamped with new musician families, jump in and start helping. Not only will you be building a stronger team, but the relationships that you build with the parents could lead to repeat and referral business. As a support team member, you can help direct traffic, greet customers and help keep the business buzzing along.

NEVER LET SOMEONE LEAVE THE STORE WITHOUT THE ESSENTIALS. Have you ever gotten home from grocery shopping and forgot the one key

ingredient for the recipe? It's frustrating. Everyone is busy, and it would be disheartening for a parent to realize that they forgot a box of reeds, valve oil, or heaven forbid the method book. Understand what the students need, and be able to help reinforce why that product is important to the parent's investment in their child's future.

UNDERSTAND THE OBSTACLES.

Too many times we hear parents say, "Oh, they are going to quit anyway." Many times that is not the case! Have an arsenal of positive reinforcing statements about music education, and how important it is for their child's growth and development.

REMAND THE YOUNG MUSICIAN TO SAY "THANK YOU." Music parents invest time, energy and money to ensure the success of their child. Remind the young musician to thank their parents for the gift of music. As the sales person, thank the parent for taking the time, energy and resources to give their children the best opportunity for success.

Remember, our goal is to be part of the process of making the music makers, and if we create a positive experience (and of course prepare properly) the numbers and growth will follow. **MI**

Kristin Masarik is a merchandise manager at Heid Music in Appleton, Wisconsin, as well as a NAMM YP board member. NAMM YP, which consists of young professionals in the music industry, focuses on the betterment of future leaders by providing opportunities to connect, learn and grow from one another. Get involved by visiting nammyp.com.



Don't lose sight of what the B&O rental season is all about



GET
YOUR
OWN
COPY!



SUBSCRIBE

Get great retailing ideas at your fingertips!

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

PREFER DIGITAL?

We've got it. Just select print, digital or both!

VISIT MUSICINCMAG.COM TODAY!

MY TURN | BY JAIMIE M. BLACKMAN

Funding Your Exit

A conversation I recently had with a music retail owner made a lasting impression on me. He said if his father had not had the foresight to establish his own retirement investments, separate and apart from the assets of the store, he would have been forced to ask his son for a seven-figure check to support his retirement. Luckily for him, his father made the prudent decision early on to diversify his investment portfolio. Is this something that is on your radar as a retailer?

The concept of managing risk through diversification was recognized more than 2,000 years ago with a statement in the Talmud (a central text of Rabbinic Judaism) reading, “Let every man divide his money into three parts, and invest a third in land, a third in business, and a third let him keep in reserve.” If applied today, the overall portfolio asset allocation would be one-third fixed income and two-thirds equity investments — a 70/30 well-diversified portfolio. Stated another way: Don’t put all your eggs in music instruments, rentals and lessons.

In this respect, there is a lot you as a retailer can learn about risk management from observing how wealth managers mitigate risk for their investment clients.



Implementing a 401(k) retirement plan can create a nest egg for you and your employees

THE STAGES OF WEALTH MANAGEMENT

To start, there are three stages of wealth management: accumulation, preservation and distribution.

During the accumulation stage, the goal is growing the value of the portfolio by regularly adding money to your investment pool and aligning the asset allocation (combination of stocks, bonds, cash) with your risk tolerance.

Throughout preservation, the goal is to have a comfortable standard of living through the end of your life, while having the financial resources to take care of all your needs, without running out of money.

And finally, the distribution stage focuses on tax efficient strategies to distribute your assets while you are alive or after you die.

Each stage requires a unique set of skills as well as a different mindset for the investor. The life cycle of the business owner suggests that the start-up of your music retail business is similar to the

investment accumulation stage. Instead of investing in an asset allocation consisting of stocks, bonds and cash, your music asset allocation consists of guitars, keyboards, rentals, repairs and music lessons.

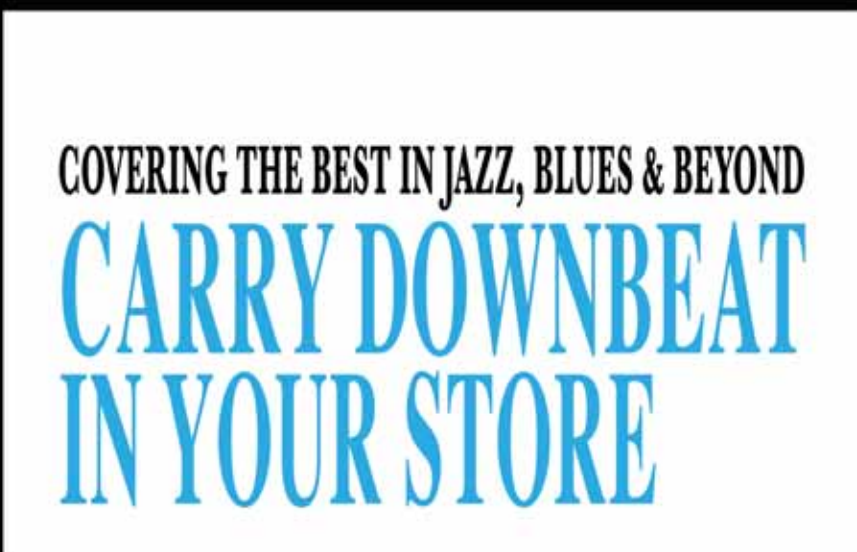
The preservation stage is likened to the mid-life cycle of your well-established business. Cash flow is positive, and your emphasis might be holding on to the clients you currently have and focusing on customer service while training the next generation of leadership.

The distribution stage occurs at the end of the life cycle when you transfer ownership of the business — whether it’s a succession plan or selling to a competitor.

The lack of diversification rears its ugly head during the distribution stage, when the owner is ready to transfer the business to a family or non-family key manager.

By implementing an 401(k) retirement plan for your business, you can create a retirement nest egg for you and your employees (great for employee retention if properly designed) as well as realize meaningful tax benefits. As the saying goes: How do you make a lot of money in the music retail business? You start with a lot of money. **MI**

Jaimie Blackman, president of BH Wealth Management and financial planner, created Sound Financial Decisions to help guide the MI business through the complexities of succession planning. To subscribe to Jaimie’s Succession Success newsletter, visit bhwealth.com.





Jim and Nan DeStafney



INTO ***THE WILD*** **BLUE YONDER**

BLUES ANGEL MUSIC
WENT FROM
A HOLE-IN-THE-WALL
GUITAR SHOP TO
A FULL-LINE
RETAILER IN TWO
DECADES. NOW, WITH A
NEWLY BUILT PIANO
SHOWROOM AND
FURTHER PLANS FOR
EXPANSION ON
THE HORIZON, JIM AND
NAN DESTAFNEY
ARE NAVIGATING THEIR
FAMILY BUSINESS
INTO THE FUTURE

BY DAVID BALL
PHOTO BY MICHAEL SPOONEYBARGER



The Blues Angel Music crew.

When Jim DeStafney opened his 1,200-square-foot guitar shop in 1997, few could have foreseen that, within the span of two decades, his one-man operation would grow into Pensacola, Florida's, only full-line MI retailer. Now, 19 years later, Blues Angel Music occupies a 15,000-square-foot, standalone store, which houses a newly built piano showroom, lesson studios, a warehouse and repair shops. And while DeStafney continues to put the finishing touches on the piano showroom, rumblings of further expansion seem to suggest that the sky's the limit for Blues Angel.

BUILDING HOME BASE

Having served as a former Navy fighter pilot with more than a quarter-century of military service, DeStafney chose to retire and pursue another labor of love — serving Pensacola's vibrant community of musicians, including its military personnel.

As the home of the Blue Angels — the U.S. Navy's elite flight demonstration squadron — DeStafney's new venture has always occupied storefronts along roadways that

end at the Naval Air Station Pensacola. It's no accident that the store name serves as a play on words, combining two of his lifelong passions — aviation and music.

"There's a lot of Navy traffic," DeStafney explained. "The military is the No. 1 industry in Pensacola besides tourism, and I thought that was a good market to tap into."

The original 1,200-square-foot storefront was located inside a building along Navy Blvd., which also housed the now-defunct Zellner's Music. Zellner's had once been a full-line MI store, but sold only pianos by 1997.

"When I retired [from the military]," Destafney said, "I had accumulated about 25 guitars, and I had about 15 amplifiers. I saw [a 'For Rent' sign] and thought, what better place to put in a music store than inside a music store?"

"So, I ordered accessories from U.S. Music Corps and opened for business. I waited for financial success, which didn't come. [Laughs.] But slowly, it developed and grew."

Within a few years, Zellner's had gone

out of business, and Blues Angel moved into the main 4,000-square-foot showroom.

Around that same time, Bob Fisher, former owner of Bob Fisher's Music Town in Memphis, Tennessee, had retired and moved to Pensacola, and he began to frequent Blues Angel. Fisher had been looking for a space to start renting B&O instruments to customers through the Veritas Instrument Rental program.

"I've never met anybody in this industry who knows as much about everything pertaining to musical instruments [as Fisher]," DeStafney said. "Since we were just getting ready to move into the center section of Zellner's, I said, 'Why don't we make some space in here? You could come in when you want, I'll sell some accessories, and you can rent [B&O instruments] out of here."

"Bob started coming to work every day," DeStafney said, "For eight hours a day — and he was selling everything in the store!"

Blues Angel began to acquire enough band instruments to start its own rental pool. Meanwhile, the business was expanding further into the building, adding more showroom and repair shop space.



By 2012, strong business and bigger dreams forced a move. DeStafney decided to purchase a 15,000-square-foot building at 657 N. Pace Blvd. with the help of his wife Nan.

LIFTOFF INTO FULL-LINE

Within a few years, Blues Angel grew comfortably into the new space, which has a full showroom, a warehouse, repair shops, lesson rooms and office space for the store's marketing and e-commerce departments.

But, when Bill Dollarhide and his wife decided to retire, they came to Jim and Nan asking if Blues Angel would carry on the Dollarhide's Music legacy in Pensacola. The DeStafneys just had to find a way to fit a piano showroom into their already fully-stocked store.

"His store was enormous!" Jim said. "It was 15,000 square feet — the same size as our store — and that was just pianos. Everything was spread out very nicely. It was very comfortable, and practical. But, I was just like, 'OK, how much room do we really need?'"

"Since most good ideas come from my wife," Jim said, "I'm pretty sure this was her idea: 'What about gutting the space we have, taking out half the warehouse, the repair shops, front counter — taking out basically half the store — and turning it into a piano store?'"

That's just what they did. The DeStafneys found a local contractor, took out a loan, and within a month of Dollarhide's closing, Blues Angel was putting the finishing touches on its own piano showroom, selling Yamaha and Pearl River acoustic pianos, Roland electric pianos and Allen organs, as well as an expanded array of print titles catered toward piano players.

The DeStafneys are hoping that having a piano showroom in the store will bring a whole new type of clientele.

"We're being exposed now to customers we've never been exposed to before," Jim said. "The crossover potential is huge."

But, it wasn't just Dollarhide's piano lines that Blues Angel added to its store.

"Fortunately, we've got the Dollarhide staff, [and] they

REPAIR & RENTAL

MEET THE DYNAMIC DUO OF PROBLEM SOLVERS!

Use **STRINGTone®** & **LECTRICare®** to KO corrosion and oxidation at their source.

NAMM
show^{TV}

Exhibitor 2016-2017

STRINGTone® & LECTRICare® Music/Electronics deliver penetrating string core and windings conditioning plus conductivity enhancing maintenance for electronics.

- Both products leave a micro-thin barrier film to protect against humidity, condensation, oxides, and corrosion that degrade performance.
- Stop static instantly - Apply **LECTRICare® Music Electronics** to pick-ups, switches, effects, etc. for smooth operation and to enhance conductivity of all metal & conductive plastics
- Use **STRINGTone®** to liven string play and tone
- **STRINGTone®** works on all instrument strings: metal, synthetic, coated, guitar, piano, harp, gut, etc.
- **Tip Note:** Pre-stretch new strings with Stringtone for customers (for a small fee) Cut down tuning cycles/break-in time.



See Our **HOW-TO** Video Library...
SoundSynergies.net



HEAR AND FEEL THE DIFFERENCE®
Comprehensive Maintenance Technologies.
Lowest cost per use.

Products from DynaGlide® laboratories a division of Multi-Marketing Corporation. Made in the USA.



Dealers/Distributors/Manufacturers inquiries:

1-800-825-9256

Russell Reed: russ@soundsynergies.net
Jim Akers: jim@soundsynergies.net



The full-line dealer offers a wide range of brands in its 15,000-square-foot showroom.



A participant in the store's recent ukulele clinic.

know what they're doing," Nan said. "I trust them to build that [part of the] business."

"The fact that the people came over is what made this such an attractive endeavor," Jim said. Along with piano salesman Barry Frost (who worked at Dollarhide Music for 25 years), the DeStafneys also brought on former Dollarhide store manager, Michael Clark, piano tech Nathan Witter, and Allen Organ sales rep Donny Monk.

Steve Olson, Blues Angel's store manager, said that in the week leading up to the grand opening of the piano showroom, half of Blues Angel's initial piano inventory had already been sold by the store's new staff.

ALL SYSTEMS GO

As Blues Angel has continued to build staff and service within the store, the DeStafneys have also hired two dedicated e-commerce specialists, plus a full-time marketing representative.

"When you only advertise on social media, you get the customers you've already got," Nan said. "I need to get the people that have never heard of us."

"The way we're increasing business is twofold," Jim explained. "We've done a lot of conventional advertising to promote [the store's B&O business]. We do some radio, a lot of TV, and we advertise in movie theaters. And all of a sudden people are coming in and asking about band and orchestra instruments. We've been increasing

our rentals by about 10 percent a year."

Outside of conventional advertising, Blues Angel gets its name out by being active in the community. They've hosted events for the Pensacola Ukulele Society, an official club that meets at the store; and with the addition of the piano showroom, Blues Angel will now be home to the Pensacola Music Teachers Association (which previously met at Dollarhide Music).

The store also hosts a summer concert series in conjunction with the city dubbed "Blues on the Bay."

"We started three years ago, and it's been one of the very best advertising events we've ever had," Jim said. "Nobody else wanted to do it. It takes pretty much our whole advertising budget for the quarter, but what we get in exchange is incredible advertising, plus promotion through the newspaper and social media."

A WOMAN'S TOUCH

In the 19 years since Blues Angel opened, the store has grown from a one-man operation to a business that now helps support the livelihoods of 25 employees. But, it wasn't until Nan got involved in 2008 that business really started to take off.

After 37 years as a Navy nurse, Nan retired in 2009 to add her own special touch and help expand the business.

"Jim was thinking about maybe operating the store two or three days a week," Nan

explained, "and I told him, 'You can't run a business like that. People have to know when you're open. Let's close it, or let's do it.'"

"He's the brains behind this whole thing," Nan continued. "I'm really more of the brawn. I couldn't do this without him, and he couldn't do it without me. We're a very good combination."

"[Nan] is quite a visionary," Jim said. "When she has a vision, she sets a goal, and then she makes it happen. Sometimes I think 'You're crazy! That's way too much money.' But usually what she decides to do works out very, very well."

One example began with an interior decorating idea that turned into a TV show.

"When we moved [into the new building] four years ago, [Nan] wanted an aquarium," Jim said. "At the time we decided it was just too hard, and we'd worry about it later. Meanwhile, without me knowing about it, she was calling [the hosts of *Tanked*, a TV show on Animal Planet], figuring out what you have to do to be on the show."

Initially, Nan's idea was to make a single drum into an aquarium. But as they continued talking with the show's hosts, the idea grew into an eight-piece drum set with fully-functioning aquariums contained inside each drum's custom-built acrylic exterior.

"We did the show, and it aired in November [2013]," Jim said. "That season, it was their No. 1 requested show. It has



Blues Angel Music regularly hosts events and clinics to engage its community in music making.

been shown in the U.S. over 300 times, and every time it airs, there are new people who walk in the door. I can't tell you how many people have come in just to see this thing."

Jim recounted a story of a man visiting from Germany who was stationed in Miami and working on a book about the history of the jazz tenor banjo. The man had seen the episode and noticed the store's selection of high-end Eastman archtops hanging on the back wall. So he came to check out the guitar selection in person. "He walked out of here with a \$3,500 guitar," Jim said.

Another couple came to see the drum set aquarium last Father's Day. "You can spot them because they see the drum set and ask, 'Can we take pictures?' They were in here to see the tank, then walked up [to the counter] with a \$3,000 Taylor. [The aquarium] has become a trademark of the store."

SPEED OF SOUND

As Blues Angel continues to expand its

rental business, lessons programs, pro-audio installations, and now, it's piano business — all alongside its bread-and-butter combo department — the DeStafneys have had to add an addition onto the store in order to gain needed warehouse space. Looking forward, Jim and Nan have also set their eyes on a nearby building that they think could accommodate more lesson studios and a larger piano showroom.

With eyes toward the horizon, Nan's son Steve Olson started working at the store not long after Nan came on board. He now serves as general manager, and his wife Sierra works as part of the store's administrative staff, making Blues Angel a full-fledged family business.

"Steve and Sierra allow us to have a life outside of our business," Nan said, "And we can do that for them. Because we have them, we can go places we want to go, and they can [do the same]. We want them to have a life and have a family. And we'll be here for them so that



The full-line dealer features a large ukulele selection.

can happen."

Even with the extra help around, the DeStafneys show no sign of slowing down. "People ask us, 'When are you going to retire?'" Nan said. "But who would want to retire? This is our joy. The best part of our lives is the rest of our lives. This is fun and challenging, and it keeps us alive and moving." **MI**

THE THANK YOU TOUR

BY MYRNA SISLEN

ON THE HEELS OF THE PASSING OF ESSA, NAMM MEMBERS HEADED TO CAPITOL HILL FOR THE ANNUAL NAMM FLY-IN. MIDDLE C MUSIC'S MYRNA SISLEN'S SHARES THE EXPERIENCE THROUGH HER EYES

Where can you spend quality time with a baseball legend, walk the halls of Congress lobbying your representatives, get to know industry colleagues and leaders from virtually every state all while learning about music education policy and how it affects our businesses? The annual NAMM Fly-in in Washington, D.C.

I have participated in the Fly-in for the past eight years, but this year's event, held May 23–26 and dubbed 'The Thank You Tour,' was much different.

First, the ESSA (or Every Student Succeeds Act) that we have been fighting so hard for these past 12 years passed Congress and was signed into law by President Barack Obama on Dec. 5, 2015. Now, for the first time, the definition of a "well-rounded education" includes music. As a result, music now qualifies for federal funding under Title 1-A and Title IV-A. The funding is specifically directed to hiring qualified music teachers and making music an integral part of the regular school day. Secondly, the passing of ESSA returns decision-making regarding elementary and secondary education to each individual state.

For us, retailers and manufacturers alike, this means our work is just beginning. We must all return to our districts to advocate and educate parents and administrators about the new law and its inclusion of music classes in our local schools. Few parents are likely to be aware of ESSA, or what it could mean for their children. The one hitch is that ESSA lists 17 other disciplines as part of a "well-rounded education." So, we'll have to continue to fight for music.

To be sure the act passes in each state, all of this year's 91 Fly-in delegates, including more than 30 first-timers, needed to successfully lobby their representatives and return home to advocate. We all had a lot to learn.

From Monday morning to Thursday afternoon, there were four full days packed with activities: a day of service, networking dinners, advocacy sessions and briefings, training sessions, a "party with a purpose" on law firm Nelson Mullins Riley & Scarborough's roof, as well as 150 meetings on Capitol Hill with congressional representatives and legislative staff. The



1. Myrna Sislen at the 2016 NAMM Fly-in.
2. Fly-in attendees during the Day of Service.
3. NAMM's Mary Luehrsen and Joe Lamond flank Keyboard Concepts' Jeff and Cheri Falgien.
4. First Lady Michelle Obama speaks during the White House Turnaround Arts Talent Show at the White House May 25 in Washington, D.C. The Turnaround program is part of the President's Committee on the Arts and Humanities.
5. All County Music's Fred Schiff, Paige's Music's Mark Goff, NAMM's Joe Lamond and Menchey Music's Joel Menchey.
6. NAMM's Joe Lamond and country singer Eric Paslay speak during the CMA, NAMM, VH1 Congressional Reception for Music Education at the U.S. Capitol.





week concluded with a knockout reception in the beautiful Mansfield Room of the U.S. Capitol.

BREAKING DOWN THE FLY-IN EXPERIENCE

The week's events started early Monday morning at Friendship Technology Preparatory Academy in southeast D.C. with the annual day of service. Rotating classes of ukulele, guitar, and percussion gave 75 children and delegates the opportunity to experience new instruments. We were also treated to performances by the school's band and dancers. School principal Patrick Pope gave opening remarks and thanked all the companies who donated instruments.

Monday closed with a dinner hosted by Nelson Mullins, where NAMM honored Sen. Lamar Alexander (R-TN) with the NAMM Support Music Champion Award.

Tuesday began with introductory and overview remarks from Mary Luehrsen, NAMM's director of public affairs and government relations, and Joe Lamond, NAMM's president and CEO. They were followed by Sen. Alexander's Senior Education Policy Advisor Lindsay Fryer, who offered a detailed overview of ESSA. Fryer served as the principal negotiator on ESSA for Chairman Alexander, so she explained exactly what to expect when we advocate for implementation of the new law.

Next up was Patrick Rooney, U.S. Department of Education's acting director of the office of state support. Rooney gave us more guidance on the implementation of ESSA from the stand point of the department of education. Then we brought it home with a panel discussing state and local education policy and explaining exactly what we should do now that the proverbial ball is in our court. The panel consisted of Luehrsen; Chris Woodside, assistant executive director of National Association for Music Education (NAfME); Lynn Tuttle, senior



regulatory policy advisor of NAFME; Narrie Rome from Americans for the Arts; and Bob Morrison, founder and CEO of Quadrant Research. One of the most important pieces of advice came from Morrison who told us to contact each representative of our State Education Agency Directors of Arts Education. Morrison encouraged us to make appointments with our state and especially our local education representatives.

This year's Political Analysis update was provided by Rob Engstrom, senior vice president and national political director of the U.S. Chamber of Commerce. Engstrom's focus this year was the presidential campaign, and as you can imagine, there wasn't a dry eye in the house. Or was that laughter? No, I think it was tears.

After lunch, everyone broke into groups to rehearse "the ask," which in other words is when the delegates ask to fund the bill.

Tuesday night the delegates "Partied with a Purpose" on the roof of the Nelson Mullins offices, arguably the best view of the Capitol building in town, to honor members of President Obama's Turnaround Arts program, including former Yankee Bernie Williams and actor/director Tim Robbins. Williams,

7. NAMM members meet with Senator Jack Reed (D-RI), center.

8. Musical Innovations' Tracy Leeman meets with Representative James Clyburn (D-SC).

9. NAMM's Joe Lamond and former Secretary of Education Richard Wilson Riley present the SupportMusic Champion Award to Senator Lamar Alexander (R-TN). All photos are courtesy of Kris Connor/Getty Images for NAMM.

who just graduated from the Manhattan School of Music, was back for his sixth year of lobbying for the benefits of music education. Other notable attendees included country singer Eric Paslay, songwriter and producer Citizen Cope and blues artist Keb' Mo' along with other Presidential Turnaround Artists who were awarded NAMM Support Music Awards. These artists all share NAMM and its member's vision of music and arts in schools for all children.

Wednesday we took Capitol Hill with 150 visits to congressional offices. My group of three had seven appointments with representatives from Connecticut and New Mexico. I also met briefly with Eleanor Holmes Norton, D.C.'s non-voting member.

The meetings with members of Congress were partly congratulatory. I found myself applauding our supporters in several offices as well as encouraging those same members of Congress to fund the new law. Even though we are not asking for more funding, just for folding the \$450 million

dollar School Improvement Grant already in the president's budget into Title I, several legislators said funding could be a problem.

While we walked the halls of Congress, Luehrsen, Lamond, NAMM Chairman Mark Goff, and Bernie Williams went to the White House for a Turnaround Arts Talent Show. Luehrsen and Williams described it as an amazing, emotional event that culminated with an appearance by First Lady Michelle Obama to thank the children. After our full day of lobbying, there was a congressional reception, Celebrating Music Education, in the Mansfield Room of the Capitol building.

Thursday morning was given over to the last of our congressional visits and the live wrap-up Webcast from Nelson Mullins' offices.

If this sounds like a monumental logistical nightmare, we delegates never felt that for a moment. Even though at 91 delegates we were the biggest NAMM group ever, we always felt that everything was under control. How Leo Coco, our Nelson Mullins

lobbyist, Luehrsen, and the entire staff got it all together is a marvel. And they do it year after year, each year better than the last.

'THIS IS WHY WE DO WHAT WE DO'

For me, as a retailer, attending the Fly-in has been a way to connect with colleagues from all over the country and participate in democracy. It continues to be one of the highlights of the year. Even though I live in Washington, D.C., walking the halls of Congress as an advocate for our cause is still a thrill. Additionally, I have found that it has been good for my business that my customers know how involved I am in music education.

If you haven't participated yet, do it. You will be positively changed, I guarantee it. After this year, the most important lesson we have all learned is that one group, with one important message, can make a difference. It may have taken 12 years, but it was so sweet when it finally happened.



CHANGE YOUR TUNE.

THE KYSER® QUICK-CLIP MAGNETIC CHROMATIC TUNER

Fits on Kyser® Quick-Change® Capos

- Screen flips and rotates 360° •
- Easy to use – press it on with the palm of your hand •
- Not visible from the audience •
- Detach and magnetically reattach •

www.kysermusical.com



KYSER® MUSICAL PRODUCTS

KYSER HANDLES IT®

READ IT YOUR WAY...

Don't miss UpBeat Daily–The Official Magazine of The NAMM Show 2017!

- Room-to-room delivery at 40-plus hotels in Anaheim!
- Show-floor delivery via bins placed throughout the Anaheim Convention Center!
- Digital versions emailed to more than 6,500 retailers!
- Available in iPad and Android versions, too!



upbeatdaily.com/subscribe

First-time Fly-in participant Kimberly Deverell of San Diego Music Studio echoed the sentiments of all the first-timers I spoke with.

"From start to finish, the Fly-in was like nothing I'd ever experienced before," Deverell said. "As the manager of a music store, it's easy to be consumed in the daily grind of running a business, and, I think as individuals, the same is true of our day-to-day lives. The Fly-in opened my mind to the bigger picture of my role as a music educator and advocate. My favorite meeting was with Congressman Tony Cardenas' (D-CA) office. It was inspiring to see the relationship that had been built between him and Ron Manus of Alfred Music Publishing. They discussed the different ways their office and NAMM could work together — it was true networking in action. Overall, I left feeling proud, patriotic, and inspired to go home and make a difference"

"I loved the Fly-in," said Fly-in participant Joseph Fox of Fox Music House in Charleston, South Carolina. "For me it was one of those, 'this is why we do what we do' feelings. It was a new challenge.

"I am a fourth generation business owner. Customer service and product — that is where my mind was brought up. Attending the Fly-in made me feel like a [bigger] part of a national music group and that my NAMM membership was working and valuable."

Nan DeStafney of Blues Angel Music, also a first-timer, said the Fly-in left her considering ways to continue her advocacy at home.

"I've scheduled bi-weekly music education advocacy on my calendar and set meetings that I will now have to be prepared for," DeStafney said. "I have a meeting set up with the music education committee for the symphony guild and with the fine arts director of our school district. Our store partners with the City of Pensacola to run a concert series in the summer benefiting music education in our community. At eight concerts in the summer, I have the microphone to speak to thousands about music education in our community. These are all small, grassroots efforts but the outpouring of support and encouragement here along with the training from NAMM, fuel my efforts to continue to understand and advocate for state and local education policy."

As we go to press, news has come that the U.S. Senate Committee on Appropriations approved a bill to fund the U.S. Departments of Education, Health and Human Services, and Labor, and certain related independent agencies in FY 2017. Title I funding remains constant at FY 2016 levels, plus an additional \$500 million increase with the consolidation of the School Improvement Grants program. However, the new Title IV Student Support and Academic Enrichment Grants program was only funded at \$300 million — 18 percent of the \$1.65 billion authorized in ESSA. Sen. Barbara Mikulski, the ranking Democrat on the appropriations committee, and Sen. Tammy Baldwin spoke in favor of increasing funds for Title IV. Mikulski said she hoped to increase this grant program through offsets before it goes to the full Senate for consideration.

ESSA goes into effect September 2017. We don't have much time. Get out and advocate locally. Let's get this job done! **MI**

First String

Applause might be Ovation's entry line, but our first goal is profitability. So many changes have been made. Improved build quality, D'Addario strings, new headstock, and all-new finishes. And the margins are killer. There is no guitar like an Ovation, and there's no affordable guitar like an Applause.

See them at the all-new
www.ovationguitars.com
 and don't let your customers settle
 for second string acoustics.

Ovation
 GUITARS

Applause 8-String in Transparent Black Flame
 with Black Nickel Hardware
 AL449P-T392

©2016 Dean Worldwide, Inc. All Rights Reserved.

HUNTER
 NEW YORK

**QUALITY BAND
 INSTRUMENTS
 FROM HUNTER**

Provide your customers with the highest quality instruments
 and the best possible price points. Hunter offers a full line
 of instruments that are made to the best standards.
 Call us today to find out how you can profit
 from Hunter Musical Instruments.
 Fast shipping available from our New York warehouse.

HUNTER MUSICAL INSTRUMENTS

3300 Northern Blvd. Long Island City, NY 11101
 (718)706-0828 ■ FAX (718)706-0128
www.huntermusical.com



THE DETAILS

GEAR FISHER, PEAKSWARE CEO

HQ: Boulder, Colorado

Founded: 2007

Employees: 150

Best-Selling Music Product: SmartMusic

Fun Fact: In 2007, Fisher founded TrainingPeaks, a successful software platform that connects coaches and endurance athletes, and the company grew to include fitness brands TrainHeroic and Best Bike Split. In 2014, the company acquired MakeMusic, its first music company, and, in April 2016, Alfred joined the Peaksware family.

FROM THE TOP

INTERVIEWED BY MICHAEL GALLANT

GEAR FISHER | PEAKSWARE

HOW DO YOU START YOUR DAY?

I'm a morning person, so I'm up pretty much every day at 5 a.m. I spend an hour on the computer, just catching up, and it's probably the most productive time of my day. Then, if I'm lucky, I get in a short workout before getting the kids to school. I have two girls, ages 13 and 16. My wife takes the night duty, and I'm on the morning side.

HOW WOULD YOU DESCRIBE YOUR ROLE AS A MANAGER?

My role is mostly motivating and aligning teams. Generally, it goes quite smoothly, largely because I'm lucky to have an incredible executive team. I'm no longer involved in the actual day-to-day operations at Peaksware. I try to get out of the way of the people who do the productive stuff. [Laughs.]

HOW DID A FITNESS COMPANY LIKE PEAKSWARE END UP OWNING MAKEMUSIC?

When TrainingPeaks started in 2007, the investor Andy Stephens, who supported us in the beginning, also invested in MakeMusic. Back then, he saw similarities between the two businesses — Peaksware connects coaches and athletes and MakeMusic connects teachers and students, both through software platforms. In 2013, Andy took MakeMusic private and talked with me about creating an umbrella company that would cover both fitness and music brands. Our goal was to build platforms in various domains where we could connect creators, instructors, and performers through learning and deliberate practice. In 2014, my team and I took over operations management of MakeMusic.

HOW DID YOU BRING MAKEMUSIC INTO THE PEAKSWARE WORLD?

We moved MakeMusic from Minneapolis to Boulder and completely retooled the company. There were 130 people in Minneapolis and about 30 of them moved to Boulder with us. We used all of the best practices in tech learning that we'd honed over the past 15 years at Peaksware to help MakeMusic rebuild its team. We hired another 35 and are now at 65 employees. We're about to release two big new products: a new version of SmartMusic for the Web and the next Finale, which will be the first paid upgrade in three years.

IT MUST HAVE BEEN A TOUGH DECISION TO SHRINK THE MAKEMUSIC STAFF AND RELOCATE THE COMPANY.

Decisions like that are difficult. You never take something like that lightly and the gravity of the situation is always very clear. But owing to the longterm nature of our decisions and strategy at Peaksware, you always have to think not about the impact today, but the impact down the road. It's been a difficult thing changing people's lives, but it's also an amazing thing to provide an opportunity for people who are aligned with our beliefs and strategies.

CAN YOU TALK MORE ABOUT THOSE BELIEFS AND STRATEGIES?

The fundamental thesis was that we wanted to reimagine MakeMusic through the vision and culture with which we had built with TrainingPeaks. That meant an entrepreneurial, high-performance team that was at a whole other level of function and collaboration. It was a deliberate move and the transition of the company was certainly a shock to many. But the incredible thing that came out of it was that the 30 people who did make the move to Boulder with us were so well aligned with the culture and beliefs with which we wanted to recreate and reinvigorate MakeMusic that they became the seed for the next 35 people's growth.

HOW DID YOU GO ABOUT PRESERVING MAKEMUSIC'S IDENTITY AND CULTURE THROUGH THE TRANSITION?

Quite a few of the original team that made the move had been with MakeMusic for up to 20 years. Their culture aligned with the culture that we wanted to create, and they did such an amazing job with recruiting. In their words, the talent level of the team has grown immensely.

HOW DID ALFRED COME UNDER THE PEAKSWARE UMBRELLA?

Alfred was run by the Manus family for 90-plus years. As I tell Ron Manus, who is now the chief business development officer, the company simply moved from the Manus family to the Peaksware family. As Ron describes it, there were some challenging financial circumstances that Alfred was facing and Peaksware was able to step in and help the company out. Now that they're under Peaksware, we've

recapitalized their financial structure, and they're on much stronger footing. Alfred's content has always been about 50 percent of the content used in SmartMusic, so it's great to have both companies under the Peaksware umbrella.

HOW WILL PEAKSWARE'S PURCHASE AFFECT ALFRED MUSIC?

Alfred is on a more stable financial footing as we've eliminated their debt. However, they do have quite a bit of catch up on past-due royalties which we'll be working very hard to pay down.

HOW WILL THE PURCHASE AFFECT ALFRED DEALERS?

I don't anticipate any change for Alfred's dealers. They will interact with their current Alfred representative just as they do today, and we're working hard on new products and new opportunities for our highly valued dealer network.

WHAT'S THE LEARNING CURVE BEEN LIKE COMING COLD INTO THE MI AND MUSIC WORLD?

I'm just starting the learning curve for MI and absolutely do not claim to have it all figured out. [Laughs.] The most interesting thing that I've come up on so far is content licensing. It's a crazy, complex world. There's a lot of learning to be done, and I'm immersed in it right now.

WHEN WAS YOUR FIRST NAMM SHOW?

I've been going for the last two years, and it's a lot of fun. I'm a huge gadget person, and I love technology. I could spend all day looking at different guitars, and I enjoy everything from crazy turntables to performance microphones to seeing the latest things in terms of high-end recording equipment.

I also love the fact that, much like sports, music is an industry of passionate people who are willing to give their lives to be part of the industry. I love seeing how that passion manifests itself in great products. I love seeing the products that we have a hand in creating used by real people.

DO YOU MANAGE YOUR MUSIC COMPANIES AND FITNESS COMPANIES DIFFERENTLY?

Whether I'm working with a music brand or something completely different, I see my role the same — trying to set

the vision, align people, and keep teams running together. Honestly, working with MakeMusic and Alfred has been fairly easy for me, even though the music domain is not my core background. My background is technology and fostering a culture of high performance is where I spend my time. The folks that really know music — I rely on them for their expertise at the product level.

WHAT'S YOUR OWN MUSICAL BACKGROUND?

When I was a kid, I played saxophone, but I took a huge hiatus and just got back into music about five years ago. I would consider myself a beginner guitar player, and I've dabbled with keyboards as well. I've been using our music products — I used Finale to help digitize scales for my daughter's band class, for example — and I rely on some of the folks at MakeMusic for instruction as well.

I would parallel my musical involvement with how I think of myself as an athlete. I love to dabble. I'm probably the slowest guy in the office of TrainingPeaks. [Laughs.] But, I also believe that it matters less how good you are and more that you

keep trying and engaging with the journey.

'WHETHER I AM
WORKING WITH A
MUSIC BRAND OR
SOMETHING DIFFERENT, I
SEE MY ROLE THE SAME —
TRYING TO SET THE
VISION, ALIGN PEOPLE AND
KEEP TEAMS RUNNING
TOGETHER.'

ARE YOU PLANNING ON ADDING ANY OTHER MUSIC COMPANIES TO THE PEAKSWARE FAMILY?

The short answer is "probably not." But if we find something that aligns with our strategy of building great platforms, I never say never.

IF NOT MUSIC, WHAT WOULD YOU BE DOING?

I like to compete in business and am so passionate about building great products. It's very rewarding to see people use something that you create, so that's the area where I would focus.

My original degree was in civil engineering and after six years, I found it stifling and was lucky to get into the world of technology and the Internet — so I think my entrepreneurial spirit would take me further in that direction.

JAZZ

EDUCATION
NETWORK

Early
Registration
Discount
Now - Sept. 30, 2016



8TH ANNUAL CONFERENCE JAN 4-7, 2017

NEW ORLEANS



JAZZEDNET.ORG



CELEBRATING **100** YEARS OF
RECORDED JAZZ

► Overcoming Marketing Obstacles

BY KATIE KAILUS

From social media woes to online competition, MI retailers chime in on how they've overcome their most difficult marketing hurdles

One of the most challenging yet important aspects of any business is getting customers through your doors. But establishing marketing budgets and goals often leaves store owners stumped and becomes one facet of business that is left by the wayside. However, if you don't market yourself, you will never know your store's full potential.

Music Inc. asked retailers what their biggest marketing hurdles were, and, not all too surprisingly, most revolved around social media.

"Our biggest marketing challenge was determining how much time and energy we wanted to put into social media," said Brian Douglas, owner and general manager of Cream City Music in Brookfield, Wisconsin. "Like many small businesses we must carefully allocate our resources and make sure that we're getting a maximum return on our investment when we use those resources. On one hand, there are many retailers that have incredible social media marketing that sets a really high bar for the rest of the industry in terms of consumer expectation, but on the other hand you need to effectively understand what kind of impact that will have on other areas of your business both positive and negative."

Douglas said the way he and Cream City Music overcame this challenge was by studying consumer engagement with what they were doing.



Brian Douglas

“We tried to discern what was most effective in terms of driving sales conversions rather than treating social media as a pure brand building experiment with the hope that such practices would create new customers,” he said.

Anthony Mantova said his store, Mantova’s Two Street Music in Eureka, California, had trouble mastering social media due to how divided the store’s customer base was on social media. He and his team mastered it by finely crafting a message to drive sales.

“Don’t make your message frivolous,” Mantova suggested. **“In some cases, social media is the only way to reach some people. Get your message right and use your social media to drive sales.”**

Periscope, the live video streaming app, is a more unconventional social media platform that has been successful for Mantova.

“You give your broadcast a title and then go live,” Mantova said. “A few days ago I did one on DW Drums. I had 65 people submit 15 questions [for me to answer during the broadcast]. It immediately shares on Twitter to get follow-up watches.”

Mantova advises retailers who are interested in trying Periscope to remember to give their broadcasts a specific title.

“If I turn it on without a title, no one will watch, so you need a specific title,” he said.

While Mantova doesn’t credit the app with selling loads of gear, he said it has helped build his store’s reputation. “It’s built up credibility for hundreds of potential customers.”

BATTLING ONLINE COMPETITION

For Randy Luna, owner of Guitars Boutique in Guaynado, Puerto Rico, combating online competition has been his store’s toughest challenge.

“I think the biggest marketing challenge we have right now is how to communicate to people the fact that there are many advantages to buying locally,” he said. “There is a young demographic that has grown used to buying online, and I do not have a problem with that. But I know we could offer some great advantages like the possibility to test drive, compare and after-sales service. So, to get that message across, especially to the young generation, is very challenging.”

Luna said he and his staff have overcome this issue by earning each customer who stops into Guitars Boutique’s trust through top notch customer service.

Regardless of your marketing obstacles might be, this guide is meant to help you boost your marketing chops. From becoming a news source for your customers to using YouTube to drive sales — this marketing special will teach you how to grow your store’s footprint and grab attention from customers far and wide. **MI**



Anthony Mantova



Randy Luna

► Creating a Brand Story

BY DUSTIN HINZ, ERNIE BALL'S EXECUTIVE VICE PRESIDENT OF MARKETING

By crafting your experience and generating content that reflects your brand you can create a marketing plan that will drive business your way today

Today more than ever, brands are the new storytellers. From product and the in-store experience, to original-owned content that conveys the distinct essence of your message, to a strong digital marketing strategy designed to reach your target audience, a properly constructed messaging effort is core to forging a powerful brand presence that elicits brand loyalty and POS conversion.

My advice to companies and marketers always begins with the development of the three core pillars of their brand offering: Curated experience, owned content and digital delivery. These three approaches should be at the forefront of your marketing strategy.

CURATING YOUR EXPERIENCE

Far too many shops I've visited are missing the most important element of the in-store experience: vibe. What online retailers cannot capture or replicate is the experience of an absolutely great music shop that delivers the "kid-in-the-candy-store" feeling. Ask yourself: Is your store a place that a customer can get lost in for hours playing guitar after guitar?

Musicians are tribal. No different than skaters or surfers, we need a hub to meet others who share our passions and lust after that next piece of gear. The best music shops create community and are not consumed with closing a sale. If you couple experience with a smart retail strategy that encompasses price matching (if you're not matching online prices, you're going to lose), a generous return policy, and promotional pricing with bundles and add-ons (this is where those fat strings and accessories margins give you the promotional edge to get creative), you can greatly improve your traffic conversion and craft one of the most overlooked and vital elements to a successful customer base — loyalty.

OWNING YOUR CONTENT

Content is one of the most vital pillars of your mar-



keting campaign and can mean anything from photographs, to product reviews, to product demos, how-to's and artist endorsements. Often brands improperly use content and chase view counts and flash-in-the-pan viral sensations over on-brand messaging. These types of content may earn you laughs and "likes" but are ultimately worthless unless the content is strategic and delivers a call-to-action and ultimately conversion. **The most important thing to remember when creating brand content is that the end goal is to create a piece of content that engages and resonates with your audience and helps further your brand's story.**

For example, at Ernie Ball and Music Man we've implemented a multi-layered content strategy that spans film, television, Web-series, photography and blog content. Our documentary series "Ernie Ball The Pursuit of Tone," plus our Web series "Ernie Ball String Theory," helps us engage with millions each month. Layer in product demos, artist- and product-centric blog content (which drives SEO relevance), and photography spanning products, brand-centric events, lifestyle moments and artists ambassadors, and you've got an immersive, robust plan.

DIGITAL DELIVERY

Based on your budget and omni-channel footprint, there are a few different approaches to digital. Your broadscale digital playbook is going to consist of the following outlets: Facebook, Instagram, Twitter, Google (PPC + SEO) and YouTube. (Other search engines are important, but if your bandwidth is limited, focus on Google.) When targeting local, factor in partners like Yext, Google Local and Yelp. And if you're a brand with some omnichannel prowess, then look at bolting on retargeting and affiliate networks. These outlets all provide robust advertising platforms capable of delivering media-rich content to your targeted audience.

Ultimately the key to building a solid foundation for your marketing strategy is to ensure that all three pillars are given equal attention and are built upon a solid foundation of brand identity. **MI**

The YouTube Video You Should Have

BY BEN WERLIN, MANAGING PARTNER OF MUSICSTORELIVE.COM

Think of your YouTube page as a chance to make a great first impression

With many videos on MusicStoreLive.com's YouTube page hitting the 30,000-view mark, I have found video to be a beneficial way to drive sales to our website. Many dealers consider the idea of producing videos for their store a significant expense that's hard to justify with a return on investment. While creating video demos can increase traffic to your website and generate some quality cred for your store

and the gear you carry, there is one video that's a no-brainer to produce. I call it your "core story" video. Think of this video as your chance to make a great first impression and give your potential customer every reason in the world to be feel comfortable buying from you. While I think it's worth spending some money to have this video fully produced by a pro, if you're concerned about budget — today's technology is so good, you can use your iPhone to record a nice high-definition video. There are even mi-

crophones or audio interfaces that will connect to your iPhone or iPad to ensure that you're recording high-quality audio.

As you prepare to produce your video, **I recommend you put yourself in your potential customer's shoes and create a video that will be meaningful and informative to them.** What's your unique selling proposition? What do you offer that most other stores don't? What is the one reason your potential customer should buy from you, and not somewhere else? Organize your thoughts to make sure you're prepared to create some compelling content, produce it, and post this video on your homepage and every product page you have on your website. Then, kick back and watch your foot traffic and sales conversions increase! **MI**



Ben Werlin

For 38 years, the leader in custom pickguards.

Since 1978, we've been hand-making custom pickguards for the music world, offering hundreds of colors and material combinations for every brand of guitar! Expertise? You bet. And we offer the fastest turnaround time because we make everything right here in the USA! Check us out, and discover our secret for success.



For information, go to wdmusic.com or call 1-800-449-9348

AIRTURN™ freedom to perform Your Tablet Accessory Profit Center



Solutions for the Digital Musician

www.AirTurn.com

Free In-store Display with min. purchase
888-247-1223

► Does Facebook Still Work?

BY CRIS BEHRENS, MANAGER OF SUMMERHAYS MUSIC IN OREM, UTAH

Different ages are engaging on Facebook on different levels. Make sure you are tailoring your message appropriately

I have been beating my head against a tuba for the past year trying to answer this same question. What I have come to find is that tubas hurt, and marketing research and analytics on Facebook don't lie.

Facebook has 1.6 billion active users, 160 million of which are in the United States. It is still the most widely used social media platform today, and it is a close second to Google in amount of money spent in advertising. It is no longer a question of whether Facebook works for reaching consumers, but rather if it works for your business model. Age demographics are the biggest factor right now in determining what works and what doesn't. So, after years of working on Facebook, I've broken down my experience by the following ages:

THE 13-24 AGE RANGE

According to Facebook and Statista, 16 percent of U.S. Facebook users are in this age range, and they are spending more and more time on Twitter, Snapchat, Instagram and an increasing number of popular apps. The most effective way to advertise to this age range is to post the exact same thing to every social media app that you can find time to manage. The hope here is that the 13-24 year old consumer will see your post at least once, and if they see it twice you can consider it a success.

THE 25-44 AGE RANGE

Thirty-six percent of U.S. Facebook users are between 25-44 years old and spend more time on Facebook than any other app. This is the perfect age range for back-to-school rentals or holiday sales targeting parents, and it is the best target audience for paid Facebook posts. This age range is also not shy to share their opinion about local businesses and ask for recommendations from friends and family about where to get product. A majority of private teachers and school teachers that use technology on a daily basis also fall into this age range.



Cris Behrens

THE 45-64 AGE RANGE

Twenty-five percent of U.S. Facebook users fall into this age group. This age range has 70 percent of America's disposable income, and 77 percent of these users utilize the Internet for shopping. Many of the strategies that apply to users 25-44 also apply here, and if you are not targeting advertising to this demographic, it is time to jump on the bandwagon (no pun intended). They spend more time researching a purchase for themselves, kids, and grandkids than all age demographics combined. Statistically, they also share, post, and click on posts more often than any other age group, so make sure to include direct links to your website or store location as they will have a higher rate of clicks with this customer base. This demographic tends to be impatient and gravitates to the most intuitive path. **It's paramount that the retailer's Facebook or social media page displays clear direct links to its website or its intended Web destination.** Facebook is the perfect opportunity to present them with the basic information they need.

In an ever-changing social media world there will always be a new cool way to get your message out to the masses. The question you need to ask yourself is "Does my message fit the social media vehicle I am driving?" **MI**

MOZART  MERLOT




STEINWAY & SONS

SPIRIO

SPIRIO

Invite the world's greatest artists to perform at your next gathering. SPIRIO is the first high resolution *player piano* capable of delivering the nuance and passion of Yuja Wang performing Mozart, or any one of the hundreds of other legendary artists' live performances. SPIRIO is a masterpiece of artistry and craftsmanship worthy of the STEINWAY & SONS name and a place in your home. The perfect place to play it, listen to it, and entertain with it. 1.800.STEINWAY | STEINWAY.COM/SPIRIO



STEINWAY & SONS

Getting Started With Content Marketing

BY CHRISSY HANSEN, REVERB.COM'S DIRECTOR OF MARKETING

Turning your store's site into a news source for your customers is easier than you might think

When we launched Reverb.com three years ago, supporting the shopping experience with educational and inspirational content was a big part of the strategy. We needed to give users a reason to keep coming back to the site every day, even if they weren't ready to buy or sell gear. Naturally, we started a blog.

The goal was to integrate blog content throughout the Reverb marketplace. We now have a team of writers, designers, and video crew all supporting the Reverb News online publication. It's one of the most powerful tools we have for email marketing, social media and organic site traffic.

When starting your content marketing strategy, there are a few things to think about, including what kind of content to cover, how often to post and where to find a writer. Here are a few tips to help you get started:

WHAT STORIES SHOULD YOU COVER?

It depends on your goal for a story. If you're looking for a quick hit on social media, cover something timely. What are people talking about right now? **If you're looking for more long-term SEO benefits, cover a topic that your audience will be likely to search for online.** "How do I tune my guitar?" "Who invented the synthesizer?" I suggest a healthy balance of both methods.

HOW OFTEN DO YOU NEED TO POST?

I'm a big fan of setting small goals to get started. If you're doing nothing right now, and you start by posting once a week, that's an instant improvement. You can always increase frequency over time. Manage your readers' expectations by establishing a consistent schedule. If you can scale the quantity of posts without degrading quality, post as often as



Chrissy Hansen

you're able.

WHO WILL WRITE THE STORIES?

Most publications today utilize freelance writers. However, while there are plenty of knowledgeable musicians eager to share, it may be tricky to find experts who also enjoy writing. Make sure you have someone you trust to edit copy and maintain a cohesive voice. If you don't want to go the freelance route, look to the experts within your organization for regular contributions. It's a great way to create a more meaningful connection between your staff and your customers.

Everywhere consumers go, marketers are asking for something. If your company can be the one voice in this bustling crowd that's giving something instead of requesting something, you'll stand out. That's what content marketing is all about. **MI**

► Curbing Negative Reviews

BY JAY BAER, MARKETING AND CUSTOMER SERVICE KEYNOTE SPEAKER AND BEST-SELLING AUTHOR OF "HUG YOUR HATERS"

Five habits music retailers must adopt to dominate online customer service

The power to make or break a music retailer lies just as much with the customers as it does with the employees. Today, customer service is the new marketing, and there are five habits MI retailers must adopt to be great at service and win the hearts of current and future customers alike.

1. ANSWER COMPLAINTS EVERYWHERE

Customer service isn't just about the telephone and email. Today, 38 percent of all customer complaints are in social media and review sites, such as Yelp, and retailers that sell multiple brands get more online complaints than any other type of business, according to research in my new book "Hug Your Haters: How to Embrace Complaints and Keep Your Customers."

Every retailer must commit to answering complaints wherever they appear, including Facebook, Twitter, Instagram, Yelp, other local review sites and discussion boards. **Every complaint must be answered because replying to a customer complaint online increases that customer's advocacy by up to 25 percent.** Not answering decreases advocacy by as much as 50 percent. So, be sure to commit to finding and answering every customer complaint.

2. REPLY ON TIME

Forty percent of consumers who complain in social media expect a response within one hour, according to "Hug Your Haters" data.

One-third of all complaints in social media are never answered, but among those that are answered, it takes businesses an average of five hours to respond. That's not fast enough to fix an issue while the customer is still on-site or nearby. Assign a team member to answer every complaint within one hour.

3. NEGATIVE IS A NO-NO

Taking criticism personally can create two dangerous outcomes. First, many owners or managers choose to not respond at all, decreasing customer advocacy and essentially assuring that person will never return. Second, they sometimes respond with snark and accusations, creating a negative spiral that produces no victors. Never respond to a complaint when emotions are high, and never fight negativity with negativity.

4. NUDGE CUSTOMERS FOR REVIEWS

Reviews matter. Eighty percent of Americans say ratings and reviews can have as much persuasive power as recommendations from friends and family members. Retailers should encourage customers to provide honest reviews on every possible platform,



Jay Baer

most importantly Google, Facebook and Yelp. Encourage reviews through exterior and interior signage and other in-store messages. The most powerful opportunity is a simple reminder from employees, provided to customers at check-out or via email shortly thereafter. Build multiple mechanisms into the in-store experience to encourage more online feedback.

5. TREAT FEEDBACK AS A GIFT

Ninety-five percent of unhappy customers will never complain in a way the retailer can find it. They may say something privately to their friends, but they won't "raise their hand." This means that the customers who do take the time to complain are doing music stores an enormous favor by pointing out how the business can improve. Too many retailers blame the patron and say things like, "If they don't like our store, fine, we don't need them." This completely disregards the fact that complainers provide an incredibly valuable and free feedback-creation service to the business. Create a culture in the store where all feedback is genuinely welcomed and used to improve. **MI**

The New Acoustic Market

Seven years after the height of the economic downturn that wreaked havoc on the acoustic piano industry, retailers and suppliers alike are relying on technology as one way to boost sales

BY ED ENRIGHT

Opportunities abound for acoustic piano retailers who have managed to survive the nearly industry-wide shakeout that accompanied the U.S. economic downturn of late 2008 and 2009.

Those who are still standing should be encouraged to know that some positive trends are beginning to emerge, however tentative. Suppliers share retailers' concerns and anxieties, and many have shown a commitment to help rebuild the market and have taken deliberate steps to make something positive happen.

That said, retailers need to be prepared to work harder than they ever have if they want to come anywhere close to the numbers they were seeing before the great acoustic piano meltdown. They are well advised to make adjustments in any number of areas, whether it be increased sales training, more efficient marketing initiatives, inventory adjustments that place more emphasis on value brands and models, embracing technology-enhanced options that make the instrument more relevant to today's customers, or finding ways to fortify themselves financially for inconsistent times that no doubt lie ahead. A *Music Inc.* survey of various retailers and manufacturers indicates that survivors have little choice but to dust themselves off and prepare for the long haul, because selling acoustic pianos isn't about to get any easier. There is, however, still a significant amount of potential — as well as plenty of new ideas — to be capitalized upon.

Adapting to New Markets

James Harding, director of sales and marketing for Kentucky-based Gist Piano Center, is cautiously optimistic that new piano sales are starting to turn around.

"We are seeing the beginning of a growth trend, with more interest in better-quality pia-

nos and the average sale increasing a bit," he said, noting that premium-quality piano sales are still lagging as value brands like Brodmann and mid-level and entry-level models by Seiler become more popular with customers due to their affordable prices and high performance level. "The emphasis on brand names is beginning to diminish, much as it has in the rest of the industry. Brand names have become less important than quality. So, we have embraced some piano brands that are less well known but offer excellent quality, and we've seen great results with that."

Harding credited Gist's association with QRS Music Technology — which lets them add components such as USB ports, player systems and silent-play capabilities to any piano — with boosting acoustic sales significantly.

"You can connect that instrument to a computer and suddenly you have a world of software available that will enhance the capabilities and the learning options," Harding said. "It takes a piano that's 300 years old in design concept and it adds new technology and a sparkling new feeling to the instrument. In our lobby, we demonstrate this technology to every customer. Now there's a whole different level of interest and people seem to be stopping and looking at things."

Harding said that companies like Yamaha that are exploring technological options and brands like Brodmann that offer lower price points have been instrumental in developing a new market for acoustics.



Gist Piano Center's James Harding



"They're looking at, 'how do we find new customers for the instrument, and how do we appeal to more people and get them interested in playing,'" he said. "I applaud those efforts because we have been very competitive thanks to them."

Peter Sides, president of Robert M. Sides Music, said his four stores in Pennsylvania and one in New York didn't experience the acoustic piano decline until 2012–2013. He said that he's gotten the sense that his company was spared the worst of it.

"This year looks to be about the same as last year, so hopefully we're back on an upswing," he said. "At one of our stores where there's a particular problem, the unit sales are exactly the same, it's just that the average sale is down. We sold the same number of pianos during the same period of time, but not as many grands and expensive items. The closing rate is about the same, but the average ticket is down. We have to adjust our inventory to account for that."

Like Harding, Sides believes that the very nature of QRS players systems helps bring piano players and non-playing customers alike into the fold. "The type of customer that maybe 20 years ago bought a piano

because it took up space in the living room, that customer really doesn't exist anymore," he said. "If someone buys a grand piano and they don't play, they're going to want a player system. So, if you take the reverse of that, it's how do you expose people to player systems so they will consider buying a piano." Sides mentioned Roland's new Bluetooth-enabled digital pianos as another example of using technology to make instrument sales more relevant to today's consumer.

All things considered, Sides said piano retailers need to remain realistic amid the unpredictability of today's market.

"If you're going to stay in it, you're going to work harder than you ever have, and you may or may not get the numbers that you've had in the past," he said. "There are a lot of variables in play."

Alan Merriam, founder of Ontario-based Merriam Music, tells a different story altogether. He describes his two stores' sales as being good for the past five years — partly due to the fact that eastern Canada was not severely affected by the financial crisis that crippled the United States' economy.

"The Canadian Dollar appreciated significantly because commodity prices were high, oil prices were high, and our banking system was rated the best in the world for several consecutive years," Merriam said, noting that much of Canada's western region has experienced an economic downturn in the last year or so.

Merriam Music has enjoyed year-to-year increases in piano sales since 2008 largely due to the company's long-term marketing initiatives, he said. These include a heavy radio presence that has helped establish branding throughout the greater Toronto area, and a major investment in Web presence and social media feeds.

One thing that's unique about Merriam Music is its homegrown school of music, which includes 3,500-plus students, many of whom take piano lessons.

"A large portion of our acoustic piano sales come from our own student base," Merriam said. "That has helped regulate and stabilize sales, and through our other marketing initiatives we've been able to gain



market share.”

Also key to Merriam Music’s longevity is the fiscally conservative philosophy that Merriam has followed since Day 1.

“Being over-leveraged with debt has been the downfall of many large piano retailers,” he observed. “When you’re trying to service a massive inventory debt, that can have a devastating effect on your cash flow and your ability to sustain a business,” he said. “I have relied as little as possible on flooring and bank financing. You have to sometimes grow a little slower [as a result], but when the economy is soft and you have cash, it puts you in a very advantageous position over your competitors.”

The Supplier Perspective

From his position at the helm of Kawai America, Senior Vice President Brian Chung sees some signs of improvement in the world of acoustic pianos, but nothing that resembles the heyday of the ’80s, ’90s and early 2000s.

“We’re clearly doing better, but nowhere near where we had hoped to be by this time,” Chung said. “For pianos, the recovery has been anemic at best. A couple years ago, I told *Music Inc.* that our industry was trying to determine what the ‘new normal’ looks like. I’m afraid we’re no closer to an answer today than we were back then. Business continues to be up and down, with no reliable pattern. After all these years, we may have to accept that this unpredictability is the new normal. Is selling pianos still a good business? Absolutely. Will we ever return to the ‘good old days?’ Probably not.”

In Chung’s view, one basic retail truth remains.

“In good times and bad, you have to make things happen. You have to continually build relationships, create new music makers, nurture existing players, offer interesting events and promotions and provide excellent customer service. Dealers who do these things faithfully month after month, year after year, are making a good living in the piano business and always will.”

Determined to continue

building the market, Kawai has introduced four new acoustic models in four years and added a steady stream of new instruments on the digital piano side.

“If there is an upward trajectory in our industry’s future, we want to be ready for it,” Chung said.

Yamaha reports overall growth in sales and production of acoustic pianos, and the company expects that trend to continue in the near future. “Industry [sales] figures show that there has been improvement since the low point in 2009,” said Paul Calvin, vice president/general manager of Yamaha’s Keyboard Division. “While some recent numbers indicate a slight retraction over the past two years, we are confident that the growth is continuing at a steady pace, with more customers in the market today.”

Yamaha has continued to develop innovative designs in acoustic pianos. The new CF Series, which includes the flagship CFX concert grand, provides retailers with new ways to reach high-level customers. Likewise,

Yamaha’s high-end Bosendorfer offerings, like the new Model 280 VC Vienna Concert piano, provide expanded opportunities to reach luxury customers and increase the retailer customer base. Technology-based models like the new Disklavier ENSPIRE series have also contributed to market growth and increased retail sales by enhancing the playing experience, raising the entertainment level and helping customers learn to play. “The combina-



tion of great acoustic performance and the expanded benefits provided by these technological enhancements is often the driving force for someone to purchase a more expensive instrument,” Calvin said.

Calvin testified to the success of Yamaha retailers who go the extra mile to earn the customer’s business.

“Retailers are working hard to make sales these days,” he said. “The average customer is very savvy and often pursues many avenues to find the right product and the right price. They come into stores equipped with more information about their purchase options than ever before. Smart retailers are making strong efforts to connect with the customer and what their needs are in order to gain trust.”

For Baldwin, major changes in distribution and a complete redo of its product line have helped to elevate sales substantially since 2009.

“Moving distribution through North American Music has been an enormous help to our Baldwin dealers,” said Tom Dorn, who heads up Baldwin’s business development. “North American Music is a company that understands what piano retailers need — and what they don’t need. We know our dealers need us to have our products in stock, so we stock them in three warehouses across the U.S.”

Sensing the need for a revamped product line, Baldwin has chosen to focus on the models that sell the best and piano designs for which the company is best known. In its new line of Verticals, Baldwin kept and updated some of its best-selling models of all time: the 243 Hamilton institutional piano, the 52-inch Concert Vertical (formerly the model 6000) and the two most popular Acrosonic Consoles. Also new are three two-block style uprights: the 47-inch BP1, the 48-inch BP3 and the 49-inch BP5. Baldwin’s new Professional Grand Series pianos incorporate the same high-quality materials traditionally used on Baldwin Artist Grands but are priced in a more affordable range.

New product, financing programs for

dealers and retail sales training have all contributed to Baldwin’s recovery since the acoustic piano nadir of 2009.

“We have been adding new dealers and reconnecting with old ones throughout this process,” Dorn said. “Our goal is for our dealers to get the greatest inventory turn possible and a solid margin with Baldwin pianos.”

One of the more interesting — and enthusiastic — perspectives from the manufacturing end comes via Hailun USA, the distribution company for China-based Hailun Piano Company in the United States.

“We are probably the most aggressive acoustic piano company right now,” said Joe DeFio, Hailun USA’s executive vice president of sales. “We’ve seen an increase in our productivity and an increase in sales. And the largest increase has been the amount of dealers who are calling us — they want to sell our product.”

Having witnessed dramatic changes in the acoustic piano industry, DeFio, an industry veteran with extensive retail experience, predicted that “only companies that are farsighted are going to be around” in the future. “And we plan to be there,” he emphasized. “One of the reasons I’m involved is that I have a great vision for us. I’m seeing immediate results, and it’s because of the foresight of the company.”

DeFio attributes Hailun’s success to high product quality and extensive retail sales training. “We are the Hyundai of the piano industry,” he said. “Twenty years ago, everybody bought Toyotas. When Hyundai and its sister brand Kia came up, they were the new guy. Who was going to buy

a Hyundai or a Kia when Toyota and Honda were around? Guess what: They started with a better warranty, steadily improved quality and are now a great success. The new thinking in the world today, in my opinion, is that value doesn’t have to have a familiar brand name if the quality level is high and the warranty length proves it.

“We do now have the best warranty in the business — 15 years parts and labor and transferrable. In our case, by offering quality, price, the best warranty and a social media presence, we have motivated consumers to contact us to find a retail location.”

DeFio wouldn’t share Hailun’s secret to building better-quality pianos, but he was willing to reveal the thinking behind the company’s dealership-building strategy.

“It used to be that 20 to 30 years ago, there were piano stores everywhere, with seven or eight stores in an area,” he said. “Now, a lot of markets have only two major stores. So, we’re going into those areas with smaller dealers building our brand name. Part of our business model is to be in areas where nobody else is, areas that can’t support a standalone piano store. We’ve done it with piano technicians setting up what we call ‘tech dealers’ in very small shops with representations of Hailun pianos and also working with MI stores that can have small piano departments in their locations.”

DeFio’s parting advice for acoustic piano dealers nationwide was realistic and cautionary. “If you’re going to do things the old way and get the same results, good or bad, then that’s going to continue,” he said. “But not for long.” **MI**



Yamaha's Paul Calvin



Hailun's Joe DeFio

STUDIOLOGIC
SL88 STUDIO

StudioLogic's SL88 Studio extends the SL Controllers line providing the perfect combination of lightness and the all powerful features of the product line. Working with musicians, StudioLogic has created a user interface that is ideal for quick navigation and set up, but also gives players in-depth control. The SL88 Studio also adopts the latest hammer action keyed technology from FATAR. Thanks to integration with the TP/100LR keyboard, the SL88 weighs only about 30 pounds. (studiologic-music.com)

**KORG**
PLUGKEY

Korg's plugKEY is a mobile MIDI and audio interface that lets you play your iPhone/iPad using any keyboard. Connect plugKEY and your iOS device becomes a musical instrument. The plugKEY features studio-quality 1/4-inch jack audio outputs, a compact design and free apps that let you start immediately playing and producing music. (korgusa.com)





HAL LEONARD 'PIANO FOR KIDS'

Hal Leonard has expanded its popular "For Kids" methods with *Piano for Kids*, a title offering easy instruction with hit songs. *Piano for Kids* is authored by Jennifer Linn, manager of educational piano at Hal Leonard, and is designed as a fun, easy course that teaches children to play piano or keyboard faster than ever before. It uses popular songs, such as "Let It Go," "Beauty And The Beast," "Over The Rainbow," "Heart And Soul," and "We Will Rock You" to keep kids motivated while they learn. The method can be used with a teacher or parent. (halleonard.com)

YAMAHA PSR-E453, PSR-EW400

Yamaha's new PSR-E453 and PSR-EW400 are the latest additions to its lineup of portable keyboards. These new models offer a host of serious, yet easy-to-use professional features to help beginners and intermediate musicians take their live performance, composing and recording to the next level. The 61-key PSR-E453 provides both audio and MIDI transfer via the USB to HOST port — a first at this price point, and previously available only on professional-level keyboards. This enables easy transmission of data between the keyboard and a connected computer, including keyboard performance information and song playback data. (usa.yamaha.com)



HAMMOND XK-5

Hammond's new flagship portable organ is a ground-up new design that draws on original blueprints of the classic Hammond B-3 organ to capture its sound and feel. Its patent-pending technologies include an all-new sound engine that combines modeling and sampling to reproduce every nuance of the electro-mechanical tone wheel generator plus a custom keyboard action that duplicates the heft, bounce, key travel, and multi-contact behavior of classic Hammond console organs. (hammondorganco.com)



BOSS

NEW TUNERS

BOSS has added four new models to its lineup of electronic tuners for musical instruments. The Waza Craft TU-3W Chromatic Tuner is a special-edition pedal tuner that offers refined performance for pro players and hard-core stompbox enthusiasts. The compact TU-3S Chromatic Tuner is also based on the TU-3, and offers the same industry-standard performance in a scaled-down size for guitar and bass pedalboards. Ideal for guitar, bass and ukulele, the new TU-01 Clip-On Chromatic Tuner is small, durable and simple to use. The new TU-30 Tuner & Metronome delivers the main features of the respected TU-80 in an ultra-compact package. (bossus.com)

FENDER

80 PROOF WHISKEY/BOURBON BARREL AMP

Hand-aged in the Fender Custom Shop, this limited-edition version of the 15-watt combo is encased in a cabinet handcrafted from reclaimed Kentucky-bourbon barrels that feature distinct stamps and markings from various source distilleries, therefore no two are alike. Matching hand-aged components also enhance the cabinet, crafting a collectible and boutique piece that is limited to only 100 units worldwide. The amp features three 12AX7 preamp tubes and two EL84 power tubes, onboard spring reverb and FAT boost, and optional one-button footswitch for hands-free boost. (fender.com)

MARTIN

D JR. 2 SAPELE

Martin has added the D Jr. 2 Sapele to its Junior Series. The distinctive Dreadnought Junior body size is a great guitar for players of all levels yet maintains the booming bass attributed to the dreadnought body shape. The D Jr. 2 Sapele acoustic guitar uses sapele as the foundation for the top, back and sides. This model also features a Richlite fingerboard and bridge, and a hand-rubbed body and neck finish. (martinguitar.com)



**RECORDING KING
DIRTY 30'S PARLOR**

The Recording King's Dirty 30's Parlor is a modern update of a classic turn-of-the-century guitar. The traditional parlor-size body is based on a historic Lyon & Healy model. It's built with a solid spruce top for classic tone, comfortable rosewood fretboard with stencil fret markers, a 24.2-inch scale length and a bone nut and saddle for excellent string/body resonance. The Recording King Dirty 30's Parlor is finished in dark tobacco sunburst. (recordingking.com)



**LEVY'S LEATHERS
BRODY STRAP**

Levy's Leathers has released its Brody strap. A soft suede leather strap, decorative orange stitch complements its four available colors: burgundy, brown, tan and black, with suede backing. It is adjustable from 37 to 51 inches. (levysleathers.com)



**GIG GEAR
GIG GLOVES ONYX**

Gig Gear has expanded its line to include Gig Gloves Onyx — an all-new black version of the original Gig Gloves. Gig Gloves Onyx are ideal for live event, theater and production crew members who need or prefer to be discreet or invisible. Gig Gloves Onyx are completely black unlike other black work gloves that include obvious logos or external tags that are brightly colored and stand out. Gig Gloves Onyx boasts new design features, including clips to allow for securing the gloves together or to a keychain; new, stronger nylon threading throughout the gloves; and a redesigned removable fingertip that does not expose the fingers underneath. MSRP: \$49. (gig-gear.com)



DW**MICK FLEETWOOD COLLECTOR'S SERIES ICON SNARE**

The latest Drum Workshop Collector's Series Icon Snare honors Fleetwood Mac drummer Mick Fleetwood and his namesake band's 1977 smash release, "Rumours." Paying homage to the album's iconic cover photo originally shot by famed rock photographer Herbert Worthington III, the images of Fleetwood, and Fleetwood Mac singer Stevie Nicks, are brought to life in a variety of exotic woods that are laser-cut, then inlaid into a background of highly figured Curley Maple. A portion of the proceeds from the snare will benefit the International Fund for Animal Welfare (IFAW). Hand-crafted in DW's California Custom Shop from 11 plies of North American Hard Rock Maple, the 6½- by 14-inch drum features HVL shell technology and comes standard with all of DW's professional snare drum features, including True-Pitch 50 Tuning, True-Tone Snare Wires, True-Hoops, MAG Throw-Off with 3P butt plate and DW Heads by Remo USA. (dwdrums.com)

**SPAUN DRUMS
XTREME SERIES**

Spaun Drums' new Xtreme Series is designed for speed, punch and articulation. This kit is ideal for extreme and speed metal drummers who play fast, need good definition, and an instrument that works with them and not against them. The shell design is 100-percent maple while 25 percent of the shell is 16-ply on the batter side, with the remainder being 8-ply giving players more attack and volume on the initial note while the added mass reduces some of the sustain. The bearing edge design on the batter side is a 30-degree cut on the inside with a round over on the outside. This promotes nice attack and cut with the round over keeping the sustain more controlled. (spaundrums.com)

ALFRED**'PLAY THE DRUMS'**

Alfred Music has released *Play the Drums* by London-based educator/performer Felipe Drago. *Play the Drums* presents a new approach to learning the drumset for beginners, containing grooves, fills, reading concepts and core rhythms in a simple and clearly organized format. This easy-to-use book and CD kit covers quarter-note, eighth-note, sixteenth-note and triplet grooves, fills and reading exercises. In addition, the data CD provides 62 MP4 videos of the author demonstrating the examples and 30 play-along MP3s for practice. (alfred.com)



Piano Manufacturers Association International & the National Piano Foundation

- www.PianoNet.com is your comprehensive guide to everything about pianos – their history, noted artists, pianos in the news and more. The piano may be 300 years young, but there's always more to learn about everyone's favorite instrument!
- Join PMAI as a manufacturer and participate in all this plus an industry statistics program.
- Join PMAI as a retailer and join the NPF/PMAI dealer network!
- National Piano Foundation – promoting the benefits of music education through the piano and RMM!
- Shipment statistics
- Major market statistics
- Partnership with Music Teachers National Association and RMM Outreach
- Retailer & Manufacturer Code of Ethics



NATIONAL PIANO FOUNDATION

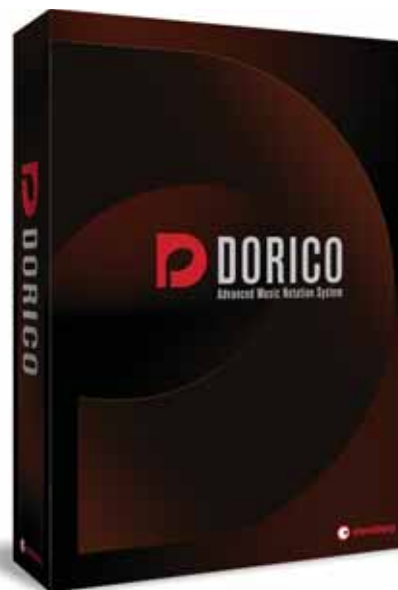


(972) 233-9107 ext. 211

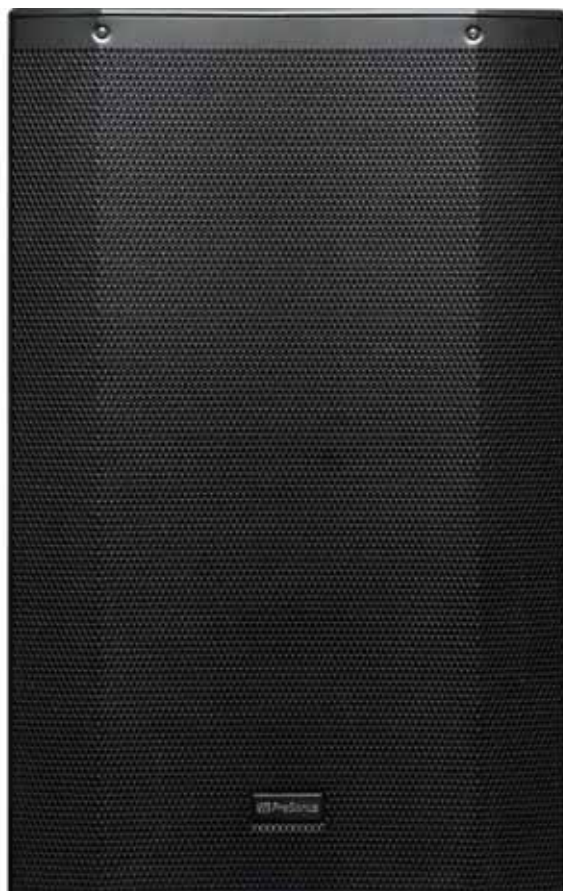
www.pianonet.com

**STEINBERG
DORICO**

Steinberg Media Technologies' has released its music notation software Dorico. With its combination of power and simplicity, Dorico holds the key to unlock a whole new world of musical creativity. Its easy and straightforward single-window user interface comprises high-performance tools and versatile page layout options that place a clear focus on a smooth workflow. Dorico provides the most flexible note input and editing functionality of any scoring application, including the ability to work entirely in open meter or to freely rebar existing music, while maintaining clear and unambiguous rhythmic notation at all times. (steinberg.net/dorico)

**PRESONUS****AIR ACTIVE LOUDSPEAKERS**

The new PreSonus AIR active loudspeakers provide a rich, extended low-end and natural high-frequency extension in an enclosure that will easily fit in the backseat of a small car. Backed by 1,200W (dynamic) of Class D/Class AB power and enhanced with easy-to-use digital tuning functions, AIR full-range systems give you all the power and tools you need for both mobile and installed sound. The series includes three full-range loudspeakers: The AIR10 is based on a 10-inch woofer, while the AIR12 has a 12-inch woofer and the AIR15 relies on a 15-inch woofer. (presonus.com)

**BOSE****POWERSHARE**

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



FISHMAN

SA PERFORMANCE AUDIO SYSTEM

Fishman's new SA Performance Audio System is an ideal solution for high-quality sound reinforcement in a portable, powerful and easy-to-set up package. The SA Performance Audio System consists of the SA330x wide dispersion modified line array speaker system, the SA Sub subwoofer and the SA Expand 4-channel expander/mixer. Easily personalized for specific audio needs, the SA330x is ideal for small- to medium-sized situations where portable, practical and full-frequency amplification solution is required. fishman.com

ZOOM

H2N

Zoom Corporation has collaborated with Google on an update for the Zoom H2n Handy Recorder that gives content creators a streamlined and easy-to-use solution for recording and outputting spatial audio files for VR applications. The Zoom H2n captures four-channel surround sound audio making it a good solution for creating spatial audio files for Google's Jump platform, which makes it possible for viewers to experience a place like they're actually there through VR videos and surround-sound audio. The H2n Handy Recorder now offers enhanced features for capturing spatial audio, a next-generation, surround-sound compression format that lets content creators extract and separate four individual audio tracks. zoom-na.com/H2n

QSC

SPA SERIES

QSC has added two new models to its SPA Series amplifiers, which are well-suited for use in corporate AV applications. The SPA2-200 and SPA4-100 offer 2x200W or 4x100W per channel into 8 ohms and 4 ohms outputs, with the ability to bridge channels for 70V and 100V capability. These amplifiers are Energy Star compliant, with fast and quiet power-up circuitry. The half-rack size amplifiers offer a mounting system that delivers flexible options, such as under the table, wall-mounted behind a display or side-by-side in a credenza rack. qsc.com



PALATINO

GENOA VIOLIN OUTFIT

Palatino's new full-featured Genoa Violin Outfit is a prosumer violin kit that boasts a Genoa violin, assembled with a hand-carved spruce top and hand-carved figured maple back and sides. The strong, high-density ebony fingerboard is comfortable, free from buzz and won't wear down over time. Also included in the outfit is a Palatino octagonal stick bow that's stiffer than a round bow, but still maintains the ideal amount of elasticity for a quick response. The outfit is finished off with a shoulder rest and rosin. palatinousa.com



MANHASSET

MUSIC STAND WEIGHT

Manhasset Specialty Company's Manhasset Music Stand Weight is a 2.5-pound weight made of cast iron and is easily attached to the Manhasset Symphony base for dependable performance. The music stand, shaft and base are sold separately. mahhasset-specialty.com

MEIDEAL

HAND GRIP FINGER EXERCISER

This hand grip finger exerciser from Meideal features five pressing keys to practice finger-interval. It is ideal for violin, viola, saxophone and piano players as well as ukulele and guitar. The exerciser features a precise design for spring structure with copper nut and screw and has a visible physical force adjustment that players will notice a change while they are practicing. The Hand Grip Finger Exerciser comes with a lifetime warranty. meideal.en.alibaba.com



K&M

LEVELING LEG

The new Leveling Leg from K&M is adaptable, secure and durable, helping musicians find even ground for their music stands. Simply attach the leg to a variety of K&M stands or any stand with a leg diameter of 1.575 inches for stabilization. They are ideal for use on stairs, sloped surfaces or setting up outside. The Leveling Leg is easily interchangeable by using the simple clamping bracket to attach. Use the red leg when caution is needed or black to blend in. km-america.com

CHAUVET DJ HURRICANE HAZE 1D

Chauvet DJ's line of Hurricane haze and fog machines includes models to fit any space and application including the Hurricane Haze 1D, a water-based haze machine users can utilize to create a light haze atmosphere. Users can easily set the DMX address and stand-alone operation using the digital display of the Hurricane Haze 1D. Haze output and blower speed can be adjusted in stand-alone mode using the digital display with no controller required. (chauvetdj.com)



DAVE SMITH INSTRUMENTS TORAIZ SP-16

Dave Smith Instruments has collaborated with Pioneer DJ to provide analog filters for the company's Toraiz SP-16 sampler/sequencer. Boasting a 16-step sequencer, 16-voice polyphony and 2GB of pre-loaded samples and loops, the new unit lets DJs trigger loops, one-shots and electronic percussion live with its 16 multi-colored performance pads and other real-time controls. The Toraiz SP-16 features two discrete voltage-controlled filters developed by Dave Smith Instruments: a four-pole, resonant, low-pass inspired by the original 1970s-era Sequential Circuits Prophet-5 filter and a two-pole high-pass filter. (davesmithinstruments.com)



PIONEER DJ CDJ-TOUR1

Pioneer DJ's new CDJ-Tour1 multiplayer and DJM-Tour1 mixer take the professional sound quality of the NXS2 setup and add the components needed to deliver high performance in large venues such as festivals and arenas. Both models have an ESS Technology, 32-bit D/A converter to eliminate low noise and distortion and give a clear, crisp sound at scale.

The DJM-Tour1 is also the first mixer to have a pro-audio grade AES/EBU digital output, so you can connect directly to front of house — even over long distances — with no loss of sound quality. The CDJ-Tour1 features an ES9018 32-bit D/A converter to deliver low noise and distortion even at the super-high volumes. It can reproduce 96 kHz/24-bit high-resolution sound and send it to the DJM-Tour1 or DJM-900NXS2 through the SPD I/F digital out. (pioneerdj.com)

BUYERSGUIDE

AirTurn.....	53	NAMM.....	18-19
Alfred.....	29	Ovation Guitars	45
Allparts.....	10	PMAI.....	67
Classifieds Ads.....	72-73	PMC.....	24
D'Addario.....	6-7	Reverb.....	75
DownBea.....	33	Roland.....	2
DrumClip.....	4	Samson.....	76
Gator Cases.....	5	Schilke.....	3
Hal Leonard	13	Shubb Capos.....	4
Hunter Musical Products.....	45	SKB.....	27
JEN.....	49	Sound Synergies.....	37
Jody Jazz	10	Steinway Piano.....	55
Kyser Musical.....	43	The Music Link.....	9
Manhasset Specialty	15	UpBeat Daily	44
Music Inc.....	31	WD Music	53
Music Nomad.....	49	Zoom.....	11

MARKETPLACE

✕ To reserve or for rates call Sam Horn at (630) 941-2030, ext 119 or email samh@musicincmag.com. We accept checks and all major credit cards.

Ferree's Tools, Inc.

1477 E. Michigan Ave.
Battle Creek, MI 49014

World's Largest Manufacturer of
Quality Band Instrument Repair Tools

Pads, corks and many other supplies
also available

Contact us today to place an order
Ph: 800-253-2261/269-965-0511
Fax: 269-965-7719
E: ferreestools@aol.com

www.ferreestools.com

See our website for our catalog and
up to date price lists!!



Contact us for a
FREE printed
catalog

Tech Questions:
repairtips@aol.com

Find us on
Facebook

Beautiful Rolltop Desks & Presentation Furniture

for all your Audio-Video Equipment



Selling to Churches & Schools?
Call Us Now!

HS
"the Rolltop People"
(574) 255-6100

www.hsarolltops.com or requests@hsarolltops.com



www.pmwoodwind.com
847-869-7049

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



on Twitter:
[@musicincmag](https://twitter.com/musicincmag)

LOOKING FOR
SEASONED INDEPENDENT REPS
TO CARRY THE WILLCOX
GUITAR LINE.

MULTIPLE TERRITORIES AVAILABLE.

Please send your resume and credentials to
tkowalczyk@willcoxguitars.com

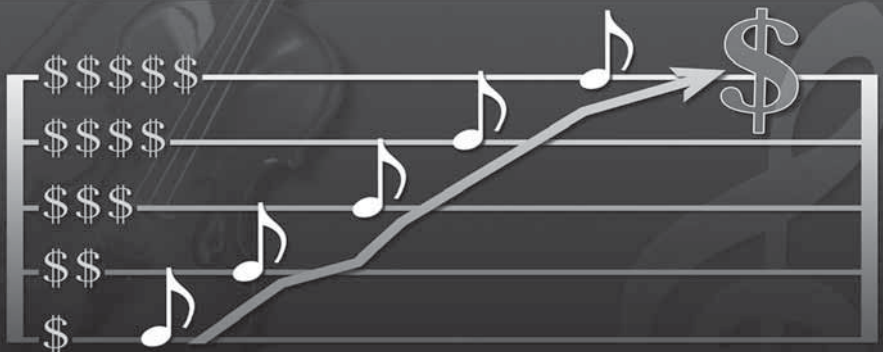


Make Money Renting Band Instruments

K & S
music

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

Our Business Is Growing Your Business!



Start Your Rental Business Out On The Right Note!

For more information call (908) 790-0400

www.kandsmusic.com

61 Industrial Rd. Berkeley Heights, NJ 07922

Elderly
INSTRUMENTS
Since 1972



WE BUY

- Guitars •
- Mandolins •
- Banjos • Ukles

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

Elderly Instruments
1100 N. Washington
Lansing, MI 48906
(517) 372-7880 x102
swerbin@elderly.com
www.elderly.com

Make Money Renting School Band & Orchestra Instruments



It's easier than you think!

Within as little as one week, we can custom-build your highly-competitive rental program complete with brochures, inventory and the forms, documentation and training necessary to get started.

Your customers will think you've been doing this for years. Your competition will never see you coming.



Veritas Instrument Rental Incorporated

Call or Visit For Details
877-727-2798 Ext 14
www.veritas-online.com

Join Our Team!



We're looking for friendly, customer service oriented, self-motivated, proven closers with good listening skills and 2+ years experience. Availability for flexible scheduling a must. Bilingual a plus.

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

**View current job listings
and apply online at
kenstanton.net/join-our-team/**

ken stanton music

Your Band Rental Business Start or Expand with Our Flexible Plan



No fees, shipping charges or chargebacks.

You set the rental rates.

You take the profits on step-up instruments.

We pay for all repairs.

We carry only top brands.

You may quit at any time without penalty.

Your area is protected—we don't operate retail stores.

We pay our commissions on time, every time.



HARMONY
M U S I C

1.800.356.2826

WILL SIMMONDS AT EXT. 105

Harmony Music Band Rentals
17725 NE 65th, Suite B235
Redmond, Washington 98052
wsimmondsB@gmail.com

THE MARS JAMZZ WILL SEND YOUR SALES INTO ORBIT!



Become a dealer of the revolutionary kids beginner guitar and keyboard books at
www.marsjamzz.com

**FOR SALE: MI Repair Business in Northern New England.
Band, Strings, Percussion, Parts and Accessories. All or part
to suit your needs. No real estate. Serious inquiries only.
For a fact sheet email MIREpairTech@comcast.net.**

Meisel
ACCESSORIES LLC

G576 Adjustable Stringed Instrument Stand

For Guitar, Ukulele, Electric Bass, Violin, Viola, Banjo, Mandolin, etc.

25mm aircraft grade aluminum tubing, lightweight (15oz), cushioned silicone, rubber slip-resistant pads to protect your instrument. Folds to fit almost any case or gig bag. Available in Black, Silver or Metallic Red

1.800.531.6123
meiselaccessories.com

Extended Not Extended



>>>

Zack Stanton

Ken Stanton Music
Marietta, Georgia

Probably our website's presentation. I don't think anybody in the industry is content with what they are working with just because consumers are pushing our businesses that way. Everybody wishes they had more resources. We're a full-line retailer, so our efforts are spread thin. But it adds up real quick.



>>>

Joseph Lackey

Tupelo Consignment Music
Tupelo, Mississippi

Inventory management. We're a mom-and-pop store and kind been resistant to technology. Orders are filed on paper, stuck to a door. It's not really efficient. Eventually, it will go that way. It's old school, and it's worked for 20 years. But you lose paper. Obviously, it would be nice to have an automatic replacement system.



>>>

Aaron Brown

Town Center Music
Suwanee, Georgia

What's one aspect of your business you'd like more time to work on?

It's a cop out to say all of it! We're primarily a guitar store, but we have so many schools around us that we have to do rentals or people would hate us. [Laughs.] So, I really wish that I could devote more time to not only developing the business end of that and finding better ways to do that, but also building the relationships

with the individual directors, the individual students and parents.

As primarily a guitar store, it's really hard to transition a 21-year-old guitar player to be a band rental expert. That would be the No. 1 thing I would like to do better. In addition to rentals, I'd like to work on our online [presence].

We don't do e-commerce just yet, but we're working real hard on it. Both of them require additional personnel. That's the hard thing. It's that question of "Do I make that investment in another person?" or "Do I make the investment in stuff, and then I'll work on it?" There's only so much of me. **MI**



>>>

Mark Despotakis

Progressive Music
McKeesport, Pennsylvania

The first thing that popped into my mind was lessons. It's not a huge area for us right now. I think that's something we definitely want to look into expanding. Right now, it's just outside contractors use our space and pay rent. But we're not promoting it as much as we possibly could.

Reverb.com

THE WORLD'S MOST POPULAR MUSIC GEAR WEBSITE



7MM
MONTHLY VISITORS

550K
EMAIL SUBSCRIBERS

500K
SOCIAL FOLLOWERS



ARE YOU SELLING ON REVERB YET?

Reach out to sales@reverb.com to start growing your business today.

A man with dreadlocks, James Genus, is playing a double bass. He is wearing a light blue button-down shirt and dark jeans. The double bass is a large, dark wood instrument. To his right is a black Hartke Kickback KB12 amplifier. The background is a wall made of horizontal wooden planks of various shades. The floor is made of dark wood planks.

Hartke
SERIOUS TONE™

KICKBACK®
with James Genus

James Genus plays with some of the biggest names in music, and can be seen every week playing his Hartke rig on *Saturday Night Live*. When he's on the road, he brings his **Kickback KB12** combo with patented HyDrive Speaker Technology. At 500 watts, it has the power to play with any band, and weighs in at just 28 pounds.