

MASTERING E-COMMERCE

FOR SUCCESSFUL MUSIC RETAILERS

OCTOBER 2016
MUSICINMAG.COM

music

nc

CASHING IN ON EDM

TIPS FOR DRIVING
DJ SALES TO YOUR
STORE | PAGE 54

BEACHSIDE RETAILING

How three retailers
along the coast
of Southern California focus
on their communities
& expertise to boost sales

Page 42

The Guitar Shoppe's Jim Matthews & Kirk Sand

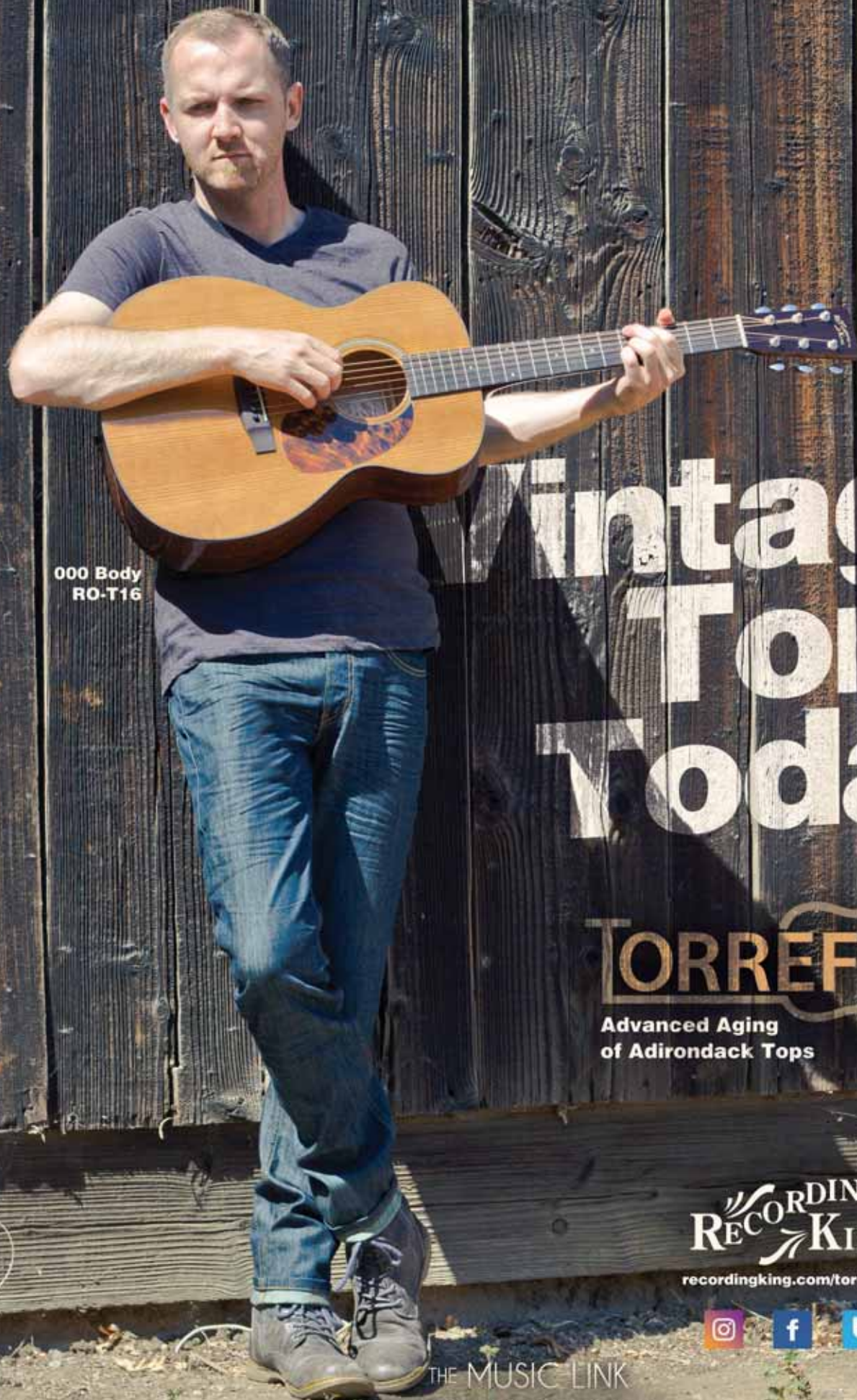


BOSS
ACCESSORIES



Premium Quality Solutions.

BossUS.com/Accessories



000 Body
RO-T16

Vintage Tone Today

TORREFIED[®]

Advanced Aging
of Adirondack Tops

RECORDING
KING[®]

recordingking.com/torrefied

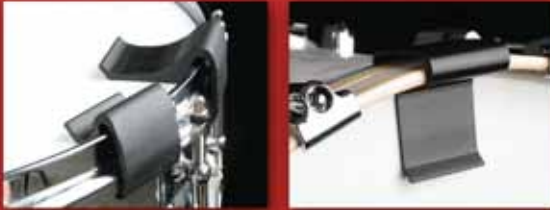


THE MUSIC LINK

888.552.5465 | themusiclink.com



Simple • Effective • Versatile



TheDrumClip.com



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

music_{inc}[®]

OCTOBER 2016 | VOL. 27, NO. 9

PUBLISHER

Frank Alkyer

EDITOR

Katie Kailus

MANAGING EDITOR

Kasia Fejklowicz

CREATIVE DIRECTOR

Žaneta Čuntová

DESIGN INTERN

Markus Stuckey

CONTRIBUTING EDITORS

Ed Enright, Bobby Reed

EDITORIAL INTERN

Izzy Yellen

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





BUY DIRECT, BENEFIT BIG

- SUPERIOR CUSTOMER SERVICE**
Our friendly and knowledgeable Sales Staff provides all necessary support.
- NO C.O.D TAG FEES**
D'Addario assumes the cost for all COD tag fees, so you don't have to.
- ORDER ONLINE ANY TIME**
Conveniently place online orders 24/7 through our B2B website.
- IN BY 4PM, OUT THE SAME DAY**
All orders placed by 4PM EST ship out the same day.*
- FREE FREIGHT**
All continental US orders of \$250 or more are eligible for free freight.**

D'Addario

800.323.2746

SALES@DADDARIO.COM

[HTTPS://B2B.DADDARIO.COM](https://B2B.DADDARIO.COM)

*4:00pm same-day shipping does not apply when the D'Addario facilities closed for holidays or any unforeseen circumstances. Orders of \$3,000 or higher may require a 1-day lead-time.
** with the exception of oversized drumheads of 34" and larger.

INSIDE

The Guitar Shoppe's Kirk Sand



42

42 | SURFING UP QUALITY SERVICE

How three retailers located along the coast of Southern California focus on their communities to drive sales.

38 | FROM THE TOP

Kyser's CEO Meredith Hamlin discusses the company's evolving catalog.

48 | MASTERING E-COMMERCE

Experts share tips on maximizing sales on Reverb.com, overcoming e-commerce obstacles and increasing web business as well as discuss the future of online music retail.

54 | CASHING IN ON EDM

Best practices for boosting your store's DJ gear sales.



GEAR >

58 | DJ & LIGHTING

60 | AUDIO & RECORDING

64 | GUITARS, AMPS & ACCESSORIES

68 | DRUMS & PERCUSSION

70 | BAND & ORCHESTRA



ASK THE RETAILER

74 | ASK THE RETAILER

× Retailers share how they boost their repair business

»»» RETAIL

PROFILE

14 | How Music Land's Larry Noto managed to turnaround his father's business a year after his passing

15 | NEWS

- × Sonos opens its first storefront in NYC
- × Colorado store owners featured on local news

SUPPLY <<<

PROFILE

- 20 | Steinway's Spirio player piano recreates more than 1,700 performances
- 22 | Yamaha unveils Succession Advantage
- 24 | NAMM's Oral History program celebrates its 3,000th interview

25 | NEWS

- × Roland rolls out 30 products in 24 hours
- × IAEN advances music education in Indiana

IDEAS >>>

29 | THE TECH BEAT

× Harding on transforming a "dead" month into something profitable

30 | NEXT GEN RETAILING

× West on how to fine-tune and grow your e-commerce business

32 | THE LESSON ROOM

× Gamber advocates getting into your lesson rooms to improve the program experience

34 | THE MARKETING MINUTE

× Whitmore shares tips for deciding if remarketing is right for your business

36 | SMART SUCCESSION

× Blackman on creating financial wellness

Cover photo by Lorin Backe

Life IS DIGITAL.

ELECTRIFY YOUR DRUMMING



Kenny Aronoff
drumming legend

"I use electronic drums to practice at home when I'm not working in my studio. I do my warm up ritual and prepare for sessions, tours, clinics and other live shows. On stage I use electronics to trigger hand claps and kick drum sounds."

Nick Werth
Ghost Note

"Integrating the electronic with the acoustic is not the future... it's the here and now. The limits of my electro-acoustic setup are only determined by my imagination."

Didi Negrón
Cirque du Soleil Amaluna

"Acoustic drumming allows you to communicate through the sound of each specific drum. Adding electronics gives you access to many sounds, lets you take your drumming to another level and awakens the hybrid musician within you."

Darryl Howell
Nicki Minaj

"Music is always changing and, as musicians, we must change with it. For drummers, e-drums are the 'instrument' of change."

Antoine Fadavi
rising star

"Drummers used to start on acoustic drums and graduate to electronic drums later. But, with technology being such a big part of life for my generation, starting on e-drums is just as natural and sometimes more practical."

a public service message
epic
www.e-drums.org

THE ELECTRONIC PERCUSSION INDUSTRY COUNCIL

JOIN US!

ELECTRIFY THE DRUM MARKET.

Our Mission-

Awareness and growth- creating new players by raising the profile of electronic drums, drummers and drumming.

Our Programs-

Industry alliances, event support and educational resources for schools, dealers, drummers and teachers.

Apply for membership today!
info@e-drums.org · www.e-drums.org

a public service message
epic
www.e-drums.org

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 state-of-the-art technology has refined their reed and mouthpiece manufacturing process, D'Addario Woodwinds creates the industry's most consistent products 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 focused on 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.

One of those retailers is Music & Arts. As one of the largest national school music retailers in the United States, Music & Arts specializes in instrument and accessory sales as well as instrument rental and repair for both student and professional players. They also have a robust lesson program that provides over 1.5 million lessons each year. As they continue to thrive,

from the fundamentals of playing to 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 in a common community fabric."

The Method Program has already seen enormous success and Music & Arts is excited about its value. "Training a large sales force in an organization like ours can be very difficult, especially because not every associate is a

woodwinds specialist," explains Fee. "By utilizing the D'Addario Woodwinds Method Program, our sales force creates a relationship with the Clinician and feels comfortable reaching out... D'Addario Woodwinds is a great partner to work with."

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. ➤

BY UTILIZING THE D'ADDARIO WOODWINDS METHOD PROGRAM, OUR SALES FORCE CREATES A RELATIONSHIP WITH THE CLINICIAN AND FEELS COMFORTABLE REACHING OUT... D'ADDARIO WOODWINDS IS A GREAT PARTNER TO WORK WITH.

they're thrilled to have D'Addario's support. Music & Arts' Director of Marketing, Renier Fee says, "The Method Program Clinicians are a wonderful tool for educators to use during and after school. Our Educational Representatives interact with educators at schools and parents at rental nights, [providing] qualitative and quantitative data that supports our belief in the impact of D'Addario products."

Currently available in 22 states for clarinet and saxophone, Method Program sessions are complimentary and tailored to the needs of students and educators. Covering everything



ARTISANAL-QUALITY
REEDS. CRAFTED BY
DIGITAL MACHINES.



REINVENTING CRAFTSMANSHIP FOR THE 21ST CENTURY.

D'Addario
WOODWINDS

The Legacy Continues

PERSPECTIVE

PERSPECTIVE | BY KATIE KAILUS

CREATING YOUR BRAND

So far, 2016 has been the year of rebrandings, with many big names, including Subway, Instagram, Uber and Guinness, all changing the look and feel of their logos. And while some might associate a brand with just a logo — branding goes much further to incorporate all aspects of your business, including your website, social media, even the way your staff interacts with customers. A strong brand differentiates you from your competition and helps your customers better identify with your business.

This month's cover story features three music retailers along the SoCal coast who've used their oceanside location to create their brand. The Guitar Shoppe in Laguna Beach, California, uses its beach locale as the central facet in its logo which features a guitar, palm trees and a mermaid.

"We have always used our persona, location to the beach and the great vibe that Laguna Beach has to promote ourselves," said Kirk Sand, co-owner of The Guitar Shoppe.

When this month's Retail Profile subject Larry Noto took over his late father's store, Music Land in Bel Air, Maryland, he redesigned and rebranded the shop helping it win NAMM's Best Turnaround award during the 2016 Summer NAMM show. (To read more about Noto's turnaround, see page 14.)

When rebranding Music Land, Noto referred back to a TED Talk by Simon Sinek titled "Start With Why," which encourages marketers to question why their business exists.

"At our first team meeting after my dad passed I played it for [all the employees]," Noto said. "I think the questions of 'why' and 'who are we' are the critical foundational questions a business has to ask itself when branding. Why are we doing this?"

Music Land's answer? "That we were carrying on a 45-year-old legacy and my father's life's work to help people discover, celebrate and play music," Noto said.

So, Noto and his team created two logos — one which boasts a retro look and features a caricature of his father playing the accordion that the store uses for throwbacks, and it's everyday logo that's featured on the company's website, all store materials, t-shirts and stickers.

"[In our everyday logo] the main words 'Music Land' are very similar to the original logo from 1971, just cleaned up a little," he said. "We added the bars which represent a musical scale or bars on a soundboard."

Noto and his graphic designer also came up with a new slogan — changing it from "your complete music store" to "where music comes to play," evolving the store into what he referred to as "an interactive experience."

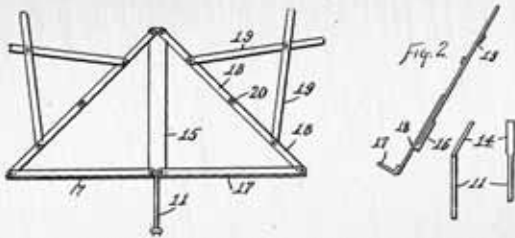
Whether it's your location, specialty or the way you conduct business, defining your brand is essential to your store's success. Check out a few of the retailers in this month's issue to get a better idea on how you can up your branding game. **MI**



DEFINING INNOVATION SINCE 1883

Hamilton STANDS

A. KRAUTH, MUSIC STAND.
No. 597,792. Patented Jan. 20, 1898.



1883 - THE FIRST FOLDING SHEET MUSIC STAND

1978 - FIRST NECK-SUSPENDING GUITAR STAND

2010 - MOST USER-ADJUSTABLE WIND INSTRUMENT STANDS



2015 - FIRST HYBRID COLUMN/X STYLE KEYBOARD STAND

Hamilton STANDS

www.hamiltonstands.com

St. Louis Music

ST. LOUIS MUSIC IS THE PROUD OWNER OF THE HAMILTON BRAND, WHICH IS AVAILABLE FROM ST. LOUIS MUSIC OR YOUR FAVORITE DISTRIBUTOR.



MARCUS ANDERSON

HIS ANTIGUA POWERBELL AS4240SG
WITH PROONE NECK

#1 **billboard**
smooth jazz
"Cup of Joe"
MARCUS ANDERSON
feat. MATT MARSHAK


Antigua
PRO

To learn more about Antigua please visit
www.antiguawinds.com or contact us at
info@antiguawinds.com

Photo by Peter Lodder Photography

LETTERS



Garrett Sapp

Going the Extra Mile

As a brick-and-mortar retailer, I'm well aware of the value of the shopping experience and in-store customer service – it's my best edge against the online world in my market. However, instances of great customer service from suppliers are rarely discussed in the music trade press and in online discussion groups.

At one of many instrument tryouts for beginning students, we met a young man named Garrett Sapp, whose mom had concerns about the cleaner we used to disinfect mouthpieces. Garrett suffers from many different allergies to the point that, at his young age, he carries an EpiPen for emergency situations.

When he made a decision to play the clarinet, we discussed what it was in a clarinet that might pose a problem for him. One of our technicians, who also has many similar allergy issues, suggested approaching our district manager at Conn-Selmer about the situation to see what solutions might be available from the production people who build Vito clarinets which we use for student rentals.

Our district manager, TJ Waicul, worked with Quality Engineer Nancee Estes and Manufacturing Manager Brad Wolford to explore the dyes, polishes and cleaning cloths used in the plant as well as the latex gloves the staff used during the assembly process. This became a customer service



project for the eight line workers who custom built a clarinet for Garrett. They eliminated chemicals, washed parts with deionized water, left the case open for days to eliminate lingering odors and did all of this without their latex gloves. When the clarinet arrived in our store, each section carefully sealed in plastic, the package included a description of the manufacturing process, and each technician individually explained their role and signed off on it.

"Now that Conn-Selmer has done this for me, I know that they can do it for other people in the future that have severe allergies like my brother, Ethan James," Garrett said.

By going far beyond what is normally expected of a supplier, Conn-Selmer embraced Garrett's problem as its own and found a

solution. I've been a Conn-Selmer dealer for more than 20 years and can't say enough about how I'm treated as a customer. They inspire me to do the same with my customers.

*Drew Parker
President
Separk Music Co.
Lewisville, North Carolina*

Raising Awareness

I just wanted to say "thank you" for including Gig Gear's new Gig Glove ONYX line as one of the products in the Gear section of the August 2016 issue.

For a small, young company like Gig Gear, just having our products included on the pages with those of other, more recognizable, industry manufacturers is invaluable and helps us grow and validate our product offerings. It's definitely a bit of an uphill battle trying to sell protective

work gloves in an industry that is not known for even having a Personal Protective Equipment (PPE) category, other than ear-plugs. But if there's one thing that's just as important to the people we sell to as their ears, if not more, it's their hands.

With *Music Inc.*'s inclusion of Gig Gloves, right alongside other great products and accessories, we are able to achieve that goal of education and awareness quicker and more effectively.

*Daniel Shatzkes
Founder/CEO
Gig Gear LLC
Brooklyn, New York*

Honored & Humbled

Thank you so much for featuring Blues Angel Music's history and recent growth in your August 2016 cover story. We were honored and humbled.

The article underscored many factors that are critical for independent stores to survive and thrive in today and tomorrow's ever-changing retail environment, including hard work and sacrifice, family support, two-way partnerships with key vendors, good relationships and information sharing between indie stores, a love for our industry, and the steadfast belief in the tangible benefits that music making brings to all humans. Nan and I also wish to emphasize the enormous role our 25 amazing employees play in making our increasingly complex business succeed. They are our family, and without their hard work, professionalism, and integrity, we could not succeed.

*Jim & Nan Destafney
Owners, Blues Angel Music
Pensacola, Florida*

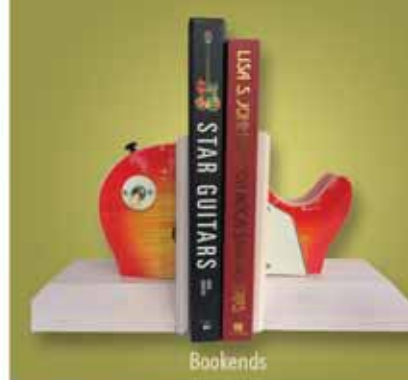
EDITOR'S NOTE: MUSIC INC. ENCOURAGES LETTERS AND RESPONSES TO ITS STORIES. E-MAIL LETTERS TO EDITOR@MUSICINCMAG.COM; OR WRITE TO 102 N. HAVEN RD. ELMHURST, IL 60126; 630-941-2030; FAX: 630-941-3210.



Guitar Tree Lights



Glassware/Slap Bands



Bookends



Guitar Learning Systems

QUALITY GIFTS FOR MUSICIANS

FROM
HAL • LEONARD

We've carefully selected items that musicians of all levels will appreciate receiving this holiday season. Let us be your one-stop source for all your gift offerings. Call your Hal Leonard sales rep for a limited time special.
1-800-554-0626 • sales@halleonard.com • www.halleonard.com



Mini-Guitar Tree Ornaments



3-D Puzzles



Playing Cards



Hal Leonard Beginning Guitar Pack



Tin Coaster Sets



Mini-Guitar Replicas



Pro Sports Licensed Musical Products



Pro Sports Licensed Musical Products



Lunch Boxes

> **White House of Music**

Acquires Hartland Music's retail operations

PAGE 15

> **Sweetwater**

Upgrades Creation Station music and audio computers

PAGE 16

> **Bach to Rock**

Approves schools in California, Maryland

PAGE 17

RETAIL

JOE NOTO'S MUSIC LAND | BY KASIA FEJKLOWICZ

THE LEGACY LIVES ON

On the morning of May 12, 2015, a sea of 80 cars filled with relatives and friends followed behind the hearse carrying the body of Joe Noto, founder of Joe Noto's Music Land — a full-line dealer serving the Bel Air, Maryland, area. The procession circled around the music store one last time before arriving at the cemetery.

Born on the island of Sicily, Joe emigrated to the United States when he was 16 years old.

In the mid 1960s, he opened his first store — Govan's Music, located in Baltimore. In 1971 it became Music Land, and Joe spent the next 50 years growing his business.

After Joe passed away from a long battle with cancer, his son Larry questioned whether Music Land could exist without him. Larry knew, however, how much Music Land meant to his father.

To focus on continuing his father's legacy, Larry resigned from his job as the director of marketing at the National Aquarium.

THE TURNAROUND

A year later, Larry found himself on stage at the Top 100 Dealer Awards at the 2016 Summer NAMM Show accepting



By rebranding and remodeling Music Land, Larry Noto managed to turnaround his father's business a year after his passing

the award for Best Store Turnaround in tears. Leading up to the award, Larry and his team, which consisted of six longtime employees, were determined to turn Music Land from a locally owned business to a popular music destination.

They reorganized the store, put their stock up on Reverb, purchased a POS system, and brought in new lines, including

Kala and Schecter. After years of not carrying PRS, Larry reintroduced the Maryland-based company back to Music Land.

Larry also updated the company's branding by creating a retro logo with a caricature of his father and a new tagline — "where music comes to play."

Although Music Land had a Facebook account, Larry wanted to grow the company's online

presence. For that reason, he joined Instagram, Twitter and YouTube.

THE EXPANSION

In August, the renovation project nicknamed "Breaking on Through to the Other Side," was completed. Before construction began, Music Land only utilized approximately 60 percent of its 8,000-square-foot building. The unused space was converted into a performance area and an additional classroom.

The remodeled 1,200-square-foot space dubbed Music Land Live can seat up to 100 people and is used to hold shows, recitals and open mic nights. The 500-square-foot classroom can hold up to 50 people and is intended for group lessons, smaller meetings and clinics.

In the main store, new flooring and LED track lighting was added, as well as a humidity-controlled acoustic room.

In the future, Larry hopes to expand Music Land's e-commerce business and be a part of local street festivals. According to Larry, his main focus right now is to make the business the best it can be.

"We have the legacy, the expertise and a great story," he said. "I think people really like that." **MI**

WHITE HOUSE OF MUSIC | ACQUISITION

White House of Music Acquires Hartland Music's Retail, Rental Operations

White House of Music in Waukesha, Wis., announced on Aug. 2 that it has acquired the retail, rental and repair operations of Hartland Music in Hartland, Wis.



Chris White

White House of Music said in a statement that the acquisition will provide a more focused customer-service experience to musicians, educators and music students in the Hartland area.

Founded in 1975 by current owners Larry and Ellen McDonald, Hartland Music features a 15,000-square-foot multi-use facility that is home to the Waukesha County Conservatory of Music, Backstage Cafe coffee shop, grand piano room as well as Hartland's 3,500-square-foot retail store.

White House of Music owns and operates five full-service music retail stores in Waukesha, West Bend, Germantown, Wauwatosa and Watertown, Wis. The company offers instrument rentals and

sales, music lessons, instrument repairs, and sheet music and accessory sales. One of the company's key services is its educational services program, providing musical supplies and other support directly to music educators in schools throughout the region.

In addition, White House of Music facilitates instrument rentals through a statewide network of music retail partners. Both Hartland Music and White House of Music are privately held.

The acquisition lets White House of Music take ownership of the retail storefront housed within Hartland Music, including its instrument rental and repair services.

The Waukesha County Conservatory of Music, Backstage Cafe and performance stage, and piano showroom will continue to be owned and operated by the McDonalds, with the piano showroom being renamed Hartland Piano Inc.

"This opportunity will let us offer our band and orchestra rentals and products directly to the Hartland community," said Chris White, president and CEO of White House of Music.

{whitehouseofmusic.com}



Ron Japinga

JAPINGA NAMED CEO

Guitar Center has appointed Ron Japinga as CEO, replacing Darrell Webb, who is retiring from his positions with the company.

Japinga's promotion to CEO follows his recent promotion to president of Guitar Center. In his new role, Japinga will expand his responsibilities to include the entire Guitar Center enterprise.

"I've thoroughly enjoyed my time at Guitar Center and am proud of the financial and operational successes that we've achieved in the past year and a half," Webb said. "The company is in a solid position, and I have tremendous confidence in Ron's ability to guide the company," Webb said.

Before joining the team at Guitar Center, Japinga had an 8-year career at West Marine where he was the executive vice president of merchandising, planning and logistics. Prior to that, Japinga was a VP-level executive with Kohl's Department Stores. At Guitar Center as executive vice president for supply chain and private brands, Japinga shared his vast knowledge of retailing throughout the company to positively influence Guitar Center's overall performance.

"One of the key reasons I joined the team here at Guitar Center was due to its great prospects for success," Japinga said. "We have accomplished so much since then, yet we have more to accomplish. I remain enthusiastic about the company and look forward to contributing to the strategic direction that we've established in order to continue that success."

{guitarcenter.com}

SONOS | OPENING

Sonos Opens Store in NYC

In July, wireless audio product manufacturer Sonos opened its first retail store at 101 Greene Street in New York.

Nicknamed 101G, the store was built to look more like a friend's house — and not like a typical retail store. According to company executives, 101G was designed to let customers listen to music in an environment that feels like home.

The store, located in the SoHo neighborhood of Manhattan, features seven "listening" rooms. These rooms are covered in thousands of pounds of sheetrock and custom-beveled glass to make them soundproof and acoustically perfect.

{sonos.com}



SWEETWATER | LAUNCH

SWEETWATER UPGRADES CREATION STATION

Sweetwater has debuted its latest generation of Creation Station music and audio computers. Assembled on-site at Sweetwater, Creation Station PCs are optimized for audio production and provide whisper-quiet operation in studio environments.

The redesigned family of Creation Stations features two 4U and one 2U rack-mountable models and one mini desktop model. Designed to suit everyone from hobbyists to professionals, these machines are constructed from top-grade components for maximum speed, performance and reliability.

All four models sport powerful processors, ample storage options and extensive connectivity for interfaces, displays and other peripherals. Each of the Creation Station computers uses the Windows 10 64-bit operating system and comes complete with a USB keyboard and mouse.

“Launched in 2005, the original Creation Stations revolutionized the pro-audio and



music industry with its features, expandability, connectivity, and whisper-quiet operation,” said Chuck Surack, Sweetwater founder and president. “The new 2016 Creation Stations take yet another huge leap forward, surpassing anything else on the market. These ultra-powerful PCs are designed and purpose-built by experienced

audio and music pros who fully understand the needs of musicians, engineers, producers and DJs. Whether you need a computer for your mobile rig or you’re looking to upgrade the centerpiece of your studio to the top of the line, we have a Creation Station that’s perfect for you.”

sweetwater.com



DRUM CITY GUITAR LAND | MEDIA

COLORADO STORE OWNERS FEATURED ON LOCAL NEWS

The owners of Drum City Guitar Land, located in Wheat Ridge, Colorado, were recently featured on Denver’s Channel 9News, for claiming to own the world’s most expensive drum kit.

The six-piece Sonor kit, which is covered in 14k gold, cost \$30,000 in 1993.

Owners Tim and Jason Kae inherited the store along with the drum set from their late father, Ronny Kae — a legendary drummer in the 1960s.

Ronny purchased the drum set after seeing it at the 1993 NAMM Show. Sonor had plans to make 50 drum sets, however, Ronny was the only one who was interested in buying the exclusive set.

The drum set has been featured on the store’s website since 1997, but since it made the news in July, the brothers have seen new faces in the store each day. Customers who want to see the gold-covered drum set are escorted to view the display. Not only has the media attention brought in potential new customers; it’s also helped bring back old customers who purchased musical instruments from Ronny in the 1960s and 1970s.

“It’s been great for business,” Jason said. “It’s the best thing that could have happened this day and age.”

drumcityguitarland.com

BACH TO ROCK | OPENING

Bach to Rock Approves Schools in California, Maryland

In August, Bach to Rock (B2R) announced the approval of two franchise development agreements to launch schools in San Diego and Ellicott City, Maryland, in early 2017.

According to company executives, Rick and Amy Walker's backgrounds are well suited to launch the San Diego school. Rick

is an environmental, health and safety professional, as well as a part-time working musician. Amy is an information technology trainer and instructional designer, with a foundation in education.

Franchise investor Sameer Patel started out as a parent with two children enrolled

at the Bethesda, Maryland, B2R school. He quickly progressed to become the franchise investor of the recently opened Bristow, Virginia, school. Now he's opening his second location in the Baltimore-Washington suburb of Ellicott City.

{b2rmusic.com}



IMC employee helps a young musician.

INSTRUMENTAL MUSIC CENTER | EVENT

IMC Hosts Play Date

Instrumental Music Center (IMC) hosted its second Instrument Play Date in August. The free five-hour event was geared towards young musicians and was held at the store's Tucson, Arizona, location.

"Many beginning band and orchestra students are asked to pick which instrument they will play in school, without trying it first," said Leslie Faltin, owner of IMC. "This is an amazing opportunity for aspiring musicians to find the instrument that best fits them."

All musical instruments that are common to school bands and orchestras were available to try, as well as uncommon instruments such as upright bass, oboe, bassoon and baritone saxophone.

The Instrument Play Date also featured local musicians who assisted customers in making a "representative sound" on whichever instruments they found interesting.

Participants who signed up for the instrument rental program were offered a free music stand, lesson and music folder.

{imc-az.com}

Vintage GUITARS

"Compelling interpretations of historic designs + quality hardware and components + great prices = sustainable profit margins!"

Donovan Bankhead - VP, Springfield Music, Springfield, MO

"Diamonds for the price of Chocolates"

David Pugh - Owner, Frisco Music Center, Frisco, TX

"No question about it, Vintage is largely responsible for our turning a profit."

John Bujak - Owner, Lessons N' More, Tucson, AZ

VINTAGE IS ONE OF THE FASTEST GROWING BRANDS IN THE U.S.

FIND OUT WHY.

RBImusic
musical instrument distributors since 1961

vintageguitarsus.com

f Instagram YouTube

817-335-2561 x105
info@fretking-vintage.com



Education at The NAMM Show

NAMM U brings a wealth of knowledge to Anaheim as retailers discover how to grow their businesses in ever-changing climates.



Note From Zach

ADVERTORIAL • OCTOBER 2016 • NAMM.ORG

NAMM U Works

'I wish I did this sooner'

I can't tell you how often we hear that from first-time NAMM U attendees. It's typically at the close of a NAMM show, and followed by, "These sessions were so relevant. This is going to make a huge difference to my business."

If you're among the retailers who've never attended a NAMM U session, there's no better time to start than at The 2017 NAMM Show. Held in Anaheim, California, from January 19-22, 2017, the education program will address the biggest opportunities, innovations and trends in music retail.

Make no mistake: NAMM U isn't theoretical. It delivers practical, real-world ideas straight from the leading experts and most successful retailers in the music products industry. You'll walk away from the show with proven tips, new approaches and

a better understanding of the current and future retail climate. In short, you'll find out how to grow your business.

Most of all, NAMM U works. Just ask the following NAMM retail members, who recently weighed in on how they've used NAMM U to improve specific areas of their businesses.

See you in Anaheim!

Zach Phillips • Director of Professional Development, NAMM

NAMM[®] U at The NAMM Show



1-DAY
INTENSIVE TRAINING



FOUR
BREAKFAST SESSIONS

NAMM[®]
Idea Center

40+
IDEA CENTER SESSIONS

TEC»
TRACKS

70+
TECHNOLOGY SESSIONS

What Your **PEERS** are Saying About **NAMM U**

Keep Your Marketing Relevant

NAMM's 2016 Dealer of the Year, **Menzie Pittman of Contemporary Music Center** (contemporarymusiccenter.com), turns to NAMM U when he needs ideas and inspiration to better market his business. "You won't find out more about social media and the latest trends anywhere else," Pittman said. "NAMM U gives us the chance to witness new and innovative ideas being implemented by top dealers. These folks are a wealth of knowledge, as is the NAMM Idea Center in general."

Improve Your Website

In the weeks following 2016 Summer NAMM, **Rand Cook**, NAMM's 2014 Dealer of the Year and co-owner of **The Candyman Strings & Things** (candymansf.com), improved his online operations using pointers from the opening NAMM U Breakfast Session. "After arriving back at the ol' Candyman, I followed several pieces of advice parlayed in the session, and already we are seeing positive results," Cook said. Expect even more useful ideas for improving your website at The 2017 NAMM Show.

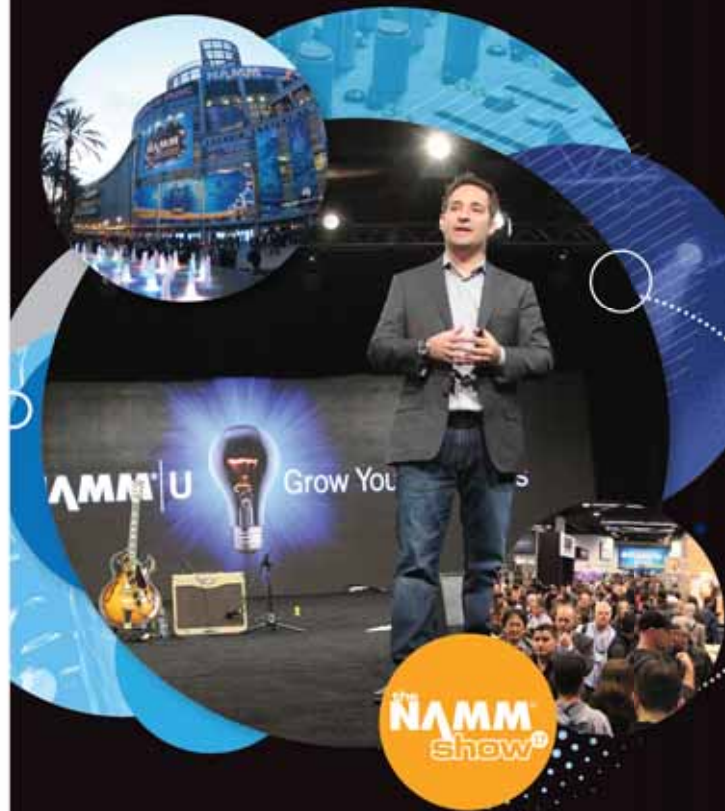
Grow Your Lesson Program

David Woo purchased his local music store, **La Jolla Music** (lajollamusic.com), to keep it from shuttering its doors. With no previous experience in music retail, he has come to rely on NAMM U to discover the industry's best practices and maintain a successful music lesson program. "It helped propel our store from 18 to 35 teachers and 10 teaching studios to 22," Woo said. "Now I attend every NAMM Show, spending 80 percent of my time at NAMM U. I consider it to be the most valuable benefit of my membership."

Boost the Bottom Line

Michael Stryker of Spindrift Guitars (spindriftguitars.com), attended NAMM U's Retail Boot Camp with hopes of fine-tuning his store's financial practices. "We [learned] the importance of having a point-of-sale system and now use one to manage our inventory more effectively," Stryker said. "Most importantly, we learned how to invest back in our music community through lessons and smart advertising to grow our emerging brand."

Check namm.org/thenammshow as the show draws closer for a complete listing of NAMM U sessions.



grow your business

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



- > **Ernie Ball**
Holds 'Pursuit of Tone' premiere
PAGE 25
- > **Roland**
Launches 30 products in 24 hours
PAGE 26
- > **Antigua Winds**
Names new director of sales
PAGE 27

SUPPLY

STEINWAY & SONS | BY ED ENRIGHT

STEINWAY GETS DIGITAL

While the company may be 163 years old, the introduction of Steinway & Sons' new Spirio high-resolution player piano makes the company more relevant than ever. Now music enthusiasts can recreate performances of world-famous pianists by simply selecting a musical piece on an iPad.

Developed in partnership with Wayne Stahnke, an innovator in the field of modern player pianos, Spirio uses proprietary technology to reproduce the most subtle aspects of the Steinway Artist's performance. In creating its growing catalog of some 1,700 performances — which cover a wide range of literature from multiple genres from classical to pop and jazz to sacred music — Steinway had pianists play on prototype instruments in its New York studio that are equipped with special sensors to measure 1,020 different levels of hammer movement, 800 times per second, as well as 256 incremental pedal positions (on both damper and soft pedals) at a rate of up to 100 samples per second.

That data, which is in significantly higher resolution than the MIDI-quality keystroke information commonly used by



Diane Duncan

Steinway's new Spirio player piano recreates more than 1,700 performances at the touch of a button

other player systems, is edited and stored as a performance that customers can access from a fully loaded, complimentary iPad that comes with each Spirio piano. A simple screen touch sends that data via Bluetooth to the instrument, which is outfitted with solenoid technology that makes

the piano play itself. With such high resolution, the expressive esthetics of the artist's performance come through clearly. Subtle voicing techniques and dynamics employed by pianists are reproduced in fine detail, and the system's note-repeat capability is unprecedented.

"It really creates a live performance feel, so when you hear the piano, there's no question in your mind: 'I'm hearing Diana Krall,' or, 'That's Lang Lang playing right there,'" said Diane Duncan, general manager of three Steinway Piano Gallery locations in the Chicago area, who gave *Music Inc.* a full Spirio demonstration.

The Spirio library also includes performances by so-called "Immortals" — historic artists, such as Arthur Rubinstein, Van Cliburn, George Gershwin, Vladimir Horowitz, Thelonious Monk and Glenn Gould. Their performances are recreated from archival audio recordings that are processed and translated into Spirio data.

"It's a combination of art and science," explained Eric Feidner, senior vice president of music, technology and media for Steinway & Sons. "From the audio file, you can pull in the basic data elements of the note, relative dynamic level and timing. Then that's where the magic starts, which is the process of taking that file and manipulating it to [match] the audio file exactly. Someone with a trained ear is doing the editing to replicate the original performance, and we end up with a data file that is the same format as the

Spirio files we use when we make a live recording.”

To enhance the experience, video is also available to accompany many of the live and historic performances. Spirio owners can watch the videos, some of which are creatively directed and edited, right on the screen of their iPad.

The Spirio library is updated every month with five to 10 hours of music that’s automatically sent to customers.

PURCHASING A SPIRIO

In the United States and Canada, Spirio will be available in two existing piano models: Steinway’s 5-foot, 7-inch Model M Medium Grand and 7-foot Model B Music Room Grand for an added cost of about \$15,000, which, according to Duncan, is a reasonable price considering the increased appeal the new system brings to the popular Steinway models.

“Who would be interested in Spirio? It’s broadening,” Duncan said. “We initially thought that pianists who know how to play are typically people who don’t necessarily gravitate toward a player piano. But we’ve been encouraged to see that it’s appealing to just about everybody: piano teachers, performing pianists, families with young [musicians] who are learning. A lot of folks who are showing interest are those who say, ‘I always wanted to play but I never really learned. I love piano music — it’s just that if I have a piano in the house, who’s going to play it?’ So, this is an answer to that.”

The Spirio system is directly built into the Steinway piano, and each model is destined to become a Spirio once manufacturing begins in Steinway’s New York and Hamburg, Germany, factories. Hidden from view, its



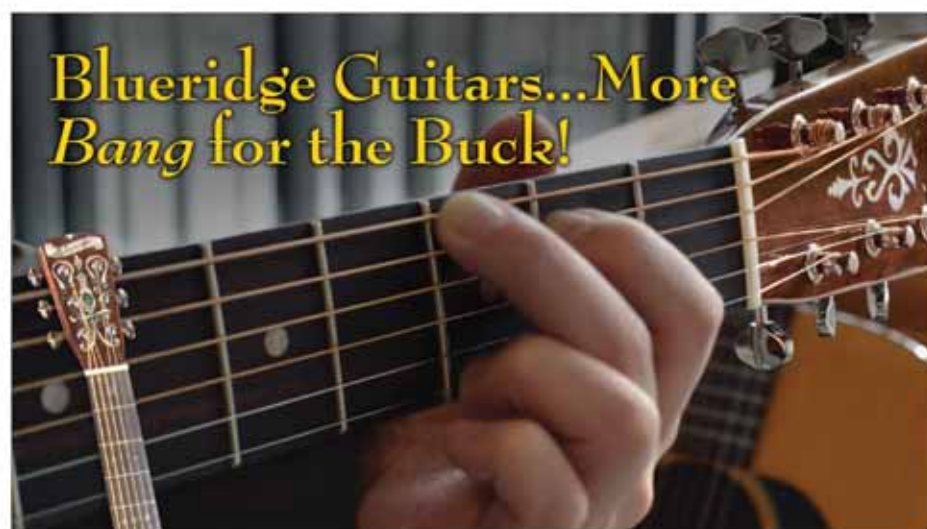
components don’t affect touch, sound or outward appearance in any way.

“There’s no box, no discs to put in and out,” Duncan said, noting that Spirio has no manual control interface beyond the iPad.

Steinway is producing Spirio models in a high-polish ebony finish. The company is taking special custom orders for other finishes and polish types, but those will likely take a full year or more to fill, Duncan said, as each Spirio is built from the ground up and can’t be retrofitted to existing Steinway instruments.

Spirio is undergoing an organized rollout whereby the instruments first become available at Steinway’s 14 company-owned and operated retail locations in major U.S. markets, including Chicago, Los Angeles, New York and Seattle, where they’re frequently unveiled at high-profile launch events designed to draw potential customers.

Once Steinway & Sons Piano Galleries are completely onboard, Spirio will gradually become available to other independently owned Steinway dealerships across the country. **MI**





BR-160 Dreadnaught

When it’s your instrument that’s holding you back, it’s time for a change. We invite you to stop by your local Blueridge Dealer and have an intimate conversation with the guitar that will bring out the best in you.

The secret of tone lies in the details of design, selection of materials and the skilled hand of the craftsman.

The result is more *bang...period!*

To learn more about Saga’s Blueridge Guitars, visit www.sagamusic.com/AG

Blueridge
The Quality and Value Leader!

Blueridge BR-160 Dreadnaught

- Select, aged, solid Sitka spruce top with traditional herringbone purfling for tone and beauty
- Expertly handcarved top braces in authentic, pre-war, forward-X position
- Select, solid East Indian rosewood back and sides for deep, rich tone
- Carved, low profile, solid mahogany neck and dovetail neck joint for strength and stability

Saga Music

Saga Musical Instruments
P.O. Box 2841 • So. San Francisco, California
Connect with us on

YAMAHA CORP. OF AMERICA | BY FRANK ALKYER

SUCCESSION PLANNING STARTS RIGHT NOW

So, you're the 71-year-old owner of a small-town music store in New England. Sales are declining. Margins are shrinking. You've got increased competition online, and no family members who want to take over the business. Maybe it's time to get out. But how? What are your options?

Or, you're a successful family-owned piano store with two children working in the business. You and your wife are ready to retire, but only one child is actually capable of running the business. What do you do? What's fair?

These are just two of five very real-world scenarios presented during a recent Succession Advantage seminar, a new succession planning program being offered to retailers by Yamaha Corp. of America.

Yamaha has been testing the 1/2-day event for two years and tentatively plans a full rollout the week before the 2017 NAMM Show starts this January, according to Roger Eaton, Yamaha's chief marketing director.

"There's a generational change in our industry," Eaton said. "Look around the room at NASMD [National Association of School Music Dealers Conference]. Look around the show floor at PASIC [Percussive Arts Society International Convention]. Look around the room at NFA [National Flute Association Convention] and all those dealers there. We're going through generational change."

Eaton and Yamaha aren't



Yamaha's Succession Advantage gears up for its debut at The NAMM Show. From left: Attorney Tom Coscia, Yamaha's Tom Sumner, financial planner Jaimie Blackman, CPA Alan Friedman and Yamaha's Roger Eaton during its recent event in June at Summer NAMM.

Yamaha creates innovative training seminar to help retailers kick-start succession planning for their businesses

the only ones to notice. Alan Friedman, CPA and partner in Friedman, Kannenberg & Co., moderates Succession Advantage. With a large roster of music retail clients, he's been noticing an increased interest in the topic.

"Questions we used to get all the time were about inventory management or bank financing, sort of the garden variety things you'd expect every CPA firm

to answer and be well-versed in," Friedman said. "It seems like just a year or two ago, someone switched the light on about succession. And I think it's as simple as the fact that the predominance of these stores are run by baby boomers who are approaching the age of retirement and need to think about succession planning. The funny thing about succession planning is that you really need

to start thinking about it the day you open your doors, not when you get ready to retire. But it's become a very important topic in this industry, and no one was really addressing it."

Until now. Yamaha stepped in to make Succession Advantage a logical extension of its successful Financial Advantage training program for Yamaha dealers. While Financial Advantage is geared to help retailers better understand and manage company finances, Succession Advantage addresses the continued, long-term viability of a business — and realistic transition from one generation of ownership to the next.

SIX ESSENTIALS

In introducing the topic, Tom Coscia, a partner at Andros, Floyd & Miller, a Connecticut-based law firm with a strong succession planning practice, stressed the need for planning now.

"What happens if you don't have a plan?" he asked during a Succession Advantage event in June. "You're just going along, and you don't have any real planning and something happens. You die, and eventually every one of us is going to die. Does everyone have a plan? What if you become disabled? And that happens very quickly and you're not ready for it. So, a lot of "what ifs." In my experience, with my clients, others have plans in place for you, you just don't know they're there. Like your banker or your franchisor. They might have a plan in place for you, but it might not be what's best for

you and your family. So, it's important to have a good plan."

Coscia said there are six key elements to a successful succession plan:

1) Who will own the business? "Is it going to be key employees or going to family members?"

2) Who's going to control the enterprise? "You could have situations where you're going to have a key employee receive voting stock, and have someone who's in the family — but who's not as important to the business — have non-voting stock. Or it could be vice versa."

3) How will the management be structured? "Who's going to run the everyday operations of the business when you're not there?"

4) How will you compensate employees? "Every good succession plan should cover the compensation structure for the employees because if you have some really key people, you want to make sure that they are fairly compensated."

5) How are profits distributed? "In my experience, the owners take the profits from the business. But if you have multiple owners, now you have to figure out a plan about how the profits are distributed."

6) How does the owner exit the business? "This is a critical part of the plan, obviously. Do they inter-family transfer stock? Or maybe enter into a plan where they have to sell the business to a third party."

FINANCIAL PLANNING FIRST

or Jaimie Blackman, president of BH Wealth Management, a financial planning firm, succession planning starts with good financial planning.

"I'm doing serious financial planning for 15 years," he said. "Succession planning is financial planning on steroids because not only does your financial planner have to capture everything personally — starting with 'Hey, what will you need when you retire? What's your longevity like? How's your health?' — Now, he also has to ask, 'Tell me about your business. Who's your successor? What's the structure of your company?'"

YAMAHA'S LONG VIEW

or Yamaha, offering these seminars is simply good business, even if it helps

their competition, too.

"Without healthy dealers, it puts our business in jeopardy," Eaton said. "We need a sustainable dealer-distribution network. It might be the elephant in the room, but we don't have a problem saying it. It's a bit selfish on our part. But let's call it what it is. Why would you not want to plan the sale, the succession of your business?"

"The bigger piece, the hallmark of this, though is that it's always been in our DNA to be a leader in the industry for training of this nature. We understand that even when you look at Financial Advantage, that's helping the industry, that's helping our competitors, but we're OK with that."

Because if dealers are healthy, Yamaha will get its fair share of the business, he said. **MI**



B. Portnoy

Makes it Easy

Make playing easy and focused with Portnoy.

Created specifically for the intermediate to professional clarinetist, Portnoy mouthpieces are designed to be free blowing while producing a focused, unsurpassed tone.

**Make it easy. Make it focused.
Make it Portnoy.**

jj Babbitt
www.jjbabbitt.com

MOUTHPIECES FOR ALL CLARINETS AND SAXOPHONES

THE MI INDUSTRY'S VAULT

In August, NAMM's Oral History program marked its 3,000th interview which featured jazz legend Chick Corea.

The program, which archives the history of the MI industry, has been interviewing the industry's best and brightest for the last 15 years, including Vic Firth Co.'s Vic Firth, former Arkansas Governor Mike Huckabee, musician Peter Frampton and Easy Music Center's Peter Dods.

The Oral History program got its start just prior to NAMM's 100th anniversary in 2001 when the board of directors got together to find a way to perpetuate the history of the industry. With the program since its inception, NAMM's music historian Dan Del Fiorentino said that a significant amount of deaths in the industry also added to the need to create a program that would document the industry's leadership.

"Many members of the board were shaken by the losses," Del Fiorentino said. "They thought, 'We lost those stories. What can we do to prevent losing more?'"

Thus, the Oral History program was born. Featuring both current and former members of the industry, Oral History — a division of NAMM's Museum of Making Music — shares how they became involved with music, some of their fondest industry memories as well as their insight on the business.

"Each person in the industry holds a piece of the puzzle," Del Fiorentino said. "No story is too small. A lot of these folks have dedicated 50 or 60 years to this industry. The people they've met might be people I've never gotten to meet.



Dan Del Fiorentino interviews musician and songwriter Jocko Marcellino.

As NAMM's Oral History program marks its 3,000th interview, Director Dan Del Fiorentino shares the impact the program has made

"For example, I had a quest to interview people who knew Leo Fender because he passed away before this program started. It was a real loss. But, through the program, we were able to interview Dale Hyatt, his first employee, and Don Randall, the guy behind naming the Stratocaster to help fill in that puzzle piece."

PAINTING A PICTURE

On average, the Oral History program records about 250 interviews a year, and with 3,000 now under his belt, Del Fiorentino is bound to have a few favorites.

"I was a huge Elvis fan, and I

just always wanted to know — in all of the photos of Elvis he was never holding the electric guitar I had heard on songs like 'Hound Dog.' But it never said who was playing that guitar. When I finally found out it was Scottie Moore, I knew I had to talk to him."

So, one Summer NAMM in Nashville, Tennessee, Del Fiorentino met Moore and asked to interview him for the program.

"He was really sweet and humble," Del Fiorentino said. "He told me to come by any time, and I did an interview at his house. It blew me away. Just because of my background and personal interest that was one

of the standout interviews for me, but it's sort of insulting just choosing one."

Besides Moore and Marshall Amplification's Jim Marshall, a few other standout interviews for Del Fiorentino shared a few tricks of the trade.

"Arthur Griggs of Griggs Music in Davenport, Iowa, told me a story about how a salesman in his store would stop potential customers from shopping around to competitors after visiting Griggs Music. He said that when clients said they were going to shop around, the salesman would say, 'absolutely,' and tell them he was going to grab them a gift. He would return with a pint of ice cream and hand it to the couple and say, 'I want to thank you for coming in today.' The couple would then have to go home to prevent the ice cream from spoiling instead of going directly to the competitor's store. Nine times of out 10 he said they would go home, have a scoop of the ice cream and think, 'Wow, what a nice guy to give us this ice cream. Let's go back and buy from him.'"

Interviews aside, Del Fiorentino also runs the monthly Oral History Program e-newsletter, which highlights new interviews, industry birthdays and passings.

"The e-newsletter goes out to anyone who wants it, and the feedback we receive about the e-newsletter is awesome," he said. "I like keeping people apprised. I get to be the person that gets to help bring the industry together. I feel very honored to do that. We are painting a picture, and I am absolutely thrilled to be part of such a project." **MI**



Tom DeLonge

ERNIE BALL | EVENT

Ernie Ball Holds ‘Pursuit of Tone’ Premiere

On Aug. 2, Ernie Ball hosted a screening of its Audience Network TV show “Pursuit of Tone,” featuring former Blink-182 guitarist Tom DeLonge. The event, held at The London West Hollywood hotel in West Hollywood, California, included a screening of the episode as well as a Q&A with DeLonge and Director Haven Lamourex.

“Guitar heroes come in all shapes, sizes, genres and styles, but the common thread that connects them all is the immeasurable role they serve as the influencers and lifeblood of our industry,” said Dustin Hinz, executive vice president of marketing at Ernie Ball and producer of “Pursuit of Tone.” “Our aim with this series is to capture the incredible stories of inspiration, relentless drive and determination of many of today’s most interesting guitar voices and share them with the largest audience possible. We must continue to celebrate and promote heroes, for without them to aspire to, our industry would cease to exist.”

As the former lead vocalist and songwriter for the platinum-selling bands Blink-182, Box Car Racer and Angels & Airwaves, DeLonge is an award-winning musician, producer and director who is famous for the California punk sound.

“Ernie Ball was one of the first companies to ever support me, starting back in the early Warped Tour days when no one knew me or my band,” DeLonge said. “They’ve helped me forever, and 20 years later they’re still helping me with something significant, not just free pieces of wire. Who would have thought that a company that makes guitar strings would be so influential. It’s crazy. I’m really thankful for their support and proud of this film that truly encompasses my life’s work.”

“Pursuit of Tone” has previously featured Buddy Guy, the Cult’s Billy Duffy and Social Distortion’s Mike Ness.

ernieball.com

Tune Fun!™

NAMM 'U BEST SHOW

Tune Style!™

Exclusive Distributor for Christopher™ Referencing Speakers

Tune Life!™

Charity CD Featuring: Bobby Kimball, Bernard Fowler, Walfredo Reyes Jr., Michael Landau, Neil Stubenhaus, John Jorgenson, Joshua Seth Eagan & Many More!

A portion from each sale will go to a fund to help cancer patients and their families

IMS TECHNOLOGIES, LLC
www.imstechnologies.net

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 6-String in Honeyburst with Chrome Hardware A0248-00

©2014 Ovation Workshop, Inc. All Rights Reserved.



CONQUEST
PRODUCTS

Every cable is hand made in the USA and comes with a lifetime warranty.

"If you want quality, reliability and tone, checkout Conquest Cables."
Bryan Bassett - Foghat

"An undeniable audible improvement."
Matt Malley, Counting Crows, Malleyable Records

PROUDLY USES SWITCHCRAFT CONNECTORS!



Switchcraft
www.switchcraft.com

Join the Conquest family and become a dealer today!

800-323-7671
www.conquestsound.com
Facebook - Conquest Sound Cables

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

SUPPLY

ROLAND, BOSS | EVENT

ROLAND LAUNCHES 30 PRODUCTS IN 24 HOURS

At press time, Roland and Boss held an online music festival dubbed "The Future. Redefined," where it launched 30 products during a 24-hour span on Sept. 9. The festival spanned six time zones and featured eight launch events and live-streaming video. During the event, Roland debuted its first DJ controller, the DJ-808, co-developed in partnership with DJ software innovator, Serato. Roland's engineering team worked with the experts at Serato to address the needs of DJ performers, producers and mobile DJs. Rounding out Roland's entry



into the DJ market are two commemorative #909day-inspired products, the TT-99 3-speed Turntable and DJ-99 2-channel DJ Mixer as well as new additions to the Boutique line: the TB-03 Bass Line, TR-09 Rhythm Composer, VP-03 Vocoder, DK-1 Boutique Dock and new Boutique Accessories. Another first for Roland was the AE-10 Aerophone Digital Wind Instrument. New percussion products included the TD-50K/KV V-Drums, KD-A22 Kick Drum Converter and EC-10M ELCajon Mic Processor. New digital piano debuts included the GP607 (baby grand), FP90, DP603 and RP501R, plus the FR-4X/4XB V-Accordion. The System-8 Plug-Out Synthesizer also debuted.

Boss introduced the Katana series of guitar amplifiers and the GT-1 Guitar Effects Processor. For more information on the event, check out our November 2016 issue out Oct. 18. rolandus.com

HAL LEONARD, ZT AMPS | DISTRIBUTION

Hal Leonard Teams With ZT Amps

ZT Amplifiers will now be distributed in the United States and Canada by Hal Leonard. Hal Leonard will distribute all versions of the Lunchbox Amps, including the Acoustic and Junior, as well as custom-designed padded carrying bags and accessories specific to the Junior amp: a battery pack, a car power adapter cable and a pedal cable kit to power effects straight from the ZT Junior amp.

"We've been working with Hal Leonard on a limited basis and now is the time to go big," said Michael Kirschmann, sales and marketing manager for ZT. "Hal Leonard obviously can offer a lot of great complimentary guitar products to make it even easier for dealers to get into stocking ZT Amps. We're excited about reaching all levels of players across a much broader dealer base than we've had in the past."

"ZT amps deliver great tone and great power to all types of players for all types

of playing situations," said Brad Smith, senior sales and marketing manager for Hal Leonard. "It's a great line for our growing guitar gear distribution division. It supports our desire to offer great value and quality products to beginners and pros."

ztamplifiers.com; halleonard.com



IN MEMORIAM

GREGG GRONOWSKI PASSES AWAY

Gregg Gronowski, former director of sales and marketing at Hammond, died on Aug. 19, following a short illness.



Gregg Gronowski

During Gronowski's tenure at Hammond, he revamped and modernized the company's sales department, updated its website, and expanded the artist relations department and the company's social media presence.

At the 2013 Winter NAMM Show, Gronowski created the first Sound Soul Summit concert featuring many of Hammond's Artists. Four more summits have followed over the years.

"Gregg was an essential part of our team, whose talents were unique by any standard," said Peter Nguyen, executive vice president at Hammond. "He was beloved by the entire Hammond family, artists, dealers and vendors alike. He will be greatly missed."

Gronowski's successor hasn't been named. hammondorganco.com

INDIANA ARTS EDUCATION NETWORK | ADVOCACY

IAEN ADVANCES ARTS EDUCATION IN INDIANA

In August, a network of arts leaders and advocates of the newly formed Indiana Arts Education Network (IAEN) met to discuss student access to music and arts education in Indiana, as mandated by the Every Student Succeeds Act (ESSA) — a law signed by President Obama in 2015 that adds music and arts to the definition of a "well-rounded education."

The group developed a set of objectives that focused on unifying arts leaders, educators and advocates and in maintaining an effective state-level music and arts education advocacy organization that offers training and information to serve a statewide advocacy plan aimed at engaging lawmakers, officials and stakeholders at the local and state levels of government. Over the next few months, individual members of the group will continue the advocacy work by meeting with Indiana Department of Education representatives at a series of town halls and meetings. The IAEN will reconvene on Nov. 10 in Indianapolis. namm.org

APPOINTMENTS

AUDIX NAMES DOSS VP SALES

Audix has appointed Chris Doss as its vice president of sales and marketing. In his new role, Doss will be responsible for the development and implementation of sales, branding, messaging and market/product development efforts for domestic and international markets.

Prior to joining the company, Doss served as managing director of Monterey Jazz Festival in Monterey, California. During his tenure, the organization received the 2014 Monterey Peninsula Chamber of Commerce Business Excellence award.

"Innovation and excellence are present in all of [Audix's] activities," Doss said. "It's this spirit that has led



Chris Doss with Cliff Castle

to an array of award-winning products exceeding industry expectations."

"We are extremely pleased to welcome Chris at a time when Audix is poised for significant growth in both the pro-audio and installed-sound markets," said Cliff Castle, Audix co-founder and vice president of sales. audixusa.com

ZILDJIAN APPOINTS NEW CYMBALS CATEGORY MANAGER

Zildjian has named Victor Filonovich as cymbals category manager.

Filonovich, who's also an avid drummer, has more than 25 years of experience working with artists, dealers, distributors and consumers on developing drum/percussion products and sales programs.

Most recently, Filonovich was the global director of product management for both Latin Percussion (LP) and Toca Percussion. Filonovich worked at LP for 24 years

managing and leading the development and implementation of numerous new products, including five U.S. Patents. Prior to LP, Filonovich worked for Pearl Drums.

In his new role, Filonovich will manage the development of Zildjian's historic line of drum set, marching and orchestral cymbals. zildjian.com



Victor Filonovich

ANTIGUA WINDS NAMES SUMMERS DIRECTOR OF SALES

Antigua Winds has hired Mike Summers as its director of sales. Summers has a background in sales and management and is a professional saxophone player and educator. In his new role, Summers will be responsible for all sales and marketing.

"Mike brings a tremendous amount of experience to Antigua Winds," said Joe Ramotowski, Antigua Winds president. "We look

to people like Mike Summers to carry on our tradition of high-quality instruments, fully supported here

in the United States and programs that help our customers be competitive while remaining profitable." antiguawinds.com



Mike Summers

UN-WIND

GREG KOCH GRISTLE-TONE™

Direct Replacement Pickups For Telecaster Guitars*

Signature Series

Fishman Fluence Electric Guitar pickups have two distinct and useful sounds onboard

"For me the dream Multi-Voice scenario is to be able to instantly summon the perfect White-Guard and Black-Guard tones with flawless articulation and no hum. And that's exactly what Fishman has done for me in my signature set. The voices in my head are now in my guitar - well, four of them anyway!"

*Telecaster and Tele are registered trademarks of FMI

The electric guitar pickup has been wound since 1934. 80 years later, we've unwound it.

FISHMAN FLUENCE®
Everything you hear is true™

IDEAS

Inside**IDEAS** > Next Gen Retailing Page 30 > The Lesson Room Page 32 > The Marketing Minute Page 34 > Smart Succession Page 36

THE TECH BEAT | BY JAMES HARDING

SCARING UP PROFITS

October — for music retailers it can be one of the most foreboding months of the year. Forever locked in the “dead zone” between rental season and the holidays, October is a profit-draining, life-sucking abyss for many of us. In fact, my own haunting history with this precarious month began many years ago. I was a young piano retailer, eager to impress my superiors with new ideas and desperate to meet my monthly sales goals. I was ahead for the year, but only by a little, and as my eyes fell upon an empty plan for the month of October, I knew I'd have to do something dramatic or risk losing my precious bonus.

A piano sales event would bring in cash, but it would also risk our sacred holiday selling season. A direct mail campaign would strain October's already tight budget and prevent our marketing team from completing their holiday work on time. I needed something cheap and simple that would bring a ton of people into my store.

GOBLIN' UP SALES

At the height of my despair, I overheard a tiny lizard telling people that they could save



Throwing a Halloween-themed event stimulated a slow October

themselves a ton of money by switching their car insurance, and a bomb went off in my head. “Save yourselves a ton of money at ‘XYZ’ Music’s Halloween weekend!” It seemed like the perfect slogan for an impromptu weekend event. I knew at once what I had to do.

I organized a special “not-quite-live” performance of “Ludwig van BOO-thoven” at my store to kick off the weekend just before

Halloween. Everyone who came would get some free candy and a coupon for special “this-weekend-only” discounts. On Saturday, we began the day with a reading of “The Celery Stalks at Midnight” by a local NPR radio host (who agreed to mention her appearance on air free of charge). During the day, we had harvest games for the kids as their parents took advantage of piano prices that we “slashed to the bone.” And before the entire weekend “passed away,” we invited students to perform some spooky tunes on the “FrankenSteinway” dressed in their Halloween costumes. We advertised using all of the free or inexpensive methods at our disposal, including classified ads, in-store signage, flyers on local message boards, our studio newsletter and letters to our teachers. We'd use them all in a campaign to bring October to life.

I was a mad scientist at work. I bought some fake spiderweb and stretched it to within an inch of my life. I brought in my own fog machine from home and encouraged our staff to bring in some Halloween decorations to help us spruce up the place for the weekend. This event would either boost our sales for the year or brutally murder my annual

bonus. With my heart in my throat, I opened the door that Friday and a host of people came in.

In short, I sold six pianos that weekend and, perhaps even more importantly, I finally saw some true potential for the miscreation of a month that is October.

Now, Halloween, as we call it, has become the cornerstone of Gist Piano Center's teacher outreach program. Events like this help us build meaningful relationships with hundreds of prospects in our area — many of whom we would never have met if it hadn't been for Halloween. The recital draws well over 300 students per year, and it has been featured in local media (including TV) on a regular basis. Every department in our company has seen a boost — from print music to piano service to, yes, even piano sales. And Ludwig van BOO-thoven still unleashes his talent upon the innocent from time to time courtesy of our QRS player piano systems.

This month, remember that a little creativity, a sense of humor and some killer Halloween party tunes can transform your “dead” month into something far more profitable. **MI**

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

NEXT GEN RETAILING | BY RYAN WEST

Bricks & Clicks

A large section of this month's magazine is dedicated to how to grow and fine-tune your e-commerce business. E-commerce has been an incredibly disruptive force on all retail industries over the last several years. The conversation I've often heard is how can brick-and-mortar MI retailers compete with e-commerce competitors that offer everything at a lower price with free shipping and no sales tax. How's that a fair marketplace to compete in?



While e-commerce has been disruptive, it's been successful because it taps into our customers' needs and addresses their desires. All of us need to be in tune with our customers and how they want to shop. We need to embrace the opportunities that come with technology to see how we can harness them to support our businesses.

The question of price has always been a tough one to address. How can you capture the customer's attention when all they need to do is open another tab in their browser and search for the item on a competitor's website? The reality is yes, the customer has more tools at their disposal than ever before, but customers still choose to shop where they have the best and most consistent customer experience.

'Services like Omacro offer opportunities for retailers to provide a local view of who has the product the customer is looking for.'

satisfaction, measuring negative feedback, customer satisfaction claims and chargebacks. If it rises too high, then the seller is not meeting Amazon expectations and may be penalized with

removal from the marketplace. EBay has a similar mechanism to measure the success of a retailer on its platform by rewarding high customer service with additional incentives for listing fees and rates. Even in an e-commerce enabled industry, customer service sets the bar.

Great product content is one of the ways we can all differentiate ourselves online and in store. If you are just copying and pasting a supplier's description, how are you any different than the next tab over? When a customer walks into your store, they want your store's experience and that includes the individual personality of the sales team. Our personalities aren't stock descriptions from suppliers but individual insights that the customer comes to know and trust. If you haven't developed unique content, you're not reflecting your store's personality and the all-knowing Google will penalize you for duplicate content.

UTILIZING DIGITAL TOOLS

According to a recent Deloitte study, over 90 percent of retail transactions still take place in store. What a huge opportunity for brick-and-mortar retailers. However, customers are spending more time researching online before walking into the store. In addition to unique on-

line content that differentiates, retailers need to harness digital tools to make sure customers know they can shop our stores.

Opportunities like Google Local inventory ads let retailers leverage inventory data alongside their digital marketing efforts. Searching customers can see in their search results if a local retailer has exactly what they're looking for, so they can experience the product before making their purchase. That in-store experience also gives sales staff an opportunity to sell and add on.

Additionally, services such as Omacro offer opportunities for retailers to partner with suppliers to provide a local view of who has the product the customer is looking for. With supplier websites being one of the first places a customer goes to research, you need to figure out ways to partner with your supplier to make sure you're part of the available shopping options. Omacro's "Buy Now" functionality, Shopatron and Google Local are all great opportunities to have brick-and-mortar retailers included in the purchase process.

Finally, nothing online can ever replace the experience of playing the instrument. Though many online companies are offering standout video experiences, high-res photography, and high-fidelity sound samples, the opportunity to educate and build a meaningful relationship with the customer continues to be one of the hallmarks of the local music store.

JOINING BRICKS & CLICKS

As we've seen at NAMM YP gatherings, there are more and more fledging entrepreneurs in the music industry that are tapping into this desire for an authentic and meaningful experience. They're not building a more disruptive e-commerce experience but are succeeding by creating new retail experiences built from lessons, performance opportunities and community engagement.

For example, Mason Music, based in Birmingham, Alabama, built a growing retail/lesson hybrid business into three locations over the past four years. The co-founders, Will and Sarah Mason, were successful by focusing on the values of community building and creating a gathering spot for learning and playing music. Out of lessons and the relationships forged there, they were able to expand quickly and realize add-on opportunities and product sales.

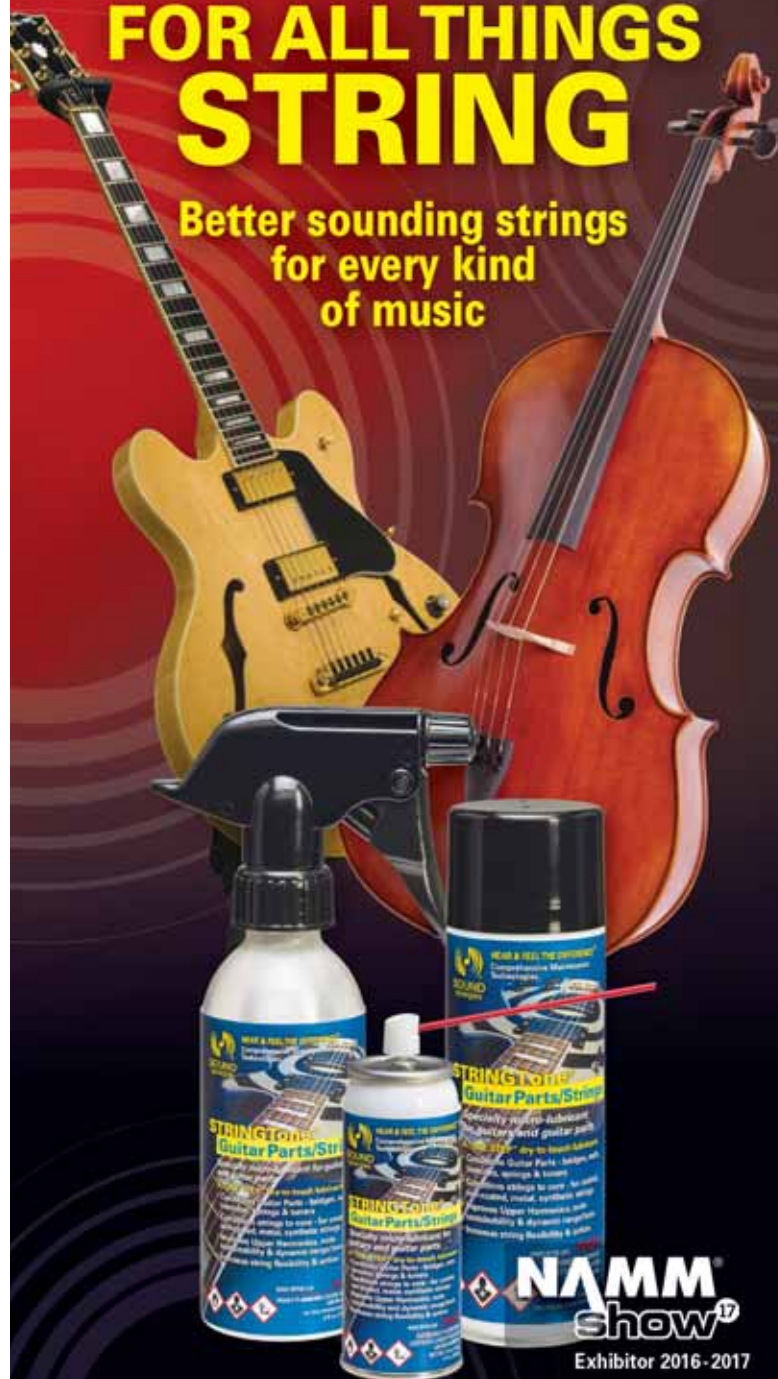
The businesses that are growing in the MI industry are those that connect authentically with their customers, and authenticity is not easily packaged into a technology platform. When the customer has access to every specification, review and production description on every product they could ever want, the retailer as the gatekeeper of information and expertise becomes obsolete. Both bricks and clicks need to focus on creating experiences that are unique and true to their values.

The retail landscape is continually changing and there continues to be a significant opportunity to be harnessed online. However, our customers demand the best possible shopping experience wherever they are. We must combine digital tools with a one-of-a-kind retail presence and take part in the waves of growth that are driving the music industry forward. **MI**

Ryan West is the senior vice president of West Music where he oversees the retail and e-commerce operations. He also serves as the president of NAMM YP. NAMM Young Professionals focuses on the betterment of the future leaders of the MI industry by providing opportunities to connect, learn and grow from one another. Get involved by visiting nammyip.com.

FOR ALL THINGS STRING

Better sounding strings
for every kind
of music



NAMM
show^{TV}
Exhibitor 2016-2017

With a quick and easy STRINGTone® application, your string sound is conditioned, renewed, and restored in less than 60 seconds. Engineered for..

- Guitar, bass, violin, viola, cello and all strings
- Metal, synthetic, nylon, gut, and all string compositions
- Dry-to-touch formula penetrates to string core
- Micro-film protection against skin oils and salts
- Less toxic than denatured alcohol for cleaning
- Removes rosin deposits from strings and parts



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:
1-800-825-9256
Russell Reed: russ@sound synergies.net



THE LESSON ROOM | BY PETE GAMBER

Inside the Lesson Room

Chances are you see your teachers and students come in and out of your music lesson studios all day. But, do you know what goes on during those lessons? Discovering what's really taking place can help you improve your music lessons and take them to a new level. It will also provide you with successful teaching ideas and techniques to duplicate with other teachers. You'll also discover teaching practices that you need to fix — quickly. So let's look at how you can do this:



ASK YOUR TEACHERS. Touch base with your teachers, and ask them what they're doing in their lessons programs. Make it even easier by giving them a form to fill out. Ask each teacher questions like: "What method books do you use for beginners? Intermediate students? Advanced?" or "What are the first five songs you teach?" Collect this information in a notebook that you can reference later.

Talk to each student after their lesson. Make a roster of students organized by teacher and day of the week. (It makes this process smoother to find the student.) Then, be sure to speak to the students after their lesson. Ask them, "What did you learn today?" and "Show me where you're at in your book?" Make notes on what the student says, and pay attention to what they're excited about

in the lessons. Include the parents in this process. Ask them how they think the lessons are going. This lets the parents know you and the store are interested in their student. It also opens up a connection of who they can talk to at the store. This is also a great time to double-check you have correct student information, such as phone numbers and email addresses.

COMPARE YOUR NOTES. Do a comparison of the teacher's feedback and the student/parent feedback. Does it match up? Does the teacher claim they use a book, but the student tells you they never use that book and jam to the same song every week? Does the parent indicate

they don't know what the student is learning material wise?

DEVELOP A FOLLOW-UP PLAN.

You should now have a great overview of what goes on in each teacher's lesson room. Do the teachers who have a working music lesson plan have higher retention? Could you duplicate some of their lesson ideas for teachers with less successful plans? For example, use the information you learn by asking, "What are the first five songs you teach?" If you discover that your high-retention guitar teachers are using certain songs that are easy for beginner students and really excites them, then make a list of these songs and share them with all your guitar teachers. This simple change could be huge in retaining beginning students.

Take this concept a step further, and share the list of songs with your drum and keyboard teachers. Now you can easily put beginning students in bands playing for their parents and create excitement early in their music lesson experience. The same goes for books and using technology in the lessons. Take every chance you can to ensure your lesson students are receiving a positive experience. **MI**

Pete Gamber is a 35-year veteran of music retailing and music lessons. He specializes in music lesson programs and music retail consulting. He can be reached at: petegambermusic@gmail.com.

Speaking with students, parents and teachers on a regular basis can help improve the lesson program experience

PROTECT YOUR RANE MIXER WITH AN SKB CASE



Transport your Rane® mixer with a custom solution! SKB's new **3i1914-8RNE** and **3i1813-7RNE** iSeries cases are waterproof and feature customizable high-quality PE foam interiors to accommodate the most popular Rane® mixers, including storage for cables and power supply.



CUSTOM INTERIORS FOR 5 MIXERS

Rane Model #	SKB Case SKU #
MP2015	3i1914N-8RNE
Sixty-Four	3i1914N-8RNE
TTM57MKII	3i1813-7RNE
Sixty-Two	3i1813-7RNE
MP2014	3i1813-7RNE



skbcases.com/rane
800.410.2024



©2016 SKB Corporation

THE MARKETING MINUTE | BY LAURA B. WHITMORE

Time to Remarket?

Ever go searching online for a new pair of shoes, a garden hose or even a guitar and then decide not to buy? Next thing you know, everywhere you go on the internet, you are seeing those same shoes in small ads that suggest you might want to go back and take another look. That's remarketing (also known as retargeting). The idea is to remind folks who've already shown an interest in your product that they might want to take a second look, and this time, hopefully, make the purchase.



Tips for deciding if remarketing is right for your business

Most case studies and statistics on retargeting have found that remarketing ads boost revenue and perform better than traditional display advertising. Let's take a closer look and see if it's the right fit for your business:

HOW REMARKETING WORKS. Typically sites set up a campaign based on visitor behavior. Actions that trigger remarketing can include items that visitors look at but don't put in a cart; items that are put in a cart but not purchased; and items that might relate to products that have actually been purchased on the site. When one of these behaviors occurs, a tag or cookie is placed on that visitor's record, enabling them to be added to a list to be targeted later.

WHERE TO REMARKET? There are several platforms that you can look at for remarketing: Facebook, Google, Twitter and even YouTube. Think about where you'd like to share your message. Does it make more sense to have graphic or text ads appear during search results or on other websites in their ad slots? Typically, if you've found better results in straight online advertising on social media or using Google AdWords, try remarketing there first.

DO YOU HAVE ENOUGH TRAFFIC? When you do straight advertising, it doesn't really matter how much traffic your webpage gets. You can set your budget for your ads to accomplish as many (or as few) views as you wish. But when you do remarketing, your website must reach a certain traffic threshold for enough viewers to see your

messaging. For example, Google doesn't recommend setting up a remarketing campaign unless you have at least 100 unique cookies in order for the Google Display Network to serve ads to the audience and 1,000 unique cookies in order to create remarketing lists for search ads.

KEEP A CLOSE WATCH. You can set up several different ads for the same product. It's important that you closely monitor the progress of your campaign. You may want to discontinue certain ads that aren't performing well or add new messages. Make sure your messaging has a strong call to action, as your desire is that viewers click right now!

MAINTAINING A GOOD FREQUENCY RATE. When you set up your remarketing ads, you can decide how many times you want someone to see an ad about the product they looked at on your site or how long they should remain on your remarketing list. As you can imagine, it can get pretty annoying if you see it too many times. But it might not sink in if you don't see it enough. Typically two to three views per week is an effective rule of thumb. **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.

MARK PROPRIETARY TECHNOLOGY
MPT



dvmark.it

**MARK
WORLD**



DV MICRO 50

50W

CLASSIC SOUND QUALITY GUITAR AMP
INNOVATIVE DESIGN IN AN ULTRA-SMALL PACKAGE!
INPUT SPECIAL CIRCUIT TO PERFECTLY INTERFACE
THE MOST POPULAR GUITAR EFFECTS.



50W @ 8 ohms / 60W @ 4 ohms, two channels, on board reverb

	WIDTH	7.87"		LBS.	4.19
	DEPTH	8.7"		KG.	1.9
	HEIGHT	2.51"			



*We are following what
Guitar Players need...
After we created a new
standard for bass!*

Mark H. Vickers



SMART SUCCESSION | BY JAIMIE BLACKMAN

Creating Financial Wellness

“Let’s face it — the closest most of us have come to taking a course about money was a home economics class in primary school,” so asserts Peter Sides, president of Robert M. Sides Family Music Centers, during a recent conversation. And the younger generation is especially hard hit.

In fact, Sides tells me that 50 percent of his conversations with younger employees aren’t about work. Instead, it’s about the stresses of personal finances they’re facing because of student loans and debt. At the time of our conversation, Sides was helping two employees learn how to refinance their student loans.

“Our K-12 school system does an injustice to students regarding basic money skills,” Sides said. “If you don’t learn balancing a checkbook from your parents, you don’t learn it in college.”

In his office, he has a sign that reads: “The opposite of depression isn’t yippee. The opposite of depression is gratitude for what we do have.”

Business owners are acutely aware that financially stressed out workers aren’t good for business. Money worries can bring a myriad of problems to the workplace which may include: absenteeism, lack of productivity, theft, higher employee turnover and higher health costs — all which costs the employer money. Real money. According to the Personal Finance Employee Education Foundation, some estimates average as much as \$2,000 per employee per year in lost productivity. So, where do you begin to fix this problem? Here are a few ways:

ASCERTAIN THE FINANCIAL STRESS LEVEL OF YOUR EMPLOYEES. To start off, try to better understand the financial stress of your employees by engaging in conversations about financial stress and financial literacy with your employees. To

kickstart this try asking the following questions: “What do you feel is the level of your financial stress today?” “How confident are you that you could find the money to pay for a financial emergency that

costs about \$1,000?” and “How frequently do you find yourself just getting by financially and living paycheck-to-paycheck?”

BRING IN BACKUP. Bring in a licensed expert who has the financial understanding, technical skills and personality to engage your employees. Remember that music makers and music lovers have an artistic flair. Find folks who can communicate about money in an “artful way” is key.

LEAD BY EXAMPLE. Proverbs 29:18 states, “Where there is no vision, the people perish.” Every financial wellness program needs the CEO standing out front. Leaders lead by example. One of the challenges is to get your employees to buy-in, and often the charisma of the leader is the determining factor.

The financial health of your employees matters because one day you’re going to want to transition ownership of your business to an insider (family or key manager) or an outsider (third party). Either way, your financial health and your employees’ financial health must be a key component of your succession plan. **MI**

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



Financially stressed employees aren’t good for business; offering a financial wellness program is key.

D'Addario



TUNING HAS NEVER LOOKED THIS SHARP.

D'Addario's Eclipse Tuner is affordably priced and beautifully designed to boost excitement and sales. Featuring fast, accurate, chromatic tuning and pitch calibration through a sleek, full-color display, Eclipse makes tuning more appealing for players and more valuable for you.

800.323.2746 • SALES@DADDARIO.COM • [HTTPS://B2B.DADDARIO.COM](https://B2B.DADDARIO.COM)



FROM THE TOP

INTERVIEWED BY MICHAEL GALLANT

MEREDITH HAMLIN | KYSER MUSICAL PRODUCTS

HOW DO YOU START YOUR DAY?

I wake up early to read a Tozer Bible devotional, and then I like to drink coffee with my dog before everybody else gets up. I live on a farm in rural East Texas — during the summer, things are more relaxed, but during the school year, mornings are always a peaceful race to get my daughters out the door and to school. Then it takes me 20 minutes to drive to the office in Canton, and it's not a typical morning commute. A traffic jam could be cows or a tractor on the highway, or people parked on the shoulder to buy produce. It's a very quaint, small town.

RURAL TEXAS MIGHT SEEM AN UNLIKELY PLACE FOR AN INTERNATIONAL MUSIC BRAND TO BE HEADQUARTERED.

My great uncle, Milton Kyser, founded the company, and he grew up in this area of Van Zandt County. He never really went very far from here. All throughout the company's history, our capos have been 100-percent made in the United States, from the rivets to little pieces of tape, to the extrusion and everything else. It's all here in Texas. We're pretty proud of that.

WHAT'S THE STORY OF YOUR UNCLE FOUNDING THE COMPANY?

Milton worked for Halliburton in the tool room, making his own knives and such, when he finished making ball bearings for the company every day. It was here that he got his ideas for his capo. He knew that the Germans had the best capabilities, when it came to building the exact machinery that he needed to actually make the capos, so he drew up his blueprints, flew them to Germany, got with an engineer and made the exact equipment he wanted. The machines we use to make our capos are still Milton's designs, and we still have a couple of the very first original machines.

HOW DID YOU ASSUME LEADERSHIP OF KYSER?

Milton was in full control starting when he founded the company, but in mid-2012, he started to have memory issues, and he knew that he needed somebody to take over. He always had envisioned passing the company down, and he and I had been close, so one day he called me and told me that he had been having some management issues with one of his employees. He asked me to come in and help him. I took a two-week leave of absence from my old job, and he ended up asking me to stay

on full time. My husband and I talked and prayed on it and decided that it was time to make the move. He named me CEO, even though he was still the owner and proprietor, and he called the shots. I was basically his apprentice, learning all I could within the time that his memory was still good. He passed away on Jan. 23, 2014.

THAT SOUNDS LIKE AN UNEXPECTED BUT AMAZING OPPORTUNITY.

Not a day goes by where I take it for granted. I regularly look at the urn that contains my uncle's ashes and say, "Thank you and thanks to God." I couldn't have orchestrated this journey myself if I'd tried.

HOW HAS THE LEARNING CURVE BEEN FOR YOUR ROLE AT KYSER?

Experience-wise, I don't deserve to be here. There are so many people who have more business and management experience than I do. What I had going in was common sense, loyalty and trust from my uncle. To be honest, he only had a second-grade education and zero experience in this industry. He just came up with a really cool product that made the music world respond. What was important to him in finding a helper and successor was loyalty and trust, and that's why I'm here. So, to answer your question, the learning curve has been straight up. [Laughs.] I will say that I take business classes whenever I can. I go to conferences and educate myself as much as possible. But all of that said, a lot of running this company really does come down to common sense.

HOW WOULD YOU DESCRIBE YOUR MANAGEMENT STYLE?

I'm not a micromanager, but I can be terrible about not delegating enough. I feel like I've finally gotten to a point of having a great, motivated and disciplined staff that I trust, and it's taken me four years to get to this point. My first real job was teaching high school Spanish and debate, and I was a track coach as well. Teaching different sorts of kids helped me learn to manage different personality styles. And when I say managing, I really mean communicating. I avoid the word "employee" and think of everyone at Kyser as a team member. I may have the largest office with the most natural light, but you might find me scrubbing toilets or dusting the conference room table. No job is below



THE DETAILS

**MEREDITH HAMLIN, CEO & PRESIDENT,
KYSER MUSICAL PRODUCTS**

HQ: Canton, Texas

Founded: 1974

Employees: 33

Best-selling products: Black Quick-Change capo for six-string guitar

Fun Fact: To make their capos, Hamlin and her Kyser team, regularly turn to the original machines that founder Milton Kyser used in the early years of the company — including a vintage bread oven. “We bought an old oven from Mrs. Baird’s Bread Company, a really popular company around here in East Texas,” Hamlin said. “It was originally used to cure the capos, and we still use it sometimes when we find ourselves overwhelmed in the factory.”

my pay grade.

WHAT WAS IT LIKE ACCLIMATING TO THE MUSIC INDUSTRY?

To me, the music industry is fun, but can also be a shock to someone as square as myself, coming from a small town. When my cousin gave Aerosmith's Steven Tyler his first capo, he asked, "Is this a nipple clamp?" So now, every time we see him, he'll shout, "Hey, it's the nipple clamp girls!" I'll still blush. It's cool and amazing, but I'm sometimes mortified at the things I've seen. [Laughs.] All in all, it's a fun industry and working in it has been a great experience.

YOU MENTIONED A STEEP LEARNING CURVE. HOW DO THINGS FEEL RIGHT NOW?

Four years in, I've settled into a groove. I'm overseeing the manufacturing and distribution plants, which means that I have final say in quality control standards, and the same with logistics. It's a lot of responsibility, but since I've assembled such a fantastic group of team members, it's so much easier than when I started and was wearing every hat. I've also taken charge of my uncle's estate, so in addition to my mom-and-wife hats, I'm super busy these days. I'm looking forward to bringing new people onto the team who can help alleviate some of my busywork that takes up a lot of time.

YOUR BRAND IS BEST KNOWN FOR ITS CAPOS.

That's our bread and butter, our No. 1 product that brings in the revenue. It's the only product that's made completely by hand. We have a few other products that we've brought into our catalog and, initially, we did that primarily for international customers. They were buying capos anyway, so Milton started to offer additional care products so we could function as more of a one-stop shop for them. It gave those customers more options.

HOW DO YOU APPROACH INNOVATION FOR A PRODUCT AS SEEMINGLY SIMPLE AS A CAPO?

Innovation is a top priority right now. We make a good, solid product that has great staying power, but I don't think that it can continue the way it has. That's one reason why we've added products like guitar cleaning wipes, which

have had a good run so far. We're looking at a different capo design that has a completely different mechanism — I can't say too much about it right now. We've also added a capo tuner, the Kyser Quick-Clip Tuner. The point is to avoid having a bunch of clutter on the headstock. The chromatic tuner attaches to our capos via a patented magnetic boot, so it stays under the guitar while you're playing and keeps a low profile. It got a really good response at Summer NAMM. I also just found out, after running numbers for the last 15 years, that our top three sellers have traditionally been black, silver and gold capos — but we rolled out a new rosewood capo and it's very quickly jumped up to No. 2.

"I AVOID THE WORD 'EMPLOYEE' AND THINK OF EVERYONE AT KYSER AS A TEAM MEMBER."

HOW BIG IS THE MARKET FOR CAPOS?

We've found that the average guitarist buys maybe two or three capos a year, and that adds up, even though there are also guitarists who tell us that they've been using the same one of our capos for 15 years going strong. One reason I'm so happy that our black capo is our top seller is that it can get lost so easily on a dark stage — and that's a big reason why we started to offer more colors. With the different colors, we also want to be able to appeal to a pretty wide audience.

HOW DO YOU SEE YOUR CATALOG EVOLVING?

Over the next 10 or 20 years, we'll expand to a broader product line. I never say never, but I really don't believe that we will ever go huge as far as offering a vast array of every musical accessory available. Our core products have staying power, and I want to add a few more good, high-quality products to that mix. And we'll also continue to work to gain even more market share.

WHAT'S YOUR MUSICAL BACKGROUND?

I'm a self-taught guitarist. I play multiple instruments and attended a small, private college on a drums and harmonica scholarship. I love listening to everything from Patsy Cline to Glenn Miller to Led Zeppelin.

IF NOT MUSIC, WHAT WOULD YOU BE DOING?

When I was in graduate school, I sold speeches to local politicians. So, I'd probably be a speech writer.



**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!

SURFING UP QUALITY SERVICE

While their enviable locations help to drive business, MI retailers along the coast of Southern California focus on community involvement, competitive prices and knowledgeable service to keep local beachside musicians coming back for more

By Katie Kailus



Sandy sidewalks, salty air and an unbeatable view of the Pacific Ocean greet you as you walk into The Guitar Shoppe in Laguna Beach, California — a dealership where the “no shoes, no shirt, no service” rule does not apply.

“When you open a store, one of your main focuses is usually on location, location, location,” said Kirk Sand, who co-owns The Guitar Shoppe which sits a steps off the sand of Shaw’s Cove beach along SoCal’s famed Pacific Coast Highway. “So, to some, it might seem weird to choose a location where you only have 180 degrees of space to draw customers from as opposed to the regular 360.”

But as weird as it might seem, Sand said for the last 40 years one of the main draws for The Guitar Shoppe’s customers has been its location, making a trip to the local guitar store

just another day at the beach.

“It works for us; people love coming down here,” he said. “[Laguna Beach] has some of the finest beaches in all of California. Parents bring their kids down to take a guitar lesson and then go walk on the beach for a half an hour or so.”

Jim Matthews, who co-owns The Guitar Shoppe with Sand, added that the store’s coastal location offers something extra for its clients. “One of the most beautiful beaches in the world is right here,”

Matthews said.

“And it’s absolutely free for our customers. Why wouldn’t you want to shop here?”





The Guitar Shoppe's showroom offers a wide variety of acoustic brands.



Kirk Sand builds his guitar line Sand Guitars above the shop.

PHOTO BY LORIN BACKE



PHOTO BY LORIN BACKE

Everyone on staff at The Guitar Shoppe is a luthier, building their own guitars in store.

While tourism is a big draw in the coastal areas of Southern California, Kimberly Williams, co-owner of Kenny's Music in Dana Point, California, said that while it does see its fair share of tourists and beach-goers, it's the local musicians in the community that keep her full-line dealership running strong.

"Our mainstay is our relationships with people in the community," Williams said. "Our store is sort of like a living room, and people just come in here to talk. They will pick up instruments and play. They expect a certain level of expertise and knowledge, and that's what differentiates the little community music stores like ours from the big boxes."

Engrained in Community

Williams' shop, which she owns with her husband Kenny, is a 23-year-old dealership that specializes in guitars and lessons and is located about nine miles down the Pacific Coast Highway from The Guitar Shoppe and about a half mile in from the water. A wooden mermaid sculpture carved by The Runaways' Cherie Currie greets customers as they approach the 1,000-square-foot building and reminds them of Kenny's Music's beach roots.

"It's a beautiful piece of art that Currie made in tribute to The Runaway's drummer Sandy West who died of cancer [in 2006]," Williams said. "Her drumsticks are actually set into the piece."

Currie's statue isn't the only art that's

connected to Kenny's Music. Besides the mural on the side of the store painted by community artists, Kimberly serves as commissioner of the Arts and Cultural Commission for the city of Dana Point. Through this role she's able to promote music in her community.

"I am in the process of putting together a big gaming and music festival for a non-profit that will help sick children," she said. "I am also working with a local welder right now because we have an idea for a piece of art to go in Sea Terrace [Community] Park here in Dana Point. We are thinking of a guitar with the waves at the bottom to fuse the two together."

"I am trying to promote Dana Point as a music city. We have these beautiful parks right by the ocean, and we do concerts in the park on the weekends, but I want to start a music festival here, and I am working

on pitching that at the Arts and Cultural Commission. I think that would be really great for the community."

Additionally, Kimberly and Kenny have their own blues show on Laguna Beach station KX935, offering them the opportunity to prove to their listeners that they're musical experts as well as providing them the chance to promote their store through commercials played during the show.

"We are on air every Friday from 5-7 p.m. so right during drive time," Kimberly said. "Our commercial features a song that Kenny wrote and he sings."

From time to time, The Guitar Shoppe's manager Ben Wagner hosts a Saturday morning Laguna Beach radio show that focuses on local musicians and events in the Laguna Beach area.

"This is something that we have found to be very beneficial to our store," Sand said.



Cherie Currie's mermaid statue and a nautical-themed mural on the side of the building plays to Kenny's Music's beachside locale.



Kenny's Music's Kimberly Williams

“It is something that other stores should explore. There are probably small FM, local-only radio channels all over the country that would gladly invite local businesses to participate in some form to make their shows more interesting.”

Sand said one of the many free advertisement avenues they've taken in addition to promoting on-air is plugging the store during the staff's gigs around town.

“When we play out we all plug The Guitar Shoppe,” Sand said. “All the restaurants and bars in town that have live music, the guys that play there, are all friends and

players that come here all the time. They are always plugging The Guitar Shoppe which is great for word of mouth.”

More Than Just Selling Guitars

When Scott Gerber founded Harbor Music 11 years ago, he did so on a quest to stock guitars and accessories that he needed.

“I was looking for a George L's cable and a [Truetone] 1-spot,” he said. “I called everywhere around here and nobody sold them. So, I thought, ‘Perfect, I'll start a guitar store and sell things I need.’”

HAL LEONARD IS PROUD TO BE THE EXCLUSIVE DISTRIBUTOR OF TYCOON PERCUSSION



Contact your Hal Leonard sales rep for details on our Q4 stocking special!



tycoon[®]
PERCUSSION

EXCLUSIVELY DISTRIBUTED BY
HAL LEONARD[®]

MADE WITH HEART. PLAYED WITH HEART.



Today Harbor Music — located on the Pacific Coast Highway in Redondo Beach, California — specializes in guitar sales, repairs and pedalboard building. It also offers its own in-house brand of vintage-style electric guitars.

“When Fender decided to close its small dealers, we needed to find a solution,” Gerber said. “I had made a couple of boutique electrics and so I decided instead of taking on a different line, we would start making our own guitars.”

Over the last two years, a team of six people have built 50 Homer T models, including a few custom axes.

“We like to say that we offer custom-shop quality without custom-shop prices,” Gerber said. “We’ll make guitars that are to people’s order and there’s no up charge. We have our cost, and it would be the same price if you build it with those specs as it would be if we built it with our specs. So, we don’t upcharge for custom models. We just want to give players what they are looking for.”

Homer T guitars are sold online and exclusively through Harbor Music.

“We have sold most of the models through the store because people come in here and can actually see them,” Gerber said. “They pick them up and they are like, ‘Wow, it’s light. It’s resonate. It sounds good when I plug it in. It feels good, and the fret work is really great.’ It gives customers an alternative, and it’s easier to sell a guitar when someone sees it, likes it and plays it.”

The Guitar Shoppe has built its entire business around providing its customers with the most knowledgeable service available — something you would come to expect from a team made up of luthiers.

“We have five employees and all of us are luthiers,” said Sand, adding that even their youngest employee has begun making his first guitar. “That’s the whole point — no matter who you are talking to, you are talking to a luthier. A real guitar luthier who knows the instrument inside and out. Not just a [person] who plays guitars, but a [person] who builds them.”

As a result, The Guitar Shoppe sells many of its own employees’ boutique guitar lines, including Angus Guitars by Mark Angus, Hobo Guitars by store manager Sean Copeland, Wagner Guitars by store manager Ben Wagner and Sand’s line Sand Guitars, which have caught the eye of many professional players, including Richie Sambora, Jose Feliciano, Tommy Emmanuel, Doyle Dykes and the late Chet Atkins. Sand makes about 25 guitars a year, all of which are purchased ahead of time.

“People will ask me, ‘How do you get these

people?” Sand said. “Well, you start with the one and then it will turn somebody else onto your guitars and then you will hit a big one and then they will turn around with a bunch of people.”

Sand’s has even lent his guitar-making skills to both Gibson and Guild, helping

working with customers.

“Around here we have a lot of people with money, but also a lot of people that are house poor — meaning they have the really nice house and nice cars and all that but that’s all,” Williams explained. “And then there are immigrant families. So, we have the whole range, and we work with our customers on pricing to accommodate that.

“We have to be careful with pricing. When people come into Kenny’s Music they trust me. They’ll literally say, ‘Order a cello in this price range,’ because

they know I am honest and I’m not going to rip them off. I have to keep those relationships really solid because if I don’t they could go online and get ripped off. When they shop at Kenny’s, they know I am going to treat them right. And that is important to me because I am a part of this community. Everybody knows me; I can’t go to the grocery store without getting stopped five times. So, it is really important to me to maintain a certain level of integrity.”

Overall, Sand and Matthews agreed that providing knowledgeable, quality service is what has kept the locals stopping in for the last 40 years.

“We provide them with service they can’t get anywhere else,” Sand said. “Not to mention, Laguna Beach is such a cool place that people look for excuses to come here. Having a store that is located in an area that people are looking for an excuse to come to is a good advantage to have. We feel that it is a big advantage. And to be honest, I don’t care. It’s where we want to be.”

And with customers regularly walking directly past the store’s windows on their way to the Shaw’s Cove beach, Sand and Matthews joked that there’s one additional aspect to being located in the sought after location.

“We are the very first people to see the new bikini styles every year as they come out,” Sand laughed.

Matthews added, “Somebody’s got to do it!” **MI**

“Having a store that is located in an area that people look for excuses to come to is a good advantage to have.”

– Kirk Sand

design the Gibson Chet Atkins Studio Classic model and a Guild Doyle Dykes nylon cutaway electric guitar.

“We are a pro shop for guitar players,” Sand said. “A pro shop for golf is not [West Coast-based sporting goods chain] Big 5. That’s a sporting goods store. They may carry golf clubs, but they aren’t experts at it. But, we are a guitar shop — a professional pro shop. We try to stay away from gadgetry and focus just on what we know best — guitars.”

Maintaining Good Beach Vibes

Being located in such a coveted area comes at a high price rent wise. However, despite high rent — as well as to fight internet competition — both The Guitar Shoppe and Kenny’s Music keep their prices competitive.

“Who would be stupid enough to pay rent to have an ocean view?” Sand joked. “We’ve been here 40-plus years, we know the landlord really well and have a great deal on our rent and our lease. Regardless, we have to price competitively.”

The Guitar Shoppe’s Matthews added that while Laguna Beach is an affluent area, his store needs to maintain reasonable prices to keep customers interested in coming back.

“Otherwise we wouldn’t still be here after all these years,” Matthews said.

Also located in an affluent area, Williams said there is a wide range of economical statuses in Dana Point which is something Kenny’s Music takes into consideration when

AT LAST! POS
 Transact easily.
 Purchase profitably.
 Report extensively.
 Integrate QuickBooks.

It's About Time
 Schedule lessons.
 Track changes.
 Pay teachers.
 Manage invoices.

Websites
 Customize uniquely.
 Sell profitably.
 Increase leads.
 Engage customers.

Card Services
 Save big on fees.
 Let's compare.
 Chip & pin/
 EMV-ready!

Take a step closer to more success.

RETAIL UP!
 800.691.8172
 info@retailup.com



THE FUTURE OF ONLINE MUSIC RETAILING

By Katie Kailus

Mobile-friendly sites and selling gear on marketplaces help ensure success in the ever-changing online space

Like it or not, the internet isn't going anywhere. And in an ever-changing market, it's hard to tell what the next "latest" and "greatest" technological development will be. As a busy business owner, staying up to date can be a challenge. But if there's one aspect of online retailing that warrants your full attention, it's mobile platforms.

According to Holly Wade of Rain POS, 76 percent of consumers who conduct a local search on their phones visit the store within a day. (For more of Wade's tips for boosting online sales, see page 50.) With the majority of consumers now researching online before buying, having a mobile-friendly website is no longer a bonus but a requirement.

"If you threw a drumstick right now, chances are you would hit someone star-

ing at their phone," said Shane Kinney, owner of Drum Center of Portsmouth in Portsmouth, New Hampshire. "Consumers spend a lot of time on their phones and a large part of their consuming is happening there as well."

Besides boosting your SEO ranking, Rob Mestric, CEO and founder of Port Mac Guitars in Port Macquarie, Australia, said he believes mobile-friendly websites will help retailers stand out amongst their competition.

"Mobile-optimized websites are a must," said Mestric, whose shop does more than half of its business online. "We are seeing a very swift movement towards consumers using their mobile devices as their first touchpoint with businesses. If that first interaction is of a poor standard, it dramati-

cally reduces the chance of that customer seeking out that business again."

Mestric added that he's noticed that "mobile interaction" is a great way to pull customers in.

"It's such a personal experience when you think about it. Your message is presented to them literally inches from their faces on a device they are holding in their hand which they carry with them at all times. And they are choosing to do this themselves. Grab that first impression with both hands."

Ben Kraft, president of Kraft Music, got a head start engaging with customers via the web and newsgroups in 1994 and opened Kraft Music's first e-commerce store in 2000. Kraft said one detail every retailer needs to consider when creating their mo-

bile platform is what features make sense.

“We know that you can pay for groceries with your phone, search for a top-rated restaurant while standing in the middle of a city, order Starbucks and skip lines while picking up your purchase in-store, but what really applies to music retailing?” he asked. “Ultimately, the very fact that nearly every consumer of our products has a smartphone and is conditioned to use it for convenience means that we have to be there in some way.”



GETTING IN FRONT OF CUSTOMERS

Aside from optimizing your website to be mobile-friendly, Mestric said that getting your products in front of an online audience is not always free — but it's important.

“You need to operate in a space where your customers are,” he said. “It's plain old marketing. It costs money, and you will make costly mistakes. But if you don't get your website in front of an audience, it's simply a website that gets no traffic. Social media is not free. Those days are over, but you can still get your products in front of targeted audiences at a reasonable price. One of our biggest ‘ah-ha’ moments was when we realized that running a successful online store costs real dollars just like a brick-and-mortar store. I've seen many stores become disillusioned with online retail and marketing because they had the expectation that it was going to result in free money with little effort. The guys who work continuously at pushing what constitutes as an online store are the ones who keep moving ahead of the pack.”

Kraft said marketplaces — such as Reverb, Amazon and eBay — are great ways to get in front of a new online audience.

“[They're] the most straightforward way

to get some visibility, but the next question is what are you adding to the value proposition? How are you adding value for the customer and to the manufacturer by being on a marketplace?” Kraft asked. “There's room to be creative, but having all your eggs in that basket seems like a short-term business plan. It's far more expensive to develop your own site and experience, but we believe that is how you build a brand on the web as opposed to skimming the top.”

Miles Stewart of MusicianSupply in Lexington, South Carolina, said he finds eBay to be helpful when it comes to unloading unusual items, such as obscure signature instruments.

“Someone might want it, but just not in our town or state, and eBay has been there since the beginning, so it has a huge audience,” Stewart said.

Kinney agreed that different selling channels are a way to get your store's name out to a broader audience and looks at any fees as money well spent.

“It's something I look at as a ‘rent’ expense,” he said.

THE FUTURE OF MI E-COMMERCE

Looking ahead, Mestric said he can envision a gap developing between online stores — similar to what occurs with traditional brick-and-mortar stores.

“The gap will widen between the traditional online stores and the more progressive and forward-thinking ones,” he said. “The days of just putting a bunch of SKUs up on a website are fast passing. If retailers are going to replace or at least supplement the in-store experience, there needs to be a compelling story told online. Price-based marketing is a dead end. If that's all you have to talk about online, you're going to be in trouble.”

Mestric advises that in order to make a human connection online you'll need to focus first on each customer.

“I see the next five to 10 years as an exciting time to take advantage of technological advancement to further that focus,” he said.

While MusicianSupply's Stewart said he thinks most new MI customers still appreciate some one-on-one advice, he added that new developments in software are making it more accessible for small companies to

utilize the internet effectively.

“I believe in the next few years we will see a small shift in buyers going back to their local store, as long as their local store is doing all it can to remain an option,” he said. “My own shopping experiences usually begin online. Our company is doing the work to remain an option and hoping that if we build it they will come.

“Our website [features] cloud-based computing. With our software both of our two locations and our website share one master inventory database that we can access from anywhere on any device. So, essentially all of our transactions happen online now.”

When Kraft Music entered the world wide web in 1994, it didn't take orders or accept credit cards online, but conversed with customers creating relationships.

“When we think about selling online today, we instantly think shopping carts and the acceptance of credit cards and PayPal,” Kraft said. “There was a long time where many of us — with a few exceptions — were using the web to convey information, but we still relied on the telephone to finish a sale. Fast forward to today and everybody has a computer in their pocket, Amazon is delivering goods the same day, and you can order and pay for a Starbucks coffee on your phone. It's crazy how fast consumer habits and expectations are changing, and we [as retailers] will need to adapt faster and faster.” **MI**



Cloud-based Point of Sale
powers your store



Point of Sale
with integrated
Website + Rentals



Integrated inventory...
your website is always up to date

rainpos.com/music
801-893-3680
sales@rainpos.com

Mastering E-commerce

SIX TIPS TO BOOST YOUR WEB SALES

By Holly Wade, marketing team writer at Rain POS

Including keywords in your product titles and unique descriptions will help get your products in front of a broader audience

In Q1 of 2016, e-commerce sales accounted for less than 8 percent of all retail sales. Surprised? Statistics show that most “online shopping” is actually online researching, which roughly 81 percent of consumers do before making a purchasing decision. This means shoppers want to research online and then come into your store to see and purchase the product. Cisco reports that 65 percent of shoppers shop this way. Therefore, you need to make sure that your website is a pathway to your brick-and-mortar store. In other words, the greater goal of your website is not to drive online sales, but rather to increase overall revenue for your business by giving users a way to find and connect with you online. If you base your website’s value solely on online sales, your perceived ROI of your website will be completely inaccurate.

Google reported that searches such as “music stores near me” nearly doubled between 2014 and 2015. Give your potential customers the multichannel shopping experience they want. Here are a few tips to get you started:

Keep Online Inventory Up to Date

Should you really put all of your inventory online? Absolutely. If it’s not on your website, customers won’t know if you have it. Don’t lose the 25 percent of customers who say they’ll steer clear of a store completely to avoid the risk of items not being available. The inventory shown on your in-store POS should sync



Holly Wade

with your online inventory. This lets customers know your products are in-stock right now. They can come pick it up right away without paying shipping or waiting for delivery. Provide customers a great shopping experience they can tell their friends about.

Build Product Pages That Google Loves

Now that all your inventory is up on your website, how do you get it in front of shoppers searching on Google? Google bases its rankings on many factors, a great deal of which are related to the content of a website. Be sure to include keywords in your product titles (including the manufacturer, model information, etc.)

and unique descriptions for each of your products (not just copied from the manufacturer). Include great photos of your products — nothing blurry and make sure it features adequate lighting and a clear background. Also, because many shoppers search Google for a product and a city or state, your store address and phone number need to be easy for shoppers and Google to find on your website. When all of the above elements are in place, your products become easily discoverable by Google, and subsequently by people searching locally. For example, if your store is located in Lexington, Kentucky, and a local person searches Google with the keyword “Fender American Elite Telecaster Lexington,” your website is more likely to be on the first page of search results because your website and products are relevant for local shoppers.

Bring Customers Convenience

Do you offer services that will bring customers into your store? Be sure to feature all your store’s services on your website, including rentals, repairs, rent-to-own, music lessons and events. Convenience is key. Give customers the option to schedule and pay online, which will make coming into your store a seamless experience. If you provide them with a great online user experience, then they’ll provide you with their customer loyalty.

Create an Engaging Website

Connect with your customers and community by sharing your brick-and-mortar experience through your website. Bring your website to life with photos, videos and other unique content. Keep the community involved with an event calendar showing your student recitals, summer camps and jam sessions. By showing your passion for music on your website, you’ll set yourself apart as a music store that cares about musicians and not just customers.

Be Mobile-friendly

During 2015, roughly 56 percent of traffic to the leading consumer websites in the United States was on mobile devices. Additionally, 76 percent of consumers who conduct a local search on their phones visit the store within a day. Mobile-friendly websites rank higher in Google search results, therefore your website’s mobile performance matters — a lot. Make sure your website is mobile-optimized.

Stay Connected

In 2014, email marketing was the most effective digital marketing channel for customer retention in the United States. Always collect customer email addresses! Then, make your customers loyal to you by giving them great exclusive offers such as printable or scanable coupons that they can use in your store. Retailers who follow these tips and use their website as a tool to connect with customers online will see growth in their business. Rain Retail can help retailers meet their goals. Learn more at www.rainpos.com/website-best-practices. **MI**

SHUBB
CAPOS

After **40** years
still the best!

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

KLUSON
LOOK FOR THE PINSTripES™

**REVOLUTION & SUPREME:
TWO GREAT TUNERS FROM
THE KLUSON LINE UP**

19:1 DIECAST
TUNING
MACHINES

18:1 STAMPED
STEEL DELUXE
TUNING
MACHINES

**REVOLUTION
TUNING MACHINES**

TO ORDER: WDMUSIC.COM/KLUSON
800-449-9348 OR SALES@KLUSON.COM
Pinstripes are a registered trademark of WD Music

**LIFETIME
WARRANTY**



Brian Reardon

MAXIMIZING SUCCESS ON REVERB

By Brian Reardon, owner of Monster Music in Levittown, New York

‘Emulate the in-store experience of physically holding and falling in love with gear through great photos.’

The realities of today’s ever-changing MI market can either be terrifying or exhilarating. I choose to focus on the latter. Sure, an increasingly global and tech-enabled ecosystem means that your music store is now competing against sellers all over the world, but it also means that you have access to buyers across the globe. While my small music store has put products on eBay for more than a decade, we truly realized our online potential when we joined and actively participated in the online musician marketplace Reverb.com.

In the last 12 months, I’ve done more than \$120,000 in business on Reverb. That’s not only more sales in 12 months than I experienced on eBay in 12 years, but also it’s a completely new revenue stream that I didn’t have previously. And the truth is, our success on Reverb isn’t based on any elusive secret sauce. There are just five straight forward steps that we at Monster Music take to ensure our success that any retailer can quickly and easily put into practice.

Take great photos.

The best way to emulate the in-store experience of physically holding and falling in love with gear is great photos. Invest in a good camera — don’t use your smartphone. Transform space you already have with good lighting and a solid-color blanket for the background. And be sure to take close-up photos of anything unique or noteworthy, like damage.

Utilize the Reverb bump.

When you “bump” a product, it gets pushed to the top of search results, category pages and more. The cost is minimal and simple: You don’t pay unless your listing sells and you’re only charged for the “bumps” you use. For example, if you bought 1,000 bumps for \$1 and your listing sells after 250 bumps, you’re only charged \$0.25.

Participate in sales.

Reverb holds regular sales and participating is easy. As long as you’re

a Preferred Seller, you can simply pick what listings you want to add to the sale and Reverb will include them. Since the platform is run by music industry folks, they understand the margins of our industry, so you can get noticed and still make some money. Plus, Reverb sales put you in front of users who might not have come across your store otherwise.

Ensure that the price is right.

Reverb’s Price Guide aggregates real-time transaction data to show buyers and sellers what gear on the site is worth. Before I list a product, I check the Price Guide. If I’m able to price the product at the low end of the price range, I know it will sell right away.

Treat your customers with care.

Treat your online customers as you treat your in-store customers — with kindness and respect. Respond to questions immediately, don’t pick fights and make messages personal. **MI**

TACKLING E-COMMERCE HURDLES

by Gordon O'Hara, managing partner Retail Up!

Seven easy ways to get over e-commerce obstacles



Gordon O'Hara

The web changes constantly. Retailers with an e-commerce presence always face the challenge of keeping up. During a NAMM U panel at Summer NAMM 2016 — which I moderated — David Hall of Hartland Music, Joerg Hermsen of Schmitt Music and Whitney Cash of A & G Music Central, offered insights on how they overcame recent online issues you might face. Here are a few highlights:

Selling High-end Online

Having trouble promoting pianos, keyboards and other high-end, non e-commerce-friendly products on your website? Hall suggests you provide complete descriptions, sales-driven content, videos, background stories and request information links to develop leads. Create a connection to the instrument and customers will walk in with a printout of the page and say, “I’ll take this one.”

Dealing With Direct Sales

Concerned about manufacturers selling direct? It’s time to embrace change. Hermsen says to follow up on every lead, merchandise your site to match, promote your price (since most manufacturers sell at MSRP) and focus on the great service you’ll provide. Also, be sure to monitor stock. Customers will look to you for availability, demos and advice.

Increase Specific Category Sales

Launch a niche store at a dedicated web address. Make the content “authoritative on the site and social media,” said Hermsen. Keep search engine optimization separate from your main site. Support it with in-store merchandising.

Promote Lessons Online

Lessons can play a big role in sales. Help parents easily find teachers. Present in-depth profiles and even video introductions. Personalize the experience. Hall also suggests having students create online profiles, matching them to the correct teacher.

Creating Effective Newsletters

Categorize email addresses by customers versus prospects, instruments played and more. Create a master calendar of content and frequency for each category. Customize your newsletters for each customer, Hall advises. What to write? Short engaging content, contests, customer profiles, links to videos and new product intros are all a good start, Cash said.

Keep Up With SEO

Changes to search engines have been rapid recently, especially as mobile browsing has increased. Hermsen advised stores to

monitor developer areas of search engine sites for the latest announcements and to adjust programming accordingly.

Ineffective Social Media?

Try developing unique content for each platform. Avoid “master links” to keep Facebook posts, Twitter feeds and Instagram photos separate. Feature your customers and your staff. Highlight products with demos and share music education facts. Share what your business is doing in the community. Show you and your store’s personality, and let your customers know you. “Create a sense of belonging and show an engaging interest in your customers,” Cash said. **MI**

Retail Up!, World Pay Team Up

Retail Up! was recently certified as an integration partner with NAMM-endorsed credit card processor Worldpay.

Retail Up!’s At Last Point of Sale now provides EMV-ready, seamless integration with Worldpay’s “chip and pin” card processing machines, gift cards, checking, recurring and online payments processing.

“We are the first in the industry to offer this service, for both in-store and e-commerce payment processing,” said Bee Bantug, Retail Up! managing partner. “We offer discounts to Worldpay clients which reduce costs to customize your POS, transfer data and receive ongoing support and upgrades. Now NAMM members can take further advantage of the preferential rates that Worldpay offers.”

In just six easy-to-use screens At Last manages sales, repairs, rentals, special orders, lessons scheduling, items, purchasing and receiving, customer tracking, reporting and more. It integrates with e-commerce systems, including the Retail Up! website service, QuickBooks, Sage, Crystal Reports and multichannel product listing programs.

At Last uses the latest Microsoft SQL technology in a hybrid service providing reliable, secure, transactions both in the cloud and in-store.

CASHING IN ON

EDM

By
John Janowiak

Offering aspiring DJs a place to test out gear in your store is one way to draw new EDM clients

Numark NS7III





ver the past several years, electronic dance music has been a boon to anyone who makes or sells DJ and lighting equipment. DJs have become the new “rock stars” of the moment, inspiring many amateurs to begin mixing on their own — and leaving MI retailers with a whole new market to tap into.

“EDM is a \$7 billion market and growing,” said Berenice Chauvet, vice president of Chauvet, manufacturer of a wide array of DJ lighting. While some say the EDM buzz is past its peak, most agree that it has become part of the fabric of today’s music scene, continuing to fuel MI retail revenue for those who offer DJ equipment and accessories.

The New Rock Stars

When the U.S. recording industry started pushing the EDM culture in the early 2010s, it was largely a rebranding of existing forms of dance music.

“EDM is honestly not just one type of music,” said Randy White, senior buyer for pro-audio at Chuck Levin’s in Wheaton, Maryland, adding that post-disco, house, trap and electro are all genres that fall under the broad umbrella of EDM.

Altogether, White said this movement has made DJs (and aspiring DJs) head to MI stores to check out gear.

“The DJ category in general is a growth area for MI retailers, and this is largely due to the popularity of the EDM culture,” said Matt Pekmezian, vice president of sales for Pioneer DJ Americas. “The fact that now the DJ has become the draw — which also includes many of the lighting and effects that go along with it — help to bring increased interest in the products that are used by the headliners.”

And lighting manufacturers have felt the boost.

“EDM has been a game changer for lighting because EDM productions are as much about visual stimulation as they are an auditory experience,” Chauvet said. “Lighting translates and enhances the sound on stage and even illuminates the dancing audience to make it an integral part of the performance. This has changed the expectations of what a good show is so much so that even garage bands now seek to emulate this sensory feat, albeit with smaller, more affordable portable lighting fixtures. Mobile DJs also are expected to bring much more than sound to their events.

People want a total entertainment and emotional experience, and lighting sets the tone for it.”



Berenice Chauvet





Stocking Up

Retailers hoping to benefit from the EDM boom should target aspiring DJs looking to take their skills to the next level.

“EDM is the popular deejaying format of the moment, not unlike how disco was in the 1970s,” said Paul Buckley, director of marketing at inMusic, parent company of Numark and Denon DJ. “Retailers simply need to stock the appropriate product that tells the story that inspires and allows DJs and electronic music producers to go from the club level to the festival level.”

For inMusic, that includes a variety of products to meet every skill level — from professional to club to mobile and amateur DJs.

“All of our DJ products continue to be successful with this inspired audience,” Buckley said. “I do believe you will see more festival performers using controllers — predominantly used by working mobile DJs.”

Alto Music in Orange County, New York, stocks a wide array of DJ equipment. Chris Cartier, manager of the live sound/DJ department at the store, said having the newest equipment available right away is essential.

“The Traktor controllers from Native Instruments are a popular choice because they combine versatile hardware with an array of virtual instruments and sounds,” Cartier said. “Also, the Roland Aira series has great equipment for live performance and DAW integration. The Swarm series from Chauvet and Stinger series from American

DJ are great for lighting because they are inexpensive and provide effects with strobes and lasers. I see the EDM market moving towards more performance-based controllers, with equipment like the Zoom ARQ AR-96, which lets DJs manipulate the sounds in many different ways.”

Chuck Levin’s White added that stocking a range of accessories helps drive business to the DJ market.

“You [should] always have sales [on] accessories like cases, padded bags and headphones,” White said. “All those are staples to the DJ business. Lighting is another thing. Everything is primarily LED-based. There are very few fixtures that have lightbulbs in them.”

Show & Tell

When it comes to merchandising DJ products, Cartier said the key is to have equipment in the store available for customers to test out.

“Always have something on display that customers can try,” Cartier said. “DJs like to be able to get their hands on the equipment to see how it feels.”

Chauvet said EDM is a show-and-tell experience and retailers should treat it as such in the merchandising of the stock. “Likewise, your store should include a showroom with a setup mimicking an EDM venue with a DJ booth, a lit front board and pixel-mapped back walls,” she said. “I am a fan of displays showing what a setup looks like without lights and with lights. It is a surefire way to convert lighting from a want to a need and even a must for performing artists and their audience.”

The Future of EDM

Many suppliers have gotten involved in EDM-related festivals around the world, including Pioneer DJ.

“[We] have really embraced this and have a great relationship with the promoters of events such as EDC and Ultra,” said Pioneer DJ’s Pekmezian. “More and more festivals are becoming popular and are heavily attended such as Movement in Detroit. Events including Tomorrowland in Europe are really branching out to be more of a brand with a pop-up retail store selling all sorts of Tomorrowland merchandise and

educating shoppers of the Tomorrowland culture.”

Regardless of their involvement in the festivals, opinions range on where the EDM craze is headed.

“No music format like that ever stayed for a long period of time,” said Chuck Levin’s White. “You’ll get a boom, and then it will level out, and then it will drop and just become part of the fabric, and then the next form of music starts to rise again. All you do is just provide as much equipment [as you can] and have available the kind of stuff they’re looking for at the appropriate price range. Because of all the subgenres and how the music changes, you still go about the process the same. A DJ who plays EDM, house music and weddings, it’s all the same. A lot of times, they’re using the same brands of products.”

Chauvet, however, expressed a more promising outlook.

“We are going to see more growth in second and third-tier markets, and on the lighting side — more affordable video walls and more software tying sound to lighting from turntables and wearable controllers,” she said.

InMusic’s Buckley said he believes there’s a generational shift right now from the audience that took a lot of interest in the EDM scene from during its rise in 2012 and 2013.

“Even though consensus is that the EDM scene may have peaked, the underground music scene is still very strong, which bodes well for future growth in the EDM market.” **MI**



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

GEAR >

DJ & LIGHTING



CHAUVET DJ GIGBAR 2

Chauvet DJ has upgraded the GigBAR 2 by including UV in its pars and strobes for increased color mixing and effects. GigBAR 2 includes a pair of LED Derby fixtures, LED pars, a laser, and four high-power, LED strobe lights all mounted on one bar. Four individually adjustable and interchangeable heads let you cover any room or stage. GigBAR 2 strobes help to create chase and slow motion effects, and the adjustable red and green laser scatters hundreds of bright dots and beams.

{chauvetlighting.com}

ROLAND DJ-808

Roland's first ever DJ controller debuted this year. The DJ-808 features a professional four-channel mixer, built-in drum sequencing, vocal processing, external instrument connectivity, and the deepest Serato DJ integration available. Beyond typical DJ controllers, the DJ-808 is also an instrument, offering a built-in, customizable Roland TR-S drum machine featuring high-quality, iconic 606, 707, 808 and 909 drum sounds. The 16-step TR-S sequencer offers trigger control over the Serato Sampler within Serato DJ. DJs can also connect compatible Roland synthesizers and electronic gadgets using two AIRA Link ports to produce a live remix.

{roland.com}



NUMARK RED WAVE CARBON

Numark's Red Wave Carbon mixing headphones feature a full-range frequency response, ear pads that deliver all-night comfort, swiveling ear cups for convenient monitoring, and a detachable cable with a 1/8-inch adapter for use with virtually any gear. The drivers are 50 millimeter neodymium-powered units, compared to the more common 40 millimeter headphone driver size. This gives the Red Wave Carbons a particularly deep and potent bass response.

{numark.com}





COVERING THE BEST IN JAZZ, BLUES & BEYOND

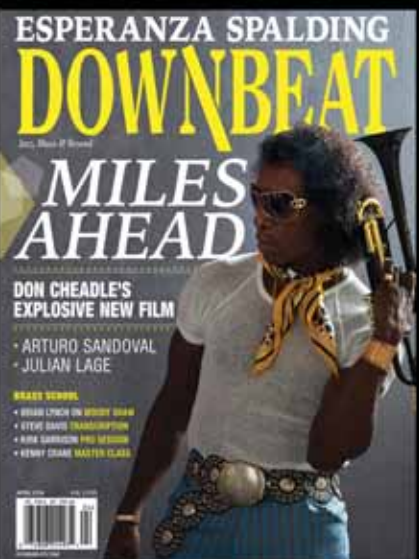
CARRY DOWNBEAT IN YOUR STORE



TO ORDER DOWNBEAT
FOR YOUR STORE:

CONTACT

SUE MAHAL
630-941-2030
SUEM@DOWNBEAT.COM



RADIAL ENGINEERING

BIGSHOT I/O

Radial Engineering has announced a major redesign and upgrade to its popular instrument selector, the Tonebone BigShot i/o. The BigShot i/o lets musicians select between two instruments using a foot-switch. Input-B is equipped with a level control to pad down the input of the louder instrument to match the output. Should a passive instrument like an electric guitar be used, a separate 3-position 'bright' switch may be inserted into the signal path to compensate for the load and the effect of the cable capacitance. Full-size LED indicators provide immediate visual confirmation of the active input. radialeng.com

POLYVERSE MUSIC

I WISH

Electronic band Infected Mushroom has released I Wish, its first effects plug-in, through developer Polyverse Music. I Wish features a processing technique dubbed "pitch freezing," which enables unique sound manipulations, including imposing pitch on any audio clip, dramatic vocal mutations and distinct glitch effects. At 100 percent wet signal, I Wish can be used as a real-time wavetable synthesizer. Automation of parameters increases the vibrant results. All controls are intuitive and precise, whether managed with a MIDI controller or with a mouse and keyboard. polyversemusic.com



CAD AUDIO CADLIVE 3000

CAD Audio has launched the CADLive 3000 wireless system that offers RF performance, audio quality and operational flexibility. The CADLive 3000 system operates in the 500 MHz band for superior frequency agility and RF stability. Proprietary CAD ScanLink technology with Infrared transmitter setup lets the user scan, select and link to the optimum channel in any RF environment. The 3000 system receiver and transmitters are equipped with a high-definition LCD display and full RF, AF, Battery Life, Mic Sensitivity and RF power metering. All CADLive transmitters feature selectable transmit power of 10/30/50mW. cadaudio.com





CONNECTIVITY

MIO2, MIO4 AND MIO10

iConnectivity has introduced the mio2, mio4 and mio10. These interfaces join the company's line of connectivity problem-solvers. Mio2, mio4 and mio10 work stand-alone or with up to two computers, with technology incorporating not just 5-pin MIDI but also USB MIDI, Ethernet MIDI, and inter-computer MIDI. They accommodate every type of setup used in a modern music-making environment, and their advanced MIDI merging, filtering, remapping, and routing functions take the place of extra hardware units. The mio line handles everything from essential up to extreme MIDI setups — in the studio and on stage.

{iConnectivity.com}

WESTONE AUDIO BLUETOOTH CABLE

Westone's first full-resolution, removable Bluetooth cable is lightweight and utilizes Bluetooth 4.0 with aptX technology. The cable features MMCX Audio Connectors that are specifically built to ensure a reliable connection each time. The cable is compatible with iOS, Android and Windows software.

{westone.com}



KINSMAN

KPA08 PORTABLE PA SYSTEM

Kinsman has released two portable multi-purpose P.A. systems, the KPA08 and KPA100C. Ideal for schools, corporate speaking and a multitude of other applications, the KPA08 can be mains powered or run from its internal rechargeable battery. The KPA08 features dedicated mic, instrument and phono inputs, plus USB and SD card connectors with push-button controls and LCD display and Bluetooth connectivity. For those who are looking for more volume and portability, the KPA100C is a powerful yet compact 100-watt P.A. system with internal five-channel mixer, speakers, microphone, cables and speaker stands. Comprising of twin 10-inch speakers with high-frequency horns, the KPA100C has four dedicated mic/instrument channels, with the fourth channel also providing stereo jack inputs.

{jhs.co.uk/intro.htm}



GEAR

AUDIO & RECORDING

ZOOM

H4n PRO

Zoom's H4n Pro features advanced microphones, high-performance mic pre-amps, and an extremely low noise floor. The H4n Pro delivers high-quality four-track audio recording for music, film and podcasting. The H4n Pro's built-in condenser mics capture sound with remarkable clarity and definition. Newly updated to handle up to 140 dB SPL, creators can count on distortion-free X/Y recording even in loud environments.

{zoom-na.com}

BLACK LION AUDIO

MICRO CLOCK MKIII XB

Black Lion Audio has released the XB update to its word clock, the Micro Clock MkIII XB. Crystal oscillators and galvanic isolation contribute to the low jitter measurement of the XB. Beyond improving the conversion quality of audio interfaces in the studio, the XB's compact housing combines with the ability to drive up to 1,000 feet of coaxial cable to make it ideal for re-clocking live sound digital mixing consoles, and as the master word clock in large post-production or broadcast facilities.

{blacklionaudio.com}



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 •

To view a demo scan here



www.kysermusical.com



KYSER® MUSICAL PRODUCTS

KYSER HANDLES IT™



FAST & EASY PC RECORDING IS A LIE



RECORD NOW

Customers who purchase a new TASCAM USB Audio Interface from an authorized dealer between **October 1st and December 31st, 2016** will receive a FREE 20 minute session with one of OBEDIA's online experts.

Get Inspired. Get TASCAM.

Contact your local TASCAM rep and learn more about how RECORD NOW can help you increase sales and reduce customer support incidents.

Until Now. Until TASCAM.

Everyone promises a *plug and play* experience with their USB Audio Interfaces, but the truth is that installing computer hardware and software takes time, effort and know-how. All too often, your customers end up confused, frustrated and unhappy. TASCAM is changing this.

With TASCAM's unique **RECORD NOW** program, your customers will receive a FREE 20 minute session with an OBEDIA agent as their personal studio technician. With OBEDIA's powerful combination of live video chat and remote PC access, your customers get real-time, personalized assistance with tasks such as:

- Installing their USB Audio Interface
- Configuring drivers and systems settings
- Optimizing the OS for audio production
- Learning pro tips for DAW technique and Plug-in applications

So avoid frustrated customers. Avoid returns on USB Audio Interfaces. Avoid time consuming customer service calls. With RECORD NOW, your customers will be up, running—and recording—in minutes.

TASCAM

www.TASCAM.com/recordnow



ITALIA

JEFFERY FOSKETT SIGNATURE MODEL

Designed in collaboration with longtime Beach Boys' guitarist/vocalist, Italia's Jeffery Foskett Signature model features a chambered alder body and ash back, with a maple set neck and 22-fret rosewood fingerboard. With a Wilkinson VS50K-2 bridge and a set of locking machine heads, the Jeffery Foskett Signature has superb projection and sustain with great intonation and tuning stability. Finished in Cobalt Blue, the Jeffery Foskett Signature comes with a luxury padded Italia guitar bag. [\[italiaguitarsusa.com\]](http://italiaguitarsusa.com)

RAILHAMMER HUEVOS 90

Part of the Railhammer's Humcutter series, the Huevos 90 pickup is designed to capture classic P90 tone. Touch sensitivity, sustain and harmonic content are enhanced by the efficient magnetic structure and the elimination of any moving parts. The strong magnetic field prevents any dead spots when bending strings, including on the round pole side. The Huevos 90 also features universal spacing, German silver cover, brass baseplate, four-conductor wiring with independent ground and height tapered rails, which contributes to consistent volume across all the strings. Bridge and neck versions are available in chrome or black. [\[railhammer.com\]](http://railhammer.com)



LAKA

VUS50EA, VUC50EA

Laka's two new electro-acoustic ukuleles are available in soprano (VUS50EA) and concert (VUC50EA) models, with a solid mahogany body and neck, rosewood fingerboards and Aquila strings. The instruments are finished in natural satin and feature undersaddle pickup systems with sound hole mounted volume control. [\[jhs.co.uk/laka.html\]](http://jhs.co.uk/laka.html)





**GRETSCH
G5420T, G5422TG,
G5422T, G5422G-12**

Gretsch has added new features and finishes to its Electromatic Collection Hollow Body models. The new Electromatic guitars are available in single and double-cut hollow body guitars and include left-handed and 12-string options. The G5420T is available in Orange Stain, Aspen Green and Fairlane Blue. The G5422T is available in Orange Stain and black. The G5422TG is an upgraded version of the G5422T, decorated in gold hardware and available in Walnut Stain and Snowcrest White. The G5422G-12 is available in Walnut Stain and black with gold hardware. [\[gretschguitars.com\]](http://gretschguitars.com)

**CHARVEL
USA SELECT SERIES**

Charvel has unveiled its USA Select series with the San Dimas Style 1 HSS FR, San Dimas Style 1 HSS HT, So-Cal Style 1 HSS FR and San Dimas Style 2 HH FR models. Each guitar features "old-school throwback" specifications, including '80s-style body profiles, finely shaped neck profiles, fast compound radius fingerboards with rolled edges and non-recessed Floyd Rose bridges. All models are available in Pitch Black, Satin Plum, Snow Blind Satin and Torred. [\[fcharvel.com\]](http://fcharvel.com)



IBANEZ

ARTWOOD VINTAGE THERMO AGED MODELS

Ibanez has introduced a line of acoustic guitars created through the wood-aging process known as torrefaction. During this process, Thermo Aged tone wood becomes light, hard and stable like tone wood that has been dried for decades, while providing a notably stronger acoustic response. The Artwood Vintage Thermo Aged models are offered in a variety of body styles, including dreadnought, grand concert and parlor as well as a variety of woods, including mahogany and Sitka spruce. [\[ibanez.com\]](http://ibanez.com)





SCHROEDER AMPLIFICATION SA9+, SA9-REC, FORMULA 20

Schroeder Amplification has added three new guitar amp heads. Featuring two Tung-Sol KT66 power tubes, the SA9+ is a high-headroom, 40-watt amp that excels at amplifying steel-string and nylon-string acoustic guitars, pedal steel and moderate-volume electric and upright bass.

The SA9-REC 20-watt amp head, which was designed with input from members of alternative rock band Wilco, features two 6V6GT power tubes. The Formula 20 is a responsive 20-watt 6V6GT-based amp that delivers the harmonic “bark” of classic British amp stacks. The amps feature Ohno and Litz-coated oxygen-free copper internal wiring, which will not absorb airborne moisture, oxidize or degrade the signal over time.

{schroederamplification.com}

MOJO HAND FX WONDER FILTER

Mojo Hand FX has released the Wonder Filter, which was inspired by the Mutron III envelope filter. The refined pedal features a Mode selector switch, Notch Filter as well as a No Filter setting offering pre-amp stand-alone boost capability. With a full-range Attack knob, the Wonder Filter offers users the ability to fine tune a wider range of sounds and sensitivity by tweaking response in conjunction with the Gain knob. The pedal also adds a Boost knob and Mix control that’s not found on most envelope filters.

{mojohandfx.com}



OUTLAW EFFECTS KEROSENE, LASSO LOOPER, IRON HORSE, SIX SHOOTER II

Outlaw Effects has launched four new products, including the Kerosene, Lasso Looper, Iron Horse and Six Shooter II. The 24 bit, 44kHz Lasso Looper pedal features 10 minutes of recording time and unlimited overdubs. The Six Shooter II pedal, which is a new and improved version of the company’s Six Shooter tuner pedal, has a quicker response time and boasts a larger LCD screen. The Kerosene micro power supply and the Iron Horse combination power supply/tuner help users streamline their pedalboards by eliminating individual power cords/wall adapters.

{outlawguitareffects.com}





**RECORDING KING
RPS-7**

Recording King has expanded its Dirty 30 series with the introduction of the Series 7 single 0. While the acoustic guitar is based on vintage instruments, its tone benefits from a few modern building techniques. The X-bracing pattern and spruce top produce dry, quick decay tones. A contemporary truss rod, bone nut and saddle and 14 to 1 tuning machines update the functionality for today's player. Available in a transparent Tobacco Sunburst or satin black, the small body shape is accentuated by a line of checkerboard purfling. The bound sound hole and stencil fretboard markers complete the eye-catching look. [\[recordingking.com\]](http://recordingking.com)

**VOLUME & TONE GUITAR STRAPS
GUTHRIE AND VACHETTA STRAP**

The Guthrie and the Vachetta straps are the newest additions to the Volume & Tone collection. Both straps are 3.5 millimeters thick, made from bridle leather and available in three lengths, ranging in adjustability from 32 to 44 inches. Available in black, espresso, natural, New Castano and Oxblood, the 1-inch wide Guthrie strap is designed for electric and acoustic instruments. Made with the same Vachetta leather trim used on Louis Vuitton handbags, the Vachetta strap changes from a light flesh color when it's new, into a deep golden honey color with age. [\[volumeandtone.com\]](http://volumeandtone.com)

ORANGE

ORANGE CRUSH BASS SERIES

Orange has redesigned its entire entry-level bass combination range with the introduction of the Orange Crush bass series. Inspired by the Orange 4 Stroke series bass amps, key upgrades include a parametric EQ circuit. The Crush Bass 25 is the smallest in the range, but its highly responsive active EQ lets bassists dial in a range of sounds. The Crush Bass 50 combines the essentials of a portable practice rig with all the tone and features reserved for professionals. With enough power for smaller venues, the Crush Bass 100 is versatile in both sound and application. [\[orangeamps.com\]](http://orangeamps.com)



GEAR >

DRUMS & PERCUSSION

MAPEX STORM SERIES

Mapex offers younger players who are in search of a no-nonsense approach to tuning and playing a ready-to-play drum set — the Storm series. The Storm series features shallow depth toms and 100 percent Poplar shells complete with SONIClear Bearing Edge. The SONIClear bearing edge produces a stronger and more centered pitch for easy tuning. A wide selection of finishes, along with hardware options in chrome and black plating, make the Storm series the place to begin. usa.mapexdrums.com



AVEDIS ZILDJIAN K CUSTOM HYBRID

To commemorate the 10th anniversary of Avedis Zildjian's most popular cymbal line, the K Custom Hybrid line of cymbals, the company launched a limited edition pair of 14-inch K Custom Hybrid Reversible HiHats. Unlike standard hi-hats, the Reversible Hats don't have a designated "top" or "bottom" cymbal, meaning each is interchangeable. The cymbal also features "reverse Mastersound edge hammering," which eliminates airlock where areas between hammer marks strike the other cymbal, creating a softer Mastersound tone. zildjian.com



DIXON LITTLE ROOMER

Dixon's Little Roomer redefines the compact kit by expanding the cajon into a full, ultra-mobile drum set. The cajon combines with Cajon Pedal Plus to create a bass drum, while a hi-hat and a cymbal stand accommodate toms, cymbals and a jingle snare that goes perfectly with Roomer's low volume sonic identity. A floor tom completes the set. stlouismusic.com



An elderly man with a friendly smile, wearing a plaid shirt and blue pants, sits on a colorful, multi-colored drum. He is in a room with a fireplace and a blue wall. The drum he is sitting on has a vibrant, multi-colored pattern. Other drums are visible in the background.

“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.



GEAR >

BAND & ORCHESTRA

AIM GIFTS ORNAMENTS

AIM Gifts has more than 100 different music-themed ornaments. Styles include acrylic and vinyl magnet designs, in addition to miniature replica instruments that any music lover would enjoy.

{aimgifts.com}



VANDOREN V21

Vandoren's V21 reed for bass clarinet allows you to play with amazing presence and immediate response. V21 is designed for performances that require the ability to handle large interval leaps with an even and rich tone. Strengths available are 2.5, 3, 3.5, 4 and 4.5.

{vandoren-en.com}



ST. LOUIS MUSIC COMPASS LIGATURES

Previously brought to market by Claude Lakey, St. Louis Music is the owner and distributor of Compass Ligatures worldwide. The Compass ligature features a reel-based adjustment knob to secure the reed to an instrument quickly and without fine tuning.

The design also enables more pressure around the mouthpiece, compared to traditional ligatures, and increases volume by 30 percent. In addition to its universal fit across saxophones and clarinets, the Compass Ligature is made with aircraft-grade steel lace and includes alto, tenor and soprano caps.

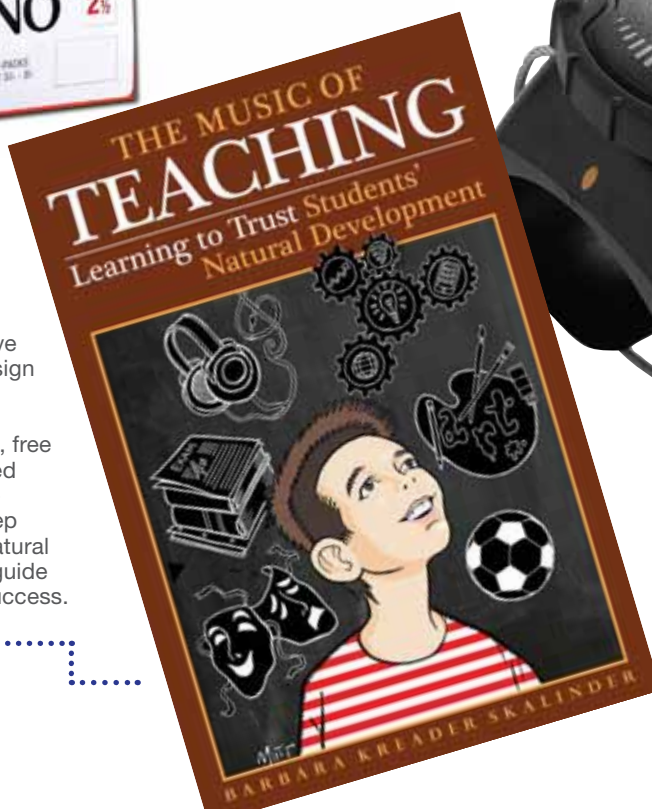
{stlouismusic.com}



HAL LEONARD 'THE MUSIC OF TEACHING: LEARNING TO TRUST STUDENTS' NATURAL DEVELOPMENT'

In *The Music of Teaching*, author Barbara Kreader Skalinder explores the ways teaching has evolved from the authoritative style of the 1950s to the collaborative design better suited to the students in today's digital world. *The Music of Teaching* also examines the ways independent teachers, free from the outside constraints often imposed on public school educators, can point the way toward educational methods that keep students' individual learning styles and natural rate of progress as a primary focus, and guide them toward independent learning and success.

{halleonard.com}



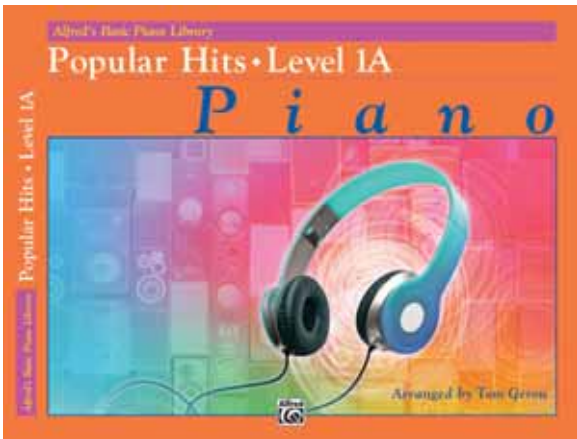
GEAR >

PIANOS & KEYBOARDS



NEKTAR IMPACT LX+

Nektar has announced a range of Impact LX+ USB MIDI controller keyboards, the Impact LX49+ and LX61+. Based on the LX49 and LX61, the upgraded models expand on Nektar DAW Integration, delivering more features for supported DAWs and a more transparent workflow. LX49+ and LX61+ are jam-packed with intelligent and expressive performance controls, as well as custom designed for Bitwig, Cubase, Digital Performer, FL Studio, GarageBand, Logic, Nuendo, Reaper, Reason, Sonar and Studio One. nektartech.com



ALFRED MUSIC

'BASIC PIANO LIBRARY: POPULAR HITS'

Alfred Music has released additional levels to its existing series *Basic Piano Library: Popular Hits*. The levels being released include *Level 1A*, *Level 3*, *Complete Level 1 (1A/1B)* and *Complete Levels 2&3*. *Level 1A* correlates page-by-page with *Lesson Book 1A* of *Basic Piano Library*, and includes a teacher duet. *Level 3* includes such titles as "James Bond Theme" and "You're Never Fully Dressed Without A Smile." alfred.com

KORG LP-380

Korg's LP-380 digital piano is now available in a limited edition Rosewood grain black finish. Crafted in Japan, the LP380 provides brilliant sound in a low-profile, slim, space-saving and stylish design. The LP-380 also features highly expressive sounds, a high-output speaker system, three-pedal system, and Korg's best keyboard action (RH3). The digital piano is available in a black, white and Rosewood grain finish. korg.com



BUYERS GUIDE

Allparts.....	26	Ovation	25
Antigua Winds.....	11	PMAI.....	57
Classifieds	72-73	PMC.....	69
Conquest Sound	26	Rain POS	50
D'Addario.....	5, 8-9, 37	RBI Music.....	17
DownBeat.....	59	Retail Up!	47
DrumClip.....	4	Reverb.com.....	75
EPIC.....	7	Roland	2
Fishman	28	Saga Music	21
Hal Leonard	13	Samson.....	76
Hamilton Stands	10	Shubb Capos	51
Hunter Musical Products.....	4	SKB.....	33
IMS Technologies.....	25	Sound Synergies	31
JJ Babbit.....	23	TASCAM.....	63
Kyser Musical.....	62	The Music Link.....	3
Mark Bass.....	35	Tycoon Percussion	45
Music Inc.	41	WD Music	51
NAMM.....	18-19	Zoom	1

MARKETPLACE

✕ To reserve or for rates call Pete Fenech at (630) 941-2030, ext 111 or email petef@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!**

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

www.hsarolltops.com or requests@hsarolltops.com

Elderly
 INSTRUMENTS
 Since 1972

WE BUY

- Guitars •
- Mandolins •
- Banjos • Ukes

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



pm
 woodwind

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

www.pmwoodwind.com
 847-869-7049



on Twitter:
@musicincmag

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

CASIO

Casio is seeking motivated, experienced sales representatives to secure new business for our successful Celviano digital piano line, including the revolutionary new Grand Hybrids. These employees will be responsible for creating and maintaining relationships with new and existing piano dealers throughout the US. Candidates should have enough piano playing ability to demonstrate products in the field, as well as excellent communication, follow-up, and reporting skills. Field sales experience and existing relationships with piano dealers are preferred.

Send your resume to musicgear@casio.com

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

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.



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.



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

Meisel ACCESSORIES LLC

GS76 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

music inc

FIND US ON FACEBOOK





>>>
Tim Pratt
Dietze Music
Omaha, Nebraska

The most effective way to boost your repair business is to simply do good work and treat people fairly.

Almost every ad we run has our repair shop listed in it, as well as a few promotions featuring the shop. We also use social media platforms, such as Facebook, Instagram and Twitter.

We post announcements, pictures, contests and share music-related stories. Each social media platform has different strengths and content needs to be tailored across all three platforms.



>>>
Bob Willcutt
Willcutt Guitars
Lexington, Kentucky

Experience, keeping up with new techniques and being careful with the details is what keeps the trust of my customers over the years. I've been doing professional guitar repairs for almost 50 years, and now I'm getting second- and third-generation customers.

Each repair is slightly different, which keeps it interesting, but hard to teach because there's not a lot of repetition.

Repair shops should have good tools, fresh glues and different light sources. Natural, florescent, halogen and LED lighting all have different characteristics and show different flaws.



>>>
Amy Ball Braswell
Capo's Music Store
Abingdon, Virginia

How do you **boost** your repair business?

We take every opportunity to let people know about our repair shop. As soon as you walk through our door, you can see into it. It helps when people come in and see that someone is working on something, even if it's a simple restring.

To promote setups and repairs at peak times of the year, we do direct outreach. We email and call instructors in the area who teach at schools and colleges. We

maintain good relationships with string instrument teachers and offer discount setup and maintenance charges to school programs.

We also mention the repair shop in our quarterly newsletter, our weekly email blast and our student newsletter.

We have two technicians who do the majority of our work, and two other staff members who assist as needed. All instruments that come into our store go

through our repair shop for setup before going on the floor. Whatever needs to happen to an instrument, including string replacement, bridge adjustments or fittings, gets done before becoming available.

We are a small company, but we provide big service. Sometimes that means doing restrings and setups right on the spot for a customer or staying late to make sure equipment gets fixed before a gig. **MI**



>>>
Keith Grasso
Island Music
La Plata, Maryland

Word of mouth seems to boost our repair shop. One of our largest yearly events is our annual Holiday String Giveaway, where our service department re-strings and tunes instruments for a donation of canned food. This program allows customers to speak one-on-one with our qualified luthier. We've also started sending postcards semi-annually reminding [patrons] that it's time to have their guitars adjusted. Our free setups, with the purchase of a guitar, also brings new customers through the door.

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.

600 Watts

at your
Fingertips.



Victor Wooten
Hartke Artist

Introducing the Hartke TX600 Bass Amplifier

This new 600-watt bass amp offers Hartke's legendary tube preamp circuitry in a highly-portable enclosure that weighs in at just 7 pounds. The TX600 features a built-in compressor and unique tone stack EQ section that compliments a variety of playing styles. Loud, light and flexible, the TX600 is the perfect all-around bass head for the stage and studio.

