

AMM[®] | U



Grow Your Business

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Revving UP
Your Business
in 2018!

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NAMM 2018



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MMU  **Grow Your Business**

Refresh and reboot our core culture and our fundamental beliefs.



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Before



After





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DMSTICKS
 INSTRUMENT REPAIR

GUITAR STRAPS

Open
 Family owned
 operated since
 1976

SCHOOL METHOD Books

BAND
 BURTON - TRADITION OF EXCELLENCE
 BSC - ESSENTIAL ELEMENTS
 CASCADE MS
 5TH GRADE - TRADITION OF EXCELLENCE
 6TH GRADE - STANDARD OF EXCELLENCE
 7&8TH GRADE - ESSENTIAL ELEMENTS #2
 COLUMBIA VALLEY - MUSIC FOR THE 21ST CENTURY
 COVINGTON
 10TH GRADE - SOUND INNOVATIONS BY JAMES HANCOCK #2
 7TH GRADE - JAZZ BASICS
 8TH GRADE - SOUND INNOVATIONS (CO-COIN BY)
 9TH GRADE - STANDARD OF EXCELLENCE
 8TH GRADE - STANDARD OF EXCELLENCE
 CRESTLINE - ESSENTIAL ELEMENTS
 DISCOVERY - STANDARD OF EXCELLENCE
 DOROTHY FOX - TRADITION OF EXCELLENCE
 ENDEAVOR - STANDARD OF EXCELLENCE
 ELLSWORTH HS - FOUNDATION FOR SUPERIOR PERFORMANCE
 EVERGREEN HS - FOUNDATION FOR SUPERIOR PERFORMANCE
 FISHERS LANDING - MUSIC FOR THE 21ST CENTURY
 FIREST - TRADITION OF EXCELLENCE
 FRONTIER - ESSENTIAL ELEMENTS
 JAZZ BAND
 KAISER - ALBERT EINSTEIN ACHIEVEMENT
 KAISER - SOUND INNOVATIONS
 HARMONY - TRADITION OF EXCELLENCE
 HEARTHWOOD - TRADITION OF EXCELLENCE
 ILLAHEE - ESSENTIAL ELEMENTS
 IMAGE - ESSENTIAL ELEMENTS
 JASON LEE - ALBERT EINSTEIN ACHIEVEMENT
 JEMTESAARD
 CONCERT - STANDARD OF EXCELLENCE
 SYMPHONIC - ESSENTIAL ELEMENTS #2
 LAURIN - TRADITION OF EXCELLENCE
 LIBERTY - TRADITION OF EXCELLENCE

MARRION - ESSENTIAL ELEMENTS
 MOLOUGHLIN - ALBERT EINSTEIN ACHIEVEMENT
 MILL PLAIN - TRADITION OF EXCELLENCE
 MT VIEW HS - FOUNDATION FOR SUPERIOR PERFORMANCE
 ORCHARDS - SOUND INNOVATIONS
 PACIFIC
 6TH - TRADITION OF EXCELLENCE
 7&8TH - STANDARD OF EXCELLENCE (BY JAMES HANCOCK)
 PIONEER - ESSENTIAL ELEMENTS
 PLEASANT VALLEY - STANDARD OF EXCELLENCE
 RIVERVIEW - ESSENTIAL ELEMENTS
 SHAHALA - MUSIC FOR THE 21ST CENTURY
 SIFTON - ESSENTIAL ELEMENTS
 SUNSET ELEM - SOUND INNOVATIONS
 SKYRIDGE
 6TH GRADE - TRADITION OF EXCELLENCE
 7TH GRADE -
 8TH GRADE -
 TRUMAN - STANDARD OF EXCELLENCE
 UNION HS - FOUNDATION FOR SUPERIOR PERFORMANCE
 VSA - JAZZ BASICS
 WYFAST - ESSENTIAL ELEMENTS #2 - FFSP
 YORK - ESSENTIAL ELEMENTS

ORCHESTRA
 EVERGREEN DISTRICT
 ESSENTIAL ELEMENTS
 VANCOUVER DISTRICT
 STRICTLY STRINGERS
 HELLA HIGH SCHOOL
 HABITS OF A SUCCESSFUL STRING MUSICIAN
 EVERGREEN HS
 ESSENTIAL TO COMPANIES
 MT. VIEW HS
 ESSENTIALS FOR STRINGS



STANDING OVATION CAFE

	8oz	12oz	16oz	20oz		8oz	12oz	16oz	20oz
coffee					non-coffee				
ESPRESSO	2.25	—	—	—	HOT CHOCOLATE	2.00	2.50	3.00	3.50
HOUSE COFFEE	1.50	1.75	2.00	2.25	APPLE CIDER	2.00	2.50	2.50	2.75
AMERICANO	2.25	2.25	2.75	3.25	SMOOTHIES	—	—	4.25	4.55
LATTE	3.00	3.25	3.50	3.75	ITALIAN SODA	—	—	3.00	3.50
CAPPUCCINO	3.00	3.25	3.75	3.75	STEAMER	2.00	2.50	3.00	3.50
MOCHA	3.25	3.50	4.00	4.00	CHAI TEA	2.40	2.90	3.50	3.95
COLD BREW	—	2.50	3.00	3.00	TEA HOT-ICED	1.50	any size	—	—
POUR-OVER	—	3.00	—	4.25	MILK	—	1.25	1.50	1.75

extras

MILK SUBSTITUTES SOY, ALMOND, COCONUT	.55	ADD FLAVOR	.50
EXTRA ESPRESSO	.55	EXTRA WHIP	.40
		BLEND IT!	.50

food

HOT PANINIS	5.95	DELI SANDWICH	7.75	BAGEL	1.25
REUBEN w/ corned beef, swiss & sauerkraut		GRILLED CHEESE	2.00	-ADD CREAM CHEESE	.35
BLACK FOREST HAM w/ cheddar		potato bread w/ or no		-ADD MITTELLA OR PB	.50
TURKEY BREAST w/ & swiss cheese					4.75
VEGGIE w/ artichoke, tomato, mushrooms, swiss & provolone					

Soup Du Jour

12oz whole beans \$14.00

Trailmix 1.25
Cashews \$1.75
Cookies 1.75



DECORATIVE



WHAT IS *Pour Over?*

Pour-over coffee creates an art-form out of brewed coffee. The barista controls the temperature and movement of the water, while gravity pulls the brew through a thick filter. The sediments and excess oils are absorbed, leaving a delicate cup that is tea-like in texture, and never has a bitter aftertaste.



WHAT IS *Cold Brew?*

Also known as Toddy coffee. Using a coarse grind, the coffee is slowly steeped in cold water for a period of 12 hours or more. The use of cold water aids in the brew's natural low acidity, cutting down bitterness. It's slightly stronger, and has more caffeine than conventional iced coffee.



Informational





Signage

- More is Better!
- Make Them Fun!
- Make Them Clear!

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“Meeting and communicating with employees is the most important part of my job.”
-Russ Beacock (everyday)



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Strategies that paid off...

Obsessed over our retail showroom with fresh eyes. Focused on our identity and “worked it” to another level.

Communicated and shared our vision and goals with our entire staff. Revisited them often.

Embraced an atmosphere to encourage staff learning and growing.

Worked the “inside out” “backwards” theory

Revisited the fundamentals, baby! They’re back to a new extreme!

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We did everything we could think of to create an extraordinary customer experience. Period.

Analyzed, evaluated, adjusted. Repeat!

We made the tough decisions when we needed to.

Does this idea, person, product, location, culture, computer, system, etc. still serve us in obtaining our company goals?

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Thank you! Let's rev it up for 2018!!



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