

**NAMM<sup>®</sup> | U**



Grow Your Business



# Our Most Unique and Profitable Source of New Students

Menzie Pittman



WALK-THROUGH  
CONTEMPORARY  
MUSIC CENTER



As seen in  
*Music Inc.*  
Magazine  
October,  
2013

# PLAY ROOM

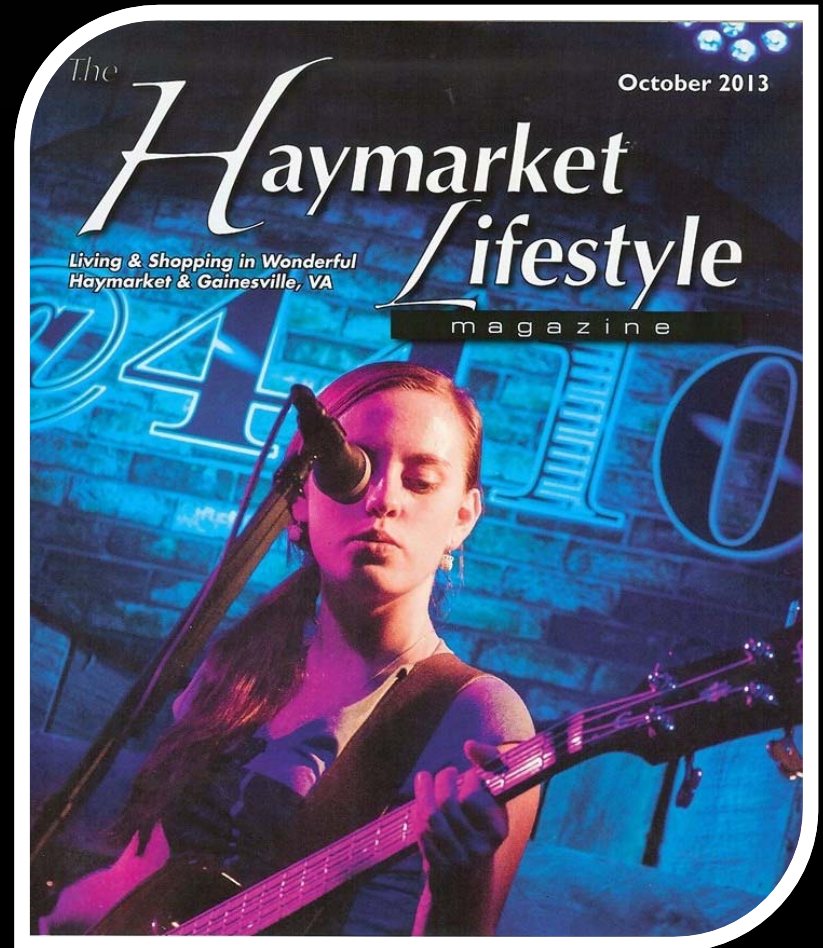
An established retailer takes a risk by opening an adjacent performance space — and lights up his music community in the process

BY DAVID ZIVAN  
PHOTOGRAPHY BY PHIL BUCCI



What unites a  
community is  
talked about  
by the  
community!

As seen in *Haymarket Lifestyle Magazine*

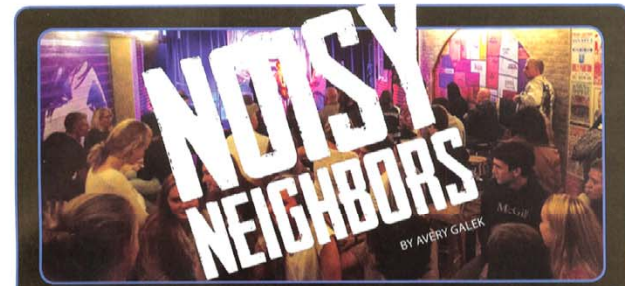




If an idea is impactful, the industry will talk about it!



As seen in *Making Music Magazine*



ADJOINING PERFORMANCE SPACE KINDLES DIVERSE MUSIC SCENE FOR RETAILER

Photo: Ryan Adams Photography

On any given Friday night, a harmonious cloud of energy makes its way to Haymarket, Virginia's well-known performance space. Modeled after some of the most notorious American clubs, 4410 quickly made its mark as an exclusive venue. Adjacent to Contemporary Music Center (CMC) and located at 4410 Costello Way, the unique community-based establishment welcomes recreational musicians and students of all ages to a family friendly, state-of-the-art environment.

"Build it and they will come," says founder Menzie Pittman, owner and director of CMC. After opening June 2013, 4410 began hosting open mic events every Friday evening. Local teenagers wasted no time in spreading word of the space through social media, and meeting their friends there. "It caught fire right away," Pittman adds. "The open mic nights have gone viral to an amazing level."

Known for its summer rock camps, CMC has found many uses for the space, from holistic workshops to modern music theory classes. One thing

Pittman noticed about the camps was that having a performance experience brought closure and clarity to why students were learning. Plus, it established a connection between the students.

"Often musicians will get together to practice, but there's no real deadline or sense of urgency to have anything other than a loose jam," Pittman explains. "If you know you're going to do an open mic night, then you'll really work on the aspects of making great music."

#### THE PEOPLE'S PLACE

4410 continues to attract interest from local recreational musicians as well. Many parents and adult performers avidly attend open mic nights on a regular basis. "It gives everybody the opportunity," says recreational drummer Rigg Wagner. "If you've got something going and you want to throw it out there, you call and schedule it."

The 57-year-old grandfather of three feels comfortable bringing his family to 4410's

safe and fun atmosphere. As director of special operations for a construction company and general contractor for 4410, Wagner spends his spare time with a few local bands. And with 4410 bringing together a variety of people, he's benefited by receiving feedback.

"Everybody that goes in there finds something they like, whether it's a solo artist or a kid coming out of a guitar class," Wagner says. "There's no negativity about it. Nothing else in the area seems to have the impact 4410 is having." Wagner's grandson attended CMC's summer rock camp for several years.

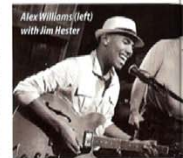
According to Pittman, previously there wasn't a place for his own students to debut their music. Now that they have a venue, he sees them putting increased effort into their music.

Having a small-town venue for the community is important, according to Tracy Williams, 54, recreational bassist and father of two. Especially when many parents are concerned about keeping music and the arts part of the public

school curriculum, he adds. Music brought him and his wife together and has always been an activity he shared with his son. "It caused us to bond tightly," he says.

The retired Army colonel, now working as chief of law enforcement at the Pentagon, moonlights as a musician in several bands with Wagner. The social chain 4410 creates is more than coincidence. Williams' son, Alex, teaches lessons to Wagner's grandson at CMC. "This venue really provides an opportunity to transcend multiple generations," Williams says.

"I really appreciate 4410 because the feel of it is so warm," says 24-year-old piano instructor Monica We. "There's





Build  
it...  
and  
they  
will  
come



Delilah

@4410

# WHAT IS THE ONE THING YOU CAN'T GET ONLINE?

An **experience** ... and

It better be the one thing you're  
providing!





# REBRANDING

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Rebranding



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@4410 is creating  
new "high-quality"  
customers!

"Hi there, Menzie",

"Joseph Keith was playing locally, and someone mentioned your venue. **Frankly, we weren't familiar with you.** JK is now the number 1 ranked singer/songwriter in the DC area, according to Reverb Nation. See link below...

Perhaps we could discuss him playing at your place?  
Please let me know your thoughts."



...gives people a reason to talk because **everyone**



In this row, there are five cameras!



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# Our First Year

The **Alternate**  
**Routes**

Grammy  
Award  
winner

**Michael  
League**

Opening  
song in the  
Olympics



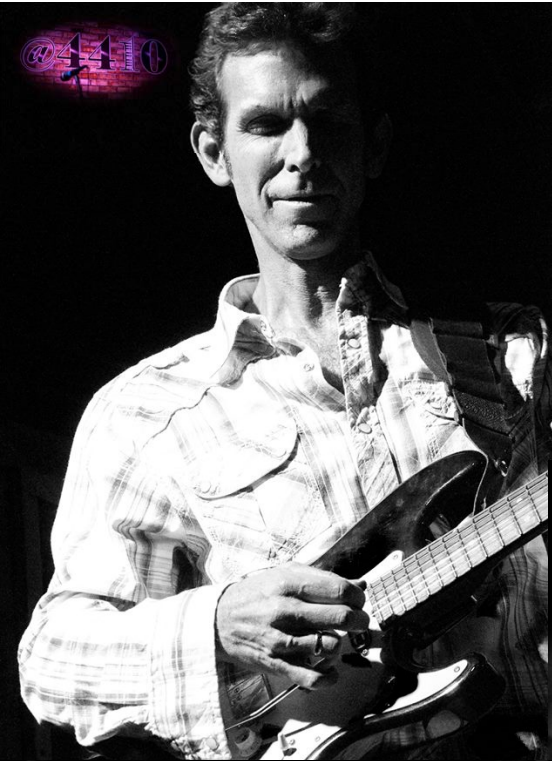
**Todd  
Wright**

Song  
Placed  
by  
Celine  
Dion



**Mark  
Kroos**

Dueling  
Banjos







## @4410 ALLOWS US TO PUT OURSELVES IN FRONT OF OURSELVES



The best school educators **now join in with us**, and so do their children.



University music majors return frequently to play and teach



The community can now hear why we are #1 in education!



RAYNA MARIE PHOTOGRAPHY

@4410 we build tomorrow ... today!



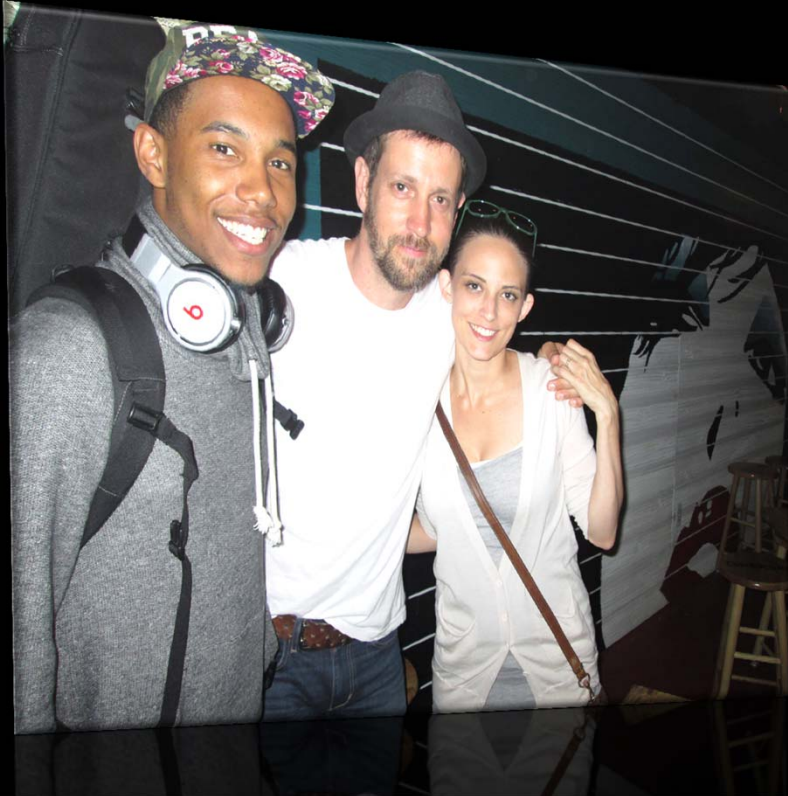



And @4410 we reawaken yesterday!





FRIENDS HANG BECAUSE THEY WANT TO ...  
AND NEW FRIENDS ARE MADE!





FAMILIES UNITE  
BECAUSE THEY  
CHOOSE TO!