

**NAMM<sup>®</sup> | U**



Grow Your Business

**Profit-Minded**

**Promotions That Work!**

NAMM<sup>®</sup> U



Grow Your Business



Instrumental Music Center, Tucson  
Leslie Faltin co-owner



**Musicians do it all the time...**

**Make Something out  
of NOTHING**



# Eric Whitacre TED Talks

## Eric Whitacre: A virtual choir 2,000 voices strong

**TED Talks** TED

**Subscribe** 4,128,056

702,071

Add to Share More

6,394 84

Uploaded on Apr 4, 2011  
<http://www.ted.com> In a moving and madly viral video last year, composer Eric Whitacre led a virtual choir of singers from around the world. He talks through the creative challenges of making music powered by YouTube, and unveils the first 2 minutes of his new work, "Sleep," with a video choir of 2,052. The full piece premieres April 7 (yes, on YouTube!).

A screenshot of a YouTube video player. The video title is "Sleep - Eric Whitacre - Message and Singing from Britlin" by POLYPHONYOFMYHEART. The video shows a young woman with long brown hair singing into a microphone. The video has 35,075 views. The YouTube logo and search bar are visible at the top.

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Grow Your Business

# ERIC WHITACRE'S VIRTUAL CHOIR





WHY try? Why have a promotion...

It reminds people that  
your store is still there!  
awake, alive, thriving...

Imho... direct results of the promotion are almost secondary...



**YOU** can do IT!

Make your own promotions... with or without your vendor's help.

Don't wait for them... you'll be waiting a while... then it may not resonate with your market.



1. Think up an idea

2. Put it on the calendar

3. Tell the world

4. Do the thing

You can't do it wrong...  
you're the boss...  
It's all great advertising!

# Monthly Specials

Month	Sale Title/Desc.	Event Title/Desc.	Event Date
January	Folk Instruments		
February	"Electric Guitar Month"	Jason Lackowski Sax Clin	Feb 14th
March	March:Orchestra Month - 15% off All instock Violins, Violas, Cellos, Basses.	Festival of Books	March 14-15
April	April: Amps Month - 15% Off All Instock Amps	Rummage Sale	around 4-15?
	+ Rummage Sale: April 17-19	Graduate to Yamaha	Q2
May	May: Brass Month - 15% Off All Instock Brass Instruments and Mouthpieces and Silent Brass.	Graduate to Yamaha	
June	June: Woodwind Month - 10% Off All Instock WW Instruments and Mouthpieces	Guitar Festival	
July	July: Drums Sets and Drum Heads - 15% Off All instock Kits and Heads.		
August	August: Pro-Audio - 10% Off All Instock Speakers (Powered/Unpowered), Mixers, and Mics.		
September	September: Electric Bass Month - 15% Off All Instock Electric Basses.	Crash for Cash!	09.15.15-10.15.15
October	October: Mariachi & Folk Instrument Special	Halloween Costume	10/31/2015
November	November: 15% Off Instrument Repairs	Rummage Sale	11/27/15-11/29/15
		Double Rebate Day	11/17/2014-11/23/14
		Food & Toy Drive	10.10.15 - 11.20.15

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**ORCHESTRA SPECIAL 15% OFF**  
ALL THRU MARCH

**ALL IN STOCK**

**VIOLINS, VIOLAS, CELLOS & BASSES**

**NAMM**® | U



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**FEBRUARY SPECIAL**  
.....  
**ALL IN STOCK**  
**ELECTRIC GUITARS**  
**AT LOW PRICES**  
**YOU'LL LOVE**

NAMM<sup>®</sup> U



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# Woodwind Special

10% OFF All In-Stock  
Woodwind Instruments

All through the month of June! Only at Instrumental Music Center



NAMM<sup>®</sup> U



Grow Your Business



**MARACHI &  
FOLK INSTRUMENT  
SPECIAL**

**15% OFF ALL**

**VIHUELAS, GUITARRONS, CLASSICAL & PARLOR GUITARS,  
BAJOS, ACCORDIONS, & UKULELES**

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Grow Your Business



**YOU BREAK IT?  
WE FIX IT!**



**15% OFF  
INSTRUMENT  
REPAIRS  
ALL THROUGH  
NOVEMBER**

NAMA

# TRADE IN MONTH

Instrumental Music Center

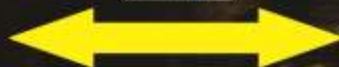
Trade in Your

**OLD STUFF**

for

**NEW STUFF**

No one turned away!



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Getting your vendors on board!

 **audio-technica.**



**LISTENING STATION**

Try a new pair of headphones with your media device, or ask a staff member for assistance!

IMC is now a proud carrier of Sound Systems by

**QSC**

**TRY ME**

and be entered in an IMC raffle to

**WIN \$100**



Using our store's iPad, or your own audio device, plug in, and test the awesome power of our QSC Sound System, and be entered to win a \$100 IMC Gift Card!

One entry per customer. Cannot be redeemed for cash.



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**FREE  
NYXL  
STRINGS\***



\*WITH THE PURCHASE OF ANY  
ELECTRIC GUITAR IN FEBRUARY

**ONLY AT IMC**

# Selmer Paris Saxophone Roadshow

**One Day Only!**  
**Saturday April 19th**

**10am-12noon**  
at Instrumental Music  
7063 E. Speedway  
- or -

**2pm-4pm**  
at UA School of Music  
Room 162

The Largest selection of  
Selmer Saxes and Mouthpieces  
ever offered in Tucson.



COLLEGE OF FINE ARTS  
SCHOOL OF MUSIC



Conn & Selmer

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Grow Your Business

# Eastman Violin Event at IMC!

Limited Engagement!

Now thru August 15th, only at the Wetmore store.  
The Best of the Eastman violins are at IMC...  
bring your bow and prepare to find your voice!

# *P. Mauriat* PARIS *Go for the Sound* ROADSHOW

SEPT.  
28



ONLY AVAILABLE  
FOR A  
LIMITED  
TIME

IMC will host a special selection of P. MAURIAT  
SAXOPHONES and TRUMPETS available to playtest for FREE  
and available for purchase at SPECIAL DISCOUNTED PRICES  
at our SPEEDWAY & KOLB location!



ZONDA<sup>®</sup>  
BRASS AND WOODWINDS

Eastman Winds  
*Modern Instruments • Old-fashioned Quality*

Conn & Selmer

 YAMAHA

JUPITER.  
BAND INSTRUMENTS, INC.

  
Antigua

A collection of black silhouettes of various brass instruments, including a trumpet, trombone, euphonium, tuba, and horn, arranged around the central text.

#IMCROCKS  
BRASS-A-PALOOZA!



### Instrumental Music Center, Tucson

Posted by Leslie Faltin (P) · March 16 at 7:55am · 🌐

WHICH So.AZ Middle School band program should win the instrument prize package worth over \$13,000? You've only got 2 more weeks to vote! #IMCROCKS Brass-A-Palooza give away!

Seriously, this is the biggest donation we've ever seen go to a Southern AZ school. The winning school gets a Tuba, Euphonium, 2 Trombones, a Double F Horn, and a Trumpet. Also, the director gets an All Expense paid trip to the Conn-Selmer Institute.

full list of rules here: <http://www.imc-az.com/brassapalooza.html>



Instrumental Music Center, Tucson: Which So. AZ Middle School should win #IMCROCKS Brass-a-Palooza?

EPOLL ME

56,992 people reached

Boost Paused

Like · Comment · Share · 👍 151 · 💬 60 · ➦ 128



Posts To Page

April 2 at 10:55am · Like 1

Lori Jenness Yeatt  
April 2 at 12:32pm · Like

Write a comment...

Instrumental Music Center, Tucson was mentioned in a post.

**Cameron Tucker** with Marly-Diana West Acuna and Napoleon Dymilite  
March 31 at 9:00pm · Edited

<https://epoll.me/v/ACdF3b6Y658>

Click this link, then 'Like' the Instrumental Music Center, Tucson's Facebook page and vote it up!

UPDATE: Alice Vail Middle School won!! Thank you for participating in voting!! We greatly appreciate it!



Like · Comment · Share

Marly-Diana West Acuna and 14 others like this

1 share

Buy

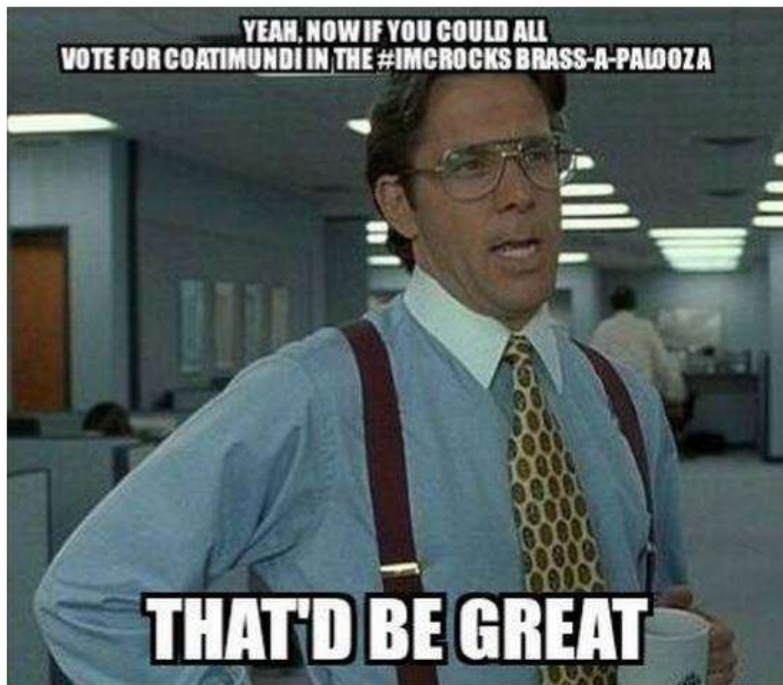


**Aimee Wallace**

March 31 at 11:46am

Did you leave your vote for Coatimundi Middle School underneath your TPS reports?

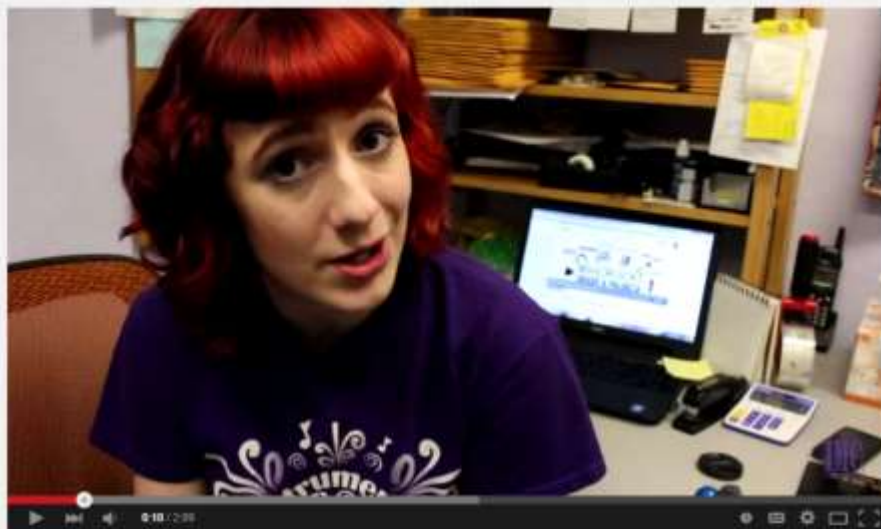
<https://epoll.me/v/ACdF3b6Y658> — with Jennifer Carson.



Like · Comment · Share

26 people like this.

1 share



## BRASS-A-PALOOZA Giveaway - Over \$13,000 in Prizes!



Instrumental Music Center



67 views

+ Add to   < Share   \*\*\* More



Published on Mar 18, 2015

We're hosting an insanely cool giveaway on our Facebook page until April 1st! VOTE NOW!

Like IMC on Facebook? <https://www.facebook.com/instrumental...>

SHOW MORE

ALL COMMENTS (2)



State your thoughts



Instrumental Music Center

1m ago



#IMCROCKS Brass-a-plooza can make a difference in these girls' lives!



Like



Share

5 Loops

Say something nice

**Instrumental Music Center, Tucson**  
 Posted by Leslie Fallin · April 1 at 10:01am · 🌐

Instrumental Music Center thanks all the people who participated in the #IMCROCKS Brass-a-Palooza! I wish there were more winners!!

We are excited to award the grand prize package to Alice Vail Middle School! Thanks to all the parents and friends who helped make this happen!! I'd like to plan to deliver this prize to the winning school on Tuesday April 7th, some of our vendors will be in town to assist in awarding the prize.

Due to the overwhelming outpouring of suppo... See More

11,620 people reached Boost Post

Unlike · Comment · Share

Instrumental Music Center, Tucson, Jeanne Lowe Hammes, Mark Pepe, Skye van Duuren and 277 others like this.

97 shares

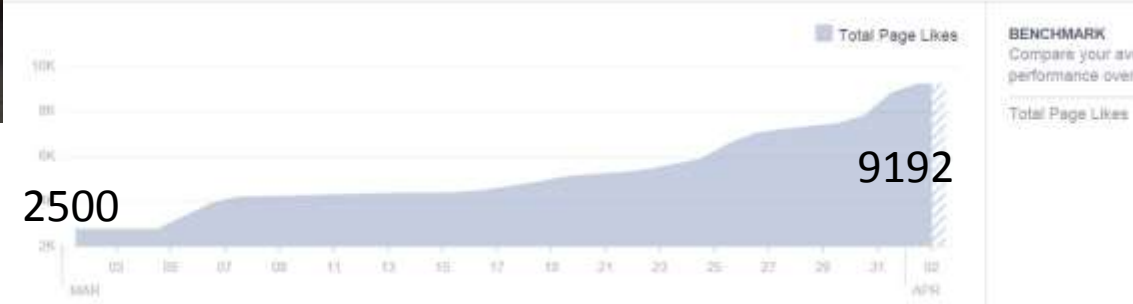
- Write a comment...
- Marisol Guillen** CoaTimundi school deserves that 2nd prize. We Vail parents and them had a good race. Both schools were very close in this competition. It was exciting and nerve wrecking! 🤩🤩🤩  
 Like · Reply · 8 · April 1 at 11:08am · Edited · 1 Reply
- Nicole Itule-Busboom** Thank you so much from Rio Rico for the 2nd place prize.  
 Like · Reply · 7 · April 1 at 10:57am
- Carl McCurry** Awesome! You guys are great!  
 Like · Reply · 2 · April 1 at 11:02am
- Marty-Diana West Acuna** Aimee Wallace! Indiana, HERE WE COME!!  
 Like · Reply · 5 · April 1 at 10:31am
- Marty-Diana West Acuna** THANK YOU TO EVERYONE WHO HELPED MAKE THIS POSSIBLE!! GREAT JOB TO COATIMUNDI WHO MADE THIS RACE SO MUCH FUN! THANKS TO Instrumental Music Center, Tucson FOR THE CONTEST AND FOR MAKING SECOND PRIZE BIGGER... THEY SOOO DESERVE IT! 🤩  
 Like · Reply · 15 · April 1 at 10:30am

**Marty-Diana West Acuna**  
 23 hrs · 🧑🏻‍🤝‍🧑🏻

**Instrumental Music Center, Tucson, YOU ARE AWESOME!!!** "Due to the overwhelming outpouring of support for CoaTimundi Middle School, IMC has rethought our second place prize! Instead of just getting a \$300 IMC Credit... IMC has created a second prize worth \$10,000. Instrumental Music has decided to give this school a Trombone, Double Fhorn, Euphonium and Tuba! Thanks to Conn-Selmer, the winning director will also attend the Conn-Selmer Institute!"

Unlike · Comment · Share

- You, Jeff Marchant, Carl McCurry, Brian Wolfe and 42 others like this.
- Julie A. Bell** That's why we love and support IMCI #IMCROCKS!  
 23 hrs · Like · 4
- Ed Thomas** That is freaking awesome!!  
 23 hrs · Like · 3
- Carl Cherry** Very cool  
 14 hrs · Like · 1
- Write a comment...



# Alice Vail named winner of musical instrument giveaway

f Recommend 88

t Tweet

G+ 0

Share

Print

Email

★

Respond: Write a letter to the editor | Write a guest opinion

April 02, 2015 3:15 pm · By Alexis Huicochea

4

Alice Vail Middle School has been named the winner of more than \$13,000 in brass instruments from Instrumental Music Center.

The Tucson Unified School District campus garnered the most Facebook votes in a month-long contest open to schools across Southern Arizona. It will receive a tuba, a double F horn, a baritone, two trombones and a trumpet, all of which were donated by vendors.

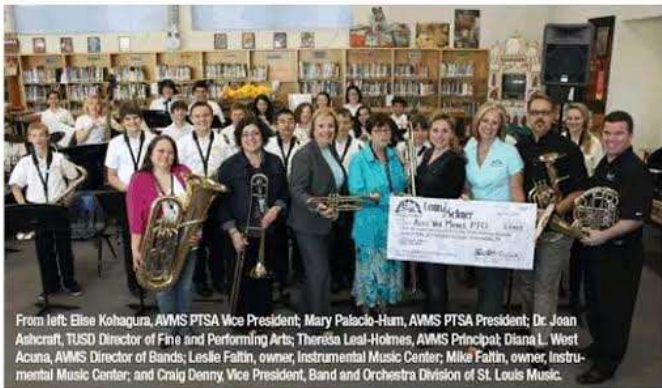
The band director will also receive an all-expenses paid trip to the Conn-Selmer Institute where they will attend an educational seminar.

Taking second place was Coatimundi Middle School in Rio Rico. Originally the second-place winner was to receive a \$300 Instrumental Music Center credit, but that was upped to \$10,000 in equipment.

Taking third was Safford Middle School, also in TUSD, receiving a \$300 credit.

Sunnyside's Challenger Middle School took fourth place for a \$100 credit.

In all, the Brass-A-Palooza contest, put on by the locally-owned and operated Instrumental Music Center, awarded more than \$23,000 in prizes.



From left: Elise Kohagura, AVMS PTSA Vice President; Mary Palacio-Hum, AVMS PTSA President; Dr. Joan Ashcraft, TUSD Director of Fine and Performing Arts; Theresa Leal-Holmes, AVMS Principal; Diana L. West Acuna, AVMS Director of Bands; Leslie Faltin, owner, Instrumental Music Center; Mike Faltin, owner, Instrumental Music Center; and Craig Denny, Vice President, Band and Orchestra Division of St. Louis Music.

INSTRUMENTAL MUSIC CENTER | PHILANTHROPY

## Instrumental Music Center Hosts 'Brass-a-Palooza' Giveaway Contest

Instrumental Music Center of Tucson, Arizona, partnered with its suppliers to host "Brass-a-Palooza" — a month-long Facebook poll, in which residents voted for one eligible public middle school in the region to receive a first-prize package valued at over \$13,000.

The first-prize package included: a tuba donated by Eastman Music, a Zonda double F-horn and baritone, an intermediate trombone donated by Yamaha, a Jupiter silver-plated trumpet and a trombone from Antigua Winds. Additionally, the band director of the winning school received an all-expenses paid trip to the Conn-Selmer Institute in Indiana to attend an educational seminar.

The poll closed on April 1. Altogether, 6,687 people voted, and the first-place

winner, Alice Vail Middle School (Tucson), received 1,719 votes. The award was presented to Theresa Leal-Holmes, AVMS Principal, and Diana L. West Acuna, AVMS Director of Bands, on April 7, with an in-school performance by the Alice Vail Middle School Jazz Band.

Originally, second- and third-place winners were to receive \$300 and \$100 IMC gift certificates, respectively. But due to "an overwhelming outpouring of support" for Coatimundi Middle School in Rio Rico, Arizona — which received 1,674 votes — IMC created a second-place prize worth \$10,000, consisting of a trombone, double F-horn, euphonium and tuba, plus a trip to Conn-Selmer for Coatimundi's band director, as well.





CYCLING

JERSEY

ELEVATE



FRONT



BACK

This proof is provided to give you a visual representation of your custom products. Due to variances in individual user's monitor settings, calibrations, lighting, etc., colors will vary from monitor to monitor. If specific colors are required for your product, ASCEND requires you provide a PANTONE (PMS) color to be matched from the Pantone Book (not the screen) or a physical sample of the color(s) to be used. They will be matched as closely as possible on production printing. If the fabric color(s) requested do not meet these requirements, colors will be matched according to colors shown on ASCEND's colorized monitors.

What does your local market like?

What events are big?

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Grow Your Business

Join **IMC**  
at the

BOOTH #

**TBA**

Tucson  
Festival  
of Books

**MARCH**  
12th-13th

At the University of Arizona Mall



# JULIAN BLISS

January  
29th

TWO  
FREE

Master Classes

Univ of Arizona  
Holsclaw Hall  
at 12 noon  
**AND**  
Instrumental  
Music  
Speedway &  
Kolb  
at 5PM

LEBLANC®  
D'Addario

IMC  
TUCSON ARIZONA

Business

SQUEAK  
SLAP  
THUD

developing the

GOLDEN  
saxophone  
tone

Feb. 14th  
4pm

IMC and YAMAHA are pleased to bring JASON LACZKOSKI to Tucson for a  
**FREE MASTERCLASS**

on achieving the optimum tone from your saxophone, at Instrumental Music Center. Using his time-tested techniques, Jason will demonstrate how to improve your embouchure, and breathing to achieve a better sound from your instrument. He will also illustrate the vital role that reeds, mouthpiece and ligature play in creating an amazing voice. Open to all skill levels, arrive early to get a seat!

7063 E Speedway Blvd | 520-733-7334

**NAMM** | U



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**Instrument Play Date**  
**Free Event!**  
**Sunday Aug 2**  
**12 to 5PM**

**Come try instruments at IMC and  
discover a new world of music!**

Leslie Faltin, owner  
Instrumental Music Center  
(520) 733-7334  
[leslie@imc-az.com](mailto:leslie@imc-az.com)

FOR IMMEDIATE RELEASE: 7/21/2015

### **Instrumental Music Center to Host an Instrument Play Date**

*Free event let's aspiring musicians try out instruments prior to the start of school*

**TUCSON, AZ** – Instrumental Music Center (IMC), a Tucson-owned and operated musical instrument retail store, is excited to offer this free event. On Sunday, August 2 from 12 noon to 5 pm... people are welcome to attend the first ever “Instrument Play Date” at 7063 E. Speedway Blvd (at Kolb).

All of the musical instruments that are common to school band and orchestras will be available to try. IMC will be bringing in local musicians to assist people in making a ‘representative sound’ on whichever instruments they find interesting. In addition to common instruments such as Flute, Violin, Clarinet, Guitar, Saxophone... IMC will allow people to try out some of the more uncommon instruments such as Upright Bass, Oboe, Bassoon, Baritone Saxophone and more.

This event is open to the whole family and IMC hopes to introduce people to an instrument that makes them happy.

“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 Instrumental Music Center. “This is an amazing opportunity for aspiring musicians to find the instrument that best fits them”.

Instrumental Music Center will have staff on hand to help with instrument rentals or purchases. IMC will offer a free music stand, free lesson and free music folder with any instrument rental that day.

#### **About IMC:**

Instrumental Music Center (IMC) is a locally-owned and operated music store chain based in Tucson, Ariz. that opened in 1999. IMC sells band and orchestra instruments, guitars, basses, drums, print music, music gifts and a myriad other musical items. IMC provides flexible



## The Rummage Sale

“Nothing should have  
a birthday in your  
store”

Alan Friedman

FKCO Accounting



# RUMMAGE SALE

# BLACK FRIDAY WEEKEND

**WEIRD STUFF. CHEAP STUFF. BROKEN STUFF.  
OLD STUFF. NEW STUFF. FOOD TRUCKS.  
LIVE MUSIC. SWEET DEALS. CRAZY PRICES.  
LOCAL MUSICIANS. LIFE CHANGING MOMENTS.  
MASS HYSTERIA. FIRST COME FIRST SERVE.  
THE MOST FUN YOU'VE EVER HAD IN YOUR LIFE.**

# NOV. 27-29

**INSTRUMENTAL MUSIC CENTER 7063 E Speedway Blvd  
520-733-7334 Tucson, AZ [www.imc-az.com](http://www.imc-az.com)**

reply

prohibited

Posted: about a month ago

## ☆ The giant IMC discount instrument list - \$100 (Tucson)



Every year, Instrumental Music Center clears out our inventory to buy cool new exciting instruments... this year is no exception! Here is a SNEAK Peak at our amazing Rummage Sale discounts on instruments.

You can come try or buy any of these instruments TODAY... they are on sale till December 4th or while supplies last. These prices are the lowest they will be all year... and many even qualify for factory rebates!

The fine print... while supplies last only, prices good only on these select serial numbers, no additional in-store discounts, no holds, no lay-aways.

These prices are valid from now until 12-4-15. The file is a PDF... just follow this link to get the list.

<http://files.ctctcdn.com/51c5da70101055e02a9abe1-4814-9be1-379716ba39f8.pdf>

Some instruments are at each store...check the list for locations.

Keep in touch thru our Facebook event!

<https://www.facebook.com/events/534992873317166/>



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7063 E. speedy

[google](https://www.google.com/maps)

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- [product recalls](#)
- [avoiding scams](#)

# IMC VALUE MENU

VALID ONLY AT IMC'S BLACK FRIDAY RUMMAGE SALE NOV. 27-29, 2015

\$5  
Each



15' Microphone Cable  
SMM15



15' Instrument Cable  
SEG15



3 for  
\$5  
On Stage 7A Hickory  
Drumstick Pair  
11116



Red IMC  
Clip On Tuner  
IMC36RD



Blue IMC  
Clip On Tuner  
IMC36BL



Black IMC  
Clip On Tuner  
IMC36BK

\$20  
Each



Mahalo Black  
Soprano Ukulele  
MRTWT



Mahalo White  
Soprano Ukulele  
MRTWT



Planet Waves Lite  
NS Guitar Capo  
PW-CP-0725



Planet Waves  
Guitar Humidifier  
GH



On Stage Guitar Stand  
XCG4



On Stage Music Stand  
SM7022BB

USE THIS MENU AS YOUR  
INSTANT HOLIDAY GIFT LIST.  
PRINT OUT AND CIRCLE YOUR  
PICKS, AND BRING INTO IMC'S  
SPEEDWAY AND KOLB  
LOCATION DURING OUR  
BLACK FRIDAY RUMMAGE SALE  
WEEKEND!

WHILE SUPPLIES LAST!  
NOVEMBER 27-29, 2015  
WWW.IMC-AZ.COM

ess

## \$10 OFF ANY PURCHASE at IMC

Aw yeah! Bring in this fine coupon... or show it to us on your device... during IMC's Rummage Sale weekend and enjoy a \$10 discount on your purchase. This coupon is good at either IMC location. Rummage Sale event only happening at the Speedway location.

Offer Good: November 27-29th 2015 only. One coupon per customer, no cash value, no shenanigans.  
IMC staff: \$10 paid by coupon Ref# Rummage







- Black Friday 2015 was best year yet (5<sup>th</sup> year)...up 60% over 2014
- \$8000 in the first 90 minutes
- 200+ coupons redeemed
- All performer slots filled



1. Think up an idea

2. Put it on the calendar

3. Tell the world

4. Do the thing

I'm rooting for  
you...

**NAMM** | U



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**Instrumental Music  
Center, Tucson  
Leslie Faltin  
leslie@imc-az.com**