

spring/summer 2016

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pb  
playback

# What's Your Story?

Using Effective Storytelling  
to Build Your Brand

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The Inspiration Begins at

Summer<sup>16</sup>  
**NAMM**<sup>®</sup>

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2016 NAMM Show Highlights

the  
**NAMM**<sup>®</sup>  
show<sup>16</sup>

Paul Decker  
Music Villa



the **inspiration** begins here

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Using Effective Storytelling to Build Your Brand

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# What's Your Story?



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“Every NAMM member business has a tale to tell; it’s just a matter of choosing the right angle and finding the proper platform for sharing it.”

*Character is like a tree and reputation like a shadow. The shadow is what we think of it; the tree is the real thing.*

—Abraham Lincoln

Our 16th president was a wise man...and a great storyteller. Old Abe instinctively knew that a well-told story could capture people’s attention, break down barriers and shape public opinion. And that’s exactly what makes storytelling so important in business.

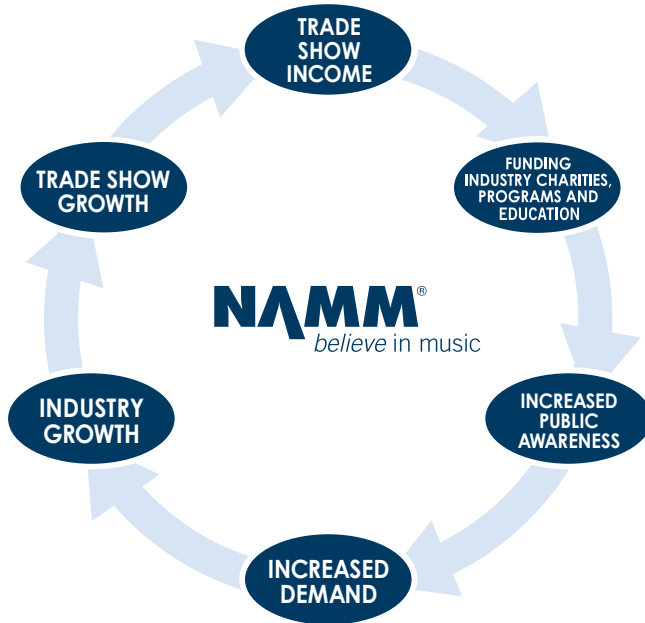
Every NAMM member business has a tale to tell; it’s just a matter of choosing the right angle and finding the proper platform for sharing it. In this issue of Playback magazine, we focus on four companies doing an excellent job of using storytelling to boost their brands and gain a loyal following.

Their stories are as diverse as the products they represent, whether it’s Piano Gallery’s elegant video detailing three generations of dedicated music retailing or Music Villa’s fun and quirky social media postings, where they share the stories of their newest customers and latest products. On the commercial side, Daisy Rock Guitars tells the tale of an important niche filled—piquing the interest of the national media in the process—while System Blue has taken a very personal approach, putting the marching bands that use their instruments at the heart of their story.

We hope you find this issue to be filled with intriguing articles as well as helpful advice, and invite you to join us this June at Summer NAMM to acquire even more business-boosting ideas from your industry peers. We have a lot of professional education sessions and networking events scheduled throughout the show, as well as great live music.

And let’s not forget the growing show floor, filled with the latest musical products and technologies. Just imagine the stories you and your staff will come home with this summer.

Joe Lamond  
NAMM President and CEO  
[joel@namm.org](mailto:joel@namm.org)



In good times and in bad, music weaves its way through our everyday lives, giving added meaning and texture. The 10,000+ members of NAMM help to make this possible and, as the association for the music products industry, it is NAMM's mission to strengthen the industry and promote the pleasures and benefits of making music.

The NAMM shows also serve as a hub for the industry, providing a place where members can come together, contribute ideas and innovations and focus on the technology, equipment and businesses that help people make and share music with the world.

## vision

We envision a world in which the joy of making music is a precious element of daily living for everyone; a world in which every child has a deep desire to learn music and a recognized right to be taught; and in which every adult is a passionate champion and defender of that right.

## mission

NAMM's mission is to strengthen the music products industry and promote the pleasures and benefits of making music.

## objectives

### Trade Show

- Produce successful trade shows that serve our members and the industry, thus ensuring the growth of NAMM's Circle of Benefits model

### Membership

- Recruit and retain members by making NAMM services an invaluable tool for success
- Convene stakeholders around industry issues to provide tools and strategies to help members address challenges and pursue opportunities

### Professional Development

- Provide relevant and high-value educational programs for NAMM members

### Market Development

- Promote music education as a right for all children
- Create, fund and market programs, initiatives and public relations campaigns designed to encourage people of all ages to make music
- Promote and represent the shared interests of NAMM members to elected officials and policymakers in the United States

### Global Impact

- Expand NAMM's Circle of Benefits model by pursuing new opportunities globally
- Increase global attendance at NAMM trade shows
- Convene a global coalition of stakeholders around industry issues

Best Dealer.  
Best Practices.  
Best Award Show.

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**Top 100**  
Dealer  
Awards

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DINNER 6 PM-7 PM • AWARDS SHOW 7 PM-8:30 PM



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## NAMM Objective #1: Trade Show

- Produce successful trade shows that serve our members and the industry, thus ensuring the growth of NAMM's Circle of Benefits model

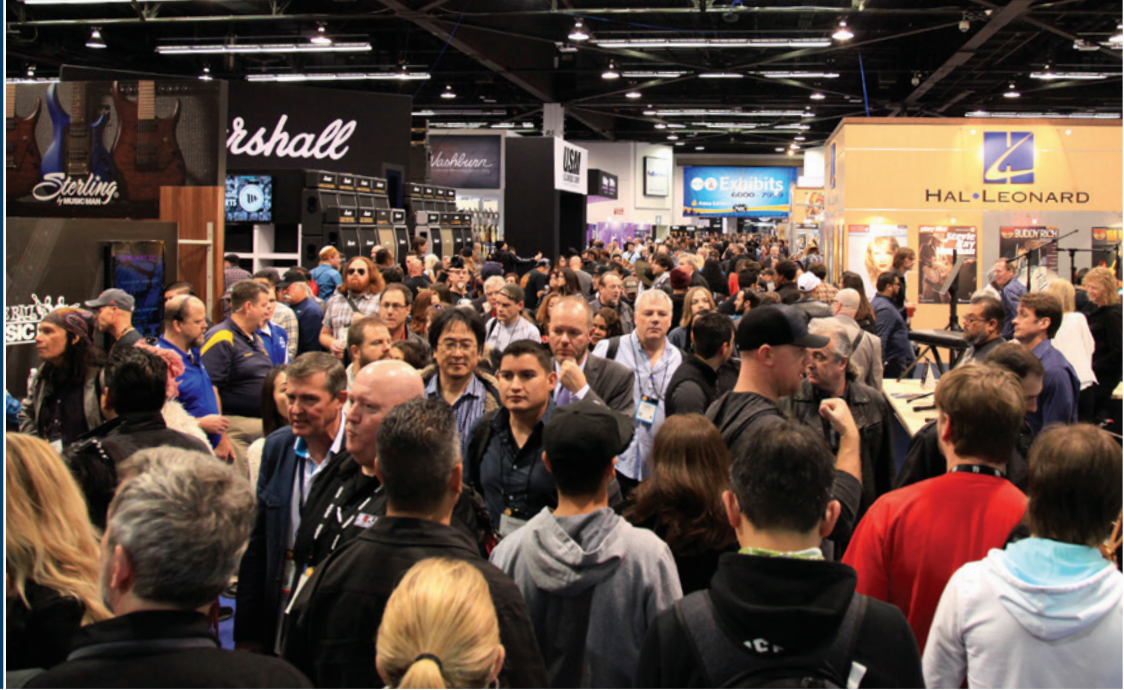
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10. 2016 Summer NAMM—The Inspiration Begins Here



# The 2016 NAMM Show— A Record- Breaking Event!

Our annual family reunion, welcomed a record number of exhibitors and attendees from around the globe, and provided those quintessential “only at NAMM” moments that made for what many NAMM members called the most exciting show in the association’s 115-year history.



## Global Marketplace

The 2016 NAMM Show set the stage for an international gathering unlike the music world has ever seen. Attendees were treated to six international pavilions from Argentina, Brazil, China, Germany, Spain and the United Kingdom. Overall, a record 101,736 NAMM Show registrants traveled to Anaheim from all 50 states, 6 continents and 125 countries!

The show floor sprawled across an expansive campus showcasing 1,726 exhibiting companies, including more than 400 new exhibitors, representing 6,000+ brands—the world’s largest collection of music products, pro audio, and sound recording exhibitors.

For the first time, NAMM teamed up with IMSTA (International Music Software Trade Association) to showcase a collection of 27 music software providers in a curated area conducive for sales conversations and demos.

“The NAMM Show is a reflection of our industry, not only where it is now, but even more importantly where it is heading next. NAMM members brought their A-game to Anaheim with creative, innovative, beautiful products. They also came with inquisitive minds, filling NAMM’s educational sessions all four days,” said NAMM President and CEO Joe Lamond.



# Member Center

The NAMM Member Center was conveniently located in the main lobby, providing a one-stop shop for member benefits including NAMM-endorsed providers. Plus members learned about the Top 100 Dealer Awards and explored the new Content Creation area. The Membership team also found time to host more than a dozen networking events, including NAMM Young Professionals, which helps connect our future industry leaders, as well as the Intellectual Property Forum with representatives from the U.S. Patent Office sharing IP advice.



## Business Intelligence Delivered

Professional education kicked off at Retail Boot Camp, a full-day retail training session to enhance dealers' sales, marketing and financial skills. In addition, a special two-hour Technology Boot Camp & Reception provided an overview of the latest technologies influencing retail.

NAMM U Breakfast Sessions delivered big names and big-picture strategies, including Joe Lamond leading a one-on-one with rock legend Graham Nash, guru Jay Baer, retail expert Grant Billings and "Best in Show" panel picks for finding can't-miss products at the show.

The crown jewel of the NAMM Professional Development program, the NAMM Idea Center was moved center stage to the main lobby, bathed in natural light and in the crosshairs of cameras throughout the world. More than 50 sessions presented a variety of results-oriented how-tos, tactics and tips to grow dealers' businesses delivered by NAMM members, for NAMM members.

After a successful debut at 2015 Summer NAMM, TEC Tracks, sessions for sound studio and stage pros, showcased 70+ sessions covering a number of topics across live sound, recording, touring, house of worship and game audio.



## Special Events

With more than 150 networking events, sometimes it's challenging to know what to do next at NAMM.

The show was kicked off with a very special event, as 160 local Anaheim students collectively known as the Savanna High School Grand Opening Marching Band opened the doors to NAMM with an performance that would make "The Music Man" proud.

The Annual Industry Tribute, accompanied by the Los Angeles Scots Pipe Band, honored those industry members that are no longer with us but will always be in our memories.

Leading ladies of the music industry were honored at The She Rocks Awards, which featured artists Jennifer Batten, Amy Heidemann of Karmin and Chaka Khan, as well as five amazing industry leaders, including NAMM's very own Mary Luehrson. We always knew she was a rock star!

The NAMM Campus housed five stages and hosted more than 150 bands. NAMM helps many aspiring musicians—our customers—get discovered at The NAMM Show.

The 7th Annual Night of Worship thrilled audiences with performances from Chris McClarney, Newworldson and Matt Maher.

On the NAMM Nissan Grand Plaza Stage headliners Graham Nash, Dr. John & The Nite Trippers, and The Legends Concert rocked with classics from Chicago, Three Dog Night and the Spencer Davis Group.

The Pioneer DJ Happy Hour happened every day at NAMM's CenterStage, showcasing high-profile DJ guests like Matt Play, Supersede, DJ Raw and Philip Lacio.







## Helping People Make More Music

NAMM's Public Affairs and Government Relations team transformed the Hilton Hotel into the center of the music education universe, as they welcomed music educators, music students, government officials, media and music industry professionals. The series of forums and events are designed to keep NAMM members abreast of regulatory issues, and provide advocacy strategies and tools to expand the reach and presence within local communities.

A centerpiece of The NAMM Foundation's program was The Grand Rally for Music Education, a global thought-center and salute to music education. Internationally acclaimed Canadian Brass opened the rally with their trademark processional and NAMM Foundation Executive Director Mary Luehrsen hosted an unforgettable exchange with "Weird Al" Yankovic, who reminded everyone that "if you make a living doing something you're passionate about, you're already successful."



# TEC Awards

Technical excellence and creativity were honored at the 31st Annual NAMM TEC Awards, with winners in 31 technical and creative achievement categories acknowledging some of the very best in professional audio and sound production. Winners ranged from NAMM members Avid, iZotope, Shure, and Solid State Logic to the sound production team behind HBO's popular "Game of Thrones" series to the producers of James Taylor's latest album, "Before This World."

"This gathering of the music technology and pro

audio community at NAMM helps to complete the full spectrum of music-making tribes at The NAMM Show," said Joe Lamond, president and CEO of NAMM.

Comedian Sinbad brought the laughs as the jubilant host of the awards show. Don Was, one of music's most significant artists and executives, received the prestigious Les Paul Award. Jeff "Skunk" Baxter along with Record Plant's Chris Stone and the late Gary Kellgren became the newest inductees to the NAMM TEC Awards Hall of Fame.



## See You Next Year!

Mark your calendars for our next global family reunion as The 2017 NAMM Show returns to Anaheim January 19–22, 2017!

Want to see more from The 2016 NAMM Show? View photo and video galleries, press releases and recaps at [namm.org/thenammshow](http://namm.org/thenammshow).



## the **inspiration** begins here

From its busy aisles filled with the latest musical gear and pro audio products to star-studded events and the lure of Music City nightlife, there's something for everyone at Summer NAMM. Set your business up for success in the busy fall and holiday selling season by making plans to join us in Nashville, June 23–25.

According to many NAMM members, there's something uniquely special about Summer NAMM. Maybe it's the more intimate vibe, perfect for networking, building relationships with vendors and catching up with old friends. Or perhaps it's all of the inspiring, one-of-a-kind gear being offered by new exhibitors making their market debut at the show. Then again, it could be the scenic Nashville setting that makes time spent there feel more like a fun family getaway than a routine business trip. Whatever it is, last years' Summer NAMM continued to build a faithful following among top buyers and experience double-digit growth in exhibitors.

Start planning your schedule now to make the most of all that's available to you at 2016 Summer NAMM.

### **Retail Boot Camp**

This year NAMM U offers two tracks to choose from at this full-day intensive training: Sales & Marketing and Finance. This FREE professional education program is designed for anyone in music retail—so bring the whole team! Sign up now at [namm.org/rbc](http://namm.org/rbc).

### **Looking for Great Gear? Expect the Unexpected!**

At Summer NAMM, you not only stroll

down aisles filled with some of the biggest manufacturers in the music products industry, you'll also see a wide variety of upstart companies debuting their gear for the first time. That means you can head home with exciting new products that won't be available on your competitors' shelves.

### **Free NAMM U Professional Education**

From the intensive pre-show Retail Boot Camp to the standing-room-only Breakfast Sessions and short, focused Idea Center sessions, you're sure to leave with lots of great ideas for fine-tuning or elevating

## rave reviews

"I couldn't imagine not coming to this show. We have at least 20 people here: buyers, sales management, marketing—including people creating web content. And I love Nashville. At this show, I spend quality time with products and vendors, really getting to talk with people, friends."

**Chuck Surack, president and founder of Sweetwater Sound**

"Summer NAMM is the perfect opportunity to meet with a large number of our dealers in one short period. We were able to review new products, discuss holiday promotions and get feedback en masse at a reasonable expense, compared to visiting each of the accounts individually. I look forward to Summer NAMM continuing to grow and expand."

**Stephen Schmidt, vice president of Casio America, Inc.**



## Who Will Be 2016's Dealer of the Year?

Join us for the sixth annual NAMM Top 100 Dealer Awards to find out who goes home with this year's top prize. Who knows? It might be you!

In addition to honoring the Top 100 Dealers, NAMM will also announce its seven "Best Of" category winners, selected by a panel of industry judges. The award categories are:

- Best Store Turnaround
- Best Customer Service
- Best Store Design
- Best Marketing and Sales Promotion
- Best Online Engagement
- Music Makes a Difference Award
- Best Emerging Dealer/ "Rookie of the Year"

The Dealer of the Year will be chosen from the category winners.

The Top 100 Dealers were notified at the end of April, and we'll announce the category winners and our Dealer of the Year during the Top 100 Dealer Awards dinner on Friday, June 24, at 7 pm in Music City Center's Davidson Ballroom. Watch [namm.org/top-dealer](http://namm.org/top-dealer) for updates.

### OPPORTUNITY • COMMUNITY • PROFITABILITY

your music retail business when you head home. And don't forget, just one great idea can pay for your whole trip!

#### TEC Tracks

To meet the needs of the growing pro audio attendance at the show, Summer NAMM created TEC Tracks, three full days of technology-focused educational offerings for recording, live sound and music industry professionals.

#### More Pro Audio Options

Summer NAMM has experienced a growing interest from the technology segment and

it's apparent at the show, as more and more pro sound, recording and music app companies line the show floor aisles.

#### Live Musical Performances

It wouldn't be a NAMM show without a lot of great live music. Last year, we not only offered up some of the best local talent in Nashville on the NAMM Acoustic Nation Stage, but attendees were also treated to performances by breakout country star Dustin Lynch, mash-up queen Louisa Wendorff, Tony Lucca of The Voice fame, and more. More star-studded events are in the works for this year's show as well.

Register for badges and book your hotel in one easy-to-manage process at [namm.org/summer/2016/badges](http://namm.org/summer/2016/badges).



"I come here because I'm hoping to find that next guy, that next Gibson, that next Fender, that next JBL or Electrovoice—somebody who's got a 10x10 booth but with a great idea. I always want to find that little niche guy who may one day be something, and I'll be able to say, 'I found him.'"

**Sammy Ash of Sam Ash Music**

"Summer NAMM is a lot bigger and better this year and it's great to see more pro audio exhibitors. I'm very pleased with what's happening at the show."

**Ray Arsenaul of Corner Music**



Everyone gets the opportunity to be a  
NAMM Young Professional.

**NAMM**<sup>®</sup>  
Young Professionals

Is this your time?

If you'd like to network with other industry professionals under 40, join us at Summer NAMM in Nashville for a special industry keynote address and happy hour mixer. NAMM YP is a great way to connect with like-minded peers and build solid business relationships that can turn into lifelong friendships.

For more information, visit [NAMMYP.COM](http://NAMMYP.COM).

Friday, June 24 • 4 pm-6 pm Idea Center Sessions • 5 pm-6 pm Reception  
at the NAMM Member Center in the MCC Lobby

## NAMM Objective #2: Membership

- Recruit and retain members by making NAMM services an invaluable tool for success
- Convene stakeholders around industry issues to provide tools and strategies to help members address challenges and pursue opportunities

**16. What's Your Story?** How Four NAMM Members  
Use Storytelling to Build Their Brands



# What's Your Story?

MEET THE DIVERSE NAMM MEMBER COMPANIES USING THE ANCIENT ART OF STORYTELLING TO BUILD THEIR BRANDS AND CREATE AN EMOTIONAL CONNECTION WITH THEIR CUSTOMERS.





## STORYTELLING: SEO FOR THE HUMAN BRAIN

The biggest trend in marketing right now is actually one of the oldest forms of human expression—storytelling. Studies show that telling a compelling story engages people at an emotional level, and helps them to process and retain information more fully.

By sharing your company's story, you not only humanize your brand, but you also gain your customer's trust and boost sales. And while taking an analytical approach to selling may appeal to the logical side of the brain, studies show that the decision to purchase is an emotional one.

This doesn't mean that your marketing materials need to sound like

a Hallmark card. Effective storytelling is all about being real, inspiring action and creating a connection. Whether it's on your website, in the sales process or through your marketing materials, every interaction with your customer is an opportunity to let them know who you are, what makes you unique and why you care about them.

It's also important to adapt your story to your company's individual style and objectives. Are you quirky and fun? Passionate and customer-service driven? Are you an established brand with a rich family heritage? Did you discover an unanswered need and set out to fill it? As you'll see, each of the companies you're about to meet has their own unique story to share and a distinctive way of telling it.



## Paul Decker

MUSIC VILLA  
BOZEMAN, MONTANA

Music Villa perfectly reflects the laid-back vibe of the Montana ski/college town where it's located. Extremely active on social media, they weave bits of storytelling into everything they do, from their gear reviews to their tongue-in-cheek Facebook posts detailing the adventures of their spirited staff. They also share pictures of people who just purchased new gear from the store, highlighting them as the "Happy Customer of the Day."

To establish themselves as the community resource for all things music, they send off weekly emails listing local musical events, publish a Montana Band Directory and maintain a used gear feed on Instagram that leads to their website. In addition, they share the stories behind their products in their Acoustic Letter multimedia campaign, where they review, demo and promote each guitar that comes through the shop. On their YouTube channel, which has more than 12.6 million views, you'll even find episodes of their now-defunct reality show, "The Music Store," where they exposed the humorous side of Music Villa's daily happenings.

### What role does storytelling play in your business?

I think everything has a story. Having a long-term and knowledgeable staff means you will always have a personal experience. From the smallest parts to cables to the finest guitars, someone on our staff will have a story with a product, and hopefully they still love to tell it.

### Music Villa had its own reality show. How did that come about?

One Summer NAMM, we were sitting in the hotel watching all the reality shows on TV. These shows were pretty funny and it became obvious that what goes on in a music store each day would make some great entertainment. We just said, "Let's film our own reality show!" Luckily, we had a great team of web guys who knew how to capture some of the funny stuff that happens day-to-day.

### How was it received?

It was pretty mixed at first. Some people thought we were crazy and others were eagerly waiting for the next episode.

### That sounds like a fun project, but a lot of work.

It made a fun environment for us and brought our audience into our store to see who and what we are. We were all proud of it, but we really needed to focus on some other web-building strategies. It takes the right group of people and can be very time-consuming. One day we hope to make a few more episodes.

### What advice would you give to other music products professionals about finding the right story to tell?

It's all about passion. If you don't have that, then you won't have a story. If you work at building relationships with people, then your story will come naturally. Don't be afraid to try new things.



## Tish Ciravolo

DAISY ROCK GUITARS  
LOS ANGELES, CALIFORNIA

Tish Ciravolo of Daisy Rock Guitars is a perfect example of someone who found a void in the market and filled it. When she took up the bass in seventh grade, her first music store experience was a negative one and the guitar she left with “felt like a heavy baseball bat.” After returning it for one that felt more comfortable, Tish assembled her first all-girl band.

Then one day, years later, her daughter drew a picture of a daisy, and an idea popped into Tish’s head. She drew a neck and headstock on the flower and then showed the drawing to her husband, Michael, who is president of Schecter Guitars. That’s when they decided to manufacture the world’s first “girl guitar,” giving it a slimmer neck, a lighter body, and offering the instrument in a variety of fun styles and colors that would inspire more young girls to play...and the rest is history. The story of the guitar’s inception has inspired an abundance of positive publicity for Tish, from a TED Talk to coverage on national talk shows and magazines.

### **In what ways do you use storytelling to market your business?**

When you create the original girl guitar company, the stories just keep coming! Every girl has her own story to tell about falling in love with music.

### **Your story has attracted a lot of media attention. Why do you think it resonates with people?**

It started with “Newsweek” calling me about why I would make a girl guitar. Then People magazine, then “The Today Show” and watching Katie Couric play a Daisy Rock before the commercial break. It resonates because I turned a negative discrimination into a positive image and welcomed a whole new customer to this industry.

### **What kind of reactions do you get when you share your experiences of trying to be taken seriously at as a female rocker?**

When people hearing my story are not in the music industry, they’re surprised that so much discrimination existed, although they knew about it on some level. I’ve received so much positive feedback from people. Think about it—because of something I created, now every parent thinks “... or my daughter could learn how to play guitar” just like piano, violin or flute. We changed society and the stereotypical idea of a girl and a guitar.

### **Do you think that a big part of your brand is representing girl power?**

Daisy Rock Girl Guitars was born from the desire for my daughters to have a better experience as female musicians. We started the girls rock revolution. Everything happening after 2000—girls on TV playing guitars, girls in movies playing guitars, girl bands being treated like it is a normal thing to do—happens only because of the creation of a girl guitar. With more than 600 (recording) artists playing our guitar, including guys, we have so many proud owners.

### **Why do you think stories are important in building a relationship with your customers?**

The only way to relate and communicate is to build relationships with your customers through stories. NAMM 2016 was the first year I had more than 20 girls come up to me and say, “I started on your guitar at the age of 6 and because of you and Daisy Rock, I found my muse.” It gets me every time, every single time... I cry.

### **What advice would you give to other music products professionals about finding the right story to tell?**

Find your lane. Don’t copy what is out there. Don’t paint it pink, so girls will like it. Create from the heart; create from the experiences... what is your chain of life events that led you here? Use that. That is your gold.



## Grant Billings

PIANO GALLERY  
NAPLES, FLORIDA

As a third-generation “piano matchmaker,” Grant Billings always knew that his family history played an important role in their brand. But it wasn’t until his web designer, Brian Artka of Size 43, suggested telling their story on video that the Billings’ musical heritage took front and center.

After seeing examples of Brian’s filmmaking, Grant realized the idea had marketing potential, but even he was surprised at the flood of positive feedback he’s received since debuting their “Three Generations” video.

Grant believes that sharing his family’s unique story has created an intimacy with his customers that he didn’t realize before. “If they’ve seen the video online before coming to the store, it feels like we’re friends right away. It’s much easier to build rapport.”

### **What role do you think storytelling can play in building a relationship with your customers?**

Today, your website needs to be the way that most of your customers meet you because nearly every purchase decision begins online. The old adage that “people buy from people, not companies” still holds true. I learned early on, if people don’t trust you, they’re not going to buy anything from you. Telling our story on video sets the relationship off right.

### **Why do you think video is such an effective medium?**

The human brain processes images infinitely faster than text, and web surfers love video. Only about 20 percent of a website’s visitors actually read the content, compared to the 80 percent that will watch a video. People connect emotionally when they hear a voice and see movement—it captures their attention and they’re much more likely to retain the information. We were early adopters of using a website to enhance the brick-and-mortar experience.

Once online video became ubiquitous, investing in getting our story out there as effectively and professionally as possible became a no-brainer.

Telling the story is important, but telling the story in a way that makes more people want to get into music, that’s what Brian did for me.

### **How are you currently using the video?**

We integrate our videos everywhere possible: on our website, on YouTube, through links in our email signatures, and running on video monitors in our showroom.

### **What kind of feedback have you received?**

We’re attracting more of the people who become our best clients, and we become friends much faster. I’ve also had to change my presentation a little. Now, when we talk about how long I’ve been working in a piano store, my clients say, “I know! Your first job was building benches!”

### **Do you think it’s changed people’s perception of your stores? How?**

Absolutely. As a Steinway Piano Gallery, our biggest marketing challenge is getting the word out that Steinway offers pianos in all price ranges and that we carry used and digital pianos. Even though the videos focus on why we do what we do, people are so moved that they come in to check us out. Somehow, the video sends the message that we have something for everybody, and we love helping them find it.

### **Any advice for other music products professionals wanting to share their stories?**

First of all, work with a professional. The most remarkable part of the experience to me was the things that Brian found that resonate with customers. I doubt I would have ever had the idea of filming myself building a bench. That simple idea—which happened because it was raining so hard outside that we couldn’t get clean audio for the interviews—became the bookends of the Three Generations video. Almost everybody I showed the first draft to cried when they saw it. They cried! It was a small investment but, in the end, we got better product than we could have made ourselves—and we got it faster.



## David Gibbs

SYSTEM BLUE  
KANSAS CITY, MISSOURI

System Blue takes a fresh approach to storytelling, making its consumers the protagonist of their tale. Colorful, passionate and filled with inspiration, its website talks to customers like they're old friends, explaining that the System Blue staff once marched where they're marching and will be there to cheer them on every step of the way.

Like a marching arts competitor going for the gold, System Blue is not afraid to pull at the heartstrings or use flair and drama to make their point. The result is a compelling brand story that leaves the customer feeling inspired, supported and understood.

### **In what ways do you use storytelling to market your business?**

Storytelling is at the very core of everything we do. It's the fabric of our entire world. We live in the world of pageantry, where every performance is about the story. The best story is timeless, always getting told time and again.

Our goal is to be with the band director, student or customer from beginning and throughout their journey. We will not stop just upon delivery of a product. We understand what that feels like. We know that everyone needs help in all aspects of how they participate in the marching arts. We intend to be there all the time.

### **Your storytelling is very inspiring and often moving. What's your secret?**

Our video team, photographers, graphic designers, web master and marketing director are constantly collaborating to tell our story in the most transparent, extraordinary way possible. They like to pull at the heartstrings, and they do. Our lifestyle video tells the story of System Blue without a single word uttered in the three-minute movie, letting the imagery and music speak for itself.

### **Even your packaging takes a personal approach. How have your customers reacted to this?**

We know it is a big deal to get a new instrument and the emotional attachment you'll have to that horn or drum. We know that your journey with that instrument will make a huge impact on your life and carry a lot of significance. With this in mind, it should arrive in a package that lets you know, this is special, made for you by people who are you.

Recently, after receiving their System Blue horns for the first time, the director of a drum corps wrote us immediately, telling us that when he saw the words "Together, it is our turn" written on the outside of the box, he got choked up. He said he truly felt like a part of our family and that their time had come.

### **Does this approach make your staff feel more invested at work and with the customer?**

Our team is very close. Many of us have known, marched, taught and worked with each other for a very long time. Everyone brings something different to the table—some kind of expertise that makes System Blue the brand it is today. When you engage with us on any level, you won't find a more caring, sincere, helpful group of people.

I'm not even sure I would like to call the people in our world "customers." I would hope that we've created a space even more inviting than that. When you join us at a camp or decide to march with one of our instruments, perform in our shoes or play our sticks and mallets, we believe you're part of our world, part of our experience and one of the System Blue family.

### **You also invite your customers to share their stories. How did that come about?**

We started a campaign last year called the System Blue Tuesday Toot, creating a platform for our System Blue family to share their crafty side, their silly side, their talent, and ultimately their story. Now every Tuesday, we get loads of people sharing their "toot" with us. We make sure we engage with everyone who submits a video and love seeing all the creative ways they express themselves. We believe that everyone's stories are part of the fabric of the brand.

### **What advice would you give to other music products professionals about finding the right story to tell?**

The story of your brand is perhaps the most powerful tool you have. You have to be committed to your core values. When a product professional considers their marketing and advertising, I would advise that they keep the story in mind first, build on the story, and pull at the heartstrings. Consider your audience, the voice you need to create, and engage.



# NAMM<sup>®</sup> | U

## Grow Your Business

At Summer NAMM, you'll not only discover great gear to line your shelves, you can also pick up groundbreaking ideas and strategies designed to help you grow your business.

NAMM U at Summer NAMM offers three professional education tracks that you can mix and match:



### Retail Boot Camp

**The Best Intensive One-Day Training for Your Music Retail Business**

Join us a day before the show and walk away with dozens of new ideas and strategies that you can use right away. Choose the Sales & Marketing track or focus on Finance. Bring the whole team, and watch your sales soar.



### NAMM U Breakfast Sessions

**Big Names, Big-Picture Strategies**

Join us for these daily in-depth discussions and big-picture presentations focusing on doing business in today's competitive music retail marketplace.



### NAMM Idea Center Sessions

**Results-Oriented How-Tos, Tactics and Tips**

These sessions are loaded with proven business-building ideas that you can put to use immediately, focusing on such critical topics as online marketing, lesson programs and store design.



NAMM® idea center

Your Business

NAMM® idea center

## NAMM Objective #3: Professional Development

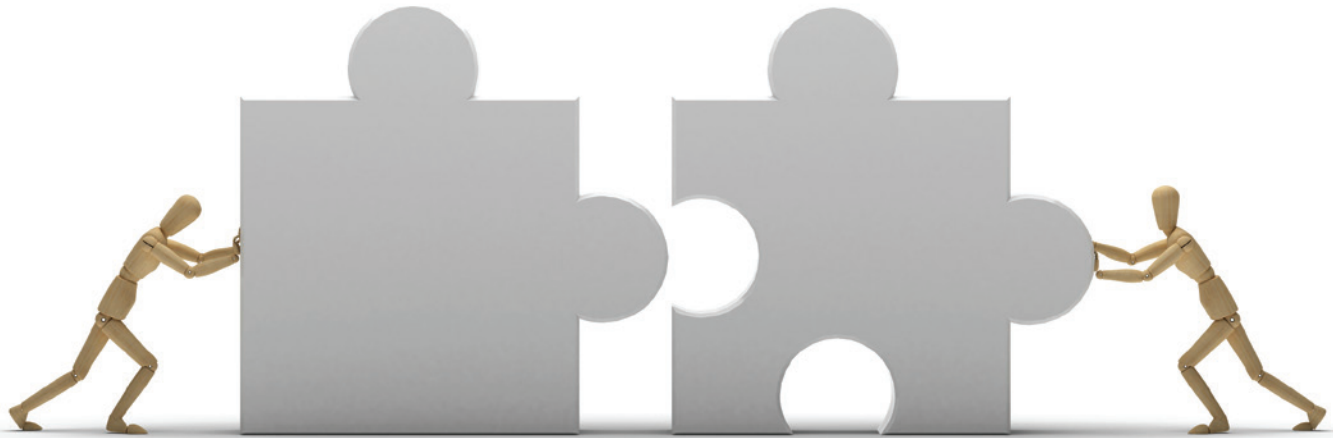
- Provide relevant and high-value educational programs for NAMM members

24. 6 Steps to Partnering With Great Corporate and Local Sponsors

25. How (and Why) One Dealer Eliminated Makeup Lessons

26. Get Press in UpBeat Daily—Get Seen at Summer NAMM

27. 7 Ways to Market Your Brand at the Show



# 6 Steps to Partnering With Great Corporate and Local Sponsors

I'd never made a cold call in my life until several months ago. As I made my first, I stopped before hitting the last digit. I'd put a script together but still hesitated. If it weren't for Mason Music, my retail business, I might have never finished punching in that phone number and, as a result, missed out on a world of sponsorship opportunities.

## 1 Get prepared

Before approaching any potential sponsor, you need to know what you're offering and what value you're creating. For example, we offered our upper-level sponsors the opportunity to have an article in our newsletter, which is distributed to nearly 2,000 people in a high-income market.

Develop a tiered benefits package, using names or items that have significance to your brand or business. *Tip: Stick to three or four levels of sponsorship at most.*

## 2 Create your call list

Make note of current sponsors in your area. These companies are already convinced of the value of corporate sponsorships. Do your homework to ensure they are aligned with your business values.

## 3 Make the call

Don't use email for your initial contact—most will be ignored or deleted. Phone calls or in-person meetings are your best bet to pitch your idea and get the message across.

## 4 Make the ask

Show them how partnering with your brand through sponsorships will benefit their company specifically. *Tip: Start your call list with the companies you're approaching for the presenting sponsor level. If you can get that locked down first, other companies will be more likely to take you seriously.*

Tell them you will email a PDF of your benefits package, and mention a sponsorship decision deadline in person and via email.

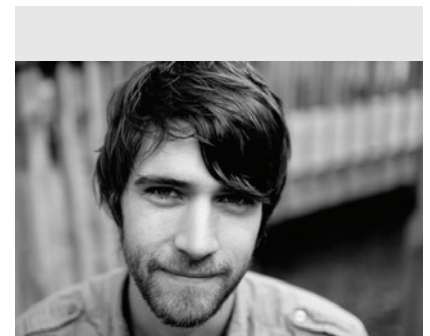
## 5 Follow up (and be ready to hear "no")

Keep detailed records on your phone calls, meetings and emails, so you have a contact history. Give each contact one to two weeks before following up. In my first round of fundraising, I heard "no" (or crickets) a whopping 43 times. But I heard "yes" nine times—and was able to raise nearly \$20,000 courtesy of those nine partners.

## 6 Follow through

Under-promise and over-deliver. Collect data on your campaign, and ask sponsors to let you know when they get calls from your customers.

Also, be sure to thank your sponsors! Some organizations make plaques or send photos; we hand-deliver thank you packages with T-shirts and backstage passes at the events. The important thing is that you do something thoughtful to thank them.



by Will Mason  
Mason Music  
Birmingham, AL

# How (and Why) One NAMM Dealer Eliminated Makeup Lessons



For Carol Cook of The Music Room in Palatine, Illinois, managing canceled lessons prevented her team from doing what they do best—teaching. Here's what Carol did to create a successful lessons program that takes everyone's schedule into consideration.

## Simplify Lesson Sign-ups

By agreeing to reschedule lessons, Carol believes she and her staff were devaluing their time. Now, she no longer takes lesson program enrollments by phone, but instead requests that her new students and their parents stop by for a mini-lesson registration appointment. This allows Carol to present her lesson offerings, answer any questions and complete the sign-up process in person.

She also offers two different ways to enroll. The first is floating lessons, where students can call to schedule one lesson at a time and each lesson is paid for at the time of booking. Floating lessons are offered at the regular price and can be rescheduled with 24-hour notice.

The second option is to offer discounted weekly lessons that can't be rescheduled. If students can't commit to a month, they must instead schedule their lessons on a floating basis.

## Present Lesson Options Clearly

According to Carol, it's critical to offer your customers a choice, clearly stating the benefits of each option. At the mini-appointment, she tells her prospective students that they will see greater progress if they take weekly lessons and stick with them. Other benefits of weekly recurring lessons include dated, weekly, written assignments and customized goal plans. She says parents and students like having such a plan because it helps to measure progress and results. In addition, students are also evaluated every six months and receive a rebate on their one-year anniversary if they haven't missed any lessons.

## A Win-Win for Everyone

The changes Carol made in her lesson program have been well received and have helped her child and adult learners alike. And even though some students switched from a regular time slot to a floating basis, they didn't quit. Overall, Carol says that using this new structure has ultimately raised the level of the lesson experience.



The Official **NAMM** Show Publication

# UpBeat

DAILY



## Get Press in UpBeat Daily at Summer NAMM

You're launching the ultimate product at 2016 Summer NAMM. You want to drive more attendees to your booth. Here's your last step—Make sure to submit your press release to UpBeat Daily, the official magazine of Summer NAMM. Music retail buyers turn to UpBeat Daily each morning of the show to decide what booths to visit and products to see. Given that, here are a few pointers for getting press in UpBeat Daily.

- Keep your press releases between 100 and 250 words, no longer.
- In the first paragraph, be sure to include your company name, the name of your new product or service, and a sentence that describes what it is—and, if appropriate, what makes it so unique, sellable or important to the marketplace.
- Flesh out the rest of the press release by explaining key features of the product or service. Dive deeper into what makes it unique and special, what problems it solves for musicians, and why it will sell through at retail. If it's an upgrade of a previous product, explain what makes it new and notable.
- Avoid the use of adjectives and such words and phrases as "revolutionary" and "one-of-a-kind"—readers overlook them.
- Always put yourself in the mindset of music retail buyers shopping the show floor. They have limited time and attention. They're likely to see hundreds, if not thousands, of new products and services at the show. If you were shopping Summer NAMM, what would catch your attention and make you want to visit an exhibitor's booth? What would make a product irresistible and necessary to see, especially going into the critical holiday selling season?
- When you're finished writing your press release, submit it to UpBeat Daily in basic word-processing formats, such as Word or TextEdit. And, of course, include a high-resolution photo of your product or service, if appropriate. JPEG, TIFF and PDF file formats are preferred, with a resolution of at least 300 dots per inch.
- Email your press releases to [editor@upbeatdaily.com](mailto:editor@upbeatdaily.com) by May 12, 2016. Call 630-941-2030 or follow up with a second email to ensure that UpBeat Daily received your press releases. Do not send links to an FTP site.

Good luck, and don't miss this opportunity to get exposure at Summer NAMM!

(Note: You must be exhibiting at Summer NAMM to have your press in *UpBeat Daily*.)

# 7 Ways to Market Your Brand at Summer NAMM



If you're exhibiting at the show, we encourage you to take advantage of all of the great public relations and media outreach opportunities available to your company. Here are a few ways to maximize your PR potential at Summer NAMM.



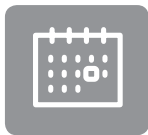
## 1. Submit Any Interesting Stories or Products to Our PR Crew

Before the show, email Jeanne O'Keefe at The Lippin Group, [namm@lippingroup.com](mailto:namm@lippingroup.com), or NAMM Public Relations, [publicrelations@namm.org](mailto:publicrelations@namm.org), to inform them of any interesting new products or news related to your brands at the show.



## 2. Upload Your Company's Press Kit

Post a PDF of your press kit or other company news to [namm.org/exhibit/SS16/dashboard](http://namm.org/exhibit/SS16/dashboard). Exhibitors may upload one PDF per company of up to 50MB. Once received, these media kits will then be displayed in the NAMM Virtual Media Center at [namm.org/summer/2016/media-center](http://namm.org/summer/2016/media-center).



## 3. Publicize Your Events and Booth Appearances

Email your celebrity and artist appearances to [ar@namm.org](mailto:ar@namm.org). This will help NAMM create PR opportunities for exhibitors, publicize the appearance to attendees and provide a seamless and exclusive NAMM experience for celebrity guests.



## 4. Tell the Trades

Submit new product news and booth event information to the trade media providing daily news updates from the show. These outlets include:

*UpBeat Daily:* [editor@upbeatdaily.com](mailto:editor@upbeatdaily.com)

*MMR:* [cwissmuller@timelesscom.com](mailto:cwissmuller@timelesscom.com)

*Music Inc:* [editor@musicincmag.com](mailto:editor@musicincmag.com)

*Music & Sound Retailer:* [dferrisi@testa.com](mailto:dferrisi@testa.com)

*The Music Trades:* [brian@musictrades.com](mailto:brian@musictrades.com)



## 5. Find Out Who's Covering the Show

Beginning May 16, you can request a list of the media attending Summer NAMM by emailing [namm@lippingroup.com](mailto:namm@lippingroup.com).



## 6. Share on Social Media

Mention your booth number in news posts related to your appearance at Summer NAMM across social outlets. Media will be following these feeds to find angles for coverage during the show.



Follow the tag updates with  
[@NAMMShow](https://twitter.com/NAMMShow) on Twitter



@The NAMM Show on Facebook,  
Use the hashtag #NAMM



@thenammshow on Instagram



Title and tag YouTube videos with  
'Summer NAMM 2016.'



## 7. Keep Us Alerted

Visit the NAMM Media Desk staff on-site at the Nashville Music City Center to inform us of artist or celebrity appearances, demos and other interesting events that the media should be made aware of. Often, a TV crew or other media will visit the Media Desk to ask, "What's happening now?" Help NAMM help YOU!

To discuss media opportunities at Summer NAMM, please contact Jeanne O'Keefe of The Lippin Group at (323) 965-1990, [namm@LippinGroup.com](mailto:namm@LippinGroup.com) or NAMM Public Relations at [publicrelations@namm.org](mailto:publicrelations@namm.org).



Help Us  
Create  
a World of  
Music Making

Photo Credit: Rob Davidson Photography

**MAKE A GIFT**

Donate to The NAMM Foundation's  
*Believe in Music Fund*

Since 2007, NAMM members have helped to fund nearly \$15 million in music-making programs serving people of all ages, along with groundbreaking music research that's shaped public opinion about the value of music education. And while we've made great strides, we want to do more.

And with our new Believe in Music fund—and your support—we can.

Your gift to The NAMM Foundation ensures that more children will have the opportunity to learn and grow with music. It will also raise awareness about the many benefits of music making.

**Together, we can do more.**

Learn More at

**NAMMFOUNDATION.ORG/DONATE**



## NAMM Objective #4: Market Development

- Promote music education as a right for all children
- Create, fund and market programs, initiatives and public relations campaigns designed to encourage people of all ages to make music
- Promote and represent the shared interests of NAMM members to elected officials and policy makers in the United States.

**30** Music: The Original Social Network

**31** 12th Annual NAMM DC Fly-in—The Thank You Tour!

**32** The Believe in Music Fund Rocks the House

**33** Senseney Music Joins Forces With GAMA

**34** Chasing Opportunity— How The President's Innovation Award Changes Lives

**35** Arts Program Raises Hope—and Grades!

# Music: The Original Social Network

The NAMM Foundation's Just PLAY public service announcement (PSA) campaign is designed to create more music makers by exposing people of all ages and walks of life to the benefits and joys of music.

Since 2013, NAMM's public-facing "Just PLAY" campaign has earned more than \$40 million in free advertising placements, reaching hundreds of thousands through TV and radio spots and generating millions of impressions through social media channels and billboards nationwide. In the process, the PSAs help to take away the intimidation factor of playing a musical instrument and promote the association's mission of inspiring people to make more music more often.

Now in its fourth year, "Just PLAY" took a completely unscripted approach while integrating user diversity and pro audio gear with the goal of reaching an even wider audience of music makers.

During last year's Make Music Day on June 21, Found Sound Nation and The NAMM Foundation set up 12 street recording studios across New York's five boroughs, offering hundreds of people an impromptu opportunity to make music. Using the sounds that people made that day, producers Lorna Dune and Keith Sweaty created an original track for The NAMM Foundation's 2016 PSA. The unscripted words and authentic reactions of the people featured conveyed the message that truly anyone can experience the power of making music if they... "Just PLAY."

The Street Studio is a model for collaborative music making that Found Sound Nation first pioneered at the Lucerne Music Festival in Switzerland in 2011. The premise is simple: transport the basic elements of a music studio to a public place, and make the studio open and accessible to everyone in the local community, musicians and non-musicians alike. Since then, it has traveled to 12 countries, including the Russia, South Africa, Senegal, China and festivals including Harare International Festival of the Arts, Lincoln Center Out of Doors, Big Ears in Tennessee and the Bay Chamber Festival in Maine.

NAMM members are welcome to share or embed the PSAs (via YouTube) on their websites or social media channels, play the video on in-store monitors, use the radio spot in their on-hold messages and print out posters featuring the "Just PLAY" graphics.

To access a variety of marketing assets and guidelines for using The NAMM Foundation's "Just PLAY" PSAs, we invite you to visit [namm.org/news/articles/just-play](http://namm.org/news/articles/just-play) to learn more.





# 12th Annual NAMM DC Fly-In— The Thank You Tour!

The movement to promote music education will drop into political power circles when dedicated NAMM members head to Washington, D.C., May 23–26, 2016, to further the case that all children deserve quality, comprehensive school music education programs.

Dubbed the “Thank You Tour” to celebrate the recent passage of the federal education law—the Every Student Succeeds Act (ESSA)—leaders of the music products industry, artists and other industry influencers will meet with members of Congress to thank them for their efforts in the passage of the historic bill. The visit also reinforces the importance of music being listed as part of a well-rounded education for all children.

“Dedicated members of NAMM who’ve come to Washington over the years to raise their voice in support of music education for all children should celebrate the passing of the ESSA,” says Joe Lamond, president and CEO of NAMM. “This was a victory for our cause and will benefit the 50 million children currently enrolled in U.S. public schools. But our work is far from over and we return to D.C. even more energized to achieve our goals for our members and the industry.”

Attending the NAMM Music Education Advocacy D.C. Fly-In is a remarkable opportunity to work alongside fellow NAMM members to ensure future generations have the same opportunity most of us did—to grow up with music education. For the NAMM members who participate, there’s something extremely gratifying about working to protect music education, and connecting us all to the larger meaning of the industry.

“The Fly-In and The NAMM Foundation’s SupportMusic Coalition and webcast, represent the driving reason we are all in this industry,” says A.J. Reitz of Korg USA. “The looks on the faces of children when given a key to unlock creativity is a powerful and life-changing moment.”

The music education advocacy effort will kick off on Monday morning with NAMM members sharing the power of music with students at an underserved D.C. public school. NAMM delegates will



then spend Tuesday preparing for their role as music education advocates. The next day, advocacy kicks into high gear as NAMM members head to Capitol Hill to meet directly with their senators and representatives in Congress. The day on the Hill ends with a “Celebration for Music Education” Congressional reception in the Capitol. Delegates also will hear updates on state implementation of ESSA, and hear behind-the-scenes updates on this current political season.

For more information or to register for the NAMM Advocacy Fly-In, NAMM members can email Luis Murguia at [LuisM@namm.org](mailto:LuisM@namm.org).

**Advocacy Fly-In**  
Washington, D.C. 



# The Believe in Music Fund Rocks the House

Created in 2007, The NAMM Foundation represents the generosity and philanthropy of the music products industry. And while the Foundation has been able to bring the joy of music making to thousands of people, together we can do more.

The NAMM Foundation was envisioned to be a “community chest,” where NAMM members and our partners who believe in the power of music education, and have been blessed to work in this wonderful industry, could also give back. They wanted to create a resource in which members could feel confident, knowing their donations were going to great causes.

champions and NAMM members. During The 2016 NAMM Show, The John Lennon Educational Tour Bus Imagine Party, which featured Dr. John & The Nite Trippers, benefitted The NAMM Foundation’s efforts to support music education, NAMM members John McCarthy of Rock House Method, and Doug Wimbash of Living Colour, were quick to support the movement



Since 2007, through the support of NAMM members, The NAMM Foundation has contributed nearly \$15 million to fund programs impacting people across a broad range of musical segments, genres and age demographics. And while we have made great strides, we want to do more—and with your help, we can.

“NAMM members can feel confident knowing that their donations are going to great causes, vetted by the Foundation’s Board of Directors and leveraged by the association’s substantial annual giving,” said NAMM President and CEO Joe Lamond.

with a celebrity performance on the NAMM Nissan Grand Plaza Stage. A raffle on Sunday also raised \$1,000 for Wimbash’s bass guitar, all going to benefit The NAMM Foundation’s music education effort.

“We’re very committed to giving back to help children learn music and we think contributing



to The NAMM Foundation’s Believe in Music fund is a great way to help,” said Rock House’s Executive Director John McCarthy.

The NAMM Foundation is proud to announce the Believe in Music fund, designed to offer an avenue for all NAMM members, and those who believe in music education, to give back. The fund has already benefitted from generous donations given by The NAMM Foundation Executive Committee, Maher Publications, music

A donation of any size will help us enable more young people to grow up with music education in their classrooms and music making in their lives. For more information about The NAMM Foundation or to contribute, please visit [www.nammfoundation.org/donate](http://www.nammfoundation.org/donate).





## Sensene Music Joins Forces With GAMA

By hosting GAMA's Teaching Guitar Workshops (TGW), Sensene Music not only helps to grow the number of guitar players in the Wichita area, they're also boosting their store's sales and strengthening relationships with local schools.

When Jim Hill was first approached about hosting GAMA's TGW events, he jumped at the opportunity. As Sensene Music's combo department manager, it's long been a goal of Jim's to see his local schools offer guitar classes alongside traditional band programs. "As a guitarist, I feel like there are kids out there who want to participate in music, but maybe not in traditional programs. By offering a different way for kids to get involved, I think music teachers can expand their enrollment."

Sensene Music utilized their ample recital space to host the workshops, which drew elementary and middle school teachers from a 500-mile radius of their store, though some came from as far away as New Jersey, Minnesota and Nevada. The teachers who attended responded favorably to the guitar workshop, with many returning the next year to take the Level 2 program.

"Hosting the Teaching Guitar Workshops helps to eliminate what I call the 'fear of guitar' by showing teachers how easy and fun it is to play," says Jim, "It also allows them to connect with young kids in a fun way that gets them involved in making music and removes any concerns they might have about losing enrollment of their band or choral programs."

According to Jim, hosting the TGW workshops has given the Sensene staff the chance to network with local music teachers and show them that, as they each embark upon creating a new guitar program, the store will be there every step of the way. "It's really helped us to strengthen our relationships with the schools. We've seen a definite increase in sales of student guitars, instruction books and guitar-related accessories. Our guitar repair business has picked up as well."

Jim highly recommends the program to other retailers interested in growing their guitar sales and services. "If your store has a good space where you have regular events, this is an excellent way to get people through your doors in the summertime," Jim adds. "It will also put your store on the map with music educators as the place to be for music education services and products."

NAMM has long been a sponsor of GAMA, the Guitar and Accessories Marketing Association, and its efforts to grow the guitar segment of our industry. In 1995, GAMA, NAMM and MENC launched the Teaching Guitar Workshops, training music teachers to start guitar programs in schools. To learn more, visit [discoverguitar.com](http://discoverguitar.com).



## Chasing Opportunity

### How The President's Innovation Award Changes Lives

As a President's Innovation Award Winner in 2013, Jon Giroux attended his first NAMM Show in Anaheim, where he was able to learn about and connect with the industry firsthand. Following a successful internship with D'Addario in 2014, he was hired by Warwick & Framus to work in artist relations and as a showroom manager in Nashville. We followed up with Jon to discuss his experiences at The NAMM Show, life after college and how winning the President's Innovation award helped to launch his career.

#### What got you initially interested in the music products industry?

Music was always very present in my house growing up. My grandfather was a jazz pianist, and my mother played piano as well. I started on piano when I was 5 years old. When I got to the age where it was time to pick an instrument for band or orchestra, I chose the bass because my brother played it. In college, I majored in music business and picked up a business administration minor. I always knew I'd like to do something with music, but I was never really sure what until I started learning more about the business side of the industry. Then I was hooked.

#### How do you think being a President's Innovation Award recipient helped you in your career?

Winning the President's Innovation Award was really what allowed me to attend the show. Because of the financial portion of the award, many of the other students who attended with me were actually able to make the show a reality. It's funny, many of those other students I went to school with who were Innovation Award recipients are now working in the industry as well. It's like a little mini reunion each year at the show.

#### In addition to attending The NAMM Show as a President's Innovation Award winner, you also attended the show while interning for D'Addario. How did this set you up for success?

My experience at NAMM was life changing. Through NAMM I landed my first internship with D'Addario and was eventually able to get a second internship with them doing artist relations in Nashville, where I now live. At the end of that second internship, I was fortunate enough to have met the right person who recommended I reach out to the owner of Warwick. Exactly one month after my last day with D'Addario, I was on a plane for Germany. Had I not been at NAMM, I think it's safe to say I wouldn't be where I am now.



# Arts Program Raises Hope—and Grades!

Turnaround Arts, a President's Committee on the Arts and the Humanities (PCAH) program funded in part by The NAMM Foundation, is the first federal effort to help narrow the achievement gap by increasing student engagement and improving the culture in the country's most impoverished schools.

By expanding music education opportunities in 19 high-risk schools across the U.S., The NAMM Foundation has been instrumental in the program's success.

The NAMM Foundation has funded Turnaround Arts schools since its inception in 2010, and this year grants to the tune of \$142,550 for musical instruments and music classroom materials help support the current group of Turnaround Arts schools.

Mr. Holland's Opus Foundation is once again assisting The NAMM Foundation with the grant review and will provide technical support to the schools in implementing their music programs. The NAMM Foundation is able to fund philanthropic efforts such as this thanks to private donations and revenues from the association's successful trade shows.

"We are grateful for the dedication of the administrators, teachers and parents in

the Turnaround Arts schools and their efforts to create new and better learning for students," says NAMM Foundation Executive Director Mary Luehrsen.

"NAMM members are engaged with many of these schools, providing instruments and repairs, and the energy that results from the opportunities for these students to have music in their curriculum is overwhelmingly positive."

Research conducted with support from The NAMM Foundation reveals that, between 2011 and 2014, students at Turnaround Arts schools demonstrated significant progress in student achievement. Of the eight observed schools, seven boosted their overall reading proficiency rates and six enhanced their math aptitude rates. Half of the schools improved their attendance rates significantly, as well as dramatically reducing both in-school and out-of-school suspensions.

"Students at some of the country's highest-need schools are now experiencing the power of music, thanks to The NAMM Foundation's steadfast support for the burgeoning music programs at Turnaround Arts schools," says Turnaround Arts National Director Kathy Fletcher. "Through these grants, The NAMM Foundation has helped to create keyboard labs, mariachi bands, drumming groups, rock bands and most importantly, given kids that wouldn't otherwise have access to quality music education in school, a chance to play."

Turnaround Arts started as a pilot program in eight "turnaround schools," public schools in the lowest-performing 5 percent of their state that receive School Improvement Grants through the U.S. Department of Education. Showing impressive progress, Turnaround Arts is now in 49 schools and 27 school districts with plans for further expansion.



**TURNAROUND:ARTS**  
creating success in schools

September 15–18, 2016  
Sokolniki Exhibition and Convention Centre, Moscow, Russia

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**2016**

September 15–17, 2016  
Sokolniki Exhibition and Convention Centre, Moscow, Russia

**prolight+sound**  
**NAMM**<sup>®</sup>  
**RUSSIA**  
**2016**

## Develop Your Business in Russia

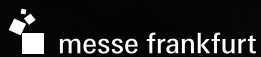
NAMM makes it easier than ever for you to connect with buyers, distributors, music educators and corporate decision makers from Russia and the CIS countries.

Held in Moscow, September 15–18, the NAMM Musikmesse Russia and Pro Light + Sound NAMM Russia trade shows offer a wise investment opportunity for companies wanting to expand into the dynamic Russian marketplace.



To learn more about exhibiting, please visit [namm.org/russia](http://namm.org/russia), contact your NAMM Business Partner at 800-767-6266 (760-438-8001) or email [tradeshowsales@namm.org](mailto:tradeshowsales@namm.org).

Organizers:



Technical partners:





## NAMM Objective #5: Global Impact

- Expand NAMM's Circle of Benefits model by pursuing new opportunities globally
- Increase global attendance at NAMM trade shows
- Convene a global coalition of stakeholders around industry issues

**38.** NAMM Charts Path to More Music Makers in China

**39.** Belonging to NAMM: A Global Perspective



# NAMM Charts Path to More Music Makers in China

Two NAMM-led programs help create business opportunities and develop music education in the world's most populous country. The commitment to NAMM's vision of "a world in which the joy of music making is a precious element of daily living for everyone" goes well beyond the United States, including NAMM's decade-long commitment to create more music makers in China.



In October, NAMM partnered in China's first-ever National Music Education Conference, helping to bring award-winning, cutting-edge practitioners and researchers to this groundbreaking event. For a U.S.-based organization to help shape music education in the world's most populous country—and a one-party state at that—is, as the saying goes, a pretty big deal—particularly for an association from a niche industry that's headquartered on the other side of the world. The conference was the first free subscription conference in China, with teachers, professors and graduate students traveling from all over the country to discuss tactics and strategies for creating more music education opportunities across China, and to develop techniques by music educators to stay relevant to the modern student.

Wu Bin, secretary general of the China Society of Music Education, praised NAMM's efforts. "In 2006, we held a Music Education Summit, which played a significant role in developing China's music education theory and sharing best practices. Nine years later, NAMM proposed to hold a China music education conference during the Music China

show. Within two weeks, registration for the conference exceeded 1,500, demonstrating a warm welcome from music educators, invited speakers and practitioners, as well as the great influence of our society. I would like to express my sincere thanks to NAMM for their continuous support for the development of China's music education."

## Providing Professional Education at Music China

In addition to NAMM's support of the China Society of Music Education, the association also continued to develop its role at Music China, partnering with show producers to provide NAMM U-style professional development classes for music retailers, as well as retail stores with music schools. As in previous years, NAMM offered nine educational sessions in 2015 that were tailor-made to the Chinese market, drawing a record-breaking total of more than 2,100 attendees.

From its humble beginnings 10 years ago, NAMM U at Music China has since become an integral part of the show, one that's fully financed by the event organizers. Over the course of the past decade, approximately 12,000 people have attended the 90+ sessions presented, and the program has played a significant role in developing China's music retail sector through the tried-and-tested concept of sharing best practices for the benefit of the whole market. Former NAMM Chairman Steve West explains the importance of NAMM's partnership with Music China. "It has been my privilege to attend not only the first, but all subsequent Music China shows in Shanghai. In the beginning, there were no educational sessions, but due to collaboration between NAMM and Music China, educational sessions began, based on a format similar to NAMM U sessions at The NAMM Show. Through NAMM U's educational opportunities, the importance of servicing the

NAMM will continue its support of Music China and efforts to increase music education across China as a means to grow the industry and create a more musical world.

—NAMM Chairman Mark Goff

customers, adding value, merchandising and so forth, has greatly impacted not only the way music stores are servicing the customer, but also has greatly increased the number of music makers in China."

Just think of the opportunities for NAMM members, as 1 billion+ Chinese continue to embrace music. Current NAMM Chairman Mark Goff eloquently summarizes how efforts in China align with NAMM's vision: "NAMM will continue its support of Music China and efforts to increase music education across China as a means to grow the industry and create a more musical world."

## Belonging to NAMM: A Global Perspective

With more than 120 countries attending this year's record-breaking NAMM Show, international members are finding it more important than ever to take part in this global event and connect with the NAMM community.



"NAMM is the most important show for us, especially now. It gives us an opportunity to showcase our new products every year and also to meet with our international distributors from all over the world, we can go over their past year's performance, as well as our expectations and targets for the coming year and also tell them about the new initiatives we have to support them in their marketing."

QUINCY YU • TYCOON PERCUSSION • THAILAND



"We can share information and discuss what's going on in the other countries. It's not just a friend's table where we can talk, but we learn. We learn a lot here and the information we bring to Brazil, we can reproduce what our colleagues have done in their countries."

DANIEL NEVES • ANAFIMA ASSOCIATION • BRAZIL



"NAMM benefits us a lot. We've been coming here for eight years. If we weren't benefitting, we wouldn't be returning every year. We see all of our global suppliers and get to meet the global community. We are one family here. You see a lot of new products being displayed and you can discuss with the manufacturers. Our company is regarded as #1 because you see every new product first in our shop. Some products our competitors don't even know about, you'll see in our place. "

UCHE EZEANI • DE-SAINTS VIEW MUSIC • NIGERIA

# Welcome

## To Our New & Returning Members From Around the Globe

**101 Crossroads Sound Studio, Inc.**  
Rogersville, AL

**12inch Skinz**  
Tulsa, OK

**17th Street Records, LLC**  
Costa Mesa, CA

**4211 Sweden AB**  
Uppsala, Sweden

**4C Music Ltd.**  
Istanbul, Turkey

**90210 Entertainment Group, Inc.**  
Culver City, CA

**A.U.A.M. Academy of Universal Arts and Music**  
Yucaipa, CA

**A5 Tech Audio Ind Com Ltda ME**  
Rio de Janeiro, Brazil

**Aarion Creations Ltd**  
London, U.K.

**ABC Music**  
Castro Valley, CA

**Acoustic Story, LLC**  
Salem, OR

**Action Figure Studios**  
Santa Barbara, CA

**Active Media Production Group**  
San Diego, CA

**Acus Sound Engineering, Srl**  
Recanati, Italy

**Adoro UG**  
Ellerbek, Germany

**Aero3 Guitars, LLC**  
Moon Township, PA

**AF Datalink Cabos, Conexoes E Sistemas Ltda**  
Embu Das Artes, Brazil

**Aftermarket Percussion Products, Inc.**  
Riverside, CA

**Aidis Flute & Musical Instruments Co.**  
Tachung, Taiwan

**AI Zen Producciones**  
Xochimilco, Mexico

**Alcala Luthieri, LLC**  
La Puente, CA

**Alexandernaut**  
San Francisco, CA

**All Music Inc**  
Plainview, NY

**Allegiant Records**  
San Anselmo, CA

**Alliance Solutions**  
Ridgefield, CT

**Allied Components International**  
Foothill Ranch, CA

**Alloy Instruments, Inc**  
Portland, OR

**ALMACEN RADIO PARTS S.A.**  
San Salvador, El Salvador

**Altenburg Piano House**  
Elizabeth, NJ

**ALX Cellular Repair**  
Manteca, CA

**Amedia Zil ve Muzik Aletleri**  
Istanbul, Turkey

**American Retail Supply**  
Kent, WA

**Amjelsrepresentaciones. Com**  
Cali, Colombia

**AMS CONSULTANTS**  
Allston, MA

**Anatomy of Sound**  
Trabuco Canyon, CA

**Anew Communications Technology**  
Centennial, CO

**Ant Music**  
Scunthorpe, U.K.

**Anthony Mims Music Corner**  
Stockton, CA

**Anthony's Custom Audio & Video**  
Orangevale, CA

**Anything In Wood**  
Fullerton, CA

**Apex-Brasil**  
Miami, FL

**Archie's Guitars**  
Richardson, TX

**Armor Gold Inc.**  
Anaheim, CA

**Arpeggio Music Academy, LLC**  
San Antonio, TX

**Arsheh Jaam E Jam**  
Tehran, Iran

**ART Audio**  
Kingston, Canada

**Art For The Ears Limited**  
Collingwood, Canada

**Artistic Partners**  
San Juan, Puerto Rico

**ARTV Industries, LLC**  
Cartersville, GA

**Asaphaus**  
Seoul, South Korea

**Asken Guitars**  
Los Angeles, CA

**Atlantic City Instrument Rental**  
Mays Landing, NJ

**Atlantic Woodworks**  
Riva, MD

**Atomic Music**  
Beltsville, MD

**Atomika Studios**  
Tervuren, Belgium

**ATV Group Corp. USA**  
Gardena, CA

**Audio Alchemist**  
New City, NY

**Audio Asylum Custom Guitars**  
Millersburg, MI

**Audio Engineering Society, Inc.**  
New York, NY

**Audio Video Projection & Lighting Services**  
Turlock, CA

**Audio46**  
New York, NY

**Augusta Station Enterprises, LLC**  
Saint Charles, MO

**Automation Express Inc.**  
Parma, OH

**Avalanche Strategies LLC**  
Selbyville, DE

**Avec Productions Inc**  
San Leandro, CA

**Avi Sound Systems, S.A. De C.V.**  
Zapopan, Mexico

**AVIX**  
Seongnam, South Korea

**Babylon Cowboys, LLC**  
West Linn, OR

**Bach Musical Instruments**  
Busan, South Korea

**Backbeat**  
St. Louis, MO

**Backstage Music Network**  
Boca Raton, FL

**BadBunny Music, LLC**  
Doylestown, PA

**Baikal Microphones LLC**  
Tula, Russia

**Baillie Live Sound**  
Martinez, CA

**Baires Rocks**  
Buenos Aires, Argentina

**Baker School of Music LLC**  
Gilbert, AZ

**Baltimore's Premier Event Solutions LTD**  
Middle River, MD

**Band of Brothers – A Luthier's Collective**  
Pismo Beach, CA

**Bang-Go-Boom**  
Campbell, CA

**Banjo Studio**  
New Orleans, LA

**Bare Knuckle Pickups Ltd.**  
Falmouth, U.K.

**Basiner Co., Ltd.**  
Taipei, Taiwan

**Bass & Treble Corporation**  
Pompano Beach, FL

**Beatwarfare**  
Crestline, CA

**Beck's Entertainment and DJ Services**  
San Diego, CA

**Beijing Jingyihanbo Music & Culture Co., Ltd**  
Beijing, China

**Beijing Qunli Tiancheng Network Technology Company**  
Beijing, China

**Benson Amps**  
Portland, OR

**Benzara Inc.**  
Pico Rivera, CA

**Bergerault Percussions Contemporaines**  
Ligueil, France

**Best Electric Corporation**  
Lynnwood, WA

**Best Music Publications**  
Cincinnati, OH

**Big Bad Sound**  
Los Angeles, CA

**Big Bang Sound & Lighting**  
Huntington Beach, CA

**Big Fat Gorilla Studios LLC**  
Sherman Oaks, CA

**Big Mouth Music Ltd**  
London, U.K.

**Birdkids**  
Vienna, Austria

**Black Market**  
Minneapolis, MN

**Black Wing Amplifier Co., Inc.**  
Corona, CA

**Blackport Speaker Cabinets LLC**  
Royal Oak, MI

**Blackstone Music Exchange**  
Omaha, NE

**BLISS ENTERTAINMENT EVENT GROUP**  
Las Vegas, NV

**Blue Lantern Modules**  
Tempe, AZ

**Blue Note B's Horn Shop LLC**  
Reno, NV

**Bob Professional Audio Co Ltd**  
Foshan, China

**Bonnars Ltd.**  
Eastbourne, U.K.

**BootLegger Guitar**  
Hermosa Beach, CA

**Botcor Audio Electronicscom CIA. LTDA.**  
Cuenca, Ecuador

**Bounce Electronic Music & DJ School**  
Taguig, Philippines

**Boxcar Guitars**  
Encinitas, CA

**Boz Digital Labs**  
Clovis, CA

**Branzell Custom Guitar & Repair**  
Spring Creek, NV

**Brian Mott Piano Services, Inc.**  
Madison, WI

**Brickey Sax**  
Fontana, CA

**British Audio Service & Music**  
Nashville, TN

**Broadcast Support, Inc.**  
Torrance, CA

**Buche & Associates, P.C.**  
La Jolla, CA

**BVI**  
Marshfield, MA

**C & C Assets Inc**  
East Farmingdale, NY

**C&C Sounds**  
El Monte, CA

**California Percussion, LLC**  
San Francisco, CA

**Canadian Drum Gear**  
Maple, Canada

**Castaliah Productions, LLC**  
Long Beach, CA

**Castle Hill Studios LLC**  
Atlanta, GA

**CBS Interactive**  
Irvine, CA

**Celemony Software GmbH**  
Munich, Germany

**Centre Music House**  
Framingham, MA

**Centre Stage Music**  
Kingston, Canada

**Chamsys Inc**  
Vero Beach, FL

**Chears (PVT) LTD**  
Colombo, Sri Lanka

**Cheryl Teach Music**  
Santa Rosa, CA

**Chi Nan Co., LTD**  
Chung Pu Township, Taiwan

**China Audio-Visual Information**  
Beijing, China

**Choice Guitars**  
North Canton, OH

**Chordify B.V.**  
Groningen, The Netherlands

**Chromaleaf Imaging LLC**  
Arcadia, CA

**Cincinnati Strings**  
Cincinnati, OH

**Claas Guitars**  
Burgdorf, Germany

**Classic Leather Inc.**  
Conover, NC

**Classical Organs of Texas**  
Austin, TX

**Clave Instrumentos**  
Zacatecas, Mexico

**Clear Sound MD**  
Fort Washington, MD

**Clearlens**  
Garden Grove, CA

**Clingan Guitar Tone**  
Collingwood, Australia

**Coast Sonic**  
Encinitas, CA

**Coastline Mall**  
Woodland Hills, CA

**Codi-Park, Inc**  
Los Angeles, CA

<b>Cogniance</b> Menlo Park, CA	<b>Datavideo Corporation</b> Whittier, CA	<b>Drive35 Music Group, LLC</b> Lewisville, TX	<b>Ellis Pro Media LLC</b> Renton, WA	<b>FluxTone Inc</b> Lafayette, CO	<b>Gems N Loans / Kurmac, Inc.</b> Dana Point, CA
<b>Colonial Leather Pty Ltd</b> Long Gully, Australia	<b>Datung Music &amp; Arts LLC</b> Las Vegas, NV	<b>Drum Channel</b> Seoul, South Korea	<b>Emotion Systems</b> Hermitage, U.K.	<b>FOMOFX Pty Ltd</b> North Ryde, Australia	<b>General Sound Co.</b> Vernon, CA
<b>Color &amp; Music, LLC</b> Los Angeles, CA	<b>David L. Wooten</b> Las Vegas, NV	<b>Drum Den</b> Kalispell, MT	<b>Encore Music Services</b> Tehachapi, CA	<b>For Musicians Only, LLC</b> East Haven, CT	<b>Genuine Musical Instrument Co., Ltd</b> Shenzhen, China
<b>Colorado Sound N' Light, Inc.</b> Dacono, CO	<b>db Instrument Amp, LLC</b> Norris, TN	<b>Drum Doc</b> Lake Elsinore, CA	<b>Endorphines &amp; Associates LTD.</b> Kiev, Ukraine	<b>Force Field, Inc</b> North Hollywood, CA	<b>GG Filmz, LLC</b> Tarzana, CA
<b>Columbia Valley Tonewood Inc</b> Lindell Beach, Canada	<b>DC Guitar Studio</b> Madison, MS	<b>Drum Sparx</b> Marysville, WA	<b>Epimedia, Inc</b> Walnut Creek, CA	<b>Forte Academy of the Arts</b> San Marcos, CA	<b>Giard OK Enr.</b> Brossard, Canada
<b>Comelody</b> Tiberias, Israel	<b>DC Pedals</b> Orlando, FL	<b>Drummer - Music Center</b> Petach Tikva, Israel	<b>Eso Strap LLC</b> Gold Bar, WA	<b>Fortune Guitars</b> Beaverton, OR	<b>GIK Acoustics</b> Atlanta, GA
<b>Comercial Mercury Music Ltd.</b> Santiago, Chile	<b>D'D Smart Enterprises</b> Chicago, IL	<b>Dubs Drum Basement</b> Dublin, CA	<b>ESS Technology Inc.</b> Milpitas, CA	<b>Forty Two Inc</b> Youngstown, OH	<b>Gismart Limited</b> Staten Island, NY
<b>Compoze Music Solutions Ltd.</b> Tel Aviv, Israel	<b>Deabon Trading Co. Ltd.</b> Seoul, South Korea	<b>Dudacus</b> Cambridge, MA	<b>Estudio Kronfuss</b> Cordoba Capital, Argentina	<b>Forward Electronics Co., LTD.</b> Kaohsiung City, Taiwan	<b>GitSuite LLC</b> Nashville, TN
<b>Consonus Music Institute</b> Salt Lake City, UT	<b>Dehradun Guitar Company</b> Siloam Springs, AR	<b>Dudebroski, LLC</b> Jacksonville Beach, FL	<b>Euromusic Agency d.o.o.</b> Cakovec, Croatia	<b>Foster Electric</b> Schaumburg, IL	<b>Gladium LLC</b> Cutler Bay, FL
<b>ConunDrum Music Limited</b> Limerick, Ireland	<b>Demo Group Gothenburg AB</b> Molndal, Sweden	<b>Dumas Buying Service, Inc</b> Los Angeles, CA	<b>Event Horizons</b> La Habra, CA	<b>Frank N Tone Guitars</b> Miller Place, NY	<b>Glyph Production Technologies</b> Great Neck, NY
<b>Convírtete En Leyenda</b> Mexico City, Mexico	<b>Denver Piano Company</b> Denver, CO	<b>Dynaudio A/S</b> Skanderborg, Denmark	<b>Evergreen Restoration, LLC</b> Molalla, OR	<b>Freds Musik AB</b> Piteå, Sweden	<b>Golden Music Company</b> Dhaka, Bangladesh
<b>CooperGroove</b> Oak Park, IL	<b>Designer Depot</b> Port Saint Lucie, FL	<b>E Quad</b> Brenham, TX	<b>Everton Da Silva Tosta ME</b> Uberaba, Brazil	<b>Freenotes Harmony Park Inc.</b> Durango, CO	<b>Golden Ratio Amplifiers</b> Ontario, CA
<b>Copperline Instruments LLC</b> Ada, MI	<b>Detachment 3, LLC</b> Puyallup, WA	<b>E Soundlink</b> Laguna Beach, CA	<b>Evolution Computing</b> Phoenix, AZ	<b>Freevox</b> Villepinte, France	<b>Goodrich Sound LLC</b> Oceanside, CA
<b>Cor-Tek MIC Corp.</b> Bucheon, South Korea	<b>Dia Events</b> Billings, MT	<b>E&amp;A</b> Antelope, CA	<b>Experticity</b> Salt Lake City, UT	<b>Fretlocks Ltd</b> London, U.K.	<b>Graceland/Elvis Presley Enterprises, Inc.</b> Memphis, TN
<b>Cosecant Co</b> Baton Rouge, LA	<b>Dickerson Music Company LLC</b> Albion, MI	<b>E.P. Initiative, L.L.C.</b> Lakeway, TX	<b>Expressive</b> Vincennes Cedex, France	<b>Frirsz Music Company</b> Greenfield, NY	<b>Grand Strand Piano Center LLC</b> Myrtle Beach, SC
<b>Cotzul S.A.</b> Guayaquil, Ecuador	<b>Dijital Fix LLC</b> San Francisco, CA	<b>Eagle Guitar</b> Meridian, ID	<b>Factory of Dreams</b> Chula Vista, CA	<b>Frontier Forge Inc</b> Kingfield, ME	<b>Gransori S.A.S</b> Bogota D.C., Colombia
<b>Cruxis Guitars</b> Phoenix, AZ	<b>Distortion Brothers, Inc.</b> Pacifica, CA	<b>Earthquake Sound Corporation</b> Hayward, CA	<b>Family Videoland Castlemaine</b> Castlemaine, Australia	<b>Funky Frets LLC</b> Boyertown, PA	<b>Gray School of Music</b> San Pedro, CA
<b>CTC Music House Company Limited</b> Chiang Mai, Thailand	<b>Distribuidora Nota Musical Limitada</b> Santiago, Chile	<b>Eastside Music</b> Gresham, OR	<b>Fantastic Theaters, Inc</b> Woodland Hills, CA	<b>Fusion Musictech</b> Richmond, Australia	<b>Green Peak Wellness LLC.</b> Colorado Springs, CO
<b>CVL Legno Srl</b> Venice, Italy	<b>Eclipse Producciones S.L.</b> Alabacete, Spain	<b>EE Eevision, Inc.</b> City of Industry, CA	<b>Fantasy Music</b> Taoyuan, Taiwan	<b>G Music Works</b> Prescott Valley, AZ	<b>Greg Kluthe Sound</b> San Marcos, CA
<b>D &amp; E International Ltd</b> Kowloon, Hong Kong	<b>EE Eevision, Inc.</b> City of Industry, CA	<b>Effektpedaler</b> Copenhagen, Denmark	<b>Favor Union Electronics Limited</b> Dongguan City, China	<b>Gateway Ventures FZC</b> Sharjah, United Arab Emirates	<b>Groove Wood Music Production and Publishing</b> Reno, NV
<b>D. Lakin Basses</b> Chicago, IL	<b>Elbgut GmbH</b> Hamburg, Germany	<b>Electronic Sound &amp; Percussion</b> Missoula, MT	<b>Feelmore Enterprises</b> Las Pinas, Philippines	<b>Gatos Trail</b> Los Angeles, CA	<b>Grounded Productions Inc.</b> Glendale, CA
<b>D16 Group Audio Software S.C.</b> Mikolow, Poland	<b>Electronic Sound &amp; Percussion</b> Missoula, MT	<b>Electronica Remberg S.A. De C.V.</b> Mexico City, Mexico	<b>Fernandez Soundz</b> Las Vegas, NV	<b>Gear Collector Inc.</b> Woodland Hills, CA	<b>GT Telecom Co., Ltd</b> Gumi City, South Korea
<b>Dale Electronics Corporation</b> Jamaica, NY	<b>Fiedler Audio</b> Munich, Germany	<b>Elevation/Sole Proprietorship Co</b> Los Angeles, CA	<b>Ferra Designs, Inc.</b> Brooklyn, NY	<b>Gear Headz</b> Farmingotn Hills, MI	<b>Guangzhou GTD Lighting Technology Co., Ltd</b> Guangzhou, China
<b>DanGuitar</b> Grenaa, Denmark	<b>Fire Custom Shop Musical Ltda Epp</b> São Paulo, Brazil	<b>Elite Custom Guitars</b> Cameron Park, CA	<b>First Line Distribution Ltd</b> Heathfield, U.K.	<b>Gear-Source, Inc.</b> Wellington, FL	<b>Guisama, S.L.</b> Torrente, Spain
<b>Data Complete Inc.</b> West Hills, CA	<b>Dracut Music Centre</b> Dracut, MA			<b>Gearys LLC</b> St. Petersburg, FL	<b>Guitar Chimp, LLC</b> Murray, UT

# Welcome

To Our **New & Returning Members** From Around the Globe

**Guitar Hobby, LLC**  
Agoura Hills, CA

**Guitar Music Shop**  
Ribeirão Preto, Brazil

**Guitar Part Kings, LLC**  
Katy, TX

**Guitar Work Stand**  
Mission Viejo, CA

**Guitar Zone**  
Sydney, Australia

**Guitar1 Shop and Sales**  
Quezon, Philippines

**Guitars West**  
Murrieta, CA

**Guitarviols, Inc**  
Fillmore, CA

**Gurus S.r.L.**  
Brisighella, Italy

**Hairball Audio, LLC**  
Seattle, WA

**Hammersmith Music**  
Mississauga, Canada

**Hammond Manufacturing  
Company Limited**  
Guelph, Canada

**Hangseng Musical  
Instruments Co., LTD**  
Huizhou City, China

**Hantug Custom Guitars**  
Ankara, Turkey

**Hari Hari Musik**  
Jakarta, Indonesia

**Harmonic Stop**  
Buenos Aires, Argentina

**Harmony Music Company**  
Chula Vista, CA

**Harmony Studios**  
Anaheim, CA

**Harris Music**  
Decatur, TX

**Haupttonart Industrial Co Ltd**  
Yaumatei, Hong Kong

**Hawley Products Inc**  
Paducah, KY

**Heckmann Audio GmbH**  
Berlin, Germany

**HEDD Audio GmbH**  
Berlin, Germany

**Hexinverter Electronics Inc.**  
Montreal, Canada

**Highlite International B.V.**  
Kerkrade, Netherlands

**Hills Academy of Music  
and Arts**  
Torrance, CA

**Hilton Music Center Inc**  
Albany, NY

**HLO S.A.**  
Grâce-Hollogne, Belgium

**HMX DO Brasil**  
Bauru, Brazil

**Holstein Violins LLC**  
Ft. Lauderdale, FL

**Holy One Music Shop**  
Seongnam-Si, South Korea

**Holyvent**  
Los Angeles, CA

**Home Cinema & Hi-Fi, LLC**  
Monroe, LA

**Homelighting Gallery Inc.**  
Los Angeles, CA

**Homestead Amps LLC**  
Stroudsburg, PA

**Hot Rox UK & Faces**  
Nottingham, U.K.

**Hotion Professional Company**  
Shanghai, China

**Howarth of London Ltd**  
London, U.K.

**Hudson Technologies**  
Ormond Beach, FL

**Huizhou Tom Musical  
Instrument Co., Ltd.**  
Huizhou, China

**Hypercel Corporation**  
Valencia, CA

**Ibasa / Ing. Balear De  
Servicios Audiovisuales**  
Palma, Spain

**IDEA Pro Audio**  
Cedeira, Spain

**Ideahub Inc.**  
Lancaster, MA

**Ilumatech**  
West Hills, CA

**Iluminacionchile**  
Santiago, Chile

**Immanuel Music**  
Garden Grove, CA

**Impulsora Cultural Y  
Tecnológica SA De CV**  
Guadalajara, Mexico

**Industrial Sound and Vision, LLC**  
Madisonville, LA

**Industriaelectric**  
Toronto, Canada

**Innervision Design Group**  
Orange, CA

**Intellijel Designs Inc.**  
Vancouver, Canada

**International Brokers Inc**  
North Little Rock, AR

**Ipro Audio Visual and  
Lighting Inc**  
Addison, IL

**IPS Bvba**  
Herzele, Belgium

**Island Born Press**  
Camarillo, CA

**Island Music**  
Vineyard Haven, MA

**J & S Pro Sound**  
Roswell, NM

**J. Meinschmidt GmbH**  
Geretsried, Germany

**J.F. Pianos America LLC**  
Bellevue, WA

**James Hood Guitar Repair**  
Carlsbad, CA

**James Macdonald Art Guitars**  
Burnham, ME

**Jamkazam, Inc.**  
Austin, TX

**Jerivera Guitars**  
Angwin, CA

**Jescar Enterprises, Inc.**  
Nanuet, NY

**Jet.Com**  
Hoboken, NJ

**Jewelry and Coin Exchange**  
Middleburg Heights, OH

**Jinnan Huasheng Musical  
Instrument Co., Ltd**  
Zhangqiu, China

**JJ Worldwide Music  
Distributor Inc.**  
Detroit, MI

**JK Innovations**  
Garden Grove, CA

**JL Equity Group Inc.  
Db a Music Pro Sales**  
Carlsbad, CA

**Jocavi Painéis Acústicos, Lda**  
Sintra, Portugal

**Joey Sturgis Tones, LLC**  
Connersville, IN

**John Wallace Guitars**  
San Diego, CA

**JOI Guitars**  
Comox, Canada

**Joy Children Music**  
Huntington Beach, CA

**Juan Diego Feldman**  
Buenos Aires, Argentina

**Junction Guitars**  
Toronto, Canada

**Ka-Hoku Productions**  
Kaneohe, HI

**Kalis & Co. International Inc.**  
Toronto, Canada

**KAM Percussion**  
West Medford, MA

**KDR Marketing Corporation**  
Northport, NY

**Keeper Music**  
Incheon, South Korea

**Kennedy Camden Auxiliary  
Percussions LLC**  
Oakhurst, NJ

**Key Magic, Inc**  
Wilmington, DE

**Keylan Muzik Aletleri San Ve  
Tic Ltd Sti**  
Istanbul, Turkey

**KickShark, Inc.**  
Nashville, TN

**Kief Marketing**  
Laval, Canada

**Killergatz**  
Valencia, CA

**Kimiaye Honare Badi Co. Ltd.  
(KHB.Co.)**  
Tehran, Iran

**Kingsley Studio's LLC**  
Beverly Hills, CA

**Kinnon Entertainment**  
Littleton, CO

**Klavierhaus**  
Klängenfurt, Austria

**Klein Acoustic Guitars**  
Sonoma, CA

**Klingspor Abrasives**  
Hickory, NC

**Knight Mediacom / K.E.G.  
Trading Co**  
San Diego, CA

**Koll Guitar Company**  
Brooklyn, NY

**Korea Electronics**  
Belize City, Belize

**Kresearch Multimedia Ltd**  
Nicosia, Cyprus

**L & B Technologies, S.A.**  
Santa Domingo, Dominican  
Republic

**La Cité Musical**  
Medellín, Colombia

**La Comercial**  
El Paso, TX

**Laboratory Audio Inc**  
Los Angeles, CA

**Lahaina Music**  
Lahaina, HI

**Lang Amps**  
Las Vegas, NV

**Lars & Riget s.r.o.**  
Brno, Czech Republic

**Lasonic Electronics Corp.**  
Monterey Park, CA

**Le Freque B.V.O**  
Hoogland, The Netherlands

**Lease Corp of America**  
Troy, MI

**Leede Industrial Co., Ltd**  
Shenzhen, China

**Lefty6string.Com**  
Emporia, VA

**Legend Musical  
Instruments, Inc.**  
Elkhart, IN

**Legends International Agency**  
Beverly Hills, CA

**Lessons N' More, LLC**  
Tucson, AZ

**Liberty Bellows LLC**  
Philadelphia, PA

**Liboon Group, Inc**  
Orange, CA

**Lidfeldt & Olsson  
Consulting AB**  
Hägersten, Sweden

**Light Bolt LTD**  
Dunedin, New Zealand

**Lime, LLC**  
Santa Monica, CA

**Link Auction Galleries**  
Saint Louis, MO

**Lion's Heart Audio-Visual  
Services**  
Houston, TX

**Liquid Sound**  
Humble, TX

**Liquidmetal Technologies**  
Rancho Santa Marta, CA

**Listers Guitars**  
Lowestoft, U.K.

**Little Engines Group, Inc.**  
Topanga, CA

**LOCOMOTIONEPT**  
El Paso, TX

**Loewen Piano House Ltd.**  
Vancouver, Canada

**Logik Guitar and Friends**  
Longuenesse, France

**Lojistic, LLC**  
Costa Mesa, CA

**Long Beach Woodwinds**  
Long Beach, CA

**LTS Acoustics Co., Ltd**  
Guangzhou, China

**Lucas Custom Instruments, LLC**  
Columbus, IN

**Lucas Innovative Designs, LLC**  
Ashland, OR

**Luen Instrumentos Musicais Ltda**  
Cajamar, Brazil

**Luminary LLC**  
Boulder, CO

**Lunar Sonics Audio**  
Edmonton, Canada

**MAC Car Stereo Inc**  
City of Industry, CA

**MAC Indústria E Comércio De Instr.  
Musicais Eirelli Ltda**  
Maua, Brazil

**Mada Music**  
Kosice, Slovakia

**Madame Groove's Music Lounge**  
Compton, CA

**Madaxe Guitars and Accessories**  
Avondale, AZ

**Mailbox Musician LLC**  
Edmond, OK

**Mana Basso LLC**  
Eugene, OR

**Mancini Emcee and Sound  
Production**  
Visalia, CA

**Manning Music, Inc.**  
Topeka, KS

**Mapex Japan Co., Ltd.**  
Nagakute, Japan

**Maschine Masters LLC**  
Concord, NC

**Matrix Group Aps**  
Vallenbaek, Denmark

**Mayer Music Academy**  
Huntington Beach, CA

**Mazda Technologies**  
San Jose, CA

**McGehee Piano, LLC**  
Little Rock, AR  
**McGowan Media Inc**  
Granada Hills, CA

**McLoone Metal Graphics, Inc.**  
La Crosse, WI

**Medea**  
Torino, Italy

**Mega DJ Center**  
Houston, TX

**Megatrade Global Inc**  
City of Industry, CA

**MeldaProduction**  
Praha, Czech Republic

**Membrane Switch and Panel, Inc.**  
Costa Mesa, CA

**Meridian Proaudio SA De CV**  
Mexico City, Mexico

**Metal Sounds**  
Verfeil, France

**Meyer Machine**  
Fresno, CA

**Michael Seberich & Co. S.a.S.**  
Bolzano, Italy

**Michael White Productions Inc.**  
Cathedral City, CA

**Microchip Technology, Inc.**  
Medway, MA

**MidiMall Inc**  
Taipei, Taiwan

**Mikigakki Co., Ltd**  
Osaka, Japan

**Milkman Sound**  
San Francisco, CA

**Miller Music, Inc.**  
Swansea, IL

**Mimmo Music Associates LLC**  
Shamong, NJ

**MISCO Speakers**  
Minneapolis, MN

**Mister Media.Com Inc**  
Fresno, CA

**Mixim Technology Ltd**  
London, U.K.

**Modern Music Conservatory**  
Los Angeles, CA

**Modern Musician**  
Hobart, Australia

**Moe-Bleicher Music Distribution**  
Savannah, GA

**Mogeas**  
London, U.K.

**Mohawk Group**  
New York, NY

**Momentum Audio Sales**  
Ventura, CA

**Monkey With Cymbals, Inc.**  
Tulsa, OK

**Moore-Basses**  
San Diego, CA

**Mordax Systems LLC**  
Vancouver, WA

**Morrow Audio**  
Independence, KY

**Mozaic Beats**  
Sacramento, CA

**MQA Ltd**  
Huntington, U.K.

**MrSpeakers**  
San Diego, CA

**Munhall Music Academy**  
Munhall, PA

**Music & Technology, Inc.**  
Bayamon, Puerto Rico

**Music Centre**  
Beaumont, CA

**Music City, LLC**  
San Francisco, CA

**Music Connection**  
Tyler, TX

**Music Icon, Inc.**  
Los Angeles, CA

**Music Instruction.  
Notation. Creation.**  
Orcutt, CA

**Music Kolor**  
Santo Andre, Brazil

**Music Planet LLC**  
Homestead, FL

**Music Vault Academy**  
Laguna Hills, CA

**Musica Del Cibao CXA**  
Santiago, Dominican Republic

**Musical Art Gifts**  
Redondo Beach, CA

**Musical Expressions, LLC**  
Berlin, CT

**MUSICALERIAS S DE RL DE CV**  
Zapapan, Mexico

**Musician Underground**  
Coconut Creek, FL

**Musicians Brass and Woodwind**  
Thousand Oaks, CA

**Musicians Gear**  
San Salvador, El Salvador

**Musicians Unlimited**  
Marshall, TX

**MusicMasters Piano  
Showroom**  
Austin, TX

**Musix AG**  
Giebenach, Switzerland

**Mynett Music Co**  
Fort Wayne, IN

**Mysanat**  
Sivas, Turkey

**Nace Engineering, Inc.**  
Mesa, AZ

**Nanometer Technologies Inc**  
Paso Robles, CA

**Natural Acoustics Lab**  
Pasadena, CA

**Neil Douglas Guitar Shop**  
New Westminster, Canada

**Neo Sun Algeria**  
Alger, Algeria

**Nerdmatics**  
West Hollywood, CA

**Neuintel, LLC**  
Irvine, CA

**New Land Music Company Limited**  
Hong Kong, Hong Kong

**Newz Idea**  
Los Angeles, CA

**Newzik**  
Tel Aviv, Israel

**Niceman Music LLC**  
Los Angeles, CA

**Nicieza Y Taverna Hnos.**  
Buenos Aires, Argentina

**Nine Beats Culture and Art  
Development Co. Ltd.**  
Tianjin, China

**Ningbo Dator Electronic Co, LTD**  
Ningbo, China

**Ningbo HS Audio Equipment Co.,  
Limited**  
Ningbo, China

**Ningbo Yinzhou Ruifeng Audio  
Technology Co., Ltd**  
Ningbo, China

**No Limit Inc.**  
Idaho Falls, ID

**No. 1 Guitar Center Gmbh**  
Hamburg, Germany

**Noble & Cooley Company**  
Granville, MA

**Noise Engineering**  
Pasadena, CA

**Nokia**  
Tampere, Finland

**Noratel UK Ltd**  
Nantwich, U.K.

**Northland Music Center LLC**  
Rhineland, WI

**Northland Violins**  
Lafayette, CO

**Nuovo Design Agencia  
Publicidade Propaganda Ltda**  
Florianopolis, Brazil

**NY2NC Entertainment**  
Charlotte, NC

**O.M.B. Guitars LTD**  
Efrat, Israel

**O'Brien's Music Inc.**  
St.Johns, Canada

**Oakland Axe Factory**  
Oakland, ME

**Omikron Electronics LTD**  
Athens, Greece

**On Technology Ltd.**  
Hong Kong, Hong Kong

**Onchip Systems Inc**  
San Jose, CA

**One Track Music, Ltd.**  
Los Angeles, CA

**One Truth, LLC**  
Ardmore, OK

**Onesixone Limited**  
Tauranga, New Zealand

**Onkartgromt AS**  
Soegne, Norway

**OPTIMA Musiksaiten Gmbh**  
Geretsried, Germany

**Opus Musical Instruments,  
Corporation**  
Santa Ana, CA

**Organic Inductores  
Magneticos Ltd.**  
Santiago, Chile

**Origin Point Audio, Inc.**  
Bronx, NY

**Ormsby Guitars**  
Thornlie, Australia

**Orpheus Co Ltd**  
Victoria Island, Nigeria

**Otis Amplification LLC**  
Chico, CA

**Overstock.com**  
Salt Lake City, UT

**Oxedio Multimidia Com De  
Eletriolet Ltda EPP**  
São Paulo, Brazil

# Welcome

To Our **New & Returning Members** From Around the Globe

**Pacific Coast Percussion Music Instruments**  
San Francisco, CA

**Pacific Guitar Sales**  
Canoga Park, CA

**Pacific Northwest Theatre Associates**  
Seattle, WA

**Pacific Rim Clothing & Gifts**  
Kailua Kona, HI

**Pacificque Studios**  
North Hollywood, CA

**PacParts, Inc.**  
Torrance, CA

**Palmer Violin Shop, LLC**  
Rogers, AR

**Paola Carolina Villaneuva Castillo**  
Mexico City, Mexico

**Paul Richard Soulsby**  
London, U.K.

**PDSB Entertainments, LLC**  
Dubai, United Arab Emirates

**Peace Music**  
Pyeongtaek, South Korea

**Pedal Projects**  
Flateyri, Iceland

**Pendley Music, LLC**  
Shreveport, LA

**People's Music LLC**  
Sebastopol, CA

**Percussion Real**  
Lima, Peru

**Percussion Design, LLC**  
San Diego, CA

**Perri Ink. Custom Guitars**  
Los Angeles, CA

**Phoenix Appliance**  
Brooklyn, NY

**Phoenix Audio International**  
Hollywood, CA

**Piano Doctor**  
Vail, AZ

**Piano Mart**  
Busan, South Korea

**Piano Rental New York LLC**  
New York, NY

**PianoArc, LLC**  
Ipswich, MA

**PIAR Music**  
Poltava, Ukraine

**Pickatto LLC**  
Weirton, WA  
**Ping Well Industrial Co., Ltd.**  
Taichung, Taiwan

**Plan B Events, LLC**  
Corona, CA

**Play It Again Sam**  
Columbus, GA

**Play Muzic**  
El Paso, TX

**Plugginguru.Com**  
Portland, OR

**Polyend Sp. Z O.O.**  
Olsztyn, Poland

**Polyverse Music Inc.**  
Sherman Oaks, CA

**Poolebeck Ltd**  
Poole, U.K.

**Portland Classic Guitar, LLC**  
West Linn, OR

**Portland Fret Works**  
Portland, OR

**Poseidon Shell International**  
San Diego, CA

**Powerpoint Music Centre**  
Bowral, Australia

**Powersoft Advanced Technologies**  
Camarillo, CA

**Premiere Media Rentals, Inc.**  
Birmingham, AL

**Premium Reseller Andrzej Miciula**  
Warsaw, Poland

**Prince Albert Music Centre**  
Prince Albert, Canada

**Pro DJ Sound LLC**  
Chicago, IL

**Proaudio Consulting Srl**  
Serravalle, San Marino

**Production World**  
Edmonton, Canada

**Prosound (pty) Ltd**  
Johannesburg, South Africa

**Purple Platypus**  
Irvine, CA

**Quarles & Brady LLP**  
Phoenix, AZ

**Quiet Storm Electronics, LLC**  
Sumter, SC

**R Legacy Entertainment**  
Salt Lake City, UT

**Rain Retail Software**  
Springville, UT

**Rainier Plywood Company**  
Tacoma, WA

**Randy Potter School of Piano Technology**  
Bend, OR

**Rasha Professional A/S LLC**  
San Jacinto, CA

**Recovery Effects**  
Seattle, WA

**Red Dragon Guitars**  
Sparta, NC

**Red Menace Studio**  
Howard Beach, NY

**Red Star Guitars**  
Riverside, CA

**Registria**  
Denver, CO

**Reilly SR LLC**  
Somerset, NJ

**Renaer Participacoes S/S Ltda**  
Regente Feijo, Brazil

**Rende's Keyboard Corner**  
Minooka, IL

**Replay Music Exchange, LLC**  
Tampa, FL

**Reptile House Recordings Inc**  
West Hollywood, CA

**Requisite Audio Engineering**  
Ventura, CA

**Resonance Creations Ltd**  
Auckland, New Zealand

**Reythm Culture Communication Co., Ltd.**  
Xiamen, China

**Rich Sticks, LLC**  
New Boston, NH

**Riffs Acoustic Music - La Jolla**  
La Jolla, CA

**Ring Music**  
Toronto, Canada

**Rittenhouse Guitars, Inc.**  
Miami, FL

**Riverfront Music, L.L.C.**  
Baton Rouge, LA

**RLH Designs**  
Colorado Springs, CO

**RMV-Instrumentos Musicais LTDA**  
Guarulhos, Brazil

**Rock The Stock, Inc.**  
Grand Bend, Canada

**Rock-It Productions, Inc**  
Southern Pines, NC

**Rocky Mountain Music Education Association, Inc**  
Howell, UT

**RODYAN**  
Riyadh, Saudi Arabia

**Rossum Electro-Music, LLC**  
Aptos, CA

**Royal Gems N.V.**  
Curacao, Netherlands

**Royall Musical Instrument Co., Ltd**  
Shanghai, China

**Rozini Ind. E Com. De Instrum. Musicais Ltda - Epp**  
São Paulo, Brazil

**RP3 Industria De Bolsas LTDA**  
Curitiba, Brazil

**RT Guitars / Reverse Tension Guitars**  
Ft. Meyers, FL

**Ruby's Ukus Ukulele School**  
Vancouver, Canada

**Rusto-Osirir**  
Ohkola, Finland

**S B Music**  
Mumbai, India

**Sahduoo Saxophone Co., Ltd**  
Taichung City, Taiwan

**Salt City Drums**  
Salt Lake City, UT

**SAM Systems 2012 Limited**  
Dorchester, U.K.

**Sample Modeling Software**  
Genova, Italy

**Sanada and Company**  
Tokyo, Japan

**Sandner Dynasty Co Ltd**  
Shanghai, China

**Savannah String, LLC**  
Virginia Beach, VA

**Schlagerforlaget As**  
Oslo, Norway

**Schroeder Guitars**  
Redding, CA

**Scottywood Corporation**  
West Vancouver, Canada

**Screaming Images**  
Las Vegas, NV

**SDC Technologies, Inc.**  
Irvine, CA

**Sebago Sound, LLC**  
San Jose, CA

**Sensel**  
Mountain View, CA

**Sensitive Robots**  
Los Angeles, CA

**Sensory Percussion, Inc.**  
Long Island City, NY

**Sequence One**  
Oakland, CA

**Servimadera**  
Paracho, Mexico

**Sesh, Inc.**  
Los Angeles, CA

**Sever D.o.o. Izola**  
Izola, Slovenia

**SFR Custom Guitars & Parts**  
Vienna, Austria

**Shanghai Seiwin Electronic Co., Ltd**  
Shanghai, China

**SHENZHEN COOLMUSIC TECH CO., LTD**  
Shenzhen, China

**Shiva Audio Devices**  
Padova, Italy

**Signal Chain**  
Brisbane, Australia

**Silas Farm**  
Logan, Australia

**Singapore Drum Shop**  
Singapore, Singapore

**SINGSPIEL INC.**  
Toronto, Canada

**smallsound/bigsound**  
Philadelphia, PA

**Solid Breed LLC**  
Plymouth, MN

**Somanco, Inc.**  
Temecula, CA

**Sondpex Corporation of America**  
Princeton, NJ

**Sonomusic**  
Tunis, Tunisia

**Sony Creative Software Inc**  
Middleton, WI

**Sound & Lighting Solutions Inc.**  
Ft. Lauderdale, FL

**Sound Contracting**  
Fresno, CA

**Sound Factory LLC**  
Carrollton, TX

**Sound Media Concepts**  
Rowlett, TX

**Sound Sandbox**  
Hollywood, CA

**Sound Techniques USA**  
Murrieta, CA

**Sound Town Inc**  
Denver, CO

**Soundcatchers.net**  
Escondido, CA

**Soundix Comercial E Distribuidora Ltda**  
São Paulo, Brazil

**Soundphile**  
Seoul, South Korea

**Soundproof Windows**  
Reno, NV

**Soundrite Productions, LLC**  
Saint James, LA

**Soundshed LLC**  
Glenn Heights, TX

**Soundwave Inc**  
Tucson, AZ

**Southbound Custom, LLC**  
Nashville, TN

**Southwest Recording Co.**  
El Paso, TX

**Spacetone Music**  
Alamo Heights, TX

**Spectra Sonics, LLC**  
Riverdale, UT

**Spicer R&D**  
Agoura Hills, CA

**Spin Knowledge Inc.**  
Honolulu, HI

**Splirow, Inc.**  
Englewood, NJ

**Spontaneous Games, Inc.**  
Austin, TX

**Squiggy LLC**  
Saint Johns, FL

**Sri Warisan Som Said Performing Arts Ltd**  
Singapore, Singapore

**Stagefix**  
Ituzaingo, Argentina

**Standal Productions LLC**  
Milwaukee, WI

**Star Guitars**  
Santa Rosa, CA

**Stone Deaf Effects and Amplification**  
Oldham, U.K.

**Straight Ahead Samples**  
Richmond, VA

**Stringless Enterprises LLC**  
Broomfield, CO

**Striven Pro Audio LLC**  
Tarrytown, NY

**Strum Your Story**  
Rancho Palos Verdes, CA

**Strunal CZ, A.S.**  
Luby, Czech Republic

**Studio 458**  
Escondido, CA

**Studio 53**  
Selma, CA

**Studio Pro Backline Services**  
Oakley, CA

**Studiobox**  
Overland Park, KS

**SubPac, Inc**  
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Little Elm, TX

**Sunrise Pickup Systems**  
Newbury Park, CA

**Superior Sound West**  
Chandler, AZ

**Superstition Mountain Music, LLC**  
Chandler, AZ

**Supreme Audio and Electronics Co. Ltd**  
Kingston, Jamaica

**Surfin Kangaroo Studio**  
Düsseldorf, Germany

**Symphonic Audio Technologies**  
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**Syncrotek**  
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**Synwin Music**  
Singapore, Singapore

**Systec Designs**  
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**Tak Musikmaskiner**  
Farum, Denmark

**Tangible Instruments LLC**  
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**Tatsunoya Co., Ltd.**  
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**TC Gakki**  
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**Techno Empire Inc.**  
Burbank, CA

**TechnoTronix, Inc**  
Anaheim, CA

**Tegeler Audio Manufaktur**  
Berlin, Germany

**Temorere**  
Aubry, French Polynesia

**Teton Music Company**  
Herriman, UT

**Texas Axes & Amps LLC**  
Prosper, TX

**Tha Purrfect Mixx**  
Dublin, CA

**The Acoustic Shop, Ltd.**  
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**The Band Room Music Store**  
San Antonio, TX

**The Devmusic Company**  
Biloxi, MS

**The Drum & Drummer School of Music**  
Tucson, AZ

**The Drum Lab**  
Melbourne, Australia

**The Drum Loft**  
Minneapolis, MN

**The Drummers Closet**  
Fayetteville, NC

**The Fab Factory LLC**  
North Hollywood, CA

**The Guitar Guru Network**  
Atlanta, GA

**The Harvestman Digital Audio Electronics**  
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**The Jam Brothers**  
Walnut Creek, CA

**The Jim Mona Company**  
Santa Rosa, CA

**The Miller Company**  
Meriden, CT

**The Music Abode**  
Anaheim, CA

**The Music Cottage**  
Brewster, NY

**The Pauper Bassist**  
Pasadena, CA

**The Rep**  
Mesquite, TX

**The Sound Post Limited**  
Warminster, U.K.

**The Tone Garage**  
Camarillo, CA

**The Virtuoso Group Inc.**  
Canoga Park, CA

**The Women's International Music Network**  
Needham, MA

**The Woodrow Instrument Company**  
Winston Salem, NC

**Third Rock Music Center**  
Cincinnati, OH

**Thomas Vinci Strings**  
Freeport, NY

**Tianjin Top Cool Musical Instrument Co., LTD.**  
Tianjin, China

**Tianlei Lighting and Sound Co., Ltd**  
Shenzhen, China

**Tianyue Audio Technology Co. Ltd.**  
Emping City, China

**Tiger Group**  
Thousand Oaks, CA

**Time+Space Distribution Ltd**  
Okehampton, U.K.

**TINI Sanat Resim Muzik Egitim Pazarlama Ltd. Sti.**  
Kiziley-Ankara, Turkey

**Titan Music Inc.**  
Sherman Oaks, CA

**Tone Industries**  
St. Joseph, MN

**Tonewood-Berkmann**  
Riefensberg, Austria

**Tonezone LA**  
Pasadena, CA

**Toppobrillo Music Electronics**  
Oakland, CA

**Toyo Piano Mfg Co Ltd**  
Shizuoka, Japan

**TR MUSIC Comércio DE INSTRUMENTOS MÚSICAIS LTDA**  
Praia Grande, Brazil

**Tri Treasures International Pte. Ltd.**  
Yangon, Myanmar

**Tribal**  
Karmiel, Israel

**Tribalmatrix, LLC**  
Downers Grove, IL

**Tribute Amps**  
San Diego, CA

**Triplethink USA Inc**  
Melbourne, Australia

**TruNotes**  
Ventura, CA

**Turner Global**  
Monterey, CA

**Two Talents, LLC**  
Shreveport, LA

**Uberbeatz West, LLC**  
Lynnwood, WA

**Uberchord Engineering GmbH**  
Berlin, Germany

**Ukelele, Inc**  
Los Angeles, CA

**Ukulele Station America**  
Oregon, IL

**UltraMixer Bley&Haenel GbR**  
Dresden, Germany

**Undertone Audio Corporation**  
Los Angeles, CA

**Union Tube & Transistor**  
Vancouver, Canada

**Upland Loudspeaker Service**  
Upland, CA

**V.M. Connection**  
Quarto D'Altino, Italy

**Vaagun**  
Seoul, South Korea

**Vamoosh Music Ltd**  
London, U.K.

**Van Hoose Vintage Instruments Inc.**  
Carrollton, TX

**Vandermeij Guitars**  
AG Amsterdam, Netherlands

**Vanguard Audio Labs, LLC**  
Upland, CA

**Vaudou Drums Inc.**  
Magog, Canada

**Veebek Guitars**  
Stamford, CT

**Vegas Collective Media**  
Henderson, NV

**Vellum Head Company**  
Silkot, Pakistan

**Venus Moon Music**  
Los Angeles, CA

**Verellen Amplifiers LLC**  
Seattle, WA

**Veteran Guitar**  
Lincoln, RI

**VeZ Guitar Academy, Inc**  
Alhambra, CA

**Vibes LLC**  
Minneapolis, MN

**Vicente Carrillo, S.L.**  
Casasimarro, Spain

**Victory Amplification**  
Burnham-on-Crouch, U.K.

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Culver City, CA

**Villain Guitars**  
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**Vindor Music, Inc.**  
Newton, MA

**Vintage Muzik**  
Cartago, Costa Rica

**Viola da Ganga**  
Mexico City, Mexico

**Virventures Inc.**  
Richmond, TX

**Visionary Solutions, Inc.**  
Santa Barbara, CA

**VK Drums Ltd**  
Sheffield, U.K.

**Void Acoustics**  
Poole, U.K.

**VOID ACOUSTICS BENELUX B.V.**  
Amsterdam, Netherlands

**Vola Guitar Limited**  
Hong Kong, Hong Kong

**Vox Lux**  
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**W&E Solutions, LLC**  
San Diego, CA

**Wagner's School of Music**  
La Mesa, CA

**Wahoo International, Inc**  
Vista, CA

**Wayne Jones Audio**  
Redland Bay, Australia

**Weifang Dison Musical Instruments Manufacture Co., Ltd**  
Weifang, China

**Welborn Music**  
Durant, OK

**Wheely Enterprises**  
Camarillo, CA

**Whitmor/Wirenetics**  
Valencia, CA

**William Feldman Studio**  
Milwaukee, WI

**Willis Music and Art**  
Olten, Switzerland

**Wilson Guitar Ventures Inc.**  
Issaquah, WA

**Windy Hill Studio Austin**  
Lakeway, TX

**Wine Country Productions Inc**  
San Jose, CA

**Wing Bass**  
Lincoln, RI

**Winslow Ct Studio Inc**  
Los Angeles, CA

**Wood Marine**  
Klawock, AK

**World Of Music Ltd**  
Bnei Brak, Israel

**Wren and Cuff**  
Newbury Park, CA

**X8 Drums & Percussion, Inc.**  
San Marcos, TX

**Xchange Market Corporation**  
Toronto, Canada

**XR Trading Inc.**  
Richmond, Canada

**XS Entertainment, LLC**  
Las Vegas, NV

**XSNAY GUITAR PRODUCTS**  
Stanton, CA

**Xtrem Tube Amps System Engineering**  
Saint Savournin, France

**Zhengzhou AUCS Co., Ltd.**  
Zhengzhou, China



**Summer NAMM**  
June 23–25, 2016  
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**NAMM Russia**  
September 15–18, 2016  
Moscow, Russia



**The NAMM Show**  
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Uniting the world's music products, pro audio, sound recording and technology communities, The NAMM Show in Anaheim, California, is the definitive platform to connect with more than 100,000 attendees from 125 countries and regions commanding more than \$10 billion in global buying power.

No other event attracts international media like The NAMM Show, including TV, radio, major newspapers, digital media outlets, consumer magazines, podcasts, business journals and social media channels.

To learn more about exhibiting at any of these events, please call NAMM Trade Show Sales at **800-767-6266 (760-438-8001)** or email [tradeshowsales@namm.org](mailto:tradeshowsales@namm.org).



## resources

### NAMM-Endorsed Business Service Providers: Make the Most of Your Membership and Save Money

Over the past year, NAMM members saved nearly \$2.7 million by using NAMM-endorsed business service providers. Contact these companies to learn about exclusive members-only discounts so you can start saving money right away.

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Inquiries should be sent to:

Editor, NAMM *Playback*, 5790 Armada Drive, Carlsbad, CA 92008  
Phone: 760-438-8007, ext. 125 Fax: 760-438-7327  
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## Sound Off

This year's NAMM Show "Breakfast of Champions" featured a wide variety of industry experts and music influencers. Here are a few of the memorable takeaways from this standing-room-only session.

### Getting Priorities Straight

"It's scientifically proven that if there's music in the school curriculum, kids are less likely to get into gangs. They're less likely to bully. They're more likely to feel better about themselves. They're more likely to make friends and be a decent student.

"It's so sad. You probably won't get a football program canceled but you will always get a music and art program canceled, and I think that's a gigantic mistake."

**Graham Nash, legendary musician**, on how music and the arts are undervalued in schools

### An Occupational Hazard

"Before I joined Fender, I actually had 40 guitars in my collection. Now, my wife is terrified. We're going to have to buy a bigger house, I think."

**Andy Mooney, CEO of Fender Musical Instruments**, on the gift/curse of working in the music products industry

### P.E. for the Mind

"In schools, we have physical education—we have P.E. But the thing is, music and the arts, that's really P.E. for the mind. And it's so important to recognize that."

**Jake Shimabukuro, ukulele master**, on the importance of music education

### When Print Music Meets Digital Technology

"This was 1997 when we decided to launch the industry's first digital sheet music website with our dealers. It was kind of a shocking thing to do. [This was] five years before iTunes. We looked at it and said, 'It's a logical extension of who we are.'"

**Larry Morton, president of Hal Leonard Corp.**, on thinking outside of the box

### The Spectrum of the Guitar


"I guess I always looked at guitar as a noise-generator. It could be a monster. It could be a shield. It could be very gentle. So I kind of just tried to explore the full palette of what guitar means and try to reinvent it for the 21st century."

**Annie Clark of St. Vincent**, on envisioning and designing her first guitar

### The Only Industry Constant Is Change

"Technology changes, and you can't rely on your original mission to continue doing business. Hardware disappears ... [However,] we've seen people move back toward tactile surfaces that they'd abandoned. They realized that even in recording, where it can all be done on a computer, they want a piece of hardware to touch."

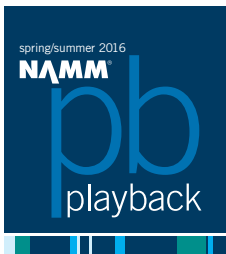
**Jonathan and Susan Lipp, owners of Full Compass Systems**, on the need to get hands-on



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IS EVERYTHING  
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## The Best Intensive One-Day Training for Your Music Retail Business

Get to 2016 Summer NAMM a day early for Retail Boot Camp, and walk away with new ideas and strategies to grow your business. This year, there are two tracks for music retail professionals to choose from:

### SALES & MARKETING

- Enhance the customer experience
- Improve your sales
- Supercharge your marketing

### FINANCE

- Drive profits and increase cash flow
- Improve your inventory management
- Fine-tune your financial reporting

This FREE program is for everyone in music retail—from owners and managers to salespeople and even administrative staff. Motivate your employees and boost your third-and fourth-quarter earnings. Bring the whole team!



Retail Boot Camp takes place on Wednesday, June 22, the day before Summer NAMM kicks off in Nashville.

Registration details at  
[namm.org/summer/2016/retail-boot-camp](http://namm.org/summer/2016/retail-boot-camp).