

The Official **NAMM** Show Publication

# UpBeat

**60TH ANNIVERSARY**

**DAILY**



# EPIC CENTER



**WELCOME** to the beautiful Music City Center, the new home of Summer NAMM. This place has all the bells and whistles to make your NAMM Show a great time. Along with the new digs, there will be plenty of new gear. Here's some we found during setup day yesterday:

- 1. Joe Warrick with the Traynor YBA-1 and YBAX212, the latest offerings from Yorkville Sound.
- 2. The Korg crew took a quick break from setting up. From left: Loren Molinare, James Sajeve, Joel Richardson, Paul Hayhoe and AJ Reitz.
- 3. Riversong Guitars' Margo Bobrowich and Mike Miltimore show off the company's new Tradition Series Custom guitar, which features the patent-pending "neck thru" design.
- 4. From left: The Music Link's Chris Lekas, Scott Thompson and Misha Guiffre showcase the company's latest instruments.
- 5. From left: Kala's Linda Boswell, Phil Slight, Rick Carlson and Leanne McClellon highlight the American-made Banjo Uke.
- 6. Hammond's Christian Cullen demonstrates the portability of the new XK-1c. See story on page 4.

**MORNING BREAKFAST SESSION**

**THE NAMM RETAIL SUMMIT**

**NEW LOCATION** in the Davidson Ballroom at the Music City Center!

★ See schedule page 22

**Sony Expands DWZ Wireless**

★ Page 4

**Martin's Ed Sheeran Signature Edition**

★ Page 6

**BossTosh Shines**

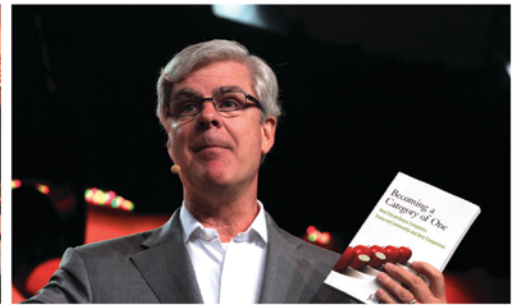
★ Page 10

**Fishman Loudbox Going Strong**

★ Page 15

# NAMM<sup>®</sup> | U Breakfast Sessions

Grow Your Music Retail Business



## Thursday, July 11 NAMM RETAIL SUMMIT

Joe Lamond, NAMM President and CEO, with guests

Prepare to end 2013 strong! Join NAMM President and CEO Joe Lamond for an inside look at the people and companies that are thriving in this hyper-competitive business climate—and walk away with a plan for the holiday selling season.

## Friday, July 12 TAKE THE STAIRS

Rory Vaden, Co-founder of Southwestern Consulting, *New York Times* best-selling author of *Take the Stairs*

Get ready to laugh and learn as best-selling author of *Take the Stairs* and world-renowned strategist Rory Vaden shares key insights and erases common misconceptions about how to build lasting self-discipline. Leave with a plan to get more results!

## Saturday, July 13 BEST IN SHOW

Frank Alkyer, Publisher, *Music Inc.*, with panelists

Tune in as six industry experts reveal their picks in four categories: Best Add-on or Accessory, Gotta Stock It, Companies to Watch, and Best in Show. They've scoured the show floor to bring you the standout and trendsetting products and services. This is what you need to know before you go!

Davidson Ballroom, Music City Center | FREE Breakfast 8 a.m. – 8:30 a.m. Sessions 8:30 a.m. – 9:30 a.m.

# Summer<sup>13</sup> NAMM<sup>®</sup> insight

### TOPICS INCLUDE:

- What I've Learned Being an Online Retailer
- Lean Strategies for Retailers
- Succession Planning
- Building Your Brand
- Creating Value
- Leadership through Change
- A New Paradigm in Tonewood
- Selling Passion
- Lessons I Learned From My Father

Thursday, July 11 at 6 p.m. • Music City Center, Davidson Ballroom • Nashville, Tennessee

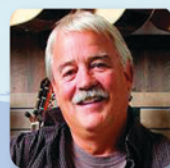
For the first time in history, these interesting, and sometimes outspoken, business leaders will all share a stage for an event guaranteed to both inspire and challenge retailers. We've invited each of these thought leaders to share a personal message with dealers to help further their success—hard-earned wisdom you won't want to miss.



Vince Gill  
Host



Sterling Ball



Tom Bedell  
Co-Host



Jim D'Addario



Fred Gretsch



Chris Martin



Hartley Peavey



Bob Taylor



Andy Zildjian



Henry Juszkiewicz

Event begins at 6 p.m. • Live music, food and beverage provided • Show badges required

Life is about options... **And so is recording.**



The all-new Zoom H6 Handy Recorder is the most versatile six-track recorder ever. Four interchangeable capsules—X/Y, MS, Shotgun, and XLR/TRS—as well as an array of advanced features, make the H6 the chameleon of the recording world.

The groundbreaking **H6**. It will change the way you think about recording **forever**.

Sound Laboratory  
**zoom**®

## ★ BRIEFS ★

**Breakfast Sessions Now Being Served in Ballroom**

Kick off the first day of the show at this morning's NAMM Retail Summit in its new location: the Davidson Ballroom in the Music City Center. Map out your plans now to be a part of this session and keep your business headed in the right direction with a fresh perspective from industry peers.



Also, make sure to stop by the Davidson Ballroom for Friday's session entitled "Take the Stairs" and Saturday's "Best in Show." A free breakfast will be served at all three sessions at 8 a.m.

**INFO** NAMM ([namm.org](http://namm.org))

**Zoom North America Makes its Debut**

Zoom North America has been formed to distribute future product from Japan's Zoom Corporation in the United States, starting with the new H6 Handy Recorder.

"It's exciting to be working with Masa Iijima and all at Zoom," said Zoom North America CEO Scott Goodman. "Zoom's an innovative, dynamic company, and the products are exceptional in terms of quality and uniqueness."

Samson Technologies will turn over the U.S. distribution of all Zoom products to Zoom North America on December 31.

"Samson will work hard to make sure the transition will go as smoothly as possible for our customers," said Jack Knight, president of Samson Technologies.

**INFO** Zoom North America ([zoom-na.com](http://zoom-na.com))

**NAMM YP Hosts Event Today**

Join NAMM YP as it hosts a two-hour session today from 4-6 p.m. in room 407C and 407D of the Music City Center.

The event will feature keynote speaker Mark Goff, president of Paige's Music and NAMM Ex-Comm member, roundtable discussions with other NAMM YP members, and a social hour. The event is free and open to all but you must register prior to the event.

**INFO** NAMM YP ([namm.org](http://namm.org))

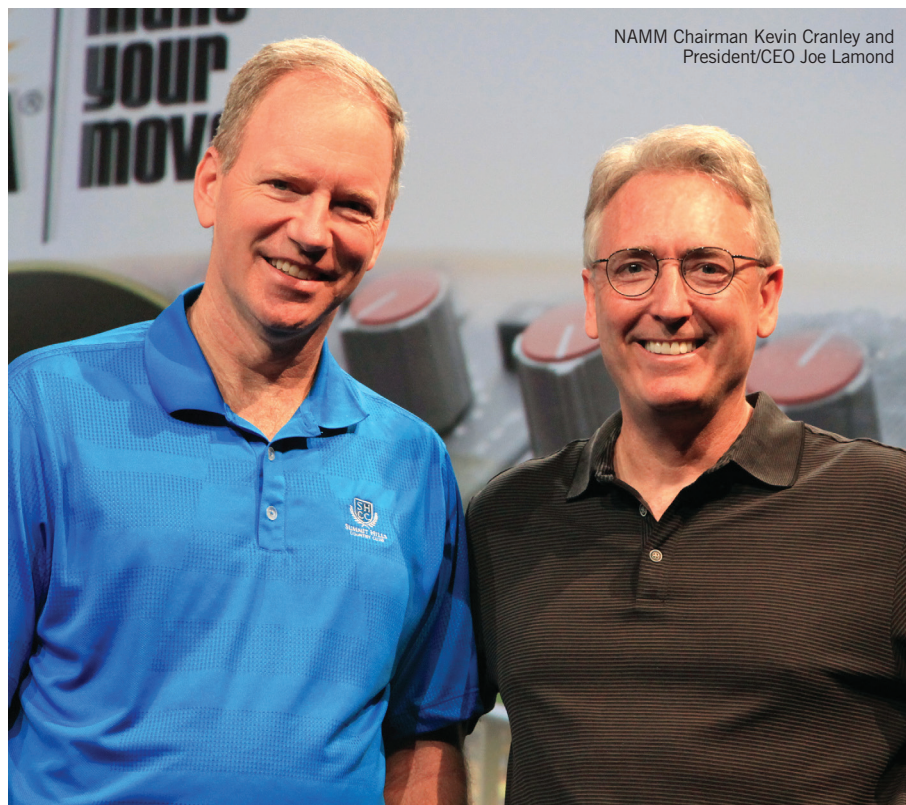
**Buy Bundles, Win Scooter**

The Music People are offering retailers a chance to win an electric scooter when they purchase one of five bundles during Summer NAMM.

"Bundles are the big news this year," said Jim Hennessey, company president.

For every bundle bought, dealers can drop one business card in a box at the company's booth for a chance to win the scooter.

**INFO** The Music People ([themicpeople.com](http://themicpeople.com))



NAMM Chairman Kevin Cranley and President/CEO Joe Lamond

**WELCOME TO THE MUSIC CITY CENTER**

**M**oving into the beautiful new Music City Center is just one of many changes taking place at this year's Summer NAMM.

Fresh starts are usually accompanied by a sense of optimism about the future. Such is the case with 2013 Summer NAMM. We're not only looking forward to hosting a successful show in this magnificent new venue, we also plan to help you position your company for a prosperous third and fourth quarter.

Summer NAMM is the ideal backdrop for doing great business, strengthening relationships with your vendors and gaining ground by learning new strategies. To help you "sharpen the saw" and remain relevant in today's rapidly changing marketplace, we've scheduled a variety of powerful Idea Center sessions and created compelling content for our popular NAMM U Breakfast Sessions.

What's more, this year we're hosting some fun, after-hours networking events. We kicked things off with last night's Grand Opening Party, to be followed by tonight's "Insight: Hard-Earned Wisdom from Industry Icons," and Friday's Top 100 Dealer Awards. These events are designed to entertain, inspire and pay tribute to our members, while still giving everyone plenty of time afterward to enjoy the city's unparalleled music scene. We hope you'll take the time to join us at these great events.

Oh, and did we mention the free food and beverages?

We're glad you made your move to be with us at Summer NAMM. Just being here shows your commitment to growing your business, and we believe that the next few days of fine-tuning your inventory, learning new strategies and building relationships will certainly pay off in the weeks and months ahead.

Enjoy the show!  
*Kevin and Joe*

**Hammond's Lightweight, Big B3 Sound**

Hammond has unveiled its XK-1c, with the sound and versatility of the B-3 in a compact package weighing just 16 pounds.

Following the lead of Hammond's SK series of ultralight keyboards, the XK-1c uses the same virtual tone-wheel engine as Hammond's flagship B3-mkII Console Organ. The XK-1c features key B3 elements, such as Hammond's original chorus/vibrato and touch-response percussion. The latest digital

Leslie amplifier is also onboard, completing the classic setup. The XK-1c features customization capabilities, so the organ can be tailored into replicating any Hammond/Leslie vintage, with all settings stored in each patch. There are 64 factory patches and 64 user-programmable patches available.

MAP: \$1,495.

**INFO** Hammond Organ USA ([hammondorgano.com](http://hammondorgano.com))

**Sony Expands Wireless Mic Series**

Sony has added two new packages to its DWZ wireless microphone series, the DWZ-B50I instrument set and the DWZ-B50GB guitar set. The new packages continue a focus on flexibility, stability, reliability and high-quality sound, while adding features that give performers more options.

The DWZ-B50I instrument set includes a cardioid condenser microphone with flexible gooseneck and two-way clip for use with trumpets, saxophones or other wind instruments. The DWZ-B50GB guitar set includes a cable tone generator for matching the sound from wired and wireless systems.

**INFO** Sony Pro Audio ([sony.com/proaudio](http://sony.com/proaudio))

**D'Addario Expands Leadership**

D'Addario has restructured its leadership roles in a move designed to strengthen the company globally.

The new structure consists of two distinct divisions within the company that will be led by co-presidents Rick Drumm and John D'Addario III. The strategy will let Drumm and D'Addario III leverage their experience and strengths, and position the company to take advantage of growth opportunities, while taking a step further in the succession plan for the next generation of the D'Addario family. Drumm will now be responsible for all percussion brands, including Evans, ProMark and PureSound, and its woodwind accessories line under the Rico brand name.

**INFO** D'Addario ([daddario.com](http://daddario.com))

**SKB Mixes it Up With New Cases**

SKB has created a new case for the PreSonus StudioLive 24 Mixer and similar-sized mixers. The case features a foam interior with additional space under the mixer for cables and accessories while adhesive-backed foam inserts provide a custom fit. It is rotationally molded of linear, low-density polyethylene plastic for strength and durability. It also includes three oversized carrying handles, convenient in-line skate wheels, an expandable pull handle, and SKB's patented trigger-release TSA latches and stainless steel hinges for on-the-road protection.

MAP: \$349.99.

**INFO** SKB ([skbcases.com](http://skbcases.com))



**TASCAM®**

**TEAC PROFESSIONAL**

1 9 5 3 - 2 0 1 3

**60<sup>th</sup> ANNIVERSARY**

Please Come Visit Us at Summer NAMM at Booth# 1000

# ACOUSTIC COUNTRY



This weekend, Summer NAMM turns into Nashville's acoustic haven. From classic dreadnoughts to artist signature models and even banjo ukes, there's an axe for every taste on the show floor. Here's a sampling!

## {1} Recording King Dirty Thirties

**THE SKINNY:** Instruments built for the road, from great-sounding guitars to vintage-styled banjos.

**KEY MARKET:** Dirty Thirties are designed for singer-songwriters, folk stylists and traveling troubadours.

**FEATURES:** Inspired by Dust Bowl folk singers, Dirty Thirties guitars are available in three classic body shapes: dreadnought, 000 and Single O. DT banjos are available in a bluegrass resonator model and an old-time open-back.

🛒 Recording King ([recordingking.com](http://recordingking.com))

## {2} Eastman E10SS

**THE SKINNY:** A slope-shoulder acoustic built for big sound.

**KEY MARKET:** Flat pickers and live vocal accompaniment.

**FEATURES:** Tobacco sunburst solid Adirondack spruce top and solid mahogany back and sides matched with hand-carved scalloped X-bracing. MSRP: \$1,375.

🛒 Eastman Guitars ([eastmanguitars.com](http://eastmanguitars.com))

## {3} Riversong Tradition Series

**THE SKINNY:** A high-end acoustic that aims to be different.

**KEY MARKET:** Discriminating guitarists who enjoy luthier Mike Miltmore's new approach to the acoustic guitar, including his adjustable neck joint.

**FEATURES:** Sitka spruce from the northern tip of Vancouver Island, Canada, Chillwakan maple back and sides, walnut fretboard and a maple neck. MSRP: \$4,194.

🛒 Riversong Guitars ([riversongguitars.com](http://riversongguitars.com))

## {4} Kala Banjo Ukulele

**THE SKINNY:** An instrument with distinctive tone and the ability to project in solo and ensemble settings.

**KEY MARKET:** Banjo players who want to jump on the uke craze. Uke players who want to jump on the banjo craze.

**FEATURES:** Available in soprano and concert sizes and appointed with a black satin finish, geared tuners with black buttons, rosewood fingerboard and maple bridge.

🛒 Kala Brand Music ([kalabrand.com](http://kalabrand.com))

## {5} Seagull Excursion

**THE SKINNY:** A Canadian-made addition to Godin's Seagull line.

**KEY MARKET:** Musicians looking for affordable North American-made instruments.

**FEATURES:** Available in parlor, folk and dreadnought sizes. Boasts wild cherry top, back and sides made of a three-layer lamination of real hardwood, silver leaf maple necks, and rosewood fingerboards and bridges.

🛒 Godin ([godinguitars.com](http://godinguitars.com))

## {6} Cordoba C9 Dolce

**THE SKINNY:** A 7/8-sized version of the C9 model, handmade in a boutique workshop using traditional Spanish construction techniques.

**KEY MARKET:** Players looking for a smaller instrument.

**FEATURES:** Canadian cedar top and solid mahogany back and sides, mother-of-pearl rosette and an adjustable truss rod. MSRP: \$970.

🛒 Cordoba ([cordobaguitars.com](http://cordobaguitars.com))

## {7} Martin LX1E Ed Sheeran Signature Edition

**THE SKINNY:** Designed to the specifications of popular British artist Ed Sheeran.

**KEY MARKET:** The next-wave singer/songwriter set, and fans of Taylor Swift (Sheeran appeared on her album "Red").

**FEATURES:** As Sheeran's guitar model of choice since he was 14, this axe features an orange plus sign and the words "est. 1991," the year he was born.

🛒 C.F. Martin & Co. ([martinguitar.com](http://martinguitar.com))

Get kids in the door,  
get you community excited,  
and grow your business!



**Charge less,**  
*earn more with group lessons,*  
**rock camps,**  
*and ensemble classes*



**Visit the JamCamp booth at the top of every  
hour for live seminars with real teachers!**

*Capture all the energy of your live performances, rehearsals and jams.*

## **Introducing the JamHub® Tracker MT16™**

**Tracker MT16**  
**\$399.99**  
**MSRP: \$500.00**

- 16 channels
- 24 bits, 96kHz
- Wireless file transfer
- .WAV or .mp3 encoding
- 8 GB SD card included



**GreenRoom**  
**\$499.99**  
**MSRP: \$600.00**

**Record prefader audio from ANY mixing desk**

**Connect your JamHub studio to deliver individual monitor mixes  
during your live multitrack recording with Tracker MT16**

**JamHub®**

**Visit us at Booths #1056 and #954**

## Vox Revs Up Tone Garage

Vox Amplification has added the Tone Garage series of guitar pedals to its lineup. The new series is comprised of five effects units that feature all-analog circuitry. The Flat 4 Boost, the V8 Distortion, and the Straight 6 Drive all feature a carefully matched, high voltage VOX 12AX7 tube. The Flat 4 Boost also incorporates a passive Baxandall EQ circuit. The Double Deca analog delay features three V3205 Bucket Brigade chips, and the Trike Fuzz octave/fuzz pedal features high-quality Germanium diodes. Vox engineers named the series "Tone Garage" for its boutique-inspired, hot-rodded and modded designs that deliver classic and unique tones not found elsewhere.



The pedals' all-discrete circuits use no op-amps or ICs (Integrated Circuits), instead using individual transistors, resistors, capacitors and coils. Specially created for three of the pedals in this series is a new VOX vacuum tube circuit technology called "Hi-Volt," which delivers high voltage (200V) to a 12AX7 vacuum tube using the included 6x

AA batteries or an optional DC9V adaptor (fairly unique to a high voltage pedal, Tone Garage pedals can run on most commonly-found DC9V power supplies). The result is dynamic and responsive tones with the feel and dynamic range players associate with vacuum tube amps.


 [Vox \(voxamps.com\)](http://Vox(voxamps.com))



## Remo Gives Drum a Lift

Remo's Pyramid Wire Drum Stand is designed to lift drums off the floor, letting bass tones resonate.

Players can use the Pyramid Stand to hold a drum in place with its non-slip rubber base and tilt it at any angle while they play. The stand fits on the inside of the drum, such as a djembe, without disturbing airflow and projection, and can accommodate many drums with an inner diameter opening at the base of 7.125 inches, 5.90 inches or 5.36 inches.

 [Remo \(remo.com\)](http://Remo(remo.com))

## Putting keyboard players everywhere *on notice.*

Introducing **TriplePlay**, the wireless guitar controller that lets you turn your electric guitar into any instrument that you want – and compose, perform and record like never before. Includes a comprehensive software suite from PreSonus, Native Instruments, Notion Music, and IK Multimedia.

### **Compose**

The revolutionary songwriting and composition software makes it easy to create your own guitar tabs, lead sheets, and standard sheet music complete with an audio track of your work.

### **Perform**

Experience limitless guitar tones and effects, and a split fret capability that lets you play up to 4 instruments at once! This revolutionary new guitar synth provides fast, accurate tracking with virtually no lag.

### **Record**

Use the included DAW software on your PC or Mac to build entire multi-instrument arrangements or mind-blowing patches. Explore an entire library of tonal choices to help your music stand apart.

[fishman.com/tripleplay](http://fishman.com/tripleplay)

**FISHMAN**




Visit us at Booth #1336

## Vince Gill Hosts Tonight's Industry Insight Event

Join us in the Davidson Ballroom immediately following the show, as Vince Gill hosts Insight: Hard-Earned Wisdom From Industry Icons.

Doors will open at 6 p.m., with the event beginning promptly at 6:30 p.m. Live music, food and beverage will be provided (first come, first served), and show badges are required for admission.

 [NAMM \(namm.org\)](http://NAMM(namm.org))

**UpBeat**  
DAILY

Vol. 60 No. 5 | The NAMM Show | Thursday, July 11, 2013

**PRESIDENT**  
Kevin Maher

**PUBLISHER**  
Frank Alkyer

**EDITOR**  
David Zivan

**ASSOCIATE EDITOR**  
Katie Kailus

**CONTRIBUTING EDITORS**  
Kathleen Costanza, Ed Enright

**AD SALES MANAGER**  
John Cahill

**ACCOUNT EXECUTIVES**  
Tom Burns, Ritche Deraney

**ART DIRECTORS**  
Ara Tirado, Andy Williams

**CIRCULATION**  
Sue Mahal

**ACCOUNTING**  
Margaret Stevens

**Address all correspondence to:**  
UpBeat Daily

102 N. Haven Road, Elmhurst, IL 60126  
630-941-2030 | f: 630-941-3210  
editor@upbeatdaily.com

**Maher Publications: DownBeat, Music Inc., UpBeat Daily.** UpBeat Daily is the official NAMM show publication, published four times annually for The NAMM Show and three times annually for Summer NAMM. **Music Inc.**, the business magazine for progressive music product retailers, is published 11 times annually.



# GEAR THAT ROCKS & ROLLS OUT THE DOOR!



KORG PITCHHAWK



VOX AC30 / AC15 / AC4 PURPLE



VOX AC15C1X



VOX TONE GARAGE PEDALS



VOX MINI5 RHYTHM COLORS



VOX UKELECTRICS



VOX MINI3 G2



BLACKSTAR HT-METAL SERIES



BLACKSTAR LT-PEDALS

CHECK OUT THESE NEW PRODUCTS at **BOOTH No. 900**

**KORG** USA

**KORG**



**Blackstar**  
AMPLIFICATION



**HK AUDIO**

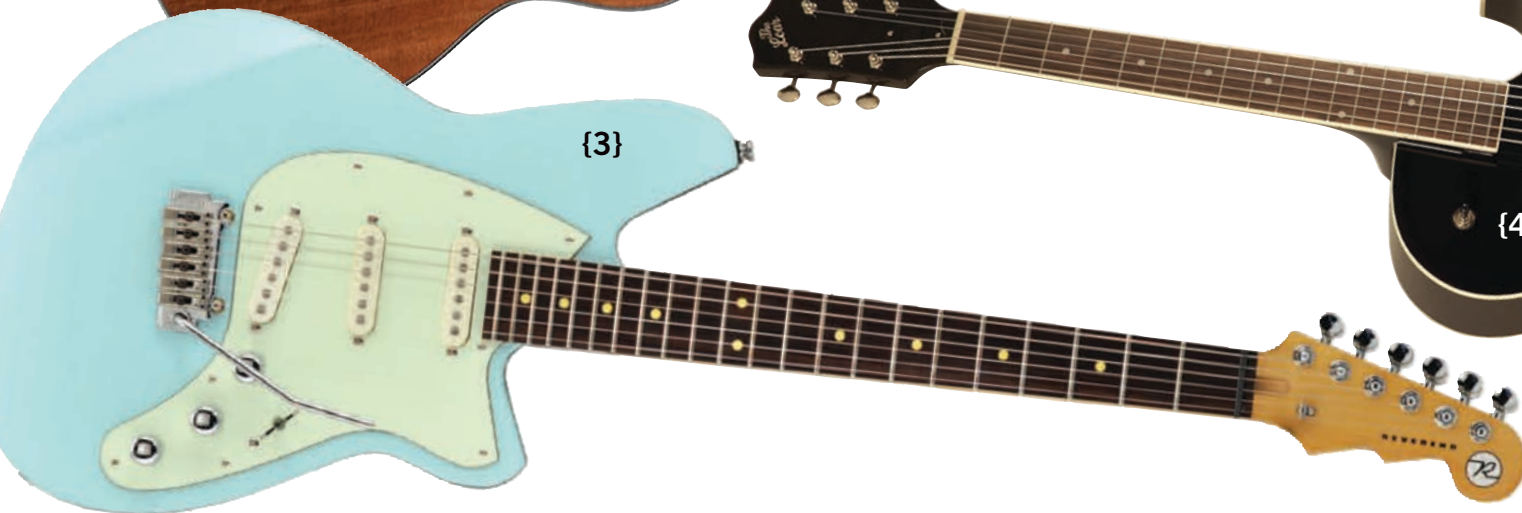
# GUITAR WALL



{1}



{2}



{3}



{4}

**{1} BOSStosh LUMA**

BOSStosh is showing the first in its line of lightweight guitars crafted from a solid aluminum block. The LUMA polished aluminum billet electric guitars are enhanced by surface contouring and internally placed acoustical chambers, creating a richer sound than previous generations of aluminum guitars, which were hollow.

🛒 BOSStosh ([bosstosh.com](http://bosstosh.com))

**{2} Moku Select Series**

Moku Select Mahogany series ukuleles are handmade with the finest select-tone woods. The solid Khaya African Mahogany models are available in soprano, concert, tenor and tenor cutaway. The tenor cutaway model is equipped with a Fishman sonitone pickup system for plugged-in or acoustic playing.

🛒 Moku ([mokuukes.com](http://mokuukes.com))

**{3} Reverend Six Gun Update**

Reverend Guitars has updated the Six Gun, the company's answer to the S-style guitar. The Reverend Six Gun III now has a longer and sleeker body shape with an arm contour for comfort. The Salnico pickups are made especially for Reverend. They are all somewhat warmer than your average S-style pickups.

🛒 Reverend Guitars ([reverendguitars.com](http://reverendguitars.com))

**{4} The Loar LH-280 Archtop**

The Loar has introduced the LH-280, an archtop cutaway with dual humbuckers and a 16-inch lower bout. Based on a classic Florentine cutaway design, the LH-280 offers players a versatile electric guitar. With a spruce top, and two custom-wound Loar humbuckers, the guitar bridges the gap between jazz, rock and blues.

🛒 The Loar ([theloar.com](http://theloar.com))

# Road Hog

## TOURING CABLES



ON TOUR WITH:

FALL OUT BOY



the Devil wears Prada

A DAY TO REMEMBER

MGMT THEORY

OF A DEAD MAN

The CHARLIE DANIELS BAND

FOREIGNER

Buckcherry

AUGUST BURNS RED

GARY ALLAN



ALTERBRIDGE

SUMMER NAMM BOOTH #1112

WWW.RAPCOHORIZON.COM  
WWW.FACEBOOK.COM/RAPCOHORIZON  
1.800.467.2726 1.800.255.9822



**SONY**  
make.believe

# digital wireless for all



## Epic digital wireless technology, now amazingly affordable.

Introducing the DWZ Series with affordable 2.4 GHz technology. You get solid-gold 24-bit linear PCM digital audio to keep you sounding your best. You get robust transmission and easy channel selection. Even automatic feedback reduction, encryption and battery charging are available. And Sony has pre-assembled DWZ packages for guitar, vocals, presentation and speech. Sony's DWZ Series. Sound like a million bucks without spending it.

Visit [sony.com/proaudio](http://sony.com/proaudio) or NAMM booth #1101



# ACCESSORY BOOM



- {1} Shubb's Brushed Nickel**  
Shubb's latest addition in its capo family is a smooth satin brushed nickel finish. The new models include the roller-wheel mechanism and rounded, smooth edges. MSRP: \$26.95.  
🛒 [\(shubb.com\)](http://Shubb (shubb.com))
- {2} Strap on Hendrix**  
Levy's new Jimi Hendrix handwritten lyrics guitar straps are inspired by the colorful style of the legendary guitarist.  
🛒 [\(levysleathers.com\)](http://Levy's Leathers (levysleathers.com))
- {3} Black Diamond Goes Vintage**  
Black Diamond's 477 series electric sets, 600 series acoustic sets and the 400 series bass sets will feature a new package design reminiscent of the vintage Black Diamond packaging.  
🛒 [\(blackdiamondstrings.com\)](http://Black Diamond (blackdiamondstrings.com))
- {4} Stealth Tuner**  
Planet Waves' NS Micro Tuner has a stealthy, lightweight design that allows it to be clipped to the back of the headstock.  
🛒 [\(planetwaves.com\)](http://Planet Waves (planetwaves.com))
- {5} Cooperstand Pro-Tandem**  
Cooperstand has introduced the Pro-Tandem, which will support one or two instruments, including acoustic guitar, electric guitar, bass guitar, ukulele, mandolin and violin.  
🛒 [\(cooperstand.com\)](http://Cooperstand (cooperstand.com))
- {6} Kyser Delivers Fender Capo**  
Kyser and Fender have teamed up to create a special edition Quick-Change Capo. Per Fender's branding guidelines, Kyser has manufactured a Candy Apple Red electric-guitar capo.  
🛒 [\(fender.com\); \(kysermusical.com\)](http://Fender (fender.com); Kyser (kysermusical.com))
- {7} GloKnob Shines**  
Option Knob has introduced the GloKnob Boutique, a blue luminescent glow-in-the-dark version of the Boutique OKnob.  
🛒 [\(oknob.com\)](http://Option Knob (oknob.com))

## THE PANAFLEX WIRELESS SYSTEM FOR ACOUSTIC AND CLASSICAL GUITAR

The world's first stereo wireless soundhole-mounted pickup and preamp.

- Installs into the Soundhole With No Other Instrument Modifications Needed
- Stereo Panorama Nanoflex Under-Saddle Pickup
- Master Volume Control
- Mono or Panorama Stereo Settings
- Separate Tone Controls For Bass And Treble Strings
- Ultra-low Latency
- Chromatic Tuner
- Wireless on/off
- USB Battery Charger
- Signal Works For Distances Up To 60 Meters
- 6 Hours Of Performance Time With One Battery Charge



**Shadow**  
www.shadow-electronics.com

Visit us at Booth #1436  
EXCLUSIVE U.S. DISTRIBUTION BY THE MUSIC LINK  
www.themusiclink.net



Martin & Co.  
180

YEARS OF TRADITION

INTRODUCING

**LX1E ED SHEERAN  
SIGNATURE EDITION**



+

AVAILABLE EVERYWHERE  
EDSHEERAN.COM

NASHVILLE CONVENTION CENTER | BOOTH #1300

A PERCENT OF PROCEEDS FROM SALES WILL GO TO EAST ANGLIA'S CHILDREN'S HOSPICES.

WWW.EACH.ORG.UK

# Everyone's idea of music is different.

Our favorite is the sound of credit cards swiping.



Register to win an iPad  
just for stopping by.

Learn how over 2,000 NAMM Members  
have saved money on their credit card  
processing program.

We know every NAMM Member has a unique approach for providing payment services for their customers. With this in mind, TSYS Merchant Solutions® offers a variety of customizable payment solutions to help make payment acceptance an affordable opportunity for you.

Stop by booth #54 to learn about valuable member programs, including credit and debit processing as well as check services, award and loyalty card programs. Register to win a \$100 Visa® Award Card just for stopping by.

**Call 888-749-7860**

## Gator Cases Enters Stand Market With Frameworks Line

For more than a decade, Gator Cases has been providing case solutions for an array of music- and audio-related products. Gator's new Frameworks line breaks new ground with a full offering of high-quality stands and support systems for microphones, speakers, keyboards, guitars, sheet music and tablet devices.

The Frameworks line was designed from the ground up with a sleek and modern look, while also being compact and feature-rich. The line will also include the patent-pending ID Series, featuring groundbreaking design and advanced ergonomics. The initial Frameworks launch includes 54 stands and mounts.

🛒 **Gator Cases** ([gatorcases.com](http://gatorcases.com))

## Kala Rumbles With U-BASS Tone

Kala has added the Rumbler to its line of portable U-BASS instruments.

The Rumbler features the addition of custom-engineered electronics and proprietary strings at an economical price. The Rumbler design integrates a Kala electronic system with a piezo pickup and is equipped with an active EQ with built-in tuner. Each bass is strung with Kala Silver Rumbler Strings, demanufactured for Kala by Aquila strings.

The Rumbler U-BASS includes a padded gig bag. Other features include laminate mahogany construction and a mahogany neck with rosewood fingerboard and bridge.

🛒 **Kala** ([kalaubass.com](http://kalaubass.com))



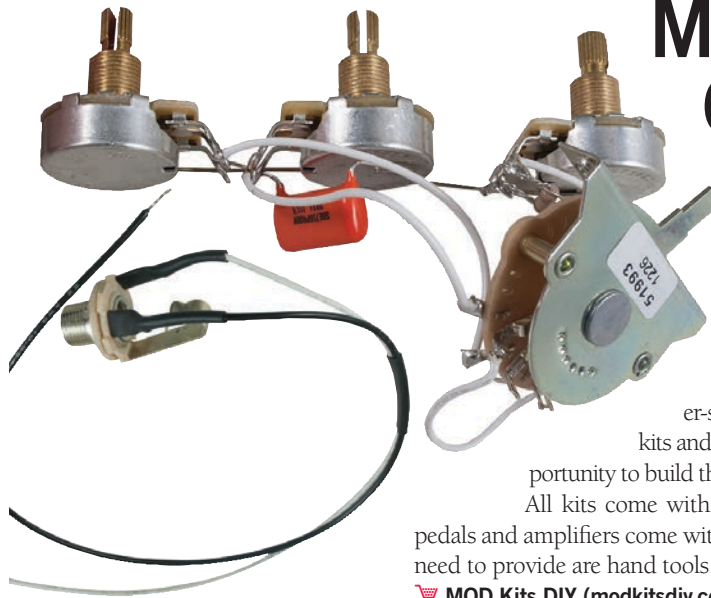
## Loudbox Still Going Strong

Nearly 10 years after its initial launch, Fishman's Loudbox family continues to enjoy widespread acceptance and a leading position in acoustic guitar amp sales for 2012.

The Loudbox Mini and Artist amps are currently being used by Chris Traynor of Bush, Jerry Douglas, Rich Robinson of the Black Crowes, Wolf Marshall, The Decemberists and folk legend Happy Traum.

"We are very pleased with the ongoing popularity of Loudbox with artists and players at every level," said Jason Cambra, Fishman's chief operating officer. "The line continues to evolve in terms of features and performance."

📄 **Fishman** ([fishman.com](http://fishman.com))



## MOD Kits DIY Wires Guitar Assemblies

MOD Kits DIY has introduced Pre-Wired Assemblies, a new product line for guitar modification. Used to upgrade guitar electronics, MOD Pre-Wired Assemblies enhance the guitarist's overall tone and playing experience.

Each MOD Pre-Wired Assembly has a treble bleed volume pot mod, which helps retain clarity when rolling back the volume knob and adds life to pickups. All assemblies are equipped with high-quality parts and components using CTS potentiometers, Switchcraft jacks, vintage Fender-style switches and high-performance "Orange Drop" tone capacitors. MOD kits and assemblies are designed to give novice and experienced musicians the opportunity to build their own amps and effects pedals and modify their guitars.

All kits come with easy-to-follow instructions and use point-to-point wiring. All effects pedals and amplifiers come with a pre-drilled enclosure, and all necessary parts are included. All users need to provide are hand tools, a soldering iron and solder.

🛒 **MOD Kits DIY** ([modkitsdiy.com](http://modkitsdiy.com))



# WORLD TRAVELER

**Nathan East**—World Traveler.

Known for recording and performing with Fourplay, Toto, David Foster, Eric Clapton, Phil Collins and Herbie Hancock, Nathan East is one of the most sought after bassists anywhere. When Nathan tours the world, he protects his basses with SKB cases.

**3i-5014-44**  
Form fitted to fit P/J Style Basses.







**3i-5014-OP**  
Open Cavity Bass Case

i series Bass Flight Cases. Watertight and Tour Ready. Lifetime Warranty. [www.skbcases.com/music](http://www.skbcases.com/music)



## Visit Us at Booth # 1100



## New Arriba Lighting Cases Feature More Dividers

Arriba has introduced six newly designed cases that come with more dividers to accommodate more lights per bag. They fit a wide variety of lighting product brands, such as ADJ, Blizzard and Chauvet.



"These new designs address the need and desire for one bag/case to accommodate multiple fixtures," said Scott Davies, director of Arriba Products. "It's important for a dealer to give the customer what they want. These new designs do exactly that. Consumers voice their opinion, and it's not only just important to respond, it's critical. Arriba values their dealer network and strives for everyone's success."

Since 2005, Arriba Cases has specialized in cases for lighting products and has perfected the cases to be both affordable for the consumer and profitable for a dealer.

"Everything needs a case," said Davies. "Arriba Cases believes that MI dealers know and understand the value of selling a case with just about every sale of a major product. Lighting and audio products are no exception. Arriba Cases addresses this need with value for the consumer and bottom line profits for the dealer."

[Arriba Products \(arribacase.com\)](http://ArribaProducts.com)



## CAD Expands Sessions Headphones Line With Custom Colors

Due to the fast-growing popularity, critical acceptance and strong sales of its new Sessions MH510 professional headphones, CAD Audio has decided to offer the line in a range of new custom colors.

The Sessions MH510GD phones in gold/white are now available. These will be followed by chrome/white, high-tech grey/white and pink/white. Sessions phones are also currently available in black, white/red, black chrome and black/orange.

Sessions phones feature a wide frequency response (10Hz–24kHz) with extended lows, smooth mids and articulate highs for accurate, natural reproduction. Their design delivers high SPL capability to produce ample volume along with exceptional isolation, ensuring a listening experience that virtually eliminates bleed through into the playback environment.

MSRP: \$159.

[CAD Audio \(cadaudio.com\)](http://CADAudio.com)

## JamHub Testing Cloud Recording Studio

JamHub, makers of headphone monitoring solutions for musicians and schools, has launched the beta testing phase of its new BandLab software platform. BandLab is a shared-cloud recording studio, designed to streamline the process of collaboration for musicians around the world with secure storage for multi-track recordings and the ability to upload, edit, mix, and leave feedback from any device.

"BandLab takes advantage of cloud

technology to provide musicians with a single creative space to work in and collaborate on," said Steve Skillings, founder and CEO of JamHub.

JamHub has moved BandLab into the beta testing phase, using artists, musicians, and programmers to ensure the platform's stability and utility, and looks forward to releasing it to the public in fall of 2013.

[BandLab \(bandlab.com\)](http://BandLab.com)

## Congratulations to NAMM's Top 100 Dealers!

NAMM's Top 100 Dealer Awards will spotlight the very best industry retailers and share their strategies for success. The event begins at 6 p.m. in the Davidson Ballroom. The award presentation will begin promptly at 6:30 p.m.

[NAMM \(namm.org\)](http://NAMM.com) [bandlab.com](http://bandlab.com)



## ChordBuddy Gets Small

ChordBuddy LLC, maker of the ChordBuddy Guitar Learning System, has launched ChordBuddy Jr., a new half-sized guitar for the 4–8 age group. The new guitar comes with the ChordBuddy device attached and allows young players to work on strumming, rhythm and timing skills, and build finger strength and dexterity as well as ear training without worrying about how to make chords.

ChordBuddy Jr. is a miniature dreadnaught guitar from the Perry's Guitar line that comes with a DVD, songbook, digital tuner and gig bag.

"Little kids need instant gratification and some beginning skills to help them adapt to the guitar," said Travis Perry, managing partner of ChordBuddy LLC. "The ChordBuddy Jr. is the first real playable half-sized guitar for this age group that takes full advantage of the ChordBuddy Learning System."

[ChordBuddy \(chordbuddy.com\)](http://ChordBuddy.com)



The Kyser® Quick-Change® is built to last. It is still handmade like it has been for the past 20 years by our expert engineers right here in Texas, USA. Kyser®'s pioneered design is often imitated but never equaled. There is no substitute for a Kyser® Quick-Change®.

KYSER® HANDLES IT

EACH ONE IS MADE BY HAND IN TEXAS, USA.



Come wish Milton Kyser a Happy 80th Birthday at booth 1518!

CONNECT WITH US.







## Harmony Singer Works Like Guitar Pedal for Voice

TC-Helicon has introduced Harmony Singer, a professional multi-effects unit that operates with the simplicity of a guitar stomp box offering three key features: guitar-controlled vocal harmony, tone and reverb. It is aimed at all guitarists wanting to add accurate backing vocals and pristine reverbs to their repertoire.

With Harmony Singer, users get up to two harmony voices guided directly by the in/thru guitar connection. In effect, Harmony Singer is the perfect vocal arranger, instantly analyzing incoming guitar chords, making sure that the harmonies are in tune and on time, freeing up the user to experiment using harmonies with all sorts of key and chord arrangements.

TC-Helicon ([tc-helicon.com](http://tc-helicon.com))



## New Framus and Warwick Cases More Durable, Secure

Framus and Warwick have refined their flight cases for all instruments made in Germany and have redesigned them for an elegant look. Designed for durability and security, the new cases include aluminum angles, chrome-plated ball corners, three rugged

hinges and two butterfly locks.

Inside the case, a padded and flexible layer of plush fabric provides optimal protection. Two thick foam pads for the body and a rest for the neck provide additional support.

Warwick; Framus ([warwick.de](http://warwick.de); [framus.de](http://framus.de))



## Pedaltrain Volto Powers Effects

Pro Stage Gear has released the Pedaltrain Volto power supply for guitar effects pedals. The Volto is a rechargeable, lithium-ion-based 9-volt battery pack that features two outputs providing a total output current of 2,000mA of power.

The Volto is a great tool for the musician on the go. No more power cables running to the pedalboard or worrying about stage power availability. Just place the pedalboard on stage, plug in, press the button and play.

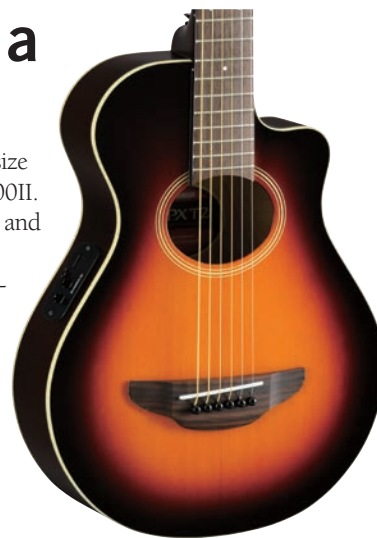
Pro Stage Gear ([pedaltrain.com](http://pedaltrain.com))

## Yamaha Constructs a Small Body Guitar

Yamaha today introduced the three-quarter size APXT2, a smaller version of the acoustic-electric APX500II. The new model features a spruce top, meranti back and sides, mahogany neck and a rosewood fingerboard.

Also included is Yamaha's proprietary Acoustic Resonance Transducer (A.R.T.) System68 pickup system with built-in tuner. The System68 A.R.T. features a one-way active preamp and transducer contact pickup system with mid-boost EQ for tone shaping and a precision chromatic tuner. The transducer system delivers a natural acoustic tone by dampening excessive vibration from the soundboard. MSRP: \$315.

Yamaha ([yamaha.com](http://yamaha.com))



## Alfred Supplements Premier Course

Alfred Music has released additions to its Premier Piano Course, including *Great Music & Musicians*, *Jazz, Rags & Blues* and *Masterworks*, as supplementary materials to be used in conjunction with the Premier Piano Course Lesson Books.

Alfred ([alfred.com](http://alfred.com))

# This Changes Everything.



One turn equals one tone on every string. Faster tuning, retuning and open tunings.

### Features & Benefits

- > 6-in-line or 3+3 headstock configurations
- > Triple-plated Chrome, Gold, Nickel or Black finishes
- > Hardened steel fine gears ensure durability
- > Fits most headstock sizes
- > Two pin "joint method" or single screw mounting styles available

String #	Electric Guitar	Acoustic Guitar	Standard Tuning
1	12:1	12:1	E
2	20:1	20:1	B
3	35:1	14:1	G
4	20:1	20:1	D
5	24:1	24:1	A
6	39:1	39:1	E



MSRP 99.99 - \$110.00

Hall B Booth 1422



[www.graphtech.com/ud87](http://www.graphtech.com/ud87) | [sales@graphtech.com](mailto:sales@graphtech.com) | 1(604) 940-5353 or (800) 388-7011

# ★ ★ ★ MARKETPLACE ★ ★ ★

**NAMM University BEST OF SHOW NAMM show 2013**

**EXOTIC MAHOGANY SERIES**

**KALA BRAND MUSIC CO. EST. 2004**

COME SEE US IN BOOTH #1511!

[www.kalabrand.com](http://www.kalabrand.com)

**NEW!**

**RUMBLER**

In 2008...  
MORE BASS,  
less space

In 2013...  
MORE FEATURES,  
less money

RETAIL \$399

**UBASS**

MORE BASS, less space  
[www.UBASS.com](http://www.UBASS.com)

Enter to win a Rumbler!  
Booth #1511

**pedaltrain**  
VOLTO

**VOLTO**

Your Pedalboard. Unplugged.

Visit our Summer NAMM Booth 1048

[pedaltrain.com](http://pedaltrain.com)

**EAR CANDY THAT'S EASY ON YOUR EYES!**

**SWAN SONG GUITARS**

[SWANSONGGUITARS.COM](http://SWANSONGGUITARS.COM)

BOOTH 1367  
NAMM SUMMER 2013

**Make Money Renting School Band & Orchestra Instruments**

**vir**

Find out how at **Booth 501**

[www.veritas-online.com](http://www.veritas-online.com)

## ★ CLASSIFIEDS ★

**TASCAM**

TASCAM, who produces the most comprehensive line of audio recorders, mixers and related equipment in the pro audio industry, is looking to expand its Sales and Marketing presence. We are currently looking for talented individuals with varying levels of experience. Whether you're already the VP of Marketing, or a salesman in the making, we would love to hear from you.

If you are interested in working for a company that is a pioneer in home recording and post-production and whose products are relied upon by home users and professionals worldwide, then send your resume to:

**Tanja Pino**  
Human Resources Manager  
TEAC/TASCAM  
[tpino@teac.com](mailto:tpino@teac.com)

**DISTRICT SALES MANAGER**

C. F. Martin & Co., Inc. – World renowned leader in acoustic guitar and string manufacturing seeks a results-driven individual to sell the complete line of Martin products to independent authorized dealers within the assigned territory of Tennessee, Kentucky, Indiana, Virginia, and West Virginia. Manage the assigned territory to achieve necessary targets inclusive of revenue, gross margin, product mix and other performance metrics as assigned. Significant travel required, approximately 70%.

7+ years of sales experience, preferably in the music industry. Must have proven track record of solid sales performance and dealer relationships.

C. F. Martin & Co., Inc. offers competitive wages, profit sharing and a comprehensive benefits package.

Send resume and salary requirements to:  
**C. F. Martin & Co., Inc.**  
510 Sycamore Street, Nazareth, PA 18064  
Attn: Human Resources Assistant

EST. 1833

**WD THE WORLD'S LARGEST ONLINE GUITAR PARTS WAREHOUSE**

**WDBIZ.COM**

BECOME A WD DEALER TODAY  
EASY ONLINE APPLICATION

**Sales Reps Wanted**

Gold Tone is seeking independent sales reps for Wood Song, GT-Series/M-Bass, Zero Glide

Contact Mike Johnson / Wayne Rogers  
580-215-2227 / 800-826-5482  
[contact@goldtone.com](mailto:contact@goldtone.com)  
BOOTH#1504

★ ★ ★ MARKETPLACE ★ ★ ★



**FAT ROCK™**

Ampweaker Booth 1071

**Increase Your Profits With Arriba Products!**

**“Everything Needs A Case”**

Arriba CASES

Designed for All Brands of Lighting & Audio Gear

**Become A Dealer Today! Join A Successful Team!**

Booth 1100-A 2013 Summer NAMM

626-330-6100 info@arribacases.com

**THE FUTURE OF GUITARS HAS ARRIVED**

2013 SUMMER NAMM BOOTH #1655



**INTRODUCING THE LUMA**

- 6061 Solid Aluminum Billet
- Beautiful, Durable & Sonically Rich
- Customizable Shapes & Finishes
- Interchangeable Parts

[www.bosstosh.com](http://www.bosstosh.com)

**6 String Guitar plus Add string**

imagine...

The non-invasive way to change the sound of the guitar you already have!!

Imported by Breezy Ridge **John Pearse® Strings**

**NAMM Booth 1212**

[www.jpstrings.com](http://www.jpstrings.com) 6106913302



**Jensen®** loudspeakers

**Blackbird**

The Blackbird, with its 100 watts of pure AINiCo tone, is the highest wattage AINiCo speaker ever made. This slick black speaker sings at all altitudes of play with a smooth modern tone.

[Jensentone.com](http://Jensentone.com)

**“The Real Stand Out”**

**Cooperstand®**

Pro Instrument Stands

Summer Namm Space 1201

Pro-Tandem

[www.cooperstand.com](http://www.cooperstand.com)



**WHEELER BROTHERS**

**Eastman** HANDCRAFTED GUITARS & MANDOLINS

ON TOUR NOW

**COME VISIT US ON THURSDAY AT BOOTH #1512**

EST. 1934 USA

FEATURED ARTIST  
BRADY LEFFLER  
Keyboards  
HOT CHELLE RAE

“On a digital keyboard: the piano sounds, I’m boldly stating, are the best I’ve heard and the best I’ve felt. The organs, as expected, are quite simply the best. It’s covered all bases in one incredible board.”

**BOOTH #1012**

**HAMMOND**  
THE SOUND THE SOUL THE ONE

## Zoom's H6 Records Up to Six Tracks


Zoom North America is announcing the release of the H6 Handy Recorder, which offers six tracks of simultaneous recording.

The H6 employs a system of four interchangeable input capsules that can be swapped out as easily as the lenses of a camera. It can be attached to a camera strap or mounted directly to a DSLR or camcorder. Its large, full-color display makes it easy to view recording and playback levels in low-light environments. The H6 records directly to SD, SDHC and SDXC cards.

 **Zoom (zoom-na.com)**

## Download the Free 2013 Summer NAMM App

Trying to find your way around the new Music City Center? Simply download the new Summer NAMM App. This free application helps you navigate the exhibit floor, check out the NAMM U and Idea Center schedules, find out about events and appearances and learn more about exhibitors. To access this free app, simply visit your mobile device's app store and search for Summer NAMM.

 **NAMM (namm.org)**


## Hal Leonard Goes for Baroque With Banjo Book

While Bach and banjo might not go together as naturally as peanut butter and jelly or french fries and ketchup, the results of this incongruous combination are equally delicious. The new *Bach for Banjo* songbook from Hal Leonard serves up 20 arrangements of his masterpieces that are very fun to play.

The pieces in *Bach for Banjo* are in tablature only



with chord symbols, arranged at the beginning-to-intermediate level for five-string banjo players. As in classical guitar arrangements, the melody and harmony are combined. Most pieces are on facing pages with no page-turns required, and beginners can pick through the selections at a slow pace. MSRP: \$9.99.

 **Hal Leonard (halleonard.com)**

## Yamaha DGX-650 Enhances Piano-Playing Experience

Yamaha has introduced the DGX-650, a portable grand digital piano that is ideal for piano students and hobbyists of all ages.

This entertaining alternative to an acoustic upright piano offers several features that make learning and playing piano more fun than ever, including upgraded piano sound and CD-quality audio recording and playback, as well as the ability to play chords with a single keystroke and interactive software that helps players learn songs of their favorite artists from many genres. It includes a stand and a sustain footswitch and is available in black with rosewood side panels or spotlight white.

The DGX-650 has category-leading touch and tone with PureCF sampling, which integrates the authentic sounds from the nine-foot Yamaha CFIIS grand piano.




Yamaha's Graded Hammer Standard action provides the natural touch response of a full-size grand piano — the lower keys are heavier and the higher keys become gradually lighter through the different registers. Extra-large, front-facing speakers provide a full and rich room-filling presence.

 **Yamaha (yamaha.com)**

## Blackstar Goes to Extremes

Blackstar has added the HT Metal range to its line of guitar amplifiers. Featuring extremely high gain tones, this series of tube amplifiers is voiced and designed to appeal to today's metal guitarists.

The HT Metal series offers six models: two-channel 1W and 5W heads and combos, as well as a 60W (2-by-12 inches) combo and 100W head, both of which are 6L6-loaded and have three foot-switchable channels.

 **Blackstar (blackstaramps.com)**



# SHUBB

*New for 2013...*

*Our most popular capo — the standard C1 — now sports the design features of our deluxe models!*



*Rounded corners are softer to the touch.*

*Contoured lever is easier to use.*

*Roller replaces delrin cap:*

- smoother action
- superior geometry
- reduced wear

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

The Sigma story goes on...

# M SIGMA®

EST. 1970

Booth 1623

goldenark.info@gmail.com  
www.goldenarktrading.com



# ★ SCHEDULE ★

## Noon Music Lessons: Are You Prepared for Back-to-School?

Pete Gamber of Music & Arts and columnist for *Music Inc.* shares an easy plan for building your lesson program during back-to-school time.

## 12:30 p.m. What Do I Do About My Website?

Moderated by Danny Rocks and featuring panelists Brad Boynton of Rhythm Traders, Leslie Faltin of Instrumental Music Center and Whitney Grisaffi of Ted Brown Music, this session discusses how to make a website work for you. Learn from these panelists' best practices.

## 1:30 p.m. Take the Hassle Out of Hiring

Peter Dods, *Music Inc.* columnist and owner of Easy Music Center shows how to cut to the chase. He'll explore how to learn about potential applicants with minimal effort and weed out unqualified candidates faster than you thought possible.

## 2 p.m. 40 Tips for Music Professionals 40 and Under

NAMM Young Professionals' CJ Awater, Ryan West and Cris Behrens share tips, online resources and book suggestions that have been proven to work for these up-and-coming music industry pros.

## 2:30 p.m. How to Turn Facebook 'Likes' Into Sales

Rick Camino of Hello Music presents tactics to turn Facebook 'Likes' into sales.

## 3 p.m. Use Google to Bring Customers Inside Your Store

Myrna Sislen will walk listeners through the steps to add this feature to their Google page, company website and social media.

## 3:30 p.m. Easy Purchasing Tips to Save Money

Mississippi Music's Mike Guillot explains simple ways to save money during the buying process by partnering with vendors, maximizing rebates and using freight savings programs.

## 4 p.m. How to Increase Sales With Contrast Selling

Mitch Brashers of Springfield Music talks about using comparative selling strategies to establish yourself as an expert, select the right products for customers and increase upselling.

## 4:30 p.m. Converting Social Media Into Sales Using Video

Learn how to create powerful, inexpensive videos that help convert social media efforts into sales. Nick Failla of Collected Concepts will explain how to take advantage of the simple tools.

## 6 p.m. The 2013 NAMM Top 100 Dealer Awards

*Davidson Ballroom*

The third annual Top 100 Dealer Awards paying tribute to the industry's best and brightest, pro-active retailers who think outside the

box. Hosted by country singer and Music City Walk of Fame inductee Steve Wariner, the awards dinner is free to all NAMM member companies, with food and beverages available on a first-come, first-served basis.

## SATURDAY, JULY 13

### BREAKFAST SESSION

8 a.m.

#### Best in Show

Frank Alkyer, Publisher, *Music Inc.*, with panelists

*Davidson Ballroom, Music City Center*

Join Frank Alkyer and his panel of respected gearheads and retail buyers who scour the show floor to find the "Best in Show" — standout and trendsetting products and services that will sell. (Free breakfast served until 8:30 a.m.)

10:30 a.m.

#### I Like This Product—Should I Buy It?

Join CPA Alan Friedman for the answers to such questions as, "Should I purchase this product?" "How many should I buy?" and "Will I have enough cash to pay for it?"

11 a.m. (Double Session)

#### Best Social Media Examples From Music Retailers

In this double session, Jen Lowe of Boom-Boom Percussion reveals the best social media examples from within the industry.

Noon (90-Minute Session)

#### Practice Personalities: Effective and Efficient Ways to Practice According to Your Personality

Join Thornton Cline and a panel of music educators as they discuss strategies for practicing more effectively and efficiently.

Noon

#### DrumLine Battle Summer NAMM Showdown

*Outside Courtyard*

Drum Corps International's DrumLine Battle events provide marching percussion ensembles from across the globe with powerful opportunities to compete head-to-head.

1:30 p.m.

#### Community Ukulele Circle

*Outside Courtyard*

Brought to you by Kala Brand Music, instruments will be provided for this strum-along — no experience necessary.

2 p.m.

#### Drums Across America: Your Biggest Source of New Customers & Students

Percussion Marketing Council kicks off Drums Across America, while a panel explains how to use this program to create more drummers, develop more customers and sign up more students for lessons.

3 p.m.

#### Community Drum Circle

*Outside Courtyard*

Sponsored by Remo, stop by, pick up a drum and groove.



## NAMM U—Serving Up Breakfast Sessions Daily!

Davidson Ballroom, Music City Center

FREE Breakfast • 8 a.m.–8:30 a.m. (First come, First served)

Session • 8:30 a.m.–9:30 a.m.

Start each day with a NAMM U Breakfast Session, where you can learn about industry happenings, gain tips for success and find out about the hottest new gear so you can move forward in your business when you get home!

*Today's Session:*

### NAMM Retail Summit

This year alone, retail has seen an explosion of mobile, integrated commerce and social media. The music products industry is no exception, and all of these trends will affect business in the coming fourth quarter. Are you ready? Join NAMM President and CEO Joe Lamond for an inside look at the people and companies that are thriving in this hyper-competitive business climate, and their ideas for ending 2013 strong. You'll walk away from this session with a plan for the critical holiday season that will carry over into the new year.

*Friday's Session:*

**Take the Stairs With Rory Vaden**—Improve Your Focus, Raise Your Productivity and Increase Your Income

*Saturday's Session:*

Best in Show

**NAMM U**

## Stop by the NAMM Member Center for a Chance to Win a Free Membership Renewal

Visit the NAMM Member Center, located in the lobby of Hall A, to learn how the benefits of your NAMM Membership extend well beyond the trade shows. NAMM staff will be on hand to answer all your Membership questions, update your Member profile and provide information on exclusive Member programs that can save your company time and money. NAMM Membership is your 24/7/365 connection to fresh ideas, business tools, resources and connecting with an energetic community of people who—like you—are passionate about music.

## NAMM at Night



## Join Us for Insight: Hard-Earned Wisdom From Industry Icons

Moderated by Country Music Legend Vince Gill and Two Old Hippiess' Tom Bedell

6:30 p.m.–8 p.m., Concert to Follow  
Davidson Ballroom, Music City Center

FREE Food and Beverage Provided (First come, First served)

For the first time ever, we've assembled an unparalleled group of our industry's most interesting, and sometimes outspoken, business leaders and invited them to share a message with dealers designed to help further their success. This is hard-earned wisdom you won't want to miss!



Scan this QR Code to download the FREE Summer NAMM App for your mobile device.

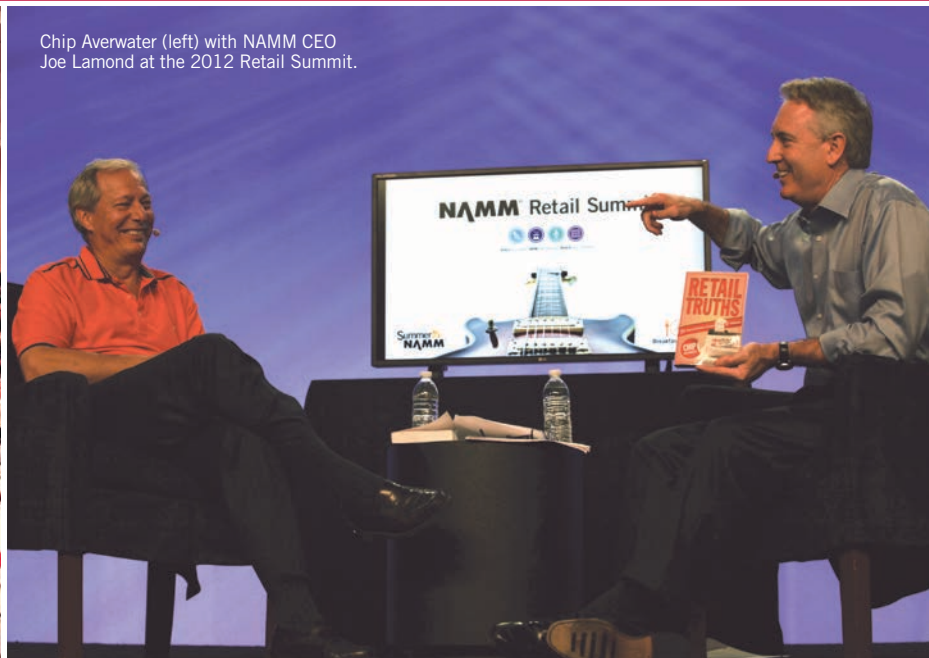




# SCHEDULE



A breakfast session at Summer NAMM 2012.



Chip Averwater (left) with NAMM CEO Joe Lamond at the 2012 Retail Summit.

## THURSDAY, JULY 11

### BREAKFAST SESSION

8 a.m.

#### The NAMM Retail Summit

Joe Lamond, NAMM President and CEO, with guests

*Davidson Ballroom, Music City Center*

Join NAMM President and CEO Joe Lamond for an inside look at the people and companies that are thriving in this hyper-competitive business climate and their ideas for ending 2013 strong. You'll walk away from this session with a plan for the critical holiday season that will carry over into the new year. (Free breakfast served until 8:30 a.m.)

10:30 a.m.

#### Fifty Shades of Facebook

Cris Behrens, store manager for Summerhays Music Center, presents creative ways to get more "Likes," "Shares" and traffic on your Facebook page. Behrens wears many hats at the store, so he'll share ideas that don't require tons of time and money to implement.

11 a.m.

#### What to Do When You Have Too Much to Do

Donovan Bankhead of Springfield Music will help retailers stay on top of their business by sharing his favorite resources from Google Calendar to the latest apps.

11:30 a.m.

#### Tips for Increasing Your Business by 25%!

Sales consultant Bob Popyk delivers simple, but often overlooked, ideas for cranking up the cash register right away without spending a dime. This session focuses on the greatest source of new business you may not be aware of, how to get more add-on business and ways to boost your referrals.

Noon

#### How to Plan Holiday Promotions That Work

Danny Rocks of The Company Rocks hosts a

panel discussion with retailers who will share their secrets for success when planning and executing holiday promotions.

12:30 p.m.

#### 5 Ways to Boost Your Lesson Sign-ups

Beacock Music's Gayle Beacock explains how she has grown her award-winning lesson program. Beacock will share creative promotions that you can try in your store right away.

1 p.m.

#### How to Host the Ultimate Rock Camp

Menzie Pittman, founder of Contemporary Music Center, shows how he hosts a summer program that drives growth and new business by getting students to take total ownership of their bands.

1:30 p.m.

#### 10 Cheap and Easy Ways to Better Your Business Now

Leslie Faltin of Instrumental Music Center shares ten simple, inexpensive ideas to boost your bottom line and market share. Learn the most cost-efficient ways to revitalize the sensory experience in your store, make consumer connections through email and online marketing, slash unnecessary costs and processes, turn stagnant inventory into cash, and reach new customers.

2 p.m. (Double Session)

#### 10 Financial Rules Every Retailer Should Follow

Listen in as industry accountants Alan Friedman, CPA, and Daniel Jobe, who handle dozens of music retail clients, explain the "Top 10 Financial Retailing Musts" for improving any store's profitability and cash flow.

3 p.m.

#### 10 Ways to Buy Smart and Sell Smarter!

Tracy Leenman of Musical Innovations helps attendees get started by taking them through the process of maximizing profits and having exactly what the customers want, when they want it.

3:30 p.m.

#### Effective Training Ideas That Won't Break the Bank

Colleen Billings of Billings Piano Gallery explores dozens of ways that retailers can provide the development activities your employees crave, while keeping the checkbook in mind.

4 p.m.

#### How to Train Salespeople and Influence Customers

Ernie Lansford, Purple Shoes Leadership

Industry veteran Ernie Lansford of Purple Shoes Leadership will reveal his "secret sauce" for getting your sales staff up to speed. You'll learn to build a team that turns "lookers" into buyers and influences customers to make informed decisions.

4 p.m.

#### The Power of Purposefully Focused Leadership

Mark Goff of Paige's Music

*Room 407C & 407D, Music City Center*

NAMM YP hosts a two-hour event where Goff will discuss a variety of topics and conclude with a networking reception.

4:30 p.m.

#### Simple Secrets to Managing Your Cash Flow

David Wilson of GE Capital speaks on the top 10 reasons why businesses fail, why cash flow management is important and what you can do to manage your cash flow.

5 p.m.

#### Intellectual Property Forum

*Room 205AB*

Open to all NAMM members.

6 p.m.

#### Insight: Hard Earned Wisdom from Industry Insiders

*Davidson Ballroom*

Hosted by country star Vince Gill and Two Old Hippies' Tom Bedell, this session will feature top industry leaders as they discuss succession planning, building your brand and creating value.

## FRIDAY, JULY 12

### BREAKFAST SESSION

8 a.m.

#### Take the Stairs

Rory Vaden, co-founder of Southwestern Consulting, *New York Times* best-selling author of *Take the Stairs*

*Davidson Ballroom, Music City Center*

Vaden shares key insights about how to build lasting self-discipline. Attendees will learn how to disregard fear and take immediate action, develop an awareness of their creative avoidance and be more disciplined — so they'll learn to "take the stairs" more often in life. (Free breakfast served until 8:30 a.m.)

10:30 a.m.

#### Navigating the Social Media Maze

Grant Billings, Billings Piano Gallery

From Facebook to Twitter to Google+, Grant Billings of Billings Piano Gallery will walk you through the social media maze. Learn how to develop the best social media strategy for your store and how to use that strategy on a daily basis to connect with your customers.

11 a.m.

#### How to Sell Your Toughest Customers — 90% of the Time

Bob Popyk is back, offering simple ways to close a high percentage of those tough customers who beat you up over price, tell you they're "just shopping around" and walk out the door without buying. Putting even a few of these ideas into place will take your sales up a notch right away.

11:30 a.m.

#### How to Stay on Top of Your Priorities

Rory Vaden returns to discuss priority dilution, a dangerous form of procrastination. He will discuss how to rethink your calendar, feel more confident about what to say "no" to, control your workflow, procrastinate strategically to protect your priorities, shift your thinking from urgent to relevant and redefine how you prioritize.

CONTINUED ON PAGE 21

# YORKVILLE SOUND

Celebrating 50 Years In Business!



*Traynor*



VTC  
PRO AUDIO

ART  
APPLIED RESEARCH AND TECHNOLOGY

ARTcessories™  
Creative audio solutions in cool little boxes.

Hughes & Kettner®  
TECHNOLOGY OF TONE

Thanks to all our industry partners for 50 Great Years!  
What can Yorkville do for YOU today?

Yorkville Sound USA • 4625 Witmer Industrial Estate Niagara Falls, NY USA 14305  
Phone (716) 297-2920 • Fax (716) 297-3689  
yorkville.com

# THE MUSIC LINK



RECORDING  
KING

AXL  
USA

The  
Loar



GUARDIAN

Savannah

Visit us at  
Booth #1436

[www.themusiclink.net](http://www.themusiclink.net)