

# UpBeat

The Official NAMM Show Publication

60TH ANNIVERSARY

DAILY



## GRAND OLE OPENING



**THE** musical products industry has officially opened the Music City Center in style — from retail training to expert opinions to a mega blast from the Hendrix past at the Grand Opening Party. And that doesn't even count the thousands of serious products on display on the show floor. The *UpBeat* staff has been working in overdrive to make sure we bring you the best of Summer NAMM. Here are a few selections:

1. Cordoba's Jon Bingham (left) and Ryan Cooper highlight the company's latest models.
2. SKB's Jerry Andreas (left) and Will Steven show off the new 66PRO Stratocaster and Telecaster case.
3. Eric Battin and Samuel Greene with Zoom's versatile new H6.
4. Mark Herring (left) and John Fulton of Eastman Music display the new E10SS slope shoulder guitar.
5. Jan Summer, director of sales for Cavanaugh, is all smiles about the company's redesigned packaging for Black Diamond strings.
6. Chris DeMaria, director of marketing and artist relations at Fishman, with the exciting Triple Play.

**BREAKFAST SESSION**

**NAMM U BEST IN SHOW**  
Summer NAMM

**FRIDAY:**  
Take the Stairs to Success

**SATURDAY:**  
Best In Show

★ See Page 22

Sabian adds to Xs20 Series  
★ Page 6

Phaeton's New Trumpet  
★ Page 11

El Rey's Mystic Fuzz  
★ Page 14

Godin's Anniversary Models  
★ Page 16

# 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**

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 ★

## Electra Resurrected

Electra Guitars has reopened with its classic logo intact, a slate of new products, and a growing roster of users, artists and friends.



And at this year's Summer NAMM show they are looking for dealers to join the team.

"Electra Guitars are back with a 100 percent focus on guitars, and our goal is for 100 percent of our sales to go through authorized dealers," said Gene Ymielek, Electra CEO. "Electra Guitars is committed to working with retailers to enable their customers to purchase quality guitars at a competitive price and for the dealer to make money selling, setting up and servicing them."

The company is launching new electric guitar and bass guitar models, which include completely new Electra models as well as enhanced Electra vintage guitar models.

**INFO** Electra Guitars ([electraguitars.com](http://electraguitars.com))

## Fork's Drum Closet, Mapex Team Up to Support Musician's Corner Fest

Fork's Drum Closet and Mapex Drums teamed up to support the Musician's Corner Music Festival in Nashville, Tenn. Since 2010, the festival has become a global music landmark and gathering space in Centennial Park with performers ranging from The Delta Saints to Street Corner Symphony.

"It's more than just supplying a great drum set and hardware for these drummers to use. It is showing them that we care about the music they play and how they sound," said Gary Forkum, owner of Fork's Drum Closet in Nashville.

Music Corner happens every weekend through June 25 in Centennial Park.

**INFO** Mapex Drums ([mapexdrums.com](http://mapexdrums.com))

## Who Will Be the 2013 Dealer of the Year?

Tonight's Top 100 Dealer Awards, hosted by country singer and Music City Walk of Fame inductee Steve Wariner, will celebrate the industry's most innovative retailers.

Stop over to the Davidson Ballroom immediately after the show in for an hour of celebration, inspiration and live music. The awards dinner is free to all NAMM members, with refreshments available on a first-come, first-served basis. Doors open at 6 p.m.; the ceremony starts at 6:30 p.m.

In addition to recognizing the Top 100, NAMM will also announce winners in numerous "Best Of" categories, and the 2013 Dealer of the Year.

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



## Silvertone Launches Reissues

Samick Music hosted the Silvertone Guitars "Roots of Rock Celebration," debuting two Silvertone reissues and several new models Wednesday night at B.B. King's Restaurant and Blues Club in Nashville, Tenn. Product Manager Tony De La Rosa (left) and Vice President Robert E. Lee unveiled the new lineup.

## NAMM U RETAIL SUMMIT

## HOLIDAY SALES BOOSTERS

Yesterday's Retail Summit in the Davidson Ballroom at the Music City Center had NAMM President and CEO Joe Lamond digging deep with a panel of retail experts on their tips for holiday sales success. Here are just a few of the early gifts unwrapped at the morning breakfast session.



## GABRIEL O'BRIEN, LARRY'S MUSIC CENTER

"Fourth quarter, you're not just competing with traditional music stores, you're competing against everyone. Consumers have a set amount of dollars to spend on the holidays. Our goal is to always get those first. So, we're having Black Friday all month long, basically. The idea was to get our Black Friday price for the whole month of November."



## CHRIS JOHNSON, MUSICIANS SUPERSTORE

"We do a lot of promotion for Black Friday. We do doorbuster deals. We give away free T-shirts, \$5 guitar stands. We do all kinds of crazy things to get the customer in on Black Friday. We open at 8 a.m. We don't do 4 a.m. or whatever. We find the customers come in based on our catalog and our deals. It's a huge traffic builder for us. It's been great for employee morale to get the season kicked off."



## LAUREN HAAS AMANFOH, ROYALTON MUSIC CENTER

"Instead of focusing on guitar packs and having stacks of them in the store, a quantity concept for the holiday season, we went upstream for quality. Instead of customers feeling like they're getting less, we almost customize packs for them. Guitar packs suffered. They dropped in half. But we grew over 300 percent in individual guitars. Gross margin went up. Volume went up."



## JEFF MOZINGO, MOZINGO MUSIC

"We offer a holiday showcase and the students can volunteer to be part of that and perform in the store either in our performance venue or on the sales floor. And then the next thing we do is take it to the next level and they can take an ornament and write their wish list. When their grandparents, relatives and family members come in, they've got their wish list right there."



## RYAN WEST, WEST MUSIC

"One thing we've seen success with is partnering with our local media. Newspapers are always looking for that 'feel good' thing, and music at the holidays is always a winner. One time we had a radio station come in and do a live broadcast, while customers were lined up outside. And the radio hosts asked customers what they bought, and the customers would say, 'I just got a guitar!'"



## PETER SIDES, ROBERT M. SIDES FAMILY MUSIC CENTER

"Being a B&O dealer, we put posters up in October and November all designed around our top-line, step-up showcases. It was four stores, so we did [the showcases] four consecutive days. We sent out invitations via direct mail. Teachers booked appointments around these four days, and we had four or five manufacturers at all four days. We pulled off about a low 80-percent closing ratio."



## WHITNEY BROWN GRISAFFI, TED BROWN MUSIC

"We were trying to drive traffic to the store in January, since that's our quietest time. So we decided to do 'Black November.' During that month, for every purchase, we gave customers a gift card back. The cards were in \$5 increments, so the more they spent, the more they got. And they were transferrable, but they couldn't use them until January. We had 58 percent of people return."



## BOB NEGEN, WHIZ BANG TRAINING

"Everyone knows those last 12 days leading up to Christmas are really important. So the well-known story of the 12 days of Christmas holds the promotion together. Every day for 12 days, you send one email, and in that email you have one item that is on sale. Put it on a deep discount, 50 to 75 percent off. The job of marketing is to get people into the store. So this one item is your traffic driver."



Brad Smith of Hal Leonard said the expanded partnership with Line 6 will be a winner.

## Hal Leonard, Line 6 Expand Partnership

Line 6 has expanded its distribution agreement with Hal Leonard, who will provide a comprehensive array of Line 6 solutions for recording and performing guitarists, musicians using live sound, and recreational musicians.

"Hal Leonard plays a valuable, strategic role in helping a broad set of retailers bring the Line 6 experience to their customers," said Jim Atkinson, senior vice president of worldwide sales for Line 6.

"Line 6 creates top-quality, groundbreaking products that are designed with musicians in mind," said Doug Lady, senior vice president of sales for Hal Leonard. "We're excited to bring the Line 6 difference to even more musicians, and enable our dealers to be the source for these innovative solutions."

Hal Leonard has also announced that it will distribute ChordBuddy products in North America.

"ChordBuddy gives new guitar players instant success and helps them stick with it during those first two difficult months," said Travis Perry, managing partner of ChordBuddy. "Hal Leonard will help us reach even more potential players through their network of outstanding retailers."

**INFO** Hal Leonard ([halleonard.com](http://halleonard.com))

## Gator Road-Tested for Pioneer Gear

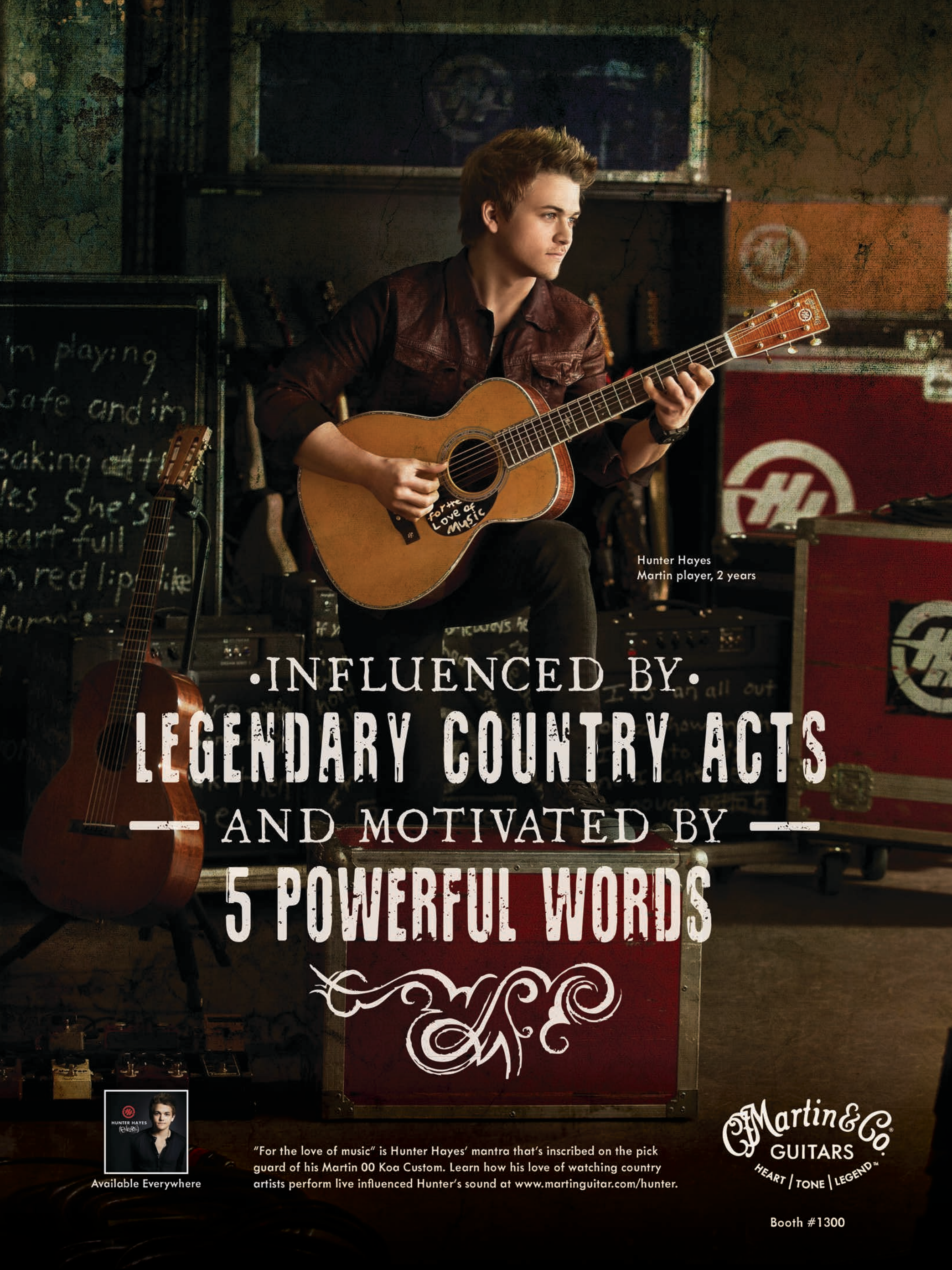
With the rising popularity of Pioneer's DDJ-SX controller, Gator Cases has added a custom-fitted road case to its popular G-Tour DJ line. The G-TOUR-DDJ-SX Arm provides top-notch protection and full use of the controller without having to remove it from the case. This case also includes Gator's 360 Arm mounting system to make it a strong mobile workstation.

A traditional wooden road-style case provides protection with sleek hardware and heavy duty twist latches. Thick EVA padding lines the interior to securely hold the DDJ-SX and a removable front panel allows for full access to the front controls.

The 360 Arm system features a mounting tray that holds laptops, tablet devices, or a Vesamount LCD monitor. The arm itself, mounted in the rear of the case, adds flexibility with full 360-degree rotation capabilities.

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





Hunter Hayes  
Martin player, 2 years

• INFLUENCED BY.  
**LEGENDARY COUNTRY ACTS**  
— AND MOTIVATED BY —  
**5 POWERFUL WORDS**



Available Everywhere

"For the love of music" is Hunter Hayes' mantra that's inscribed on the pick guard of his Martin 00 Koa Custom. Learn how his love of watching country artists perform live influenced Hunter's sound at [www.martinguitar.com/hunter](http://www.martinguitar.com/hunter).



Booth #1300

**{1} Eastman Thinline 486**

The Eastman T486 Thinline Electric features a full-size 16-inch body with a deluxe laminate top, back and sides, and coupled with versatile dual Seymour Duncan humbucker pickups. The double Venetian-style cutaway, dual mounted Seymour Duncan humbucking pickup design is controlled by two volume and two tone knobs with a three-way selector switch. MSRP: \$1,250.

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

**{2} WW 16200 SC**

WW Musical Instruments recently debuted the 16200 SC acoustic guitar.

The instrument features a solid sitka spruce top, sapele plywood back and sides, a mahogany neck, and a rosewood fingerboard.

🛒 WW Music Instruments ([cnrunde.cn](http://cnrunde.cn))

**{3} The Loar LM-590 Mandolin**

The Loar's LM-590 is a new mandolin for players who want the rich sound of a solid hand-carved instrument in a resonant thin-satin finish with ultra-clean aesthetics. The classic F-style LM-590's top is hand-carved from solid spruce, and the back and sides are hand-carved from solid maple. The flat fretboard extension provides maximum picking clearance.

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

**{4} Cordoba Master Series**

Cordoba's Master series honors four master luthiers whose work has shaped the history of the nylon-string guitar. Each model in the series is a replica of a guitar representing significant moments their careers. The guitars are handmade in Cordoba's California workshop.

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

## D'Addario Extends Guitar String Lines

D'Addario has made additions to two of its string lines for guitars, including the new Balanced Tension Singles and the ProSteel Electric Guitar Medium Gauge Set. The new offerings are the result of customer feedback.

"D'Addario continues to listen to its customers to answer needs of players everywhere," said Brian Johnson, D'Addario product specialist. "D'Addario consistently expands its product offerings in an effort to inspire guitarists across genres to higher levels of performance.

These line extensions answer a variety of requests for multiple types of players, and we'll continue to keep our ear to the pavement for future additions."

With demand to already expand the new Balanced Tension line from D'Addario, singles are being added to the offering. D'Addario XL Nickel Wound Balanced Tension sets have been optimized to have a comparable tension string-to-string, allowing for greater dynamic control and a more evenly balanced effort

## Amptweaker Metal Pedal Goes Pro

Since introducing the TightMetal distortion pedal, Amptweaker has received many requests for a two-button version.

While most dual distortions simply have a Boost pedal added, the new TightMetal Pro has two Boost knobs — one before and one after the distortion — so it is easy to boost the gain and volume for soloing. There's also a Midboost button that works with the output Boost knob to help solos cut through the mix.

An added three-band EQ allows for tonal variation, and a Thrash button allows for more traditional, deeper-scooped mids. A switch to cut high-end sizzle gives a warmer edge. The standard

noise gate from the original TightMetal is also included, with the hard-stopping Chomp setting to help keep the rhythm as tight as possible when doing quick riffs with a lot of palm-muted stops.

The TightMetal Pro has three effects loops: a universal loop, another active with the boost and a SideTrak loop that activates when the pedal is off to automatically shut off clean effects.

🛒 Amptweaker ([amptweaker.com](http://amptweaker.com))



## Sabian Adds New Cymbal Models

Sabian is offering three new models in its Xs20 series. Designed for low-volume settings, the new dB Control Crash is an extra-thin cymbal that is quick and quiet, and gets out of the way fast. Think fewer decibels, shorter sustain and huge tone. It is available in 16- and 18-inch models in natural and brilliant finish.

The HHX and AAX X-Celerator Hi-Hat design will also be available in the Xs20 series as a 14-inch pair. A crisp and accurate set of hats, the Air-Wave bottom eliminates air lock for clarity. Lastly, a new 21-inch Xs20 Medium Ride balances stick definition and wash for clean, musical tone at all volumes.

🛒 Sabian ([sabian.com](http://sabian.com))



## Remo Dots its Powerstroke 3 Line

Remo is now applying a black dot to its line of Powerstroke 3 series bass drumheads. Offered in clear, coated, and white, Powerstroke 3 drumheads provide deeper low tones for bass drums with focused attack and durability. Inspired by legendary drummer Steve Smith, the P3 black dot allows for a more focused lower note fundamental to all

bass drum sizes and shell types.

"With the clear Powerstroke 3 with black dot I get the fat low-end associated with the Powerstroke 3 head plus more attack, projection and durability," said Smith.

The Powerstroke 3 black dot bass drumheads are available in sizes 14 to 32 inches.

🛒 Remo ([remo.com](http://remo.com))



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

**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



# UKE HUT



### {1} KALA Honeyburst

Kala has added a Honeyburst model to its archtop ukulele series. Similar in design to Kala's original Sunburst archtop model, the Honeyburst features a satin finish that accentuates its vintage appearance. Kala archtops come fitted with a custom active EQ system.

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

### {2} Koloa Updates 3 Ukulele Lines

Koloa has updated its entire ukulele line with revamped bracing, neck profiles and wood thicknesses for improved tone and projection. The new 300 series ukes are assembled with solid mahogany tops and mahogany backs and sides, and feature resonant matte finishes. The series includes a soprano, a concert and two tenors models. The 500 series ukuleles deliver classic uke tone in all-solid mahogany instruments with a thin matte finish. The final model added this year is the KU-725, made from solid koa, and boasts an abalone rosette.

🛒 [Koloa \(koloaukulele.com\)](http://Koloa (koloaukulele.com))

### {3} Moku Select Spruce

Moku Select Spruce series ukes are handmade and constructed with Select tonewoods. The Solid Spruce Top models have Solid African Mahogany back and sides, and are available in soprano, concert, tenor and tenor cutaway. The tenor cutaway comes equipped with a Fishman Sonitone pickup system.

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

### {4} Vox Ukelectric 33

Vox has added the Ukelectric 33, a solid-body, electric ukulele. The Ukelectric features a built-in amp and speaker that let it be played anytime, anywhere. An output jack lets players connect to a conventional amp or mixer for recording or for live performances without fear of feedback. MAP: \$299.

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

# Road Hog

## TOURING CABLES



ON TOUR WITH:

FALL OUT BOY  THE DEVIL WEARS PRADA   
 MGMT  THE CHARLIE DANIELS BAND  
 FOREIGNER   
 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





## New Gallagher Pickup Series Modeled After Originals

Kent Armstrong's Rory Gallagher series was created directly from the pickups currently residing in seven of Gallagher's most loved stage instruments, including a 1961 Fender Stratocaster.

Kent Armstrong, in partnership with the Gallagher family's approval, hand measured and tested each of these pickups. They have been rebuilt to unique specifications in both alnico three and alnico five

magnet versions. The alnico three versions respond with aged warmth, while the alnico five pickups are punchier and brighter with a sharp attack and response. The alnico five versions let the player reproduce the tone Gallagher had in the 1960s with his band Taste.

Each of the sets is hand-built in Armstrong's shop in Vermont and available through WD Music.

[WD Music \(wdmusic.com\)](http://www.wdmusic.com)

## Alvarez Finds Global Success in Frankfurt

The Alvarez team at this year's Musikmesse show in Frankfurt, Germany, gathered distribution interest from 19 nations. As a result of the show, Alvarez signed with some major distributors, including: Sound Service, Voerman, Grand Mystery and South Pacific Music.

"The growth in our overseas business over the last 18 months has been hard to believe," said Chis Meikle, senior vice president of St. Louis Music and Alvarez product manager. "It's a credit to the whole Alvarez team in SLM and Asia and we are looking forward to working with our international partners."



Alvarez guitars are now distributed in more than 30 countries around the world.

[INFO Alvarez \(alvarezguitars.com\)](http://www.alvarezguitars.com)

## JamHub Teams With Audio Distributors International

JamHub has named Audio Distributors International its official distributor in Canada.

ADI serves the Canadian MI dealer, pro dealer and music education communities with a team capable of leveraging JamHub's core mission of helping more people make music together.

"We believe that Audio Distributors International is the best possible partner for us, with a unique client roster that puts them in a great place to make our line of JamHub studios and studio accessories a success in Canada," said Steve Skillings, president of JamHub.

[INFO JamHub \(jamhub.com\)](http://www.jamhub.com)

## UpBeat

The Official NAMM Show Publication

Vol. 60 No. 6 | The NAMM Show | Friday, July 12, 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.

## Pull an orchestra out of your axe.

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





## UpBeat Daily Turns 60

UpBeat Daily, the official publication at NAMM shows, celebrates its 60th anniversary in Nashville.

"We've had the honor of serving this industry as one of the world's earliest trade-show magazines," said Kevin Maher, president of Maher Publications. "And we look forward to serving the industry with the highest commitment for decades to come."

UpBeat first appeared at The NAMM Show in the summer of 1953 — then called DownBeat Daily, a reference to the company's flagship jazz publication. It was a concept created by the DownBeat staff and its new owner John J. Maher, Kevin Maher's grandfather.

"I had a meeting with the head of NAMM at that time, Bill Gard," said Chuck

Suber, who served as publisher of DownBeat for most of his 24 years at Maher Publications. "He liked us very much. So, I put it to him very bluntly, 'You can't say right now that we'll be the official NAMM daily, but we're going to do everything we can to make it so.' And we shook hands on it."

Maher Publications changed the name to UpBeat Daily after a few years to give the publication its own identity.

"Publishing UpBeat Daily is a badge of honor," said Frank Alkyer, publisher of DownBeat, Music Inc. and UpBeat Daily. "We all take great pride in delivering timely news for NAMM attendees. It's still exciting to hear that magazine land at your hotel room door every morning of the show."



## Kala Travel Uke Fits in Your Pocket

Kala has morphed two of its popular models into the ultimate portable ukulele with the release of the Kala Travel-Pocket Uke.

Measuring 16 inches from top to bottom, the Pocket Travel Uke combines Kala's Thinline Travel and the Pocket Uke series

into one uke on the go. Despite its size, the instrument's arched back construction and solid spruce top provide a full sound. Other features include mahogany back and sides, rosewood fingerboard and bridge, mahogany neck, and open-back geared tuners.

🛒 **Kala Brand (kalabrand.com)**



## Cordoba Opens SoCal Workshop

Cordoba Guitars has opened a workshop in California.

Located inside Cordoba's seaside Oxnard facility, the workshop is a 2,500-square-foot manufacturing space built to accommodate the company's growing product line and offer instruments that are made entirely in the United States.

The area's mild, stable climate makes it ideal for guitar building, and is close to Cordoba's Santa Monica headquarters.

"Making guitars in California has always been a dream for us, and we're excited to finally see it happen," said Cordoba President Jonathan Thomas.

🛒 **Cordoba (cordobaguitars.com)**

## Bigsby Reintroduces Original Shim

Bigsby has reintroduced the original 1953 aluminum neck shim designed by Paul Bigsby for use with the Bigsby B16 vibrato. Accompanying this reintroduction is a step-by-step video, which demonstrates the process of installing a B16 using the neck shim.

If the player wants to keep vintage look and integrity by using the shim and a single saddle floating bridge, the shim adds the perfect height and pitch angle for the neck.

As this process includes an additional contact point of wood and aluminum, the tone of the instrument changes. Many suggest it adds sustain and a shimmering top end. If the player chooses the vintage look of the B16, but wants a modern six-saddle body-mounted bridge, no shim is needed. The use of a six-saddle bridge allows for individual string intonation, different saddle material choices and a traditional woody sound.

🛒 **Bigsby (bigbys.com)**

## Zexcoil's New Tone

Lawing Musical Products has debuted the new Zexcoil T-Bucker, a T-style pickup that provides noise-free humbucker and single coil tones in a drop-in replacement for T-style guitars. The hum-canceling design ensures pure, noise-free tone.

🛒 **Lawing Musical Products (zexcoil.com)**

## SwirlyGig Gets Users Hooked

SwirlyGig recently launched the SwirlyHook, a tool to store headphones, tambourines and cables. The SwirlyHook is easy to install and features no moving parts or assembly. Slip the hook onto a mic stand or any 5/8-inch tube and it stays in place using friction and gravity. It's available as a four-pack or as a single.

🛒 **SwirlyGig (swirlygig.com)**



# Riversong

**I saw a need for a better guitar. So I made it.**

**Adjustable Body Angle**  
Our action is raised or lowered by a simple adjustment of the neck angle.

**Adjustable Intonation**  
The neck moves in and out of the pocket allowing for micro adjustment while under tension.

**BIG Even Tone**  
Our patent pending "neck thru" design reduces the tension across the guitar top allowing less structural bracing and more resonant area.

**MIKE MILTIMORE**  
FOUNDER

📧 [info@riversongguitars.com](mailto:info@riversongguitars.com)  
 📘 [facebook.com/riversongguitar](https://facebook.com/riversongguitar)  
 🐦 [twitter.com/riversongguitar](https://twitter.com/riversongguitar)  
 ☎️ (250) 319-5050

## VOX Adds Color Options to Mini5 Modeling Amp

Vox is offering new color options for its Mini5 Rhythm portable modeling guitar amplifier.

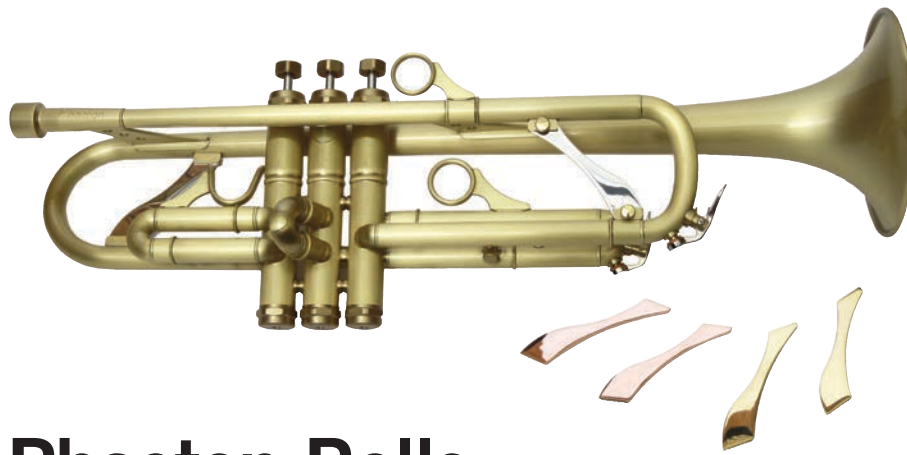
Combining Vox modeling technology, flexible battery or AC power, effects and rhythm patterns, the 5-watt Mini5 Rhythm



is suitable for performers in need of a portable, full-featured amplifier. Musicians can now choose from the original black vinyl covering, as well as an ivory color option or a classic option that features traditional Vox diamond pattern grille cloth.

The Mini5 Rhythm provides 11 amplifier models, starting with the Vox British tone and including classic amps, intense hi-gain amps and rare boutique amplifiers.

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



## Phaeon Rolls Out New Trumpet

Phaeon has introduced the FX-1100 trumpet for professional players. The new trumpet offers three sets of interchangeable bracing machined from bronze, stainless steel and annealed brass. Players have the option of fine tuning the instrument to suit performing requirements.

The new beefed-up, solid brass stock

mouthpiece receiver adds control for critical tone production. Rifle-drilled openings in both horizontal Phaeon-style braces reduce weight, while adding response in every register. Reversed tuning slides and lead pipe provide for uninterrupted air flow.

MSRP: \$2,685.

[Phaeon \(phaetontrumpet.com\)](http://Phaeon.com)

## HarpArm Allows Hands-Free Playing

The HarpArm is a magnetic harmonica holder that can be attached to all standard microphone and boom stands. Its magnetic attachment system lets it work with virtually all standard harmonicas. It telescopes to 16 inches and is easily lowered to rest alongside the mic stand when not in use.

The HarpArm also works with all stainless steel, plastic and wood harmonicas with the use of the included HarpStrip.

The HarpArm's attachment system has five different adjustment modes for ultimate flexibility.

MSRP: \$29.95.

[Score Mktg. \(harparm.com\)](http://ScoreMktg.com)



## Hammond Organ Goes Back to School

Nashville, Tenn., is America's Music City, and in an effort to keep it so, Mayor Karl Dean, Metro Schools Director Jesse Register and Warner Music Nashville CEO John Esposito have announced a major music education initiative at the Pearl-Cohn Magnet High School. Focused on real-world music creation, marketing and business issues, the

Music Makes Us program is drawing from Nashville's professional music community and major instrument manufacturers to provide support for its students.

Hammond Organ USA is supporting the effort by providing SK-1 Stage Keyboards for the new recording studio nearing completion on the Pearl-Cohn campus. Hammond

has also pledged to make its artist roster available for special appearances to teach and mentor the students.

"It's an honor and a privilege to be part of this great program," said Gregg Gronowski, Hammond's director of sales and marketing.

[Hammond Organ \(hammondorganco.com\)](http://HammondOrgan.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**<sup>®</sup>  
www.shadow-electronics.com

Visit us at Booth #1436

EXCLUSIVE U.S. DISTRIBUTION BY THE MUSIC LINK  
www.themusiclink.net

## SKB Now Offering Guitar and Bass Cases

Previously manufactured exclusively for Fender, the popular Strat and Tele guitar as well as Precision and Jazz bass cases are now available only from SKB. The rectangular electric guitar case accommodates Stratocaster and Telecaster-shaped models while the electric bass case fits Precision and Jazz-style basses.

Both case models are vacuum-formed of durable lightweight ABS plastic with molded-in stacking ribs for added strength. Cases include the same patented, fiberglass-reinforced TSA locking trigger latches found on the popular i-Series injection-molded flight cases.

The interior of the models features a rigid EPS and a plush-lined insert for a secure fit for both body and neck support. A large accessory compartment for picks, strings or slide is also included.

MAP: \$159-169.

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



## Vox Amps Up Colors

Vox has introduced two new colors for three of its custom series guitar amplifiers. Vintage cream and elegant purple will be available for the AC15, AC30 and AC4 models for a limited time.

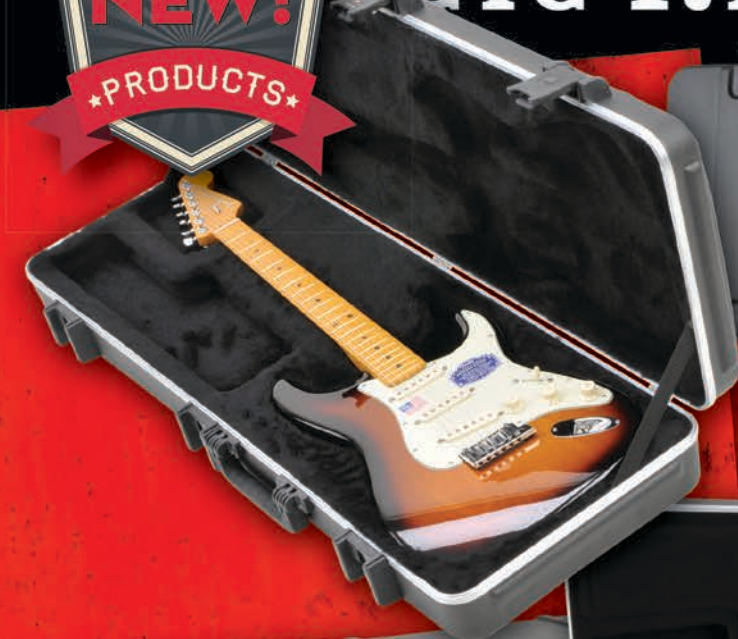
The vintage cream models feature a newly-designed speaker that delivers powerful sound, while preserving a woody, vintage tone. The Celestion Blue AlNiCo speaker is being made available for the first time in the standard models.

 **VOX** ([voxamps.com](http://voxamps.com))

# TOUR APPROVED. GIG READY.



**www.skbcases.com**  
SKB CORPORATION  
Orange CA



**Professional Strat/Tele Type Rectangular Case**  
1SKB-66Pro



**Professional P/J Type Rectangular Bass Case**  
1SKB-44Pro



**24 Channel Mixer Case. Fits Presonus StudioLive 24 or Allen & Heath ZED-24**  
1R2723-8BW



**KORG MS-20 Mini Analog Keyboard Case w/Pull Handle and wheels**  
3i221710MS20



## Pickbandz Get an Upgrade

Pickbandz Pro, an upgraded model of the Pickbandz wristband, lets players hold up to seven picks on their wrists with easy in-out action. The updated model still fetches retailers over a 50 percent margin.

Also new is AMV's Hot Picks USA line, which features a new line of music T-shirts, which have custom art printed on back.

 **AMV** ([amvsales.com](http://amvsales.com));

**Pickbandz** ([pickbandz.com](http://pickbandz.com))


## Stop by the NAMM Member Center, Win a Free Membership Renewal

Find out how the benefits of your NAMM membership extend far beyond the trade shows.

NAMM membership is your connection to fresh ideas, business tools, resources and connecting with a community of passionate musicians.

Make the most of your time at Summer NAMM by visiting the NAMM Member Center, located in the lobby of Hall A, where 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 you time and money.

The NAMM Member Center is open Thursday from 10 a.m.–6 p.m., Friday from 10 a.m.–6 p.m. and Saturday from 10 a.m.–4 p.m.

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

**Visit Us at Booth # 1100**



## Yamaha Revamps Electronic Kit

Yamaha has revamped its DTX502 electronic drums with redesigned tom pads, lighter steel racks, training functions and a powerful drum-trigger module among other additions. To develop the new kits, Yamaha created proprietary laser technology to analyze drum strokes and tune the trigger settings and provide a more natural playing experience. The new series also includes features from the higher-end DTX models such as cymbal muting, natural swells and smoother snare rolls.

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

## Steve Vai Crafts TonePrint

TC Electronic has added Steve Vai to its TonePrint artist roster. Vai has contributed a TonePrint for the Hall Of Fame Reverb entitled Ocean Machine.

Vai's signature ocean machine reverb is natural sounding, with a bit of chorus and Vai's artistically-precise parameter and EQ settings. The TonePrint is available immediately and free of charge through [tcelectronic.com/steve-vai](http://tcelectronic.com/steve-vai) or through the free TonePrint app for iOS and android phones.

🛒 [TC Electronic \(tcelectronic.com\)](http://TC Electronic (tcelectronic.com))



## JamHub Now Accepting Pre-Orders For Recorder Set

JamHub is now taking pre-orders for its new, portable multitrack recorder set, which ships out this fall.

The JamHub Tracker MT16 lets musicians make CD-quality multitrack files of their live performances. Designed to make capturing live tracks easy, users can upload files wirelessly to the cloud for mixing and publication.

MSRP: \$500

🛒 [JamHub \(jamhub.com\)](http://JamHub (jamhub.com))

## Timber Tones Picks Eco-Conscious Materials

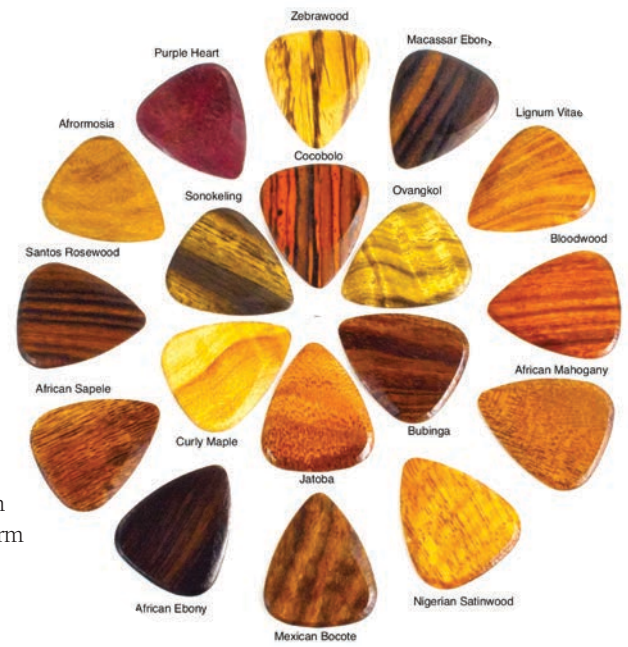
Timber Tones specializes in guitar picks made of exotic materials, such as woods, buffalo horn and bone, mussel and mother of pearl shell, stone, felt and leather. The full line is available from Harris Musical Products.

All of the lines in the Timber Tones range are sourced from eco-friendly materials chosen in accordance with the Convention on International Trade of Endangered Species (CITES) and the Lacey Act on environment protection. Materials used are generally by-products of other manufacturing processes. For example, the tone woods are reclaimed from off-cuts of guitar makers, and the horn and bone comes from buffalo raised for their

milk.

"Players have beautiful, hand-crafted instruments made from exquisite materials and then they strum and play them with a twenty-five cent piece of plastic — I want to give musicians a plectrum worthy of their art," said Rob Wooller, founder. "For instance, an ebony pick will display a bright sound and has a hardness adapted to electric guitar, whereas a cocobolo pick will be more suitable for playing an acoustic guitar, resulting in a deep, warm sound and increased modulation."

🛒 [Harris Musical Products \(harrismusical.com\)](http://Harris Musical Products (harrismusical.com))



# A GUITAR'S BEST FRIEND

Since 1897

**BLACK DIAMOND STRINGS**

*American Rockers*

Visit Booth 1311

BLACKDIAMONDSTRINGS.COM

1-800-375-3234

MADE IN USA

A DIVISION OF THE CAVANAUGH COMPANY

# PEDALBOARD



{1}

## {1} Blackstar LT Pedals

Blackstar Amplification has launched the LT range of compact boost, overdrive and distortion pedals. Tonally derived from Blackstar's HT pedal range, the new pedals offer tube-like responsiveness and rugged metal housing. Each pedal in the range can be powered by a 9V battery, as well as an optional mains adaptor, and can be easily incorporated into a player's existing pedal board.

🛒 Blackstar Amps ([blackstaramps.com](http://blackstaramps.com))

## {2} Fargen Pete Anderson Tumbleweed

Fargen's Pete Anderson Tumbleweed pedal is based on the original Tumbleweed circuit released under the Sonic Edge brand, but with a new design and is now made in the United States. MSRP: \$299.

🛒 Fargen ([fargenamps.com](http://fargenamps.com))

## {3} El Rey Mystic Fuzz & Fuzz de la Muerte

El Rey Effects' two newest additions are the Mystic Fuzz and the Fuzz de la Muerte. The Mystic is a Burr Brown opamp-based fuzz circuit featuring an adjustable clipping switch which lets players adjust the voicing of the pedal. The Fuzz de la Muerte is a silicone-based fuzz pedal with an on-board gate and three-way color selector switch, allowing adjustment of the tonal characteristics.

MSRP: Mystic Fuzz, \$140; Fuzz de la Muerte, \$149.

🛒 El Rey Effects ([elreyfx.com](http://elreyfx.com))

## {4} Mod Kits Ring Resonator

MOD Kits DIY recently introduced the Ring Resonator, an octave-up fuzz effect pedal kit in an all-analog design that captures those late-'60s fuzz tones. Transformer-coupled germanium diodes produce sounds that range from subtle octave up to thicker, harmonically rich sonic textures and synth-like tones.

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



{4}



{3}



{2}



## 30 SERIES UKULELES

Ranging from \$499-\$599 MAP

Developed by renowned luthier, Pepe Romero Jr., Córdoba's new 30 Series ukuleles are completely handmade using traditional Spanish guitar methods: a larger and slightly deeper body, Spanish heel neck joint, lightweight fan bracing, widened fingerboard for better playability, and a polyurethane finish. Each model features an abalone rosette, premium all solid woods, Grover tuning machines, and includes a deluxe Córdoba polyfoam case.

# Córdoba

SUMMER NAMM BOOTH #1412

NAMMM<sup>®</sup>

# Top 100 Dealer awards



Summer 13  
NAMMM<sup>®</sup>

make  
your  
move

TONIGHT • 6 PM

DAVIDSON BALLROOM • MUSIC CITY CENTER

The awards dinner is free to NAMM Members (First come, First served)

Dinner 6 p.m. • Event from 6:30 p.m.–7:30 p.m.

## Planet Waves Debuts New Pick Displays

Planet Waves' debuted three different displays for their guitar picks — two countertop options, a countertop spinner and a wall mount display.

The large countertop display features a wood finish with 30 compartments for loose guitar picks. Each compartment can hold 50 to 75 picks. Built to encourage impulse purchases, the rotating countertop spinner holds 12 different 25-packs.

The wall mount display will be available in three configurations, on its own, holding assortments of 10-packs or 25-packs of picks.

🛒 Planet Waves ([planetwaves.com](http://planetwaves.com))



## Godin Commemorates 40 Years With Anniversary Models

Godin Guitars continues to celebrate its 40 years by displaying two anniversary models: the 40th Anniversary Norman B20 acoustic, with a new tobacco burst high-gloss finish, and the limited edition Anniversary Godin Acousticaster with koa or rosewood top options.

The Norman B20 was the first guitar released by the company in 1972 and the Acousticaster was the original electro-acoustic hybrid guitar released under the Godin brand. The new Acousticaster has been updated to include Godin GJN1 mini-humbucker and a revamped top mounted preamp.

Also displayed will be the Montreal



Premiere, a semi-hollow body electric with a "breathe-through" carved core and the MultiUke, an electro-acoustic ukulele with custom-voiced electronics and an onboard preamp with 3-band EQ.

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

**World's First Picks with Built-in Tone**

We formulated our highly resonant TUSQ<sup>®</sup> material and produced three distinctive pick tones.

TONES

- Bright**
- Warm**
- Deep**

SHAPES

- Tear Drop**
- Standard**
- Bi Angle**

• Smooth Balanced Feel • Clean, Articulate Attack • Thin & Stiff Like Real Tortoise Shell

“I never thought a pick could be a determinant to my tone. It's tough as nails -yet thin! And it really improves the way I hit and feel the strings.”  
-Juan Cruz Masotta

“Harmonics seem to jump off the strings a little easier if you want them to and overtones are nice. I am definitely switching gears and going to be using these as my main pick now.”  
-Lanning Kann

“In forty years of playing guitar it's one of the best picks I have ever used! It may be the perfect pick and I plan on buying more immediately and telling my friends about it as well.”  
-Kim Young

**Ordering Information**

Tear Drop 6 pack	- MSRP \$5.95
72 bulk	- MSRP \$56.95
Standard 6 pack	- MSRP \$5.95
72 bulk	- MSRP \$56.95
Bi Angle 4 pack	- MSRP \$5.95
48 bulk	- MSRP \$56.95

Hall B  
Booth 1422

[www.graphtech.com/ud17](http://www.graphtech.com/ud17) | [sales@graphtech.com](mailto:sales@graphtech.com) | 1(604) 940-5353 or (800) 388-7011

## NAMM Russian Shows Hit Record Attendance

From May 16–19, more than 130 companies from 14 countries exhibited their newest products and developments to an enthusiastic audience at the NAMM Musikmesse and Prolight + Sound NAMM in Russia. Education, entertainment and business programs headlined the trade and public events and drew interest from Russia's business and consumer media.

The shows saw a 49 percent increase in attendance over 2012's debut effort. The total attendees of both shows comprised 9,281 unique visitors, many returning for multiple days, making the total number of visits 12,601.

In what has historically been a challenging economic market to enter, this increase indicates the growing enthusiasm in the Russian market and lays groundwork for the success of future events.

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

## Alfred Embarks on Unexpected Journey

Alfred Music recently debuted *The Hobbit: An Unexpected Journey*, which features a variety of officially licensed sheet music from the film. Howard Shore's scores are arranged for piano, an instrumental play-along series and as performance music for choir, band and orchestra.



For the pianist, Alfred Music has released *The Hobbit: An Unexpected Journey for Easy Piano and Big Note*, as well as an arrangement for piano and voice. These songbooks include eight arrangements that expand on the musical palette of Middle Earth, blending familiar motifs from *The Lord of the Rings* trilogy with new themes, including "An Unexpected Party" and "Misty Mountains."

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




## Eastman Reproduces Vintage Banjo, Mandolin

Eastman recently unveiled the EBJ-WL1 banjo and the MD305 A-Style mandolin.

The new banjo is a recreation of a 1903 A.C. Fairbanks Whyte Laydie No. 2. Working in collaboration with vintage instrument expert John Bernunzio, the banjo is reverse-engineered from an extant example of an open-backed, turn-of-the-century banjo. It features period-correct materials with a maple neck and rim, ebony fingerboards, and a lightweight rim.

Hand-built using traditional materials, the A-Style mandolin has F-holes for liquid tones and projection. It features a solid spruce top, solid maple back and sides, solid maple neck, a rosewood fingerboard with white mother of pearl inlays and a fitted, adjustable ebony bridge. Appointments include ivoroid binding, chrome tuners and stamped chrome tailpiece.

MSRP: EBJ-WL1 Banjo, \$1,700; MD305 A-Style Mandolin, \$600.

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



## Warhawk 3 Gets Update

Reverend Guitars has updated the classic-inspired Reverend Warhawk with a body-bevel, six-in-line headstock and rosewood fretboards.

The Warhawk 3 is available in deep-sea blue, metallic red, metallic gold burst and a tobacco burst hardtail version.

"It's influenced by the classics," said Joe Naylor, founder of Reverend Guitars. "The look is very important, you wear it, but it's also a musician's tool and everything has to work."


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



## New LH-319 Archtop Boasts Dual P-90s

The Loar LH-319 begins with a solid hand-carved and hand-graduated spruce top accompanied by select maple back and sides. The mahogany neck has a traditional V-profile familiar to aficionados of classic Golden Age instruments.

The Loar has placed its dual P-90 pickups in the ideal spots for tone and versatility. The classic high output and articulate treble response of P-90s are a suitable match to the spruce top and maple back and sides, giving players a variety of tonal options.

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


## Yamaha Expands Classical Line With Acoustic-Electric

Yamaha's CG classical guitar series has expanded with the addition of the CGX102, a nylon string acoustic-electric guitar. This new model combines performance elements with versatile tone control and professional amplification flexibility.

The new guitar features a spruce top, nato back and sides, a mahogany neck and a rosewood fingerboard and bridge.

A new System68N pre-amp, featuring a Yamaha contact pickup with a precision tuner, offers natural tonal reproduction. When amplified, the guitar delivers a detailed, smooth and flexible sound.

MSRP: \$475.

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



**REMO**

**BOOTH #106**

**Versa**  
Beyond Expectation!

**White SUEDE**  
Textured  
SOUND TECHNOLOGY

# ★ ★ ★ MARKETPLACE ★ ★ ★

**NAMM University BEST 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)

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

**SWAN SONG GUITARS**

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

**BOOTH 1367 NAMM SUMMER 2013**

**pedaltrain VOLTO**

Your Pedalboard. Unplugged.

Visit our Summer NAMM Booth 1048

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

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

**WDBIZ.COM**

Bigsby, Bourns, CTS, EVH, Fender, FR, GOTOH, graph tech, Grover, MASHOT, Kahler, Kluson, L. R. Baggs, D'Addario, ETK, TonePros, Ibanez, VIBRAMATE, Wilkinson, ZERO GLIDE, Switchcraft, Steph, Sperzel.

BECOME A WD DEALER TODAY  
EASY ONLINE APPLICATION

**WDBIZ.COM**

**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**

**FANTASTIX** MADE IN THE USA  
Personalized Drumsticks

Our Sticks and Mallets are constructed of the finest materials available. Designed to last longer. Look FANTASTIX and fit the percussionist's personal and professional needs. Once you've tried FANTASTIX we're sure you'll continue to use them! Reps needed, stop by booth 108.

[www.newfantastix.com](http://www.newfantastix.com) • NAMM Booth 108


**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 ★ ★ ★

**NEW!**




**RUMBLER**

In 2008...  
MORE BASS,  
*less space*

In 2013...  
MORE FEATURES,  
*less money*

RETAIL \$399



MORE BASS, *less space*  
www.UBASS.com

Enter to win a Rumbler!  
Booth #1511

**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**

**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 6106913302




**Jensen®**  
loudspeakers

**Electric  
Lightning**

The Electric Lightning  
is a true “in your face”  
Rock n’ Roll speaker  
that can handle the  
heaviest of playing  
styles and is designed  
for loud applications.

Jensentone.com



**Eastman**  
HANDCRAFTED  
GUITARS & MANDOLINS

**#1512**

**DOWNBEAT** Jazz, Blues & Beyond SINCE 1934 **Jazz Delivered—Your Way!**






DownBeat Magazine    Digital DownBeat    DownBeat.com    DownBeat e-Headlines

At DownBeat, we know that everyone wants their jazz, blues and improvised music news, reviews and features delivered in different ways. That’s why we give you the best reporting on music in very personal ways—our print magazine, digital magazine, website and e-Headlines. We deliver DownBeat the way our readers want it.

For more information, visit us at NAMM Booth #1234 — or just go to [DownBeat.com](http://DownBeat.com).

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





## Gretsch Celebrates a Double Anniversary

The Gretsch Company celebrated its 130th anniversary at an event held May 4 in Bloomingdale, Ga.

The event also celebrated the wedding anniversary of Fred and Dinah Gretsch, company president and CFO, respectively.

"I'm a fourth-generation member of the family business," said Fred Gretsch. "My

grandfather first brought me to the factory in the 1950s, and I'm still here some forty-eight years later. And I'm pleased to report that the sixth Gretsch generation includes sixteen-plus grandchildren, many of whom are pursuing educational tracks that will help them continue the family legacy for years to come."

**INFO** [Gretsch \(gretsch.com\)](http://Gretsch.com)



## VKnob Fine Tunes Electric Volume

The VKnob is a replacement volume knob for electric guitars that enables players to fine-tune volume control and execute quick volume swells with ease. The VKnob extends the volume control closer to the strumming area so it's quicker to adjust. Rapidly moving the arm up and down creates a tremolo effect, while coupling the pinky finger with the tip of the arm fine tunes the volume on each individual note.

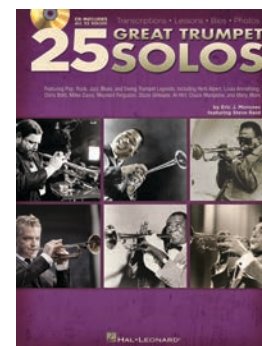
**Option Knob (vknob.com)**

## Hal Leonard Releases 25 Great Trumpet Solos

Hal Leonard recently added 25 *Great Trumpet Solos*, by Eric Morones, the lead alto player for the Brian Setzer Orchestra.

Showcasing artists from Bix Beiderbecke and Louis Armstrong to Chuck Mangione, the book provides solo transcriptions in standard notation, lessons on how to play them, artist biographies, instrument information and more.

**Hal Leonard (halleonard.com)**



## Reserve Your Booth for The 2014 NAMM Show

There's no better way to kick off 2014 — and create momentum in your business — than by exhibiting at The NAMM Show in Anaheim, Calif., Jan. 23–26.

The show helps increase your profits and

connects you to the global purchasing power of thousands of decision makers who've come to NAMM to stock their shelves for the year ahead.

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

## GAMA Calls for Product Donations for its Workshops

In preparation for the upcoming 2013 Teaching Guitar Workshops, the Guitar and Accessories Marketing Association (GAMA) has called on its members to supply program attendees with instruments and accessories. The Teaching Guitar Workshops program is a grassroots promotional opportunity that helps build brand equity and gain loyal customers.

With the workshops located in nine cities around the United States and Canada, GAMA is attempting to maximize the education community's exposure to classroom-guitar programs. Every school music educator



who trains at the Teaching Guitar Workshop will receive a guitar, method books, strings, picks, tuners, capos, straps, strap buttons, software, magazine subscriptions, machine heads, guitar care kits, iPod apps and other products courtesy of GAMA members.

**INFO** [GAMA \(discoverguitar.com\)](http://GAMA.com)



Our expert engineers have developed a Kyser® Quick-Change® specifically designed for your electric guitar. With a slightly smaller body and less tension than the original Kyser® Quick-Change®, it contours to the lower action on the neck of your electric guitar. There is no substitute for a Kyser® Quick-Change®.

YOU DECIDE.

Guaranteed for Life

**KYSER® HANDLES IT**

KYSER® MUSICAL PRODUCTS | 28141 STATE HIGHWAY 64 | CANTON, TEXAS 75103

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



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

The Sigma story goes on...

**SIGMA®**

EST. 1970

Booth 1623

[goldenark.info@gmail.com](mailto:goldenark.info@gmail.com)  
[www.goldenarktrading.com](http://www.goldenarktrading.com)



# ★ APPOINTMENTS ★



From left: Delisa, Zeller and Rupp

## Sabian Adds to Sound Team

Sabian has expanded the roles of Bob Rupp, Chris DeLisa and Greg Zeller. “[All three] will be more directly involved in the development and execution of our marketing focus,” said Stacey Montgomery-Clark, Sabian vice president of marketing. “As a result, we have formalized this team structure and named it the Sabian Sound Team.”

Launching first in North America, the Sound Team will have more, and closer, direct customer interaction, working at specialized events, promotions and shows to help customers and dealers select cymbals and sounds.

“It’s a way to better help customers and potential customers learn more about our cymbals and the sounds available to them in the Sabian product line,” Rupp said.

## Zoom North America Names VP of Sales, Strategic Planning

Scott Hagen has joined Zoom North America as vice president of sales and strategic planning.

Hagen brings more than 18 years of experience in retail sales to Zoom. Most recently, he served as a merchant director for Best Buy, where he was involved in business strategy and development efforts and led the buying teams for home theater, mobile electronics, musical instruments and digital imaging products.

Hagen is a graduate of Music Tech of Minneapolis and is also a trained pianist.

“Scott brings incredible experience in both retail and business collaboration,” said Scott Goodman, Zoom North America CEO. “His strong background in CE [consumer electronics] and MI, as well as his leadership ability, are exactly the qualities we were looking for.”

## Ames Joins NewBay

Robert Ames has joined NewBay Media as vice president/corporate director of digital media.

Prior to joining NewBay, Ames was part of the executive management team at Here Media, where he created new product offerings, increased audience engagement and grew the overall digital audience.

Prior to Here Media, Ames held several digital media positions within the Automotive Group at Hachette Filipacchi, including the web presence of *Car And Driver* and *Road And Track* magazines.

## Planet Waves Promotes Cunningham

Rob Cunningham has been named product manager for D’Addario’s Planet Waves accessory brand.

Cunningham has 17 years of service with D’Addario.



Cunningham

“Rob is an integral part of Planet Waves and D’Addario as a whole,” said Brian Vance, director of product management. “He’s helped make us who we are, and we’re beyond excited to have him take on this new role.”

## Fishman Adds Product, Quality Management

Fishman has expanded its product management and quality assurance teams.

Charlie Russell and Paul Gallo have been named senior product managers. Russell has served in product marketing and sales for such brands as Toshiba, IBM and Avid. Gallo has worked for the Lexicon/Harman Specialty Group, Harmonix, developers of the “Rock Band” video game franchise, and Alto Professional, developing products in the active speaker, compact mixer and wireless audio categories.

Fishman also appointed Matt Cadarette as software quality assurance manager. A graduate of Berklee College of Music with a B.A. in Music Business-Management, Cadarette worked in the financial services industry as an analyst and relationship manager prior to joining Fishman.



Russell

Gallo

Cadarette



## 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:**

### Take the Stairs With Rory Vaden

We live in an “escalator world,” one filled with shortcuts, quick fixes and distractions that make it all too easy to slide into procrastination and mediocrity. And yet there’s one common characteristic that virtually every single successful person must have before accomplishing his or her goals: self-discipline. In this hilarious and compelling session, 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—so you’ll learn to “take the stairs” more often in your life.

**Saturday’s Session:**

**Best in Show**

## NAMM Members-Only Show Housing Opens October 2

Get ready to reserve your hotel accommodations for the 2014 NAMM Show in Anaheim, January 23-26. Simply sign in at [namm.org](http://namm.org) on Wednesday, October 2, at 8 a.m. (PDT) to reserve the rooms you want. Remember, first come, first served! Non-member housing opens November 13.

## Want a Quiet Spot to Do Business?

### Drop by the Summer NAMM R&B Lounge

Located in Room 202 of Level 2, the R&B Lounge is a great spot off of the show floor to spread out, chill out and/or conduct quality business. Available to all Summer NAMM attendees with red and blue badges.

## NAMM at Night



## The 2013 Top 100 Dealer Awards

Davidson Ballroom, Music City Center

**The awards dinner is free to NAMM Members (First come, First served)**

**Dinner 6 p.m. • Event from 6:30 p.m.–7:30 p.m.**

Join us immediately after the show for dinner, drinks and some great live music at the third annual Top 100 Dealer Awards, hosted this year by country singer and Music City Walk of Fame inductee Steve Wariner. In addition to honoring the Top 100, we’ll also announce the winners in the seven “Best Of” categories and reveal the 2013 Dealer of the Year.



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





# SCHEDULE



## 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 and erases common misconceptions 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, stop making excuses, adopt an overall results-oriented attitude, 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 easily develop the best social media strategy for your store and how to use that strategy on a daily basis to connect with your customers and grow your brand.

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.

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.

1:30 p.m.

#### Take the Hassle Out of Hiring

*Music Inc.* columnist and owner of Easy Music Center Peter Dods shows how to cut to the chase. He'll explore how to learn about



The 2012 Top 100 Dealer Awards

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 Averwater, Ryan West and Cris Behrens present their unique and fresh outlook on the music industry and 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 tried-and-true tips, tricks and 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 taking advantage of freight savings programs.

4 p.m.

#### How to Increase Sales With Contrast Selling

Listen in as Mitch Brashers of Springfield Music talks about using comparative selling strategies to quickly establish yourself as an expert, get the right products into customers' hands 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*

Six industry experts reveal their picks for "Best in Show" at Summer NAMM. Join Alkyer and his panel of respected gearheads and retail buyers who scour the show floor to find the standout and trendsetting products and services. (Free breakfast served until 8:30 a.m.)

10:30 a.m.

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

Join gearhead and CPA Alan Friedman for the ultimate answer to such critical 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 to motivate and inspire you and other musicians to practice more effectively and efficiently based on personality type.

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 against each other in exciting new ways in a confined "battleground" environment.

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. Also, a drawing will be held for a free Kala Travel Tenor uke.

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.

# Full House



*TubeMeister 36*

 Clean to Drive	 Crunch to Punch	 Lead to HiGain	 Tone Shaping	 Footswitchable
 Tube Tone	 Tube Power	 Headroom	 Tube Protection	 MIDI Powersoak
 Integration	 Programmability	 Full Control	 Recording Out	 Reverb

Rock on Stage  
Play at Home  
Record at Night



Distributed In North America By Yorkville Sound  
Yorkville Sound USA • 4625 Witmer Industrial Estate • Niagara Falls, NY USA 14305  
Yorkville Sound Canada • 550 Granite Court • Pickering, Ontario Canada L1W 3Y8

*The  
Loar*  
www.theloar.com



The Hand-Carved LH-319 Archtop

**THEN IS NOW.**  
**TRUE VINTAGE STYLE**  
**FOR TODAY'S PLAYERS**

Visit us at Booth #1436

BROUGHT TO YOU BY **THE MUSIC LINK**

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