

UpBeat

The Official **NAMM** Show Publication

DAILY



1



2



3

KICK-START GROWTH

From the breakfast sessions to the Idea Center to the exhibitors on the show floor, there are plenty of ideas and gear at Summer NAMM to help re-energize your business for the third and fourth quarters. Don't miss today's breakfast session on thriving in the "new normal," or tonight's Top 100 Dealer Awards. Here are a few kick-starters *UpBeat Daily* caught up with so far this week:

1. Yorkville Sound's Laurence Bell, Steve Hendee and Joe Warrick **2.** Dave Smith Instruments' Andrew McGowan, Joanne McGowan and Carson Day. The DSMO1 Curtis Filter and Pro 2 Monophonic Synthesizer are both new for the show. **3.** RapcoHorizon's Darius Seabaugh, Chris Deusinger and Lucas McCulley show off the new Rapco Fat Rat guitar pedal at its booth. **4.** König & Meyer is displaying the new Heli Guitar Stand at the Connolly booth. From left: König & Meyer's Mike Freudenberger and Gabriela König with Connolly's Dave Trout, Jake Connolly and Grace Newman. **5.** CE Distribution's Orin Portnoy and Gale Estrada. **6.** Chris Martin, chairman and CEO of C.F. Martin, highlights the new Louvin Brothers Custom Signature Edition guitar.



5

6



4

BREAKFAST SESSION



Today:
Leadership in the New Normal

Saturday:
Best In Show

★ See page 22



Tuners With a Cause
Page 8



Yamaha Synths at 40
Page 9



Braithophone's Innovation
Page 14



NAMM[®]
believe in music

Stop by the NAMM Member Center in the Music City Center Lobby

Visit the NAMM Member Center in the Hall A Lobby for information on benefits, to meet with endorsed business service providers, to register to win a free Membership renewal and to learn more about NAMM's Top 100 Dealer Awards. Here are a few features of the NAMM Member Center:

Member Questions

Have a question about NAMM Membership or need to update your information? Our team will be available to answer all of your questions.

NAMM Foundation

Learn more about the NAMM Foundation's efforts to advance active participation in music making across the lifespan by supporting scientific research, philanthropic giving and public service programs.

NAMM-Endorsed Business Service Providers

Meet with the association's endorsed service providers at their booths in the NAMM Member Center.

These services can save your business money, including:

- GE Capital** Store-branded consumer financing. Music retailers can offer their customers a private-label, store-branded credit card.
- Meadowbrook** Retail members receive complete coverage on workers' compensation insurance specific to the music products industry.
- PartnerShip** Discounts on freight and shipping services.
- Worldpay** New NAMM-endorsed provider offering merchant and credit card processing.
- Emery & Webb** Musical instrument and business insurance coverage.

Why Do You Belong to NAMM?

Stop by the Member Center and tell us for a chance to win a year's Membership and to pick up your Member discount at The NAMM Store.

Top 100 Dealer Awards

If you're a 2014 Top 100 Dealer, stop by to pick up a ribbon for your badge! Interested in getting on this prestigious list? Talk with a NAMM staff member to learn more about submitting your store for the 2015 Top 100 Dealer Awards.

NAMM Member Center
Music City Center, Hall A Lobby, Booth #50
Thursday – Friday: 10 a.m.–6 p.m.
Saturday: 10 a.m.–4 p.m.

TASCAM®

DA-3000

HIGH-DEFINITION MASTER RECORDER

The Legend Continues...

TASCAM's DA-3000 is simply the ultimate solid-state recorder for Studio, Live or Archival applications. It records either PCM audio or DSD (Direct Stream Digital) files. Based on the legendary AD/DA converters made popular in the TASCAM DV-RA1000HD, the DA-3000 offers "Quality, Versatility and Innovation" in a sleek, modern 1-RU package.



- Stereo Master Recording Up to 192kHz/24-Bit PCM & DSD Recording at 2.8MHz or 5.6MHz
- Records to SD/SDHC or Compact Flash Cards
- High-Quality BurrBrown AD/DA Converters
- Run in Converter-Only Mode for use with your DAW
- Full-Balanced Circuitry & High-Performance Toroidal Core Power Supply
- TCXO Clock Generator
- Cascade Function for Linked Operation of up to 8 Units



For more information visit www.TASCAM.com

NAMM SHOW NEWS

BRIEFS

Musician's Institute Offers Education Preview

Musician's Institute has brought its 360-degree approach to music education to Summer NAMM.

The College of Contemporary Music (located in booth 1244) will host contests with giveaways while giving attendees a preview of its state-of-the-art Los Angeles campus.

MI's booth will also offer a sneak peek of their Guitar Craft Academy where students learn to build guitars from scratch. A specially created sculpture hand-carved by GCA Program Chair Paul Roberts will illustrate the guitar-making process, from raw wood to finished instrument.

mi.edu **Musician's Institute (mi.edu)**

Hamilton Stands for Innovation

Hamilton Stands has introduced three new professional microphone stands.

The key feature of these stands is the ergonomically designed trigger for height adjustments. The feel of the trigger was achieved after studying the human hand and it's designed to be comfortable to any size hand. The mechanical function is consistently smooth and secure.

hamiltonstands.com **Hamilton Stands (hamiltonstands.com)**



Leslie's Universal Pedal

The new Leslie "G" pedal is targeted for guitar use, but is not limited to it. Based on the Digital Leslie circuitry pioneered on the Hammond "Sk" Stage Keyboards, the Leslie "G" pedal has a smaller footprint to facilitate an easier fit into guitarists' pedalboards.

The "G" features three classic hot-rodded cabinet styles for the player to choose from — 122, 147, and the 18v. New to the "G" Leslie pedal are "dry" and "wet" controls.

hammond.com **Hammond (hammond.com)**



Step it Up With Jupiter

Jupiter has found a way to incorporate pro-level features into its new step-up 1100 series. The series' saxophones combine classic hand-crafted design and modern technology. They feature the new Sona-Pure neck, which undergoes a special annealing process giving the instrument a full, rich sound with a solid attack. Three distinct trumpet models are offered in the series giving players the freedom to choose from a variety of leadpipes and bell materials.

jupiter.com **Jupiter (jupiter.com)**



NAMM U RETAIL SUMMIT

THRIVING THROUGH CHANGE

Summer NAMM started off on a high note Thursday morning with the Retail Summit breakfast session, which focused on prospering in the ever-changing business climate.

"I don't believe the next phase, this new normal, is going to be about thinking small or hunkering down," said Joe Lamond, NAMM president and CEO and moderator of the session. "Surviving isn't the goal anymore. Now, the goal is growth."

Lamond spoke with four retailers who discussed how they have adapted in this evolving marketplace and grown their businesses. Here's what they had to say:



BRIAN REARDON, MONSTER MUSIC, LEVITTOWN, NEW YORK

"I got 25 spots on a local radio station. Our March sales were up 50 percent, better than any December we ever had. Our guitar sales doubled. Our used sales doubled. The point is people took a bit of pride in thinking, 'Wow, that's my store that I shop at on the radio.'"

"This June, the station came back to us and said we have a pop station in this market. Once a week they let us do a Monster Music Minute where the DJ interviewed me, and I got to talk about the lesson program and the importance of music education. Also, once a week they play a version of the national anthem recorded by a Monster Music student."



PAUL DECKER, MUSIC VILLA, BOZEMAN, MONTANA

"Social [media] is a huge part of business now. It's another avenue of business besides brick-and-mortar sales, lesson and repairs. We do a couple music videos and [links to] websites that drive traffic to the store, as well as community building on our social media. We get 20 percent of our business from social media. We have two full-time Web guys, and they are basically doing that all day — videos and social media."



TRACY LEENMAN, MUSICAL INNOVATIONS, GREENVILLE, SOUTH CAROLINA

"We don't necessarily visit all of the elementary schools every week, but we work with a lot of the elementary school teachers. Because we are working with them, we are able to go into the schools and do demos, access those kids and get them hooked onto our company before the rental money and the time to buy starts. So, we are kind of involved with them from first grade on and that makes a difference."



MIKE AND ANDREW NEHRA, VINTAGE KING AUDIO, DETROIT

"We facilitate these great events at our [two] showrooms. We really get to engage with a lot of the people that inspire us and that are continuing to inspire generations. We hold panels and events all the time. The community is embedded. It's really more of a lifestyle. Yes, we have to support the business and earn a living, but it's more about being entrenched in this passion and bringing artists in and hanging out and taking it to new levels."

In Memory: Danny Rocks

If you feel something is missing at the Idea Center this weekend, it's actually someone. Danny Rocks, who served as the emcee since 2006, died in his Palm Desert, California, home this week.

Rocks was the founder of The Company Rocks, a firm dedicated to educating business professionals, companies and associations. Prior to that, he had a 35-year career in the print music industry, first with G. Schirmer, then with Alfred Music.

Word of Rocks' passing spread quickly before Summer NAMM, eliciting memories of a man known for his professionalism and dedication to the musical products industry.

"What many people don't realize is that Danny was much more than the emcee of the sessions," said Joe Lamond, NAMM president and CEO. "He was a consultant and early visionary with the revamping of NAMM U in the mid-2000s. From there, he was a mentor for presenters, a planner and a co-manager of the sessions. Because of his work with NAMM U, Danny was able to directly and positively impact tens of thousands of NAMM members over the years. And he always did it with a smile on his face."

"To me, he was the heart of that thing," said Ken Wilson, former NAMM director of professional development, who hired Rocks to work the Idea Center. "He knew everybody. He coordinated everybody. He worked non-stop. He was just great. And he loved it."

"Danny knew more about this business than anyone else I have ever met," said Ron Manus, president of Alfred Music. "Danny is one of the pillars of our industry, a proud face on the music industry's 'Mount Rushmore.' He was a colleague to some, a mentor to many, and a friend to all."

Rocks began his music career as a pianist, playing and conducting in Broadway pit bands. He was an active member of the Music Teachers National Association, the American Music Conference and the Retail Print Music Dealers Association. He received RPMDA's highest honor for lifetime achievement, the Dorothy Award, in 2011.



Kala Brings U the Bass

Kala has commemorated the fifth anniversary of the U-Bass by introducing several models manufactured in Petaluma, California.

Kala's newest California U-Bass models include acoustic-electric and solid body designs. The acoustic-electric models are available in finely crafted figured Hawaiian Koa or flame maple finishes. All California basses include a custom LR Baggs U-Bass electronic system.

kalamusic.com **Kala (kalabrand.com)**



Boss' SD-1W Super Overdrive

Designed by the engineers at BOSS in Japan, the Waza Craft SD-1W Super Overdrive delivers a stomp experience that fans of customized pedal tone will love.

Crafted with an ear for highly refined sound, the SD-1W hot rods the famous BOSS overdrive with all-discrete analog circuitry. Standard mode captures the classic SD-1 sound while custom mode offers new tonal range and gain.

Features include premium sound based on the SD-1 Super Overdrive; newly revised, all-analog amplifier discrete circuit; and standard and custom sound modes.

bossus.com **Boss (bossus.com)**

Yorkville Adds Versatile Cabinet to NX Series

Yorkville Sound has unveiled the versatile 600-watt NX10C full range cabinet.

The cabinet design lets the NX10C act as a scalable front-of-house solution, a side-fill cabinet or as a monitor enclosure. Designed to be compact and versatile, the powered 10-inch coaxial NX10C can be used in almost any live sound application.

The "through-cabinet" stand-mount design lets multiple NX10C cabinets be mounted on a single standard speaker stand in a vertical array for high volume applications. When wider horizontal coverage is required, the NX10C cabinets can be rotated about the axis of the pole while still maintaining full phase coherency.

yorkville.com **Yorkville Sound (yorkville.com)**



This is Grand.

Everything you would expect from a Meister, plus everything you wouldn't!



"In sport we refer to the exceptional athletes as games changers, someone who can take their game to another level & raise the bar on the competition. The GrandMeister 36 is the game changer of amplifiers."

**JOSH RAND
STONESOUR**

GrandMeister 36 is an all analog tube amp as you know it. We added effects, and simply replaced all the conventional potentiometers with Smart Rotary Controls. For the first time, you can remote control every single pot and switch on your amp in realtime! Simply with a footswitch, expression pedal or even with your iPad*. It is really that simple.



Watch and Touch your Tube Tone
... from a whole new perspective.

Hughes & Kettner
TECHNOLOGY OF TONE

ACOUSTIC ROOM



Eastman Guitars Adds Two Guitars to 00 Series

Eastman Guitars continues its 10th anniversary celebration by introducing two acoustic guitars from the new 00 series – the all-mahogany E1000-M and the Red Spruce/Rosewood E2000.

Inspired by the iconic parlor style and handcrafted from all solid woods in the spirit of pre-WWII designs, the smaller bodied 00 models feature a premium blend of Adirondack spruce, solid mahogany and rosewood tonewoods, ebony fingerboards, bone nut and saddle, diamond volutes and

period correct open-gear tuners.

The E1000-M is lightweight and strong, with a big sound emphasizing clear, bright

and airy trebles. The small-bodied 12-fret acoustic has a 24.9-inch scale length from the 1 13/16-inch bone nut to bone saddle, atop the ebony pyramid bridge.

The E2000 features a solid Adirondack spruce top (aka Red Spruce), hand carved scalloped-X bracing for a powerful yet balanced and mellow sound, and solid rosewood back and sides for superb resonance, with a deep warm bass. The guitar is fitted with a mahogany neck and ebony fingerboard adorned with pearl dot inlays. The 12-fret reduced 24 3/4-inch scale length body, from the 1 3/4-inch bone nut to the ebony bridge with bone saddle, makes for comfortable ease of playability.

MSRP: E1000-M, \$1,375; E2000, MSRP \$1,500.

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



Martin Adds Five New Models

C. F. Martin has unveiled five new models at Summer NAMM. They include:

- The 000RS25 Navajoa 25th Anniversary Model commemorates the anniversary of C. F. Martin & Co.'s Navajoa facility. The 000 body Road series model celebrates the extreme pride and workmanship of our Mexican coworkers. This model features a solid Sitka spruce top with a newly designed scalloped X bracing pattern and solid sapele back and sides. The modified low oval neck is made of solid sipo with a solid East Indian rosewood fingerboard and a headplate displaying a pad-printed 25th anniversary logo. The satin finished top features aging toner and a new USA/Mexico rosette design. The model will be limited to 250 guitars.

- The D-18 Sycamore celebrates 50 years at Martin's Sycamore Street location. The dreadnought 14-fret guitar has solid sycamore back and sides married with a torrefied Sitka spruce top. Torrefaction accelerates the natural aging process, which in turn gives the guitar the appearance and warmth of an aged guitar. The modified low oval profile neck with a Performing Artist taper is also made of solid sycamore. Production will be limited to 50.

- The SS-OM42-14 is this year's Nashville show special. The guitar is a spin-off of the popular D-42 Sinker Mahogany model from the Nashville 2012 show. The solid Adirondack spruce top and Sinker mahogany back

and sides have a polished gloss finish with an oak toner burst and Golden Era style bracing. Hot hide glue is used to construct these instruments which display a Paua pearl top inlay with select Abalone pearl bordered in mother of pearl for the headplate, fingerboard and bridge. Available only at the show, this model will be limited to 25 and the labels will be signed by CFM IV and numbered in sequence with the total.

- The OMXAE Black is a new X series OM-14 fret non-cutaway acoustic electric model features a Jett black HPL top, back and sides. Equipped with Fishman Sonitone USB electronics and a black Stratabond neck with a PA profile, the OMXAE black model will please players of all levels. Also featured is a new single ring, pad-printed rosette and a modified '30s-style bridge.

- The DXAE Black model is another new addition to the X series. This dreadnought 14-fret non-cutaway acoustic electric model features a Jett black HPL top, back and sides. Equipped with Fishman Sonitone USB electronics and a black Stratabond neck with a PA profile, the DXAE black model will please players of all levels. Also featured is a new single ring, pad-printed rosette and a modified '30s-style bridge.

MSRP: 000RS25 Navajoa, \$1,349; D-18 Sycamore, \$3,299; SS-OM42-14, \$11,999; OMXAE Black, \$699; DXAE Black, \$699.

[Martin \(martin.com\)](http://Martin.com)

Cordoba Expands All-Solid, Boutique Luthier Series

Cordoba has introduced the new GK Pro Maple.

This is Cordoba's first cutaway guitar made with a solid-flamed maple back and sides paired with a solid European spruce top. Like its sister GK Pro models, the GK Pro Maple features a flatter neck angle, allowing for low action and ease of playability. The Fishman Prefix ProBlend pickup makes this the ideal choice for gigging musicians across flamenco, rock, jazz, blues and other genres. The GK Pro Maple features the signature rosette of the Luthier series, a mother-of-pearl hand-inlaid design inspired by a 1920s Domingo Esteso rosette and includes a humidified hardshell case.

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



Recording King's New Banjo Offers Complex Sound

Recording King's RK-R30-BGM tube-and-plate flathead banjo pairs the Recording King 20-hole flathead tone ring with the sound and ease of a two-piece flange. The RK tone ring delivers authentic banjo sound, while the tube-and-plate flange helps to create a more complex sound than the familiar one-piece version.

The RK-R30 features the new diamond and square mother-of-pearl inlay pattern, Recording King hexagonal flange, maple neck and resonator, rosewood fretboard, and presto tailpiece. Built using a combination of RK's traditional metal parts, the instrument is one of the company's most tonally complex banjos yet.

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



Deering's Lightweight Goodtime Banjo has Warmer, Deeper Tone

Deering has created a 12-inch violin grade maple rim Goodtime banjo with a renaissance head to meet the needs of players who look for a warmer, deeper tone in a lightweight banjo. This latest Goodtime banjo is well suited for those who play the clawhammer/frail-style of banjo or fingerstyle players who

are looking for a greater bass response.

Crafted with the same Deering slender maple neck shape known for its ease of play, the 12-inch Goodtime also features an armrest, custom-crafted Goodtime adjustable tailpiece and full 22-fret scale.

[Deering Banjos \(deeringbanjos.com\)](http://DeeringBanjos.com)



Kala Releases Tenor Guitar

Kala has entered a new market segment with the addition of a tenor guitar to the company's broadening range of stringed instruments. Kala's tenor guitar is a 21 3/8ths scale, four-string guitar that is tuned in fifths. Design features include a select solid sitka

spruce top, rosewood back and sides, slotted headstock, and Grover tuners.

The guitars come strung with D'Addario Phosphor Bronze strings which are tuned to CGDA.

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

Visit us at NAMM booth #902



Why you fell in love with us in the first place.
Meet our new CS-GP-14.

Martin & Co.
EST. 1833

martinguitar.com
#MartinPride

ACCESSORIES



NYXL Strings Stay in Tune 131 Percent Better

D'Addario's new NYXL electric guitar strings deliver a new level of freedom, confidence, and power to players, letting them play fearlessly.

NYXL electric guitar strings have been re-engineered from the ball end up, and no string has ever offered this level of stability. Torture tests prove that NYXL strings stay in tune up to 131 percent better.

The strings have also been designed to bend farther and sing louder, and the reformulated nickel-plated steel alloy boosts amplitude in the 1 kHz to 3.5 kHz range, modernizing overall tone without ever losing that nickel-plated steel feel that guitarists love. With 6 percent more magnetic permeability for higher output, NYXL electric guitar strings offer more punch, crunch and bite.

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

Cooperstand Readjusts Compact Instrument Stand

CooperCopia's redesigned Pro-Mini professional instrument stand is a compact folding instrument stand.

Fabricated from kiln-dried African Sapele, the newly designed Pro-Mini is now a half-inch longer than the original design. A modified square rear leg now offers two setup options. In the first position, Pro-Mini will

support the smallest instruments, even a violin with shoulder a rest. In the full open position, it will support slightly larger instruments with bodies up to 3 3/4-inch thick.

Pro-Mini's highly durable design supports all sizes of ukulele, U-BASS, mandolin, violin, viola, many harpsichords, tablets or iPad.

🛒 [Cooperstand \(cooperstand.com\)](http://Cooperstand.com)



Tuners With a Cause

After spending years in the industry helping others develop and package products, IMS Technologies is excited to introduce its first product line consisting of stringed instrument tuners packed with great features and fun styles, plus a CD featuring some of the most in-demand session musicians in our industry. Portions of the proceeds from sales of both the tuners and the CD will be going toward a charity to help cancer patients and their families.

Most tuners have presets for specific instruments (violin, mandolin, ukulele) as well as a chromatic tuner for guitars. Some even have the ability to move off A-440 for those times when playing with other instruments that are not exactly in tune. There are two models with a magnetic backing that will stick to the back of most metal tuning pegs and one even has a built-in metronome.

🛒 [IMS Technologies \(imstechnologies.net\)](http://IMS Technologies.com)

Shubb Celebrates 40 Years

Shubb Capos is celebrating its 40th anniversary this year.

The company introduced its first product, the Shubb Fifth String Capo for Banjo, in 1974. It would be another five years before it introduced its best known product, the Shubb Capo for guitar.

The company was formed on a handshake between founders Rick Shubb and Dave Coontz, and the two partners still run the company today on a daily, hands-on basis.

In each of the forty years since their

beginning, Shubb Capos' sales have been up over the prior year, and the according to the company, the Shubb capo is more popular and highly respected today than it has ever been.

Make sure to stop by Shubb Capos' booth 1417 at the Summer NAMM Show and see how they are celebrating their 40th anniversary, while checking out all the newest and hottest products the capo manufacturer has to offer.

📄 [Shubb Capos \(shubb.com\)](http://Shubb Capos.com)

New Hamilton Stand Offers Width-Adjustable Neck Cradle

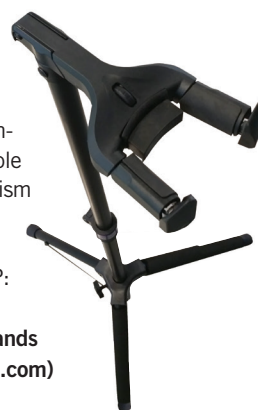
Hamilton Stands has debuted the first auto-locking guitar stand with a width-adjustable neck cradle. The KB3800G Ultra-Lock guitar stand lets musicians adjust the support arms to fit their particular fretboard and headstock.

The width adjustment of the neck cradle is made with a serrated roller on top of the mechanism for easy changes as different instruments are used on the stand.

The locking security gates activate when an instrument is placed in the stand. The design allows for custom fitting for a wide range of fretted instruments — from banjo

to classical or five-string bass to "skinny-necked" electric. Additionally, the adjustable support mechanism folds back for more compact storage. MSRP: \$59.99.

🛒 [Hamilton Stands \(hamiltonstands.com\)](http://Hamilton Stands.com)



Mogami Debuts New Gold Keyboard Cable

Mogami Cable has unveiled its first Gold Keyboard Cable, available in both balanced and unbalanced. This is the first Mogami cable designed exclusively for keyboards.

Unlike instrument cables originally designed for guitars that can be used with keyboards, Mogami Gold Keyboard cables are specifically engineered to deliver the clearest possible sound from high-end keyboards.

Gold Key S and Gold Key SB features include OFC (oxygen-free copper) core for the highest level of transparency, Ultra High Density Spiral Shield for lowest noise floor, 90 degree connectors to save space and extend cable life.

🛒 [Mogami Cable \(mogamicable.com\)](http://Mogami Cable.com)

New Sturdy Stands Don't Wobble, Slip



Hamilton Stands has rolled out three professional microphone stands.

Key features of these three stands are the ergonomically designed trigger for height adjustments. The feel of the trigger was achieved

after careful study of the human hand. The mechanical function is consistently smooth and secure.

The KB240M round base stand has a low profile cast base that adds enough weight for stability with a footprint of just 10 inches in diameter. The KB241M and KB242M tripod stands feature a solid cast leg hub for consistent and secure positioning over repeated setups and tear-downs.

🛒 [Hamilton Stands \(hamiltonstands.com\)](http://Hamilton Stands.com)

Levy's Adds Banjo Strap

The MC10 cotton banjo strap from Levy's is made from 100-percent slip-resistant cotton with leather ends and clip attachments. The tri-glide adjustment is adjustable to 57 inches.

Pictured here from left to right are: black, burgundy, navy, natural and red.

🛒 [Levy's Leathers \(levysleathers.com\)](http://Levy's Leathers.com)





Gator Cases Show School Spirit

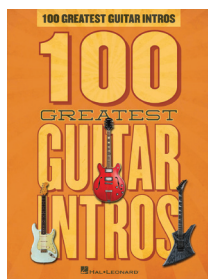
Show your school spirit with Gator Cases' colorful new Spirit series of lightweight band instrument cases. Available for alto sax, clarinet, flute, and trumpet, the Spirit series features unique color combinations that match many university and collegiate teams.

Similar to Gator's 'GL' series band cases, the Spirit series features a lightweight nylon

exterior with plush covered, dense EPS foam interior. Each model includes a removable, adjustable shoulder strap and a comfortable interlocking carry handle. Additionally, a large front pocket provides storage for related accessories. The alto sax model includes a small mouth-piece storage pouch.

Gator Cases (gatorcases.com)

Hal Leonard Introduces 100 Greatest Guitar Intros



Hal Leonard is giving players the keys to the riff kingdom to learn all the classic masterpieces in *100 Greatest Guitar Intros*.

100 Greatest Guitar Intros features standard notation, tab and

killer contents for each riff. Also, for each intro, there are interesting facts about the song, artist and album.

You can impress your friends not only with your expert axe playing, but also with your music trivia.

The hit-rich song list includes "Alive," "Blackbird," "Enter Sandman" and "Rhiannon."

Hal Leonard (halleonard.com)

On-Stage Adds Score of Accessories

On-Stage has unveiled a slew of small accessories. The TCA1066 Accessory Kit includes a presentation grip, two additional mounting posts and a mounting post end cap.

The u-mount Snap-On cover series includes model variations that mount to either round surfaces or to flat surfaces. The portable systems in the UM5000 series are an ideal add-on, expanding the use of core models to just about any surface.

The UM5006 establishes a secure base for the On-Stage u-mount tablet case and is directly compatible with the threaded mounting

posts of the TCM9161, TCM9261, TCM9163 and TCM9263.

The TCA917 Magnetic Cover is the perfect complement to the Snap-On series. It flips back out of the way while in use, but snaps into place to protect screens when idle or in transport.

Finally, the UM97 Pull Back Release sleeve adds quick release functionality to almost any device.

On-Stage Stands (onstagestands.com)



Yamaha Celebrates 40 Years of Making Synths

Yamaha has released the Motif XF Music Production Synthesizer in white to honor the company's 40th anniversary of manufacturing synthesizers. The Motif XF in white finish will be the only Music Production Synthesizer on the market available in this color.

The model offers an exclusive 40th anniversary collection of features consisting

of an FL512M flash memory expansion, a USB drive with content from vintage Yamaha synthesizers and more than \$1,000 in rebate offers on Yamaha products along with third party soft synths, editors and sound libraries.

The Motif XF white edition includes deep, built-in computer integration with multiple DAW and soft synth remote templates.

Multi-channel connectivity is available with an optional Firewire card. Like the Motif XF in black and the MOXF, this model also offers optional FlashROM and third-party support.

Yamaha (usa.yamaha.com)



Road Hog

TOURING CABLES

FOREIGNER



"I GOT MY ROADHOG CABLES AND WAS BLOWN AWAY AT THE DIFFERENCE FROM MY OLD CABLES. I SWEAR EVERYTHING ACTUALLY SOUNDS BETTER!"

**-JEFF PILSON
FOREIGNER**



THE TOUGHEST, LONGEST LASTING CABLES ON THE ROAD

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



Traynor Adds Small Block Bass Heads

Building on the Traynor Small Block Series bass combos, Yorkville Sound is adding two new lightweight and ultra compact bass heads.

At less than 7 1/2 inches wide and weighing under 1.5 lbs, the SB200H is small in stature but big on tone. It's built using an all-metal chassis with front mounted handles to protect the knobs and jacks.

Meanwhile, the 500 watt SB500H delivers massive tone. An all metal chassis, Speakon output, effects loop, defeatable limiter, XLR Direct output (selectable pre or post) and a master volume control ensure a full feature set. MSRP: SB200H, \$349; SB500H, \$649.

🛒 Yorkville Sound (yorkville.com)

VHT's i-16 Takes Apps to the Stage

The app-friendly VHT i-16 combines real tube tone with 21st century connectivity. It features a tone-enhancing 12AX7 preamp tube running at 300 volts for real tube amp dynamics and texture, and the i-16's Tone-Link jack provides unlimited access to iPhone, iPad, and iPod touch modeling apps, such as Apple's GarageBand and IK MultiMedia's AmpliTube.

The i-16 is all-analog, all of the modeling magic occurs in the iOS device. VHT's Tone-Link circuitry has special filtering that enhances the apps for more authentic guitar amp tone, and the 12AX7 preamp further enhances the apps with real tube amp warmth and feel.

The i-16 also features PC in and out jacks for easy access to PC-based software, such as Avid's Pro Tools, Peavey ReValver



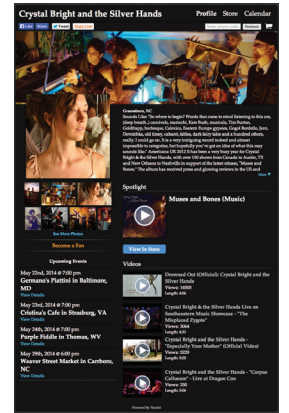
and Native Instruments range of virtual instruments.

🛒 VHT (vhtamp.com)

PreSonus Redesigns Nimbit

Nimbit, the musician's direct-to-fan marketing and promotions platform by PreSonus, has received a complete redesign, including a new look, extensive new features and a new money-saving pricing plan.

The centerpiece is the new artist profile, where you can deliver a rich experience all in one place, including photos, biography, upcoming events, videos, streaming audio, and more. Artists can embed their profile, store, event calendar, or any combination on your Web page or Facebook page using simple embed code, just like embedding a YouTube video.



Active artists can sign up for a free Nimbit account, which includes many of the best features and is comparable to many other paid services. Users can then add a la carte features.

FanCheck.in is the best way to reward fans for coming to events, and it gives artists valuable data about fans who attend shows. At your event, provide a check-in URL and tell fans to check in on their mobile devices. When they do, they will be rewarded right away with a discount on a product from the store or a free product.

Lastly, the new email marketing tool makes it easy to send news blasts, automate event reminders and target specific fans.

🛒 Nimbit (nimbit.com)

SKB Introduces Watertight Utility Cases, Ideal for Drum Hardware

One of the first new iSeries sizes developed for SKB's new injection molding machine is the 3i-4213-12B Mil-Standard Watertight Utility Case. The watertight injection molded case measures 42 inches by 13 inches by 12 inches and is the perfect size for drum hardware, mic stands, cables or even a tour box for merchandise.

SKB's iSeries Injection Molded cases are molded of ultra-high-strength polypropylene copolymer resin, and are water



and dustproof. The cases include a patented "trigger release" latch system, comfortable, snap-down rubber over-molded cushion grip handles and an automatic ambient pressure equalization valve. The case also offers convenient wheels and oversized side handles for towing or a two-man carrying, with stainless steel locking loops for a customer supplied lock for added security and is offered empty or with layered foam for a cushioned ride.

🛒 SKB (skbcases.com/music)

not loud
BIG
not focused
COMPLEX
not vintage
TIMELESS

STEALTH METAL



A Giant Step for Your Sound

The New JodyJazz Giant Tenor is Available in Tip Openings 6*, 7*, 8 & 8*. Visit JodyJazz.com for more info.



NAMM Booth # 511



TAKE CARE.

THE BRAND NEW KYSER® CARE KIT INCLUDES: LEM-OIL™, POLISH and STRING CLEANING™ THREE COLOR-CODED OPPER FIBER® CLOTHS

100% MADE IN THE USA



KYSER HANDLES IT™

www.kysermusical.com

CONNECT WITH US



Booth 1516

BLACKJACK ATX SOLO II



Schecter
guitar research

Schecter Adds Five

Schecter's new Blackjack ATX series is offered with a mahogany body (aged black satin finish) and a swamp ash body (vampyre red satin finish) in two different body shapes: The classic C-Series shape and the new Solo-II shape.

The Blackjack ATX is offered as six-, seven and eight-string models all loaded with Seymour Duncan Blackout pickups and equipped with glow-in-the-dark side dot inlays.

The Blackjack ATX series will also include: Blackjack ATX C-1, Blackjack ATX C-1 FR, Blackjack ATX C-7, Blackjack ATX C-8 and the Blackjack ATX Solo-II.

Schecter Guitar Research
(schecterguitars.com)

Reserve Your Space Now for The 2015 Winter NAMM Show

There's no better way to kick off 2015 — and create momentum in your business — than by exhibiting at The 2015 NAMM Show in Anaheim, California, January 23–26.

The NAMM Show attracts the most powerful buyers in the world who represent billions of dollars in purchasing power — everyone you want to meet, all in one location. This is your chance to showcase your products to current customers and meet new buyers. Plus, nothing helps strengthen relationships and

boost buyer loyalty more than doing business face-to-face.

More than 1,200 members of the media flock to Anaheim to cover The NAMM Show, including such national news outlets as *USA Today*, *The Los Angeles Times*, *The Wall Street Journal* and *CNN* — as well as such global digital outlets as *Gizmodo* and *Engadget*.

Media look to The NAMM Show as the time and place to take the pulse of the music products industry and to report on the latest

product trends and releases.

The show attracts key buyers from all of the U.S. states and territories, as well as nearly 80 nations, enabling your company to expand its reach and broaden its distribution globally.

To reserve your booth for The 2015 NAMM Show, call your NAMM Business Partner at 800-767-6266 (760-438-8001) or visit namm.org/thenammshow/2015.

NAMM (namm.org)



Levy's New Leather Strap Rocks

Levy's Leathers' MG25 is a deluxe version of the company's 5/8-inch wide 1950s rock 'n' roll strap. The strap is padded and the padding is covered in super-soft black garment leather. The main strap portion is sturdy vegetable leather. It is adjustable from 48 inches to 55 inches and available only in black.

Levy's Leathers (levysleathers.com)

Snapz Bridge Pin Puller Helps Guitarists

The Snapz Bridge Pin Puller is now distributed by AP International. This small and simple tool grips the head of acoustic guitar bridge pins perfectly and removes them without leaving a scratch. Guitarists simply push down gently and snap-mount the tool on the pin, slide the lock down to maintain the grip, and pull for a quick, painless and damage-free removal.

AP International (apintl.com)



TUSQ

MAN - MADE IVORY PICKS



World's First Picks with Built-in Tones

We formulated our highly resonant TUSQ® material and produced three distinctive pick tones.

TONES: Bright Warm Deep SHAPES: Tear Drop Standard Bi Angle





"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

"I've tested them in the studio and live and am definitely considering making the move from the Wegen picks... They're the best sounding and best playing picks I've tried so far."
- Julien Bitoun

"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

Read more at: www.graphtech.com/tusq-picks-testimonials



Ordering Information

Tear Drop / Standard 6 pack - MSRP \$5.95
72 bulk - MSRP \$56.95
NEW FOR 2014 Bi Angle 4 pack - MSRP \$5.95
48 bulk - MSRP \$56.95
Mixed packs - MSRP \$5.95



High Performance
Guitar Components & Accessories
www.graphtech.com/ud174 | sales@graphtech.com

Come See Us >>>>>>>>>>>>>>> Hall B - Booth 1031





JamHub Ships Tracker MT16

JamHub is now shipping Tracker MT16, the company's new portable multitrack recorder. The JamHub Tracker MT16 lets musicians make CD-quality multitrack files of their live performances. The portable, rugged hardware solution is designed to make capturing live tracks easy, and can also upload files wirelessly to the cloud for convenient mixing and publication. With Tracker MT16, musicians can record up to 16 channels of 24/96 live audio simultaneously.

The JamHub Tracker MT16 connects to the remote port on any JamHub Studio, or can be used with any industry standard mixing desks for live performance recording. Connecting to a mixing desk is simple with the JamHub Breakout cable (sold separately) which has a streamlined JamHub Connect jack on one end, and 16 specially designed jacks on the other.

Plus, the new Tracker MT16 saves everything to a standard SD card, which makes it easy to manage files back and forth to any computer as well as an integrated USB port to record directly to an external hard drive or computer without ever having to worry about buffering or running out of storage space.

MSRP: \$500.

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

Line 6 AMPLIFi Remote v1.1 Now Available

Line 6 has announced the availability of AMPLIFi Remote v1.1 for iOS, which adds new features that make it easy for guitarists to create and share guitar tones. The release of AMPLIFi Remote v1.1 builds on the AMPLIFi product line by introducing tone sharing via Facebook and Twitter, enhanced search capabilities plus other features. Additionally, v1.1 firmware will soon be available for AMPLIFi 150 and 75, giving guitarists 100 onboard presets to access during live gigs.

AMPLIFi Remote for iOS works with AMPLIFi amps and multi-effect pedals, letting guitar players dial up tones with unprecedented speed. The app connects to an ever-expanding cloud database, letting guitarists match tones to tracks in their music library.

AMPLIFi Remote v1.1 includes seamless social media integration that lets guitarists easily share their favorite guitar tones via Facebook and Twitter. Guitarists around the world can discover presets created by the members they like and follow. The app also introduces improved search capabilities, giving guitarists even easier access to tones in the AMPLIFi cloud.

The app update includes numerous usability enhancements, including improvements to the innovative Line 6 tone match feature. In online mode, AMPLIFi Remote v1.1 automatically provides matching tone selections by searching both the AMPLIFi cloud and the user's local "My Tones" library.

[Line 6 \(line6.com\)](http://Line6.com)

Hang it Up

König & Meyer has debuted its flexible and compact mount that holds speakers at any angle and direction desired. The universal speaker wall mount has adjustments for both angle and direction while keeping the speaker close to the wall. They are equipped for loudspeakers with both vertical and horizontal drill holes with a maximum capacity up to 33 lbs. The wall mount features a 110-degree swivel and a 2.55-inch wall clearance. The wall mounts are available in black or white.

[König & Meyer \(km-america.com\)](http://König & Meyer (km-america.com))



JodyJazz CEO Featured at TEDx Event in Georgia

Jody Espina, president of JodyJazz, was one of the featured speakers at the recent TEDx event in Savannah, Georgia. TED (Technology, Entertainment, Design) is a global set of conferences owned by the private non-profit Sapling Foundation. TEDx is a program of local, independent TED-like events that bring people together in the spirit of TED's mission, "ideas worth spreading." The program is designed to give communities, organizations and individuals the opportunity to stimulate dialogue through TED-like experiences at the local level.

Espina was one of 16 speakers chosen for the TEDx Savannah event.

"I was very honored to be chosen to speak

about how acting creatively without fear led to me founding and building JodyJazz," Espina said.

Combining elements of both his personal and business philosophies, Espina described his journey from musician and teacher to founder and president of JodyJazz Inc., one of the world's leading saxophone mouthpiece manufacturers.

"The speech was both terrifying and exhilarating," Espina said. "It's humbling to be included in a forum that has featured CEO's from the world's foremost companies as well as some of the world's top thinkers."

The TEDx Savannah event was hosted by 'The Creative Coast', a non-profit organization

that works in partnership with the Savannah Economic Development Authority and the city of Savannah to nurture and assist members of the local community engaged in creative or innovative endeavors.

[Jody Jazz \(jodyjazz.com\)](http://JodyJazz.com)



STAND AND DELIVER.

Protect What Matters Most.

You've spent a lifetime perfecting your sound and acquiring your most treasured instruments. So why trust your prized instruments and gear to inferior stands?

For over 65 years, our premium, German engineered stands have protected musical instruments. No matter how demanding the environment, our stands deliver.

Premium Quality • Eco-Friendly • 5-Year Warranty

KÖNIG & MEYER
Stands For Music

km-america.com

US Distribution by Connolly Music
(800) 644-5268 | connollymusic.com





CAD Rolls Out New MH320 Headphones

CAD Audio has introduced the new MH320 closed back circumaural studio monitor headphones.

Precision-built and equipped with high output 45 mm neodymium drivers, the MH320 feature an extended frequency response with a clear and detailed sound. Crafted from high-grade stainless steel, manganese and aluminum, the headphones are built with the durability and solid construction to ensure years of use.

Large, soft leather ear pads outfitted with high-density memory foam provide effective isolation and hours of fatigue-free listening comfort. Accurate, rugged and extremely versatile, the MH320 headphones are an essential tool for recording studios and a vital accessory for professional musicians.

MSRP: \$109.

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

TC-Helicon Announces VoiceLive 3 Update

TC-Helicon has debuted a new firmware update for its VoiceLive 3 based on user comments and artist suggestions, improving several functions, including a wide variety of fixes, tweaks and upgrades. The biggest overall change is to the feel, accuracy and musicality of the onboard looper, which will make a difference for live performance.

“Customer feedback over the last few



months has been essential in helping us produce this update and we're pleased to offer it,” said Tom Lang, product manager. “The response to the Beta versions we've posted has been hugely enthusiastic with users reporting vastly improved feel and a more rewarding overall looping experience. We went through 50 internal test versions to get it exactly how we wanted so, especially regarding the looper, it's a real game-changer.”

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

Membership Renewal Drawing

Stop by the NAMM Member Center, located in the lobby of Hall A, to enter our drawing and learn how your membership benefits extend far beyond the trade shows.

NAMM Membership is your 24/7 link to fresh ideas, business tools, resources and networking with people who share your passion for all things music and music making.

NAMM staff will also be on hand throughout the day to answer all your membership questions, update your member profile, and provide information about exclusive member programs that can save you both time and money.

While you're there, be sure to pick up some free Sesame Street posters.

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

the Only REAL Choice.

For over 7 years **SKB** has been providing the only real choice of transporting and protecting Zoom Recorders.

3i-0907-4-H5
iSeries Case for ZOOM H5 Recorder

3i-0907-4-H6
iSeries Case for ZOOM H6 Recorder

3i-1209-4-H6B
iSeries Case for ZOOM H6B Recorder

Come See Us at Booth #1102

UpBeat

Vol. 61 No. 6 | The NAMM Show | Thursday, July 18, 2014

PRESIDENT
Kevin Maher

PUBLISHER
Frank Alkyer

EDITOR
Katie Kailus

ASSOCIATE EDITOR
Kathleen Costanza

CONTRIBUTING EDITORS
Ed Enright, Matt McCall,
Davis Inman, Bobby Reed

AD SALES MANAGER
John Cahill

ACCOUNT EXECUTIVES
Tom Burns, Ritche Deraney

ART DIRECTORS
Žaneta Čuntová, LoriAnne Nelson

CIRCULATION
Sue Mahal, Kevin R. Maher, Evelyn Oakes

ACCOUNTING
Margaret Stevens

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.

www.skbcases.com/music



i series



Get Big Band Sound in Your Small Trio

For the past 40 years, George Braith, a renowned jazz improviser and composer, has been developing the Braithophone, a new addition to the woodwind family of instruments, currently including four models: the Sopralto Braithophone, the mini Braithophone, the Tenalto Braithophone and the soon-to-be-designed Bariten Braithophone.



The Sopralto Braithophone is designed for contemporary jazz saxophonists, and is an instrument that consists of a soprano and an alto saxophone cone joined together so that the overtones are mixed and delivered by a unique bell system. Each cone has its own mouthpiece and the instrument is structured so that

the fingering for simultaneous playing is not difficult. The Braithophone is an instrument that lets the musician play any desired interval — unison, octaves, fourths, sixths, etc.

“Now you can experience the big band sound with your small quartet or trio,” Braith said. “For the experienced saxophonist who has been improvising for years, the Braithophone is the next natural non-electronic step for further harmonic development. The ability to play two notes simultaneously on one horn will expand your musical concept and bring about a welcome addition to already formulated ideas.”

[Braithophone \(braithophone@aol.com\)](mailto:braithophone@aol.com)

WD Music to Auction Off Signed Guitars for Charity

Wendy Davis, president of North Ft. Myers, Florida-based WD Music Products, has been active in multiple charities in the South Florida region.

Davis became so dedicated to her volunteer work, it took time away from WD. To shift back into music and continue her charity work, Davis instituted “a 2014 charity autographed guitar campaign” aimed at the entertainment and music instrument industry — a “Tale of Two Guitars - One And One.”

WD Music Products in association with Kluson tuners have two guitars (“One And One”) which will be autographed over the next five months time by as many artists as possible. After some research and deliberation, two music-oriented 501(c) (3) charities were initially selected for the campaign’s donation: World Hunger Year (WHY) and the Milwaukee-based Guitars For Vets organization.

The first signees to the WHY guitar include classic rock bands Kansas and The Marshall Tucker Band. The G4V guitar will make its

debut at Summer NAMM at the WD Music Products (booth #1225) to begin its signature quest.

“I have been doing a lot of volunteer work with saving animals and not too long ago, WD donated two guitars to a local radio’s station charity drive,” said Davis. “My house and my friends and neighbors could not accommodate any more adopted cats and dogs. I did all I could for pet adoption and the radio station auctioned guitars were locally successful. I guess you could say I decided to combine my two passions.

“The more artists we enlist to autograph, the more funds it will generate for WHY and G4V’s respective November auctions. We always have numerous artists stopping by inquiring about Kent Armstrong pickups, Kluson tuners and such. We ask those artists to autograph the guitars and join us helping two top-notch 501(c) (3) music-oriented charities raise needed funds.”

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



AMV Displays Major Margin Boosters

How much business did you do with non-musicians last month? How many of your goods can fetch a 50-percent-plus margin?

If you’re not sure of either answer, stop by the AMV Sales booth and see new products from Pickbandz, Hot Picks USA and more. Hot Pick’s Straptight could be the last straplock you’ll ever need to stock.

The AMV Sales booth will also have artist demos and other interesting new products to help your margins and marketing.

[AMV Sales \(amvsales.com\)](http://amvsales.com)



Heller Launches New Mandolin Strap Series

Henry Hellers recently debuted its new Mandolino series. The straps are available in black and brown bolo braided leather with matching ends. The Mandolino straps are handcrafted in the United States.

[OMG Music \(omgmusic.com\)](http://omgmusic.com)



Protégé by Córdoba

Comfortable, reliable, beginner guitars that sound twice their price.

Starting at \$159 MAP.

Come see us at **Booth #910!**



FULL SIZE



3/4 SIZE



1/2 SIZE



1/4 SIZE


D'Addario Carbon Classical Sets Offer Projection

D'Addario's new Pro-Arte Carbon Classical Sets deliver fundamental tone with powerful sustain, making these strings ideal for clear concert hall performances or any recording.

Classical guitarists will love the vibrant, projecting and contemporary tone of the strings. Featuring D'Addario's fluorocarbon trebles, the Pro-Arte Classical Sets are designed for intonation and responsive attack. These trebles are paired with D'Addario Dynacore basses, which have been constructed using D'Addario's multifilament stranded core

material with a winding technique. Dynacore basses have a unique and contemporary rich tone, round and bold with improved string life, tuning stability and consistency.

MSRP: EJ45FF Normal Tension & EJ46FF - Hard Tension, \$24.30.

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




MakeMusic Releases Latest Version of Finale PrintMusic

MakeMusic has released PrintMusic 2014, a new version of the music notation software. Based on Finale, this updated version of PrintMusic offers new functionality, support for current operating systems and file compatibility with Finale 2012, Finale 2014 and future versions of Finale.

"PrintMusic has always represented a great value for anyone wishing to share music notation," said Karen VanDerBosch, MakeMusic CEO. "This new version is a major update showing our continued investment in the future of our suite of notation products and refining PrintMusic with a clean new interface, improved Mac OS X support and a quicker path to excellent music notation."

Finale PrintMusic offers the essential features of Finale for just \$119.95 (upgrades from previous versions are just \$39.95).

Notes can be entered with a computer keyboard, a MIDI keyboard, and by scanning existing sheet music. Orchestrations of up to 24 staves can be created, and individual instrument parts can be extracted. PrintMusic offers high-quality playback with built-in sounds, support for additional VST/AU instruments and MakeMusic's exclusive Human Playback. In addition to printing sheet music, PrintMusic can also create audio and graphic files, Finale files as well as MIDI and MusicXML.

 [MakeMusic \(makemusic.com\)](http://makemusic.com)

ChordBuddy Gets Approved for All Ages

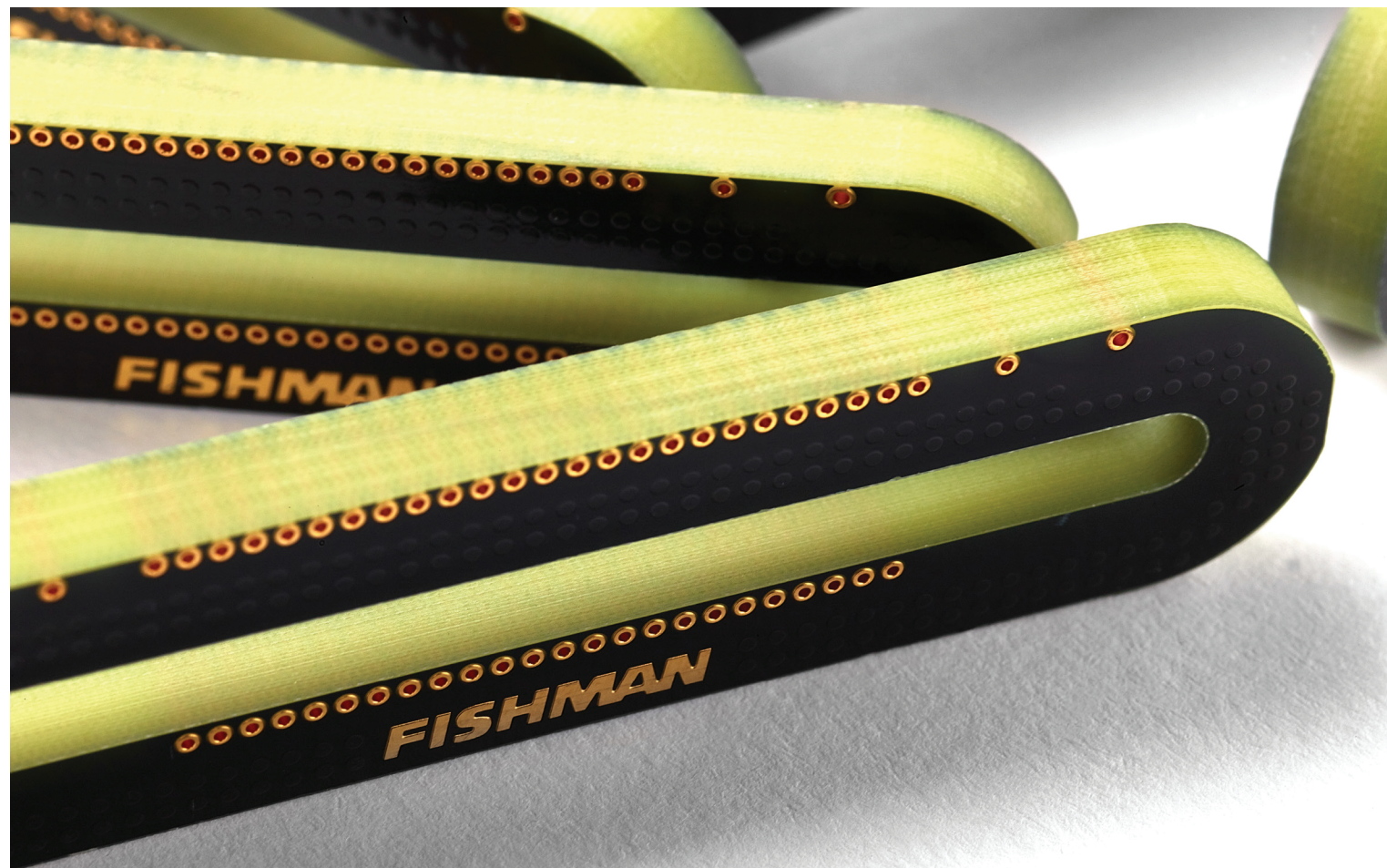
ChordBuddy has received the AblePlay seal of approval by the National Lekotek Center to exceptional products, which are specially evaluated for children of all abilities.

The company's original ChordBuddy can be easily attached to the neck of any standard electric and acoustic guitar for by pushing multi-colored buttons instead of having to make complex chords. Also, the new ChordBuddy Jr. is a half-sized guitar with a ChordBuddy device attached that lets kids ages four to eight play songs on the very first day with less finger strength and coordination.

"The amazing gift of playing the guitar should be available to all kids regardless of their abilities," said Travis Perry, CEO of ChordBuddy. "Receiving this seal is validation of our work to spread the joy of music making to every home and classroom in the world."

"The Chordbuddy provides encouragement to 'stick with it' and gives kids the confidence and self-esteem they need to keep improving," said Stephanie Sears, bilingual family play specialist at the National Lekotek Center.

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




Visit Today's NAMM YP Workshop

The NAMM Young Professionals will host a half-day workshop featuring a keynote speech by industry legend Chris Martin. The workshop — held today from 4–6 p.m. in room 207B — will also feature a panel discussion on bridging the generational gap and roundtable discussions on a variety of topics, all followed by a networking reception.

Comprised of young professionals under the age of 40, NAMM YP features members from the entire spectrum of the industry including retailers, wholesalers, manufacturers, distributors and service providers. Their mission is to provide networking and professional development to future leaders.

Chris Martin, Chairman and CEO of Martin Guitars, will discuss the Legacy of Martin, his experiences in the industry and will leave plenty of time for questions.

The roundtable discussions will focus on a variety of subjects, including marketing, social media, management and finance. A closing reception will provide an opportunity to network and get to know some of the members of the NAMM YP.

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

Un-wind

The electric guitar pickup has been wound since 1934.

80 years later, we've unwound it.

Original and totally re-imagined, Fluence Multi-Voice pickups for electric guitars are free from the hum, noise and frustrating inductance issues that plague even the most coveted wire-wound pickups, revealing pure, uncorrupted and musical tone.

Unwind, you've waited long enough.

FISHMAN FLUENCE™

Everything you hear is true™

fishman.com/fluence | 800.FISHMAN | Visit us at booth #1034



SUBSCRIBE TO
MUSIC INC.,
AND GET GREAT
RETAILING IDEAS
AT YOUR
FINGERTIPS!

To subscribe, go to musicincmag.com, and click the "Subscribe" button. It's FREE!

GET
YOUR
OWN
COPY!

VISIT MUSICINCMAG.COM TODAY!

Prefer a digital edition? We've got it. Just select print or digital!

New MOD Kit Offers Extra Bite

MOD Kits DIY has released the Wahz Wah Pedal Kit, which produces a classic wah tone with a hint of extra bite and growl. True bypass switching insures no loss of signal when the wah effect is not engaged. The long life potentiometer manufactured specifically for use in wah pedals is included to provide years of smooth, quiet operation. Point-to-point construction lets advanced kit builders



easily experiment with modifications to further tailor the tone to more individual tastes.

MOD kits and assemblies are designed to give novice and experienced musicians the opportunity to build or modify their own amps, effects pedals and guitars. All kits come with easy-to-follow instructions and use point-to-point wiring. All effect pedals and amplifiers come with a pre-drilled enclosure and all necessary parts are included.

MOD Kits DIY (modkitsdiy.com)

Bartolini Team With Dana B. Goods for U.S. Distribution

Bartolini Pickups and Electronics has named Dana B. Goods as its new exclusive U.S. distributor. Over the last year, Bartolini has successfully achieved its goals of doubling production capacity, and increased its on-time delivery schedule to 99 percent. Bartolini is recognized around the world for its excellent bass and guitar tone. Dana B. Goods is well known for its customer service, logistics and

technical expertise. Both companies are excited about the new relationship.

"Bartolini is well known for the excellent tone and quality of its pickup and electronics design," said Dana Teague, president of Dana B. Goods. "We are very excited to be named the exclusive U.S. distributor and look forward to a great marriage."

Bartolini (bartolini.net)

Fishman Shipping Fluence Single Coil Pickups

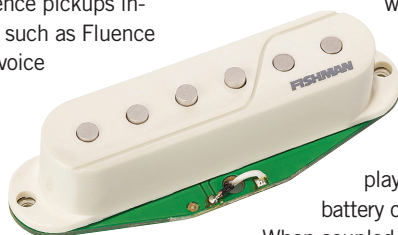
Fishman is now shipping the new Fluence Single Coil pickups with humbucker models to follow soon after.

Totally re-imagined, Fluence pickups incorporate new technologies, such as Fluence Core "coils" and true multi-voice electronics that consistently create idealized versions of classic sounds guitarists demand. In contrast to passive pickups made with traditional wire-wound coils.

Fluence pickups are not susceptible to spurious noise, hum, cable capacitance problems, loss in tonal response and clarity due to small volume changes and other inductive issues.

The multi-voice feature in every Fluence

pickup lets players transform their individual pickups from vintage, to hot, "line-in" clean or death defying (depending on the model), with the right level and gain for each voice.



Fluence is also the first pickup system to eliminate two of the main reasons many players avoid going active — battery cost and implementation.

When coupled with the Fluence rechargeable Lithium-ion battery pack, time between charges is weeks instead of hours. And there is no need to remove screws. Just plug in a standard USB charger and another 200-plus hours of playing time is on tap. A standard 9V battery can also power Fluence pickups.

Fishman (fishman.com)

Linear Debuts New JFET

Linear Integrated Systems has announced its LSK489 1.5 nV at 1kHz, low-capacitance, N-channel monolithic dual JFET. This is part of a family of ultra-low-noise, dual JFETs designed to provide users better-performing, wider bandwidths and cheaper solutions for obtaining tighter IDSS matching and better thermal tracking than matching individual JFETs.

Available packaged in surface mount and ROHS compliant versions, the LSK489 is an ideal improved functional replacement for the similar JFETs that have similar noise characteristics but greater gate-to-drain capacitance. The LSK489 SOT-23 and SOIC packages are ideal for space-limited circuits in audio and instrumentation applications. LSK489 available packages are: TO-71; SOT-23-6L, SOIC-8L.



"The LSK489 provides a dramatic increase in capabilities for a wide range of low-noise applications," said John H. Hall, Linear Systems president and CEO.

The most significant aspect of the LSK489 is how it combines a noise level nearly as low as the LSK389 while having much lower gate-to-drain capacitance, 4pF versus the 25pF. While the LSK389 provides ultra-low noise of less than a 1nV at 1kHz, the capacitance is high enough to cause designers to have to use a cascode feature to handle higher bandwidths without intermodulation distortion.

The LSK489 features a Monolithic Dual design of interleaving both JFETs on the same piece of silicon to provide excellent matching, thermal tracking and a low-noise profile.

Linear Systems (linearsystems.com)

APPOINTMENTS

Connolly Names Pritchard Easter Regional Sales Director

Mike Pritchard has assumed the role of eastern regional sales director for Connolly Music Company. He comes to Connolly with a vast industry background from working at companies, such as Yamaha, U.S. Music Corp. and Fender.



Mike Pritchard



Steve Greenfield

Pritchard will manage the new Eastern region. Additionally, Steve Greenfield has been promoted to western regional sales director. Together they will oversee Connolly's new Eastern and Western region. Mike Pritchard is joining forces with Regional Sales Manager Garrett Semmelink and Inside Sales Specialist Susan Short to form the new Eastern region,

while Steve Greenfield will head up the Western region with Regional Sales Manager Lance Rohrecker and Inside Sales Specialist Dan Doll.

ESP Welcomes Cannella as Director of Artist Relations

Musical instrument industry veteran Chris Cannella has joined ESP Guitars as director of artist relations.

"We are very happy to have a professional of Chris' caliber handling our artist relations efforts," said Matt Masciandro, ESP president and CEO. "ESP is known worldwide as an artist-driven guitar maker, and Chris' background as a respected artist and knowledgeable guitar expert will allow ESP to move to the next level in the services we provide to our artists, dealers, and customers alike."

Cannella comes to ESP after a long and successful stint at Fender, where he handled

multiple roles including the artist relations manager for the Jackson brand, and the product manager for the EVH brand. Most recently, Cannella served as a product marketer for the Gretsch guitar brand.



Chris Cannella

Fishman Adds Two to Sales Force

Due to growth spurred by products such as the TriplePlay Wireless Guitar Controller, Fishman has added John Polino and Gary Lopez to its sales force.

"We are genuinely happy to have these two very skilled sales representatives working for us as Fishman is continuing to grow at an amazing pace," said Bill Norton, vice president of retail sales. "John and Gary bring a high level of expertise into our new category entries including TriplePlay and Fluence electric guitar pickups."



John Polino



Gary Lopez

The Music People Fills Key Roles

The Music People (TMP) recently filled two key roles with the appointments of Samantha Pink as director of operations and Allison Honeyman as strategic accounts manager.

Pink joins TMP after a 14-year career with Full Compass, where she served as vice president of procurement, product management and merchandising.

Honeyman brings experience from the online retail and media fields. Honeyman's resume includes positions as coordinator for Boston-based fashion website Rue La La and several roles at worldwide



Samantha Pink



Allison Honeyman

sports media giant ESPN, including human resources and recruiting.

MARKETPLACE

MODKITSDIY.COM



Build your own wah pedal with:
The Wahz

Eastman
HANDCRAFTED GUITARS
10TH ANNIVERSARY
2004-2014

HANDCRAFTED
GUITARS & MANDOLINS



#1016
MD515
www.EastmanGuitars.com

WWW.OZZTOSH.COM

CARVED FROM ALUMINUM BILLET

SONICALLY RICH, LASTING SUSTAIN

SOUNDS LIKE NO OTHER GUITAR

OZZTOSH LUMA



Hear the LUMA Summer NAMM

GUITAR ACCESSORIES

STRAPS
PICKS
STRINGS
STANDS

OMG Music

omgmusic.com
800-675-2501

VISIT US AT SUMMER NAMM BOOTH 1416



INTRODUCING THE NEW SOPRALTO BRAITHOPHONE.

- Developed by George Braith, renowned jazz improviser and composer.
- Truly new addition to the woodwind family of instruments.
- Combines Soprano and Alto Saxophones into one unique instrument.
- Designed for contemporary jazz musicians.
- The Braithophone makes melodies more harmonious.

BRAITHOPHONE

VISIT US AT BOOTH 500 - B (HALL A)
163 Castleton Ave., Staten Island, NY 10301 USA (347) 200-0322



"The Original"
Cooperstand[®]
Pro Instrument Stands

Summer NAMM Space 1626

The Real Stand Out Fits in the Case!

Now Direct to Dealers
www.cooperstand.com



"After playing the Sk1, it is now my number one instrument for everything keyboard I do. From the Hall & Oates tours to the award-winning Live From Daryl's House show the Hammond Sk1 covers it all for me."

Eliot Lewis, Hammond Artist
Live from Daryl's House/Hall & Oates - Sk1 & Sk2

HAMMOND
THE SOUND THE SOUL THE ONE

www.hammondorganco.com
Hall A Booth 545



sales@kluson.com | 800-449-9348

EST. 1925
LUSON[®]

Summer NAMM Booth# 1225

Introducing the new Kluson[®] 19:1 ratio tuning machine. These state of the art tuners are designed for usage on contemporary Fender[®] guitars that utilize 2 location pins. Uses the common modern 25/64 in. (10mm) peghole with a hex head type screw-in bushing. All mounting hardware is included.

wdbiz.com



MARKETPLACE

THE NEW 4-DIRECTIONS BASS FROM SWAN SONG

Delicious instruments hand-crafted in the USA from fine American materials and components. 4- and 5-string basses at 34" scale with an alder body and 24-fret maple boarded neck. Play it — you'll love it!

custom designed Jason Lollar pickups

Hipshot hardware

custom strings by Curt Mangan

Alien Audio preamp



SWAN SONG GUITARS

NAAM Booth 1233. Dealer inquiries invited.
www.swansongguitars.com

34 Years of LEGENDARY™ STUFF!



BREEZY RIDGE INSTS. LTD., 610.691.3302 www.jpstrings.com

Summer NAMM 14 BOOTH 816

WhisperRoom INC.™
SOUND ISOLATION ENCLOSURES
Reducing Sound to a Whisper Since 1990!

20 Sizes | Portable/Modular | Demos | Practice | Instruction

& In the BOOTH Lounge 1430 (865) 558-5364
www.whisperroom.com

Make Money Renting School Band & Orchestra Instruments

vir Ask Us How at Booth 844
www.veritas-online.com

A New Part Introduction for 2014
1.8 nV Low Noise, 4pf Low Capacitance N-Channel JFET Family
LSK489 (Monolithic Dual) & LSK189 (Single)

- Low Noise < 1.8nV
- Monolithic Dual (LSK489-Lower Noise Replacement than U401)
- Single JFET (LSK189-Lower Capacitance than 2SK170)
- ROHS compliant packages (Dual TO-71, SOIC-8, SOT23-6), (Single TO-92, SOT23)
- Significantly Lower Gate-Drain Capacitance Provides Lower Intermodulation Distortion
- Smaller Die Size and Reduced Need for Idss Grades Facilitate High Volume Production
- Parts Samples and Detailed Data Sheets Available

www.linearsystems.com 1-800-359-4023

Tune Fun!

Join us at Summer NAMM, booth #900 to see our new line of tuners. They're "out of this world," feature-packed & really work!

Great for:

- Promotions • Premium gifts
- Private label - dealers, have your own brand! Low minimums!
- Instrument manufacturers - let us make something special for you!

A portion of each sale will go toward helping cancer patients and their families. Learn more at www.givingshelter.net

IMS Technologies, LLC www.imstechnologies.net

Soft Cases for Lighting, Audio, & Life Style!

Arriba CASES
"Everything Needs A Case"

Make Extra Profits in 2014 with Lighting & Audio Case Sales!
It WILL help Pay The Phone Bill

Become A Dealer Today!
1-626-330-6100
info@arribacase.com
www.arribacases.com

KALA BRAND UKULELE

U-BASS

Come see us at Booth #1115 & Enter to WIN a FREE RUMBLER U-BASS!
www.KALABRANDMUSIC.com

Friday, July 18, 2014



NAMM U—Serving Up Breakfast Sessions Daily!

Davidson Ballroom, Music City Center • **FREE Breakfast (First Come, First Served): 8 a.m.–8:30 a.m.** • **Session: 8:30 a.m.–9:30 a.m.**

Today's Session:

Leadership in the 'New Normal'

Chances are, you learned to become a leader on the job, while building your music retail or supply business. But is your leadership creating a culture of company growth—or stagnation? Join Brian Parsley—business trainer, intelligence strategy expert and entrepreneur—to learn what leadership really means in today's economic climate. You'll walk away with a different perspective on how to build the best company possible and leave the show with renewed excitement to make a difference in your business and your life.

Saturday's Session:

Best in Show

SupportMusic 'Coalition on Coalitions'—NAMM Members and Guests gather to expand Music Education Advocacy Efforts

Join us **today from noon –1 p.m. in room 205** for a light lunch and motivation at the SupportMusic Coalition Webinar "Live from Summer NAMM." The gathering will highlight NAMM Members' who are ramping up music education advocacy in their states and local communities and celebrating Metropolitan Nashville Public Schools for their NAMM Foundation Best Communities for Music Education designation.

NAMM Show Members-Only Housing Opens October 1

Get ready to reserve your hotel accommodations for The 2015 NAMM Show in Anaheim, January 22–25. Simply sign in at namm.org on Wednesday, October 1 at 8 a.m. (PDT) to reserve your rooms. Remember, first come, first served!

Calling All NAMM Young Professionals

Are you a NAMM Member under the age of 40 who'd like to network with other emerging industry leaders? If so, please join us for a special NAMM Young Professionals (NAMM YP) event today at 4 p.m. in Room 207B. Keynote speaker Chris Martin of Martin Guitar will discuss the Martin Guitar legacy and his experience in the industry, as well as answering questions. Stick around afterward for a group roundtable discussion and happy hour beginning at 5 p.m. in Room 207C.

NAMM at Night: The 2014 Top 100 Dealer Awards

Davidson Ballroom • **Doors open 6 p.m. Event from 7 p.m.–8 p.m.** Join us after the show for dinner, drinks and some great live music at The Fourth Annual NAMM Top 100 Dealer Awards, hosted this year by country artist Ira Dean. In addition to honoring The Top 100, we'll also announce the winners of the eight "Best Of" categories and reveal The 2014 Dealer of the Year. The awards dinner is free to NAMM Members with show badges (first come, first served).

NAMM 5790 Armada Drive • Carlsbad, CA 92008 • 760.438.8001 • www.namm.org

SCHEDULE

Unless otherwise noted, the following events will be held in NAMM's Idea Center, booth 5501 in Hall B.

CONTINUED FROM PAGE 22

Musicians

Laura Whitmore of Mad Sun Marketing presents a practical, tips-based workshop on the 10 most essential marketing elements that every musician should use to promote themselves, their music and their products.

1:30–2:30 P.M.

Community Ukulele Circle

Music City Center, Outside Main Entrance

Kala provides the ukuleles for this lively jam. No experience needed.

2 P.M.

World's Fastest Drummer Contest

Music City Center, Lobby

The contest, which consist of two categories, Fastest Hands and Fastest Feet, will be held each day on the World's Fastest Drummer Lobby Stage beginning on Thursday with "heats" and continuing through 1 p.m. on Saturday and followed by the "finals battle" of both categories at 2 p.m. Contestants should sign in at the World's Fastest Drummer Contest stage area located at the Level 3, A1 Lobby of the Music City Center.

2 P.M.

How to Get an Endorsement Deal

Jen Lowe of Boom Boom Percussion walks you through what manufacturers look for in artists. She'll cover building your own brand, using social media effectively, the necessary skills to be a brand ambassador and the importance of performing frequently.

2:30 P.M.

Hit Songwriting: Secrets of the Pros

Join Thornton Cline and a panel of fellow hit songwriters for an up-close look at the craft, art and business of songwriting. This session will explore actual methods of writing a hit, demoing a song, promoting your work and earning royalties.

3–4 P.M.

Community Drum Circle

Music City Center, Outside Main Entrance

Stop by, grab a drum and find your rhythm in this one-of-a-kind circle. Brought to you by NAMM and Remo.



Today's Breakfast Session starts at 8 a.m.

CLASSIFIEDS



It's All In The Mix

Maybe it's time for a brand new sound.

Industry professionals helping to develop careers and finding the right faces for the job.

National Sales Manager - Installed Audio Systems; USA NE USD 80-110k
Senior Product Marketing Manager - Networking; USA West USD 100-125k
USA Business Manager - Audio Components; USA East USD 60-100k
Contact us or visit the website to find out more about how we can help you.

At **interfacio**, we make sure the face fits. Perfectly.

Facebook.com/page.interfacio or follow us @interfacio

web : www.interfacio.com
email : applications@interfacio.com
telephone : 1-800-578-0144
Los Angeles New York Toronto London Sydney Singapore Hong Kong



NAMM 5790 Armada Drive • Carlsbad, CA 92008 • 760.438.8001 • www.namm.org

DEMON



Schecter
guitar research

Schecter Adds Demon Series

Schecter Guitar Research has created the Demon series, a classic, edgy new line.

The guitars come with active Seymour Duncan designed HB-105 pick-ups controlled by a three-way toggle switch, along with one master volume and one master tone knob.

The series boasts a black satin finish and aged cream bindings. There are five versions of the Demon series: Demon-6, Demon-6 FR, Demon-7, Demon-7 FR and Demon-8.

🛒 [**Schecter \(schecterguitars.com\)**](http://Schecter (schecterguitars.com))

Samson's Mixers Boast Affordability

The all-new MixPad series mixers from Samson combine quality, affordability and professional specs into two analog models and two USB models with digital effects. The lightweight mixers are ideal for rehearsals, performances or presentations.

All designed in 12-channel configurations, the MXP124 (four mic/line, four stereo channels) and MXP144 (six mic/line, four stereo channels) include quality faders for precise control.

Meanwhile, the MXP124FX (four mic/line, four stereo channels) and MXP144FX (six mic/line, four stereo channels) also feature 99 onboard DSP effects and a USB I/O



for streaming music or recording to DAW software.

For all four mixers, each mono channel is equipped with professional mic preamps that have the ideal combination of high headroom and low noise. Each mic/line channel has dedicated gain controls and high pass filters.

All models offer dedicated 3-band EQ and mute switches while select stereo channels feature multiple input options and center-dented pan (mono) or balance (stereo) controls. Each mixer also has Peak LED indicators on every channel and 4-segment stereo LED VU meters on the master output section.

🛒 [**Samson \(samsontech.com\)**](http://Samson (samsontech.com))



Boss Brings Back DM-2 Delay Pedal

Since its discontinuation in 1984, the Boss DM-2 Delay pedal has been sought after for its warm "bucket brigade" analog delay tone.

Now, with the Waza Craft DM-2W, the stomp has been reborn with switchable sound modes and greater versatility. Using analog circuitry, the DM-2W's Standard mode nails the lush sound and 20-300 ms delay range of the original. Custom mode changes the sound character to a cleaner analog tone with over twice the available delay time.

🛒 [**Boss \(boss.com\)**](http://Boss (boss.com))

Babicz Hardware System Keeps the Functions, Lowers Price

Babicz has released the Z Series system, a budget-friendly alternative to the Full Contact Hardware system with all the same features. Instead of aluminum, the Z series bridges are made of zinc. It will be immediately available in several popular styles of guitar bridges: 2-Point Strat tremolo, 6-hole Strat tremolo (both wide and narrow variations), hardtail and Tele (both single-coil and humbucker versions).

Babicz hardware is designed keep consistent, maximum contact between the guitar string and the guitar body as a resonator. Most

conventional bridges leave air gaps between the saddle and bridge, which reduces the sonic integrity of the string.

Players can adjust their action as high or low as desired without ever reducing contact of the string to the body.

🛒 [**Full Contact Hardware \(fullcontacthardware.com\)**](http://Full Contact Hardware (fullcontacthardware.com))



MUSICIANS INSTITUTE
COLLEGE OF CONTEMPORARY MUSIC

BRINGING HOLLYWOOD TO NAMM



Come check us out at: Hall B, Booth #1244

We'll be offering a sneak peek at our Guitar Craft Academy where students learn to build guitars from scratch.

www.mi.edu

MI COLLEGE OF CONTEMPORARY MUSIC



SCHEDULE

FRIDAY, JULY 18, 2014

Unless otherwise noted, the following events will be held in NAMM's Idea Center, booth 5501 in Hall B.



Top 100 Dealer Awards. 6 p.m.

Confessions of a Chain Retailer

FRIDAY, JULY 18

Donovan Bankhead of Springfield Music discusses everything you've ever wanted to know about running a chain store. His company doubled in size in the past year, acquiring two retailers and growing from two to four stores. Listen in as he shares what he's learned along the way.

11 A.M.

Streetwise Sales Secrets

Brian Parsley is back and this time gives listeners a chance to build their skills and learn from the experts — hawkers on the streets of South Africa. These masters sell everything from Super Glue to jewelry, despite getting rejected hundreds of times. Brian Parsley lived alongside them and studied their techniques for closing deals. Learn hawker secrets on attitude, discipline and willingness to work with the next customer. Hear why you don't have to negotiate and how you can influence every time. This session will change the way you approach and serve your customers and give you sales tips to take home and immediately apply to your business.

11:30 A.M.

How to Compete With the Internet Giants (Double Session)

Bob Popyk moderates a panel made up of Larry Garris of Corner Music, Jerry Sims of Sims Music and Michael Newell of Newell's Music. This hard-hitting discussion includes proven ideas to get customers into your store rather than lose business to e-commerce giants. Learn ways to keep your existing customers, hold your profits and stay in business when online retailers get in the way of a sale.

12:30 P.M.

Merchandising Tips to Make, Not Break, Your Sales

Tracy Leenman of Musical Innovations shares quick and easy merchandising ideas to make your store more shopper-friendly and designed to yield the most sales per transaction.

1 P.M.

Music Lessons: Your Biggest

2 P.M.

Yelp Help: Make Online Reviews Work for You

If negative online reviews are giving you a headache, join Robin Sassi, president and CEO of San Diego Music Studio and attorney at law. You'll walk away from this session with a strategy to promote the positive feedback, combat the negative and create an online following through word-of-mouth.

2:30 P.M.

How I've Kept My Lesson Program Alive and Thriving

Find out how *Music Inc.* columnist and Progressive Music Center's Billy Cuthrell reversed these trends with his reinvented lesson program. Based on the cellphone store model, this simple yet innovative program has significantly boosted student retention and also helped move inventory by getting students into an affordable instrument. Learn how you can do this and more with an instrument/lesson package program.

3 P.M.

Simple Ways to Get Found on Google

Gabriel O'Brien of Larry's Music Center reveals easy ways to boost your Google ranking for better search results. He'll cover everything from managing your Google Places listing, optimizing your website using keywords, using social media to improve your ranking and making the most impact in 15 minutes a day.

3:30 P.M.

Our Most Unique and Profitable Source of New Students

Menzie Pittman of Contemporary Music Center added an intimate performance venue to his store named @4410. During this session, Pittman will discuss how this venue has become Contemporary Music Center's best source for new students and business.

4 P.M.

5 Successful Facebook Promotions

In this session, social commerce expert Rick Camino will share five successful Facebook promotions that will help turn "likes" into music retail sales. Listen to Camino proven ideas so you can start getting the word out about your store, website and events with



Check out the Idea Center in booth 5501.

your own Facebook promotions.

4 P.M.

NAMM YP Event

Music City Center, Room 207B

Join us for a keynote speech by Chris Martin of Martin Guitars, who will discuss his company's legacy and his experience in the industry. Stay for a group roundtable discussion and happy hour beginning at 5 p.m. in room 207C.

4:30 P.M.

Back-to-School Promotions to Start the Fall Off Strong

Lauren Haas Amanfoh of Royalton Music Center presents her three most successful back-to-school promotions. She'll outline her best ideas to increase retail sales, boost lesson sign-ups and improve rental numbers for the fall. You'll walk away with tips to make these promotions work for your retail business.

7 P.M.

Top 100 Dealer Awards

Davidson Ballroom, Music City Center

Support your peers, enjoy live music and pick up some powerful business-boosting ideas during this annual awards ceremony. NAMM will name its "Dealer of the Year" as well as other titles, including "Best Merchandising Display" and "Best Emerging Dealer."

BREAKFAST SESSION

8 A.M.

Best in Show

Frank Alkyer, publisher of Music Inc. and UpBeat Daily magazines, with panel

Music City Center, Davidson Ballroom

Join Alkyer and a panel of music retail experts as they reveal the best and brightest releases at the show. Find out about the gear that's sure to be a big deal this holiday season and make sure to check it out before you leave the show. (Free breakfast is served until 8:30 a.m.)

10:30 A.M.

More Than 1 Million Facebook Fans: How to Grow Your Social Media Presence

Find out how Online Editor Damian Fanelli increased *Guitar World's* fan base from 50,000 to more than 1.2 million Facebook fans, with huge increases in YouTube and Twitter, as well. In this one-on-one interview with Mad Sun Marketing's Laura Whitmore, Fanelli will share practical tips and insights to help you increase your fan base, whether you're a musician or in the music products business.

11 A.M.

Google Tools to Manage Your Business and Life

Donovan Bankhead of Springfield Music has successfully used Google Tools to stay ahead of the curve. Come hear how tools, such as Gmail, Google Calendar and Google Drive, can change your day-to-day experience — and impact your bottom line.

11:30 A.M.

5 Ways to Increase Your Lesson Sign-ups Starting Monday

Note: Gambee is back and this time he will show attendees five simple ways to boost sign-ups starting next Monday. Best of all, they're low-cost and easy to put into action.

12 P.M.

10 Tips for Effective Emails That Get Opened!

Mike Guillot of Mississippi Music offers 10 simple tips for effective email communications. He'll give you guidelines to get your emails opened, read and remembered — and also teach you how to avoid painful email mistakes.

12:30 P.M.

How to Build the Ultimate Pedalboard (Double Session)

Paul Riario of *Guitar World* takes you through pedalboard essentials and shares his entertaining insights into unique and effective pedals.

1:30 P.M.

10 Keys to Marketing Success for

CONTINUED ON PAGE 20

NAMM[®] Top 100 Dealer awards



Summer ¹⁴ **NAMM[®]**

nashville 2.0

TONIGHT • 6 PM

DAVIDSON BALLROOM • MUSIC CITY CENTER

The awards dinner is free to NAMM Members (first come, first served).
Dinner at 6 p.m. • Event from 7 p.m.–8 p.m.

SADDLE UP

- Exquisite basket weave tooling.
- Tannery-run top-grain veg leather front.
- Super-soft garment leather back.
- Saddle stitch reinforcement.



Visit us at Summer NAMM Booth #1114



Your guitar is worth it.
www.levysleathers.com

NORTH AMERICA TOLL FREE PHONE & FAX
1-800-565-0203 1-888-FAX-LEVY (329-5389)
Levy's Leathers Limited 190 Disraeli Freeway, Winnipeg, Manitoba, Canada R3B 2Z4
Tel: (204) 957-5139 Fax: (204) 943-6655 email: levys@levysleathers.com

Model
M17BWC

