

The Official **NAMM** Show Publication

UpBeat

DAILY



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GEAR ON FIRE

TODAY, THE MUSIC CITY CENTER is the hotbed of the newest, sizzling gear. From must-see products to a slew of workshops, concerts and events, you're sure to find something that fills your musical craving. Check out a few here:

1. Don't miss the World's Fastest Drummer contest today at 2 p.m. See page 14. **2.** CAD's new CADLive D80, D82 and D84 mics. See page 6. **3.** Check out the Community Drum Circle at 3 p.m. See page 14. **4.** Kala's spalted

maple travel uke. See page 10. **5.** Strum your heart out at today's Community Ukulele Circle at 2 p.m. See page 14. **6.** Reverend's Reeves Gabrels Signature Spacehawk. See page 4.

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GUITAR WALL



Eastwood Introduces Unique MandoTenor

Eastwood Guitars and multi-instrumentalist Warren Ellis have teamed up again to create the world's first electric double neck electric mandolin and tenor guitar, the Warren Ellis Signature MandoTenor.

The idea came to Warren while he was looking for a new custom instrument in time for his 2014 tour schedule with Nick Cave and the Bad Seeds.

"In 2013, I was on tour forever and I threw the idea out there to Mike after a rather surreal dream I had involving Daft Punk and an orangutan," Warren said. "And rather than treat me like I had been on tour for too long, he put the machine in motion and ran with it. When the prototype of Black Ned

arrived it knocked me out".

Eastwood has fused the popular Warren Ellis Tenor with a 4-string Mandocaster to create a completely new instrument.

The MandoTenor offers a unique twist for any professional studio. This sleek dual cut carved alder body comfortably lets players switch from the 14-inch scale mandolin to the distinctive sound of a 23-inch scale tenor — or both at the same time. It features a three-way switch, master volume and tone controls and two single coil blade pickups. This initial Limited Edition release of only 36 instruments ships in a tour-ready custom-fit hard shell case.

🛒 **Eastwood** (eastwoodguitars.com)

OZZtosh Premieres Lightweight Guitars

OZZtosh has debuted the first in its line of lightweight guitars machined and hand-crafted from solid aluminum.

"Technology, beautiful polished metalwork and great sound always have had a significant appeal to electric guitar players," said Brian Ostosh, principal and designer. "For the first time, we are able to use advanced industrial science and expertise to create a metal guitar that is lightweight and a joy to play.

"Best of all, our design solution maintains a beautiful tone, long sustain, and an unmatched string resonance that guitar players love. The LUMA's classic shapes are enhanced by proprietary OZZtosh state-of-the-art surface contouring methods and internally placed acoustical chambers. This establishes a much richer sound than previous generations of hollow aluminum guitars.

Each guitar can be personalized to a high degree of customization by selecting from a wide range of high quality neck styles and materials, tuners, bridges, nuts and pick-ups."

OZZtosh has also introduced the newest in its line of LUMA guitars, the LUMA bass.



The finely-tuned computer directed design process gives the instruments a structural integrity and are polished off with a superb hand finishing.

🛒 **OZZtosh** (ozztosh.com)

Lombardo Launches Guitars

Ernie Lombardo, luthier and student of Les Paul's longtime personal guitar builder and tech Tom Doyle, has launched E. Lombardo Guitars, a custom guitar company.

E. Lombardo Guitars, including models EL2T Vintage, The Carly Jane, The D Rose and The Coop, are all handmade in the United States.

The guitars are backed by a lifetime guarantee, come with a full set up and do not include any plastic parts.

"I've been in love with guitars and electronics almost all of my life," said Lombardo. "It's my dream to put extraordinary musical instruments in the hands of people from all over the world who will appreciate and love playing them."

E. Lombardo Guitars can be ordered online. The new company is currently selecting dealer partners across the United States.

🛒 **E. Lombardo Guitars** (elombardoguitars.com)



Reverend Uncages Spacehawk

The Reverend Reeves Gabrels Signature Spacehawk guitar is now available in Lakeshore Gold.

The Spacehawk, released in January, is the second collaboration between Reverend Guitars and The Cure's Reeves Gabrels. It's a sealed semi-hollow, equipped with Railhammer Chisel pickups, a soft-touch tremolo spring and an on-off toggle switch.

Reverend Guitars feels you can't be different if you're playing what everyone else is, and the Spacehawk is truly a guitar for the individual.

🛒 **Reverend** (reverendguitars.com)



Schecter Adds Three Models to Banshee Line

Schecter recently added 6-, 7- and 8-string models to its Banshee line. These models are available with active EMG 81/85 or passive Seymour Duncan Nazgul and Sentient pick-up configurations.

The USA Hipshot Bridge is available with a Floyd Rose bridge on certain models.

The new models are available in the following colors: Trans Black Burst, Trans Purple Burst, Crimson Red Burst and Faded Vintage Sunburst.

🛒 **Schecter** (schecterguitars.com)



Swan Songs in the Lowest Register

Swan Song Guitars' new U.S.-made "4 Directions" line of bass guitars features both 4- and 5-string models.

They feature an alder body with a 24-fret maple boarded neck, custom-designed Jason Lollar pickups, Hipshot hardware, Alien Audio on-board preamps and custom Curt Mangan strings.

🛒 **Swan Song** (schecterguitars.com)



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SOUND ROOM



Rhythm By Numbers

Propellerhead recently debuted the A-List Acoustic Guitarist Rack Extension instrument, providing Reason users with an easy way to create professional rhythm guitar tracks.

Available to Reason 7.1 customers, A-List Acoustic Guitarist includes 600 rhythms spread across more than 50 styles that can be played and combined in real time to create realistic performances.

“Whether you’re a keyboardist wanting to add guitar to your tracks, or a singer-songwriter looking for new styles, A-List Acoustic Guitarist helps you achieve professional rhythm guitar recordings and explore inspiring new musical directions,” said Timothy Self, Propellerhead vp of product marketing. “A-List Acoustic Guitarist adds to the rapidly expanding Reason Rack Extension family with a first class instrument that’s sure to spark endless musical inspiration.”

Since its release in 2012, Propellerhead’s Rack Extension platform has emerged as a powerful audio plug-in format, with over

600 active developers and more than 200 instruments and effects now available on the Propellerhead online store. Rack Extensions integrate seamlessly into the Reason rack, boasting excellent sound, smooth workflows and rock-solid stability with the intuitive routing, automation, deep editing and flexibility that Reason users expect.

A-List Acoustic Guitarist puts the sound of a world-class studio guitarist right in the Reason rack. Single MIDI notes trigger chords and progressions, while adding additional notes allows users to explore alternate voicings and patterns.

With intuitive, hands-on control over chords, strumming patterns, tonal parameters and more, musicians can quickly dial in the perfect performance for their song or spend time experimenting with endless variations.

MSRP: \$99 at the Propellerhead online store.

[Propellerhead \(propellerheads.se\)](http://propellerheads.se)

New CAD Mics Versatile

The new CADLive D80, D82 and D84 microphones deliver high performance and sound quality when miking guitar cabinets and percussion instruments.

Drawing on CAD

Audio’s Equitek studio history and live sound experience, the CADLive mics are rugged, versatile, and easy to set up and use. They can be used individually or in tandem to create unique custom sounds for miking guitar and percussion.

The D80’s Large Diaphragm Moving Coil dynamic design provides an updated sound profile for the category. Its tight Super-Cardioid polar pattern produces a high output ensuring outstanding performance even on the loudest stages.

A Moving Ribbon design with a figure-eight pattern, the D82 combines ribbon warmth with a level of clarity and articulation. Its exceptional frequency response of 30Hz-20kHz and an impressive max SPL rating, 140dB at 100Hz, make it ideal for delivering signature sounds in high volume environments.

The D84 is a Large Diaphragm Condenser ensuring studio-quality reproduction in a practical design with a full, yet transparent, true to life sound. The D84 has internal shock mounting to facilitate placement and positioning.

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

TC-Helicon Voice Looper App ‘VoiceJam’ Gets Major Update

TC-Helicon recently announced version 1.3 of its vocal looping and effects app, VoiceJam.

Revamped for iOS7, version 1.3 comes with improved graphics, more loop time and a free emulation of the VoiceTone E1 Echo & Delay, giving users access to effects from the get-go.

With the new update, users can create effects chains in tandem with the E1 by utilizing in-app purchases, such as the C1 HardTune FX for pitch correction and the R1 Reverb FX.

At the heart of VoiceJam is a powerful audio looper with pro-vocal effects integration. Designed by TC-Helicon to be a live performance tool, VoiceJam lets its users perform and record entire masterpieces from scratch, to harmonize themselves, to add rhythms with their voices, and countless other possibilities for performing, creating, and sharing amazing musical compositions.

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



MXL CR20 Vocal Microphone Offers Best of Both Worlds

MXL Microphones has added the CR20 Vocal Condenser Mic to its CR series. The CR20 boasts a tube emulation switch that lets the mic mimic the tonality of a classic tube mic. The CR20 is ideal for those who want the tube mic sound without the investment, as well as the flexibility to switch back to a solid-state sound.

The CR20’s flat, natural frequency

response with a smooth top makes it well-suited for a wide range of voices and applications. For added character and warmth, users can switch to ‘Tube Mode.’ In both cases, the mic captures vocals thanks to its 22 mm capsule and gold-sputtered, 6 micron diaphragm.

The CR20 is available for preorder now with expected delivery in late summer.

[MXL \(mxlmics.com\)](http://mxlmics.com)

Eventide Debuts New DDL-500 With No Delay

Eventide recently unveiled the DDL-500, its new digital delay for 500 series racks.

The DDL-500 features 10 seconds of delay at a 192 kHz sample rate and a simplistic design that limits the amount of digital circuitry to the bare minimum. Soft saturation clipping, low pass filter, feedback, insert loop, relay bypass, and +20 dB boost are all analog.

“500 series is, by and large, analog and we thought long and hard about introducing a digital product to that world. Our mantra was ‘as analog as possible,’” said Ray Maxwell, vice president sales and marketing. “The DDL-500s digital circuitry was kept to a minimum — just the chips necessary for delay. All of the other sound-shaping features are implemented in the analog domain. The design goal was to create a digital delay with an analog soul.”

Delay time can be changed manually or by connecting an LFO to the remote input allowing short delays to be used for comb filter and flanging effects. The DDL-500 is also capable of extremely long delays letting long passages be captured for looping.

From short delays for double tracking to ridiculously long delays to create swept delay and tape echo class effects, the DDL-500 brings it all in a single 500 series slot.

[Eventide \(eventide.com\)](http://eventide.com)



DRUM PAD



Yamaha's DTX-Live Removes Guesswork

Yamaha's DTX-Live Sound Solutions take the guesswork out of what drummers need by providing simple setups with professional sound. DTX-Live Sound Solutions feature drummer-designed setups for Rehearsal Monitoring and Stage Drum Monitoring in both stereo and mono configurations, featuring Yamaha DXR speakers and DXS subwoofers, along with the award-winning STAGEPAS 400i and STAGEPAS 600i portable P.A. systems.

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

Sabian Adds 13-inch Hoop Crasher

The 13-inch Jojo Mayer Hoop Crasher dual-ring effects device offers versatility and a massive palette of sound. Manufactured from a set of premium B20 Bronze hi-hats, the top flotation ring is punched with 32 holes for lightness and lift, while the heavier bottom ring is designed with an X-Celerator Air-Wave lip to eliminate airlock and minimize contact area with the snare head.

Attached by a pair of cotter pins, the two rings can be played free by simply removing the pins, allowing more flotation and lift of the top ring. It can also be placed loosely on a snare drum, or tightened down with a trio of adjustable tension clamps.

An advantage of the Hoop Crasher over other snare devices is that players can actually play the snare drum and not change its sound.

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



Lang Teaches Gladstone Technique

Hudson Music has released *The Gladstone Technique* from Morris "Arnie" Lang. As one of the few surviving students of Billy Gladstone, and one of the world's foremost experts on the Gladstone technique, the DVD is an important historical document of not only Billy Gladstone and his important contribution to modern drum technique, but of the career and legacy of Lang himself.

Topics include principles of the Gladstone technique, parts of the stroke and body mechanics. An approach to the rudiments is covered in detail, as well as various other topics including a segment on applying the Gladstone technique to the drum set.

[Hudson Music \(hudsonmusic.com\)](http://hudsonmusic.com)

Cymgards Serve Three Purposes

Cymgards, a new patent-pending percussion accessory, totally deaden cymbal sound while letting players keep the natural stick to cymbal feel. They protect the edge of cymbals from damage and also provide cymbal armoring for shipping and stacking.

Manufactured by TM LLC, Cymgards are economical and durable rubber elastic edge protectors that fit around and onto the cymbal's perimeter. Cymgards are available in three styles to fit single and hi-hat cymbals.

Depending on the style, Cymgards are available in sizes ranging from 6 to 24 inches in diameter.

[Cymgard \(cymgard.com\)](http://cymgard.com)



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Yamaha Launches New Site

Yamaha recently launched yamahadtx.com, a new website devoted to the company's DTX electronic drum lineup.

Featuring bold graphics and refreshed, updated content, the new site addresses the growing market for electronic drums and highlights the latest DTX product information, including detailed information and deep resources for end users and anyone interested in learning more about DTX electronic drums.

In addition to demonstration videos, extra content, product manuals and how-to guides, the site will contain updated artist news and videos that showcase how DTX electronic

drums are being used in studios, on tours and on television.

The new site will include informative articles on using the training functions of DTX electronic drums in a teaching environment. Yamaha product specialists and artists will contribute news and event posts on a wide scope of topics, ensuring that the page becomes a regular stop for DTX drummers.

Another feature, DTX Community, a brand new forum area, will serve as a new hub for drummers to interact, chat, post pictures and share tips and stories.

[Yamaha \(yamahadtx.com\)](http://www.yamahadtx.com)

DTX

drums



CAD Adds to StagePass Line

CAD Audio's new high performance StagePass 1600 series UHF wireless system is a versatile addition to the line. The 1600 series system provides 100-channel frequency agile UHF operation for maximum operating range along with CAD ScanLink technology to precisely scan, select and link to the optimum channel in any RF environment.

The systems also feature true diversity operation to minimize multipath interference along with CADLock Automatic Tone Encoded Squelch that eliminates unauthorized transmissions in the signal path.

The 1600 systems are available as the WX1600 Handheld System — a WX1610 Bodypack System featuring the Equitek E19 Broadcast and Production miniature condenser earworn mic, Cardioid Lavalier mic and Guitar Cable. StagePass TX1600 handheld TX1610 body pack transmitters have Soft-Touch multi-function on-off/mute/low battery/ScanLink status switches with multi-color LED indicators. High-quality alkaline double AA batteries provide more than 15 hours of transmitter battery life.

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

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New ART SC2 Flexible, Affordable

Applied Research & Technology has introduced the ART SC2, a fully featured single rack space two-channel compressor/limiter/expander/gate in an affordable package aimed at the cost-conscious pro user. The ART SC2 is a sophisticated and flexible dynamics processor designed for easy operation while delivering superior tone. The SCL2 can deliver anything from smooth subtle compression to hard limiting with simple front panel control.

[ART \(artproaudio.com\)](http://www.artproaudio.com)



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Putting a Sting in Your Sound

The new Yellow Jackets New Old Stock Tube Converter is a limited edition converter made for amplifiers under 100 watts using 6L6, EL34, 7027 or 6V6 output tubes. The converter lowers the overall power in an amplifier and gives it a unique, vintage tone.

The NOS Yellow Jacket is designed with an NOS 6AQ5 seven-pin miniature beam power tube.

The 6AQ5 was used in many vintage practice guitar amps in the 1950s.



While equivalent to the 6V6, but with a slightly lower power rating, the 6AQ5 has its own vintage tone that sets it apart from its eight-pin big brother. As with all Yellow Jackets, the 6AQ5 Yellow Jacket converter will operate in a Class-A self-adjusting cathode-bias circuit.

All Yellow Jackets Tube Converters are handmade in the United States and give players the ability to change the tone of their amplifier without a technician.

🛒 **Yellow Jackets (yellowjacketstc.com)**

ChordBuddy Sponsors Bluegrass Radio Show

ChordBuddy, makers of the ChordBuddy Guitar Learning System and the ChordBuddy Jr. kids guitar, will sponsor "Knee-Deep in Bluegrass," a weekly two-hour syndicated radio show hosted by Cindy Baucom.

Through more than 80 radio stations and seven Internet outlets, Baucom brings Bluegrass listeners the roots, joy and artistry of true American bluegrass music.

Baucom, who writes and produces the program, is well known in the bluegrass community and was named Bluegrass Broadcaster

of the Year by the International Bluegrass Music Association in 2005.

"It is exciting to have the opportunity to introduce the amazing ChordBuddy to listeners of the show," Baucom said. "I have seen time and time again how learning to play music can be life changing, and ChordBuddy makes playing easy and fun!"

ChordBuddy already has support in the bluegrass community from renowned flatpicking guitarist Tim Stafford.

🛒 **ChordBuddy (chordbuddy.com)**



Kala Adds More Travel Ukes

Kala's new thinline travel ukuleles are the latest designs in its travel ukulele series that was first introduced in 2009.

The spalted maple travel ukes stand out with solid spruce tops, precisely engineered arched backs and thin bodies measuring only 1.75-inch in depth. Spalted maple models include a cutaway design and are

available in both concert and tenor sizes that both offer great projection.

Each ukulele comes with its own heavily padded gig bag with embroidered logo, along with all other models in the thinline series. Other features include a mahogany neck with rosewood fingerboard and bridge, die-cast chrome tuners with black buttons, silver nickel frets, satin finish and a GraphTech NuBone XB Nut and saddle. All Kala thinline travels are strung with Aquila strings.

🛒 **Kala (kalabrand.com)**



AXL Rolls Out Hand-Assembled USA BelAir

The latest addition to the AXL USA line is the USA BelAir, a hand-assembled TV-Jones and Bigsby-equipped rocker.

The AXL USA Bel Air extends the theme of its single cutaway Bulldog platform. Like all AXL USA instruments, it's assembled by hand in Hayward, California.

Each BelAir guitar goes through a rigorous setup process from hand-pressing and gluing the frets. The BelAir delivers the stage-ready marriage of hand-assembly and top-of-the-line components. AXL mined the vintage vein by assembling it with a single TV Jones Power 'Tron pickup and USA B5 Bigsby vibrato combined with other under-the-hood components

like TonePros Kluson tuners, CTS pots, an Orange Drop Capacitor and Switchcraft jack.

The TonePros locking roller TOM bridge and GraphTech Tusq XL nut deliver spot-on intonation and sustain even after stretching the Bigsby to its limits. AXL has included a coil tap so players have equally powerful single-coil tone with a push-pull pot.

The solid mahogany single cutaway slab body features a one-piece mahogany neck for a vintage-style machine that pulls off surf, twang, rockabilly and classic rock.

The USA Bel Air is available in a pearlescent Orange Sparkle or Light Blue.

🛒 **AXL Guitars (axlguitars.com)**

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Kluson® is now offering U.S. made Tele® steel baseplate bridges, vintage ABR bridges with or without retaining wire, Nashville ABR-1 bridges, steel harmonica bridges, aluminum and zinc stop tailpieces, and wraparound bridges. Available in assorted plating types.

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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: Best in Show

Don't miss out on your next big seller! This fast-moving Breakfast Session features a roundup of the best products and services at Summer NAMM. Join Frank Alkyer, publisher of *Music Inc.* and *UpBeat Daily* magazines, 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, so you know what to check out before you leave Summer NAMM.

Recreational Music Making Forum

Drop by Room 205 this morning from 9:30–10:30 and learn how to promote the benefits of recreational music making in your community, reach out to your customers and engage them in the joys of making music. Learn from NAMM Members who participated in this year's June 21 National Music Day and hosted outdoor concerts and other "just play music" events; gain practical tips and techniques that your store can use for next year's event; and be part of the global effort for next year's Make Music Day on the summer solstice, June 21, 2015. Complimentary continental breakfast included.

Make a Little Music of Your Own Today

Join us right outside the main entrance to the Music City Center (on Demonbreun) for the following fun-filled events:

Community Ukulele Circle, 1:30 p.m.–2:30 p.m.
Bring your island spirit. Kala Brand Music will provide the ukuleles for this lively strum-along—no experience necessary!

Community Drum Circle, 3 p.m.–4 p.m.
Brought to you by NAMM and Remo, Inc., just come by, pick up a drum and find your rhythm!

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See You in Anaheim!

Mark your calendar now—Members-only badge registration and housing for The 2015 NAMM Show opens on Wednesday, October 1 at 8 a.m. PDT. Simply log in at namm.org/thenamshow to claim yours.

To learn more about exhibiting at The NAMM Show, please call your NAMM Business Partner today at 800-767-6266 (760-438-8001) or e-mail tradeshowsales@namm.org.

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John D'Addario Receives Lifetime Achievement Award

John D'Addario Jr., vice chairman of D'Addario, accepted the Koblenz Lifetime Achievement Award this June on behalf of himself, The D'Addario Foundation, and D'Addario for their dedication to promoting classical guitar.

The ceremony took place during the 22nd Koblenz International Guitar Festival at the Electoral Castle of Koblenz in Germany.

"It is an honor to accept this recognition on behalf of myself, the entire D'Addario family, and The D'Addario Foundation," John D'Addario Jr. said. "The art of the classical guitar has long been recognized as fundamentally the heart and soul of this versatile instrument. It is a tribute to the many gifted and talented people who dedicate their lives leaving as a legacy their interpretation of the beautiful music written and transcribed for the guitar. To play a small part in its history over several generations has been an honor and privilege we take seriously and intend to continue for many generations to come."

Bernard Maillot of Savarez and former president of the French Association of Musical Instrument Manufacturers, was also awarded. Music for the ceremony was provided by esteemed Uruguayan classical guitarist Alvaro

Pierrri.

The Koblenz International Guitar Festival and Academy proactively raises the standards of artistry and scholarship for benefit of the guitar and its students and supporters.

Past recipients of the award include Celín & Pepe Romero in 2009 and Professor Konrad Ragossnig in 2010.

"We are thrilled to present the Koblenz International Guitar Academy Lifetime Achievement Award to D'Addario for their commitment to the classical guitar world in the form of innovative development of strings and by virtue of their generous support and promotion of classical guitar activities throughout the world," said Günter F.C. Forsteneichner, a spokesperson for Koblenz International Guitar Academy.

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



John D'Addario Jr.

JamCamp365 Redux

JamHub, makers of headphone monitoring solutions for musicians and schools, is once again hosting JamCamp365, an interactive jamming area on the Summer NAMM show floor to educate retailers about the benefits of developing more in-store group lesson and rock camp programs.

Using the JamHub studio units, retailers can host multiple rock bands in-store in

smaller spaces with each musician being able to tune in their individual headphone mix.

"Many retailers tell us that our products enable an entirely new revenue stream for them with these rock camps and group lessons," said Steve Skillings, founder and CEO of JamHub. "We invite all retailers to stop by booth 344 and see for themselves."

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

UpBeat

The Official NAMM Show Publication

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JodyJazz Kicks Off Sax Blog

Saxophone mouthpiece maker JodyJazz has introduced a new blog to complement the company's website. The new blog will have a greater emphasis on education, with playing advice from company President and Jazz Educator Jody Espina.

"The new JodyJazz blog site is a great new destination for sax players on the Web," Espina said. "You are going to find information that's entertaining, interesting and educational about all things saxophone."

The blog includes practice exercises and routines to improve sax playing at all levels, including tips on care and maintenance to help players get the best out of their equipment.

The blog also provides information about JodyJazz's roster of artist endorsers with news, events, videos and music recommendations.

Espina also plans to use the blog about anecdotes from his many years as a professional musician. Visit the blog at jodyjazz.com/blog.

[Jodyjazz \(jodyjazz.com\)](http://Jodyjazz.com)



Welcome To the JodyJazz Blog



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SCHEDULE

SATURDAY, JULY 19, 2014

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



Uke circle, 2 p.m.

SATURDAY, JULY 19

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

This fast-moving Breakfast Session features a roundup of the best products and services at Summer NAMM. 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.



World's Fastest Drummer Contest, 2 p.m.

11:30 A.M.

5 Ways to Increase Your Lesson Sign-ups Starting Monday

Pete Gamber 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 insights into unique and effective pedals.

1:30 P.M.

10 Keys to Marketing Success for Musicians

Laura Whitmore of Mad Sun Marketing is back, this time presenting 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

Bring your island spirit while 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. today 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.

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