

# UpBeat

The Official **NAMM** Show Publication

## DAILY

# SUMMER SCHOOL

## WELCOME TO SUMMER NAMM!

Every now and then, a music pro needs to go out and get re-energized. From top-flight educational sessions to great conversations at Nashville's best bars and restaurants, Summer NAMM is THE place to sharpen those professional skills. And it's a darned great place to see new gear. Here are a few folks around the show offering wisdom ... *and* gear!

**1.** Earthquaker's Adam Smith shows off the Tentacle and the Interstellar Orbiter — two new pedals debuted at Summer NAMM. **2.** Yorkville's Steve Hendee and Joe Warrick highlight the new EXM400 speaker at their booth. **3.** Roland's Jay Wanamaker, right, and Brian Alli show off the Roland Jazz Chorus-40, the 40th anniversary model of this classic amplifier. (See page 4.) **4.** From left: Leesa Lewis, Karrington and Kahler Williams, and Kimberly Lewis from George L's. **5.** Killer-Q's Donna Foster holds up just one of the many new straps the company is releasing at this week's show. **6.** Legator's Allen Steelgrave (left) holds the Ninja R450-LE, Jose Ferro (middle) shows off the Helio 300-Pro bass and Adam Romine (right) highlights the Ninja 300-Pro 9-String Josh Travis Signature. (See page 6.)



**MORNING BREAKFAST SESSION**

**THE NAMM RETAIL SUMMIT**

Join NAMM President and CEO Joe Lamond in the *Davidson Ballroom* at the Music City Center.

★ See schedule page 22

**Kyser Lifeguard Humidifier Saves Ukes**  
Page 8

**Remo's Powerstroke 77 Boasts Full Tone**  
Page 15

**CAD Live Mics Deliver Power**  
Page 16





{ Godzilla - 1954 }

# What will you create?

Introducing the new F8 MultiTrack Field Recorder.  
With 8 mic-pre's, 10 tracks, and rock-solid Time Code.  
The next iconic sound is closer than you think.



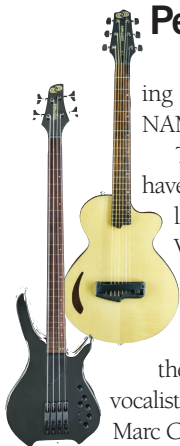
The new Zoom F8  
Hollywood sound. Within reach.



# NAMM SHOW NEWS

## BRIEFS

### Willcox Hosts Giveaway, Performances at Booth



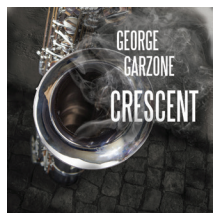
Willcox Guitars will be hosting a variety of events at its Summer NAMM booth 1432.

Today, visitors to the booth will have the chance to win a Willcox Atlantis ElectroAcoustic Guitar or a Willcox Saber Bass. Additionally, the booth is the site of live performances by Willcox artist endorsers throughout all three days of the show, including virtuoso guitarist, vocalist, songwriter, producer and author Marc Cooper at 10:30 a.m. each morning.

**INFO** Willcox Guitars ([willcoxguitars.com](http://willcoxguitars.com))

### JodyJazz Offers New George Garzone CD

Saxophone mouthpiece maker JodyJazz has announced its support of a new CD by endorser George Garzone titled *Crescent*. The drummer-less trio recording features pianist Leo Genovese and bassist Esperanza Spalding. Produced by JodyJazz President Jody Espina and recorded at Systems Two Recording Studio in Brooklyn, *Crescent* is a joint production



by JodyJazz and Jazz Hang Records. It is available at the Jazz Hang and JodyJazz websites, iTunes, Amazon and CDBaby.

**INFO** JodyJazz ([jodyjazz.com](http://jodyjazz.com))

### Fred Gretsch Celebrates 50 Years in the Music Business

On May 30, Fred Gretsch was honored for his 50th anniversary in the music industry at a celebration in Brooklyn, New York.



The celebration started with Gretsch Day at Brooklyn's Street Sounds. There, store owner Rocky Schiano hosted a concert featuring a variety of Gretsch artists. The day included several presentations, including a senate proclamation offered by New York state senator Marty Golden.

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

### KMC Distributes Supro

KMC Music has announced that Absara Audio LLC has appointed the company to serve as the exclusive U.S. distributor of Supro amplifiers. The entirely new line of vintage inspired Supro amplifiers was introduced in 2014 when Absara Audio LLC acquired the rights to the Supro brand from former Fender amp designer and longtime Pigtronix associate Bruce Zinky.

"The appointment of KMC Music to serve as our exclusive U.S. distributor marks the next giant step forward in the return of this legendary American brand," said David Koltai, Absara Audio founder and president.

**INFO** KMC Music ([kmcmusic.com](http://kmcmusic.com))



Joe Lamond and Larry Morton

## WELCOME TO NASHVILLE!

To use a football metaphor, it's half-time. We're glad you are here to take advantage of what might possibly be the most important opportunity to prepare for success in the second half of 2015!

We're glad to see you and so are your thousands of friends and peers who have come here — just like you — looking for answers to prosper and thrive in the months ahead. Your commitment to growing your company, fine-tuning your business strategies and stocking your shelves with the latest musical products is certain to pay off.

As you'll see, the show floor is continuing to expand. We've also got more free professional education available to you this year. In addition to the powerful business-building tips being shared at the

daily Breakfast Sessions and Idea Center Sessions, you can now take advantage of NAMM U's new pro-audio-focused TEC Tracks sessions. In addition, best practices will be highlighted throughout the evening at tomorrow's Top 100 Dealer Awards, where we're honoring our industry's most proactive retailers and revealing NAMM's 2015 Dealer of the Year.

And while there's so much to see and do at the show, we encourage you to check out all the great food, nightlife and music that this city has to offer.

— Larry and Joe

## Roland Pays Tribute to Classic Amp From 40-years Past

In celebration of the 40th anniversary of the Jazz Chorus guitar amplifier, Roland has produced the new 40-watt, stereo JC-40 Jazz Chorus. It delivers the Roland "JC Clean" tone and rich, expansive stereo chorus effect in a gig-ready, two by 10-inch combo amp that's easy to carry. It also adds a true stereo input for use with modelers and modern effects setups.

The Roland JC-Jazz Chorus series was born in 1975. Since that time, its distinctive "JC Clean" tone and original



"Dimensional Space Chorus" effect have been cherished by many of music's biggest names. These characteristics are achieved by a design that is optimized for producing a clean sound. The new JC-40 retains these features, as well as built-in vibrato, distortion and reverb effects. Convenient foot-switch jacks enable the onboard effects to be turned on/off during performance, and a stereo effects loop allows external effects to be connected.

**INFO** Roland ([rolandus.com](http://rolandus.com))

## Kala's Ebony Uke Features Dark Body, Rich Tone

Kala has introduced its new Ebony series of ukuleles, providing a striking contrast of light figured reddish-brown stripes against a deep brown body. A light maple binding on the body of the instrument completes the visual first impression. When strummed these ukes produce rich, powerful tones. Kala Ebony ukuleles are available in soprano, concert, tenor sizes and a tenor with onboard EQ.

Other features include rosewood fingerboard and bridge, mahogany neck, chrome open gear tuners with black buttons, Graph Tech Nu-bone nut and saddle, a satin finish, and Aquila strings.

MSRP: \$199.99.

**INFO** Kala ([kalabrand.com](http://kalabrand.com))



## Legator Guitars' Ninja Series is Stealthily Sleek

The new Ninja Pro 300 6, 7, 8 and 9 series guitar and bass models expand Legator Guitars' product line and feature neck-through construction and radiant finishes.

Various pickup configurations mean the Ninja Pro series are sure to catch the eyes and ears of consumers. Models are available in a 200 Special Edition and a 400 Limited Edition.

**INFO** Legator Guitars ([legatorguitars.com](http://legatorguitars.com))



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Why you fell in love with us in the first place.



00-15E Retro

# GUITAR WALL



## Willcox Guitars Puts a Hex on Bass, Guitar Players

The Saber SL Bass and Atlantis Thinline Guitar HexFX Editions from Willcox Guitars feature a 13-pin individual string output, in addition to the mono ¼-inch output, and, like all Willcox Guitars, are powered by the Light-Wave Optical Pickup System.

The optical pickup system uses infrared light to sense string vibration, precisely capturing the rich and powerful sound of the instrument.

The optical pickup system features a

separate transducer for each string, with no electrical or mechanical crosstalk between strings. The HexFX Editions bring the individual string outputs, along with a summed mono output, to a 13-pin DIN connector. The optical pickup technology provides ultra-fast and accurate tracking, glitch-free and with no latency or false triggering. The HexFX Editions open up new and exciting possibilities for the bass player and guitarist.

🛒 [Willcox Guitars \(willcoxguitars.com\)](http://WillcoxGuitars.com)

## PRS Revamps McCarty Model

PRS Guitars' new McCarty model pays homage to a legacy of innovation.

The model features a slightly thicker back for enhanced tone and sustain, and Paul Reed Smith personally designed the new 58/15 treble and bass pickups. These vintage style pickups offer great clarity and a focused midrange.

As the president of Gibson from 1950–1966, Ted McCarty was a pioneer of the electric guitar and musical instrument industry. In the late 1980s, Paul Reed Smith called on McCarty to consult with him on

guitar design and production techniques. He not only served as Paul's mentor but also became a great friend of Paul and everyone at PRS.

In 1994, PRS released the first McCarty, an instrument that incorporated the full spectrum of techniques and knowledge Paul had gained from Ted as well as his own experiences as a guitar builder. It is in honor of Ted McCarty — his knowledge, his friendship, and his memory — that PRS reintroduces the McCarty model.

🛒 [PRSGuitars \(prsguitars.com\)](http://PRSGuitars.com)



## Taylor Unveils Additions to Acclaimed 600 Series

Taylor Guitars has debuted two Grand Concert models to join its 600 series: the 612ce and 612ce 12-Fret.

The new models embody the same tone-forward vision, with shape-specific bracing and wood thicknesses, thin finish, and new seasoning processes like torrefaction, which together expand maple's tone profile to include more complexity and versatility.

Specifically with the 612ce 12-Fret model, the geometry of the bridge to shorter neck results in a different voicing option for the Grand Concert shape.

Additional design innovations on the new models include hand-rubbed color and finish, protein glue, first-world tonewood and Taylor's Expression System 2 pickup.

🛒 [Taylor Guitars \(taylorguitars.com\)](http://TaylorGuitars.com)

## Yamaha Offers the Sound of Silence

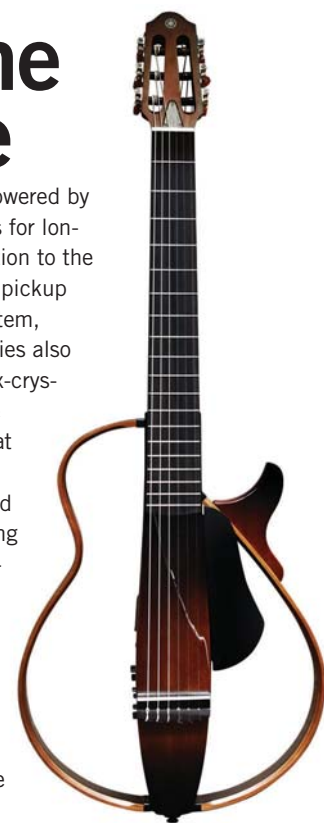
Yamaha has debuted the SLG200 Silent Guitar series, featuring professional-level sound and feel that is ideal for travel, stage and studio. The SLG200 comes equipped with special SRT (Studio Response Technology) preamps and pickups, which models studio-quality tones to create the sonic illusion of playing a full-bodied guitar.

SLG200 guitars are available in both a steel and nylon versions with three color options. They all include ear buds and a headphone jack for near-silent playing, making them ideal for dorm and apartment dwellers. A ¼-inch jack provides connectivity with an amplifier, loudspeaker, P.A. system, audio interface or mixing board. The removable top bout design lets the SLG200 collapse into a slim, sturdy gig bag, which makes for the ultimate on-the-go guitar.

Other upgraded features include a new satin mahogany neck profile, all-wood top bouts, a reconfigured easy-access control panel, an on-board tuner and a redesigned

battery cavity powered by two AA batteries for longer life. In addition to the proprietary SRT pickup and preamp system, the SLG200 series also comes with a six-crystal under-saddle piezo pickup that can be blended with the modeled SRT sounds along with onboard reverb and chorus effects to dial in just the right tone. The design eliminates feedback in a live performance setting.

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



## Martin Guitar Gets Nostalgic

C. F. Martin & Co. continues to celebrate the 50th anniversary of the Martin D-35 model with the introduction of two commemorative limited-edition D-35 models: the limited edition D12-35 50th Anniversary and the HD-35 CFM IV 60th.

The D12-35 50th Anniversary limited edition model is a commemorative guitar featuring a 12-string, solid headstock dreadnought limited to a quantity of 183, the amount of the first 1965 production run. This special

edition is a modern version of the original model and includes a European spruce top with Martin's Vintage Tone System (VTS) and 3-piece East Indian rosewood back and sides.

The HD-35 CFM IV 60th is Martin's 14-fret dreadnought model celebrating Chairman and CEO Chris Martin IV's 60th birthday. The exclusive guitar is being made in a batch of 60, and features a European spruce top with Martin's VTS and herringbone pearl inlay. The three-piece back consists of siris wings with an East Indian rosewood wedge, while the fingerboard and bridge are ornamented with infinity hexagon outlines. Chris Martin has personally signed each guitar label as an added touch.

🛒 [Martin Guitar \(martinguitar.com\)](http://MartinGuitar.com)

## Legator's Helio Series Shines

Legator Guitars has grown its line by adding the new Helio 300 Pro series guitar and bass models.

Encompassing a range of solid, semi-hollow and hollow body guitars in single cut and double cut models, the Helio Pro series line offers a vast range of brilliant, warm tones with aggressive punch and clarity. The instruments feature mahogany necks, ebony frets, mother-of-pearl pickups, and are available in a 200 "Special Edition" and a 400 "Limited Edition" versions.

🛒 [Legator Guitars \(legatorguitars.com\)](http://LegatorGuitars.com)





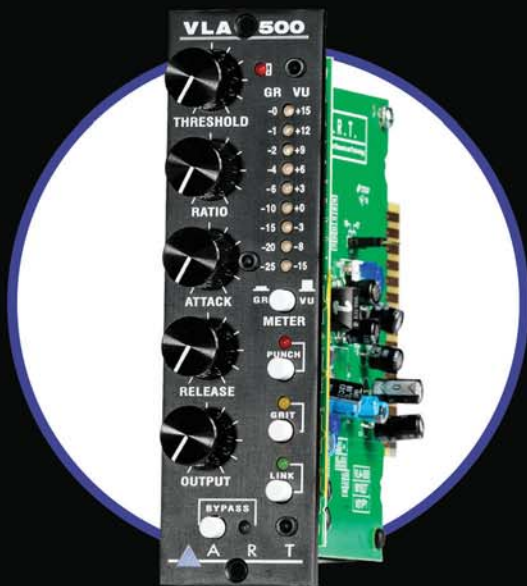
# MAKING WAVES

Yorkville Sound – Booth 124



## EXM400

- Ultra Compact 400 Watt Four Channel Stereo PA System
- Integrated 10-inch Subwoofer
- Rugged Lightweight ABS Cabinet Design
- Ideal for Live Sound, Mobile DJ or Conferencing Applications
- On Board Digital Effects
- Bluetooth Enabled
- Expandable



## VLA500

- 500 Series VCA-less Vactrol Opto-Compressor Design
- Based on Popular ART PRO-VLA Technology
- Fully Variable Threshold, Ratio and Output Controls
- Versatile User Selectable Tone Shaping Circuits
- Stereo / Multi-Channel Linkable
- Highly Visual LED Metering



## TRIAMP Mk3

- Most Intelligent and Versatile 150 Watt Tube Head on the Market
- Six Independent Individually Voiced Channels
- Three Freely Assignable Amps for Seven Power Amplifier Configurations
- Advanced Tube Safety Control Allows Variable Tube Configurations (Combine KT88s, KT66s, KT77s, 5881s, 7581s, 6L6s, EL34s and/or 6CA7s)
- FRFR-Ready RedBox Direct Output (with Ambience Emulation)
- Intelligent Noise Gate
- Midi Footswitch Included





# ACCESSORIES CASE



## Tuners for a Good Cause

During Summer NAMM 2014, CharacterTune clip-on chromatic tuners were a “Best in Show” winner in the Accessories & Add-Ons category. The tuners are packed with features, including presets for guitar, bass, violin and ukulele as well as a chromatic setting for just about any instrument including fretted, stringed, brass, woodwinds and even drums.

The professional series includes upgraded

features, such as a moveable A4 for tuning to an instrument or a track that is not at A440, microphone or vibration tuning options, modal tuning and one model even has a built-in metronome.

Most importantly, in addition to helping musicians stay in tune, a portion of the proceeds will go toward a fund to help cancer patients and their families.

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

## D’Addario’s NYXL Extends Line

Manufactured by D’Addario, the newly engineered, break-resistant, high-carbon steel core and plain steel alloy of the NYXL extended line delivers a new level of freedom, confidence and power for every player.

NYXL’s nine new sets provide more strength and up to 131-percent greater tuning stability when compared to traditional nickel wound sets.

The reformulated nickel-plated steel alloy has greater magnetic properties, resulting in higher output and enhanced mid-range frequency response, modernizing the overall



tone without losing the nickel-plated steel feel.

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

## Kyser’s Lifeguard Rescues Ukes From Dryness

Kyser Musical Products has released its Lifeguard Humidifier for concert ukuleles. The humidifier, which is made entirely in the United States, easily prevents drying and cracking by maintaining a level of proper moisture within the wood on the ukulele.

Immerse the unit in water, squeeze out the excess, dry it off and then position it within the sound hole beneath the strings. The soft tabs on the sides are tucked under the top of the sound hole, and the hard plastic ring is made of a specially designed polymer, which will not react to any polish or wood grain finishes on a ukulele’s body.

MSRP: \$19.95.

🛒 [Kyser \(kysermusical.com\)](http://kysermusical.com)



## GuitarGrip Offers New Take on Guitar Hangers

GuitarGrip’s wall-mounted guitar hangers provide a visually timeless take on the conventional guitar hanger. The grips let players store their instruments conveniently and artistically.

Every GuitarGrip features a cushioned

insert to protect the neck of a guitar, bass or banjo. They also contain padded felt at the base to protect from wall damage and swivel to adjust for most styles of headstocks.

Functionality, durability and visual aesthetic are the core concepts behind GuitarGrip’s design and have redesigned the traditional guitar hanger without over-thinking it.

GuitarGrip offers an array of designs, including a 2015 take on the cult-classic “Grip Reaper,” female Grips and a line of custom Artist Series Grips.

These designs give players from folk to metal a chance to customize their practice and living spaces.

🛒 [GuitarGrip \(guitargrip.com\)](http://guitargrip.com)



## Bottle Openers Help You Take AIM

AIM Gift’s Bottle Openers are made for musicians.

The musically themed openers offer high quality finishes and designs that sell fast with

customers and will have them coming back for more. The signature openers help users drink their beverages and get noticed.

🛒 [AIM Gifts \(aimgifts.com\)](http://aimgifts.com)



## Hercules Holders Boast Strength

Hercules Stands has released several new tablet and smartphone holders.

The DG320B Keyboard Stand Tablet Holder accommodates 7- to 10.1-inch tablets and has an extremely stable diagonal lock, while the DG200B Smartphone Holder fits all devices of width from 1.7- to 3½ inches wide and features a 360 degree ball-joint design.

The HA300 Tabgrab Tablet Holder is for 8.9- to 10.1-inch tablets and boasts a detachable table support for desktop use, working in both landscape and portrait modes. The EZ adaptor lets the tablet be attached to the top of microphone stands, as well.

Finally, the DG400BB all new Laptop Stand has extra rear-legs for solid and worry-free support for a laptop up to 22 lbs.

🛒 [Hercules Stands \(herculesstands.com\)](http://herculesstands.com)



## Levy’s Offers Woven Strap

Levy’s Leathers has introduced its new MSJ1 model guitar straps. Available in rust, brown and black colors, these slim 1½-inch wide straps are made with a plush and supple suede top, with a ribbon of complementary jacquard weave fabric applique.

🛒 [Levy’s Leathers \(levyleathers.com\)](http://levyleathers.com)





# Weather the Storm With HumiReader

MusicNomad Equipment Care has released the HumiReader humidity and temperature monitor. The hygrometer is made to work in three ways: hanging between the strings down into the soundhole of a guitar, placed inside its holster and attached to your instrument case wall or set out on a shelf or other flat surface to monitor the room.

The dial has large numbers that display temperature in either Fahrenheit or Celsius, and the safe zone humidity range is printed on the side of the device. A bottom sensor takes a reading every 20 seconds and displays the high and low humidity level range since the last reset in addition to the current temperature and humidity levels.

"It's a system we developed that follows our goal of making an easy to use, safe, affordable and long-lasting solution to tackle the problem of warped and cracked equipment," said Rand Rognlien, MusicNomad product developer and CEO. "Since the critical place to measure humidity and temperature is inside the acoustic guitar

soundhole, guitarists may now do this with the HumiReader."

🛒 [MusicNomad \(musicnomadcare.com\)](http://MusicNomad (musicnomadcare.com))



# Henry Heller Releases David Hale Series

Henry Heller's new Artist series features designs by David Hale, owner of Love Hawk Studio in Athens, Georgia. These 2-inch deluxe cotton guitar straps with garment leather ends have embroidered and screen-printed designs made by David exclusively for Henry Heller.

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

# Arriba Goes Multi-Purpose

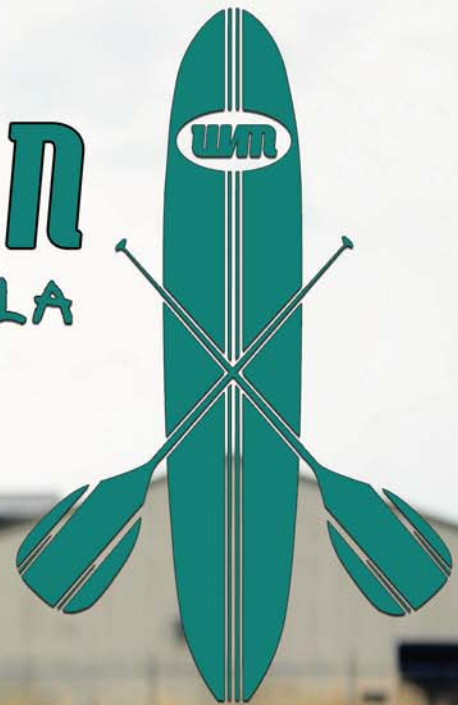
The new AC506 case from Arriba Cases accommodates various products to help keep gear organized. Arriba specializes in cases for the mobile entertainer and has designed the cases to be both affordable for the consumer and profitable for a dealer. The new case comes with more dividers and fit a wide variety of lighting brands.

"This new design address[es] the need and desire for one bag [or] case to accommodate multiple fixtures and various gear," said Scott Davies, director of Arriba Cases.

🛒 [Arriba Cases \(arribacases.com\)](http://Arriba Cases (arribacases.com))



# The WATERMAN by MAKALA



**The durable, water-resistant ukulele. PLAYS PERFECTLY ANYWHERE!**



**BOOTH #1115**

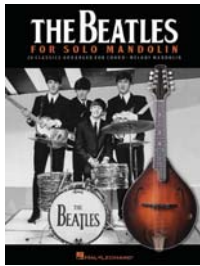


## Mandolinists Play The Beatles

Hal Leonard has debuted *The Beatles for Solo Mandolin*.

This new book features chord-melody arrangements of 20 Beatles favorites, including "All You Need Is Love," "Blackbird," "Can't Buy Me Love," "Get Back," "Here Comes The Sun," "Hey Jude," "I Feel Fine," "I Saw Her Standing There," "I Will," "In My Life," "Let It Be," "Michelle," "Strawberry Fields Forever," "Yesterday" and more. This collection also features chord grids for each song, for those who want to strum along.

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



## Kala Creates Comfortable Edge

Kala has released two new special edition all-solid wood ukuleles. The Kala Comfort Edge Tenors incorporate beveled edges on its lower bout, which lets a player's forearm and wrist rest comfortably on the edge of the uke while playing. A padauk binding accents the entire instrument in contrast to the solid cedar top and all solid rosewood back and sides.

The Comfort Edge tenor is available in two models, one with a Florentine cutaway and the other in a standard tenor body. Both models are equipped with a Kala UK-300TR EQ system. Other features include Gold Grover tuners, mahogany neck, rosewood fingerboard and bridge, and a high gloss finish.

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



## KMC Music Opens New Corporate Headquarters in Connecticut

KMC Music has completed its transition from Fender Musical Instruments to JAM Industries ownership with the opening of a new corporate headquarters in Bloomfield, Connecticut, the relocation of its warehousing and distribution to the JAM Industries operations center in Southaven, Mississippi, and the implementation of new credit and order processing systems based in JAM Industries' Montreal headquarters.

"An exciting new chapter in our history of service to MI and pro-audio dealers is now underway," said Mark Terry, KMC Music president. "We are looking forward to bringing our dealers an unprecedented new array of business building sales and promotion programs designed to help them better meet the needs of their customers."

Effective immediately, the new KMC Music corporate headquarters will be based in Bloomfield, Connecticut, in a new campus that includes all executive offices, telemarketing, training, sales, marketing and customer support functions. The new address is 310 West Newberry Road, Bloomfield, CT 06002.

The new KMC Music warehouse will be based out of JAM Industries' automated operations center in Southaven, Mississippi.

Additionally, all KMC Music accounts payable/receivable functions have now been moved from Fender Musical Instruments to the JAM Industries headquarters in Montreal.

📄 **KMC Music** ([kmcmusic.com](http://kmcmusic.com))

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## Alfred Adds Two

Alfred Music has added two new titles to its "Teach Yourself to Play" series. For the first time, Alfred's *Teach Yourself to Play Bass* is now available with an accompanying DVD. Users learn the parts of the bass, how to hold it and how to tune and care for it, as well as fingering and picking styles while getting acquainted with standard music notation and tablature (TAB). Users then move on to playing new notes, scales and bass lines.

Alfred's *Teach Yourself to Play Rock Keyboard* teaches the basics of rock keyboard playing, starting with how to sit at the keyboard and proper hand position, as well as step-by-step explanations on how to read music.

MSRP: Both titles, \$19.99.

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



## Peavey Packs 6505 Tone in Mini Package

The 6505 MH is the latest addition to Peavey's 6505 series, authentically producing tones of the Peavey 6505 in a portable package.

The 6505 MH has two channels that follow the same gain structure and voicing of the 6505 to produce devastating, overdriven tones that define the sound of modern metal music. The channels share EQ, reverb and an effects loop.

Channels, crunch, effects loop and reverb are all foot-switchable.

Peavey's TSI tube monitoring indicator keeps guitarists apprised of power tube status, and in the event of a necessary tube replacement, identifies which tube needs to be replaced. Rear panel features include an effects loop.

🛒 Peavey ([peavey.com](http://peavey.com))

## Bedell Model Catches Fire

Bedell Guitars has introduced the Bedell Wildfire Series of acoustic guitars. The new series is part of the Bedell Homegrown Collection which is built with all American-grown tonewoods and feature handcrafted detail and sound. The series includes dreadnought, orchestra and parlor body shapes, and combines solid Adirondack spruce and figured bigleaf maple tonewoods.

The look of the flamed bigleaf maple and the power of sturdy

Adirondack spruce are accentuated by a Fire Burst gloss finish. Bedell's craftspeople have carefully paired these two American-grown tonewoods to expose the musical gifts each offers, hand-tuning every top and customizing the tone bars for sonic balance, then matching it to a hand-tuned back. The models also feature K&K Pure Mini electronics.

🛒 Bedell ([bedellguitars.com](http://bedellguitars.com))



## Hohner's Harmonicas Offer 'Tude

Hohner's newest Red Dragon and White Cobra Tagged harmonicas look much different than traditional instruments, featuring brightly colored combs and patterns that were inspired by street art and skateboard decks.

"Get ready for some harmonicas with attitude," said Drew Lewis, product manager. "These new Tagged harps will inspire the musical development of a new generation of harmonica players. The visuals stimulate an emotional connection with younger consumers that will lead them to discover that the harmonica is an easy-to-play, cool-looking instrument."

The Red Dragon and the White Cobra Tagged Harmonicas are available in the key of C, G and A. Launching along with the Tagged series is the free Tagged retail POP display which contains eight units and is mountable on slat-wall or pegboard and can also be converted into a countertop display.

MSRP: \$24.99.

🛒 Hohner ([hohner-harmonica.com](http://hohner-harmonica.com))



Clean, bright, powerful sound with effortless altissimo. Luscious, full low notes in the same mouthpiece.

Impossible? Not anymore.



**JODYJAZZ JET**

Now in Tenor as well as Alto

You have to play it to believe it.



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# Recording and Live Sound Educational Sessions on the Show Floor

TEC»TRACKS BOOTH 354

For the first time, Summer NAMM offers three full days of free master classes, live interviews and panel discussions on the biggest topics for recording and live sound professionals.

Stop by TEC Tracks, located right on the show floor in booth 354, to catch an impressive roster of audio technology gurus, live sound engineers and top Nashville studio operators discussing the tips, trends and new technologies that can take your sound projects to the next level. Whether you're in studio, on stage or just looking to pick up some new techniques, you can select the TEC Tracks session that works best for you!

For a complete listing of times and session descriptions, visit [namm.org/summer](http://namm.org/summer) or download the app.



sound | studio | stage

Join us for Saturday's A3E (Advanced Audio + Applications Exchange) full-day program on the future of audio.



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The NAMM app is your one-stop source for all show information. Search your app store for "NAMM."

Join the conversation! #NAMM





## Connolly Partners With Faith

Connolly Music Company has struck an exclusive distribution deal with U.K.-based Faith Guitars, a brand of Barnes & Mullins, a U.K.-based distributor.

Connolly Music has decades of experience in the orchestral market and growing presence in the pro-audio, MI and combo markets.

"The Faith guitar line embodies a fresh and winning combination of exquisite hand craftsmanship, superb fit and finish, all-solid wood acoustic and acoustic/electric guitars with alluring looks, accompanied by an affordable price point — not to mention a dedicated and burgeoning community of followers," said Jake Connolly, Connolly's president. "It's no surprise Faith guitars were voted U.K.'s Best Acoustic Guitar for the past three years. We are proud and excited to introduce them to select U.S. dealers after 13

years of success in the international arena."

"The Faith Guitars' team are all incredibly excited by this," said Alex Mew, Faith Guitars' brand manager. "We have been building toward this goal for quite some time, and have been working hard to increase guitar production to a level that can accommodate the demands of the U.S. market. The huge impact that the U.S. has upon other parts of the global guitar market is undeniable, so with our existing strength in the U.K., Europe and Australia, plus a rapidly growing presence in China, India and other parts of Asia, Faith Guitars customers, artists and players stand to reap many benefits. Connolly Music's reputation precedes them, and we have every confidence that they will excel in this new and exciting venture."

**INFO** Connolly Music Company  
(connollymusic.com)



## Reverend Brings Back Charger 290 LE

Due to the Charger 290 limited edition model's popularity, Reverend Guitars is bringing it back in three more colors and offering it throughout 2015. The model is available in Metallic Black, Metallic Copper Fire and Metallic Rose, all with cream pickguards and cream pickup covers. Each has a Bigsby B-50 with Reverend's own soft-touch spring. Every Charger 290 LE comes with an

exclusive Souldier Strap that matches each color with each company's logo on the ends.

The Reverend Charger 290 offers a vintage tone and is loaded with Reverend's CP90s. The Charger 290 has a Korina body and three-piece neck, a graphite nut and locking tuners, Reverend's Bass Contour Control, and a dual-action truss rod for maximum performance.

**Reverend Guitars** (reverendguitars.com)

## Schecter Unveils PT Models

Schecter has debuted the PT Standard and PT Custom.

The PT Standard features a Swamp Ash body, maple fingerboard, bolt-on maple neck, Schecter Diamond Tele S/S pickups, Sung-IL BT005 Bridge with brass saddles and chrome hardware, and is available in Butterscotch Blonde or Aged Cherry Burst.

The PT Custom features a Swamp Ash with flamed maple top body, rosewood fingerboard, bolt-on maple neck and Schecter Diamond Humbucker pickups.

**Schecter** (schecterguitars.com)



## BOSS Introduces Next-Gen Reverb

BOSS' new RV-6 Reverb combines studio-quality sound and wide-ranging versatility in one compact pedal. The professional-grade, multi-mode RV-6 features complex new reverb algorithms powered by BOSS's latest technology.

Guitarists can dial up reverb tones suitable for any style of music. Eight sound modes offer a diverse selection of ready-to-play reverb effects, including new Shimmer, Dynamic and Delay+Reverb modes.

The RV-6 also supports mono or stereo operation and provides an input for controlling reverb depth with an optional expression pedal. As with other compact BOSS pedals, the RV-6 Reverb integrates onto any pedalboard.

**BOSS** (bossus.com)



## Fishman TriplePlay Gets Floored

Fishman has expanded the capabilities of its TriplePlay Wireless Guitar Controller by adding the TriplePlay FC-1 Floor Controller.

MIDI synths and sound modules can be played wirelessly with a TriplePlay-equipped guitar and an FC-1 controller, meaning guitarists no longer have to bring a computer to the stage. Three assignable footswitches deliver TriplePlay patches, change presets on MIDI devices and control Hold and Loop functions.

The FC-1's display shows patch name and number, plus a useful selection of status

indicators, including MIDI activity, TriplePlay battery level, and the position of the Guitar/Mix/Synth switch on the controller. The FC-1

also provides access to the TriplePlay's built-in tuner and allows routing of a guitar's pickups through the integrated relay switcher to mix guitar and MIDI sounds.

The FC-1 connects to a DAW as a USB peripheral, extending the functionality of TriplePlay's software by providing stomp-box style footswitches, expression pedal input and a class-compliant MIDI interface.

**Fishman** (fishman.com)



## WILLCOX MEANS BUSINESS

**Willcox Guitars** and their proprietary **LightWave Optical Pickup Systems** are being hailed as the biggest breakthrough since the invention of the electric guitar pickup. By using *infrared light* to sense string vibration, these instruments capture rich, powerful, pure, accurate tone. **Willcox** offers a comprehensive range of guitars and basses at competitive prices to satisfy the needs of both players and dealers alike.

The **Willcox** competitive edge:

- Precision instruments with versatile tone and playability
- Handcrafted in the U.S.A.
- Limited distribution
  - Unique POP display available
  - Profit-driven pricing structure
  - National advertising and marketing support



Visit booth 1432 at Summer NAMM, and contact Tom Kowalczyk (tkowalczyk@willcoxguitars.com, 949-463-4877) for dealer opportunities.

## Drumming Up Knowledge

Sabian has launched the Sabian Education Network (SEN). Headed up by internationally-renowned educator Joe Bergamini, SEN provides a welcoming and inclusive forum for drum educators worldwide to exchange ideas and share skills.

SEN is open to all educators — from the private home studio teacher with a handful of students to a music school or educational institution. Educators who join SEN will get access to the SEN website, which hosts the SEN forum, resource library and even

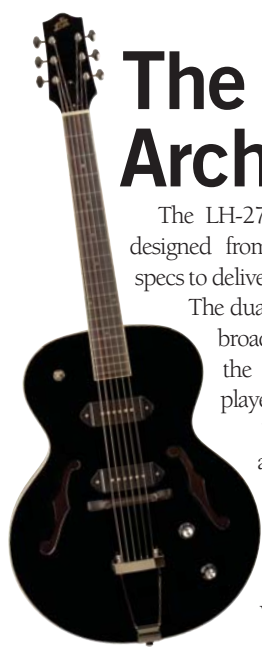
online events. SEN will also host live events throughout the world, featuring a panel of distinguished educators and drummers that will engage local teachers in an open exchange of ideas surrounding educational issues.

"We are extremely excited about SEN," Bergamini said. "It has enormous potential to help teachers become better educators while growing their business."

**Sabian** (sabian.com)

**SABIAN**  
EDUCATION  
NETWORK





## The Loar Creates Classic Archtop Design For All

The LH-279 from The Loar is designed from traditional archtop specs to deliver classic archtop tone.

The dual P-90 pickups offer a broad sonic palette within the price range of every player.

The LH-279 features a maple top accompanied by select maple back and sides. The mahogany neck has the traditional V-profile familiar to

aficionados of classic Golden Age instruments. With a full 16-inch lower bout, full archtop body depth and a classic 24-3/4-inch scale, the LH-279 is designed from original Golden Age archtop specs.

The Loar placed the dual P-90 pickups in what it believes are the ideal spots for great tone and versatility.

The classic high output and articulate treble response of P-90s are an ideal match to the maple top and maple back and sides, giving players a wide variety of tonal options for a broad spectrum of musical styles.

**The Loar (theloar.com)**



## Alvarez Debuts Two Ukulele Lines

Alvarez has released two lines of ukuleles, The Regent Series and Artist Series.

Both series feature soprano, concert, tenor and baritone sizes, and are constructed with a dovetail neck joint for optimal strength and transfer of energy between the neck and body. The bracing design is a modification on traditional fan style braces to optimize response. The response is also aided by a solid "slotted" rosewood bridge, which enhances projection and helps to make string changes quicker.

Other features include quality-seasoned tonewoods, real bone nut and saddles, mahogany neck, rosewood fingerboard and premium tuners.

**Alvarez (alvarezguitars.com)**



## Remo Has the Power

The new Powerstroke 77 snare drumhead from Remo boasts excellent response and projection, combined with warm full tones thanks to two free-floating plies of 7-mil film with a 7-mil inlay ring and a 5-mil top clear dot. The inlay ring reduces overtones, and the 5-mil top clear dot adds durability. The drumhead is available in 10-, 12-, 13- and 14-inch sizes.

Aaron Spears, Alvin Ford Jr., Billy Rymer, Gerald Heyward, Stephen Perkins and Steve Carey are a few artists playing the Powerstroke 77. Perkins likes it in the studio because "it gives my snare its own little spot in the mix. It tightens it up and adds a little sting."

**Remo (remo.com)**



## Commemorate With a Crash

Zildjian has honored Sam Ash's 90th anniversary by presenting the company with a very special and rare cymbal from Zildjian's private collection.

In his early April visit to Sam Ash's corporate offices in Hicksville, New York, Zildjian North American Sales Manager, Jerry Smith, gifted Richard Ash with the token of Zildjian's high esteem for its long-time customer.

"Sam Ash and Zildjian have worked hard together over many years to build the Zildjian brand," Smith said. "We couldn't have achieved our success without Sam Ash's great efforts."

**Zildjian (zildjian.com)**

## SKB Expands on the 32-Channel Mixer Cases.



**1RMTF5-DHW Mixer case for the Yamaha TF5**



**1RMM32-DHW Mixer case for the Midas M32**

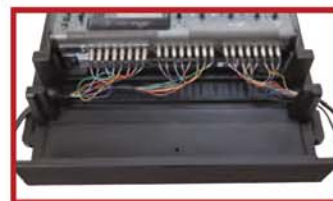
Expanding on the 32-channel Mixer cases introduced at Winter NAMM 2015, SKB announces two new models for the Midas M32 mixer (1RMM32-DHW) and the Yamaha TF5 mixer (1RMTF5-DHW). These cases are the same Military Grade, Roto-molded design like the 1RMX32-DHW, for the Behringer X32 mixer, and the 1RMQU32-DHW for the Allen & Heath QU32 mixer.

The Roto-molded exterior is double-walled providing maximum strength and rigidity with four locking casters and (6) spring loaded handles, and (8) Steel heavy-duty latches. The interior features custom foam blocks and a roto-molded-hinged doghouse for management of all of the back connectors.

All four cases include a large rubber gasket in the lids to keep rain and moisture out. Overall weight is lighter than the equivalent road cases while providing maximum security in transport.



**4" Heavy Duty casters. Large Butterfly latches. Six spring loaded handles.**



**Easy access hinged doghouse.**



**Double wall construction with custom foam blocks.**

**Visit Us at Booth #1102**  
[www.skbcases.com/music](http://www.skbcases.com/music)





# SOUND ROOM



## Livemix MIX-32 Responds to Church, Stage Needs

Digital Audio Labs has released the MIX-32, expanding the capabilities of the Livemix personal monitor system, giving large churches, studios and stages the ability to provide up to 32 personal mixes.

The heart of the Livemix system is the dual mix personal mixer. Each unit has two discrete mixes with separate headphone outputs and separate control knobs. This innovative mixer reduces stage clutter and significantly reduces the overall system price. With the new MIX-32, up to 16 dual mix personal mixers can be used for a total of 32 mixes.

For those performers who may not be sharing a mixer, a firmware update includes a "linked mix" mode.

"We have heard from many of our users that they needed more mixes," said Ted Klein, president of Digital Audio Labs. "The MIX-32 gives large and growing churches the ability to increase the number of mixes on stage. We've also found that many of our theater, orchestral, or large stage users require more than 16 mixes. The MIX-32 does just that, in a single rack unit."

[Digital Audio Labs \(digitalaudio.com\)](http://www.digitalaudio.com)

## Yorkville Now Distributor of Gibson Pro Audio in Canada

Yorkville Sound is now the exclusive Canadian distributor for all Gibson Pro Audio brands, including Stanton Audio, KRK Systems, Cerwin-Vega loudspeakers, Neat Microphones and Cakewalk music software.

"We at Yorkville Sound are thrilled with the addition of the Gibson Pro Audio brands to our ever-expanding catalog," said Jeff Cowling, Yorkville vice president of sales and marketing. "Our experience and success in the audio industry makes these additions a natural fit for our team."



Yorkville Sound has a long relationship with Gibson serving as the exclusive Canadian distributor for the Gibson and Epiphone guitar lines since the late 1980s.

[Yorkville Sound \(yorkville.com\)](http://www.yorkville.com)



## Auralex Unveils GRAMMA V2 line

Auralex Acoustics has released its upgraded "V2" GRAMMA line of acoustic isolation platforms. The platforms are designed to isolate bass rigs, guitar amps, monitors and subwoofers on stage and in the studio. Like their V1 predecessors, these patented isolation platforms feature an Ozite covering over an inert structural layer that floats on a 1-inch pad of Auralex Platfoam. These carefully engineered solutions allow the true sound of an amp or speaker to come through by negating resonance artifacts.

V2 upgrades include a lower profile for increased stability, even better mid- and low-frequency definition and a new easy-to-grab handle. The GRAMMA V2 line is part of Auralex's ISO Series and is specifically engineered to address problems associated with individual sound sources.

The GRAMMA V2 line includes three models: the BabyGRAMMA V2, the GRAMMA V2 and the GreatGRAMMA V2.

"Based on feedback from leading artists and engineers, GRAMMA V2 represents the next generation of isolation products for studio and live performance," said Eric Smith, Auralex founder and president. "With its new lower-profile design and its ability to provide improved mid- and low-frequency definition, GRAMMA V2 is sure to find its home in the arsenal of live and studio musicians far and wide."

[Auralex \(auralex.com\)](http://www.auralex.com)



## Command With Studio 192

PreSonus has announced the Studio 192 USB 3.0 Audio Interface and Studio Command Center. The new 26 by 32 interface records at up to 192 kHz and combines eight digitally controlled XMAX Class A solid-state mic preamps and premium Burr-Brown converters with StudioLive Fat Channel signal processing.

The Studio 192 also acts as your studio's

command center, managing speaker switching and talkback (with onboard condenser microphone). The result is a comprehensive solution for advanced studio recording and monitoring.

PreSonus' UC Surface touch-ready control software for Mac, Windows and iPad is included, for easy management of all Studio 192 functions and quick creation of eight stereo monitor mixes with full Fat Channel

processing on every analog input, plus reverb and delay.

The Studio 192 is designed to be the central hub for your studio. Mixes and the onboard talkback mic can be routed to any output, including the two headphone outputs. The outputs can be used for monitor mixing or for speaker switching.

[PreSonus \(presonus.com\)](http://www.presonus.com)



## Jensen Goes Vintage

Jensen Musical Instrument Speakers has announced its newest additions to the Jensen Vintage reissue series of speakers with the P6V and the C6V. Both new speakers are six inches and rated at 20 watts. The P6V features an Alnico magnet and has warm, clean tone with distinct highs. The C6V is versatile, clean and firm with top-end chime and features a ceramic magnet.

Both speakers emanate classic vintage tone and are available in 4 and 8 ohms. Jensen Vintage reissue speakers have the classic look and vintage tone of the original Jensen speakers of the 1950s and the '60s. With the reissue of these new speakers Jensen has focused on its ongoing tradition of delivering what players are seeking in tone.

[Jensen \(jensentone.com\)](http://www.jensentone.com)

## CAD's New Live Mics Deliver High Performance, Quality

The CADLive line of vocal and instrument microphones by CAD Audio has expanded with several new models tailored to specific customer needs.

The new CADLive D32 is a Supercardioid dynamic handheld vocal mic with a QuietTouch on/off switch. Its neodymium capsule design produces a powerful signal and superior sound quality in a variety of live sound applications. Also, a Supercardioid dynamic handheld vocal mic, the CADLive D38 includes a high performance neodymium capsule for exceptional accuracy and sound quality.

The CADLive D89 Supercardioid dynamic instrument mic is designed to produce a powerful, articulate response in live sound miking situations. Equipped with a Trueflex diaphragm and PowerGap high gauss neodymium magnets, the CADLive D90 Supercardioid dynamic vocal

mic is engineered to produce a powerful, smooth and detailed performance in a variety of high SPL live situations.

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







# NAMM® | U

Grow your business.



## NAMM U Breakfast Sessions

Free Breakfast 8-8:30 a.m., Session 8:30-9:30 a.m.  
**Davidson Ballroom, Music City Center**

**THURSDAY:** NAMM Retail Summit  
*Strategies of NAMM Top 100 Dealers*

**FRIDAY:** No More Average Marketing  
*Success strategies for promoting your business online*

**SATURDAY:** Best in Show  
*Revealing the best products and services on the show floor*



## NAMM Idea Center Sessions

**Booth 654 - On the Show Floor**  
Proven retail ideas for NAMM members.  
30+ short, focused education sessions packed with powerful tips and techniques to help you improve your retail business.

Sessions run every half-hour, all day long.



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[upbeatdaily.com/ipad](http://upbeatdaily.com/ipad)



# IMS CD Helps Cancer Families With Housing

IMS Technologies has assembled a “who’s who” of premier session musicians to perform original songs to raise money to help cancer patients and their families fund housing when being treated away from home or with in-home care.



The “Giving Shelter” CD is available exclusively through the website [www.givingshelter.net](http://www.givingshelter.net) and through music products retailers. It already has sales in nine countries since its release in July 2014. The entire CD is available for listening on the website so retailers may hear it to evaluate whether it will fit with their store’s demographic before they purchase.

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



## A Uke for All Environments

The new Makala Waterman Series by Kala features the latest water-resistant composite technology packaged in vintage design and sound. The series is designed for playability, portability and durability, making it a great outdoor or travel ukulele.

The Waterman pays homage in part to legendary ukulele designer Mario Maccaferri who invented the Islander ukulele, which was introduced in 1949. After being endorsed by entertainer Arthur Godfrey on his TV show, nine million of the Maccaferri Islander ukes were sold from 1949–1969. Like

Maccaferri’s Islander ukulele, the Waterman is notable for its affordable quality and innovative design.

Makala Waterman ukuleles come in soprano size and include a logo backpack/carrying bag. The instruments are made of high-grade polycarbonate ABS construction which is durable and weather resistant and are complemented with nickel-plated open gear tuners. Each model is strung with Aquila Super Nylgut Strings and available in three different color configurations.

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



## Reverend King 290 Gets Makeover

The Reverend Club King 290 is now available in Deep Sea Blue with a Bigsby. The guitar features excellent sustain and attack paired with substantial resonance creating a big and responsive tone. This guitar delivers the acoustic overtones of a full-size semi-hollow, but with

extra clarity and snap thanks to the 25 1/2-inch scale maple neck. Korina is routed from the top to create the back, sides and center block. A solid spruce top caps off the body, adding more twang and acoustic zing

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

## SKB Adds Two More in Mixer Series, Just in Case

SKB has expanded on its line of 32-channel Mixer cases with two new models: the IRMM32-DHW for the Midas M32 mixer and the 1RMTF5-DHW for the Yamaha TF5 mixer. These cases are the same military grade, roto-molded design as previous models.

The roto-molded, double-walled exterior is molded of Linear Medium Density Polyethylene plastic, providing maximum strength. The exterior features four locking casters, six spring-loaded handles and eight heavy-duty

steel latches.  
MSRP: \$499.99.  
🛒 [SKB \(skbcases.com\)](http://SKB (skbcases.com))



# MARKETPLACE

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# NAMM Today

Thursday, July 9, 2015

## Make the Most of Your Show: Download the FREE NAMM App



Simply search for NAMM in your mobile device's app store to download the free app. Then click on the Summer NAMM link to navigate your way around the Music City Center, locate and learn more about the companies exhibiting, and see the NAMM U Breakfast, Idea Center and TEC Tracks session schedules. You can also peruse all the great events happening throughout the show, create your own online schedule, check out the show's social media feeds, and get the scoop on local restaurants and attractions.

## Win a Free Membership Renewal!

Drop by the NAMM Member Center in the Hall A lobby to enter a "Free Membership" drawing! NAMM membership staff will be on hand to answer questions, update your profile and meet with NAMM endorsed service providers that can save you time and money. While you're there, you can also pick up FREE *Why Learn to Play Advocacy* brochures in both English and Spanish to help generate support for music education in your community.



## What's New at Summer NAMM?

Plenty! In addition to lots of new and returning exhibitors, we've divided the show floor into convenient product groupings, such as our expanded pro audio neighborhood. We've also added TEC Tracks to our professional development lineup—where you can learn the latest pro audio tips, trends and technologies from the masters. Check the NAMM app for exhibitor listings and the complete NAMM U/TEC Tracks session schedule.



## Need a Quiet Spot to Do Business? Drop by the R&B Lounge

The R&B Lounge is a great spot off the show floor to spread out, chill out or focus on business in a quiet environment. Available to all Summer NAMM attendees with exhibitor and buyer badges, you'll find it in the corner of the Level 3 lobby across from the Food Lounge.

## Today's NAMM Foundation Workshops

### Learn How to Expand Your Advocacy Efforts

1 p.m.–2:30 p.m., Room 204

Join NAMM members and guests currently involved in state-level music education advocacy efforts, as part of SupportMusic's Coalition on Coalitions. Learn strategies for expanding music education advocacy in states and local communities. Lunch provided.

### Protect Your Brand on the Internet

11 a.m.–12 p.m., NAMM Member Center, Lobby

Hosted by Susan Anthony, Acting Director, Global Intellectual Property Academy (GIPA), USPTO. Topics include Domain Names, Trademarks, and Protecting Your Intellectual Property on your website and the Internet.

### Understanding International Trademark Laws

3 p.m.–4 p.m., NAMM Member Center, Lobby

Hosted by Susan Anthony, Acting Director, Global Intellectual Property Academy (GIPA), USPTO, and Alan Datri, World Intellectual Property Organization (WIPO) Consultant. Topics include Trademark Basics, U.S. and International, and Building the International Trademark Portfolio Using the Madrid Protocol.

JULY 9-11, 2015 • NASHVILLE, TENNESSEE

# SCHEDULE

All Idea Center sessions will be held at the NAMM Idea Center, booth 654, unless otherwise noted.

All TEC Tracks sessions will be held at booth 354.

CONTINUED FROM PAGE 22

## FAST TRACK

Who says you can't write songs on a DAW? This must-attend session by audio industry guru Craig Anderton covers how to make a computer work for you, not against you, during the songwriting and recording process — from lyrics to song structure to a workflow that maximizes the opportunities for inspiration.

11 A.M.

### 7 Ways to Improve Your Website Now (Double Session)

Join Sweetwater's Mike Ross for seven simple ideas you can use to improve your website right away.

11 A.M.

### STORIES FROM THE STUDIOS

Join the Recording Academy Producers & Engineers Wing as it explores the hot topics related to today's rapidly evolving recording landscape. Moderated by P&E Wing Managing Director Maureen Droney, the panel will feature top Nashville producers and engineers.

12 P.M.

### Simple Ways to Train Your Salespeople — In Just a Few Minutes a Day

In this session, sales guru Bob Popyk will arm you with dozens of ideas to train your sales staff in just a few minutes each day.

12 P.M.

### POWERFUL NEAR-FIELD MONITORING TECHNIQUES

TEC Award-winning studio designer and monitoring expert Carl Tatz will share his experience and insight while providing some useful tools attendees can apply in their personal studios.

12:30 P.M.

### Effective Online Marketing Ideas From Top 100 Dealers

Join Menzie Pittman of Contemporary Music Center and his panel to discover proven online marketing tactics from NAMM Top 100 dealers.

1 P.M.

### Invasion of the Lesson Snatchers — How to Keep Your Program Competitive

Music lessons guru Pete Gamber and a panel of music industry lesson experts will show you how to survive the "music lesson snatchers." Discover what these experts are doing to make their lesson programs more competitive, so you can thrive in the new normal.

1 P.M.

### SAFE AND SOUND IN-EAR MONITORING PANEL

This panel discussion delves into best practices and demonstrations for creating better in-ear monitor mixes. Discover how stereo custom in-ear monitoring can improve the experience for professional musicians when used correctly.

1:30 P.M.

### 10 Strategies to Maximize Your Sales and Profits With eBay

In this session, Blues Angel's Stephen Olsen

and Sierra Williams will offer their 10 best ideas for getting more eBay sales and profits.

2 P.M.

### 5 Promotions to Make You the Go-to Store

After her hit session at The NAMM Show in January, Tracy Leenman of Musical Innovations returns for an encore, and this time she is sharing five low-cost, high-impact promotions and events that have put her on the map, including new ideas she didn't discuss in January.

2 P.M.

### STUDIO MASTER CLASS: QUALITY SOUND

Hear Multiple Grammy- and ACM-award-winning producer and engineer Chuck Ainlay discuss the importance of high-resolution audio and ways to improve the art of music recording.

2:30 P.M.

### How to Set Up and Profit From Maintenance Agreements

Listen in as Robert Christie of A & G Central Music reveals why offering maintenance agreements could be the best decision you make this year.

3 P.M.

### Sure-Fire Ways to Improve Your Collections

Don't let delinquent payments and no-pays drain your bottom line. Join Robin Sassi and Kimberly Deverell of San Diego Music Studio for this fast-paced session on the do's and don'ts of collections.

3 P.M.

### LEADING WOMEN IN AUDIO SOUND OFF

Moderated by the founder of the Women's International Music Network, Laura B. Whitmore, this panel of industry veterans will discuss their experiences and insights on the audio and sound industry.

3:30 P.M.

### Create a Successful Year-Round Promotions Calendar

Brian Reardon of Monster Music will show you how he's made the most of the busy times and minimized the slow times with a year-round promotions calendar.

4 P.M.

### How We Had Our Best Year to Date

Easy Music Center had its best year ever in 2014 — and is poised to do even better this year. In this session, owner Peter Dods will discuss how changes to payroll, staffing, product mix, inventory management and use of space made an enormous difference to his company's sales and bottom line.

4 P.M.

### NAMM YP

Music City Center, Room 205

Join NAMM YP for its bi-annual event.

This year it features keynote speaker John D'Addario, president of D'Addario, who will



will talk about his experience in the industry.

**4 P.M.**  
**HOME AND PROJECT STUDIO ACOUSTICS**

From the project studio to recording in your bedroom, there are now a variety of portable, cost-effective acoustical treatment options that let you reconfigure and tune your space quickly and easily. Eric Smith, CEO of Auralex, will present these solutions, along with easy-to-understand advice about how to control the most common acoustical issues.

**4:30 P.M.**  
**Simple Ways to Tune-up Your Website**  
Join David Hall of Pro-Active Websites and Gabriel O'Brien of Larry's Music Center, and get a website game plan.

**6 P.M.**  
**Top 100 Dealer Awards**  
*Music City Center, Davidson Ballroom*  
Learn from fellow retailers while enjoying live music during this annual award ceremony. NAMM will name its "Dealer of the Year," as well as winners in other categories, such as "Best Emerging Dealer."

## SATURDAY, JULY 11

**BREAKFAST SESSION**  
**8 A.M.**  
**Best in Show**  
*Frank Alkyer, Music Inc. and UpBeat Daily Magazines, and Panelists*  
*Music City Center, Davidson Ballroom*  
Host Frank Alkyer, publisher of *Music Inc.* and *UpBeat Daily* magazines, has assembled a who's who panel of independent music retail buyers. They've shopped the show floor, and here, they'll reveal the best products and services at Summer NAMM.

**10 A.M.**  
**THE FUTURE OF AUDIO: HARNESSING THE POWER OF MI & NEW TECHNOLOGY**  
*Music City Center, Davidson Ballroom*  
Presented by Microsoft, this session will explain the engineering going into Windows 10 and beyond to better support musicians.

**10:30 A.M.**  
**10 Tips for Killer Guitar Tone (Double Session)**  
Are you on a never-ending quest for perfect guitar tone? Then join Paul Riario, *Guitar World's* gear editor, as he reveals tips, tricks and unconventional ideas for achieving that elusive guitar sound you've been dreaming of.

**11 A.M.**  
**2020 VISION: THE FUTURE OF STUDIO TECHNOLOGY**  
**\*Part of the A3E Architects of Audio Series**  
Touchscreen mixing consoles and sophisticated modeling technology have become commonplace tools in the recording studio. Meet the A3E luminaries who have revolutionized the recording industry, and hear their vision of studio technology in the year 2020.

**11:30 A.M.**  
**One-on-One: An Interview With Hit Songwriter Tom Shapiro (Double Session)**  
Join Laura B. Whitmore, editor of *Acoustic Nation*, for an intimate one-on-one conversation with hit songwriter Tom Shapiro.

**11:30 P.M.**

**A3E DEEP DIVE: WINDOWS 10 FOR MUSICIANS AND AUDIO DEVELOPERS**

Explore the power of Windows 10 for audio in this A3E Deep Dive session, presented by Bala Sivakumar, program manager of Microsoft. Whether you're an app developer or musician, this session will crack open the latest capabilities of Windows audio.

**12:30 P.M.**  
**The Pedal Summit (Double Session)**  
Vintage King Audio has assembled an eclectic group of mad scientists who will be sharing their effects pedal design philosophies at Summer NAMM.

**12:30 P.M.**  
**2020 VISION: THE FUTURE OF LIVE PERFORMANCE**  
**A3E Architects of Audio Series**  
Explore the future of next-generation instruments for live performance.

**1 P.M.**  
**MOBILE & MUSIC TECHNOLOGY FOR PRODUCTION + PERFORMANCE**  
**A3E Deep Dive Session**  
Learn how to harness the full power of mobile devices as the core of your studio.

**1:30 P.M.**  
**12 PR Tips for Musicians, Music Businesses and Everyone Else**  
Join veteran marketer Laura B. Whitmore and music industry PR pro Pauline France for practical tips and ideas to put the power of public relations to work for you.

**2 P.M.**  
**The Insider's World of Hit Songwriting (Double Session)**  
Listen in as award-winning singer-songwriter Thornton Cline and his panel of hit songwriters discuss the inner workings of the business.

**2 P.M.**  
**THE FUTURE OF GUITAR TECHNOLOGY**  
**A3E Architects of Audio Series**  
Get an overview of the latest technology, and experience what your favorite instrument can do with no permanent modifications.

**2:30 P.M.**  
**A3E DEEP DIVE: MI AND THE TECH GIANTS**  
**A3E Deep Dive Session**  
Learn how cloud computing, next-generation access (NGA), mega-scale music data and subscription service models will shape the future of music technology, production, performance, marketing and even the consumption of music.

**3 P.M.**  
**Social Media Insider Tips (Double Session)**  
Hosted by social marketing experts Tom Gilbert and Laura B. Whitmore of Mad Sun Marketing, this session will give you insight into the best practices for a variety of platforms.

**3:30 P.M.**  
**2020 VISION: THE FUTURE OF SONGWRITING TOOLS AND APPLICATIONS**  
**A3E Architects of Audio Series**  
A3E luminaries share their perspective on designing tools for the songwriter that will send you five years into the future — today.

NAMM U



Grow Your Business

Thursday, July 9, 2015

### This Morning's NAMM U Breakfast Session

*Breakfast Served With a Side of Important Industry Insights*

#### NAMM Retail Summit: Strategies of Top 100 Dealers

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



At this opening Breakfast Session, you'll hear from an elite group of music retailers: 2014's NAMM Top 100 category winners. If you've ever wondered how these companies rise above the rest—and how they took home a Top 100 honor—you'll find out here. NAMM President and CEO Joe Lamond will sit down with these retail leaders in a series of up-close, one-on-one interviews. They'll reveal their award-winning ideas and strategies, as well as how they successfully sell themselves every day—to their customers, to their communities, even to their own staff. Walk away with powerful ideas and a new perspective on your own business. A must-attend event for any music retailer coming to Summer NAMM.

#### NAMM Idea Center Spotlight

*Quick, Focused Business Sessions Right on the Show Floor*

#### Improve Your Email Marketing Now!

**11:30 a.m., NAMM Idea Center, Booth 654**

Email marketing remains one of the most effective promotional tools for a music retail business. If you aren't using email marketing, or if your email promotions aren't paying off like they should, join marketing and sales guru Bob Negen of WhizBang! Training for this lively session. He'll look at how to craft email messages that get attention, how often to send emails (the answer may surprise you), when to send emails and much more.

#### TEC Tracks Standout

*Free Pro Audio and Technology Sessions*

#### Understanding Audio Formats

**11 a.m., TEC Tracks, Booth 354**



Glenn Meadows

WAV, AAC, MP3, FLAC, ALC—what do they all mean? Can you hear the difference between them? Top Nashville mastering engineer Glenn Meadows gives an overview of current audio file formats and how they affect what people can and cannot hear. He'll delve into current delivery formats, including streaming, with audible demonstrations.

Check out the entire schedule of NAMM U and TEC Tracks sessions on the NAMM app, available for download from your mobile device's app store, or visit [namm.org/summernamm](http://namm.org/summernamm).

JULY 9-11, 2015 • NASHVILLE, TENNESSEE

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# SCHEDULE

THURSDAY, JULY 9, 2015

All Idea Center sessions will be held at the NAMM Idea Center, booth 654, unless otherwise noted.  **All TEC Tracks sessions will be held at booth 354.**



Joe Lamond will sit down with Top 100 retailers during today's Retail Summit, 8 a.m.

## THURSDAY, JULY 9

BREAKFAST SESSION

8 A.M.

### NAMM Retail Summit — Strategies of Top 100 Dealers

**Joe Lamond, NAMM President and CEO, with guests**

*Music City Center, Davidson Ballroom*

At this opening Breakfast Session, you'll hear from an elite group of music retailers: 2014's NAMM Top 100 category winners. Lamond will conduct a series of up-close, one-on-one interviews. They'll reveal their award-winning ideas and strategies, as well as how they successfully sell themselves every day — to their customers, to their communities and their own staff. Walk away with powerful ideas and a new perspective on your own business.

10:30 A.M.

### How to Cover All Your Bases on Google

Donovan Bankhead of Springfield Music will walk listeners through no-cost and low-cost ways to cover all Google bases. Discover how to effectively claim your Google listings, manage and respond to reviews, and make the most of Google AdWords.

 10:30 A.M.

### LES PAUL 100TH BIRTHDAY CELEBRATION

Come celebrate the 100th birthday of the legend himself. Friends and fans will kick off TEC Tracks with a toast and some shared memories of the "Wizard of Waukesha."

11 A.M.

### Get Started With YouTube and Video Marketing

Join Ben Werlin of MusicStoreLive, Paul Decker of Music Villa and moderator John Mlynczak of PreSonus as they discuss content creation, creative processes and important resources with examples of successful videos.

 11 A.M.

### UNDERSTANDING AUDIO FORMATS

Top Nashville mastering engineer Glenn Meadows gives an overview of current audio file formats and how they affect what people can and cannot hear. He'll delve into current delivery formats, including streaming with audible demonstrations.

11:30 A.M.

### Improve Your Email Marketing Now!

Email marketing remains one of the most effective promotional tools for a music retail business. If you aren't using email marketing, or if your email promotions aren't paying off like they should, join marketing and sales guru Bob Negen of WhizBang! Training for this lively session.

12 P.M.

### Use Instagram to Build Your Brand and Customer Base

Whether you're new to Instagram or an experienced user, join Habitual Social founder Will Thompson, who has clients in the music retail, pro-audio and recording industries. He'll reveal proven secrets to improve your Instagram marketing, along with effective Instagram promotions.

 12 P.M.

### STUDIO OPERATORS' PANEL

Listen to a panel of some of the busiest studio owners, operators and entrepreneurs as they discuss the state of the studio in 2015. Featuring a discussion on quickly changing technologies, recording formats and success formulas, this will be a not-to-miss conversation.

12:30 P.M.

### Essential Tips for Selling on Amazon and eBay

In this session, Leslie Faltin of Instrumental Music Center will share what you need to know about selling on Amazon and eBay.

1 P.M.

### Music Lessons: Your Big Questions Answered

Moderator Kevin Cranley of Willis Music will be joined by an expert panel: Chris White of White House of Music, Gayle Beacock of Beacock Music and Daniel Jobe of Friedman, Kannenberg & Co. They'll reveal not only their best practices but also how they've solved the biggest issues that come up in running a lesson program.

 1 P.M.

### EASY LIVE RECORDING

Making high-quality recordings of live shows

has never been easier or more affordable — and artists now demand them. Modern live consoles provide the digital connectivity to record individual channels of live shows with a single connection to a laptop. At this session, you'll get in-depth tips on making high-quality multitrack recordings of every show and rehearsal.

1:30 P.M.

### Innovative DIY Store Design Ideas You Can Use

Join this panel of forward-thinking music retailers — Jamie Faletti of Santa Barbara Guitar Bar, Joel Menchey of Menchey Music and Tim Spicer of Spicer's Music — with moderator Jen Lowe of Boom Boom Percussion to discover how to add new life to your showroom with do-it-yourself store design and merchandising ideas.

2 P.M.

### How We Eliminated Makeup Lessons

Carol Cook runs a thriving lesson program at The Music Room, and she eliminated makeup lessons altogether last December. Best of all, students were excited about the change. In this session, she'll reveal her process for rolling out this change and how she got staff, students and parents on-board.

 2 P.M.

### GETTING THAT HIT SOUND IN THE STUDIO AND ON STAGE

Beverly Keel, chair of the recording industry department at Middle Tennessee State University, as well as former senior vice president of artist and media relations at Universal Music Group, interviews a major industry heavyweight.

2:30 P.M.

### How to Budget for Increased Profitability

Listen in as music industry accountants Alan Friedman, CPA, and Daniel Jobe of Friedman, Kannenberg & Co. show you how revenue, expense and cash flow budgeting can add stability to your business and ensure a healthier bottom line.

3 P.M.

### Shoot an Effective Store Promotion Video — On a Shoestring

Since debuting its first store promotion video, Middle C Music has seen its community status skyrocket — not to mention its sales. Owner Myrna Sislen will show you her step-by-step process for creating successful promotional videos, discussing everything from the messaging to required gear to editing tips.

 3 P.M.

### MEET THE MAKERS PANEL

Vintage King Audio comes to Summer NAMM to produce a special "Meet the Makers" panel discussion, featuring breakthrough microphone manufacturers discussing their technology, approach and philosophy. The panel will be moderated by engineer, producer, educator and microphone aficionado John McBride of the world-famous Blackbird Studios.

3:30 P.M.

### 5 Proven Events to Increase Traffic and Sales

Join this expert panel from the Independent Music Store Owners (iMSO) group for a fast-moving roundup of the best events in music retail. Moderated by Donovan Bankhead of Springfield Music, this session will reveal the most successful and powerful events at their stores. Leave with tried-and-true ideas for events that you can host to increase foot traffic, sales and customer loyalty.

4 P.M.

### The 5 Biggest Mistakes on the Sales Floor

Listen in as Greg Billings of Steinway Piano Gallery looks at the five most common sales floor blunders made by new salespeople and veterans alike and how you can prevent them at your business.

 4 P.M.

### PROJECT STUDIOS: THE MODERN METHOD

In this session, moderator Dan Daley and his panel will address how they've used this modular approach to make records that are as efficient as they are creative.

4:30 P.M.

### The Used and Vintage Market: What You Need to Know

What does it take to be successful in the growing used and vintage instrument market? Find out from George Gruhn, a leading expert and music retail veteran. He'll show you how to evaluate instruments with deductive reasoning.

## FRIDAY, JULY 10

BREAKFAST SESSION

8 A.M.

### No More Average Marketing — How to Cut Through the Noise

**Larry Bailin, Marketing Guru, Digital Pacesetter and CEO of Single Throw Internet Marketing**

*Music City Center, Davidson Ballroom*

Join Larry Bailin, Internet marketing pioneer and best-selling author, as he shows you what it takes to cut through the noise online, identify the difference between opportunity and hype, and convert clicks to sales.

10:30 A.M.

### Essential Tips for a Successful YouTube Channel

Chicago Music Exchange has one of the most popular YouTube channels in music retail, boasting the "100 Riffs" video. But aside from embarking on a quest to create the elusive viral video, how else can you build a strong brand and loyal audience on YouTube? Listen in as Chicago Music Exchange's marketing director shows you realistic and proven ways to make video an integral part of your retail marketing strategy.

 10:30 A.M.

### RECORDING/SONGWRITING ON THE

CONTINUED ON PAGE 20



## Create Your Sound Any Place, Any Time

**reface** Mobile Mini Keyboards are reimagined interfaces of classic Yamaha keyboards. Featuring unique sound and controls, **reface** lets you create your sound any place, any time. The new HQ-mini keyboard finally brings truly professional feel to a mini-key design while built-in speakers and battery power let you create on the go. The aux line in lets you play along with other devices while USB and MIDI connectivity let you interface with a huge range of instruments.



## Whenever, Wherever

Yamaha **SLG Silent Guitars** are perfect for practice, travel or stage. Each SLG features ultra-quiet acoustic performance, amazing playability, and the exclusive Yamaha SRT powered pickup system that delivers an incredibly natural tone via headphones or line out. SLG is available in three finishes and in nylon- and steel-string models.

The **JR2S** is a solid-top version of the ever-popular 3/4-size Yamaha JR2 steel-string folk guitar. The solid spruce top delivers superior tone and sound projection. JR2S comes in Natural and Tobacco Brown Sunburst finishes.

Both guitars include carrying cases to let you play whenever, wherever inspiration strikes.



## Design Meets Intuition

Yamaha **TF Series Digital Consoles**, with TouchFlow™ operation, give your customers the ability to respond to music and artists with unprecedented speed and freedom. It's never been easier to achieve the ideal mix. The intuitive user interface is optimized for touch panel control, the touch and turn knob provides precision for fine adjustments, and mobile apps work seamlessly for wireless mixing. Try the **TF1**, **TF3** and **TF5** in the Yamaha booth today.



## Your Hybrid Starts Here

The Yamaha **DTX Hybrid Pack** is the only one-box solution that makes it easy to create a hybrid drumset. Available in three models, each pack includes a DTX502 module, two acoustic drum triggers, and one or two electronic drum pads, plus all the cables and mounting hardware. The DTX502 module is expandable, and the free DTX502 Touch app lets you easily control it with your iOS device.



## Sweet Sounds of the 70s

The new Yamaha **PSR-S670**, **PSR-S770** and **PSR-S970** Arranger Workstations sport advanced features aimed squarely at the large performer/songwriter market. With their cutting edge technology and design, they promise a lucrative upgrade for you and new advantages for your customers.





# 40 YEARS

since 1975

## JAZZ CHORUS

The JC Jazz Chorus series was born in 1975. Since that time its distinctive "JC Clean" tone and original "Dimensional Space Chorus" effect have been loved by many of music's biggest names. These characteristics are achieved by a unique design which is optimized for producing a clean sound. The Jazz Chorus series has been able to maintain a standalone status in the music scene for decades. Even now Roland's Jazz Chorus series is still evolving as a cutting edge product.

[RolandUS.com/JC](http://RolandUS.com/JC)



Visit Roland and BOSS at Summer NAMM

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