

# UpBeat

The Official **NAMM** Show Publication

## DAILY



# DEALERS' CHOICE

## Summer NAMM is the place

where musical products retailers go to check out the latest trends, services and gear, and 100 of this year's retailer attendees will also pick up some hardware! NAMM's Top 100 Dealer Awards will be presented tonight in the Davidson Ballroom (see page 22). Who will be the retailer of the year? Only one way to find out — be there! In the meantime, here are a few key exhibitors with gear that will drive an even greater reward — profits!

1. Zoom's Eric Battin and Colleen Harwood show off the new F8 Multi Track Field Recorder. 2. From left: Eastman's Dan Skatvold holds the AC-DR2, Tim Nelson displays the AC-OM2 and Mark Herring highlights the AR405E. 3. MusicNomad's Gerard Serafini and Rand Rognlien take a break from the show yesterday to show off the company's complete array of instrument care products. (See page 11). 4. CE Distribution's Orin Portnoy (left) and Clark Roberson. 5. Martin's Chris Martin (right) with Western artist William Matthews and the new LE-Cowboy-2015 guitar. Matthews created the design for the guitar (See page 4). 6. WD Music's Dave Lewis shows off the Kluson Supreme and Kluson Waffle Back tuners.



### BREAKFAST SESSION



**Today:**  
No More Average Marketing — How to Cut Through the Noise

**Saturday:**  
Best In Show

★ See page 22



Kala Expands Guitar Line  
Page 6



Yamaha Adds to Arranger Line  
Page 10



SKB Protects GoPro  
Page 11



{ 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

## Martin Guitar Presents New Models

C. F. Martin & Co. has unveiled the 00-15E Retro and the LE-Cowboy-2015, alongside other distinctive new guitars.

The 00-15E Retro acoustic-electric, non-cutaway model features a solid mahogany top, back and sides. The top is finished with a distinctive 15-style burst. Equipped with Martin's SP Lifespan strings and Fishman F1 Aura+ electronics, the 00-15E Retro will appeal to players at all levels who seek great tone and playability.



The CS-D41-15 is a 14-fret, non-cutaway dreadnought that features a Sitka spruce top with Martin's new Vintage Tone System. The East Indian rosewood back and sides showcase a unique ribbon inlay of cocobolo and flamed mahogany.

The LE-Cowboy-2015 is a 000-12 fret with a Sitka spruce top finished with Martin's Vintage Tone System. The top is inlaid with a multi-color rope design, and the back and sides are made of gonzalo alves.

This collector's guitar will only be sold in 2015.

The 2015 Summer NAMM Show Special has an Adirondack spruce top with Martin's Vintage Tone System and is finished with a cinnamon teardrop burst. The SS-0041-15 has Guatemalan rosewood back and sides, featuring various inlay designs.

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



## Casio Privia PX-160 Offers New Tones

Casio America has added the PX-160 to its Privia line of digital pianos.

The latest Privia digital piano features new tones and enhanced performance capabilities, all in a refreshed design.

As the successor to the Privia PX-150, this 88-key digital piano includes a redesigned dual 8-watt speaker system. The speaker system is open to the front, but also ported to the back, which provides remarkable sound projected towards the audience.

[Casio \(casiomusicgear.com\)](http://casiomusicgear.com)

## Retail Up Expands Website, Lessons, POS systems

Retail Up's Summer NAMM exhibit will include new features for more success in-store and online.

Retail Up offers customized websites with extensive events promotion, online band and sound rental, and merchandising and marketing tools. For managing lessons, Retail Up has new scheduling and billing

features. Retail Up's cloud-based POS can be used in store and on the road.

[Retail Up \(retailup.com\)](http://retailup.com)

### NAMM U RETAIL SUMMIT

## STRATEGIES OF RETAILING STARS

Yesterday morning's Breakfast Session, NAMM Retail Summit — Strategies of Top 100 Dealers, featured 2014 NAMM Top 100 category winners as they shared the secrets to their success in one-on-one interviews with NAMM President and CEO Joe Lamond.

"I started to wonder if there is something different about the Top 100 [dealers] and what sets them apart, and what sets their businesses apart, from the rest," Lamond said. "So, we went back and looked for patterns and, today, I thought we'd share the essential guidelines for having a successful business in 2015."

Here's what a few of the retailers had to say on what has made their businesses successful:



### SAMMY ASH, SAM ASH MUSIC, HICKSVILLE, NEW YORK

"One way of hunkering down is taking a hard, cold look at your staff. We have a lot of people. We are only as good as our people. An Ash deals with a customer problem. You want to congratulate us? Send me an email. Want to complain? Here's my phone number."



### CHRISTIE & WALTER CARTER, CARTER VINTAGE GUITARS, NASHVILLE, TENNESSEE

"We had to do things that were free when we first opened. YouTube and Facebook were free. They presented our store as a fun place to be. We didn't have good equipment either — just a \$500 camera to do product shots — but it gained its own momentum. And now people come in and say, 'That's the yellow couch that [mandolin player] Chris Thile was sitting on.'"



### GAYLE BEACOCK, BEACOCK MUSIC, VANCOUVER, WASHINGTON

"I want our business to feel different and special. Every piece is part of the experience. Every single day is an event. Outside we have displays and water bowls for dogs. Inside we've got the coffee going. What makes us different is everything that makes us, us."



### RAND & CINDY COOK, CANDYMAN STRINGS & THINGS, SANTA FE, NEW MEXICO

"You've got to be able to create new customers. If you start with the kids, they'll be loyal to you and the parents will be loyal to you."



### LightWaves Legends

Willcox Guitars hit Summer NAMM for the first time yesterday with a lineup of guitars and basses all featuring the company's LightWave Optical Pickup System. In the front row (from left), Thomas Kowalczyk, Christopher Willcox and John Carey show off the Saber VL Bass with Team Willcox in the back row. (See related stories on pages 6 and 15.)

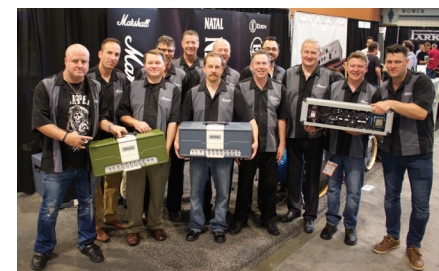


## Legator Opus Pro Boasts Modern Design, Traditional Aesthetics

Legator Guitars has expanded its line of guitars and basses with the new Opus Pro series.

"Integrating the uniqueness of Legator's modern design with the traditional aesthetics of guitars many of us have grown up with is a very welcomed combination with our customers," said Jose Ferro, vice president of Legator Guitars.

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



## Marshall's New Team

Marshall Amplification has a new dedicated team to North American sales and marketing. Marshall USA will focus on promoting Marshall and its two sibling brands, Eden Bass Amplification and Natal Drums. At Summer NAMM, the team unveiled Astoria, a new range of hand-wired, all-valve guitar amps.

[Marshall \(marshallamps.com\)](http://marshallamps.com)

## Create Unique New Textures With BOSS SY-300 Guitar Synth

The BOSS SY-300 Guitar Synthesizer is an analog-style synth designed for use with normal guitar pickups. Powered by new BOSS technology, it lets musicians play latency-free, polyphonic synth sounds with any guitar, with no special pickup needed. Users can also process their regular guitar sound to achieve a limitless range of tones.

Unlike other products that require a special GK pickup and 13-pin cable to access synth voices, the SY-300 can be used with any guitar or bass via a standard 1/4-inch cable. Its DSP delivers an organic, latency-free playing experience.

[BOSS \(bossus.com\)](http://bossus.com)



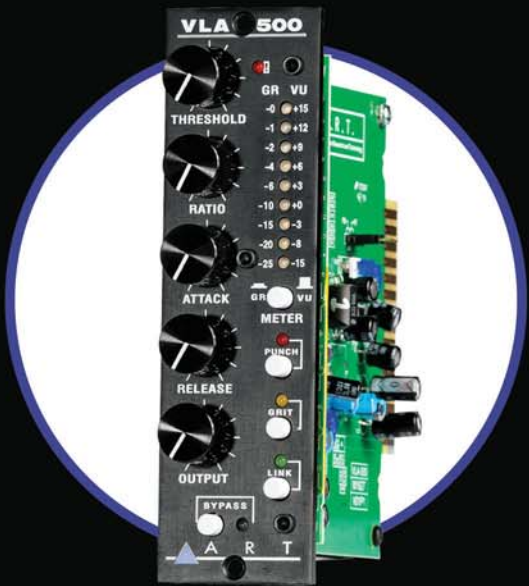
# MAKING WAVES

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

# GUITAR WALL



## Alvarez Honors Grateful Dead Anniversary With Series

To celebrate the Grateful Dead's 50th anniversary, Alvarez Guitars has released a commemorative, limited edition signature guitar series using iconic Grateful Dead artwork.

"Creating a guitar worthy of the Grateful Dead's 50th anniversary was very important to us," said Chris Meikle, head of Alvarez development and senior vice president of St. Louis Music. "We wanted to create something that was, of course, very playable with great sound, but was also fully 'tattooed' with

Grateful Dead artwork, which presents a lot of challenges."

The Alvarez Grateful Dead Series come in two models, the AFGD65 Flag and Montage. Each model features a solid A grade western red cedar top, screen printed under a satin finish. Other appointments include custom mother-of-pearl inlays, a rosewood fingerboard and bi-level bridge, and 12th fret lightning bolt inlay. MSRP: \$499.

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

## Willcox Adds ElectroAcoustic Ax

Willcox Guitars has rolled out its Atlantis ElectroAcoustic Guitar.

The Atlantis model employs the Light-Wave Optical Pickup System, which uses infrared light technology to sense string vibration for a natural amplified acoustic guitar sound, rich in harmonic content without the feedback of mics or the harshness of piezo pickups.

The LightWave Optical Pickup has enhanced sensitivity and wide dynamic range, capable of catching all the subtle nuance and articulation of the player's style.

Constructed of premium tonewoods with a chambered body and soundhole, the Atlantis offers natural acoustic resonance, making it ideal for unamplified casual playing or serious practicing and composition.



For amplified playing, the tone and pickups of the Atlantis let players easily blend with drums, bass and electric guitars and fit comfortably into any live mix.

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



## Fishman Debuts Fluence 8-String Humbucker

Fishman has unveiled an 8-String version of its Fluence line of multi-voice pickups. Originally available as a 6-string version, because of Fluence pickups' unique ability to maintain its original sound irrespective of coil size, requests for 7- and 8-string versions quickly followed.

The new Fluence Modern Humbucker 8-String pickups have two voices. The Alnico version offers full, round, boosted tone, with articulation and dynamics in Voice 1, and a Fluence-exclusive crisp, clean and fluid tone in Voice 2. This combination makes the Modern Humbucker 8-String Alnico ideal for the bridge position.

Voice 1 of the Ceramic 8-string model delivers ceramic active tone. The modern passive attack of Voice 2 provides organic, high output, passive ceramic tone for distortion. This model is ideal for the neck position.

[Fishman \(fishman.com\)](http://www.fishman.com)



## Breedlove Adds Concert Model to Premier Series

Breedlove has added the Premier Concert LTD to its U.S.-handcrafted Premier Series.

The Premier Concert LTD combines the comfort and playability of the Concert body shape with a Western red cedar top, known for its diverse harmonic abilities and articulation.

The Premier Concert LTD is a player's instrument with a wider nut width and slim neck profile. It features a solid Western red cedar which was chosen for the top and solid East Indian rosewood for the back and sides.

The guitar boasts LR Baggs EAS VTC electronics.

All Premier Series models include a deluxe hardshell case and are handcrafted in Bend, Oregon.

[Breedlove \(breedlovemusic.com\)](http://www.breedlovemusic.com)



## Double Agent OG is Back in Black

In addition to the Alpine Green and the Coffee Burst colors, Reverend Guitars now offers the Double Agent OG in Gloss Black. The guitar has the same Humbucker/P90 pickups as the Double Agent-W, but on a single cut-away body, with a tune-o-matic bridge and

stop tail.

"Reverend has officially been around long enough to reissue our own models," said Ken Haas, general manager of Reverend. "It's kind of a milestone."

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



## Kala Continues to Expand Guitar Line

Kala has continued to expand its guitar options with the addition of the Thinline acoustic/electric series.

The Kala Thinline guitars are six-string models available in both steel-string and nylon-string versions. Both are cutaway models that feature a Shadow SH Performer Pro Tuner NFX preamp with tuner and

Nanoflex pickup. Both the steel-string and nylon-string models are available with either a solid spruce or a solid mahogany top.

Kala originally offered a limited edition of the Thinline guitar series from 2008 to 2010, which the company put on hold in order to focus on the burgeoning Kala ukulele and U-Bass brands. The Thinline series are now back in response to popular demand from Kala customers.

Kala's Thinline guitars offer a performance style cutaway design with a 2 3/4-inch body depth, mahogany back and sides, gloss finish and rosewood fingerboard. The steel-string

model comes with die-cast chrome tuners, while the nylon-string model features gold classical style tuners.

The Kala Thinline series have been crafted to have a full rich tone whether played acoustically or when plugged in. The Shadow SH Performer series was selected when it was determined to be a perfect match to reproduce the Kala Thinline's tonal range when amplified. Controls include bass, lo-mid, hi-mid, treble, phase invert and chromatic tuner with on/off switch.

MSRP: \$549.99.

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

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



## IMS Technologies to Distribute Christopher Mastering Speakers

IMS Technologies is now the exclusive distributor for Christopher Mastering Speakers.

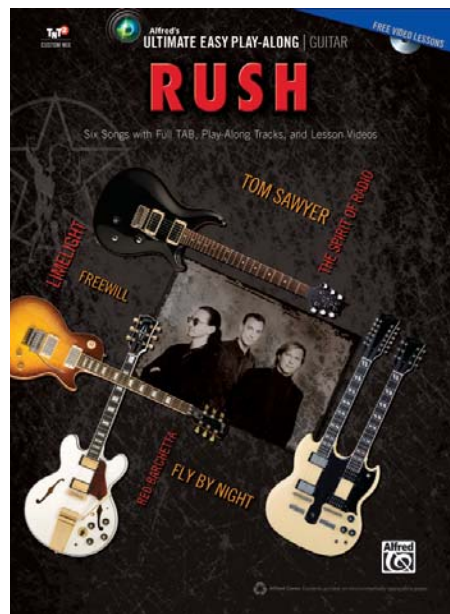
The highly refined, transmission-line-design, three-way-system, mastering-

quality speakers were designed to please the most demanding audio connoisseurs as well

as address the needs of studio and mastering engineers who demand the best.

Using the highest quality components throughout — including magnets, a large motor structure and huge voice coils — Christopher Speakers are extremely accurate in faithful audio reproduction. Mixes come alive, exposing otherwise previously hidden elements. Each speaker is built by hand in the United States. A portion of the proceeds from each pair of speakers sold will go toward a fund to help cancer patients and their families.

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



## Alfred Helps Guitarists Play Along With Rush

With the release of Alfred's *Ultimate Easy Guitar Play-Along Rush* (book and DVD), fans can learn the guitar parts to Rush's classic songs.

The book features six guitar tab arrangements of Rush songs, including "Fly By Night," "Freewill," "Limelight," "Red Barchetta," "The Spirit Of Radio" and "Tom Sawyer." The included DVD contains complete, easy-to-follow video lessons for each song with a careful breakdown of how to count and feel some of the complex time changes that characterize Rush's music. The DVD can be played on a PC or laptop computer to access sound-alike and play-along MP3s of every tune. MSRP: \$16.99.

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

# SUPERIOR PROTECTION

## 3i-4719-20 iSeries Watertight Jumbo Acoustic Guitar Case

Accommodates popular Jumbo shaped guitars.



## 3i-4719-35 iSeries Watertight 335 Type Guitar Case

Thin Body Semi-Hollow guitar case fits popular 335 shaped guitars with room in the lid to accommodate a Bigsby® vibrato tailpiece.

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Summer 15  
NAMM

## Auralex BigTipper Gets an Angle on GRAMMA

Auralex Acoustics has introduced the BigTipper angling accessory for GRAMMA, the widely used platform designed to isolate bass rigs, guitar amps, monitors and subwoofers on stage and in the studio.

The BigTipper angles an amp or speaker cabinet to redirect speaker projection. The accessory includes all the hardware needed to retrofit any GRAMMA or GRAMMA V2 to provide multiple angle options while allowing the true sound of an amp or loudspeaker to come through.

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



# UpBeat

DAILY

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HD-35 CFM IV 60th





## Arriba Offers Affordable Case Options

Arriba Cases has released an affordable case designed for mid-sized digital workstations. The case will accommodate various brands, including Pioneer, American Audio, Denon and Numark.

"These new designs address the need and desire for one bag/case to accommodate multiple fixtures," said Scott Davies, director of Arriba. "The bag/case comes with more dividers and fit a very wide variety of lighting brands."

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

# Yamaha Arranger Workstations Create, Perform, Record

Yamaha has announced three new Arranger Workstation models packed with advanced features and all-in-one performance capabilities: the PSR-S670, PSR-S770 and PSR-S970.

All three new Arranger Workstation keyboards feature two assignable control knobs that offer control over a number of voice and style characteristics, innovative DJ styles that put the focus on real-time style and voice manipulation, a large on-board Flash ROM that affords use of Yamaha's ever-growing library of voice and style expansions, and a number of advanced connectivity options that provide performance and recording possibilities previously found on the Yamaha TYROS5.

"Any of these new keyboards would be a truly powerful addition to any musician's arsenal, whether they are playing live, writing a song or producing music," said Mark Anderson, director of marketing, Yamaha keyboard division, Yamaha Corp. of America. "While the

PSR-S670, PSR-S770 and PSR-S970 each offer unique features, they all are remarkably versatile, high-quality keyboards that are both powerful and portable."

The top of the PSR-S Series line, PSR-S970, offers a new, larger VGA screen, superior sound innovation, vocal harmony features, pro-quality accompaniment features and comprehensive recording capabilities.

The PSR-S770 and PSR-S970 models also feature a powerful vocal cancel function that effectively cancels or suppresses the vocals and solos, letting users make their own "minus one" track and sing karaoke-style with just instrumental backing.

Each new Arranger keyboard in the PSR-S series also has an audio link multi pad function that lets users link their own audio files, such as sound effects and vocal phrases, and

trigger them from the multi pads as they perform.

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



## Taylor Ushers in Redesigned 900 Series

Taylor Guitars has redesigned its rosewood/spruce 900 Series. Developed by Master Guitar Designer Andy Powers, the guitars boast a refined package of premium appointments crafted from natural materials and incorporate many of the tone-enhancing innovations found in Taylor's 600 and 800 Series models, giving this class of rosewood guitars an updated voice and look.

The inspiration for the redesign began in 2014, as Powers was experimenting with wood thicknesses, bracing patterns, protein glues and other design enhancements for Taylor's 800 and 600 Series models. Because the 800 and 900 Series share the same tonewood

pairing of Indian rosewood and Sitka spruce, Powers applied a similar package of voicing refinements to the 900s.

In a nod to the sophisticated aesthetic identity of the series, Powers selected premium materials for the appointments, including ebony and koa wood, along with pink abalone, paua and mother-of-pearl.

One of the more notable new features is a hand-crafted ebony armrest on the lower bout.

The 900 Series will be available in the 914ce and 916ce and in limited First Edition models.

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



A New **GIANT** Tenor  
from a **TENOR Giant**

Working with George Garzone, Jody Espina has developed two larger tip openings. The new **GIANT** Tenor George Garzone Signature 9\* and 10\* models offer more harmonics and a darker tone, but you'll be amazed at how easy they are to play.



See us at  
**NAMM Booth # 511**



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# ACCESSORIES CASE

## Avoid Seasonal 'Dry Out' With MusicNomad's Case Humitar

MusicNomad's Case Humitar humidifier comes with a custom-designed holster with adhesive backing to securely fit in electric and acoustic guitar cases.

Guitar players may rest assured that their guitar is taken care of because of the high water content held in the Humid-I-Bar insert. The Humid-I-Bar holds 10 times its weight in water and has anti-drip properties engineered into it.

"We have done a lot of research on humidifier options in the market," said Rand Rognlien, product



developer and CEO of MusicNomad. "We found some leaked, were complicated, were a one-shot deal, dried out quickly or were expensive. We wanted to create an easy-to-use, safe, affordable, reusable and long-lasting humidifier for cases."

To use the Case Humitar, simply wet the Humid-I-Bar and place it in the holster. Using the adhesive backing, secure the holster to the guitar case liner. The Humid-I-Bar may be rehydrated with distilled water as needed for many years.

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



## GoPro Case Goes Waterproof

SKB's newest family of iSeries waterproof military grade cases designed for GoPro cameras and accessories are available for a compact single camera case up to a dual layer, six-camera case.

All four GoPro cases feature camera pockets that will accommodate any generation of GoPro camera, including the Hero 4 version. The single and dual cases have a single layer of foam that can hold additional batteries as well as accessories. The larger cases offer storage for additional cameras as well as a lower layer for accessory storage. The foam interiors are constructed with high-quality Stratocell foam with a contrasting red capped Cellu-Cushion polyethylene foam top.

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

## CruzTOOLS Debuts Soundhole Wrench

CruzTOOLS has rolled out its first product aimed exclusively at acoustic guitars, the GrooveTech Soundhole Wrench.

Many acoustic guitars manufacturers locate the truss rod nut inside the body at the neck's base. Adjustment is therefore necessary through the sound hole, sometimes through a brace to an unseen nut, making normal hex wrenches impractical. To address this application, CruzTOOLS developed the GrooveTech Soundhole Wrenches.

The hex blade was extended for improved access, and a ball-end tip eases fit into the

truss rod nut. Finally, a screwdriver-type handle provides confident adjustment and avoidance of damage to the finish. The blade and tip are made to precision tolerances using a professional-grade material. The tool is available in two sizes: 4-mm and 5-mm to address most makes and models of acoustic guitars.

[CruzTOOLS \(cruztools.com\)](http://cruztools.com)



## Levy's Classic Bag Returns

Levy's Leathers has reintroduced the affordable, now China-made, CM18L and CM19L.

These bags for electric guitar and bass guitar feature the classic saddle bag pocket of the original Canadian-made bag with all the protection, workmanship and attention to detail Levy's is known for.

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

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## Sabian Rushes In

To commemorate 40 years of Rush and the band's R40 tour — and 10 years of the Sabian Paragon line — Sabian has released four new Paragon models. The 17-, 19- and 22-inch crashes round out the line's offering of crash cymbals. In addition, the new 15-inch Paragon hi-hat offers drummers a larger hat.

The new Paragon Crashes are medium weight models with large bells to boost volume, a combination of wide-groove and pinpoint lathing for increased brightness and explosive response and hand-hammered bells for increased musicality. The medium weight hats offer fast and crisp response, and well-defined sticking.

Designed with Rush drummer Neil Peart, Paragon cymbals deliver musicality and power in cymbals that are always dynamic and responsive.

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



## Deering Offers New Affordable Banjo for Clawgrass Players

Deering has introduced the Clawgrass No. 2 Model, fashioned after the signature banjo created for Mark Johnson, the Award-winning banjo player who plays with Steve Martin.

Johnson created a style of banjo playing that is a combination of bluegrass and clawhammer techniques called Clawgrass. His music has created a large number of followers who want a banjo to create that Clawgrass sound.

The walnut open-back Clawgrass No. 2 is

created with the same intricate inlay pattern and wider neck shape made popular by the original gold-plated and engraved Deering Clawgrass banjo.

Made of a straight-grained California walnut and using white and gold pearloid to create the intricate original Clawgrass inlays on the black fingerboard, this banjo retails for \$3,999.

🛒 Deering Banjo Company ([deeringbanjos.com](http://deeringbanjos.com))

## Remo Dorado Cajons Feature Coil Spring Design

Remo's quality Dorado cajons are designed and hand-crafted in California using birch wood and two sets of three high-quality compression springs with over 400 coils each.

The Dorado cajon takes it back to the traditional fixed faceplate construction. This process seals the drum completely and enables the bass tones to resonate naturally. The Dorado's fixed faceplate delivers superior bass tone and snare separation with Remo's new, patent-pending Coil Spring design that forces the coil

springs against the back of the faceplate for optimum spring tension. There is no need to adjust wires. Replacing a set of Coil Springs is quick and easy with the

"Quick Wedge" design. The cajons are available in two finishes: all natural or amber body with a natural face.

🛒 Remo ([remo.com](http://remo.com))



## Recording King's Harmonella Resonates

Recording King's Dirty 30s Harmonella guitars are a throwback to the dry, throaty sounding department-store instruments that have become favorites of blues players and songwriters.

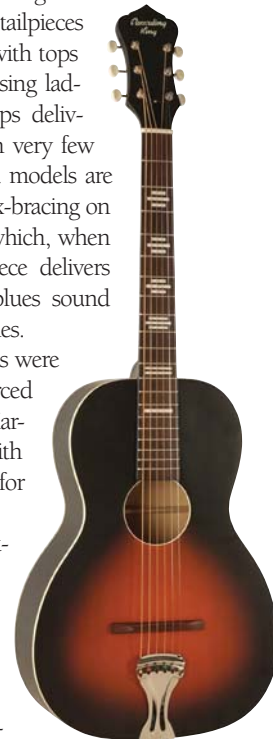
The Harmonella 0 and 000 are the first of the Dirty 30s Series with tailpieces. While based on vintage instruments, their tone benefits from modern building techniques. Historically, tailpieces were used on guitars with tops that were reinforced using ladder bracing. These tops delivered a dry sound with very few overtones. Harmonella models are built using traditional x-bracing on the solid spruce top, which, when paired with the tailpiece delivers a vibrant gutbucket blues sound with enhanced overtones.

The original models were made with steel reinforced necks, but today's Harmonellas are built with traditional truss rods for easy neck adjustments.

The classic aesthetics are as much a part of the Harmonellas appeal as its sound with classic-style fretboard markers, old-school bound soundholes and matte sunburst finish.

MAP: \$199.99.

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



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# BAND ROOM

## Alto Sax Designed for Masters

P. Mauriat's new Master Series 97A alto saxophone is designed for both professional classical musicians as well as commercial.

"We were convinced we could improve our altos in three key ways," said Craig Denny, vice president of band and orchestra at St. Louis Music. "Intonation was a big focus, but we also concentrated on ergonomics and making sure the 97A was as sonically pure as we could make it."

The Master-97A alto saxophone features two sterling silver octave pipes that add an element of denseness and warmth, along with the shimmer of a yellow brass body, bow and bell. The Master-97A features premium Pisoni pro 105 pads for a great tactile experience, and nylon resonators to improve tone.

The horn is finished in a honey-gold lacquer with traditional mother-of-pearl key touches, with a bow and bell engraved with traditional floral patterns by hand.

🛒 P. Mauriat ([pmauriatmusic.com](http://pmauriatmusic.com))



## JodyJazz Completes Major Factory, Office Expansion

JodyJazz has completed a major expansion of its facility in Savannah, Georgia, including additional factory space and new offices.

The company was in need of additional manufacturing capacity and increased office space due to significant growth over the past few years. The ensuing expansion has resulted in the tripling of its overall square footage.

Founded by Jody Espina in New York City in 2000, the company relocated to Savannah in 2008 and moved to its current premises in 2011. At the end of 2014, the company was able to take advantage of additional space that became available adjacent to its current premises and undertook a major building project to incorporate this additional space into its facility. In addition to the expansion of the

facility, the company has also increased its staff to 12 employees.

"Establishing this additional manufacturing space now was absolutely vital to ensure our continued growth," Espina said. "We really needed the additional space to house a third CNC machine, which is already online. We need the increased production capacity to keep up with the ever growing worldwide demand for our mouthpieces."

The expansion includes additional manufacturing space, new office space and the building of a dedicated showroom area. The new showroom is the centerpiece of the expansion. It features a glass showcase with the entire range of JodyJazz mouthpieces displayed, a stage, stage lights, a projector and

movie screen, and a video studio, as well as a small bar area and a pool table. The company will be offering factory tours.

🛒 JodyJazz ([jodyjazz.com](http://jodyjazz.com))



JodyJazz has grown to 12 employees, seen here standing next to their newest CNC machine in the newly expanded factory area.

## D'Addario Woodwinds Releases Slew of New Products

D'Addario Woodwinds' Reserve Soprano and Tenor Saxophone Reeds feature seven strengths, ranging from 2.0-4.5 and including a special 3.0+ (3.25) "quarter" strength. Each Reserve reed is made using D'Addario's digital vamping process. Reserve Soprano Saxophone Reeds are available in a 10-box. Reserve Tenor Saxophone Reeds are available in a 5-box. Both reeds will be offered in packs of two.

A new cork grease is one of the first woodwind accessories under the "D'Addario" brand. The cork grease is all-natural, made with a blend of natural and organic materials. Ideal for professionals and students of all levels, the new cork grease will be offered to dealers and distributors in multiples of 50, as well as special boxes of 12 that can function as a countertop point-of-purchase display.



The new Reed Guard keeps reeds safe and secure. The grooved surfaces prevent reed warping, and the soft elastomer cover is designed to securely yet gently hold any assortment of B-flat and E-flat clarinet reeds or soprano and alto saxophone reeds.

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

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NASHVILLE, TENNESSEE



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Event from 7 p.m.–8:30 p.m.  
*celebrate the best of music industry retail*

The awards dinner is free to NAMM members with badges (first come, first served).



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## Willcox Endorsed by Top Artists

Willcox Guitars recently expanded its artist roster to include guitarists Dann Glenn and Marc Cooper and bassist Mark Corradetti.

Glenn is a senior product endorser for the Atlantis HexFX Guitar Series. Well known in the realm of jazz-fusion and beyond, Glenn is acclaimed for his virtuosity and angular approach to melody.

Corradetti, also a senior product endorser, currently plays the Willcox Saber VL bass.

"The Saber VL is an amazing bass,"

Corradetti said. "It captures every nuance, every time, which allows me to trust in its performance, and play from my heart."

Guitarist, songwriter, producer and author Cooper serves as Willcox artist endorser and senior product advisory consultant. He currently leads a blues-rock band titled Marc Cooper and CoopDeVille. Cooper has also performed with such talents as Joe Walsh, Steve Howe and Danny Gatton.

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

## PreSonus StudioLive CS18AI Delivers Advanced Control

PreSonus has introduced the StudioLive CS18AI mix controller, a versatile, scalable, modular control surface for StudioLive RM-series rackmount, Active Integration digital mixers and PreSonus' Studio One DAW.

Networking with StudioLive RM32AI and RM16AI mixers via AVB Ethernet and PreSonus UCNET technology, the StudioLive CS18AI offers touch-sensitive motorized faders and enables complete hardware control of all mixer features, managing up to 64 channels.

The 19-inch, rack-mountable StudioLive CS18AI can control up to 64 input channels (with two cascaded StudioLive RM-series mixers) and the mixer's Fat Channel

processing section. It can be used concurrently with PreSonus UC Surface control software for Mac, Windows, and iPad, and QMix-AI personal monitor-control software for iPhone or iPod touch.

**PreSonus** ([presonus.com](http://presonus.com))



## Zildjian Presents Dealer Award to Dale's Drum Shop

Avedis Zildjian Co. presented its 2014 Outstanding Dealer Award to Dale's Drum Shop of Harrisburg, Pennsylvania. Dale's was recognized for its sales achievements in 2014.

"Our company saw solid sales growth from 2013 to 2014 thanks to the combined efforts of all our valued dealers," said Craig Zildjian, Zildjian CEO. "A special Zildjian CEO 'thank you' goes out to Dale's Drum Shop, who particularly achieved substantial, year-on-year sales growth with our brand."

**INFO** Zildjian ([zildjian.com](http://zildjian.com))

## Will it Loop?

As a follow-up to TC-Electronic's Ditto Looper, TC-Helicon's Ditto Mic Looper is taking what the original pedal offered to guitarists and bass players and offers it to anything else you can mic up.

To celebrate the release of the Ditto Mic Looper, TC-Helicon has put a series of acoustic instruments to the test asking: Will it loop? The company brought artists who are unfamiliar with the pedal into the

studio and let them use the Ditto Mic Looper in combination with a free choice of FX pedals. Results of the trials are featured on TC-Helicon's website.

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



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Booth #900

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## Kala Premier USA Elite Ukulele Series

Kala has introduced its first range of U.S.-made ukuleles. Kala's Elite ukuleles are hand-built at the Kala custom shop in Petaluma, California. The Elite line will initially consist of three series of instruments, all available in soprano, concert and tenor sizes, for a total offering of nine models.

Specifications include all solid Hawaiian koa, Honduras mahogany neck, ebony and rosewood fingerboards and bridges, bone nut and saddle, custom inlays and appointments, engineered intonation for precise tuning, hand-tuned tops and bracing for optimal

tone and volume. The fingerboard spacing of 1 1/2 inches is wider than most ukuleles, which increases the string spacing to give the fingers more room to maneuver. All models are strung with Kala Fluorocarbon strings.

The Kala Elite series is part of an expansion of Kala's U.S. manufacturing operation, which began in 2011 with the production of Kala's California U-Bass series. In 2014, Kala added U-Bass acoustic-electrics as well as koa and maple shell banjo ukuleles to its Petaluma-based production.

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

## CAD StagePass IEM Delivers Frequency Agility

The new CAD Audio StagePass IEM Stereo Wireless In Ear Monitor System combines frequency, agility, superior audio performance and ease of operation.

The StagePass IEM series system features 16-channel UHF frequency-agile performance for exceptional connectivity in crowded RF environments. Stereo operation enables discrete signals to be transmitted to the right or left channels for enhanced monitoring capability.

Featuring CAD MEB2 TruPitch balanced armature monitor earbuds with EasyFit silicon molds for a custom fit, the system ensures the highest level of audio reproduction with greater

isolation from stage bleed. A dynamic range of greater than 101dB and audio output power of 100mW into 32 ohms set the StagePass IEM apart from competitive systems. Other features include a shielded metal chassis transmitter, durable carry case, rack ears and an antenna relocation kit.

🛒 **CAD Audio** ([cadaudio.com](http://cadaudio.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](mailto:tkowalczyk@willcoxguitars.com), 949-463-4877) for dealer opportunities.

## Yamaha Expands Small Body Lineup

Yamaha has introduced the JR2S, a solid-top version of the Yamaha 3/4-size steel-string folk guitar.

Joining Yamaha's JR1 and JR2 small-body guitars, the JR2S is ideal for traveling musicians and students as well as players who find conventional neck profiles to be challenging to play.

The JR2S features a beautiful fit and finish, rosewood fingerboard

and bridge, mahogany back and sides and a nato neck. The solid spruce top on the instrument delivers superior tone and sound projection, which will improve as the guitar ages.

"Compact acoustic guitars have grown in popularity by leaps and bounds, and this new solid top model is a winner, featuring great build-quality and an unmatched price point," said Armando Vega, marketing manager, guitars, Yamaha Corp. of America. "The JR2S is fun, easy to play. Once a player picks it up, it is hard to put down." MSRP: \$300.

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

## BOSS DD-500 Pedal is Designed for Delay Fanatics

BOSS has debuted the DD-500 Digital Delay, a powerhouse effects pedal designed for hard-core delay fanatics.

Offering 12 different delay modes, high-quality sound, deep editing controls and patch memories, the DD-500 gives musicians unmatched BOSS flexibility for creating unique, inspiring sounds.

The battery- or AC-powered DD-500 delivers top-level stereo sound with 32-bit/96-kHz internal processing. A

wide selection of modern delay types includes Shimmer, Tera Echo, Pattern, Reverse and more. In addition, built-in emulations of vintage delays such as SDE-3000, RE-201 Space Echo and DD-2 are onboard as well.

Other convenient onboard features include patch memories, a phrase loop function, a graphic LCD and hands-on

controls.  
🛒 **BOSS** ([bossus.com](http://bossus.com))







## Congratulations to NAMM's 2015 Top 100 Dealers!

It's our honor to salute the following NAMM member retailers who set the bar for innovation, creativity and passion for music making.

ABC Music Store & Academy  
Alamo Music Center  
All County Music  
Amro Music  
Andertons Music Co  
Andy's Music  
Antonio Violins  
Arthur's Music Store  
Bailey Brothers Music Company  
Bananas At Large  
Beacock Music  
Bertrand's Music  
Bluedog Guitars  
Blues Angel Music  
Bridgepoint Music  
Brighton Music Center  
C.A. House Music  
Capo's Music Store  
Carter Vintage Guitars  
Central Instrument Co  
Chuck Levin's Washington Music Center  
Contemporary Music Center  
Creative Music Center  
Dietze Music House  
Easy Music Center

Eatmybeats  
Five Star Guitars  
Flute Pro Shop  
George's Music  
Gerry's Music Shop  
Guitar Center  
Guitar-Repairs  
Guitars Etc  
Heid Music  
Hell Creek Music & More  
Hollywood Piano Company  
Hot Licks Guitar Shop  
Instrumental Music Center  
Island Music Company  
Ken Stanton Music  
Kidder Music  
Kosmic Sound  
Kraft Music  
L.A. Music  
Larry's Music Center  
LAWK STAR Guitars  
Legend Music  
Lone Star Percussion  
Lowe Vintage Instrument Company  
Matt's Music

Merriam Music  
Metalstring Sound  
Middle C Music  
Mike Risko Music  
Mike's Music of Maryland  
Mississippi Music, Inc.  
Monster Music  
Music Authority  
Music Go Round  
Music Inc. of Louisiana  
Music Villa  
Musical Innovations  
MusicStoreLive.com  
N Tune Music  
NOVA Music Center  
Paige's Music  
Pellegrino Music Center  
Piano Gallery  
Plum Grove Music  
Progressive Music  
Progressive Music Center  
Quinlan & Fabish Music Co.  
Robert M. Sides Family Music Centers  
Royalton Music Center  
Sam Ash Music

San Diego Music Studio  
Santa Barbara Guitar Bar  
Schmitt Music  
Senseny Music, Inc.  
Shoreline Music  
Skip's Music  
Spicer's Music  
Springfield Music  
Strings and Beyond  
Summerhays Music  
Ted Brown Music  
The Acoustic Shoppe  
The Candyman Strings & Things  
The Guitar Dude  
The Music Den  
The Music Room  
The Music Store  
The Music Zoo  
Tobias Music  
Uncle Ike's Music & Sound  
Vintage King Audio  
Wentworth Music  
West Music  
White House of Music  
Wondersound Music

Pick up tips for creating a winning entry and find out how to enter next year's Top 100 Dealer Awards competition by visiting the NAMM Member Center, located in the lobby on level 3.



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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





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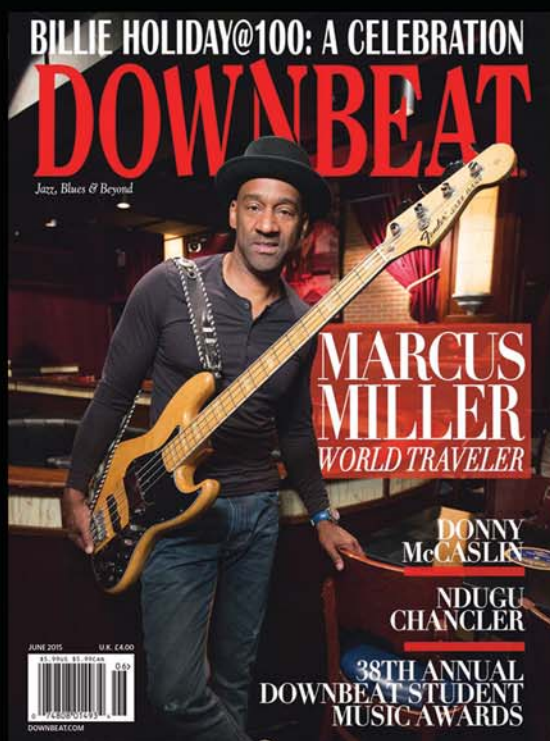
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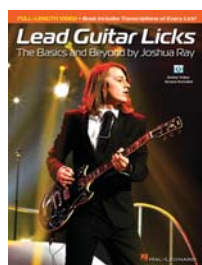
SUE MAHAL  
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# Hal Leonard Offers Joshua Ray Guitar Lick Package

Hal Leonard has introduced *Lead Guitar Licks*, a book/online video package containing lessons and demonstrations from Joshua Ray, one of today's most talented guitarists.

Guitarist for country artist Shania Twain, Ray brings his A-game to this exclusive instructional book and video pack, featuring full video lessons with demonstrations and discussions of every lick and concept.



rock, blues and country lick lessons take players deep into the anatomy of each idea through examination of their applications, variations, scale sources, possibilities and beyond. The accompanying book includes easy-to-use rhythm tab notation for every lick and scale in the video. The video files are accessible for download and/or streaming at [halleonard.com/MyLibrary](http://halleonard.com/MyLibrary) using the unique code printed in the book. MSRP: \$19.99.

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

Much more than a guitar lick book, Ray's



## Kala 5-String SUB U-Basses Go Even Lower

Kala has introduced a five-string SUB series of solidbody U-Basses, the latest addition to the company's line of short-scale bass instruments.

Since 2011, the SUB series has offered an affordable four-string alternative to Kala's U.S.-manufactured solidbody basses. Fans of the four-string models have consistently asked about the possibility of a five-string model. Kala has answered that request with four new

models for 2015.

The new five-string SUB models are equipped with Kala's proprietary polyurethane strings, a Shadow active pickup system with volume control and two-band EQ, Custom Hipshot licensed tuners and Graph Tech Black Tusq self-lubricating nut.

Five-string fretted versions are available in sunburst, cherryburst, red and black finishes. 🛒 Kala ([kalabrand.com](http://kalabrand.com))



## Peavey Powers Dark Matter Speakers

Peavey's Dark Matter speaker enclosures feature an advanced DSP-equipped power section. These high sound pressure level enclosures include four models: the DM 112, DM 115, DM 118 Subwoofer and DM 115 Subwoofer.

The Dark Matter LCD display and associated selector knob lets users choose

parameters of operation for the DSP-based EQ. This includes bass and treble control access as well as EQ presets for different applications or speaker positions/locations. These presets provide users with a highly flexible method of configuring the powered speaker system for a specific use with minimal time and effort. Fan-cooled for maximum reliability, the speakers feature Peavey's Quadratic Throat Waveguide technology.

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



## Reverend Descends Into Tonal Depths

Reverend's Descent RA offers a baritone design with a 26-3/4-inch scale neck that's long enough to deliver thunderous lows, yet short enough to play like a normal guitar. Strategically positioned Railhammer Chisel pickups keep the tone tight, and its custom SIT 12-68

gauge string set (available separately) features a plain 3rd for easy bending. Feeling the itch for that baritone growl, but don't want to feel like you're playing a bass? The Descent RA is your ticket.

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

# MARKETPLACE

## Grundorf

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# NAMM Today

Friday, July 10, 2015

## Today's NAMM Foundation Workshops

### Learn More About Import/Export Requirements

11 a.m.–Noon, NAMM Member Center, Lobby

Hear the latest updates on wood import regulations, including an update on formaldehyde and California Proposition 65, as well as proposed ivory regulations. NAMM members affected by regulations related to formaldehyde requirements and impacting the shipment of plants and animal products are encouraged to attend.

### Protect Your Brand:

### Intellectual Property Forum and Roundtables

1 p.m.–2 p.m., NAMM Member Center, Lobby

Protecting and managing intellectual property (IP) is a critical part of business strategy. Join us for today's IP Forum and Roundtable, featuring IP experts Susan Anthony and Richard Cole from the United States Patent and Trademark Office (USPTO); and Lynne Beresford and Alan Datri, World Intellectual Property Organization consultants. Attendees will also receive a recap and takeaways from spring 2015 IP Academy attendees.

### Patent IP Forum and Roundtables

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

Hosted by Richard Cole, Deputy Director, International Patent Legal Administration, USPTO, joined by World Intellectual Property Organization (WIPO) Consultant, Alan Datri. Topic: Patent Basics, U.S. and International, including the Patent Cooperation Treaty (PCT) and the Hague System

### United By A Shared Mission:

### NAMM Foundation Partner Reception

4 p.m.–5 p.m., NAMM Member Center, Lobby

Drop by for a special NAMM Foundation Partner Reception, where you can learn more about the organizations that share our industry's mission. Soft drinks and snacks will be served.

### Join Us at Today's NAMM Young Professionals Event

4 p.m.–6 p.m., Room 205

Are you a NAMM member under the age of 40 who'd like to network with other emerging industry leaders? If so, join us for the NAMM YP event, where we'll kick things off with a special keynote from **John D'Addario III from the multi-generational D'Addario & Co.**, who'll discuss his industry experiences and answer questions. Stick around afterward for a group roundtable discussion, followed by a networking happy hour.



John D'Addario III

### The Fifth Annual Top 100 Dealer Awards

Doors open 6 p.m.; Event begins at 7 p.m. • Davidson Ballroom



Join us immediately after show close for dinner, drinks and some great live music at the Fifth Annual Top 100 Dealer Awards, hosted this year by **CMT's Cody Alan**. In addition to honoring the Top 100, we'll also announce the winners of the seven "Best of" categories and reveal the 2015 Dealer of the Year. The awards dinner is free to NAMM members with show badges (first come, first served).

# 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

discuss their experiences and insights on the audio and sound industry. The panel includes pioneering producer and songwriter Gail Davies, pro studio engineer Sarah Emily Parish, and Ryman assistant stage manager and live sound engineer Heather Guthrie.

3:30 P.M.

### Create a Successful Year-Round Promotions Calendar

Want to avoid the stress that comes with the peaks and valleys of retail? Keep traffic and sales flowing year-round? 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. He'll share his strategy for effectively scheduling promotions and also discuss examples of successful promotions, including student showcases, clinics, parties, manufacturer events and more. Discover how to take your own promotional strategy to the next level.

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 Event

Music City Center, Room 205

Join NAMM YP for its bi-annual event, this time, featuring keynote speaker John D'Addario, president of D'Addario.

**4 P.M.**

### HOME AND PROJECT STUDIO ACOUSTICS

From the project studio to mobile situations 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 facing the recordist and musician.

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. They'll give you critical questions to ask when evaluating your store's website and offer examples of best practices to help you improve your site's effectiveness.

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" and "Best Store Turnaround."

## 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

This year marks the 10th anniversary of "Best in Show." To celebrate, 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. These are the standout products you'll want to see before you go home — gear that's certain to be a big deal in the fourth quarter. You might just find out about your next runaway best-seller.



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 reveal what it has been working on, both internally and with its partners. Find out about the engineering going into Windows 10 and beyond to better support musicians. See how partners use such capabilities as touch and active pen. Dream about the very real possibilities of virtual performance and augmented reality through devices like HoloLens. Discover how the maker culture and music cultures are coming together to build new devices and capabilities for music performance.

10:30 A.M.

### 10 Tips for Killer Guitar Tone (Double Session)

Are you on a never-ending quest for perfect guitar tone? Then you'll want to be at this special session with 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. He'll also offer helpful gear suggestions and discuss best practices for recording guitar in the studio. Don't miss this chance to make a big difference to your tonal palette.

**4 P.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)



All Idea Center sessions are held in booth 654.

Join Laura B. Whitmore, editor of *Acoustic Nation*, for an intimate one-on-one conversation with hit songwriter Tom Shapiro. A member of the Nashville Songwriters Hall of Fame, Shapiro has had 57 top 10 hits, including 26 No. 1 singles. This session will cover songwriting inspiration, technique, business insight and much more, giving you an intimate look at what it takes to make it as a songwriter pro.

**11:30 A.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. Expect a lively discussion with some of the most creative designers in the music products industry.

**12:30 P.M.**  
**2020 VISION: THE FUTURE OF LIVE PERFORMANCE**

**A3E Architects of Audio Series**  
 Touchscreen instruments and multi-dimensional controllers may be unconventional to the traditional musician, but to the next generation of performers, these forward-thinking products will unleash creativity and define the next decade of music. Explore the future of next-generation instruments for live performance.

**1 P.M.**  
**MOBILE & MUSIC TECHNOLOGY FOR PRODUCTION + PERFORMANCE**

**A3E Deep Dive Session**  
 Is the desktop era finally coming to an end? Mobile technology bolsters creativity with an array of new control surfaces, portability and expressive capabilities. 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. They'll delve into news release composition, news distribution, tips for pitching and insider PR success

secrets.

**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. They'll talk about everything from the politics and networking to the decision-makers that make things happen.

**2 P.M.**  
**THE FUTURE OF GUITAR TECHNOLOGY**

**A3E Architects of Audio Series**  
 Stringed instruments are now capable of controlling your pedalboard, your computer, sequencing MIDI data, and even sophisticated live rigs for lighting and special effects. 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**  
 A panel of A3E experts explores strategic partnerships between leading MI manufacturers and the global tech giants. 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)**

This session, hosted by social marketing experts Tom Gilbert and Laura B. Whitmore of Mad Sun Marketing, will give you insight into best practices for a variety of social media platforms, including Facebook, Instagram, Twitter, YouTube and more. You'll also get suggestions for taking advantage of messaging and advertising features, such as boosted posts. Discover how to make the most of your social media efforts.

**3:30 P.M.**  
**2020 VISION: THE FUTURE OF SONGWRITING TOOLS AND APPLICATIONS**

**A3E Architects of Audio Series**  
 The journey from cassette tape to DAW has left many musicians challenged to keep up with the tools of the trade. The latest trend is to make the tools simple and more intelligent, offering songwriters less to learn and more to gain from their high-tech equipment and software. 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

Friday, July 10, 2015

**This Morning's NAMM U Breakfast Session**  
*Breakfast Served With a Side of Important Industry Insights*

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

**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**

It's never been more critical for music businesses to know what connects with customers online—and what doesn't. Join Larry Bailin, who Yahoo's marketing team called "one of the top minds in the business," as he shows what it takes to cut through the noise online, identify the difference between opportunity and hype, and convert clicks to sales. You'll also discover why some brands get huge results by going beyond average, why local has become the new global and the truth about using social media for your business. Find out what it takes to succeed online and get more customers for less money. Don't accept average marketing again!

**NAMM Idea Center Spotlight**

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

**Essential Tips for a Successful  
 YouTube Channel**



**10:30 a.m., NAMM Idea Center, Booth 654**

Chicago Music Exchange has one of the most popular YouTube channels in music retail, boasting more than 100,000 subscribers and the hugely popular "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? Chrissy Hansen, marketing director of Chicago Music Exchange, will show you realistic and proven ways to make video an integral part of your retail marketing strategy.

**TEC Tracks Standout**

*Free Pro Audio and Technology Sessions*

**Studio Master Class: Quality Sound**

**2 p.m., TEC Tracks, Booth 354**

Multiple GRAMMY- and ACM-award-winning producer/engineer Chuck Ainlay of METAlliance has worked with legendary artists, including Miranda Lambert, Mark Knopfler, George Strait, Taylor Swift, Lee



Chuck Ainlay

Ann Womack, Steve Earle, Lyle Lovett, Emmylou Harris and The Dixie Chicks. Hear Ainlay discuss the importance of High-Resolution Audio and ways to improve the art of music recording. He'll be interviewed by Bill Gibson of Hal Leonard.

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).

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# SCHEDULE

FRIDAY, JULY 10, 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.



Top 100 Dealer Awards, 6 p.m.



Live music before the Breakfast Session.

## 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, who Yahoo's marketing team called "one of the top minds in the business," for this forward-thinking Breakfast Session. Bailin is an Internet marketing pioneer, best-selling author and digital pacesetter. He'll show you what it takes to cut through the noise online, identify the difference between opportunity and hype, and convert clicks to sales. You'll also discover why some brands get huge results by going beyond average, why local has become the new global and the truth about using social media for your business. Find out what it takes to succeed online and get more customers for less money.

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 more than 100,000 subscribers and the hugely popular "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 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. Sweetwater has one of the most successful and forward-thinking websites in retail. In this special double session, Ross will look at the nuts and bolts of a powerful website, discussing everything from do's and don'ts to best practices from Sweetwater.

#### 11 A.M. STORIES FROM THE STUDIOS

Moderated by P&E Wing Managing Director Maureen Dronney, the panel will feature top Nashville producers and engineers.

12 A.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. Get quick results that will show up in your cash register right away.

#### 12 A.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. Hear the truth about near-field monitoring anomalies, understand the challenges of and solutions to getting good bass response, and find out how to set up the most important element in your control room.

12:30 P.M.

#### Effective Online Marketing Ideas From Top 100 Dealers

Join Menzie Pittman of Contemporary Music Center to discover proven online marketing tactics from NAMM Top 100 Dealers. He

and his panel of expert retailers — including Christie Carter of Carter Vintage Guitars and Paul Decker of Music Villa — will look at best practices in everything from websites, Google, Instagram, YouTube, Facebook, blogging and e-blasts.

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, including Carol Cook with The Music Room and Menzie Pittman of Contemporary Music Center, will show you how to survive the attack of 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. You'll walk away with proven strategies for selling used and new gear on the site, tips for photography and item descriptions, customer service guidelines that can optimize your business, and ways to streamline packing and shipping.

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. Discover how to get customers into your store and keep them coming back again and again.

#### 2 P.M. STUDIO MASTER CLASS: QUALITY SOUND

Multiple Grammy- and ACM-award-winning producer and engineer Chuck Ainley of METAlliance has worked with legendary artists, including Miranda Lambert, George Strait, Taylor Swift, Lyle Lovett and The Dixie Chicks. Hear Ainley discuss the importance of high-resolution audio and ways to improve the art of music recording. He'll be interviewed by Bill Gibson of Hal Leonard.

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. Looking at the "why" and the "how," Christie will show how offering a maintenance agreement can increase sales and customer loyalty while helping your repair department operate more profitably.

3 P.M.

#### Sure-Fire Ways to Improve Your Collections

Don't let delinquent payments and no-pays drain your bottom line. Take control of your collections! 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

CONTINUED ON PAGE 20

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