

UpBeat

The Official **NAMM** Show Publication

DAILY



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TURN IT UP!



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WELCOME TO SUMMER NAMM!

Crank up the A/C and your store's profits by engaging in the numerous Idea Center sessions, TEC Tracks and great business discussions at Summer NAMM 2016. To get a jumpstart on the first day of the show, here are a few exhibitors *UpBeat Daily* captured setting up their booths.

1. Casio's Mike Martin shows off the new GP-400BK, the latest addition to the company's CELVIANO Grand Hybrid lineup. 2. Cool Wind's Richard and Terry Lewis highlight the Cool Wind euphonium. 3. From left: Rick Taylor displays the Vintage Gordon Giltrap Signature model, Trev Wilkinson holds the Fret-King Country Squire Fluence and Brad Kirkpatrick spotlights the Vintage V100 AFD Paradise at RBI Music's booth. 4. The Kala crew shows off the new Elite Series at their booth on Wednesday. From left: Kala's Sam Smiley, Rick Carlson, Ryan Haugh, Dan Van Heuklum and Nick Hernandez. 5. Yamaha launched a new program Tuesday called "Succession Advantage" for retailers. The half-day learning program gave retailers insights into the essentials of succession planning for their businesses. From left: succession-planning attorney Thomas P. Coscia, Yamaha's Tom Sumner, wealth management expert Jaimie Blackman, CPA Alan Friedman and Yamaha's Roger Eaton. 6. Martin's Chris Martin holds up the D-1 Authentic 1931 dreadnought guitar, which is based off the first Martin-branded dreadnought, in the lobby of the Music City Center.

MORNING BREAKFAST SESSION



THE NAMM RETAIL SUMMIT

Join Joe Lamond, NAMM president and CEO, in the Davidson Ballroom of the Music City Center.

Breakfast of Champions
Page 30



ToneWoodAmp's Acoustic Innovation
Page 17



Dynaudio Excels in Low Volume
Page 12

SUMMER NAMM MOVES!

Don't freak out when you get to the top of the escalator at the Music City Center! Just take a right and go down the hall. Summer NAMM has moved, just a little, to Halls C and D this year.

D'Angelico

NEW YORK



MICHAEL FRANTI
WITH HIS EXL-1



NAI PALM
OF HIATUS KAIYOTE
WITH HER CUSTOM EX-55



BOB WEIR
OF THE GRATEFUL DEAD
WITH HIS EX-DC

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NAMM SHOW NEWS

BRIEFS

Godin Rebrands Seagull Line

Godin will highlight its newly rebranded Seagull line of acoustic guitars, which made its debut at this year's NAMM Show in Anaheim, California. The rebranded line features a new logo and new website. Godin will also showcase the Seagull S8 acoustic mandolins, as well as the Art & Lutherie Tres guitar.

🛒 **Godin (godinguitars.com)**



Kala Adds Three

Kala has released the 2016 collection of its Elite ukulele series. Elite ukuleles are designed, built and assembled at the Kala USA custom shop in Petaluma, California. The 2016 lineup is comprised of three different series: Elite Koa Ukulele 1, Elite Koa Ukulele 2 and Elite Koa Ukulele 3. Each series from 1 to 3 offers their own distinct and striking Hawaiian Koa wood patterns with each level revealing an increasing amount of flame and figuring. All three series are available in soprano, concert and tenor sizes.

🛒 **Kala (kalabrandmusic.com)**



MusicNomad Launches New Site

MusicNomad Equipment Care has launched its new website, musicnomadcare.com. The site includes a Product Advisor feature, which offers care and cleaning advice for various styles, finishes and instruments.

Once determined, the next screen highlights the parts of the string instrument offering care tips, product suggestions and demonstration videos.

🛒 **MusicNomad Equipment Care (musicnomadcare.com)**

The Loar Goes Vintage

The Loar's LH-306T starts with the fundamentals for electric archtop tone — a maple top, back and side — for a resonant, fully hollow body. The LH-306T features, Loar-a-tron pickups and a Bigsby B70 tremolo, plus a Florentine cutaway for easy upper fret access and Kluson tuners. From smoother acoustic tones to aggressive power chords, the Loar's thinbody archtops deliver style, elegance and

power for players who want vintage inspiration in an impressive package.

🛒 **The Loar (theloar.com)**



Joe Lamond and Mark Goff

WELCOME TO NASHVILLE!

We're glad you took advantage of this opportunity to set your company up for success in the second half of 2016.

While you may not have control over an uncertain economy, you can still steer the course of your own destiny. If you're in search of solid business-building ideas, important industry trends and groundbreaking products, there's no better place to find them than at Summer NAMM.

As you'll see, our show floor has continued to grow — not only adding more than 100 new companies to the Summer NAMM lineup, but also welcoming back many of our previous exhibitors. With so many cutting-edge music and pro-audio products to choose from, you're sure to encounter everything you need to set your store apart during the busy fall and holiday selling season.

You'll also discover a wide array of free professional education opportunities taking place throughout the show. In addition to the powerful, business-building tips being shared at the daily Breakfast Sessions and Idea Center sessions, you may want to take advantage of our TEC Tracks sessions as well — designed for sound, stage and

studio professionals, but beneficial to anyone in business with an interest in bolstering their pro-audio offerings.

We'll also highlight a variety of outstanding "best practices" at tomorrow night's Top 100 Dealer Awards, as we honor our industry's most proactive retailers and reveal the identity of our 2016 Dealer of the Year. But first we invite you to join us tonight at 6 p.m. for our exclusive Summer NAMM Opening Party on The Terrace, where the legendary Charlie Daniels Band will perform live on the NAMM Nissan Stage. It's sure to be an enjoyable evening of good food, great music and quality time spent with friends.

And while there's so much to see and do at Summer NAMM, we encourage you to check out all of the fantastic restaurants, nightlife and music that Nashville has to offer. After all, there's nothing like a little time spent in Music City to remind you of why you got into this crazy business in the first place.

Martin Celebrates Dreadnought

To continue the celebration of the 100th anniversary of the dreadnought, Martin will debut two new models at Summer NAMM — the D-1 Authentic 1931, which closely replicates the first branded Martin dreadnought made in 1931, and the CS-Bluegrass-16, a dreadnought model limited to 100 guitars and inspired by the pre-WWII D-28 "Herringbone" Martin guitars. Also, the documentary, "The Ballad of the Dreadnought," narrated by actor and musician Jeff Daniels will be shown daily at 2 p.m. for NAMM attendees in Music City Center, room 205.

🛒 **Martin (martinguitar.com)**



Blackstar Hits the Club

Blackstar's limited edition HT Club 40 Deluxe is covered in a black basketweave tolex and features cream piping and black Artisan fret cloth. This 40-watt amp comes loaded with two ECC83 pre-amp tubes and two EL 34 power tubes. Plus, the upgraded Celestion A-Type speaker enhances the tone of the amp with improved low-end response, increased headroom, and a smoother top-end. Equipped with two channels and four footswitchable modes, this HT Club 40 Deluxe is the ideal gigging tube amp for club-sized venues.

🛒 **Blackstar (blackstaramps.com)**

Boss Celebrates 40 Years of Chorus

Boss has debuted the Waza Craft CE-2W chorus. Introduced in 1976, the CE-1 Chorus Ensemble was the first chorus effect in pedal form. Three years later, the CE-2 Chorus brought this original Boss effect to its compact pedal lineup. The Waza Craft CE-2W brings these Boss classics to today's players. Standard mode reproduces the original CE-2 sound, which can now be further enhanced with the CE-2W's stereo output capability. CE-1 mode includes both chorus and vibrato, authentically reproducing the original's distinctive sounds.

🛒 **Boss (bossus.com)**



Ernie Ball Gets Expressive

Ernie Ball will showcase its Expression Series effects pedals at this week's show. The Expression Overdrive and Ambient Delay hybrid pedals allow dynamic foot-control, giving players more sonic expression than traditional stomp pedals.

The Ernie Ball Expression Overdrive delivers everything from a hint of natural tube-amp-like overdrive and rhythm crunch to searing lead tones. It features

settings for drive, boost and tone, with a foot-sweepable overdrive control.

The Expression Series Ambient Delay hybrid provides 50 milliseconds to 1 second of delay time layered with reverb, for everything from slap-back to extended repeats. It features settings for delay time and feedback, reverb level, and a foot-sweepable effect level control.

🛒 **Ernie Ball (ernieball.com)**

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BOOTH #901

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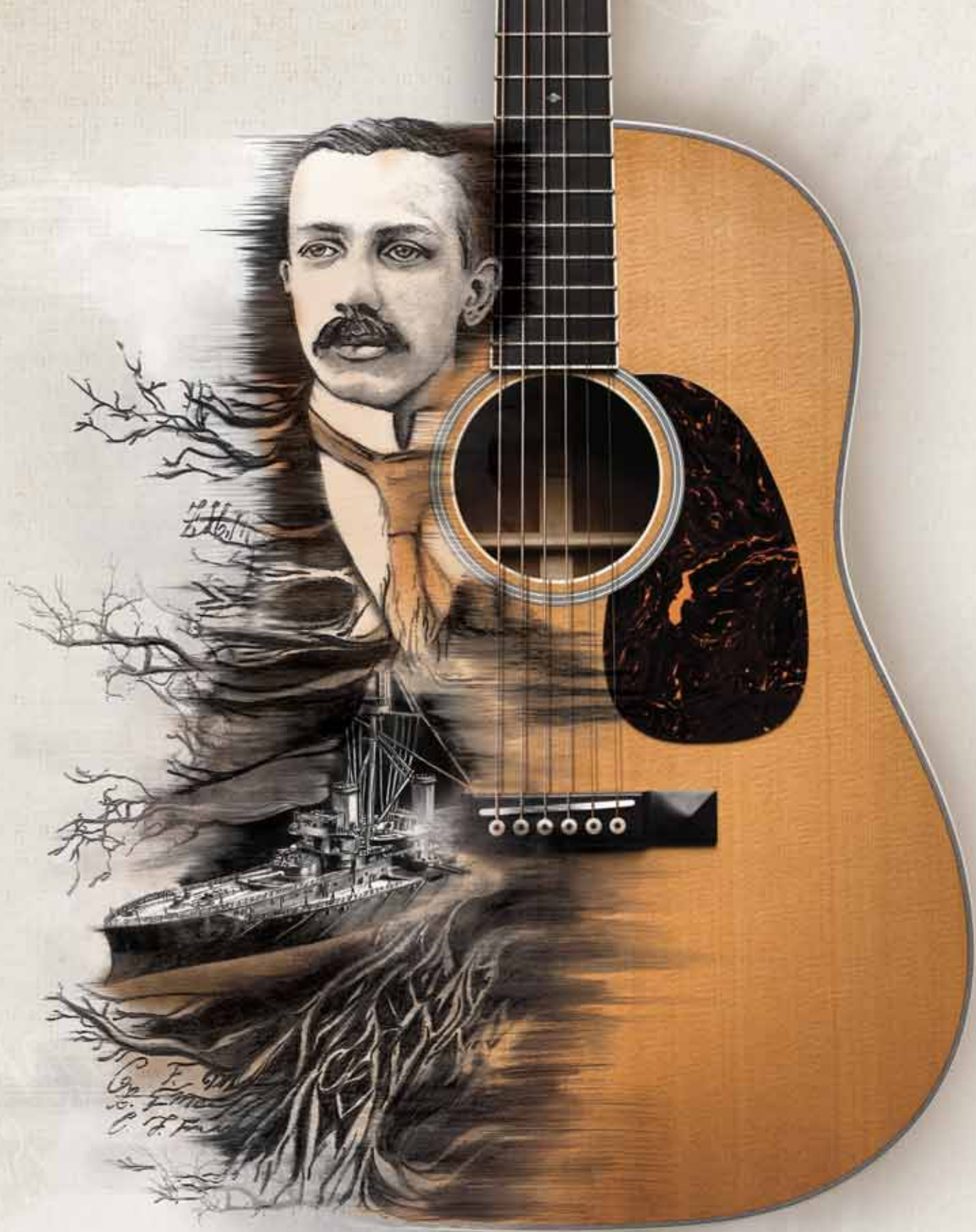
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GUITAR WALL



Michael Kelly Expands Mod Shop Program

Michael Kelly Guitars has released the Mod Shop 50 Burl Deluxe, the latest guitar in its Mod Shop program. This new model is a customized version of Michael Kelly's burl and gold adorned Custom Collection model. Created in collaboration with Seymour Duncan pickups, the Burl Burst comes equipped with the best-selling Duncan Quarter Pounder set, which delivers fat, sparkly tones. The Seymour Duncan Quarter Pound Lead and Rhythm pickups provide humbucker-level punch and saturation in a true single-coil package.

The Michael Kelly Quad Mod electronics modification was also added to the Burl Burst. The MK Quad Mod expands sonic options by replacing the standard three-way switch with a four-way switch, adding a fourth pickup setting that turns on both neck and bridge pickups in series to create a thick, punchy humbucker-inspired tone.

MK die-cast tuning keys, a T-Vintage ash-tray bridge and gold hardware complete the exotic look.

🛒 **Michael Kelly** (michaelkellyguitars.com)



Ernie Ball Showcases 'Old Smoothie' Bass

Ernie Ball Music Man's 40th Anniversary edition of the StingRay, nicknamed "Old Smoothie," was named for a prototype from 1976 — designed by Leo Fender and gifted to Sterling Ball — and features a one-of-a-kind design and unique tonal characteristics.

The bass features a rare 10-pole piece pickup design, resulting in a smooth, full tone that gives "Old Smoothie" its name and is reminiscent of the vintage '70s Music Man

StingRay sound. Over the last four decades the StingRay has been played by such players as John Deacon of Queen, Marcus Miller and Lenny Kravitz.

"We recently revisited the bass and were knocked out by its rich, deep, beautifully sweet tone," said Sterling Ball, Ernie Ball CEO. "We knew we had to make it available to today's bass players and celebrate one of the most iconic instruments of our time."

🛒 **Ernie Ball Music Man** (music-man.com)

Schecter's Loomis Guitar Boasts Comfort

Built with the same quality and construction as its six-string counterpart and featuring a swamp ash/quilted maple body and set in maple/maple neck, Schecter's Jeff Loomis Cygnus J LX7 FR is everything you'd expect from a Loomis model.

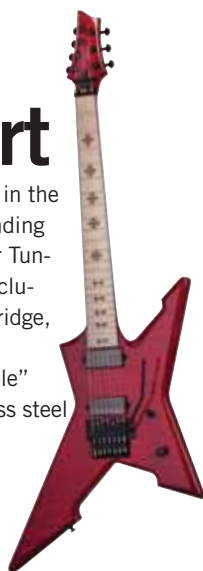
This 24-fret guitar has a 26 1/2-inch scale, 16-inch radius and comes equipped with new signature Jeff Loomis Seymour Duncan Pickups, making it a shred machine.

A new contoured "X" body style paired with the light weight of the swamp ash body

makes for great comfort in the studio or on stage. Rounding the guitar out are Grover Tuners and the Schecter Exclusive Floyd Rose 1500 bridge, providing precision tuning stability, a "no wobble" tremolo arm and stainless steel appointments.

MSRP: \$1,699.

🛒 **Schecter** (schecterguitars.com)



Prestige's Troubadour Boasts Maple, Mahogany Combo

The Prestige Troubadour by Prestige Guitars is a single cutaway solidbody guitar, boasting a killer combination of a solid, carved Canadian Maple top and solid mahogany body and neck. The guitar is finished in satin/matte black with cream three-ply binding surrounding the body, and a cream bound neck and headstock. The Troubadour features

an ebony fingerboard, and clean, understated, offset mother-of-pearl dot inlays. Hardware includes all-nickel TonePros magnetic locking bridge and saddle and 18:1 Grover Tuners. The Troubadour is also loaded with a pair of nickel-covered Seymour Duncan Humbucker pickups.

🛒 **Prestige Guitars** (prestigeguitars.com)



Danelectro's Vintage 12 Recreates Vintage Jangle

LPD Music has debuted the new Danelectro Vintage 12 string. The Vintage 12 is manufactured in Korea and features the traditional Danelectro D59 double cut design.

A semi hollowbody with F-hole and two 56 vintage lipstick pickups help to re-create the familiar vintage 12-string jangle and tones. The guitar is available in three vintage finishes — Aqua, Metallic Red and Vintage White.

🛒 **LPD Music** (lpdmusic.com)



Fret-King Jorgenson Artist Model 'Oozes Classic Style'

Designed in conjunction with Trev Wilkinson, the new Fret-King Black Label 'JJ' John Jorgenson artist guitar boasts a chambered body with faux "F-holes" and is made from American Alder with a Canadian maple neck matched to an Indian Rosewood fingerboard. The Wilkinson WTB fixed bridge provides solid anchoring to the guitar, unparalleled sustain and ultimate tone transfer thanks to its three self-intonating brass saddles and cold roll steel chrome-plated bridge/pickup surround.

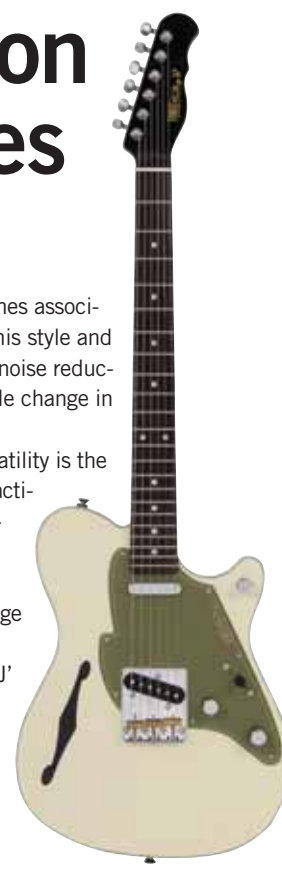
A Wilkinson/JJ WV0BT bridge pickup matched to a WTN/JJ neck pickup are coupled with two auxiliary 'ghost' coils under the JJ's unique pickguard. These are activated with a push-push switch on the tone control, and as per Jorgenson's request, these switch

between single coil tones associated with a guitar of this style and a true hum canceling noise reduction with no perceptible change in sound or tonality.

Adding to this versatility is the "Vari-Coil," (which is activated by the third control knob on the lower front bout) dialing in extra boost on the bridge pickup.

The Black Label 'JJ' oozes classic style and holds its own in every playing situation.

🛒 **Fret-King** (fretking-vintage.com)



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DRUM PAD



Meet Adoro Drums

The Adoro Drums brand includes the City Lights Maple Series, the Worship Series as well as Adoro drumheads and Ultra-Tone Silent sticks and beaters from Lidwish Solutions.

The City Lights Maple Series is made of high-quality materials, accurate manufacturing and features a distinctive sound. The City Lights Custom is a true custom instrument, custom built to meet the player's dream sound and look. The City Lights Custom Sets

are not limited in choices of shells and sizes.

The Worship Series offers slightly thicker shells to give more attack and volume, and the lacquer finishes let them. Adoro doesn't believe a drum set has to be mic'd to sound good, so it does not build semi-acoustic drums. Therefore with each series, Adoro Drums offers optimum sound, with the features you expect from a professional drum set.

🛒 [**Adoro Drums \(adoro-drums.com\)**](http://Adoro Drums (adoro-drums.com))

Promark's ActiveGrip Coating Available on Wide Variety of Models

Promark by D'Addario has announced that its patent-pending technology ActiveGrip, a heat-activated drumstick coating, is now on a wide variety of models. The coating made its debut on the Glenn Kotche Active Wave 570 — a collaboration between Wilco drummer Glenn Kotche and the drumstick maker.

The ActiveGrip technology will be

available on eight stick models in addition to the Kotche ActiveWave 570. The technology behind the heat-activated coating makes the stick tackier as the player's hands heat up and sweat, offering a smooth, natural feel instead of the typical rubbery texture many drummers find uncomfortable.

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



Pearl Adds Three USA Galaxy Flake Finishes

Pearl's three new finish options are available in two all-maple shell packs.

Each new Decade Maple kit showcases high-density Galaxy Flake sparkle finishes for a dual-dimensional visual effect. Options include Ocean Galaxy Flake, Crimson Galaxy Flake and Slate Galaxy Flake wraps made exclusively for Pearl by Delmar USA.

Introduced at The NAMM Show 2016 in celebration of Pearl's 70th anniversary, Decade Maple drums' quality is the final product of 10 years of process and material refinement. Decade's cross-laminated six-ply

SST all-maple shell projects with authority, reacting quickly to the stroke with resonant highs and thundering lows.

"Delmar USA is the leading supplier of wrapped finishes to the boutique drum market," said Terry West, Pearl Corporation CEO. "Custom touches like this truly set Decade Maple drums apart from other kits in their price range. We are proud to be able to offer these five piece shell packs at the same \$699 street price as the original lacquer version."

🛒 [**Pearl Drums \(pearldrums.com\)**](http://Pearl Drums (pearldrums.com))



Sabian Adds Vanguard Cymbals

Sabian has added the Vanguard cymbals to its Remastered HH line. Like all HH cymbals, Vanguard models are fully hand hammered, however they feature a few key differences. Vanguard cymbals employ pin-point lathing, rather than traditional lathing. Also, Vanguard cymbals are thinner and lighter, with smaller bells and extended profiles overall. The result is a clean, woody stick definition.

Drummers who prefer dark cymbals with fast responses will enjoy HH Vanguard

cymbals, especially fans of the HHX Evolution line. They provide a crystalline complexity of sound that is always musical. Choose the 16- or 18-inch for immediate responses, or the 20-, 21- or 22-inch for less overall wash.

The 14-inch Vanguard Hats deliver an ultra-smooth transition from a fat, meaty foot "chick" to a dry closed stick sound. They are completely raw on the bottoms, and lathed only on the outer 2-inch area of the tops, lined the rest of the way to the cup.

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

Drumeze Grips Reduce the Shock

Drumeze Drumstick Grips by A.R. Products are the original patented drumstick grip that helps reduce the shock of playing drums. The grips were created to help beginners and professionals reduce the potential of injury while playing drums. Drumeze Drumstick

Grips also come in Extra Grip for the drummer wanting more shock reducing benefits. These grips wick away sweat during playing, so players don't have to worry about dropping a drumstick.

🛒 [**Drumeze \(drumeze.com\)**](http://Drumeze (drumeze.com))

Evans Offers Synth Alternative

The Evans '56 is a new series of products geared towards drummers looking for a vintage look and sound. Making its debut in this new series is a line of Calfitone drumheads — a synthetic alternative to traditional calfskin. These heads embody the calfskin look and sound but with the consistency, fit, and tuning range made standard with Level 360 Technology. Calfitone is made using a 12mil Mylar base blended with unique materials to produce warm, full and rich tones. These heads bring out the best of a vintage kit and evoke a classic appearance and sound.

🛒 [**Evans \(evansdrumheads.com\)**](http://Evans (evansdrumheads.com))



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NAMM Booth #1113

SOUND ROOM



Prism Sound Halts Marketing of Maselec Master Series Products

The MEA-2, MLA-2 and MMA-4XR products, designed and manufactured by Mases Electronics Limited, will in the future be available under the Maselec brand from Mases Electronics Limited. A limited quantity of remaining Prism Sound branded stock, new and used, is available. Contact sales@prismsound.com for details.

Prism Sound and Maselec will maintain their partnership in the United States, where Prism Media Products Inc. will continue to

be the exclusive distributor for the complete Maselec product range for the United States, Canada, Mexico and South America.

Prism Sound and Maselec remain complementary brands and will continue to work together internationally to provide solutions for mastering and other recording facilities. The decision follows a review of the Maselec product line and discussions between Prism Sound and Maselec about the future of both brands.

Maselec (maselec.com)



TMP-Pro Adds sE Electronics

TMP-Pro has added microphone manufacturer sE Electronics to its pro-audio brand lineup.

"The unique hand-crafted designs, precision engineering, and quality components of sE Electronics microphones make them a good fit for TMP and an excellent brand to add to our line card," said Eugene Mulcahy,

TMP's director of pro-audio products.

TMP-Pro Distribution, a division of The Music People and makers of On-Stage products, offers the value-added service of a family business with the expertise of an organization focused on live and installed pro-audio distribution.

TMP-Pro (tmppro.com)

Dynaudio Monitors Excel in Low Volumes

Dynaudio Pro's LYD Nearfield Monitors are personal nearfield monitors that excel at low volume precision, making them ideal for home studios and workstations.

Each drive unit is fueled by a powerful, state-of-the-art Class-D amplifier that features a 96kHz/24bit signal path. Advanced Position and Sound Balance controls ensure the best possible performance in any professional listening environment.

Advanced controls on LYD Monitors' rear panel include Bass Extension which lets the user choose between having the speaker play with a flat default bass setting, or tuned to play as loud as possible (+10Hz/+5dB) or as deep as possible (-10Hz/-5dB). None of the three settings influences the linearity of the

frequency response.

Knowing that placing a speaker close to a wall is always problematic, especially for bass-ported systems, LYD Monitors offer two user selectable Position Settings, one for free-standing speakers ("free") and one for speakers placed within 50 cm of a back wall or closer ("wall").

Dynaudio Pro (dynaudio.com)



Direct Sound Goes Extreme

Direct Sound's new HPA EXW-37 Wireless Extreme Isolation Headphones feature a 300-foot line-of-sight range and 50 hours of playback at 90 percent volume. The HPA EXW-37 incorporate patented new High Precision Audio (HPA) technology for superior audio quality. High Precision Audio outperforms standard High Definition Audio (HDA) specifications found in most professional model headphones. While HDA's maximum sampling rate is 6kHz to 192kHz, High Precision Audio (HPA) sampling technology starts at 48kHz and can go as high as 320kHz, supporting requirements in today's professional studio environment where the common range is 192kHz-320kHz.

The new headphones offer 37.7 dB of isolation at 8,000 kHz.

Digital Audio Labs (digitalaudio.com)



MXL's DX-2 Mic Features Side Address Pickup

MXL Microphones' new MXL DX-2 Variable Dynamic Instrument Microphone features a unique design and signature variable control for selecting or blending tone and pickup patterns with two distinctly different capsules.

The MXL DX-2 is flat-faced for side address pickup while the crossfade knob allows blending between two different capsules with complimentary characteristics. The slotted

semi-open back lets Capsule 1's super cardioid large capsule pick up ambient and naturalistic room tone. Capsule 2's cardioid small capsule offers complete rejection of monitor and stage volume.

The MXL DX-2's flat-face design also allows for optimal placement directly on guitar cabinets with a higher SPL tolerance for horns and drums.

MXL (mxlmics.com)



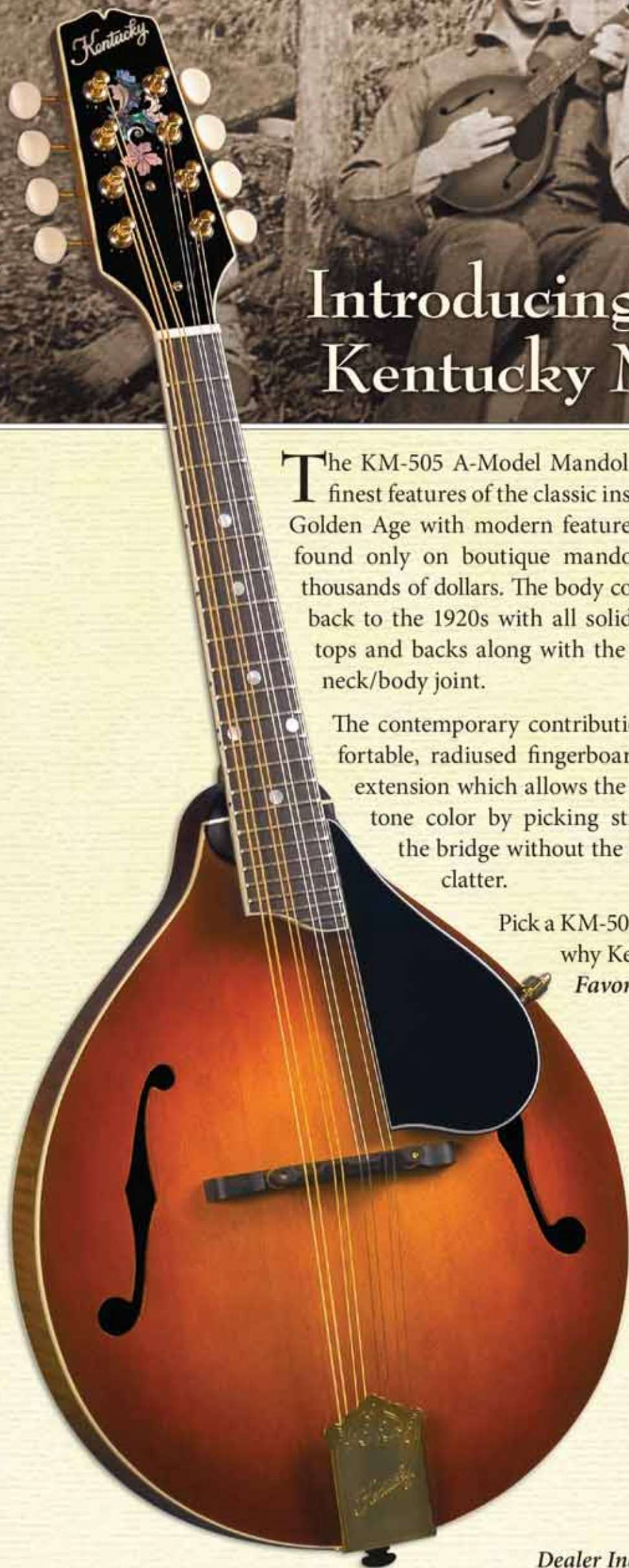
Peavey's RBN Ships

Peavey Electronics has announced the availability of the RBN 112 speaker enclosures and the RBN 215 powered subwoofers. Driven by highly efficient power amps designed specifically for powered speaker enclosures, the RBN series combines best-in-class audio quality with Peavey's legendary reliability. The 1,500 watt RBN 112 speaker enclosures are top quality, ultra-reliable loudspeakers. Unique to these speakers is Peavey's proprietary 120-mm true ribbon high frequency driver on a low-coloration wave-guide. Used in studio environments for decades, Peavey has developed a method for applying this high-quality sound technology to live applications.

Peavey Electronics (peavey.com)



Introducing the new KM-505 Kentucky Mandolin!



The KM-505 A-Model Mandolin incorporates the finest features of the classic instruments of the last Golden Age with modern features that are typically found only on boutique mandolins costing many thousands of dollars. The body configuration harkens back to the 1920s with all solid carved, graduated tops and backs along with the traditional split-lip neck/body joint.

The contemporary contributions include a comfortable, radiused fingerboard and a shortened extension which allows the player to soften the tone color by picking strings further from the bridge without the accompanying pick clatter.

Pick a KM-505 today and discover why Kentucky is *America's Favorite Mandolin!*

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Kentucky KM-505 Master A-Model Mandolin

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Saga Musical Instruments

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NAMM | U

Grow your business.



NAMM U Breakfast Sessions

Davidson Ballroom, Music City Center
Free Breakfast 8–8:30 am, Session 8:30–9:30 am

Thursday: NAMM Retail Summit
Strategies for making the Internet your own

Friday: Adapt, Change or Die—
No-Holds-Barred Marketing
*Drive change with your marketing
and get results online and in social media*

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



NAMM Idea Center Sessions

Booth 463 - On the Show Floor

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namm.org/nammu

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show information. Search your app store for "NAMM."

Join the conversation! #SummerNAMM





Yamaha Adds PSR-E453, PSR-EW400

Yamaha has added the PSR-E453 and the PSR-EW400 to its lineup. The new models offer a host of serious, yet easy-to-use professional features to help beginners and intermediate musicians take their live performance, composing and recording to the next level.

The 61-key PSR-E453 provides both audio and MIDI transfer via the USB to HOST port—a first at this price point, and previously available only on professional-level keyboards. This

enables easy transmission of data between the keyboard and a connected computer, including keyboard performance information and song playback data. Designed with the piano-focused player in mind, the PSR-EW400 is the first keyboard in the PSR-E series to incorporate 76 touch-sensitive keys in a wider design, which provides extra room for Split Keyboard and piano playing.

Yamaha (usa.yamaha.com)

Roland Teams With Robben

The new Robben Ford Tone Capsule brings the signature tone of the noted blues and jazz fusion guitarist to the Roland Blues Cube amplifier series. This user-installable Tone Capsule changes the sound and response characteristics of the original Blues Cube amps, authentically reproducing the bold, creamy blues lead tone and strong presence of Ford's sound.

Known for his longtime solo career as well as collaborations with big names in blues, jazz and rock, Ford has used a prized, custom-made tube amplifier to achieve his distinctive and appealing guitar tones. Ford worked directly with Roland engineers on



this new Tone Capsule, fine-tuning it to his personal specifications.

Roland US (rolandus.com)

New Riversong Model 100-Percent Canadian

The new Riversong Silhouette guitar boasts a West Coast Sitka Spruce top, Chillakwian Maple back and sides, and a walnut fretboard. Made of 100-percent Canadian woods means that this guitar represents the hometown of Riversong in Kamloops, British Columbia.

An easy playing composite neck and a new version of the company's patent-pending Riversong neck system make this model both look and sound good. The guitar is finished with a gloss ebony top and satin black back

and sides with a satin finish neck.

The Silhouette Deluxe (DLX) features 3A Chillakwian Maple back and sides with a unique linear black burst. Included in this model is an integrated pickup system so that it is ready for the stage or studio.

Riversong
(riversongguitars.com)



Casio Expands Celviano Lineup

Casio has expanded its Celviano Grand Hybrid lineup with the introduction of the GP-400BK. The Celviano Grand Hybrid pianos combine the advantages of both digital and acoustic pianos, while delivering the performance of a grand piano in tone, keyboard quality and playing comfort.

Casio previously released two pianos in the Celviano Grand Hybrid lineup in 2015—the GP-500BP and GP-300BK—and both were equipped with the company's AiR Grand Sound Source and Grand Hammer Action keyboard. This keyboard is made with full-length wooden grand piano keys, using the same materials and processes as the C. Bechstein grand pianos.

The new GP-400BK comes with the three historically popular grand piano sounds featured in the GP-500BP and GP-300BK, as well as the same reliable key response and supple

playing comfort. New with the GP-400BK is the design, which boasts a curved rear panel and thicker side panels and legs.

Casio (casiousa.com)



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DOGGE DETERMIN
How Drum Center of Ports
Shane Kinney beat the odds
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Page 32

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Hal Brings the Fun

Hal Leonard has expanded its “For Kids” methods featuring easy instruction for hit songs with *Piano for Kids* and *Drums for Kids*.

Piano for Kids is authored by Jennifer Linn, manager of educational piano at Hal Leonard, and is designed as a fun, easy course that teaches children to play piano or keyboard faster than ever before. It uses popular songs, such as “Let It Go,” “Beauty And The Beast,” “Over The Rainbow” and “Heart And Soul.” The method can be used with a teacher or parent.

Drums for Kids by Scott Schroedl is a simple, easy-to-read book that will ensure their attention remains focused on one concept at a time. Kids will love pounding out such popular favorites as “Another One Bites The Dust,” “Crazy Train,” “Old Time Rock & Roll” and “Surfin’ U.S.A.”

Both books also feature fully orchestrated accompaniment tracks online for



download or streaming.

The tracks include **PLAYBACK+**, a multi-functional audio player exclusively available from Hal Leonard that lets kids slow down the audio without changing pitch, set loop points, change keys, pan left or right and more.

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

TMP-Pro Adds Five Brands

TMP-Pro has added LD Systems, Palmer Audio Tools, Defender Products, ddrum and RME to its pro-audio brand lineup.

“We are always looking to grow and improve on the brands and products that we offer our dealers,” said Eugene Mulcahy, director of pro-audio products for TMP. “We have full-line access to these brands, and

each manufacturer brings a unique line of products to the mix.”

TMP Pro Distribution, a division of The Music People and makers of On-Stage products, offers the service of a family business with the expertise of an organization focused on live and installed pro-audio distribution.

🛒 [TMP-Pro \(tmppro.com\)](http://TMP-Pro (tmppro.com))

ToneWoodAmp Offers Dynamic Effects

ToneWoodAmp, a lightweight device that attaches to the back of an acoustic guitar, is an accessory that enables guitarists to easily add effects like reverb, delay and tremolo — even wah wah — without the use of an external speaker or amp. TWA has begun shipping its first units to Kickstarter backers and is now taking orders from the general public online at tonewoodamp.com.

“The ToneWoodAmp vibrates the back of your guitar with natural sound effects, such as reverb, delay, tremolo and more,” said Ofer Webman, inventor of the ToneWoodAmp. “The sounds come directly from the guitar itself. We call it acoustic guitar 2.0.”

The install takes minutes, requires no

tools, and does not damage the guitar.

🛒 [ToneWoodAmp \(tonewoodamp.com\)](http://ToneWoodAmp (tonewoodamp.com))



IMS Teams Up With Blowit Fans

IMS Technologies has joined forces with Blowit Fans to bring on-stage fans to music products retailers.

“The time and opportunity were right,” said James Abell, Blowit Fans inventor and president. “I’m impressed with IMS Technologies’ business model of bringing innovative products at great values to market, and that they are focused on raising funds to directly help cancer patients — a subject that is dear to me.”

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



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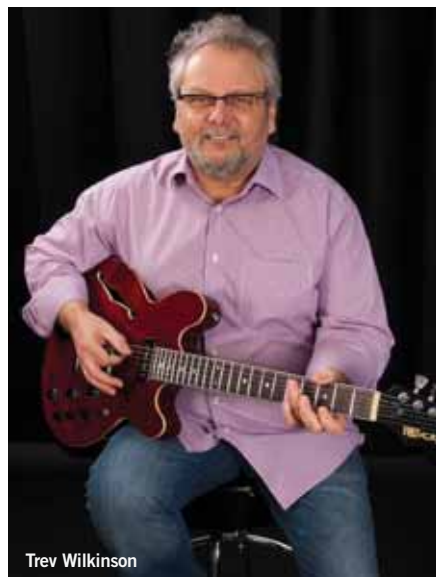
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Wilkinson at Fret-King, Vintage Guitar Booth

Often described as a “guitar guru” or “one-man think tank” Trev Wilkinson has been at the forefront of guitar design and innovation for over 30 years. Decades of experience, not to mention many years of listening first-hand to some of the biggest legends in the industry, such as Leo Fender and Wayne Charvel, have given him an almost encyclopedic knowledge of all things guitar. Wilkinson will bring that knowledge to the Fret-King and Vintage Guitar booth throughout Summer NAMM to talk to attendees about his fabled innovations and show off his latest guitar designs. From his earliest designs, such as the “Wilkinson Roller Nut,” through to his current range of Fret-King hand-built electric guitars, Wilkinson has provided the working guitarist with the best possible tools to do the job, paying tribute to classic designs without being hampered by the nostalgia often associated with them.

“He has all the knowledge and creativity regarding guitars without any of the superior attitude that seemed to always come along with that knowledge,” said John Jorgenson, guitarist for Elton John. “He always seemed to have



Trev Wilkinson

already designed something that I had wanted and wondered if it was possible to make.”

Stop by booth 1634 in Hall D to talk guitars with Wilkinson.

🛒 [Fret-King \(fretking-vintage.com\)](http://Fret-King (fretking-vintage.com))

Get a Leg Up With K&M's Durable Leveling Leg

Adaptable, secure and durable, K&M's latest Leveling Leg has found the answer to a common problem — finding even ground. The new Leveling Leg simply attaches the leg to a variety of K&M stands or any stand with a leg diameter of 1.575 inches for stabilization and is ideal for use on stairs, sloped

surfaces or setting up outside. The Leveling Leg is easily interchangeable by using the simple clamping bracket to attach. Use the red leg when caution is needed or black to blend in. Once on level footing simply retract the leg and use the stand as normal.

🛒 [K&M \(km-america.com\)](http://K&M (km-america.com))



Reverend Gets Colored

Reverend Guitars has added new colors to some of its most popular basses. The Reverend Dub King will now be available in Metallic Alpine Green, and the Reverend Decision will be available in 3-Tone Burst. The Dub King is Reverend's semi-hollow, set-neck bass with a short scale neck and thick, deep tone. The Metallic Alpine will be complimented by a rosewood fingerboard and black pickguard. The Decision bass pairs two distinctly different pickups that are harnessed to a pickup

pan control, so the tone can go from funk to thump and all points between. The 3-Tone Burst is matched with a rosewood fingerboard and a tortoise pickguard.

Both basses have Korina body and are loaded with Reverend's own custom pickups. A lockdown bridge enhances clarity and sustain. Hipshot Ultralight Tuners, a six-bolt neck plate and five-piece maple and walnut neck all create a balanced, high-performance bass.

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

Fishman Packs High-Quality Sounds Into SA Performance System

Fishman's new SA Performance Audio System is the ideal solution for high-quality sound reinforcement in a portable, powerful and easy-to-set-up package.

The SA Performance Audio System consists of the SA330x wide dispersion modified line array speaker system, the SA Sub subwoofer and the SA Expand 4-channel expander/mixer.


Easily personalized for specific audio needs, the SA330x, alone or in conjunction with the SA Sub and SA Expand, is ideal for solo acoustic performers, small combos, DJs, keyboardists, corporate presenters at trade shows or in conference rooms — any and all who need to be heard in small- to medium-sized situations where a portable,


practical and full-frequency amplification solution is required.

The SA330x produces 330 watts in a wide dispersion design for clean, crisp audio without overwhelming the front rows. Channel expandability via an accessory port provides one-cable audio and power for the SA Expand. In addition to full-range audio source capability, the SA330x includes a dedicated subwoofer output to optimize system voicing and a strong, lightweight modern industrial design that's easy to set up.

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







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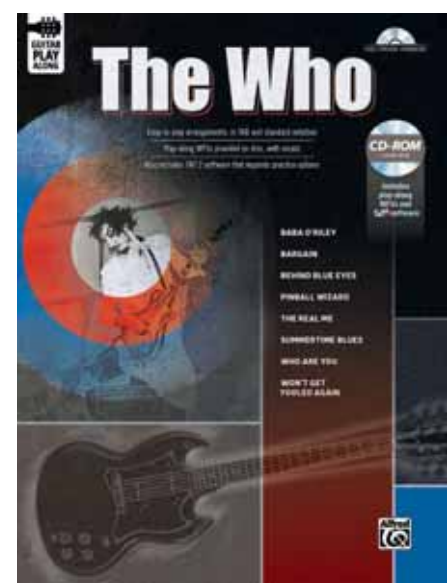
To view a demo scan here



 KYSER® MUSICAL PRODUCTS

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BOOTH 1514



Alfred Adds Two

Alfred Music has added *The Who Guitar Play-Along* and *Classic Acoustic Guitar Play-Along* to its “Guitar Play-Along” series.

Alfred's “Guitar Play-Along” series presents some of the most classic songs in modern music in practical but easy-to-play arrangements. The music works for both the bedroom hobbyist, who can practice with the provided play-along tracks, and the weekend warrior, who can perform these arrangements with a band.

Titles in *Classic Acoustic Guitar Play-Along* include Led Zeppelin's “Babe I'm Gonna Leave You,” The Kinks' “Lola,” and more.

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

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DANSR's Gary Winder (left) with Beacock Music's Russ Beacock



Ted Brown Music's Whitney Grisaffi with DANSR's

DANSR Recognizes 'Top 20' at NASMD

At the recent NASMD conference in Orlando, Florida, DANSR Inc. presented the 2015 Sales Achievement awards to its top 20 accounts. Criteria for receiving the award is based on year over year sales. Top accounts in the following categories were: Distributors – Yamaha Corp. of America, Harris-Teller, KHS America, Yamaha Canada. Dealers – Pellegrino Music, Music Man, Mississippi Music, Beacock Music, Meyer Music, Eckroth Music,

Olivas Music, All County Music, Bertrand's Music, Menchey Music Service, Ted Brown Music, The Willis Music Company, Art's Music Shop, Marshall Music, Melhart Music and Strait Music. "In today's market, dealers have more choices than ever of what they choose to sell, and this is our way of saying thank you for choosing our products," said Gary Winder, DANSR's VP of sales and marketing.

🛒 [DANSR \(dansr.com\)](http://DANSR.com)

Players Music Gets Cool



Players Music LLC is the exclusive U.S. distributor for Cool Wind ABS Horns. Cool Wind horns are the next generation of plastic wind instruments. These high-performance horns offer all-metal high-precision valves, surprising tonal fidelity and excellent reliability at competitive price points.

Cool Wind instruments will initially be available in five models, including a trombone with F attachment (F trigger), trumpet, euphonium, tuba and piccolo trumpet. Each model is available in five colors.

🛒 [Players Music \(playersmusic.com\)](http://PlayersMusic.com)

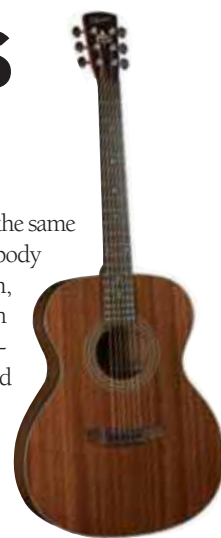
Bristol Recreates Prewar Model

Saga Musical Instruments and Bristol Guitars have released two new guitars that harken back to the prewar tradition of guitar making from all-mahogany.

While these originals command high price points now due to their rarity, the new Bristol BD-15 and BM-15 recreate these same specifications, including the affordable price. The Bristol BD-15 is a classic dreadnought shape with an all-mahogany body, black binding and a semi-gloss finish similar to those prewar

originals. The Bristol BM-15 is the same guitar in the smaller 000 body shape. Both models have a slim, solid mahogany neck with an adjustable truss rod and genuine rosewood fingerboard and bridge. The tuners are high-quality cast with an accurate 14:1 gear ratio for precise tuning.

🛒 [Saga \(sagamusic.com\)](http://Saga.com)



Arriba Includes Flashlight


Arriba Cases has announced that as of January 2016 all Arriba Cases will be produced with an added bonus of an attached flashlight.

Since 2005, Arriba Cases has specialized in cases for lighting and audio products and has designed the cases to be both affordable for the consumer and profitable for a dealer. By the end of the third quarter of 2016, just in time for the holiday buying

season, all inventory should have the attached flashlights.

"This new free attached flashlight is a valuable added bonus for consumers and dealers alike," said Scott Davies, Arriba Cases' director. The new flashlights help a DJ with set-up and finding various items when time is critical.

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

An elderly man with a friendly expression, wearing a plaid shirt and blue pants, sits on a stool. He has his hands resting on a colorful, multi-colored Remo drum. In the background, there is a fireplace mantel with decorative items and a blue wall.

“Our next boom to sustaining our industry will come through everyone recognizing that every human is a customer. We have to concentrate on how to instruct and inspire all of humanity.”

— REMO BELLI

The Percussion Marketing Council thanks Remo Belli for his inspiring leadership. Remo was a founding member and continuous supporter of the PMC. We will honor his memory by pursuing our mutual mission of percussion advocacy. His participation will be missed but his passion will never be forgotten.



The Percussion Marketing Council is a non-profit 501-c corporation dedicated to the advancement, understanding and enjoyment of drums and percussion.
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Signal Processing: 50,000-320,000 Hz x 24 bit depth when using HPA™ DSP source
Drivers: 40mm, closed back
Impedance: 32 Ω
Total Harmonic Distortion: .000048% (virtually zero)
Connectivity: Bluetooth 4.0 x LE
Charging: Micro USB
Maximum Input Power: 1,000 MW
Battery: Lithium Ion / 50 hours at 90% volume / 1000 hours on standby
Operating Range: 300 feet line of sight / 100 feet typical
Mixwan Compatible Red is Right E-Z channel identification New
Incrediflex padded, fully adjustable headband – foldable for easy storage
Warranty: One year Weight: 11.5 ounces

What's in the box:
EXW-37 Wireless Extreme Isolation® Stereo Headphone
Battery Charging cord

Direct Sound
Set Yourself Apart.

New Alfred Classroom Titles Make Learning Fun

Alfred Music has released three new classroom resources: *Freeze Frame!*, *About Time to Celebrate!* and *All About Music Songs!*

Freeze Frame! features a fast and frantic “Freeze Team” while guided along by the host “Chris Coldplay.” Performers spin their way into poses portraying favorite wintertime activities as a quartet of celebrities tries to guess the actions played out on stage. Recommended for grades 2-6, this mini-musical for unison and two-part voices also includes complete choreography, running approximately 20 minutes.

Andrew Briggs takes a hands-on, active-learning approach to rhythm in *About Time to Celebrate!* Eighteen familiar songs for holidays throughout the year are presented with notated rhythm patterns and kinesthetic stick routines: tap them on your knees, click

them together, cross with a neighbor, and more. The simple rhythms, recommended for grades 1-6, and concise background information makes it easy to lead a discussion about featured holidays and the history and culture of each piece.

All About Music Songs! demonstrates fundamental musical concepts while clever lyrics define them. Students ranging from grades 2-6 will learn about dynamics, articulations, tempo markings, treble and bass clef note names, rests, fermatas, and more. For each of the eight unison songs and activities, this book and CD kit features creative lessons (often games) and suggests related listening (usually masterworks). Along with full-performance and accompaniment tracks, the enhanced CD also includes printable PDFs.

🛒 **Alfred Music (alfred.com)**

Boss Adds Four New Tuners

Boss has rolled out the four newest models in its electronic tuners lineup.

The Waza Craft TU-3W Chromatic Tuner is a special-edition pedal tuner that offers refined performance for pro players and stompbox enthusiasts. The TU-3W features redesigned circuitry with selectable buffered or true-bypass operation and transparent audio pass-through.

The compact TU-3S Chromatic Tuner is also based on the TU-3, and offers the same industry-standard performance in a scaled-down size for guitar and bass pedalboards. The tuning functions are identical to the TU-3. The only thing eliminated is the pedal switch.

Ideal for guitar, bass and ukulele, the TU-01 Clip-On Chromatic Tuner is the most affordable tuner in the lineup. Small, durable, and simple to use, it clips on an instrument's headstock to provide convenient and



reliable tuning.

The TU-30 Tuner & Metronome delivers the main features of the TU-80 in an ultra-compact package. All the basics are carried over, including the Accu-Pitch function, multiple tuning modes and rhythm patterns and the ability to sound reference pitches.

🛒 **Boss (bossus.com)**

Arriba Cases Designs With Mobile DJs in Mind

Arriba Cases' newly designed backpacks and 15-inch laptop bags are designed with the mobile DJ in mind, giving consumers a choice between a backpack with separate pockets for a laptop and an iPad, a rolling backpack with emergency straps, and a 15-inch laptop case. The bags offer thick padding and protective

feet on the bottom.

“It's important for a dealer to give the customer what they want,” said Scott Davies, director of Arriba Products. “These new backpacks and laptop cases offer great profit margins for our valuable dealers.”

🛒 **Arriba (arribacases.com)**



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www.imstechnologies.net

Please visit booth #32 at the 2016 Summer NAMM Show



Perri's Offers Discounts

Perri's will showcase a selection of special seasonal show offerings for all dealers visiting the Perri's booth. This summer's colorful collection of deals from Perri's includes 50 percent off nylon guitar straps with dealer logo; 50 percent off leather pick holder key chains; 30 percent off licensed guitar pick packs, all models; 30 percent off padded sax straps; 30 percent off suede guitar straps, all colors; and 30 percent off basic leather straps. Additionally, every \$300 order placed receives 50 pieces of Basic Poly Pro guitar straps free.

🛒 **Perri's Leathers (perris.ca)**

Recording and Live Sound Educational Sessions on the Show Floor

TEC»TRACKS BOOTH 263

Once again, Summer NAMM offers three full days of free master classes, live interviews and panel discussions on the biggest topics for sound, studio and stage professionals.

Stop by TEC Tracks, located right on the show floor in booth 263, 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.

Who should attend? Anyone interested in advancing their pro audio knowledge, from sound engineers and curious MI retailers to recording studio staff and house of worship professionals.

For a complete listing of times and session descriptions, visit namm.org/summer or download the NAMM app.



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Join the conversation! #SummerNAMM



ACCESSORIES CASE



On-Stage Adds Accessories

Just in time for the upcoming student rental season, On-Stage has added a new line of band and orchestra care accessories. The assortment includes everything from brass/woodwind swabs, brushes and

cleaning kits, to cork grease and valve oil. The accessory line adds 38 new products in total, and all have been safely manufactured in the United States.

🛒 [On-Stage \(on-stage.com\)](http://On-Stage (on-stage.com))

Gig Gear Expands Glove Line

Gig Gear's Gig Gloves line will expand to include Gig Gloves Onyx — an all-black version of the original Gig Gloves. Gig Gloves Onyx include all of the same features as the original but are geared towards live event theater and production crew members who need or prefer to be discreet or invisible.

Gig Gloves Onyx are "completely black" unlike other black work gloves that unhelpfully include logos or external tags that are brightly colored and stand out. "Sharpie-ing out" work gloves is no longer necessary for backstage crews.

Gig Gloves Onyx include some new design features, including clips to allow for securing the gloves together or to a keychain, as well as stronger nylon threading throughout the



gloves. The gloves also feature a redesigned removable fingertip that does not expose the fingers underneath.

MSRP: \$49.

🛒 [Gig Gear \(gig-gear.com\)](http://Gig Gear (gig-gear.com))

Kyser Debuts Quick-Clip



The Kyser Quick-Clip features an easy-to-use and accurate chromatic tuner which seamlessly attaches to existing full-size Kyser Quick-Change capos via a magnetic boot. This combo eliminates the need to have multiple items clamped on your guitar.

The Kyser Quick-Clip will keep you in tune if you are using the capo on a fret or if the capo is parked on your headstock. Resting on the capo's rear boot, the tuner sits behind the guitar neck when the capo is in use or behind the guitar's headstock when the capo is not in use. The audience won't even know the tuner is there. The Quick-Clip tuner is held in place by two powerful magnets while being fully rotationally adjustable, and the screen can flip for left-handed guitarists. MSRP: \$49.95.

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



Henry Heller Unveils Embroidered Skulls

Henry Heller has introduced the Sugar Skull embroidered series to its line of straps. These custom guitar straps are hand-made in the company's Noblesville, Indiana,

facility. Dealers can choose from five woven cotton colors: black, brown, fuchsia, red or sky blue.

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

Music Link Distributes Klotz AIS Cables



The Music Link is now handling all sales and distribution to the U.S. MI retail sector for Klotz AIS Germany's MI product range.

The Music Link and Klotz AIS have signed an agreement covering domestic sales and distribution of the Klotz MI cable range, responding to increased demand for Klotz Cables on the U.S. market. The Music Link serves the MI retail sector in the United States from two locations and delivers to MI customers throughout the country within three days or less.

The Music Link will initially carry 50 products from the instrument, guitar, pedal patch, microphone, speaker, and keyboard cable ranges, as well as supplying signature products including the T.M. Stevens Funk-Master range of guitar and bass cables and the guitar cable of #1 Billboard Blues Star Joe Bonamassa.

🛒 [The Music Link \(themusiclink.net\)](http://The Music Link (themusiclink.net))



Levy's Goes Southwest

Levy's has introduced the MS317JAX, a soft suede garment leather strap with Southwest-themed decorative leather inlay.

The new MS317JAX strap is available in four southwest-inspired colors, including Copper, Rust, Honey and black. The straps feature a soft suede backing and are adjustable from 37 to 51 inches.

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

MARKETPLACE

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The Zero Glide Nut upgrade has proven to be a much appreciated development- the consistency of string height and intonation in the lower frets was obvious to my finger tips and ear. I wonder why that just isn't something that is a requirement for all fretted instruments?
 -StewMac Customer

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 TBD Best New Bass 2015 (Shortlisted Top4)
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 3rd Place Best New Acoustic 2014
 3rd Place Best New Guitar Accessory 2014
- MMR Global Award
 TBD Best Acoustic 2015 (Shortlisted Top4)
- A' Design Global Award
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Thursday, June 23

This Morning's NAMM U Breakfast Session

Big-picture Ideas for Inspiration and Forward Direction

NAMM Retail Summit

FREE Breakfast (First-Come, First-Served): 8–8:30 am

Session: 8:30–9:30 am

Davidson Ballroom, Music City Center

Online retail has gone into overdrive with the advent of one-hour delivery, big data and mobile everything. At the same time, technology has presented even the smallest shops with more online opportunities. To kick off Summer NAMM, Joe Lamond, NAMM president and CEO, will sit down with a group of music retailers who've made the internet their own. **Discover their strategies for successfully harnessing e-commerce, third-party platforms and online marketing, and find out what it means to your business.**



NAMM Idea Center Spotlight

Results-oriented How-tos, Tactics and Tips to Grow Your Business

The Dumbest Things Music Retailers Do (Double Session)

3 pm, NAMM Idea Center, Booth 463

Like any business owners, music retailers make inadvertent but grave financial mistakes in running their operations. The irony is they're all making the same mistakes, and some of these mistakes will eventually lead to business failure—whether they're small independents or national chains.



Fortunately, this financial distress can be prevented with a little enlightenment and proactive management.

Join music retailing accountants Alan Friedman and Daniel Jobe of Friedman,

Kannenberg & Co. for critical advice to un-dumb yourself.

TEC Tracks Standout

Sessions for Sound, Studio and Stage Pros

Studio Engineering Panel: Riding the Changes

10:30 am, TEC Tracks, Booth 354

A panel of A-Team studio engineers/mixers/producers compare notes on how they have been able to navigate the changing conditions of the recording industry. **This high-level discussion will address different genres of music, recording environments and techniques.**

The panel includes chart-topping engineers Chuck Ainley, John Kurzweg, Reid Shippen, Ryan Hewitt and Jason Lehning.



SCHEDULE

All sessions are held at the NAMM Idea Center, booth 463, unless otherwise noted.

💡 All TEC Tracks sessions will be held at booth 263.

CONTINUED FROM PAGE 30

Here, Rick Thacker of Plum Grove Music will show you why. Using practical, real-world tips and ideas, he'll reveal how he uses his size as a single-store retailer to adapt quickly to the marketplace, create a remarkable experience for customers and as a networking tool to prospect for new business.

FRIDAY, JUNE 24

BREAKFAST SESSION

8:30–9:30 A.M.

Adapt, Change or Die: No-Holds-Barred Marketing

Jeffrey Hayzlett, marketing and business guru, television host and best-selling author

Music City Center, Davidson Ballroom

Strap in and hold on as marketing guru Jeffrey Hayzlett delivers a bold, no-nonsense approach to driving change. Hayzlett, a best-selling author and the primetime television host of "C-Suite" and "Executive Perspectives," will look at how to get results with online and social marketing. He'll lead you through the necessary components to create an effective social media strategy, then guide you through implementation.

💡 10 A.M.

PEDAL POWER: BUILDING YOUR ONE-PERSON BAND

The solo performer has become a force to be reckoned with in the modern-day live music scene. Limited only by how much gear we can fit in a car, audio artists are being transformed by loopers, multi-effects processors, sampling and live computer applications. In this presentation, one-woman band Tiffany Christopher will show some simple but potent loop techniques and the use of instruments, vocals and even silence within this setting.

10:30 A.M.

Instagram and Facebook: What Works for Me

Join Sarah Jones of Gruhn Guitars and Tim Spicer of Spicer's Music while John Mlynczak of Noteflight moderates a discussion on best social media marketing practices and tips. See real-world examples of what's working for them on Instagram and Facebook, and discover what it means for you.

11 A.M.

Websites: Your Big Questions Answered

Gordon O'Hara of Retail Up! leads an expert panel of independent music retailers: Joerg Hermsen of Schmitt Music, Whitney Cash of A & G Central Music and David Hall of Hartland Music. They'll weigh in on everything from mobile to search, product data to promotions, boutique stores to online merchandising, databases to hosting.

💡 11 A.M.

HOT PRODUCERS HIT REWIND

Join this distinguished panel, which includes Lawrence "Boo" Mitchell, Jimmy Johnson, Matt Ross Spang and Jeff Balding, as they take a look at the classic techniques and trends that seem to find their way back into what's new.

11:30 A.M.

Strategies for Keeping Your Lesson Program Relevant

Here, Menzie Pittman of Contemporary Music Center will walk you through how he's updated (and continues to update) his program for the next decade — and delivers a complete experience that differentiates him from the competition. He will discuss his program from 360 degrees, touching upon everything from promoting lessons to new classes to upgraded student performance opportunities.

12 P.M.

Mindful Marketing: From Google to Branding Strategy (Double Session)

In this special double session, Mike Ross, senior vice president of marketing for Sweetwater, will dive into the essentials of mindful marketing. He'll discuss proven branding tips and pointers for better establishing your position in the marketplace. He will also look at effective advertising platforms, ranging from Google to print ads. Discover marketing tactics that you should never ignore, and take your business to the next level.

💡 12 P.M.

STUDIO TALK, WITH TONY BROWN AND FRIENDS

Want to get the lowdown — and hear the outrageous stories — of how Nashville became the country music recording capital of the world? Join Nashville music legend Tony Brown and his special friends, studio engineering extraordinaire Steve Marcantonio and Chuck Ainley, for some deep wisdom, important studio history lessons and a few stories you'll soon be passing along to your friends in the biz.

1 P.M.

Creative Holiday Promotions That Bring in More Ca\$h

Join Lauren Haas Amanfoh of Royalton Music Center, Tom Folenta of Website Wizard, and Todd and DeDe Heid of Heid Music as Bob Popyk moderates a lively panel discussion that looks at how to put your holiday promotions on steroids and create more customers, more sales and more cash in the fourth quarter and beyond.

💡 1 P.M.

EASY LIVE RECORDING: MODERN MULTI-TRACKING PANEL

Multi-track recordings of live shows made directly from individual console preamps are affordable assets that can provide several benefits. In addition to post-show mix-down as live albums, playing them back through the same console also helps engineers fine-tune their console file and provide a virtual sound check for hearing today's sound system and room using yesterday's show.

1:30 P.M.

Store Design Tips to Improve the Customer Experience

Hartland Music's store design has been tailored to deliver the ultimate customer experience. Take a virtual tour of the company's



Get connected!

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



TEC Tracks sessions will be held at booth 263.

showroom with Ellen McDonald, Hartland's president, and walk away with new ideas to upgrade your own store design.

2 P.M.
The 5 Habits of Highly Profitable Repair Shops

In this session, Scott Mandeville of Tim's Music will show you how to turn your repair shop into the profit center it can be. He'll reveal the five habits of highly profitable repair shops to help you direct your talent and resources in the right direction. Summer repair craziness is in full swing, so now's the time to implement these ideas.

2 P.M.
ACOUSTICAL CONSIDERATIONS FOR HOUSES OF WORSHIP

Discover techniques for evaluating and controlling the acoustics of your worship environment in this exclusive TEC Tracks session. Auralex founder Eric Smith shares some of the methodology that he's honed over the last nearly 40 years of treating houses of worship for maximum intelligibility and affordability.

2:30 P.M.
Finding the Hidden Profits in Your Business

Join Lori Supinie of Senseney Music and discover the hidden profits within your music store. She'll give you ideas for drilling down into your POS system to determine what inventory is profitable and unprofitable, how to identify niches that your competition is overlooking, best practices for bundling products and tips for making the most of your store's services, including lessons and repair.

3 P.M.
Boost Back-to-School (and End-of-Year) Lesson Sign-ups

Pete Gamber, lessons guru and columnist for *Music Inc.* magazine will share an easy-to-implement road map for getting more sign-ups in your lesson program.

3 P.M.
DREAM TEAM SESSION IDOLS

Nashville's studio "A Team"—the best session players in the business—talk about how to become a top session player, get the gig, create on the spot and keep the gig. This lively discussion will be led by "American Idol" producer David Huff, a musician, producer, songwriter, programmer and engineer known for his work with Rasca Flatts, Kenny Chesney and Taylor Swift.

3:30 P.M.
Secrets to Retail Longevity

Sam Ash Music remains one of the longest-running family music retail operations, with 92 years in business and 45 locations. Join father-and-son team Sammy and Ben Ash for their insight on longevity in music retail and family business.

4 P.M.
NAMM YP Presents Larry Morton of Hal Leonard

Join NAMM Young Professionals (NAMM YP) for its keynote address by Larry Morton, president of Hal Leonard and former NAMM chairman. Morton will discuss the critical role mentors have played in his professional life, along with why he places high importance on connecting and mentoring the next generation of music industry professionals. This special double session will also include a Q&A and social hour to follow for networking and building connections.

4 P.M.
RECORDING 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. Find out how to not only get into a creative zone with a computer but also how to stay there.

5 P.M.
THE IMPORTANCE OF VIDEO IN THE STUDIO AND ON STAGE

Expectations of high-quality video content have become woven into the fabric of modern pop culture. Don't miss this enlightening discussion about creative ways to incorporate video acquisition, broadcast and streaming into your live shows and recording sessions. Moderated by noted author Bill Gibson, this session highlights the experiences of three world-class industry professionals, including Grammy-winning engineer/producer and studio designer Chuck Ainlay.

6 P.M.
Top 100 Dealer Awards
Music City Center, Davidson Ballroom

The Top 100 Dealer Awards will spotlight the industry's best music product retailers, share their strategies for success and crown the 2016 "Dealer of the Year." Other awards will be handed out in various other categories, including "Best Emerging Dealer" and "Best Store Design."



NAMM Today

Thursday, June 23

Today's NAMM Foundation Workshops

Issues & Advocacy Roundtable: Regulations That Impact Music Products Trade

11–11:45 am, NAMM Member Center, Lobby (Level 3)

Receive updates on new overtime exemption rules, interstate sale of ivory-containing products and the import/export of products containing both wildlife and plant species.

Intellectual Property Roundtable: Product Configuration Trademarks

4–4:45 pm, NAMM Member Center, Lobby (Level 3)

Musical instrument design and function are subjects that will be reviewed at this IP Roundtable as experts discuss the trademark process for protecting intellectual property.

Sign Up With Uber and Save!



Need a ride? NAMM has teamed up with Uber to provide new users with an opportunity to save. Sign up at <https://get.uber.com/go/namm2016> using code NAMM2016 and your first ride up to \$20 is on Uber.

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

Simply search NAMM in your mobile device's app store, download the free application and click on the Summer NAMM link.



Win Free Membership Renewal!



Drop by the NAMM Member Center in the lobby to win one of three free membership renewals! All you need to do to enter is tell us why you belong to NAMM. And while you're there, be sure to visit our NAMM-endorsed providers to see if they can save you money. And pick up our free, revised *Why Learn to Play?* music advocacy brochures to create greater support for music education in your community, as well as free SupportMusic instrument luggage tags, which can be customized with your company information.

What's New at Summer NAMM?

Plenty! We've moved down the hallway into Halls C and D, and you may notice lots of new and returning exhibitors on the show floor, including Fender, Ovation Guitars, American Music & Sound, Ernie Ball and more. You'll also find a growing pro audio section, and a variety of meeting rooms and brand collections on the mezzanine level. In addition, we also added a new networking event—our opening night party—and moved The NAMM Nissan Stage out onto The Terrace. And be sure to visit our "Nashville Lights" selfie station in the lobby.

Join Us for Our Private Opening Party With the Legendary Charlie Daniels

6–7:30 pm, The Terrace, Music City Center

As day one comes to a close, keep the energy going by joining your peers for an exclusive evening of music, food and beverages on The Terrace. Enjoy complimentary food and drinks, while The NAMM Nissan Stage showcases the legendary Southern fiddler and musical storyteller, Charlie Daniels.



Share your show highlights on social media! #SummerNAMM

JUNE 23–25, 2016 • NASHVILLE, TENNESSEE

PEDAL BOARD



Amptweaker Expands Distortion Series

The Amptweaker JR Distortion Series has been expanded to include bass versions: The Bass TightDrive Jr, Bass TightRock Jr and Bass TightMetal Jr. Each pedal has the same features as its guitar counterparts, is tweaked for bass and includes a Dry Low blend, a popular feature from the Bass TightFuzz. This helps maintain the low-end while allowing the distortion to be chunky and tight.

Derived from the Pro series, the Tight control and Fat switches were re-configured into a three-position Fat/Normal/Tight switch to dial in the attack of the notes from thick and heavy to aggressive and chunky. An EQ switch similarly provides Plexi (Thrash on TMJR)/

Normal/Smooth tone settings, which helps the pedals work with a broad range of rigs. In addition to gain, tone and volume knobs, there's also a manually adjustable noise gate which can be cranked to stop notes hard and fast, and this gate only affects the distorted tone.

Amptweaker has also announced the consumer requested FatMetal Pro, a new version of the top selling TightMetal Pro. It has all the same boost features and multiple effects loops, but is voiced like the FatMetal, and is particularly well suited for use with brighter amps, or for thicker metal tones used in sludge, doom, and black metal.

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

Source Audio Adds Three

Source Audio has expanded its One series to include the L.A. Lady Overdrive, Kingmaker Fuzz, and AfterShock Bass Distortion pedals.

All three pedals feature a compact housing and the straight-forward control surface of a traditional stompbox, but inside live and breathe the archetypal tones of over 50 years of overdrive and fuzz technology. Out of the box the L.A. Lady, Kingmaker, and AfterShock include four control knobs and a center toggle switch that selects between three overdrive, fuzz, or distortion engines, but connecting these pedals to the Neuro Mobile App (a free download for iOS and Android) opens a far deeper level of control and flexibility.

The Neuro App lets users access Source Audio's library of over 40 drive engines, with extended EQ, mix, and noise gate control as well as alternate routing options.

"Our industry has been wondering which pedal company could pull off the first rack-quality digital distortion in pedal format," said Roger Smith, Source Audio president. "With the Kingmaker, L.A. Lady and AfterShock, we are not only delivering the quality, but deep editing, and a vast sound library, too. These pedals are completely unprecedented."

🛒 [Source Audio \(sourceaudio.net\)](http://SourceAudio.com)



Step Up With MOD Kits

MOD Kits DIY has debuted the Step Ladder kit, a passive input attenuator using high-quality components. True-bypass mode provides the maximum signal level. The attenuator pot and tow toggle switches allow for flexibility in the amount of signal attenuation when not in bypass mode.

Treble bleed capacitors in the circuit let you retain crisp high frequencies even at maximum attenuation. The Step Ladder has a compact size that fits in most guitar cases.

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



Medea's New Pedals Evolve

Daredevil Medea designs and manufactures high-end analog guitar pedals that are easily programmed via a digital interface.

Medea's pedals have a full analog path providing a rich sound that is only available within the analog domain. Medea's pedal offerings include: RedCat, a distortion pedal; GreenFox, an overdrive pedal; BlueJelly, a low noise equalizer; UControl, control unit for the chained "Evolution Series" pedals; UControlM, a control unit for the chained "Evolution Series" pedals; and UMidiT, a compact, programmable MIDI sequencer/controller able to drive the "Evolution Series" pedals.

🛒 [Medea \(medea-tech.com\)](http://Medea.com)



Daredevil Offers Fearless Distortion

Chicago-based boutique builder Daredevil Pedals has introduced the new Fearless Distortion pedal. Designed to be much more versatile than the usual all-or-nothing tones, this pedal features high and low gain settings and a unique clipping section giving it a warm, vintage feel but with modern high output and cut. The Fearless sounds open and responsive like a cranked tube amp. This can deliver gain levels like a Marshall on 11, bluesy tweed combos, or saturated low end doom growl. Fearless Distortion is also ideal for solo boosts or warming up a clean amp as well.

🛒 [Daredevil \(daredevilpedals.com\)](http://Daredevil.com)



StompLight International Improves Product Line

StompLight International has announced a host of changes to its offering, including lower pricing, improved margins for dealers and the addition of three new products to the StompLight International line.

StompLight is a fully self-contained and powerful performance lighting solution that sets up in seconds. StompLight is designed for solo performers, DJs, bar bands, dancers and as part of any minimalist stage setup producing dozens of colorful lighting effects at the click of a button.

StompLight's effects include a sound responsive Color Organ, Color Wheel and a Strobe Light. The StompLight Professional model also houses a built-in microphone with adjustable input gain and spectrum analyzer capable of producing lighting synched to the performer or the ambient music.

Notable improvements to StompLight include improved brightness, simplified connectivity for expanding the light show using multiple units or the new StompLight Slave or StompLight Mini. A DMX adapter has also been developed for integrating StompLight with DMX lighting systems. StompLight also



offers off-the-grid capability via a small rechargeable battery pack.

Originally, CEO Michael Ahern intended to manufacture StompLight products in the U.S., but has opted instead to use a U.S. partner with facilities in China. This has enabled the StompLight Professional to be introduced to retail at a new price of \$249, affording attractive margin for dealers.

🛒 [StompLight International \(stomplight.com\)](http://StompLight.com)



Fender Fires Up Custom '57s

Fender's new hand-wired '57 Custom Amplifiers replicate classic Fender tone with style. Sonically flexible, the amps are built around vintage all-tube circuitry delivering sparkling clarity and creamy overdrive when turned up. The '57 Customs also include a lacquered tweed covering and a top-mounted control panel.

Also new from Fender are the Limited Edition Pete Townshend Stratocaster, Deluxe Series electric guitars, Paramount Series acoustics and the new ShawBucker 1 pickup.

Townshend collaborated with Fender on his new signature model Strat that features a two-post Fishman Powerbridge tremolo, Lace Sensor Gold single-coil pickups and an extra control mounted behind the bridge to let Townshend blend the signal from the piezo pickup in the bridge with the magnetic pickup output.

The Deluxe series features high quality at an affordable price point for working musicians, according to Fender. The guitars include Vintage Noiseless pickups and a deluxe gig bag.

The Paramount Acoustic Series models combine upgraded features and refined style.

Fender (fender.com)

New PreSonus Mixers Make Recording Easy

Lightweight and feature-rich, PreSonus StudioLive AR USB hybrid mixers make it simple to mix and record. The Mixers are packed with analog connections and digital tools, but are easy to learn and use. The series includes three models: the 18-channel StudioLive AR16 USB, 14-channel StudioLive AR12 USB, and 8-channel StudioLive AR8 USB.

StudioLive AR USB mixers are equipped with a USB 2.0 audio interface that can capture all input channels, plus the main mix, to a Mac or Windows PC, with 24-bit, 96 kHz quality. As with all PreSonus mixers and interfaces, StudioLive AR USB mixers are tightly



integrated with state-of-the-art recording software. Record with PreSonus' Capture live-recording software, then edit in Studio One 3 Artist DAW (recording and production software). Both are included free.

PreSonus (presonus.com/products/StudioLive-AR-Hybrid-Mixers)

Triad-Orbit IO Connects

IO quick-change couplers instantly connect and transform Triad-Orbit stands, booms and components into custom-configurable modular stand systems.

The patent-pending IO coupler body and hex shaft of IO-H mounting heads provide a solid, stable and quick connection without the tedium of threading gear on and off. All Triad-Orbit products incorporate a fixed IO-T coupler to instantly connect T-O components. IO-R couplers retrofit to conventional stands with common 5/8-inch mounting threads to provide instant quick-change utility and Triad-Orbit compatibility.

Triad-Orbit (triad-orbit.com)

UpBeat

The Official NAMM Show Publication

DAILY

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SCHEDULE

THURSDAY, JUNE 23, 2016

All sessions are held at the NAMM Idea Center, booth 463, unless otherwise noted.  All TEC Tracks sessions will be held at booth 263.



Idea Center sessions will be held every half hour, unless otherwise noted.



The exhibit halls will be open today from 10 a.m. to 6 p.m.

THURSDAY, JUNE 23

BREAKFAST SESSION

8:30–9:30 A.M.

NAMM Retail Summit

Joe Lamond, NAMM President and CEO, and guests

Music City Center, Davidson Ballroom

Joe Lamond, NAMM president and CEO, will sit down with a group of music retailers who've made the Internet their own. Listen to their strategies for successfully harnessing e-commerce, third-party platforms and online marketing, and find out what it means to your business. Free breakfast is served on a first-come, first-served basis from 8–8:30 a.m.

10:30 A.M.

How to Get Found on Google: SEO Tips in Plain English

Amro Music's CJ Averwater will share practical, easy-to-implement tips to increase your page rank, along with search engine optimization trends to watch for in the future. He'll also look at when and how to find SEO companies that can help you.

 10:30 A.M.

STUDIO ENGINEERING PANEL: RIDING THE CHANGES

A panel of A-Team studio engineers, mixers and producers compare notes on how they have been able to navigate the changing conditions of the recording industry and address different genres of music, recording environments and techniques.

11 A.M.

Essential Tips for Successful YouTube Videos

In just three years, Carter Vintage Guitars has grown into a \$6 million Nashville retail powerhouse, and its YouTube videos have helped put it on the map. Here, owners Christie and Walter Carter will share how they did it and discuss their best practices for harnessing YouTube, touching on everything from gear and product-demo videos to making the most of artist visits to your store.

11:30 A.M.

The Top 5 Website Mistakes by Music Retailers

Join Sean Roylance, founder of Rain, who will walk you through problems with website

content and design. You'll leave with an understanding of how to better market your site, increase conversion rates and make more sales.

12 P.M.

Turn Your Lesson Program Into a Profit Center

Springfield Music's Donovan Bankhead and Misty Kristek will show you how to run a lesson program with sustainable profits that customers are willing to pay real money for.

 12 P.M.

FESTIVAL 101: TECH RIDER UPDATE

An input list and stage plot is the vital core of any audio technical rider. Join Mark Frink and John Mills as they demonstrate best practices for creating the one document that helps a band have a painless festival appearance by preparing audio crews with accurate details in writing ahead of time.

12:30 P.M.

Innovative Store Design Ideas You Can Use

Join Ricky Bright of The Upper Bout and Fred Schiff of All County Music and grab ideas to add new excitement to your showroom, whether your store needs an all-out facelift or just a tweak.

1 P.M.

The 4 Fundamentals of a Successful Website

Join Will Mason of Mason Music for a powerful session on indie website strategy. Last year, Mason Music's website generated more than 1,000 new leads for the company's lesson program. Here, he'll share best practices for building a website that will become your brand's biggest sales and marketing asset.

 1 P.M.

AES PANEL: AUDIO MASTERING SECRETS

Your recording, however it's accomplished, isn't ready for prime time until it's been properly mastered — the critical last step in the recording chain. In this session, TEC Tracks and AES pay respect to these unsung mastering heroes. Grammy-winning mastering engineer Glenn Meadows moderates this golden

ears panel, discussing the latest tools and technology they employ in pursuit of ultimate sound.

1:30 P.M.

How to Improve the Customer Experience Right Away

How do you create a customer experience that sets your music retail business apart — and keeps customers coming back over and over again? Find out from Tracy Leenman of Musical Innovations, NAMM's 2015 Dealer of the Year and the Top 100 winner for Best Customer Service. During this session, Leenman will walk you through strategies for making every customer's experience one that exceeds expectations.

2 P.M.

5 Essentials for Maximizing Sales on Reverb.com

In one year, Monster Music did \$100,000 in new business on Reverb.com, an online marketplace for selling gear. In this session, owner Brian Reardon will reveal his proven recipe for success on Reverb.com, including best practices for everything from product photos and listings to customer inquiries and shipping.

 2 P.M.

IEM FUNDAMENTALS AND HEARING CONSERVATION

This session examines the physiology of hearing and fundamentals of in-ear monitoring that can help with hearing conservation.

2:30 P.M.

Proven Promotions That Drive Sales and Profits

Listen in as Leslie Faltin of Instrumental Music Center shares proven promotions that have bolstered her store's sales and traffic in the past year. Faltin will share her simple yet effective process for creating profitable promotions. She'll also dive into examples of tried-and-true promotions that have worked for her and can work for you. Leave inspired and ready to add some sizzle to your fourth quarter, and beyond.

3 P.M.

The Dumbest Things Music Retailers Do (Double Session)

Like any business owners, music retailers

make inadvertent but grave financial mistakes in running their operations. The irony is they're all making the same mistakes, and some of these mistakes will eventually lead to business failure — whether they're small independents or national chains. Fortunately, this financial distress can be prevented with a little enlightenment and proactive management. Join music retailing accountants Alan Friedman and Daniel Jobe of Friedman, Kanenberg & Co. for critical advice to un-dumb yourself.

 3 P.M.

AUDIO RECORDING BASICS: TOOLS AND FORMATS

Want to start recording but not sure where to begin? There are many affordable and great-sounding recording options available, but also many factors in selecting the right tools for your music. This session will explore the most popular recording software and hardware options, discuss digital audio and minimum computer specifications, and provide resources to get started recording right away.

4 P.M.

How to Fill Your Lessons With Adult Students

Mike Risko of Mike Risko Music School has found a massive and largely untapped opportunity for expanding its lesson program: adult students. In this session, Risko reveals his strategy for getting new and returning adult students involved in music lessons — and what it could mean for your business.

 4 P.M.

USING YOUR POWER AS AN ARTIST BRIAN HARDGROOVE

Learn from cultural communications expert Brian Hardgroove, bass player of Public Enemy (on hiatus), about all the knobs you can turn to increase your power as an artist. He'll also update you on his next power project: A.R.T., with Police drummer Stewart Copeland.

4:30 P.M.

5 Strategies for Competing When You're Small

Being a small, independent retailer could be your most overlooked competitive advantage.

CONTINUED ON PAGE 26

WELCOME TO THE NEW ERA



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DX7

1983



MOTIF

2001



MONTAGE

MUSIC IN MOTION

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