

UpBeat

The Official **NAMM** Show Publication

DAILY



MUSIC CITY SMASH!



ATTENDANCE IS UP, THE VIBES ARE GOOD and the new gear is plentiful. Welcome to day two of Summer NAMM 2016. It's a great time to fill inventory voids for the fall as well as gear up for the all-important holiday selling season. Here are just a few products the *UpBeat Daily* crew saw on the show floor yesterday!

1. Brian and Scott Ball with the new Ernie Ball Music Man Cutlass guitar and StingRay bass. **2.** Levy's Leathers presents non-profit organization Guitars For Vets with a check for \$10,000 at the Levy's booth. One hundred percent of the proceeds from the Levy's G4V strap goes to Guitars For Vets. From left: Guitars For Vets' Eric Weinstein, Levy's Leathers' Bill McDaniel, Bernie Kampf, Levy's Leathers' Harvey Levy and Suzy McDaniel and Guitars For Vets' Patrick Nettesheim. **3.** Boss' Yoshiro Ikegami and Jay Wanamaker show off the Waza Craft CE-2W Chorus Pedal made in honor of Boss' 40th anniversary. **4.** The Fishman crew will be highlighting its new Greg Koch Gristle-Tone Signature pickups during the show. From left: Fishman's Tom Ostrander, Kevin White, Rayne Dupaul and Gary Lenaire. **5.** D'Angelico's Brenden Cohen shows off one of 18 EX-DCs designed to commemorate this year's Dead & Company tour, as well as D'Angelico strings made in partnership with D'Addario. **6.** Stomplight International's Michael Ahern showcases the updated Stomplight Professional.



BREAKFAST SESSION FRIDAY



Adapt, Change or Die:
No Holds Barred
Marketing

Saturday:
Best In Show

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Sabian Relaunches Crescent
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IMS Adds Charactunes
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CAD Brings Back A77
Page 14

D'Angelico

NEW YORK



BRAD WHITFORD
OF AEROSMITH WITH HIS EX-DC



SUSAN TEDESCHI
WITH HER EX-SD



JAKE CINNIGER
OF UMPHREY'S MCGEE WITH HIS EX-SS

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NAMM SHOW NEWS

BRIEFS



The All-in-One Axe

The Fusion Guitar combines an iPhone dock, amplifier, battery and speakers, all built into the body of the instrument. The Fusion Guitar lets users bring the sounds of the electric guitar anywhere without needing to plug in. The guitar incorporates an Apple iPhone dock on top of the body, letting users tailor the sound with amplifier and effects simulation apps, stream tutorials or backing tracks when practicing and even record full songs. The guitar can pump out 94 decibels of sound and lasts 12 hours on a single charge.

🛒 [Fusion Guitar \(facebook.com/fusionguitars/\)](https://www.facebook.com/fusionguitars/)



Ford Live at Roland

Guitarist Robben Ford will appear at the Roland booth at 11 a.m., 1 p.m. and 3 p.m. today to demonstrate the new Robben Ford Tone Capsule, which brings his signature tone to Roland Blues Cube amplifiers. This user-installable Tone Capsule changes the sound and response characteristics of the original Blues Cube amps, reproducing Ford's creamy, blues lead tone.

📄 [Roland \(rolandus.com\)](http://rolandus.com)

Players Music Adds Lizard Spit to Lineup

Players Music has been named the exclusive distributor for Lizard Spit instrument care products. The company's flagship product, Lizard Spit Guitar Polish, is widely recommended by guitar makers worldwide. The Lizard Spit V.I.P. Vintage Guitar Polish is ideal for owners of older guitars and is formulated to nourish nitrocellulose lacquer finishes. "With its eco-friendly and high-performance blends, the line is a perfect complement to our own assortment of popular instrument care products which we supply under our own brand and for various other sellers."

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

Heritage Launches New Limited Edition

Heritage Guitar's new H-157W is manufactured at the company's historic factory at 225 Parsons Street in Kalamazoo, Michigan. Like the Heritage H-157 model, the 157W features a solid mahogany body and neck, with multiple white and black binding around the body top and back, and single white binding on the neck and headstock. The limited edition, however, is also crafted using specifically chosen, premium Western Maple.

🛒 [Heritage Guitars \(heritageguitar.com\)](http://heritageguitar.com)

NAMM U RETAIL SUMMIT

THE SECRETS OF ONLINE RETAILING MASTERS

Summer NAMM 2016 kicked off with yesterday's Retail Summit Breakfast Session, which featured four retailers that are dominating the online space. "Lots of retailers are leading the charge in a multichannel world," said Joe Lamond, president and CEO of NAMM and moderator of the panel. "They are making the Internet their own."

Here is some of the advice the retailers gave on how they maintain a killer online presence:



ADAM LEVIN, CHUCK LEVIN'S WASHINGTON MUSIC CENTER, WHEATON, MARYLAND

"It took a lot of research building our new site, and it took a lot of work. The major thing that made this happen is having a dedicated team to treat it like it's another department [of your store]. You have to invest in it."



MARK GOFF, PAIGE'S MUSIC, INDIANAPOLIS

"We have a Director Spotlight twice a month. We fashioned it after NAMM's Oral History. We don't do it for extra sales, we do it because we work with these band directors. We'll conduct a 30-60 minute interview, capture it and put it out online to only our directors. It's a targeted approach. What we've found is they are taking those stories and sharing them."



BRIAN DOUGLAS, CREAM CITY MUSIC, BROOKFIELD, WISCONSIN

"Make sure your store has a consistent brand and image. This shows reliability and commitment to your customer base."



DAVID KALT, CHICAGO MUSIC EXCHANGE & REVERB.COM, CHICAGO

"We engage our customers in our brick-and-mortar stores. We have to engage them the same way online."



Sabian Revives Crescent

Sabian has relaunched Crescent Cymbals — a series of traditionally-crafted instruments that are thin, dark, complex and always musical. The new Sabian Crescent line includes Stanton Moore, Hammertone and Elements models, available for purchase exclusively from Sabian Hand Select Dealers throughout the United States. In addition to Crescent models, Hand Select dealers offer a large selection of traditionally crafted, hand-hammered cymbals from the Sabian HH line.

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



Todd Sharp Debuts 30RT

Todd Sharp Amplifiers has unveiled its JOAT 30RT.

"The JOAT 30RT model is the next step up in power — expanding on our highly successful 20RT design," Sharp said. "I created it for the player who wants a little more kick and headroom that comes with the extra wattage. The JOAT 30 offers two optimized pairs of 6V6s and EL84s, each with its own output transformer which are then blended together at the speaker output."

🛒 [Todd Sharp Amplifiers \(todsharpamps.com\)](http://todsharpamps.com)

Fender, Harmonix Extend Agreement

Harmonix Music Systems has extended its agreement with Fender Musical Instruments Corporation (FMIC) to have the brand's instruments featured in its popular music video game series Rock Band until 2027.

"Rock Band is all about living out your rock 'n' roll fantasies, on stage, under the lights, in front of a crowd," said Steve Janiak, Harmonix CEO. "For decades, Fender's iconic designs and signature sound have made them the guitar and amp of choice for many of rock's greatest stars. I'm thrilled that they'll continue to be a part of Rock Band well into our next decade."

"We are pleased to continue our successful relationship with Harmonix," said Mark Van Vleet, CLO & SVP business development of FMIC.

🛒 [Fender \(fender.com\)](http://fender.com)



Nektar's Impact GX49, GX61 Keyboards Boast Compact Design

Nektar has debuted two new USB MIDI controller keyboards, the Impact GX49 and GX61 Controller Keyboards. The Nektar GX49 and GX61 feature a compact design that is comfortable in front of a computer and delivers powerful functionality. The Impact GX49 and GX61 are dynamic and expressive instruments, tailored for composition and performance with a computer music system, featuring a 49-note (four octave) or 61-note (five octave) keyboard, pitch-bend wheel, modulation wheel and footswitch socket. Two multi-colored octave buttons enable shifting the

keyboard range up or down -3/+4 octaves with the LED colors changing to show the exact status, making Impact GX keyboards well equipped to deliver a great workflow.

Dedicated transpose buttons shift the keyboard range up to +/- 12 semi tones. The buttons can quickly be repurposed to change the Global MIDI Channel or send Program messages. Additionally an assignable potentiometer provides control over any MIDI parameter and by default controls mixer volume.

🛒 [Nektar Tech \(nektartech.com\)](http://nektartech.com)

The perfect addition to the family.

"On stage, I play a normal-sized Dreadnought. And in my daily life, especially when touring is in full effect, I play my Martin D Jr. about 90% of the time. The convenience of it is unmatched, and as per usual with Martin guitars, it feels at home in my hands. I am not likely to leave home without it."

— Seth Avett, The Avett Brothers

D Jr. 2E Sapele



D Jr. E



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martinguitar.com/djr | #DreadNot

BOOTH #901

ACOUSTIC ROOM



Recording King Makes Getting Affordable Tone EZ

Available in three body shapes, dreadnought, 000-12th fret, and O, Recording King's EZ Tone Plus guitars include a solid Engelmann spruce top, solid mahogany back and sides, a thin-profile mahogany neck and ultra-thin finish.

Also, Recording King is shipping the EZ Tone Standard guitars — featuring solid spruce tops, mahogany back and sides, and the same thin-profile mahogany neck and ultra-thin finish as the EZ Tone Plus series.

The EZ Tone On-The-Go mini-dreadnought is also available, and includes a gig bag.

🛒 **Recording King** (recordingking.com)

Blueridge Teams Up With John Jorgenson

From the Desert Rose Band to the Helicasters to Elton John and Earl Scruggs, John Jorgenson's versatility, musicality and technique know no limits.

Blueridge has announced its latest collaboration with Jorgenson, in a long-awaited Signature Model dreadnought guitar. Almost a year in the making, this guitar incorporates many of Jorgenson's favorite stylistic touches. Features, such as rare solid Port Orford Cedar from the Pacific Northwest for the top, or the specifically engineered oversized soundhole — combined with prewar-style forward shifted X-bracing

— makes for a responsive guitar, with a powerful, complex tone. Features include the Dalmatian tortoise binding of top and back with matching pickguard, and the intricately designed peghead inlay featuring a Desert Rose-inspired theme comprised of rare red, green, and blue abalone.

🛒 **Blueridge** (sagamus.com)



Yamaha TransAcoustic Recreates Live Experience

Yamaha has unveiled its TransAcoustic Guitar, a new concept in acoustic guitar technology that recreates the experience of playing in a rich, live room without needing any external amplification or effects.

TransAcoustic technology expands the capabilities, versatility and the sound of traditional musical instruments. Originally developed in the company's acoustic piano division, TransAcoustic technology is now available in the Yamaha LL-TA handcrafted dreadnought and LS-TA concert acoustic guitar.

In essence, TransAcoustic guitar technology lets the player add both reverb and chorus to the natural sound of the instrument, emanating from the guitar itself, without having to plug in external effects or amplification.

It accomplishes this feat through the incorporation of an actuator inside the

guitar. When the player performs, the strings cause the actuator to vibrate, which is then conveyed to the guitar body and to the air around the guitar, resulting in reverb and chorus effects.

Three knobs located on the side of the guitar provide easy adjustment of the level of the effect, as well as a line out volume level and an on/off control.

The two models are available in Vintage Tint and Brown Sunburst finishes, with clear pickguards and ebony fingerboards. They each feature a solid Engelmann spruce top that has been aged with Yamaha A.R.E. technology, as well as rosewood backs and sides, which translates into a warm, yet powerful vintage quality tone. The guitars' five-ply mahogany and rosewood necks are climate resistant, and they stay intonated over time.

🛒 **Yamaha** (usa.yamaha.com)



Martin Expands Junior, Road Series

Martin has added a new model to its Junior Series with the D Jr. 2 Sapele, crafted with a sapele top, back and sides. First introduced at The 2015 NAMM Show, the D Jr. E (also available without electronics) has become a favorite amongst guitar enthusiasts and popular singer/songwriters. The new D Jr. 2 Sapele will be available without electronics and the D Jr. 2E Sapele will come equipped with Fishman Sonitone electronics.

Adding to its Road Series, Martin Guitar has also introduced the DRSG, with Sitka spruce top and Fishman Sonitone electronics, as well as seven new X Series Cutaway models featuring Sonitone electronics, including three new dreadnought cutaways (DCXAE Black, DCX1RAE and DCX1AE), three GPC models (GPCXAE Black, GPCX1RAE and GPCX1AE) and the OMCXAE Black.

🛒 **Martin** (martinguitar.com)



Cordoba Adds Exotic Options

Cordoba has introduced the latest addition to the Cordoba Mini Series with the Mini SM-CE. The Mini SM-CE clearly stands out from other travel-sized guitars, with its solid cedar top and spalted maple back and sides accentuated by a padauk rosette and binding. The solid cedar top provides a warm tone that's nicely complemented by the brightness of the spalted maple, resulting in an instrument that really projects its voice. The Cordoba Mini SM-CE also features a soft cutaway and Cordoba 2Band pickup. The hallmark of Cordoba's Mini guitars is the comfortable feel and string spacing of a full-size guitar. The Mini SM-CE also includes a thin U-shaped neck outlined with padauk binding.

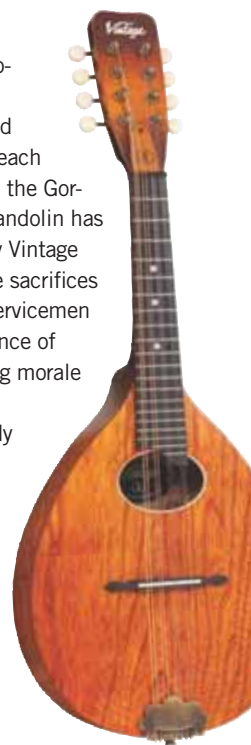
🛒 **Cordoba** (cordobaguitars.com)

Vintage Honors D-Day With Mandolin

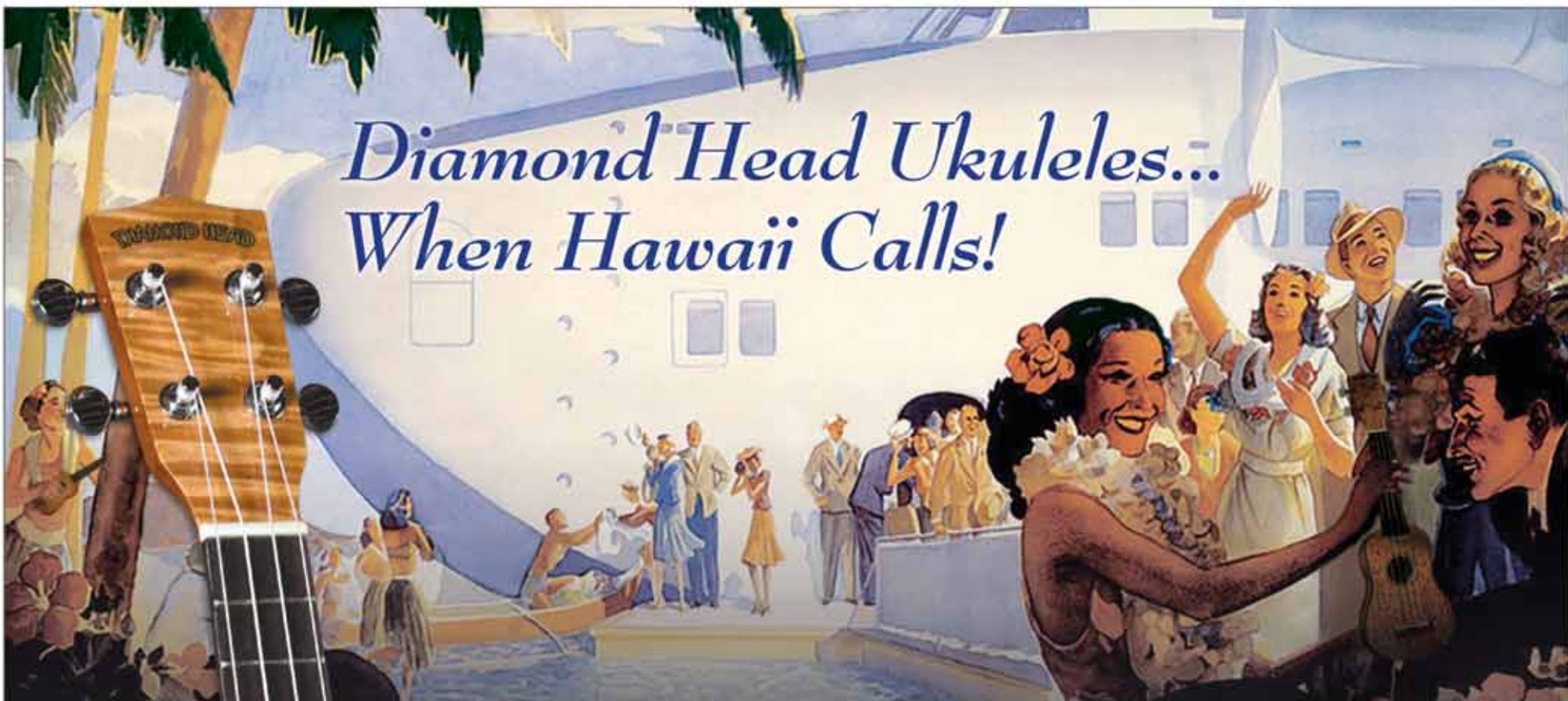
Based on a 1940s mandolin originally owned by a U.S. Serviceman who fought at and survived the D-Day Omaha Beach landings during World War II, the Gordon Giltrap Vintage D-Day Mandolin has been faithfully reproduced by Vintage as a poignant reminder of the sacrifices made over 70 years ago by servicemen and women, and the importance of musical instruments in raising morale during wartime conflict.

Featuring a white ash body with Nyatoh neck and Indonesian Rosewood fingerboard, the mandolin also boasts aged hardware and displays replicas of some of the original hand-carved inscriptions made by the owner and his fellow soldiers. Supplied with a zero gravity carry case, the D-Day Mandolin is the brainchild of Gordon Giltrap, who was able to uncover the story behind this remarkable instrument.

🛒 **Vintage** (jhs.co.uk)



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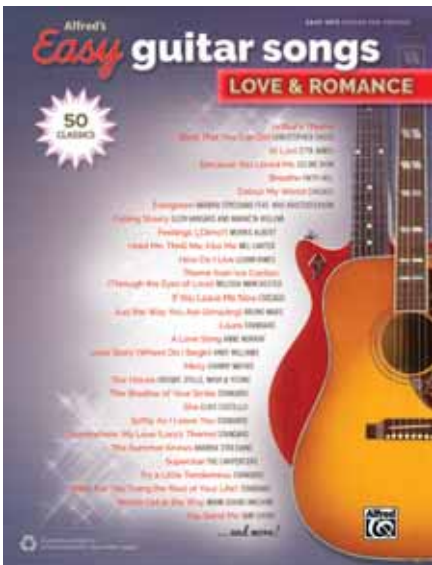


Saga Musical Instruments

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sagamusic.com • Connect with us on  

DU-400C

Dealer Inquiries Invited!



Alfred Adds Three Titles to 'Easy' Songbook Series

Alfred Music has added three compilation songbooks to its "Alfred's Easy" series: *Love & Romance* for guitar, piano and ukulele.

For beginning musicians, "Alfred's Easy" series is the fast track to developing a repertoire of well-known and fun-to-play songs, while more experienced players will find an excellent resource of favorite songs. This series heralds the debut of the "Easy Hits" guitar TAB, ukulele TAB and piano arranging formats, which provide melody, chords and lyrics — plus any integral "hook" parts — to songs spanning across the decades.

MSRP: \$18.99–\$19.99.

🛒 Alfred Music (alfred.com)

Faith Guitars Crafts New Venus 'Blood Moon' Model

Faith Guitars has added a limited-edition Venus "Blood Moon" electric-acoustic guitar to its lineup.

The OM-style electro cutaway continues the tradition of Faith Guitars by using innovative tonewoods for sonic variety and aesthetic impact.

The top, back and sides of the Venus Blood Moon are made from Javanese

high-figure trembesi. Tonally, it is similar in timbre to a solid mahogany instrument, but it benefits from a slightly more pronounced treble response.

Once the select high-grade wood wanes, this limited-edition model will withdraw from the lineup.

MSRP: \$1,399.

🛒 Faith Guitars (connollymusic.com)



Two New Vintage Reissued Models Blend Classic Looks, Modern Specs

Vintage has released two new models in its Reissued series: the V72HFTB and V72FTB.

The V72 guitars bring a subtle blend of classic looks with modern specification to the Vintage electric range.

The Reissued series V72HFTB features an American alder chambered body matched to a one-piece hard maple neck. Its modern bridge design with through-body stringing

gives sustain and superb tone that is captured through the Wilkinson WHHB double coil pickups, with tight low-frequency response and crisp highs.

Using the same woods and materials, the Reissued Series V72FTB is fitted with a Wilkinson WDG mini double-coil pickup at the neck position.

🛒 Vintage (fretking-vintage.com)

Planet Waves NS Micro Tuner Won't Mar Finish

Planet Waves by D'Addario has introduced the NS Micro Soundhole Tuner to its line of instrument accessories.

Designed for acoustic guitar, ukulele and other acoustic instruments, the chromatic NS Micro Soundhole Tuner remains concealed within the instrument's soundhole for discreet tuning. A non-marring universal mounting clip allows stress-free installation.

Featuring a calibration range of A435–A455, the NS Micro Soundhole Tuner's highly sensitive piezo transducer senses vibrations directly from the soundboard for fast and accurate tuning response. A bright multi-color display allows easy viewing in any environment. MSRP: \$39.95.

🛒 D'Addario (daddario.com)

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Boss Highlights More Than 60 Accessories

Boss is showcasing its line of premium music accessories. The assortment includes cables, picks, straps and care products.

Boss cables are engineered to preserve tone without contamination or interference. Oxygen-free copper core wire translate nuances, while specially designed connectors ensure precise sound reproduction.

Boss premium picks feature clean, polished edges that provide easy control and consistent tone. The picks come in bags of 12 or 72, and are offered in American celluloid and Delrin materials.

Boss instrument straps boast American leather and offer a super-soft feel and lasting durability for a lifetime of use. The straps are available in a number of different designs and widths to suit the style and comfort needs of all types of players.

🛒 **Boss** (bossus.com)



Ernie Ball James Valentine Model Available for Pre-Order

Ernie Ball Music Man has announced that the Valentine is available for pre-order.

Crafted in Ernie Ball Music Man's San Luis Obispo, California, factory with support from the engineering team at Ernie Ball Music Man, the Valentine was created using the company's unique design process.

The Valentine features a slab ash body, two Ernie Ball Music Man-designed pickups with active preamp, silent circuit and

three-way custom wired lever switch, coil tap with 20 db boost, hardtail bridge with vintage bent steel saddles, 25 1/2-inch scale, oil- and wax-rubbed roasted maple neck with 10-inch radius fingerboard, 22 stainless steel frets and an oversized four-over-two headstock with compensated nut designed for tuning stability.

🛒 **Ernie Ball Music Man** ([ernieball.com; music-man.com](http://ernieball.com;music-man.com))

Levy's Leathers Offers Veg-Tan Guitar Strap

Levy's Leathers has introduced the Ryder, a veg-tan guitar strap. The Ryder features a 1-inch piece of natural, untreated veg-tan leather and a brown veg-tan leather pad with suede backing and orange-thread decoration.

The properties of untreated veg-tan are such that a variety of naturally occurring phenomena will affect the coloring as



the strap ages, creating a patina not possible with treated and dyed leather. The naturally occurring oils in a person's hands will give subtle nuances to the shading as well, creating a unique look to every strap.

The pad is 2 inches wide and is adjustable from 38 to 52 inches.

🛒 **Levy's Leathers** (levysleathers.com)

Martin Updates Acoustics, Expands Retro String Line

Martin Guitar has enhanced its new 17 Series with Matrix VT Enhance acoustic amplification by Fishman. The updated models include 00L-17E Black Smoke, 000-17E Whiskey Sunset and 00-17SE Black Smoke.

Martin's 00-18 is an updated version of the 00-18V. Its combination of the short 24.9-inch scale with a modified low oval neck shape and the high-performance taper allows for faster action.

A solid-wood, Grand Performance cutaway model, the GPC-15ME is crafted with mahogany for the scallop-braced top, back and sides.

Martin's Retro Strings line now includes Extra Light, Medium and 12-String sets. Retro Strings are the original nickel acoustic string and offer a proprietary solid nickel alloy blend wrap wire that brings out the natural timbre of the guitar's wood. Slightly modified gauging makes the strings easier to play.

🛒 **Martin Guitar** (martinguitar.com)



LOOK AT WHAT'S NEW AT



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Fishman Rolls Out Greg Koch 'Gristle-Tone' Pickups

Fishman is shipping the Fluence Greg Koch "Gristle-Tone" Signature series pickup set.

Fluence pickups incorporate two unique voices that Telecaster player Koch had been searching for across multiple instruments. The result of Koch's collaboration with Fishman has produced the ideal direct replacement pickups for Telecaster guitars in terms of tonal variations and versatility, from the open and airy chicken-pickin' White-Guard voice to the fat and punchy Black-Guard tones of the second voice.

🛒 **Fishman (fishman.com)**



Dave Smith Instruments Ships OB-6 Analog Synth

The OB-6 is a six-voice analog synthesizer with discrete VCOs and filters developed by Dave Smith Instruments in collaboration with Tom Oberheim.

With a sound engine inspired by Oberheim's original SEM (the core of his acclaimed four-voice and eight-voice synthesizers), the new instrument is designed to provide true, vintage SEM tone with the stability and flexibility of modern technology.

"It's been great fun working with Tom to create this synth," said Dave Smith, founder of Dave Smith Instruments "People are going to be blown away by how awesome the OB-6 sounds."

Oberheim added, "The classic, unmistakable SEM tone is all there. It's big and bold,

and it's going to turn a lot of heads."

The OB-6 features two discrete voltage-controlled oscillators (plus sub-oscillator) per voice, with continuously variable wave-shapes (sawtooth and variable-width pulse, with triangle on oscillator 2). There is a classic SEM-inspired state-variable filter (low-pass, high-pass, band-pass and notch) per voice. Voltage-controlled amplifiers complete the all-analog signal path.

The OB-6 boasts X-Mod, with filter envelope and oscillator 2 as modulation sources (with bi-polar control). Destinations include oscillator 1 frequency, oscillator 1 shape, oscillator 1 pulse width, filter cutoff and filter mode. The knob-per-function front panel puts virtually all parameters at a user's fingertips.

Toggling on the Manual switch enables live panel mode, in which the OB-6 switches to the current settings of its knobs and switches.

A dual effects section provides studio-quality reverbs, delays (including standard and BBD), chorus and faithful recreations of Oberheim's phase shifter and ring modulator. The effects are digital, with 24-bit, 48kHz resolution, but a true bypass maintains a full analog signal path. Additionally, the OB-6 features a multimode arpeggiator and a polyphonic step sequencer with up to 64 steps (and up to six notes per step) plus rests. It allows polyphonic keyboard input and can sync to external MIDI clock.

🛒 **Dave Smith Instruments (davesmithinstruments.com)**

Guild Designs Travel-Sized Jumbo Junior

Guild now offers its classic jumbo shape in an affordable smaller size.

Whether on the couch, in the studio or on the go, the Jumbo Junior's compact design lets players have a Guild by their side at all times. Featuring a solid Sitka spruce top and the choice of an arched mahogany or

maple back, the Jumbo Junior offers Guild's classic aesthetic for those who love the look of a jumbo, but may not love the size. Top it off with Guild's AP-1 pickup, and a deluxe padded gig bag, and the Jumbo Junior is ready to go.

🛒 **Guild Guitars (guildguitars.com)**



Direct Sound Supports NIHL Prevention Clinics


Direct Sound, maker of Extreme Isolation Headphones for recording and live performance, has announced co-sponsorship of upcoming educational clinics and camps held by several of its artist endorsees, including Rich Redmond, Ed Roscetti and Paul Gilbert.


The clinics and camps will feature technique and playing tips by the artists, while including education on prevention of Noise-Induced Hearing Loss (NIHL), a growing problem among musicians in today's live music and digital studio environments.

Drummers Redmond and Roscetti will be teaming up to present a series of interactive live streaming seminars entitled "Drums and Percussion for Everyone." The clinic focuses on exploration of drum set and percussion based on a wide variety of cultural influences and musical styles.

Guitarist Gilbert will host his third "Great Guitar Escape" July 25-29 in Cambria, California. The curriculum features music theory classes, followed by style or technique seminars.

📄 **Direct Sound (extremeheadphones.com)**






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IMS Technologies Adds Bulldog, Cat to Charactune Line

IMS Technologies has introduced the latest additions to its Charactune family: bulldog and cat clip-on instrument tuners.

Both models have presets for chromatic (virtually any instrument), guitar, bass, violin and ukulele tuning and work great with fretted, string, woodwind and brass instruments.

The bulldogs come in blue, brown, red and yellow. The cats come in blue, green, red and yellow.

A portion of the proceeds from each sale will go to a fund to directly help cancer patients and their families.

MSRP: \$19.99.

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



Sabian Education Network Hosts Chicago Panel Discussion

On May 3, the Sabian Education Network (SEN) hosted its latest panel discussion event for drum teachers at Vic's Drum Shop in the Music Garage in Chicago.

With SEN director Joe Bergamini moderating, attendees listened to Victor Salazar (formerly of Vic's Drum Shop) discuss promotion and marketing your teaching business, Rich Stitzel (Chicago drummer and educator) focus on finding purpose as a teacher and Meg Thomas (Chicago percussionist, drummer and educator) explain how

to customize lessons for each student.

A highlight of the event was having drum legend Billy Cobham on the panel. Cobham discussed his upcoming Art of the Rhythm Section Retreat (coming up in August in Mesa, Arizona) and various aspects of performing and teaching. After the event, as the educators networked, Cobham mingled with the attendees. Drum teacher Scott Paeth of Chicago won the giveaway prize, a Sabian AAX 21-inch Stage Ride.

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

On-Stage Thinks Inside the Box

On-Stage was thinking "inside the box" when the company launched its new line of direct boxes.

Five new models include both passive and active models, suitable for any

application: the DB500 Passive DI Box, the DB1000 and DB1100 Active DI Boxes, the DB1050 Passive Multi-Media DI Box and the DB2050 Active Multi-Media DI Box.

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

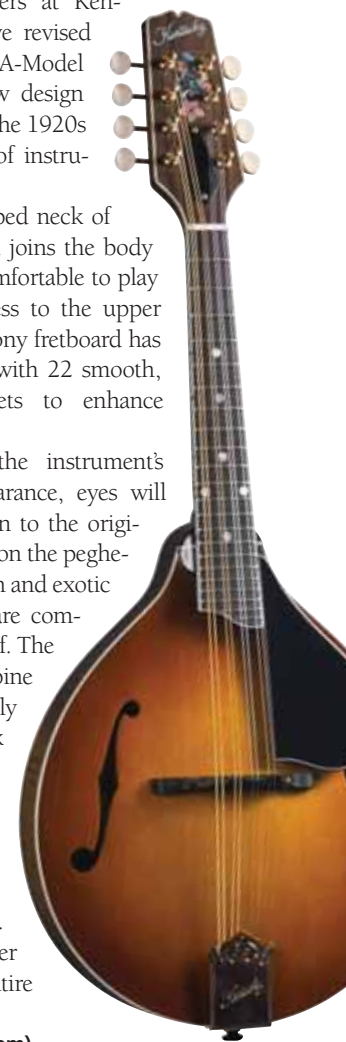
Saga Upgrades Kentucky KM-505 A-Model Mandolin

The master luthiers at Kentucky Mandolins have revised the KM-505 Artist A-Model mandolin with a new design that harkens back to the 1920s and the golden age of instrument design.

The carved V-shaped neck of figured maple, which joins the body at the 14th fret, is comfortable to play and allows easy access to the upper frets. The A-grade ebony fretboard has a modern extension with 22 smooth, low nickel-silver frets to enhance playability.

In addition to the instrument's overall vintage appearance, eyes will immediately be drawn to the original pearl inlay design on the peghead, where white, green and exotic red mother-of-pearl are combined in a flower motif. The solid high-altitude alpine spruce top and highly flamed maple back and sides are hand-carved and graduated and bound with elegant black-and-white purfling on the top and bottom edges. An amber burst lacquer finish covers the entire instrument.

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



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StompLight.com

Pearl Expands Crystal Beat Acrylic Drums Series

Pearl has expanded its seamless Acrylic Crystal Beat drums to include single-headed Concert Toms. Available in 6- to 16-inch sizes, these molded melodic toms in Ultra Clear finish create an versatile expansion to any drum set.

“Single-headed toms were a big part of Pearl’s product offering in the late ’70s,” said Jerry Goldenson, Pearl Corporation’s VP of sales. “With drier, staccato tonality back in the current musical landscape, Crystal Beat Concert Toms deliver an exceptional tonal and visual statement.”

In addition to standard single-headed



toms, Crystal Beat’s tonal pallet has been expanded to include Ultra Clear 6-inch Acrylic Rocket Toms. These tubular drums are available individually in four depths for extended tonal power and melodic voicing.

🛒 **Pearl** (pearldrums.com)



Reverend Rolls Out Two New Colors for Reeves Gabrels Signature Spacehawk

To celebrate The Cure’s first North American Tour since 2008, and its first with guitarist Reeves Gabrels, Reverend has released two new colors of the Reverend Reeves Gabrels Signature Spacehawk.

The new model, Reverend’s second signature model with Reeves, is now available in Purple Burst and Metallic Alpine, both with

black pickguards.

The sealed semi-hollow body is equipped with a Railhammer Alnico Grande pickup in the bridge position and a Railhammer Hyper Vintage Pickup in the neck position. The guitar’s 24 3/4-inch scale three-piece korina neck is topped with a rosewood fretboard.

🛒 **Reverend Guitars** (reverendguitars.com)

Singular Sound’s Beatbuddy Adds ‘Sobriety Function’

Singular Sound, maker of the BeatBuddy pedal-controlled drum machine, has announced that users will now be able to control the sobriety level of their drum machines.

“People keep telling us that playing with the BeatBuddy is just like playing with a real drummer,” said David Packouz, CEO of Singular Sound. “We thought, ‘Why not? If we’re going to do this, we might as well go all the way.’”

The “sobriety function” is part of a larger update to the BeatBuddy that adds several new features requested by the BeatBuddy fan



base, such as hands-free folder navigation and extensive new MIDI controls.

🛒 **Singular Sound** (mybeatbuddy.com)

Fret-King’s John Etheridge Artist Guitar Boasts ‘Authenticity, Definition, Power’

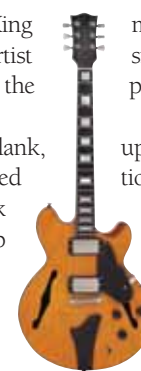
Fret-King has released the Fret-King Black Label Elise John Etheridge artist guitar, designed in conjunction with the renowned jazz/rock guitarist.

Carved from a solid mahogany blank, the Elise body has acoustically tuned chambers, a full-length center block and a double carved solid maple cap to create a vibrant semi-acoustic body. This, combined with the Fret-King long-tenon neck joint mated precisely to the body under the neck pickup,

maximizes the retention and transmission of the Elise’s fundamental acoustic properties.

Two Wilkinson WVC double coil pickups give the Elise the authenticity, definition and power required for everything from mellow jazz to full-bore blues. Finished in a natural amber with pin-stripe binding, the JE features a 22-fret ebony fingerboard with block mother-of-pearl inlays.

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





Ernie Ball Rolls Out CradleTune

Ernie Ball has unveiled the CradleTune. Designed to work for guitar, bass, ukulele and more, the easy-to-read CradleTune utilizes a clip-on tuner and tripod to provide an integrated, portable solution.

The tuner attaches to the tripod acting as the fixture, which holds the guitar at the headstock. The tripod pivots for multiple angles of setup to accommodate different instrument types and sizes. The tuner can also be quickly detached from the tripod for use as a clip-on practice tuner. The sturdy tripod folds up for a compact, durable design that easily fits into a gig bag or instrument case. The CradleTune is powered by a three-volt lithium battery (included).

“The CradleTune is the latest addition to our extensive line of accessories that we unveiled at The NAMM Show in January,” said Brian Ball, president of Ernie Ball. “We continue our commitment to our retail partners by giving them a comprehensive line of accessories that will help contribute to their bottom line.”

🛒 **Ernie Ball (ernieball.com)**



Line 6 Spotlights Helix Guitar Processors

Line 6 presented the next-generation Helix guitar processor family to one of the largest MI audiences in the world at this year's Winter NAMM. Attendees were offered a chance to get hands-on with the Helix and Helix Rack guitar processors, as well as the Helix Rack Control foot controller.

Helix features 12 touch-sensing foot-switches, each with a multi-color LED ring and dedicated graphic display, plus a large color LCD and a hands-free editing mode. It has professional MIDI and hardware control capabilities and four assignable effects loops.

🛒 **Line 6 (line6.com)**

Sondpex KoolMax Integrates Bluetooth Audio System With 40-quart Cooler

Sondpex is showcasing the KoolMax 40-quart cooler with a 350-watt wireless sound system.

The KoolMax's extra-large cooler can hold 48 cans or 28 beer bottles, and its advanced

insulation technology keeps ice frozen for up to three days. The KoolMax can stream music wirelessly from any Bluetooth-enabled device within a range of 30 feet.

🛒 **Sondpex (sondpex.com)**

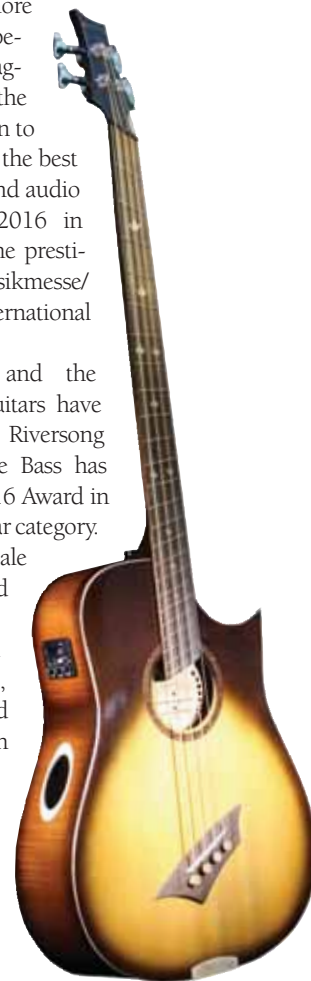
Riversong Bass With Graduated Scale Wins MIPA

Journalists from more than 100 dedicated special interest music magazines from all over the world were called upon to nominate and vote for the best musical instruments and audio equipment of 2015/2016 in the 38 categories of the prestigious MIPA/PIPA Musikmesse/Prolight + Sound International Press Awards.

Mike Miltimore and the team at Riversong Guitars have announced that the Riversong Graduated Long Scale Bass has received the MIPA 2016 Award in the Acoustic Bass Guitar category.

The Long Scale Bass features graduated scale fan frets, Chillakwian maple back and sides, Sitka spruce top, walnut fretboard and bridge and dual carbon fiber rods. It is a well-balanced, big, warm-sounding instrument in a multi-color metallic over a traditional burst by master finisher Masayuki Toyoshima.

🛒 **Riversong (riversongguitars.com)**



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www.kalabrand.com

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Direct Sound
EXW-37 WIRELESS HEADPHONES

Bluetooth

MADE IN THE USA - ONE YEAR WARRANTY - EXTENDED BATTERY LIFE UP TO 50 HRS

Direct Sound
EXW-37 WIRELESS HEADPHONES
Specifications

Type: Wireless High Precision Audio (HPA™) studio headphone
Passive Attenuation: 36.7 dB @ 800Hz, NRR 29 dB
Frequency Response: 10-25,000 Hz
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.



Park Revisits the '60s With the 50LTD

Park has introduced the 50LTD, based on the Park 50s made in the 1960s.

The Park 50LTD is a recreation of the 50-watt plexi British two-channel, four-input amp used by many artists on stage and on recordings throughout the 1960s and 1970s. In order to be faithful to the originals, the Park 50LTD incorporates hard-to-find stock vintage parts (NOS) such as Iskra, Piher and

Allen Bradley resistors and Phillips Mustard and Lemco capacitors affixed to a Paxolin board with split-top turrets. This new version offers an additional push-pull switch on Channel 1 for more aggressive Lead. A Mer-rin clone output transformer and "Winged C" EL34s top things off. Only 20 Park 50LTDs will be built in New York by Mitch Colby.

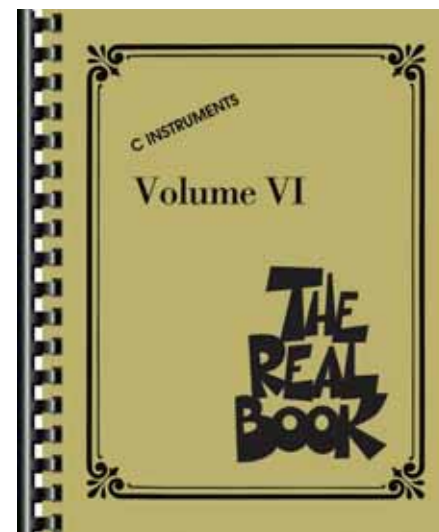
[Park \(parkamplifiers.com\)](http://parkamplifiers.com)

Hal Leonard Rolls Out Volume 6 for 'Real Book' Series

Hal Leonard's *The Real Book Volume 6* includes a new collection of 400 jazz tunes and jazzy arrangements of pop and show standards with no duplication of titles from earlier volumes.

Since the 1970s, *The Real Book* has been the go-to reference for gigging jazz musicians. Hal Leonard publishes completely legal editions of the originals, as well as many new volumes to carry on the tradition to new generations of players while paying royalties to the songwriters behind these classic works.

Volume 6 features work of the jazz giants of the last 40 years, including Chick Corea, Tadd Dameron, Nat Adderley, Miles Davis, Vince Guaraldi and a variety of newer artists.



Song highlights include "But Not For Me," "Cute," "Embraceable You," "Emily," "Good Bait," "Laura," "Lester Leaps In," and more.

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

Arriba Cases Adds Newly Designed Truss Bags, Covers for DJs On the Go

Arriba Cases has introduced newly designed truss bags and stretch covers for standard metric truss.

The new bags and covers accommodate the three most popular sizes of truss used by mobile DJs today: F34 square (290mm) in 1.5-meter, 2-meter and 2.5-meter lengths.

"These new bags and covers offer great profit margins for our valuable dealers," said Scott Davies, director.

The new stretch covers come in two versions: one with zippers, the other a simple stretch cover.

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

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Tune Style!TM **Tune Life!**TM

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Charity CD Featuring: Bobby Kimball, Bernard Fowler, Walfredo Reyes Jr., Michael Landau, Neil Stubenhaus, John Jorgenson, Joshua Seth Eagan & Many More!

A portion from each sale will go to fund to help cancer patients and their families

IMS TECHNOLOGIES, LLC
www.imstechnologies.net

Please visit booth #32 at the 2016 Summer NAMM Show

CAD Audio Brings Back Classic A77

CAD Audio has reissued the classic A77 vocal microphone originally introduced by Astatic in 1959.

The A77 is a large-diaphragm, side-address dynamic microphone that has been updated with a PowerGap high gauss magnet and a TrueFlex diaphragm.

In addition to its retro appearance, the A77 delivers a high-powered, articulate sound that cuts through the mix in any live situation.

CAD also has introduced the A77r mic to bring the vintage ribbon sound of the past to a range of modern vocal situations.

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





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Dinner at 6 pm
Event from 7-8:30 pm
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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AMP WALL

Boss Waza Amp Features Tube Logic

Boss has announced the availability of the Waza Amp and companion speaker cabinets. The 150-watt Waza amp head comes standard with high-gain tone. Driven by Tube Logic, the amp provides four independent channels, custom voicing options via two Tone Capsules, and many other advanced features. One Tone Capsule is built into the Waza Amp Head that features the legendary brown sound, and there's a user port for adding an optional second Tone Capsule for future expansion.

The Japanese term "Waza" embodies the highest level of art and technique, achieved only through years of tireless dedication to one's craft. The Waza amp and cabinet proudly carry this Waza name and symbol to represent the pinnacle of BOSS' technical knowledge, design wisdom and master craftsmanship.

 **Boss (bossus.com)**




Todd Sharp Makes NAMM Debut

Todd Sharp Amplifiers has announced that they will be exhibiting for the first time at Summer NAMM 2016. Launched in Feb. 2016 by renowned guitar player Todd Sharp, the amp company is already generating A-list clientele and rave reviews. Sharp will be present at the booth throughout the expo and provide exclusive offers on his flagship model the JOAT 20RT and his newest model the JOAT 30RT for attendees.

The high-end, hand-wired vacuum tube amps are the first of their kind from Sharp, who has 40-plus years performing from studios to stadiums. He has played with numerous artists, including Hall & Oates, Rod Stewart, Fleetwood Mac's Christine McVie, Mick Fleetwood and Bob Welch, Delbert McClinton, Carlene Carter and many more. Through his years of performing experience Sharp had yet to find the perfect amp, so he decided to build one.

Early admirers of the brand include Vince Gill, Steve Wariner, Mick Fleetwood as well as John Oates, who is using the JOAT 20RT on his national tour with Daryl Hall. Todd Sharp Amps recently moved their headquarters to the Berry Hill neighborhood of Nashville.

 **Todd Sharp Amps (toddsarpamps.com)**



3rd Power Offers Hand-built CSR Amp

3rd Power has unveiled the Citizen Gain CSR to its line of amplifiers, hand-built in the company's East Nashville, Tennessee, shop. During the development of the Citizen Gain CSR, 3RD Power pulled various design elements together from its flagship Dual Citizen and Citizen Gain amps as a starting point. The goal was multi-layered: create a true American-voiced clean channel with enough headroom to serve as a pedal-platform and pair that with the scorching British

tone capabilities of the Citizen Gain on channel two and deliver it in a package that features versatile foot-controllable channel switching. With the new Citizen Gain CSR, these distinctive American and British voices can be utilized on demand. With the company's proprietary HybridMASTER volume management circuitry, the entire sonic experience can be had at whatever volume level is right for the room.

 **3rd Power (3rdpower.com)**




Line 6 Adds 30-watt AMPLIFi

Line 6 has introduced the AMPLIFi 30, a compact stereo modeling guitar amp that delivers the award-winning AMPLIFi experience in a convenient tabletop package. Featuring 30 watts of power, a unique 4-way Bluetooth-enabled stereo speaker configuration, and a groundbreaking mobile app, AMPLIFi 30 makes it easier for guitarists to practice, play and record.

With this new release, the AMPLIFi family now includes five different models — including three amps, a floor version, and a desktop unit — so guitarists can pick the one

that suits their needs.

"The AMPLIFi family brings something completely unprecedented to the guitar amp category by combining an app-enabled workflow, Bluetooth streaming, and unlimited access to great tones via the cloud," said Marcus Ryle, co-founder and president, Line 6. "Now AMPLIFi 30 delivers the innovative AMPLIFi experience in a more affordable and streamlined package. It's the perfect compact amp for modern guitarists who want to have more fun when they practice, play and record."


 **Line 6 (line6.com)**



Supro Rolls Out Black Magick

Supro has unveiled Black Magick, a recreation of one of rock music's holy-grail amplifiers. This all-tube, high-gain blues machine harkens back to the dimensions, cosmetics and circuitry of the Supro amps from 1959, just like the one loaned by Jimmy Page to the Rock and Roll Hall of Fame Museum. In tribute to this legendary and extensively modified Supro combo, the manufacturer has used the cabinet dimensions from a '59 Supro 2 by 10-inch speaker, replaced the baffle with a 1 by 12-inch, and armed this 25-watt combo with a custom, British voiced speaker that was specially developed for the Black Magick amp.

The preamp found in the Black Magick features two channels wired in parallel, with independent volume controls and a single, shared tone control. The vintage-correct front-end topology of the original 1959 Supro combos has been streamlined in the Black Magick, with automatic linking of channels 1 and 2 when using only the first input jack. This amp's traditional, cathode-biased "Class-A" power section uses 6973 tubes to achieve the midrange grind and dynamics that define the Supro sound.


 **Supro (suprousa.com)**



Peavey Piranha Has Bite

Peavey's 6505 Piranha micro head is the newest addition to the 6505 series of amplifiers. Powerful and portable, the 6505 Piranha follows in the footsteps of the 6505 MH mini head by packing high-gain tones into an even smaller, 20-watt power amp head. Small enough to use in a bedroom but powerful enough for the studio, the new 6505 Piranha harnesses the full gain and tone of the 6505 series.

The 6505 Piranha adds a few tricks of its own, including a bright switch along with a unique "scoop" control to achieve a wide array of tones with few controls. Additional features include the 20-watt (RMS) Solid State power amp, one 16 ohm speaker output, aux input, 12AX7 preamp tube, and tooled metal cabinet.

 **Peavey (peavey.com)**



CMT's Cody Alan
2016 Top 100 Dealer Awards Host

Congratulations to NAMM's 2016 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.

- | | | | |
|---------------------------|--------------------------------|----------------------------|-------------------------------|
| A & G Central Music | Downtown Piano Works | Maxwell's House of Music | San Diego Music Studio |
| Absolute Music | EatMyBeats | Middle C Music | Santa Barbara Guitar Bar |
| All County Music | Family Music | Mike Risko Music | Schmidt's Music |
| Amro Music | Family Piano Co. | Mojo Music | Shoreline Music |
| Andertons Music Co. | Farley's House Of Pianos | Music Authority | Sinasoid |
| Andy's Music | Five Star Guitars | Music Go Round | Spicer's Music |
| Antonio Violins | Fox Music House | Music Land | Springfield Music |
| Art's Music Shop, Inc. | Front Stage Music | Music on the Hill | Steelwood Guitar Shop & Club |
| Bertrand's Music | Guitars Etc | Music Royale | Strait Music Company |
| Bill Harris Music | Hartland Music | Music Villa | Ted Brown Music |
| Bill's Music | Heid Music | Musical Innovations | The Acoustic Shoppe |
| Bluedog Guitars | Hell Creek Music & More | N Stuff Music | The Candyman Strings & Things |
| Blues Angel Music | Hillje Music Center | Owensboro Music Center | The Drum Shop |
| Bridgepoint Music | Instrumental Music | Paige's Music | The Music Room |
| Brighton Music Center | Instrumental Music Center | Pellegrino Music Center | The Strum Shop |
| Buddy Roger's Music | Island Music Company | Plum Grove Music | The Upper Bout |
| C.A. House Music | Ken Stanton Music | PM Music Center | TJ's Music |
| Capo's Music Store | L.A. Music | Port Mac Guitars | Ukulele Station America |
| Carter Vintage Guitars | Lafargue Pianos | Progressive Music Center | Uncle Ike's Music & Sound |
| Casino Guitars | Larry's Music Center | Quinlan & Fabish Music Co. | Wadsworth Music |
| Central Instrument Co. | LAWK STAR Guitars | Red Dragon Guitars | Wentworth Music |
| Contemporary Music Center | Legend Music | Rice Music House | West Music |
| Creative Music Center | Lock 12 Music | Romeo Music | Willis Music |
| Day Violins | Low Vintage Instrument Company | Royalton Music Center | Wondersound Music |
| Dietze Music | Matt's Music | Sam Ash Music | Zeswitz Music |

Join us to cheer on your peers and pick up some great best practices. Want to enter next year's competition? Stop by the NAMM Member Center in the Level 3 Lobby to learn more and pick up tips for creating a winning entry.



Get connected!

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

Join the conversation! #SummerNAMM





Friday, June 24

This Morning's NAMM U Breakfast Session

Big-picture Ideas for Inspiration and Forward Direction

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

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

Session: 8:30–9:30 am

Davidson Ballroom, Music City Center

What's keeping you from getting found by the customers you want? 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.** Find out how to get your team aligned and on-board to drive change with your marketing—and within your business!



NAMM Idea Center Spotlight

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

Secrets to Retail Longevity

3:30 pm, NAMM Idea Center, Booth 463

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 insights on longevity in music retail and family business. They'll discuss how each generation can teach the other, tips for working in a family music business and how they've made it past nine decades. A must-attend session for anyone in a family business or working with a multigenerational team of employees.



TEC Tracks Standout

Sessions for Sound, Studio and Stage Pros

**Easy Live Recording:
Modern Multi-Tracking Panel**

1 pm, TEC Tracks, Booth 354



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.



Get connected!

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

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 22

3 P.M.

Boost Back-to-School (and End-of-Year) Lesson Sign-ups

The back-to-school season and end of year are your biggest opportunities for increasing music lesson sign-ups. Do you have a plan to make the most of it? Here, music lessons guru and *Music Inc.* magazine columnist Pete Gamber will give you an easy-to-implement road map for getting more sign-ups in your lesson program. Gamber has more than 35 years of experience in managing a lesson program and teaches 90 private students a week. Start planning now for this make-or-break opportunity.

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 Rascal 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 to hear their insight on longevity in music retail and family business. They'll discuss how they each generation can teach the other, tips for working in a family music business and how they've made it past nine decades.

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.

4:00 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." Awards will be handed out in other categories as well, including "Best Store Design," "Best Marketing and Sales Promotion," "Best Online Engagement" and "Best Emerging Dealer – Rookie of the Year."

SATURDAY, JUNE 25

BREAKFAST SESSION

8:30–9:30 A.M.

Best in Show

Frank Alkyer, Music Inc. and UpBeat Daily magazines, and guests

Music City Center, Davidson Ballroom

Join Frank Alkyer and a panel of music retail insiders as they reveal their top picks from this year's Summer NAMM in less than 60 minutes. These are the products and services you'll want to see before you leave the show. Get a jumpstart on the holiday selling season, starting now.

10 A.M.

A3E NASHVILLE MEET UP AT THE A3E SUMMIT: BREAKING THE FEAR OF MACHINE INTELLIGENCE AND VIRTUAL REALITY

This opening mixer hosted by Doug DeAngelis of A3E will bring together Nashville's music tech and music industry and will feature special interviews with Justin Evans, the founder of LANDR, and Facundo Martin Diaz, the CEO and co-founder of VRTIFY. LANDR uses cutting-edge artificial intelligence to drive an adaptive mastering engine that "listens" and uses micro-genre detection to make subtle frame-by-frame adjustments based on the unique properties of the song. VRTIFY is technology that gives music lovers a way to pair their music with custom-created virtual environments or immerse themselves in the front row of a live concert.

10:30 A.M.

Social Media Strategies for Your Music Career

Join Mark Wilder of Wilder2 for proven strategies and tactics that you can implement easily to improve your odds. Covering Facebook, Instagram, Twitter, Snapchat, YouTube and more, this session will leave you with real-world examples of how you can use these powerful tools to advance your career.



Larry Morton, president of Hal Leonard and former NAMM chairman, with the 2015 "Dealer of the Year" winner, Musical Innovations' Tracy Leenman.

11 A.M.
DIY Marketing for Musicians
(Double Session)

The promotional landscape for musicians changes at lightning speed. In this session presented by *Guitar World* magazine, Laura B. Whitmore, music industry marketing pro and owner of Mad Sun Marketing, will share insight and tips on getting the most out of your marketing and PR efforts — and how you can achieve success on your own.

11 A.M.
THE FUTURE OF COUNTRY MUSIC PRODUCTION:
KELSEA BALLERINI

What's behind the mainstream pop success of the new generation of country artists like Kelsea Ballerini, Florida Georgia Line and Taylor Swift? In this session led by Doug DeAngelis of A3E, meet the writers, producers, and record executives behind the back-to-back No. 1 hits of Kelsea Ballerini, including: Forest Glen Whitehead, writer and producer; Jason Massey, co-producer; Jonathan Roye, mixer; and Doug Johnson, black river entertainment. This masterclass session will showcase the technology and production techniques of Kelsea's chart-topping debut album, "The First Time," and explore how hip-hop, urban pop and alternative rock are propelling millennial country artists to new heights on the radio and at the box office.

12 P.M.
Into the Sound Hole: Insights From Top Guitar Builders (Double Session)

In this session presented by *Guitar Aficionado* magazine, get a behind-the-scenes look as top guitar builders share insight into the guitar-building process. This expert panel will discuss what to look for when you purchase a guitar, trends, pitfalls, insider anecdotes and more.

1 P.M.
The Targeted Hit Songwriter: Increasing Your Odds of Getting Cuts (Double Session)

What can songwriters do to increase their odds of getting cuts? The answer: targeted songwriting. Join award-winning songwriter Thornton Cline and his panel of hit Nashville songwriters, who will give you tips for writing efficiently and upping your odds of getting cuts.

2 P.M.
The Pedal Summit (Double Session)

"The Pedal Summit" returns to Summer NAMM for an encore presentation. Vintage King Audio has found an eclectic group of the most creative minds in the music industry, and they'll share their effects pedal design strategies, philosophies and secrets.

2 P.M.
THE FUTURE OF METADATA AND BUSINESS INTELLIGENCE FOR MUSIC ROW

The future of Music Row is data. While the music industry struggles to invent and re-invent the monetization of recorded music, technology to self-produce music is saturating the playing field with content. Join Doug DeAngelis of A3E as he moderates this panel of music technology experts — including Sam Brooker of Remix Hits, Stephen Brady of Big Machine, Chris McMurtry of Dart Music, and Betsy McHugh of Hurd! — which will explore ways to celebrate the democratization of music through new methods of metadata organization and business intelligence that will reward the creators of great content and foster new opportunities for the professional musician to prosper in the years ahead.

3 P.M.
Songwriting Tips From Nashville Pros (Double Session)

Hosted by *Guitar World* magazine, this panel of top hit Nashville songwriters will explore songwriting techniques, tips and more. Topics include the power of the co-write, getting your foot in the door as a songwriter, how to anticipate the next big shift, demoing and the craft of songwriting. Singer/songwriter and owner of Mad Sun Marketing Laura Whitmore will moderate.

3 P.M.
THE FUTURE OF INSTRUMENT AND AMPLIFIER MODELING

While amp modeling has been available for many years, the ability to digitally capture the tone of your own personal amplifier collection and create a high-quality library of your own personal studio gear is brand-new to most. This panel of leaders in the field of modeling technology — including Marcus Ryle of Line 6, multi-platinum producer Michael Wagener, and Dan Boatman of IK Multimedia — will discuss the best techniques to model your own instrument collection, and explore the future of physical modeling hardware, software and mobile apps.



NAMM Today

Friday, June 24

Today's NAMM Foundation Workshops

Export Roundtable:
Expanding Into International Markets

9–9:45 am, NAMM Member Center, Lobby (Level 3)

NAMM members may benefit from special programs that facilitate international trade. Stop by to learn more about all the resources available to help you grow your business.

Get Energized to #JustPlay Music
at Summer NAMM!

11 am–12 pm, NAMM Member Center, Lobby (Level 3)

Moderated by Mary Luehrsen, in this workshop you'll learn helpful tips for hosting recreational music making (RMM) events in your store, and participate in activities that will engage first-time and seasoned music-makers alike.

Coalition on Coalitions

12–1:30 pm, Room 202A

Join NAMM Members and guests who are currently involved in state-level music education advocacy efforts as part of the SupportMusic Coalition and learn strategies for expanding music education advocacy in your area. Lunch provided.

Intellectual Property Roundtable:
Copyright, Artists and Music Publishing

2–2:45 pm, NAMM Member Center, Lobby (Level 3)



Legally, music is among one of the most restricted and licensed forms of copyright-protected works. Stop by to learn how to protect and defend your creative works along with other creators whose work you admire.

NAMM Foundation Networking Reception

4–5 pm, NAMM Member Center, Lobby (Level 3)

Learn more about the organizations that share The NAMM Foundation's mission to increase opportunities for people to learn and make music. Soft drinks and snacks will be served.

NAMM Young Professionals (NAMM YP) Event

4–5 pm, NAMM Idea Center, Booth 463

5–6 pm, NAMM Member Center, Lobby (Level 3)

If you're a NAMM member under 40 wanting to network with other emerging industry leaders, join us for this special NAMM YP event! From 4–5 pm, we'll kick things off in the with a special keynote from former NAMM Chairman Larry Morton of Hal Leonard, followed by a Networking Happy Hour in the NAMM Member Center from 5–6 pm.

The 2016 Top 100 Dealer Awards

6 pm, Dinner; Event Begins at 7 pm, Davidson Ballroom

Join us immediately after the show for the Sixth Annual Top 100 Dealer Awards, hosted 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 our 2016 Dealer of the Year. The awards dinner is free to NAMM members with show badges (first come, first served).



Share your show highlights on social media! #SummerNAMM

MARKETPLACE

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 3rd Place Best New Guitar Accessory 2014

-MMR Global Award
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-A' Design Global Award
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Voodoo Lab's Dingbat Boasts Light Weight

Voodoo Lab has introduced the Dingbat series of guitar pedalboards.

All Dingbat models are made in Sonoma County, California, from American 6061T6 aluminum for high strength and light weight. Every Dingbat features integrated mounting with included brackets for the

company's industry-standard Pedal Power power supplies, so assembly requires only a screwdriver.

The pedalboards come in three sizes — small, medium and large — and include adhesive-backed velcro for pedal mounting.

[Voodoo Lab \(voodoolab.com\)](http://www.voodoolab.com)

Source Audio Launches Neuro for Android Devices

Source Audio has released the Android version of its Neuro Mobile App.

The Neuro Mobile App is a free download available at the Google Play Store for Android and The App Store for iOS. Neuro unlocks the full potential of Source Audio One series pedals, giving musicians access to a vast library of additional effect engines and a detailed effects editing interface.

Source Audio's One series of effects



pedals currently includes the Vertigo Tremolo, Gemini Chorus, Lunar Phaser, Mercury Flanger and Nemesis Delay.

[Source Audio \(sourceaudio.net\)](http://www.sourceaudio.net)

The MIDI Association Offers Free MIDI 1.0 Specifications at No Charge

The MIDI Association, the global community of people who work, play and create with MIDI, is offering the MIDI 1.0 specifications for download at no charge to their members at midi.org. Until now, the 300-plus-page document has only been available at a charge of \$60 to cover the cost of printing and shipping.

To access the specifications, go to midi.org and register for free as member of the MIDI Association. Members get access not only to the downloadable specifications, but a wealth of member-only premium content, including a wide range of information on how to get the most out of MIDI.

[The MIDI Association \(midi.org\)](http://midi.org)

Prism Sound Callia DAC Brings Studio Sound Home

Prism Sound has launched Callia, a PCM- and DSD-capable DAC, pre-amplifier and headphone amp, to bring the top sound quality from the professional recording studio into the home environment. Callia is a compact unit for use in no-compromise, high-quality home audio systems. It offers inherent flexibility with an array of high-resolution inputs, including USB, coaxial RCA phono and S/PDIF OPTICAL-equipped digital devices. For analog audio outputs, Callia offers balanced



XLR as well as unbalanced RCA phono connectors. The output volume can be set via the volume control in order to use the Callia as a pre-amp straight into a power amp, or optionally fixed for use with combos.

[Prism Sound \(prismsound.com\)](http://www.prismsound.com)



Palatino Delivers the Full Package

Palatino's full-featured Genoa Violin Outfit is a prosumer violin kit at a price point ideal for teachers or students who are ready to move to the next level.

The Genoa violin outfit (VN-650) starts with a high-quality Genoa violin, assembled with a hand-carved spruce top and hand-carved figured maple back and sides for classic violin tone and beautiful aesthetics. The strong, high-density ebony fingerboard is comfortable, free from buzz, and won't wear down over time. Ebony pegs with a Parisian eye are well-fitted to the headstock scroll to keep the violin in tune. The fine-tuner tailpiece allows for further minute tuning adjustments.

Also included in the outfit is a Palatino octagonal stick bow that is stiffer than a round bow, but still maintains the ideal amount of elasticity for a quick response.

The full suspension oblong case has a deluxe blue-velvet interior with a blanket, four bow holders and even a hygrometer so players can make sure the humidity surrounding the instrument is optimal. With a shoulder rest and rosin included, the Genoa is ready to play from the moment players open up the case.

[Palatino \(palatinousa.com\)](http://palatinousa.com)

Gretsch Gets Honorary Degree

Fred W. Gretsch, fourth-generation leader of the Gretsch Company, was presented with an honorary doctor of music degree from Elmhurst College in Elmhurst, Illinois, during the school's spring commencement in May.

Gretsch, who is an Elmhurst alumnus, his wife and business partner Dinah, and the Gretsch Foundation have been generous supporters of the college and its Department of Music. That support has funded a variety of scholarships, as well as the state-of-the-art Sylvia and William Gretsch Recording Studio (established in 1987 to honor Fred's parents).

In 1993 the Gretsch Electric Guitar Ensemble became a regular element of the music program, and in 2015 arrangements were made for the music department's ensembles to perform exclusively on Gretsch drum



Fred Gretsch is flanked by Elmhurst College Interim President Larry Braskamp (left) and Music Department Chair Peter Griffin.

kits. Gretsch has also been a major supporter of the annual Elmhurst College High School Invitational Jazz Festival.

[Gretsch Company \(blog.gretsch.com\)](http://blog.gretsch.com)



CooperGroove Keeps Hands Dry

CooperGroove, a performance drumstick manufacturer, is making its first appearance at NAMM after launching in October 2015. Made from American hickory, the drumsticks have a grooved handle design, which lets air get between the skin and the wood and help keep drummers hands dry.

CooperGroove's customers have noticed an improvement in grip and sensory feedback and a decrease in hand cramps and tingling.

[CooperGroove \(coopergroove.com\)](http://coopergroove.com)

UpBeat

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SCHEDULE

FRIDAY, JUNE 24, 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.



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 Mlynszak of Noteflight moderates a discussion on best social media marketing practices and proven 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 Hermesen 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 extraordinaires 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 Cash

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

Mark Frink and John Mills will lead this panel to discuss how 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 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.

CONTINUED ON PAGE 18

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