

UpBeat

The Official **NAMM** Show Publication

DAILY



SHOW BUSINESS



Nashville is called Music City for a reason, after all. As Doug Stephens said in yesterday's breakfast session, we're in the business of show business. We've got the power to create rock stars — granted, some lasting a few years (or minutes) longer than others. Take a peek behind the curtain with these exhibitors that are ready to rock the show floor.

1. Naturally, the Alfred Music team celebrates the company's 95th birthday with more songbooks, guides, posters and more! 2. The D'Addario fam takes a break to show off some hot products, including the Pedal Tuner and Promark's FireGrain sticks. From left, Lyris Hung, Chris Griffiths, Chris Scialfa, John Pizzirusso, Brian

Vance and Elijah Navarro. 3. The Kala crew hangs loose with the Elite collection of ukes. 4. D'Addario's Jessica Cambeiro surrounds herself in a sea of DC Shoreline models (see Page 4). 5. Reverend's Penny and Ken Haas with the Reeves Gabrels Signature Dirtbike — and the 1966 Schwinn that inspired it.



TODAY'S BREAKFAST SESSION



The Connected Consumer
Join Doug Fleener, owner of Sixth Star Consulting, as he delves into delivering excellent customer experiences in an online world!

See Full Schedule
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Phil Jones Thumps Bass Pulse Amp
Page 10

Don't be left in the dark.



LED edition GUITAR CASES

We are proud to announce LED editions of our GC and TSA Hardshell Guitar Cases. These unique cases are equipped with an LED lighting system that auto-activates when the case opens. Don't be caught backstage searching in the dark for your strings & picks... grab a Gator LED Edition Case!

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NAMM SHOW NEWS



Cordoba's Ryan Cooper highlights the Guild Jumbo Junior Bass.

Guild Elevates its Bass Game

Guild's Jumbo Junior Bass, a compact four-string, features a solid Sitka spruce top and arched flamed maple back — producing clear, tight bass tone.

The back, sides and neck are finished in a satin antique blonde finish, which adds

depth and character to the wood's figure.

The deep voice from the Jumbo Junior Bass can be amplified or recorded using its onboard Fishman Sonitone Bass pickup system with built-in volume and tone controls.

🛒 [Guild Guitars \(www.guildguitars.com\)](http://www.guildguitars.com)

Ethereal by Wampler Pedals Transcends Tonal Possibilities

Wampler Pedals has unveiled the Ethereal double-layered delay and reverb pedal.

The Ethereal transports sound to a world of tonal ambience. From classic rock to modern soundscapes, the Ethereal's design eliminates the need to stack effects to deliver an ambient guitar tone.

Its two onboard delays are massaged via a familiar set of controls, including a push-button rhythmic subdivision selector. The plate-style reverb blends in with a turn of a single knob. Add in the trails button for a buffered bypass option that lets effects continue when the pedal is

switched off.

Created by company founder Brian Wampler, the Ethereal has been designed as a player-friendly, durable pedal.

🛒 [Boutique Amps Distribution \(boutiqueampsdistribution.com\)](http://boutiqueampsdistribution.com)



Samick's Bernie McCaffery (left) and Jim Presley

Samick Updates SG Grand Piano

Samick's SG500, a 4-foot digital ensemble grand piano, replaces the SG450 after five years of being unchanged.

It's available in ebony, red and white polished finishes. New features and functions include double the memory and processing power for better samples and sounds. Plus,

the addition of Bluetooth, an improved user interface, a nine speaker system including sub-woofer and doubled amplifier power, 1/2-pedal function for the classic students, and much more. A duet-sized bench with padded top is included.

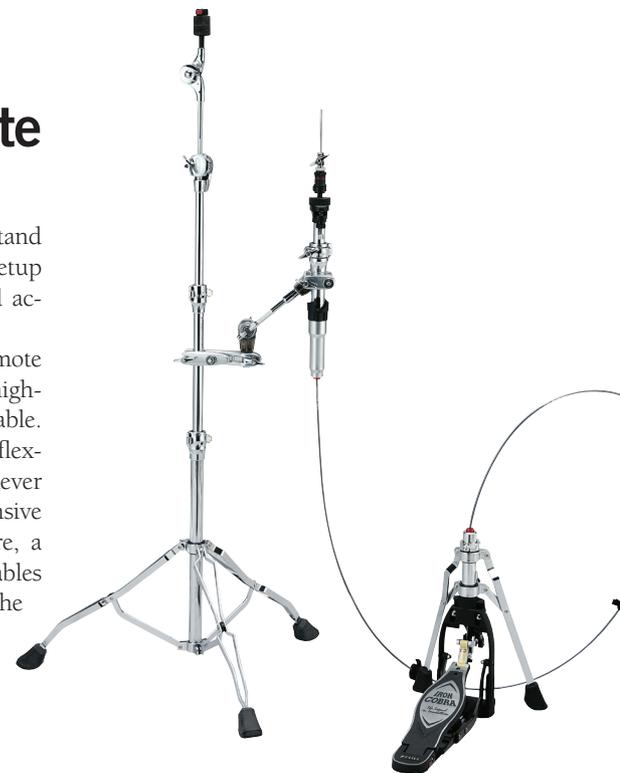
🛒 [Samick \(samick.com\)](http://samick.com)

Tama Introduces Iron Cobra Remote Hi-Hat Stand

Tama's Iron Cobra Remote Hi-Hat stand is designed to add flexibility to a setup without sacrificing responsiveness and accuracy of performance.

The challenge of designing a remote stand — that can go toe-to-toe with high-end traditional hi-hat stands — is the cable. The cable needs to have strength and flexibility with the ability to bend in whatever way the drummer requires. After extensive research, Tama partnered with Jagwire, a company that manufactures brake cables for the world's best mountain bikes. The result is the HH905RH: a remote hi-hat stand with the smoothest action and precision possible.

🛒 [Tama \(tama.com\)](http://tama.com)



HeadRush Demos Pedalboard

HeadRush has announced that it will be showing and demonstrating its HeadRush Pedalboard at Summer NAMM. Featuring a finely tuned quad-core processor and powered by its exclusive Eleven HD Expanded™ DSP software, the HeadRush Pedalboard delivers versatile, realistic-sounding and responsive amplifier, cabinet, microphone and FX models.

"The HeadRush Pedalboard is causing unbelievable excitement in the guitar world," said Walter Skorupski, HeadRush

product manager. "Using the touch screen is a truly organic experience that's so familiar and natural to guitarists; making it easy to just jump right in and create amazing sounding rigs in seconds. Players are telling us that they're creating amazing tones, quickly and effortlessly."

Housed in a rugged, road-ready steel chassis, the HeadRush Pedalboard features twelve footswitches with OLED displays that are viewable from all angles.

🛒 [HeadRush \(headrushfx.com\)](http://headrushfx.com)

Hit the Shore with D'Angelico

D'Angelico Guitars is showcasing its 2017 Deluxe Series and new options in its Excel Series just in time for summer.

The Deluxes feature matte finishes combined with custom-made pick-ups from Seymour Duncan and TV Jones, Jescar fretwire, Grover locking tuners, and a six-way toggle switch for coil-tapping on double-humbucker models.

In the Excel Series, D'Angelico is introducing the DC Shoreline and SS Shoreline — new options on two of its most popular models.

The Shorelines are available in Vintage White, Indigo and Surf Green.

🛒 [D'Angelico \(dangelicoguitars.com\)](http://dangelicoguitars.com)





*Come see
what's new...*

Booth #623

ACOUSTIC ROOM



Ovation Channels Campbell

Ovation Guitars has launched the Glen Campbell Signature Model acoustic/electric guitar. Working in cooperation with the legendary country artist's family, Ovation has hand-crafted a precise recreation of Campbell's iconic "1771" model guitar with a AA solid Sitka spruce top, five-piece mahogany/maple neck with ebony fingerboard and walnut bridge, and a center sound hole design with inlaid maple leaf rosettes.

"Ovation has been honored to be associated with Glen Campbell and his incomparable legacy for nearly 50 years," said Bill Xavier, Ovation Guitars brand manager. "Working closely with the Campbell family, we have been able to faithfully recreate his most iconic guitars with modern updates that make the Glen Campbell Signature Model the best-sounding guitar Ovation has ever made."

🛒 **Ovation Guitars (ovationguitars.com)**

Tanglewood Java Series Marries Vintage, Modern

U.K.-based Tanglewood Guitars has released its Java Series line of acoustic guitars. Available in parlor and dreadnought body shapes, the series marries vintage aesthetics with modern design and construction.

The Java Series comes with a natural gloss finish, open tuning keys and is outfitted with Fishman Presys EQ systems for compact, unobtrusive control over live performance or amplified acoustic tones.

"The Java series is not only stunning but it's a great sounding guitar at a price point you won't find anywhere else," said Brian Piccolo, director of guitar brands at Korg USA.

🛒 **Tanglewood Guitars (tanglewoodguitars.co.uk)**



Fender Expands Paramount Series

Fender has added the Paramount Travel (PM-TE) model to its Paramount Series of acoustics. Based on a scaled-down auditorium shape, the PM-TE acoustic guitar packs big tone into a stylish package.

Designed to be light, comfortable and easily portable to fit a variety of lifestyles, the Paramount Travel is an all-solid instrument that features an ovankol fingerboard and bridge, ebony bridge pins, short-scale necks, and bone nuts and saddles.

The guitars also boast an open-pore mahogany finish with options for a solid spruce or mahogany top as well as proprietary Fishman electronics re-voiced for this body shape.

🛒 **Fender (fender.com)**



Recording King Updates Classic with Dirty 30's Parlor

Recording King has launched the Dirty 30's Parlor (RPH-P2-TS), a modern update of a classic turn-of-the-century guitar.

The guitar is ideal for history buffs, recording engineers, front-porch blues players and, thanks to the smaller body size and shorter scale length, beginners who need a compact, easy to play, great-sounding guitar.

The traditional parlor-size body is based on a historic Lyon & Healy model. It's built

with a solid spruce top, historically inspired stencil fret markers, a 24.2-inch scale length and a bone nut and saddle.

Many turn-of-the-century small-body guitars were made with ladder bracing, but the Dirty 30's Parlor benefits from the company's cross lap X-bracing, designed to accommodate modern string tension but retain the sound of the vintage parlor guitars.

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

Yamaha Teams with Corgan

Yamaha has reintroduced to the U.S. a limited run of its LJ6R and LJ16R jumbo acoustic guitars — highlighting a special-edition custom guitar designed in collaboration with artist Billy Corgan.

Yamaha worked with Corgan, solo artist and lead singer and guitarist of the Smashing Pumpkins, to create the limited-edition LJ16BC Billy Corgan Signature Model Jumbo Acoustic Guitar. Based on the standard-run LJ16R model, this custom guitar features Corgan's zero logo on the headstock, a TUSQ nut and saddle, Gotoh vintage-style tuners, brass bridge pins and no pickguard.

The LJ16BC will bear a vintage natural finish, and Corgan's signature will appear on the label. This model will see a limited run of 400 guitars globally, half of which will ship to the United States. Of the 200 U.S. guitars, 50 will ship with an exclusive brown sunburst finish.

🛒 **Yamaha (usa.yamaha.com)**



Deering Banjo's Goodtime 6 Now Made in America

Deering Banjo Company has released its Goodtime 6 banjo, a six-string, steel string banjo, that tunes like a guitar and features a sleek, comfortable guitar-style neck.

The Goodtime 6 banjo is available in two models, the Goodtime 6 and the Goodtime 6 Jumbo. The Goodtime 6 features an 11-inch, three-ply violin grade maple rim with a

frosted top head for a more traditional banjo snap. For players looking for something a little warmer, the Goodtime 6 Jumbo sports a larger 12-inch rim and renaissance head.

"Sorry for the delay folks," said Greg Deering, founder. "But it's finally here and we couldn't be happier!"

🛒 **Deering Banjo Co. (deeringbanjos.com)**



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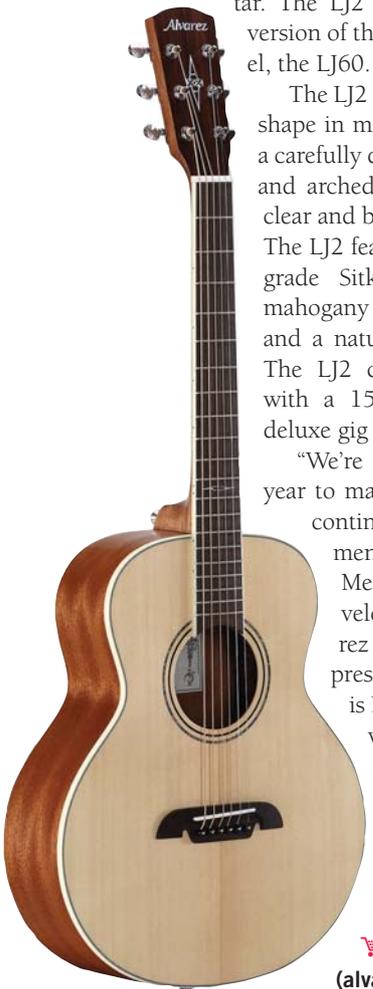
Have Guitar, Will Travel

Alvarez has rolled out its upgraded compact model the LJ2 "Little Jumbo" guitar. The LJ2 is an enhanced version of the previous model, the LJ60.

The LJ2 features a jumbo shape in miniature and has a carefully designed bracing and arched back to give a clear and balanced voicing. The LJ2 features a solid A+ grade Sitka Spruce top, mahogany backs and sides, and a natural satin finish. The LJ2 comes complete with a 15-mm duo-foam deluxe gig bag.

"We're inspired every year to maintain a state of continual improvement," said Chris Meikle, head of development at Alvarez and senior vice president of St. Louis Music. "The LJ2, which is louder, more responsive, more articulate and one of the best travel guitars on the market."

 **Alvarez Guitars**
(alvarezguitars.com)



Play Colorfully

Levy's Leathers has released the MS317AUR Aura strap which features vibrant, hand-brushed suede colors.

The straps are 2½ inches wide and feature a teal colored border stitch thread, pin and adjustment ladder reinforcement.

Fully adjustable from 41 to 57 inches, these straps are available in purple, seafoam, yellow, emerald and fuchsia.

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



Reverend Teams with Tommy

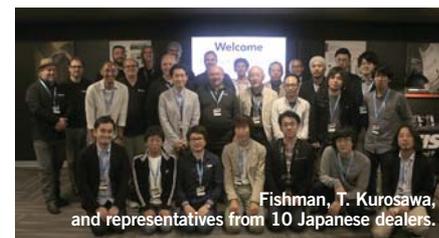
Reverend Guitars has teamed up with Tommy Koffin of psychobilly band The Koffin Kats to release the Tommy Koffin Signature model. Based on the Reverend Kingbolt platform, the model is loaded with Railhammer Chisel pickups and a Wilkinson Tremolo with an extra up-rout.

The Reverend Tommy Koffin Signature

is available in Red Sparkle or Silver Sparkle with a reverse headstock and "Tommy Koffin *666*" signature on the back.

As with all Reverend guitars, the Tommy Koffin Signature features a Boneite nut and locking tuners, Reverend's Bass Contour Control, and a dual-action truss rod.

 **Reverend Guitars** (reverendguitars.com)



Fishman Welcomes Japanese Distributor, Top Dealers

Fishman recently hosted its Japanese distributor, T. Kurosawa, including company president Tomohiro Kurosawa, key staff members and representatives from 10 of the top dealers in Japan.

The guests were given a factory tour of Fishman followed by in-depth presentations of Fishman products and technologies, including Aura pre-amps and onboard imaging systems, the TriplePlay Wireless MIDI Guitar Controller, Loudbox acoustic amplifiers, the SA Performance Audio System and Fluence Multi-Voice pickups. Clinician Greg Koch was on hand to demonstrate Fluence and Fishman's acoustic amplification products.

The day concluded with a Fishman employee jam session on a stage in the company's showroom.

"Having T. Kurosawa and some of Japan's best dealers visit Fishman presented us with a terrific opportunity to showcase our products, facility, and the entire company in a way that will strengthen the Fishman brand in this important market," said Jason Cambra, chief operating officer.

 **Fishman** (fishman.com)

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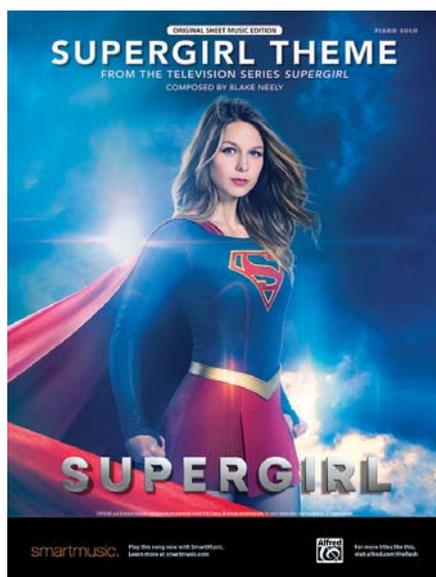


Channel Your Inner Superhero

Alfred has released six sheets featuring songs from CW Network's shows "Supergirl," "Arrow," "The Flash" and "DC's Legends of Tomorrow," all complete with original artwork.

Songs from the various shows include "Supergirl Theme," sheet solo piano arrangement; "Setting Up The Lair," sheet solo piano arrangement; "The Fastest Man Alive/Always Late," an original sheet music edition that presents a solo piano arrangement of the tune; and "Runnin' Home To You," an original sheet music edition that presents a piano, vocal and guitar arrangement of the song, complete with original artwork and lyrics.

🛒 Alfred Music (alfred.com)



LP Celebrates Santana

In celebration of Latin Percussion's nearly 50-year relationship with Latin rock icon, Carlos Santana, LP has announced the addition of a new series of bongos, congas and a timbale bell to its Aspire line.

Featuring the "Santana Lion" artwork from the band's 1969 self-titled debut album, the 28-inch tall LP Aspire "Santana Lion" wood conga sets are constructed from Siam Oak staves and finished with piano black lacquer with Lion graphic.

"I'm honored to share these incredible LP percussion instruments that celebrate the iconic Santana lion head artwork first introduced on the original Santana album in 1969," Carlos Santana said. "LP instruments represent quality and integrity."

Together, we have the power to motivate people to shed their skin to create and celebrate life together."

🛒 Latin Percussion (lpmusic.com)



Korg Grandstage Boasts Numerous Sound Engines

Korg's Grandstage features five grand pianos plus a new upright alongside hundreds of sounds. With Korg's RH3 weighted



action, a straightforward layout and an A-frame stand, Grandstage delivers an expressive, powerful and complete experience for the performer and audience.

"Grandstage leads with unparalleled sound quality and delivers it all in a ployout that is beautiful as it is optimized for fast performance," said James Sajeva, Korg USA director of technology brands. "I can't wait for performers everywhere to experience it."

Grandstage ships with the DSIH damper pedal, music stand and limited A-frame keyboard stand in 88- and 73-note configurations.

🛒 Korg (korg.com)



A Tempo Scales Down Cajoncito Line with Mohena

A Tempo has taken the compact convenience of its Cajoncito and upgraded it to include the punchiness of a solid hardwood frame. While this cajon is smaller in size, the sound is not.

The Cajoncita Mohena is a scaled-down, Flamenco-style cajon with traditional, guitar wire snares. At about three-quarters of the size of A Tempo's other Peruvian cajons, it's ideal for a younger or smaller stature player or for traveling.

🛒 Rhythm Band (rhythmband.com)



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Yamaha Keyboard Packs a Punch

Yamaha has introduced the PSR-EW300 which provides beginners with the tools they need to grow and flourish as pianists, including an audio and MIDI interface, onboard lessons, 76 keys and Yamaha sounds.

The PSR-EW300's audio-and-MIDI interface provides two-way connectivity using a single USB-to-host cable. Players can use it to expand the capabilities of the instrument by accessing educational and creative apps

available on their iOS devices or computers.

Its 48 notes of polyphony — compared to 32 for the YPG-235 — lets complex passages be played without any drop-outs. Students and teachers can appreciate the built-in Yamaha Education Suite (Y.E.S.) lessons, which are designed to supplement a student's regular piano instruction.

MSRP: \$249.99.

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

Boss Designs DR-01S Rhythm Partner for Acoustic Musicians

Boss has introduced the DR-01S Rhythm Partner, a fun instrument that provides percussion backing for acoustic guitarists and other acoustic musicians. The DR-01S features a powerful integrated sound system and comes equipped with ready-to-play rhythm patterns that complement unplugged acoustic instruments. Compact, battery-powered, and simple to use, the go-anywhere DR-01S makes playing acoustic music even more enjoyable and inspiring.

Unlike other rhythm machines that are designed for electronic and pop music applications, the DR-01S is specifically designed for acoustic music. Backed by percussion

development by Boss and Roland, the DR-01S contains a wide variety of organic acoustic sounds derived from high-end products.

Via an intuitive interface, DR-01S users can access simple patterns and variations that are optimized for acoustic music styles. It's also possible to add or subtract instruments — for example, shaker, tambourine, bongos, congas and more — on the fly. Dedicated buttons are on hand to quickly adjust volume and tempo, and to add a count-in before the accompaniment starts. The DR-01S also includes a standard metronome for basic music practice.

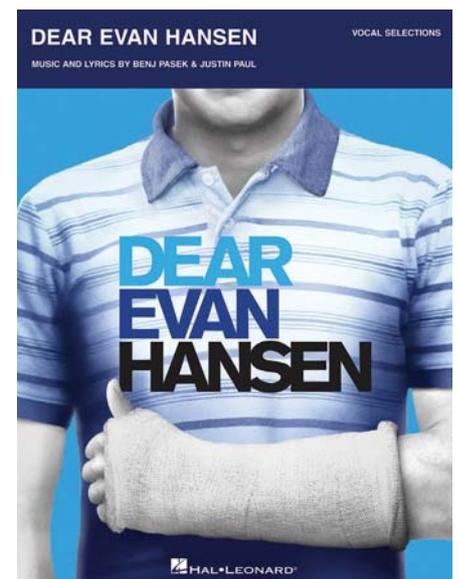
[Boss \(boss.info\)](http://boss.info)

Hal Leonard Supplies Vocals

Hal Leonard has published "Dear Evan Hansen Vocal Selections" for the hit Broadway musical of the same name. The musical features a score by Benj Pasek and Justin Paul who were both personally involved in editing and approving the Hal Leonard vocal selections. Pasek and Paul won an Oscar for "Best Original Song" for being the lyricists behind "City of Stars" from "La La Land."

The folio is arranged for voice with piano accompaniment and includes 13 songs from the soundtrack, including "Disappear," "For Forever," "Good For You," and "If I Could Tell Her" among others.

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



Phil Jones Delivers Power

Phil Jones Bass/Pure Sound's BP-400 Bass Pulse Amplifier and CAB 47 speaker cabinets are engineered in the Phil Jones distinctive mode of lightweight and space-saving designs with maximum articulated low end.

The BP-400 matched with two CAB 47 cabinets delivers 350 watts and is the ideal complement for the gigging musician performing in any size venue that's looking for extra punch and low-end power. Their size and portability make them convenient to

carry and to load into most sized vehicles.

Features of the BP-400 include 5-band EQ, limiter with on-off switch, master volume, headphone jack, FX send/return, pre-amp out, speaker out and D.I. out.

The CAB 47 is equipped with 4- by 7-inch proprietary PJB woofers and 2-inch tweeter, specially designed and manufactured exclusively by Phil Jones Bass.

MSRP: BP-400, \$799; CAB 47, \$599.

[Phil Jones Bass \(philjonesbass.com\)](http://philjonesbass.com)



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Kala Elite USA Strings Pack a Punch

Kala Brand Music Co. has debuted its Kala Elite USA Strings. The strings have been thoroughly tested to find the ideal sounding arrangement for each model — soprano, concert, tenor and baritone. Each set was tested separately to ensure the desired sound and feel of the strings was met.

Each set is purposefully selected in order for each ukulele to achieve the best sound possible. Designed for comfort, durability and balanced tension, the Elite USA Strings are punchy and clear.

[Kala Brand Music Co. \(kalabrand.com\)](http://kalabrand.com)



Lurssen Mastering Console Updates to Version 1.1

IK Multimedia has released an update for Lurssen Mastering Console for Mac/PC and for iPhone and iPad.

The Lurssen Mastering Console plug-in can be inserted in mono, stereo, multi-channel tracks and busses in any compatible DAW for ultimate flexibility as both a mastering and mixing tool. The mono operation lets users use the plug-in on mono tracks in regular mixing sessions or stereo busses for stem mixing or mastering duties, and it can also be used on 5.1 surround, or even larger surround projects, depending on the DAW. The parameters, presets and styles will remain consistent across all instances on a multichannel bus when the settings are linked, resulting in greater precision and consistency.

The update improves the sound quality by retaining all the subtle nuances of the original analog mastering chain while simultaneously removing the intrinsic noise of the hardware machines for clear sound.

🛒 [IK Multimedia \(ikmultimedia.com\)](http://ikmultimedia.com)

Spector Celebrates 40 Years

Precision crafted in the Czech Republic, Spector's Euro4 1977 shares the same construction as the original "Brooklyn bass" crafted by Stuart Spector 40 years ago, including a three-piece maple neck, rosewood fingerboard and the classic DiMarzio Model P pickup. Available in limited quantities during 2017, the Euro4 1977 is the ultimate

tribute to Spector's craftsmanship.

"Spector is a legendary brand whose designs have revolutionized the bass world," said John Stippell, product manager for guitar brands at Korg USA. "Forty years later, the impact of Stuart Spector's forward-thinking design can be seen throughout the industry."

🛒 [Spector Bases \(spectorbass.com\)](http://spectorbass.com)



Promark Delivers First Pipe Band Drumstick

Promark by D'Addario has launched the Stephen Creighton Signature Stick — the first product that the brand has introduced to the Pipe Band market.

Creighton is a renowned Pipe Band drummer and Drum Sergeant of the St. Lawrence O'Toole Pipe Band in Dublin, Ireland.

"By shifting the weight to the front of the stick and tapering the back of the grip,

we created a stick with improved balance and rebound," Creighton said. "With Promark's advanced weight and tone sorting processes, this design makes the perfect pipe band stick."

The stick is available in three finish options and features ActiveGrip — Promark's patented, heat-activated grip coating.

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



Goin' to Miami

Levy's Leather's MPSDS2 Nova is a sublimation designed strap with navy suede ends.

The strap features a retro South Beach Miami-feel and boasts colorful geometric designs in four different options. The strap is 2 inches wide and adjustable to 63 inches.

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

The Original

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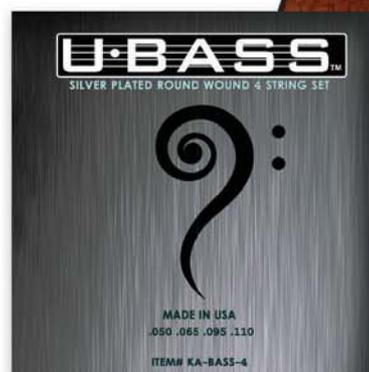
played by the best.

EXOTIC MAHOGANY U-BASS WITH ROUND WOUNDS

The original short scale bass, the U-Bass is known for its booming low end. The Exotic Mahogany U-Bass is now available with Round Wound strings, which provide the same low end with an added brightness and clarity. Designed specially for the U-Bass, the Shadow NFX system captures the low end as authentically as possible.

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Danelectro Rocks Classic Models



Danelectro has released five models for 2017. The '66 is a single-coil pickup combined with a classic lipstick humbucking pickup at the bridge.

The Vintage 12 offers a pair of '56 vintage single-coil lipstick pickups combined with

semi-hollow S-hole body to provide tonality.

Also sporting the semi-hollow S-hole body, the Vintage Baritone's high-output, high-impedance pickups are designed to capture lows without getting muddy.

The '84's familiar lines belie its sheer tone and playability, straight from the arsenal of one of the greatest players that ever lived. The '64 Bass features a single coil at the neck and pair of lipsticks to form a humbucker at the bridge.

[Danelectro \(danelectro.com\)](http://Danelectro.com)

TMP-Pro Receives Award from Bosch

TMP-Pro of The Music People has been recognized by Bosch Communication Systems as the recipient of its 2016 "Bosch Partner in Excellence Award."

The award was presented on June 6 by Rick Swensen, AudioPros principal owner, and Greg Compagnone, eastern U.S. director of sales.

"TMP-Pro is a world class operation," Swensen said. "Everyone there, from management to logistics, brings a professional, intuitive, forward-leaning approach."



From left: Tom Tedesco, Rick Swensen, Greg Compagnone, Sharon and Jim Hennessey.

"We're greatly honored," said John Hennessey, TMP co-president. "We pride ourselves on consistency, and I think the longevity and growth of our relationship with Bosch speaks volumes — especially in this fast-changing business."

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

Kala Offers Rugged, Plush Olive Tweed Archtop Cases

Kala's Olive Tweed Archtop Hard Cases protect any ukulele and keep it safe while traveling. The Archtop Lid is more structurally sound, preventing contact to the top of the instrument when impacted.

The reddish-brown trim and handle and the antiqued hardware a vintage luggage look. The plush interior holds the instrument in place without scratching or damaging it. The cases are available in

soprano, concert, tenor and baritone sizes.

[Kala Brand Music Co. \(kalabrand.com\)](http://Kala Brand Music Co.)



Latest Dixon Kit Features Lava Lamp, Motion Effect Finish

Dixon's Limited Edition Motion Blue Burst three-piece kit features a unique electric finish that moves.

As the audience moves around the kit, the finish presents a lava lamp motion effect.

"The kit looks great and sounds better," said Jim Uding, Dixon brand manager.

[Dixon Drums \(dixondrums.com\)](http://Dixon Drums)



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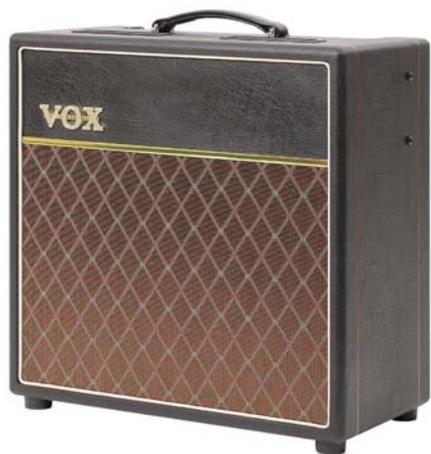
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Please visit booth #1635
at the 2017
Summer NAMM Show



Vox Celebrates 60th with Hand Wired Amps

To commemorate 60 years of Vox Amplification, the company has announced the 60th Anniversary Hand Wired Series, which includes the AC15HW60 and AC30HW60.

Engineered and built from the ground-up entirely in the U.K., these amplifiers are completely hand-wired using only the finest available components. The anniversary amps are a faithful recreation of the 1957 AC15/4 and the 1964 AC30/6 — amps that paved the way for some of the most notable musicians in the industry today.

“Working alongside one of the most iconic and important amplifier companies is incredibly rewarding, especially when we get to work on a project like this,” said Brian Piccolo, director of guitar brands at Korg USA. “It’s an honor to be able to reintroduce these amps to the world 60 years later.”

[Vox \(voxamps.com\)](http://Vox (voxamps.com))

Mukikim Studio Drum Kit Features Flexibility

Mukikim has released its Studio Drums, a complete drum set featuring flexible, raised silicon rubber pads.

The built-in electronic controls feature professional demos, multiple instrumental tracks, a record and play back feature, seven sound styles and two built-in speakers. Studio Drums is powered by a lithium rechargeable battery or USB power supply and come equipped with foot pedals for high-hat and bass drum, drumsticks and are MIDI-compatible.

“Drummers of all caliber can enjoy the freedom to take drumming anywhere they

go,” said Zvika Givli, Mukikim president.

[Mukikim \(mukikim.com\)](http://Mukikim (mukikim.com))



Vandoren Regional Artists (VRAs) at the 2017 Summit.

Vandoren Holds Artist Summit

Vandoren hosted more than 30 Vandoren Regional Artists (VRAs) last month at the 2017 VRA Summit in Los Angeles.

The mission of the VRA program is to educate and excite students to become the best musicians they can be.

To that end, this year’s summit offered VRAs from around the country the chance to connect with one another in person. Following an evening meet and greet, VRAs spent the morning in workshops and discussions during which they learned of the extensive growth and nationwide impact of the program, shared their 2016-17 school year experiences, and brainstormed with one another and the Dansr staff on ways in which the program could be improved for the 2017-18 school year.

“I continue to be inspired by these highly skilled educators,” said Michael Skinner, president of Dansr. “They’re delivering impactful, highly educational clinics to students and band directors across the U.S. on a daily basis. I’m exceptionally proud of our VRA staff.”

[Vandoren \(vandoren.com\)](http://Vandoren (vandoren.com))



Deering Channels Art Nouveau

Patterned after the Golden Clipper Signature model played by legendary banjo player Trischka, the Deering Silver Clipper has the same art nouveau inlay pattern and deeper tapered-wall resonator crafted in quilted maple found on the original.

The five-string ivoroid bound neck is crafted of a tight straight-grained mahogany with a 24-fret scale fingerboard. The longer scale gives the player two full octaves without moving the bridge.

[Deering Banjo Co. \(deeringbanjos.com\)](http://Deering Banjo Co. (deeringbanjos.com))

Bring Out Your Musical Soul... One Drum At A Time!



Eric Velez Has Revamped His Signature Series With A Classy Gun Metal Finish And Black Mirror Chrome Hardware

Check them out at Booth 1533!



Newly Designed Eric Velez Signature Series



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TKL Delivers Vectra Series

The Vectra series MC and IPX Impact-X electric guitar cases represent TKL's step forward in safety, security and portability. The Vectra-shaped cases incorporate more than 30 years of experience.

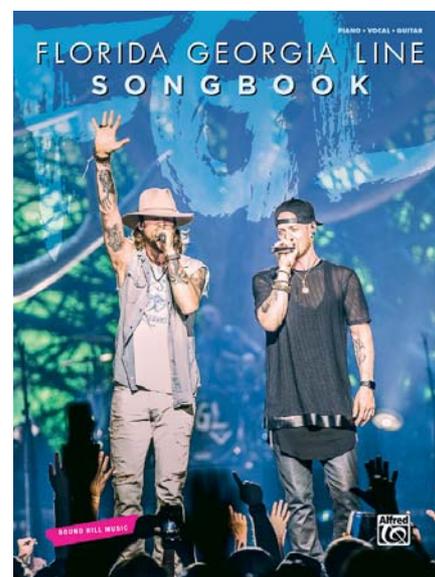
Developed to fit a wide range of modern electric guitar models, TKL Vectra cases are designed and precision-crafted to provide increased strength and lighter weight for greater carrying comfort.

Recommended for professionals and semi-pros in the studio, on the road or around town, the Vectra MC case has a custom-molded exterior with a plush, cushion-soft, secure-fit interior and TKL's proprietary Providence-Forge hardware.

Secure-Fit is a proprietary TKL process that ensures and protection of every guitar type and body style.

The Vectra IPX case features a T-Cord 600 exterior over a protective, molded core with a cushion-soft, secure-fit interior and Providence-Forge hardware. Vectra IPX is ideal for professionals as well as weekend warriors.

TKL (tkl.com)



Alfred Cruises with Latest Songbook

Alfred Music has released the "Florida Georgia Line Songbook," an 18-song collection for piano, vocal and guitar that highlights Florida Georgia Line's expanding catalog of hits.

The country duo is one of the most successful country music acts of the 2010s. Fronted by co-founders Tyler Hubbard and Brian Kelley, the group has had numerous No. 1 albums and singles.

Songs included are: "Anything Goes," "Confession," "Cruise," and more.

Alfred Music (alfred.com)

D'Addario Launches Premium Straps

D'Addario Accessories has launched its premium woven and leather straps which offer the ideal balance of elegance and durability. Available in three color options, each strap comes built with brushed die-cast zinc hardware, strong "seat belt" material, and reinforced garment leather ends that will outlast even the toughest performances.

The D'Addario Reversible Leather Straps give players two strap styles in one. Sold in four color combinations, each strap is three-ply garment leather with precision accent stitching. Adjustable from 41 to 60 inches.

The D'Addario Hybrid Leather Strap combines the strength and quality of a

leather strap with the adjustability of a woven strap.

Featuring an eco-leather top and matching strap end made of re-purposed leather, this strap is backed with "super suede" (synthetic suede) and a polypropylene woven end. Adjustable from 44 to 56 inches.

D'Addario (daddario.com)



Boss Reissues Pedals for Anniversary

Boss has announced the Compact Pedal 40th Anniversary Box Set, a special limited-edition commemorative package.

The set features one-time-only reissues of the OD-1 Overdrive, PH-1 Phaser and SP-1 Spectrum — the original three Boss compact pedal models. Each pedal set is made in Japan and comes in a deluxe presentation box with a serial number, the Boss 40th Anniversary logo, and a personal message from Boss President Yoshihiro Ikegami.

Each pedal also includes subtle improvements for modern performance, including a PSA-compatible power supply section with a protection circuit and noise filter,

a reinforced battery snap, and a LED that shows effect on/off status.

Boss (boss.info)



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- Engage with NAMMM's Endorsed Service Providers for business discounts.

Located in the Lobby of Halls C/D of the Music City Center

Signature events include:



THURSDAY, JULY 13

Issues & Advocacy Roundtable:
CITES Compliance

11 am–12 pm



SATURDAY, JULY 15

Recreational Music Making
(RMM) Forum

1–2 pm



SATURDAY, JULY 15

Ukulele
Circle

2–3 pm



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TONIGHT'S ENTERTAINMENT

CODY ALAN

Host

Nominated for Radio Music Awards Air Personality of the Year, as well as honored at the Grand Ole Opry Cody Alan can be heard Monday—Friday on his show, "Live with Cody, on CMT Radio."



TIM AKERS AND THE SMOKING SECTION

Band

Tim Akers and The Smoking Section is a hand-picked group of Nashville's finest studio-players who share a common love for jazz and funk. With a high-energy vibe, this 18-piece band will get you moving.



MELINDA DOOLITTLE

Solo Artist

As a former season six "American Idol" contestant, Melinda Doolittle is gifted with a flawless voice, irresistible artistry and soulful style. The New York Times hails her as one of the most "phenomenally gifted" singers in years.



Doors open at 6 pm and the
Top 100 Dealer Awards show begins at 7 pm

Summer¹⁷
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Yamaha Shrinks, Boosts BB Series

Yamaha has debuted nine new BB series bass models that will continue to deliver the superb, legendary tone and build quality for which they are known, yet in a smaller body with even better playability.

Built for the working bassist, the models feature an alder/maple/alder construction, sandwiching maple into the center of

the body for quicker sound transmission from the strings. Custom-wound pickups achieve higher output gain while retaining the classic BB voicing. The new models also feature standard sized pickups for the first time in a BB, for more convenient customization or replacement.

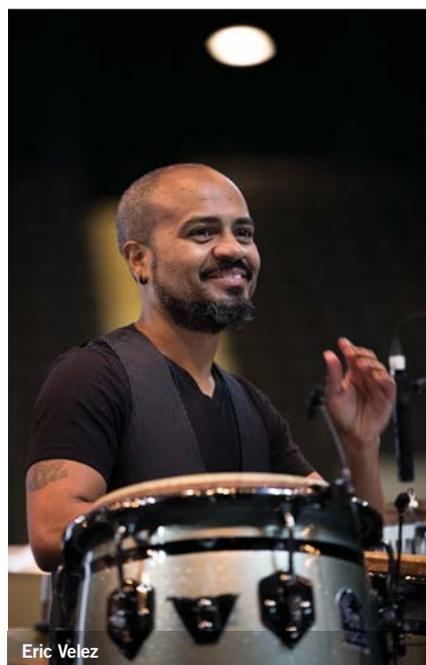
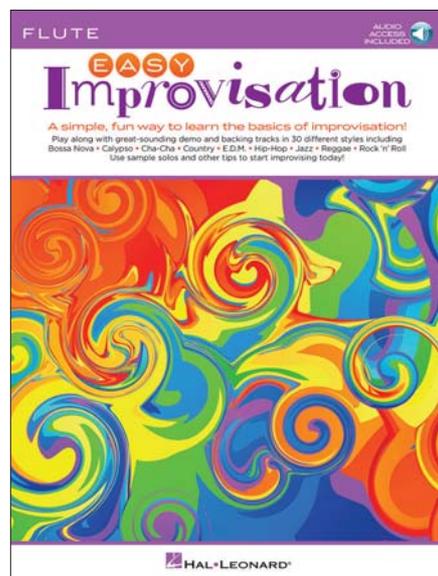
[Yamaha \(usa.yamaha.com\)](http://usa.yamaha.com)

Hal Leonard Shows Players Easy Improvs

Hal Leonard has released "Easy Improvisation," a book designed to help students better understand how to improvise.

It can be used by an individual player using the included PLAYBACK+ audio files, a small group of players, or a large ensemble with or without the audio. Students can play along with demo and backing tracks in 30 different styles including rock, jazz, EDM, hip-hop, bossa nova, country and more.

The book includes exercises for each musical style with tips and suggested notes. [Hal Leonard \(halleonard.com\)](http://halleonard.com)



Eric Velez

Toca, Velez Partner

Toca Percussion has released a line of Eric Velez Signature Series pro-quality congas, bongos and timbales.

The congas are Cuban-style with three metal rings, finished in Black Mirror chrome with rubber bottoms. They stand at 28 inches tall. The accompanying bongos feature the same finishes outfitted on 7- and 9-inch heads and Easy Play hoops. Both the congas and bongos are made with sustainable plantation grown Asian oak wood.

The timbales feature 14- and 15-inch heads and come fitted with synthetic heads, a heavy-duty adjustable stand and an adjustable cowbell mounting bracket.

"[This new series] has some old school flair mixed with new school technology and design," said Eric Velez, world-renowned percussionist.

[Toca Percussion \(tocapercussion.com\)](http://tocapercussion.com)

Short Scale Bassists Rejoice

Ernie Ball's Short Scale Bass Guitar Strings are tailored to fit short scale basses. The strings are available in gauges .040, .060, .080 and .100.

The strings are precision-wound with nickel-plated steel and feature a high-carbon steel hex core, a rich and balanced tone, and compliment all bass guitar types and playing styles. The element shield packaging prolongs string life and keeps strings as fresh as the day they were made.

[Ernie Ball \(ernieball.com\)](http://ernieball.com)



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Grow Your Business



Friday, July 14, 2017

This Morning's Breakfast Session *Big-picture Ideas for Inspiration and Forward Direction*

The Connected Consumer: Customer Experience in an Online World

Doug Fleener, Sixth Star Consulting and Customer-Experience Expert

Free breakfast (first come, first served!) 8-8:30 am
8:30-9:30 am



Doug Fleener

Grand Ballroom C (Level 4) – NEW LOCATION!

What does it take to reach today's connected customers? How do you create an experience, in-person and online that exceeds expectations, drives sales and wows consumers? Join customer-experience expert, Doug Fleener, and get ready to make your business stand out in this age of unlimited choices and nonexistent attention spans. Whether you're a music retailer,

manufacturer or distributor, you'll discover the most common barriers to providing a world-class customer experience and how to avoid them. Find out how companies like yours have been able to dramatically elevate their customer experience and sales results. And most of all, walk away with proven hacks and actionable tips you can put to use right away for delivering a powerful experience over and over again.

NAMM Idea Center Spotlight

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

Community-minded Promotions to Grow Your Business

Miriam Risko, Mike Risko Music; Noel Wentworth, Wentworth Music; Ernie Lansford, Industry Veteran and Sales Consultant (Moderator)

3-3:30 pm

NAMM Idea Center (Booth 463)

Are you looking for new business and more sales? How about increased local awareness of your store? Then join industry veteran, Ernie Lansford, and a panel of independent music retail experts to discover how to grow your business using powerful promotional ideas. They'll also share their own proven promotional ideas and best practices. Don't miss out on sources of new business and the opportunity to strengthen your bonds with the community.

TEC Tracks Standout

Sessions for Sound, Studio and Stage Professionals

Women in Audio Sound Off!

Piper Payne, Mastering Engineer; Catherine Vericelli, Fivethirteen Recording; Samantha Pink, KMC; Kimberly Rosen, Knack Mastering; Karrie Keyes, Monitor Engineer for Pearl Jam and co-founder of Soundgirls; Laura B. Whitmore, WIMN (Moderator)

1-2 pm

TEC Tracks (Booth 263)



Here we talk with a panel of audio pros who disrupt gender norms. Why have they been successful? What have been their biggest challenges? And what can we as an industry do to encourage more women to join the ranks of audio professionals? Hosted by *Electronic Musician* magazine and moderated by Laura B. Whitmore of the Women's International Music Network, this dynamic panel gives insight into these questions and more!

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



NAMM Chairman Mark Goff and NAMM President and CEO Joe Lamond with Contemporary Music Center's Menzie and Summer Pittman, 2016 Dealer of the Year winners.

2 P.M.

Increase Cash Flow by 25 Percent Starting Next Week

Join sales guru Bob Popyk and financial guru Alan Friedman for this fast-moving session, and walk away with ideas to increase your profits, reduce expenses and generate more sales as soon as you get back to your store.

💡 2 P.M.

AUDIO COMPUTERS: OPTIMIZING ETHERNET & CONTROLLING LATENCY IN THE STUDIO

This discussion will look at pro and project studio options for interfaces and audio over Ethernet. We'll talk about how IT is influencing the direction of recording studios, take a look at the issue of latency, and more.

2:30 P.M.

Proven Promos to Drive Store Traffic

Join Whitney Brown Grisaffi of Ted Brown Music to learn simple, powerful and not-so-obvious ideas for getting people into your store and making them long-term customers.

3 P.M.

Community-minded Promotions to Grow Your Business

Looking for new business and more sales? Join industry veteran Ernie Lansford and a panel of independent music retail experts; discover how to grow your business using powerful promotional ideas. Don't miss out on sources of new business and an opportunity to strengthen your bonds with the community.

💡 3 P.M.

DEMYSTIFYING VR, IMMERSIVE AUDIO & THE FUTURE OF SURROUND MUSIC

Learn about object-based mixing and why it's the future. We'll discuss one mix for your music to rule them all!

3:30 P.M.

Lessons in Loyalty: How to Keep Your Students

Melissa Loggins of Music Authority has built a lesson program that families and students wouldn't think to quit. In this session, she'll



Representatives from The Upper Bout accept the Best Emerging Dealer award from Cody Alan, the event's host at Summer NAMM 2016.



For a complete list of educational sessions visit the [mobile app](http://mobile.app) or namm.org/edu17

show you simple but effective steps she's taken to create a program that's designed for growth, community involvement and retail sales. Find out how to build a lessons brand that people want to be a part of and stay part of!

4 P.M.
Live Video Power Tips for Musicians & Retailers (Double Session)

Marketing expert Laura B. Whitmore and Mike Molenda of Guitar Player Magazine will show how you can create quality live video content that engages and informs.

4 P.M.
DECONSTRUCTING A HIT: PEEK BEHIND THE MUSIC ROW CURTAIN

Go behind the scenes into Music Row's hit-making machinery to get the lowdown from two of Nashville's hottest hitmakers, Josh Osborne and Beth Brinker. Beth Brinker serves as creative manager at ASCAP, where she maintains its relationships with several high-profile Nashville songwriters and artists and plays a major role in the ongoing success of monthly ASCAP showcases.

5 P.M.
ON THE FLY LOOPING

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 powerful presentation, one-woman band Tiffany Christopher will show simple yet potent loop techniques — and the innovative use of instruments, vocals and even silence within this do-it-all setting.

6–8:30 P.M.
NAMM Top 100 Dealer Awards
Music City Center, Grand Ballroom C (Level 4)
CMT star Cody Alan will return to the mic to host the Top 100 Dealer Awards, which celebrates the best of the best in music retail. From the Top 100 honorees, seven music retailers will be recognized in “Best Of” categories including: Best Store Turnaround, Best Customer Service, Best Store Design, Best Marketing and Sales Promotion, Best Online Engagement, Best Emerging Dealer/Rookie of the Year, and one recipient will be honored with the Music Makes a Difference award. The coveted Dealer of the Year award will go to one of the recipients in the aforementioned categories. All Summer NAMM badge holders are invited to attend this evening honoring excellence in music retailing. Dinner and refreshments will be served on a first-come, first-served basis.



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Summer 17
NAMM

Friday, July 14, 2017

What's New

- ★ The “**Top 100 Dealer Awards**” have moved to the **Grand Ballroom C on Level 4**
- ★ Start your day with big-picture, big-idea strategies each morning at our **FREE Breakfast Sessions**, newly relocated upstairs, on **Level 4 of the Music City Center in Grand Ballroom C**.
- ★ Enjoy **free Wi-Fi** and the great food options throughout the building.
- ★ Don't forget to have fun! Check out our **new geofilters on Snapchat** to share your NAMM Show experience with others.

Highlight Events



SupportMusic Coalition on Coalitions Forum
The NAMM Foundation
12–1:30 pm • Room 104 A (Level 1)

The SupportMusic Coalition on Coalitions Forum will feature national education policy updates, inspiring discussions and state music education advocacy team reports. Co-hosted by Jeff Poulin, Arts Education Program Manager at Americans for the Arts, and Mary Luehrsen, Director of Public Affairs and Government Relations for NAMM. Lunch will be provided.



NAMM Young Professionals (NAMM YP)
Speaker and Reception
4–6 pm • Room 101 (Level 1)

Join Christie Carter, co-founder of Carter Vintage Guitars, as she shares her story on how they built their business, and what makes her store a Nashville destination. Plus, gain valuable perspective about being a young professional in our industry. A reception will follow so you can network with fellow NAMM YP members.



The Top 100 Dealer Awards
6–8 pm • Grand Ballroom C (Level 4)

Dubbed the “Retail Oscars” by *Music Inc.* magazine, The Top 100 Dealer Awards spotlights the industry's very best music product retailers and shares their strategies for success. In addition to choosing “The Top 100 Dealers,” an independent panel of judges also picks winners in seven “Best of” categories, from which the prestigious “Dealer of the Year” is selected.



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NAMM Booth No. 2009

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Global Tuner Pro with Dual-Stabilizers

CSLSophia.com

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Martin Guitar Debuts D-18, Signature Edition Models

Martin Guitar has unveiled Jason Isbell's signature D-18, designed by the Grammy Award-winning artist and the luthiers at Martin.

The model boasts a pre-aged Vintage Tone System (VTS) Adirondack spruce top, mahogany back and sides, and rear-shifted

scalloped bracing which produce more natural volume and a clear, powerful tone.

Martin Guitar has also announced additional models to be unveiled at Summer NAMM 2017, including a re-imagined D-28, a limited edition Art Deco model, the FSC Certified Model America 1 dreadnought, along with four custom signature edition models — which includes the Ed Sheeran LX1 and Jason Isbell D-18.

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

Boss Delivers Classic, Vintage Tone

Boss has released the Waza Amp Head 75: a guitar amplifier that expands the flagship Waza series to two amp models.

Driven by the proprietary Tube Logic design approach, the stage-ready 75-watt amp head is optimized for high-gain tone and includes four independent channels, custom voicing options via Boss Tone Capsules and more.

The Waza amp series also includes companion Waza Amp Cabinet 412

and Cabinet 212 speaker cabinet models, which provide optimized performance with custom 12-inch speakers and heavy-duty plywood construction.

🛒 **Boss** (boss.info)



CMC2 Monitor Provides Big Sound for Small Studios

TransAudio Group has announced that shipments of Drawmer's CMC2 (Compact Monitor Controller) are now crossing the Atlantic from England for distribution to American project- and home-studios.

The CMC2 has all of the features of Drawmer's MC2.1 and MC3.1 monitor controllers, including superlative fidelity, balanced stereo inputs, a 3½-mm unbalanced stereo aux input, and mix check facilities. Support for two sets of stereo monitors, a subwoofer, and volume-independent

headphones is also included.

🛒 **TransAudio Group** (transaudiogroup.com)



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SCHEDULE

FRIDAY, JULY 14, 2017

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, JULY 14

BREAKFAST SESSION

8:30–9:30 A.M.

The Connected Consumer: Customer Experience in an Online World

Doug Fleener, Sixth Star Consulting & customer-experience expert

Music City Center, Grand C Ballroom (Level 4)

What does it take to reach today's connected customers? Join Doug Fleener and discover the most common barriers to providing a world-class customer experience and how to avoid them. Free breakfast is served on a first-come, first-served basis from 8–8:30 a.m.

10:30 A.M.

7 Steps for Online Marketing Excellence

Mitch Joel, president of Mirum Agency, will look at why so many companies fail at online marketing and share seven simple, practical steps to help you create a successful online and social marketing strategy. Discover Joel's simple process so you can figure out what will work for your business and get started.

 10:30 A.M.

IMPROVE YOUR CONTROL ROOM FOR LITTLE OR NO \$\$\$

Get expert advice from studio designer Carl Tatz on how to do little things in your studio that yield big results. As a bonus, you can download the Null Positioning Ensemble and Axial Mode Calculator and be walked through their operations. It won't cost you a dime and can make a huge improvement in the performance of your control room.

11 A.M.

YouTube Power Tips for Music Retailers

Looking to create more effective YouTube videos? In this session, Mitch Gallagher of Sweetwater will share essential tips and tricks, covering everything from video creation to YouTube channel essentials to helpful hacks. Get best practices straight from a retail leader.

 11 A.M.

THE SOUND OF ELVIS!

It's the 40th anniversary of Elvis Presley's passing, but his legacy still looms as large as ever. This session will visit two of The King's top music men, Tony Brown and



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

David Briggs. They'll share stories about their studio sessions and stage shows, and tell us what it was like to record in that rare moment in space and time.

11:30 A.M.

Website Makeover: What I've Learned

Does your website need a makeover? Are you looking for ideas to update your site? Tracy Leenman of Musical Innovations recently gave her website a successful revamp and will lead a panel of music retailers who've done the same. They'll share their best practices for navigating a website makeover.

12 P.M.

No Filter: Tips for Connecting with Customers on Instagram

You don't need to be a professional marketer or photographer to reach customers on Instagram. Ryan Sargent, social media manager at MakeMusic, and Billy Cuthrell, owner of Progressive Music Center, will show you how to tear down the filters between you and your customers and grow a following on Instagram.

 12 P.M.

VINYL MASTERING PANEL

Vinyl records are projected to sell 40 million units in 2017, with sales nearing the \$1 billion benchmark for the first time this millennium, according to Forbes. In this session, three leading mastering engineers will fill you in on how to ride the vinyl wave with high-fidelity results.

12:30 P.M.

(Updated) The Biggest Mistakes in Lesson Programs

Pete Gamber will lay out more of the biggest mistakes that impede a lesson program's success. Discover how fixing mistakes can transform a weak lesson program into a growing one that differentiates you from the rest.

1 P.M.

YouTube Success Strategies for Indies

New research shows that online shoppers buy first and foremost based on trust — not

price. So how does an independent music retailer engage online customers in a way that builds trust? One key tactic is YouTube. Join John Fowler of Shoreline Music and walk away with YouTube and online success tips from the trenches.

 1 P.M.

WOMEN IN AUDIO SOUND OFF!

Here we talk with a panel of audio pros that disrupt gender norms. Why have they been successful? What have been their biggest challenges? What can we as an industry do to encourage more women to join the ranks of audio professionals? This panel gives insight into these questions and more! Hosted by Electronic Musician magazine and moderated by Laura B. Whitmore of the Women's International Music Network.

1:30 P.M.

Offbeat Store Design: High Impact on a Dime

Few have mastered the art of transforming everyday materials into creative, high-impact store designs like Maxwell's House of Music. Here, Mark Maxwell, the company's head honcho, will look at how to make your store an unforgettable destination. He'll share examples of his most effective, offbeat and eye-catching ideas and proven tips for making the most of your showroom.



CONTINUED ON PAGE 18

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