

The Official **NAMM** Show Publication

UpBeat

DAILY



Selling! Sizzle!

Summer NAMM is on, and we're all here to find something hot besides the sidewalks of Nashville. With new gear aplenty and a full complement of educational sessions, there's gonna be a winning SKU or killer idea that will propel your business. We're all looking for that sizzle, including these folks setting up on the show floor yesterday!

- 1. Daniel Cooper and Melanie Dyer with the new Cooperstand Pro-C/B cello and bass stand.
- 2. Yoshi Ikegami, president of Boss, with the new RC-10R Rhythm Loop Station, right, and the SY-1 Synthesizer Pedal.
- 3. Wild Customs Guitars brought its Gyrock revolution to Summer NAMM. Jose Martinez, left, and Julien Roure present the new models and the Gyrock pickup technology behind them.
- 4. Crystal Morris, CEO of Gator Cases, shows off two new products: the Levy's Right Height line of guitar straps featuring ripchord technology for adjusting the strap on the fly; and the Retro Rack series of vintage amp-style rack cases.
- 5. Earthboard's Mark and Kym Bradley highlight their Earthboard Pedalboard System, including new features like a remote control LED light system built into each board.



BREAKFAST SESSION



RETAIL DISRUPTORS

Join Joe Lamond and guests to take a deep dive into how to win in an era of great change.

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GYROCK

PICKUP SYSTEM

DESIGN AND ENGINEERING BY WILD CUSTOMS

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guitar

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pickups

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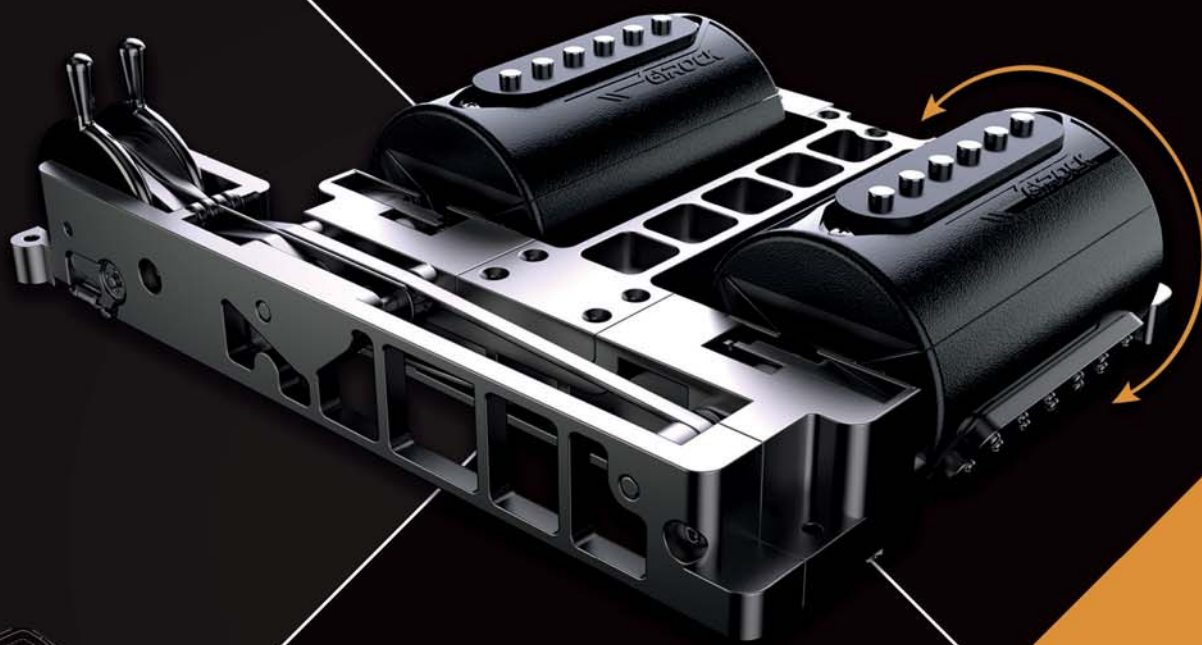
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∞

possibilities

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Richard Fortus, Guns N' Roses



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NAMM Show News



Wild Customs Adds Gyrock

Wild Customs has unveiled the Gyrock pickup system. The system lets players load up to six pickups on a single guitar and switch from one pickup to another in a split second thanks to the two shifters available at a player's fingertips.

Players can flip actual pickups in the middle of a song and also swap out different pickup modules in the back of a guitar, flip them around, and mix and match the combinations. Gyrock provides players with freedom and breaks down all tonal barriers.

🛒 Wild Customs (wildcustomguitars.com)



Fender Offers Exotic Woods

The Fender American Acoustasonic Telecaster will be offered in cocobolo, zir-cote and koa woods, starting July 30.

From acoustic shape-shifting to electric rhythm tones, this powerful guitar uses a revolutionary Fender- and Fishman-designed Acoustic Engine to deliver new sonic expression from the studio to the stage.

Handcrafted in Corona, California, at the same factory that makes Fender's iconic electric instruments, the Acoustasonic Telecaster represents the next era in Fender craftsmanship and innovation. The guitar is designed for artists who want an inspiring instrument with limitless new sounds and great Fender feel.

🛒 Fender (fender.com)



WELCOME BACK TO SUMMER NAMM!

AS WE PUSH OFF INTO THIS JOURNEY OF CONNECTION AND COMMUNITY, WE'RE REMINDED OF A CONCEPT BY JIM COLLINS, AUTHOR OF THE NO. 1 BESTSELLER *GOOD TO GREAT*.

ROBIN WALENTA, NAMM CHAIR

JOE LAMOND, NAMM PRESIDENT AND CEO

Collins likened business success to that of a massive flywheel, gaining speed with each successive push before reaching a critical mass and becoming self-sustaining. The collective effort adds up to become more than the sum of its parts. In other words, greatness is built over time.

For your business, every strong decision creates its own momentum. Collectively, these actions lead toward a positive outcome for your company and for the industry as a whole. Likewise, your choice to attend Summer NAMM will prove to be a shot of energy for your own flywheel.

While there will be objective measures of success, such as new accounts, inventory purchases or sales increases, we believe that growing our passion for music and our mutual community brings intangible benefits, which hold the power to generate incredible returns. As such, we invite you to avail yourself of the various education sessions, concerts, special events and networking meetups located throughout the campus and Nashville.

Don't miss your chance to celebrate our retail leaders at the Top 100 Dealer Awards, and enjoy musical performances at the American Eagle Awards. These moments can yield a massive impact on our world, not only by fueling our passion but also by contributing to our shared industry through the Circle of Benefits business model, which reinvests all proceeds from the show and creates more music makers by empowering music education, public relations, governmental policy and more.

I urge you to take advantage of all that's available this week, including a vibrant show floor packed with innovative and eye-catching products. Be sure to download the Summer NAMM mobile app for the latest information, and make sure to leave a little time to get out and see the town. Nashville is booming, and as always, the NAMM staff is standing by to help make your trip a successful one.

RBI Acquires Grover Pro

Rhythm Band Instruments has acquired the assets of Grover Pro Percussion, a manufacturer of orchestral percussion instruments since 1979.

"We are thrilled to be able to work with [founder] Neil Grover and to offer, as a key component of our RBI Music initiative, the world-class instruments and accessories that Neil has designed," said Brad Kirkpatrick, president of Rhythm Band. "For as long as I've been in the music industry, Neil has designed products with the performer in mind. He's performed for years with the Boston Symphony and the Pops, so he knows percussion and all of the

products he produces are exceptional."

Rhythm Band Instruments has been distributing musical instruments and music education material from Fort Worth, Texas, for nearly 60 years. In 2009, the company acquired the Boomwhackers brand of tuned musical tubes, and in 2016 it acquired the Toca Percussion brand of hand percussion instruments.

🛒 Rhythm Band Instruments (rbimusic.com)

GROVER
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Big Sound, Small Price

After more than 10 years of R & D, Theo Wanne has released its Elements series of affordable mouthpieces.

The Elements series is designed by Theo Wanne and is crafted in the U.S. using aerospace-grade CNC machining to the highest accuracy in saxophone mouthpieces. The Elements series provides player with the fundamental building blocks for their sound, whether it's classical (Water), all-around (Earth) or funky and bright (Fire), without the sacrifices usually found in lower-cost mouthpieces.

🛒 Theo Wanne (thewanne.com)



Earthboard Cross-Board Cleans Up

Rare Earth Music has introduced the Cross-Board patch cable, designed to simplify the rig setup and life of musicians.

Unlike a conventional patch cable that is used to connect the upper row of pedals on a pedalboard to the lower row of pedals, the Cross-Board patch cable removes the hassle of having a patch cord that is always too long or too short, or having to decide to run the patch cord on top of or underneath the rig.

The Cross-Board patch cable is an optional feature for any model of Earthboard. It allows musicians to use standard short pedal patch cords to connect their pedals to the Cross-Board patch cable input jacks on the Earthboard.

🛒 Earthboard (earthboardmusic.com)

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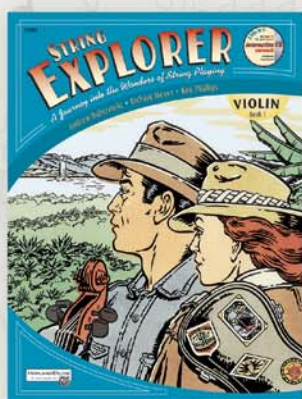
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Alfred Music is dedicated to helping the world experience the joy of making music.

D



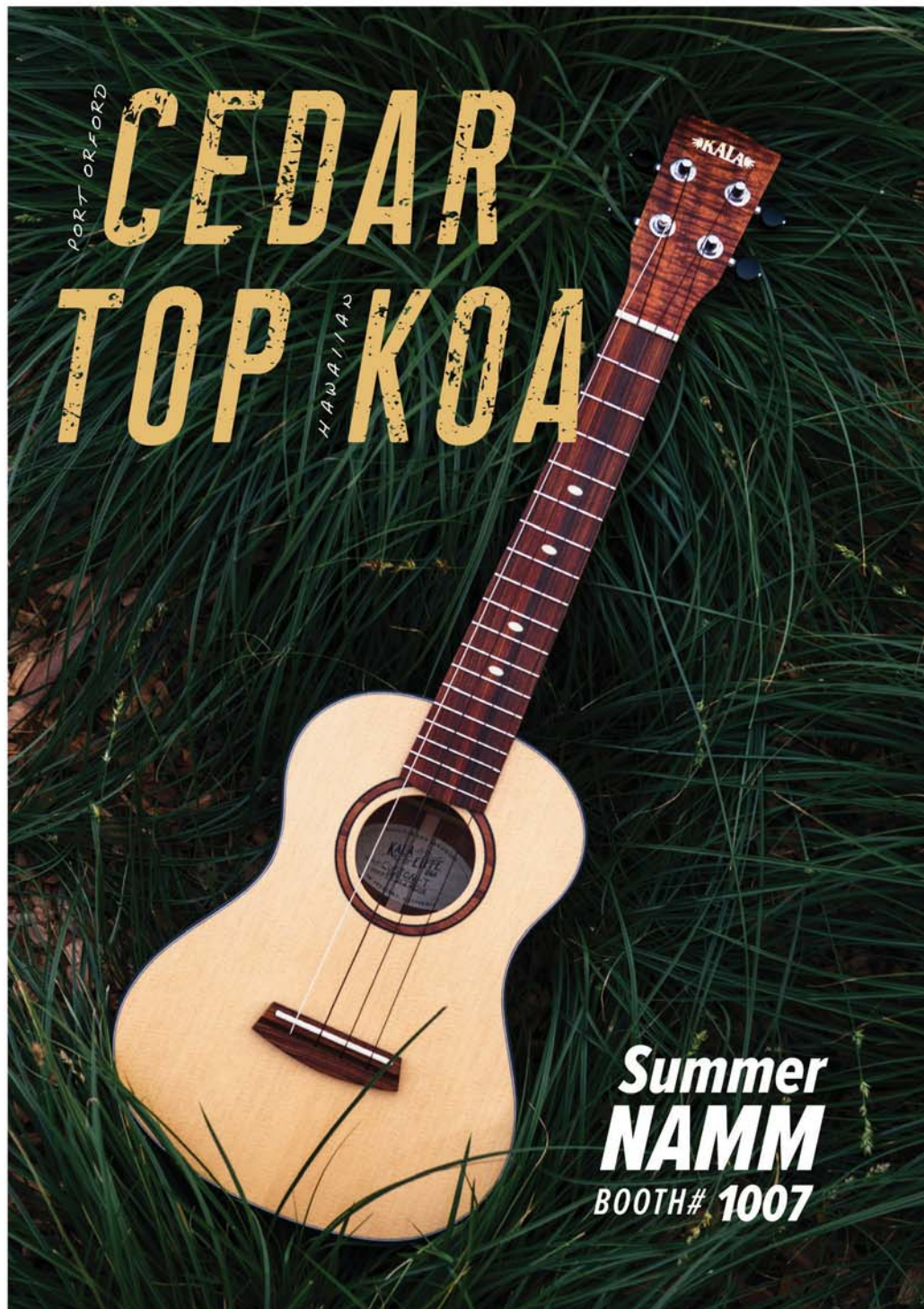
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ACOUSTIC ROOM



Guild Resurrects GSR Series

Guild Guitars has announced the return of its Guild Special Run (GSR) series, a line of limited-edition, high-end acoustics based on the Guild USA line.

Guild relocated to its new Oxnard, California, factory in mid-2014, and its first guitar, the M-20, came off the line in 2016.

The company has gradually ramped up production, adding increasingly ornate models like the F-55 and F-512 Maple to

its lineup. Now that production is streamlined and the manufacturing team is well-trained, Guild is ready to revisit the Guild Special Run series.

“As Guild settles into its new home in California, our team of builders is excited to bring back limited runs of special instruments,” said Guild President and Chief Product Officer Jonathan Thomas.

GSR guitars were first introduced to the Guild line in 2009 at the New Hartford factory, featuring special and exotic wood selections and custom appointments not available on standard models. In 2019, the GSR series will follow a similar format. New models will be based on current production, and Guild will use a variety of different finishes, woods, inlays, electronics and hardware options to create some unique, interesting guitars.

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



Vintage Historic Series Boasts New Color Finish for 2019

Vintage’s Historic series will receive a new color finish for 2019.

Evoking the traditional aesthetics of the earliest acoustic guitars, the Historic series sports contemporary design features and innovations, ensuring each model sounds and plays like a modern

instrument. The V440AQ Orchestra, V660AQ Drop Shoulder and V880AQ Parlour models are available. New for 2019, the Vintage Historic series will wear a distinguished open pore Aged finish, accentuating the time-honored appearance.

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



Alvarez Grows 12-string Options

Alvarez Guitars has added two 12-string models to its Artist series lineup, which feature Jet Black and Shadowburst finishes and L.R. Baggs electronics.

“We’ve seen a higher demand in our natural 12-string models over the last year,” said Chris Meikle, head of development at Alvarez and senior vice president of St. Louis Music. “We wanted to extend the offering a little with these great colors,

demonstrating our crystal clear finish and big chiming tones.”

The Artist series 12-strings are made from Solid A+ Sitka tops and mahogany back and sides. Both models feature Alvarez’s FST2 Forward shifted bracing system and an attenuated gloss finish and come with the L.R. Baggs StagePro element pickup system.

🛒 [St. Louis Music \(stlouismusic.com\)](http://StLouisMusic.com)

Breedlove Models Utilize Myrtlewood

Breedlove has unveiled three additions to its Pursuit Exotic series acoustic-electric guitars — one in each of the company’s body shapes: Concertina, Concert and Concerto.

Each model is crafted with myrtlewood from the Oregon coast and finished with Breedlove’s Prairie Burst finish. They deliver the tonal balance of myrtlewood, which has a unique voice blending the best of East Indian rosewood and maple with distinct and clear bass, mids and highs. A 12-fret-to-body design makes the series ideal for players looking for more nuanced sound with tonal complexity.

🛒 [Breedlove \(breedloveguitars.com\)](http://Breedlove.com)



Riversong Offers Players ‘Necknology’

Riversong Guitars has launched a series of guitars designed by Riversong’s Mike Miltimore — eight models all based around “Necknology.” These guitars are fast playing, easy to adjust and sound great — all at an affordable price.

“After years of building, I searched for a partner that could build my designs how I wanted them,” Miltimore said. “With help from industry veterans, David Magagna, Hap Kuffner and many more, we have built a series of guitars built to deliver a playing experience worthy of much more expensive guitars and upholding the Riversong name.”

🛒 [Riversong \(riversongguitars.com\)](http://Riversong.com)



Yamaha’s Storia Series Provides Players with Distinctive Look

Yamaha’s Storia series features three acoustic-electric guitars that are as fashionable as they are enjoyable to play. Designed with beginners in mind, the guitars’ inviting body contours, slim necks, comfortable string height and smooth fingerboard edges make them easy to pick up and play when inspiration strikes, while their stylish color combinations make visual statements.

In addition to their appealing finishes, inlay work and champagne gold tuners, the guitars feature solid tops, brass bridge pins and Yamaha SRT passive undersaddle pickups, which provide a warm and natural-sounding acoustic tone when the guitars are amplified. All three models have FS (Concert) body shapes with mahogany backs and sides.

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



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F-512 & F-55 Maple



Jetstar



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AMP WALL



Genzler Adds Bass Combo

Genzler Amplification has added the MG350-MG12-Combo to its line of compact, high-powered bass amplifiers and cabinets.

The taller combo option marries Genzler's MG-350 amplifier to its new MG-12T-V with power output of 175 watts as the combo and 350 watts with an extension MG-12T-V. As a vertically designed 1- by 12-inch cabinet with tweeter, this model offers an extremely small and compact combo rig that delivers big output and the throaty tone of a 12-inch-loaded, ported cabinet. Features include a clean channel, dual-curve variable contour circuitry and active three-band EQ.

🛒 Genzler Amplification (genzleramplification.com)



Trace Elliot Delivers Big Sound

Trace Elliot has debuted the Trace Elf Combos, which take the finest speaker components and deliver big tone, all in an ultralight, ultraportable package that players can carry in one hand. The Elf 1x8 Combo measures 12 inches by 10.2 inches by 13.3 inches and weighs 17 pounds, while

the slightly stockier Elf 1x10 Combo measures 13.3 inches by 12 inches by 14 inches and weighs 18 pounds. Both units are purpose-built to amplify the player's skill and the tone, while being expandable and flexible to meet the needs of the setting.

🛒 Trace Elliot (traceelliot.com)



Peavey Takes Power to the Max 300 Amp

Peavey has rolled out the Max 300 bass amplifier — the 300-watt model is the most powerful model of the Max bass amp series created especially for performers. It's designed for portability, flexibility and sound, with a durable yet ultralightweight construction that delivers plenty of power and state-of-the-art tonal quality.

Bass players know that bigger doesn't always translate to better sound. That's why the Max 300 has a built-in Kosmos-C bass enhancement feature that adds harmonics and subharmonics for maximum tone. Along with a three-band EQ, the combo also offers overdrive, contour, mid-shift and bright switches.

With the Max 300, players will hear themselves loud and clear, with no need to tilt the amp back. This is thanks to the angled baffle design which helps direct the sound where needed. Instead of pointing the sound at the player's ankles, the speaker is angled up to optimize both the ability to hear and the amp's overall projection.

🛒 Peavy Electronics (peavey.com)

ZT Amplifiers Redesigns Lunchbox Reverb, Cab II

ZT Amplifiers has released the Lunchbox Reverb combo amp, which will replace the company's original Lunchbox model introduced in 2009.

The Lunchbox Reverb is a complete redesign, with increased power, expanded tone controls and the addition of reverb. It has a fresh look featuring the "swoop" grill of the ZT Custom Shop line and a durable metallic silver gloss painted finish.

The Lunchbox Cab II is a passive

cabinet matched to the Lunchbox Reverb and features the same custom-designed 6½-inch speaker.

Features of the Lunchbox Reverb include gain, bass, treble, volume and reverb controls; a 100-watt RMS Class D power amplifier; headphone/DI output (speaker emulated), internal speaker mute and extension speaker output; and 115-volt/230-volt selector for international use.

🛒 ZT Amplifiers (ztamplifiers.com)



Blackstar Teams with Def Leppard on First Artist-licensed Product

Blackstar's Fly 3, the lightweight 3-watt mini amp with punchy, powerful tone, has added an artist model: the Fly 3 Def Leppard. Designed with the *Hysteria* album artwork as the face of the grille, the amp also includes a customized Def Leppard panel and full color collector's gift carton.

"This was Blackstar's first artist series licensed product and who better than iconic British rock band, Def Leppard,"

said Brian Piccolo, director of guitar brands at Korg USA. "(Lead guitarist) Phil Collen has been known to use the ID Core series, so this was a perfect pick to customize the Fly 3 amp. The timing couldn't be better as Def Leppard is this year's Rock & Roll Hall of Fame inductee."

True to the original Fly 3, this model includes Blackstar's patented ISF and clean and overdrive channels.

🛒 Blackstar (blackstaramps.com)

PJB Packs Power, Performance

Small and lightweight just got more powerful with the introduction of Phil Jones Bass' BP-800 bass amplifier. The BP-800 is a high power, high performance, no compromise compact amplifier that delivers more bass for the buck. The BP800 features a Class A preamp with the PJB five-band EQ.

Although it weighs only 5.7 pounds and is 7½ inches wide, the BP-800 is built with the ruggedness and precision needed to withstand all the rigors of live performance and the road. The appealing blue front panel is a ¼-inch thick and CNC machined, while the chassis is built from thick aluminum extrusion, making it strong. All control knobs are PJB design solid aluminum billet for a high-end look and feel.

The BP-800 will work on any AC voltage from 100–240 volts.

🛒 Phil Jones Bass (pjbworld.com)





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Recording King's Acoustic Booms

Recording King has released the RD-328, a booming, traditionally styled dreadnought with a top built from 30-year-old Adirondack spruce from Recording King's tonewood reserves.

The Recording King RD-328 evokes classic dreadnought style, sound and volume thanks to hand-selected tonewoods and vintage styling.

The foundation of the 328's tone comes from solid Adirondack spruce tops that

have been naturally aging for the past 20 years. Adirondack's excellent projection, coupled with three decades of curing delivers a stiff, loud, lightweight top with powerful fundamental tone.

The 328 is finished with a rosewood fretboard and a vintage-style tortoise pickguard protecting the top. A classic rosette design and herringbone body purfling complete the traditional look.

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

SKB's Rack Cases Soar

The SKB Cases 3i-231714GFX 4U Guitar FX Fly Rack was designed specifically for the Kemper Profiler and Line 6 Helix rackmount processors and foot controllers. The top tray features robust ABS plastic and high-density foam with precut holes to match the foot controller feet and prevent movement or shifting within the case. Below the top tray is a 4U injection-molded rack frame that can hold the guitar processor with one additional space for a power supply, recording interface or other equipment. Included rear rack rails also provide options to mount other equipment or pass through connections.

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



OMG Music Adds TKL Cases to Distribution List

OMG Music and TKL Cases have formed an exclusive distribution partnership. OMG Music has served independent music dealers since 1990, while TKL Products Corp. is known for manufacturing fretted and band instrument cases in North America.

"TKL's quality is legendary in the industry," said Brett Marcus, partner at OMG Music. "With the rapidly increasing costs resulting from the escalating tariff situa-

tion, the value of the North American and American-made cases TKL offers is now off the charts."

"We wanted another partner that took servicing the dealers as seriously as we take protecting instruments," said Tom Dougherty, owner and president of TKL. "There was only one name that kept coming up when speaking with customers, (and that was) OMG Music."

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

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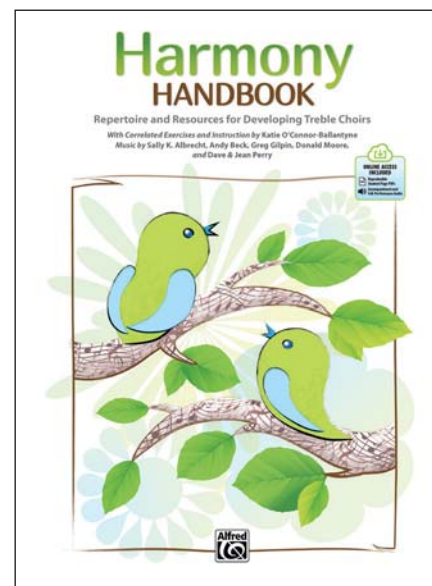
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Alfred Releases Harmonious Singing Resource

Alfred Music's new resource for developing treble choirs, *Harmony Handbook*, is a step-by-step guide that will take beginners from unison to two-part singing by focusing on the underlying aural and developmental skills necessary for success. Sequential chapters on unison, echo, round and partner singing serve as benchmarks along the way to full harmony. Each of 10 carefully curated songs is prefaced with a two-page rehearsal guide that targets essential objectives and suggests exercises and activities designed to introduce, explore and master the pieces.

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

Boss Helps Modern Musicians Create Dynamic Performances

Boss has introduced the RC-10R Rhythm Loop Station, the latest addition to its family of Loop Station products. Combining song-based looping, organic rhythms and class-leading sound in a compact package, the RC-10R gives musicians a new tool for developing ideas and making stage performances more dynamic and compelling.

Designed for in-the-moment



music creation, the RC-10R brings loops and rhythms together in a powerful, interactive way. The rhythms feature song structures with separate parts, and the two-track loop engine works in a serial fashion that's perfectly synced to the rhythm. This enables users to capture independent song sections, each with their own unique rhythmic backing. Two fill variations bring natural energy to loop transitions.

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



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D&A Guitar Gear Stands Tall

D&A Guitar Gear's Hammerhead + Folding Music Stand features an ultrastable and safe patented five-leg footprint to ensure a player's music stand stands tall.

The stand features a simple reversible snap lock retention system which converts from an adjustable sheet music holder to a stable and well-balanced laptop or tablet stand. Incorporated into the design is a foldout instrument support leg system to accommodate any instrument.

[D&A Guitar Gear \(dnaguitargear.com\)](http://dnaguitargear.com)

Fishman, Arturia, Mind Music Labs Follow Their 'Muse'

One essential part of Muse frontman Matt Bellamy's sound is the Arturia Prophet V synthesizer. Being a user of Fishman's TriplePlay MIDI guitar pickup and controller, Bellamy wanted to continue to use that to play the Arturia synth live, but without distance, range, cables and a computer getting in the way. Muse guitar tech Chris Whitemyer selected Swedish music tech company Mind Music Labs to run existing



plug-ins and instruments on hardware. Together Fishman, Arturia and Mind Music Labs produced a new kind of guitar just in time for the start of Muse's current tour. The Fishman TriplePlay MIDI Guitar Controller in combination with ELK's ability to run existing plug-ins inside the guitar opened up a new world for Bellamy.

"The guitar is rock solid," Whitemyer said.

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



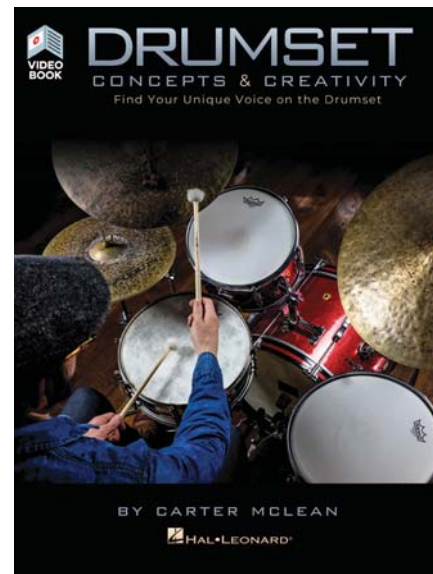
Alvarez Offers Artist Elite Option

Alvarez Guitars is now shipping its Artist Elite series, custom-style guitars made with premium tonewoods and finishes that Alvarez has applied years of R & D to deliver at an affordable price point.

Artist Elite showcases premium-grade

solid Sitka, mahogany, walnut, cedar and figured acacia tops under Alvarez's crystal-clear, attenuated gloss finish. Back and side choices include Macassar ebony, walnut, figured acacia or flamed maple.

[St. Louis Music \(stlouismusic.com\)](http://stlouismusic.com)



Hal Leonard Helps Drummers Improve

Carter McLean has had a prolific career playing with the likes of Roy Ayers, Melvin Sparks and *The Lion King* production on Broadway. Along the way, he's developed techniques to improve his own skills and continue to advance as a drummer. In association with Hal Leonard, McLean's new book *Drumset Concepts and Creativity* brings these ideas to the masses to help drummers improve their own skills and find their voice on the instrument. Featuring more than three hours of lesson videos, the book covers a variety of concepts, practice ideas, sticking patterns, grooves and creative workouts.

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

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Kaplan Offers Fractional Sizes

Kaplan, D'Addario's line of premium orchestral strings, is expanding the Amo & Vivo sets for violin and viola to include both full and fractional sizes.

Kaplan Amo & Vivo sets for violin and viola offer players a combination of beauty and power. Kaplan Amo brings warmth, richness and flexibility for brighter instruments, while Kaplan Vivo brings brilliance, clarity and a robust feel for darker instruments. With Kaplan's expansion into fractional

sizes, players can now access additional tonal range, which has not customarily been available in smaller-sized strings. This also makes both Amo & Vivo available to violists with instruments of shorter scales, joining the Kaplan Forza line. Violin strings will be available in medium tension in both full and fractional sizes, as well as light and heavy for full size only. Viola strings will be available in short-scale, medium-scale and long-scale in



both sets and single packaging.
[D'Addario \(daddario.com\)](http://D'Addario.com)

On-Stage Debuts Sturdy Cello, Bass Stand

On-Stage has released the CS7201 cello/bass stand. Designed to hold most cellos and double basses, the stand features a fully independently adjustable lower yoke and offers sturdy and secure access to instruments up to 60 pounds.

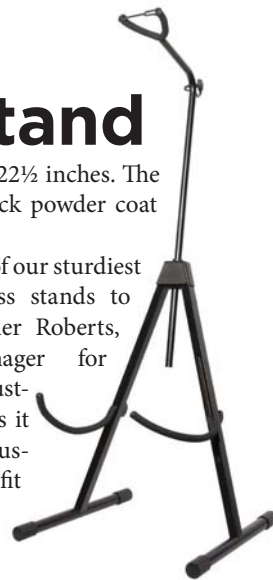
The CS7201 boasts EVA padding at all contact points to protect the instrument as well as nonslip feet for secure placement. A rear hook/attachment makes for handy bow access.

The stand is height-adjustable (lower to upper yoke) from 28 inches to 52½ inch-

es. The base spread is 22½ inches. The CS7201 features a black powder coat finish.

"This stand is one of our sturdiest cello and double bass stands to date," said Christopher Roberts, product line manager for On-Stage. "The adjustable lower yoke makes it simple for players to customize the stand to fit their instrument."

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



music EDITORS CHOICE NAMM 2019

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- ✓ Rearrange or swap pedals on your board in seconds
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- ✓ No daisychain power cords means no messy stage
- ✓ Built in LEDs makes your board and YOU look cool
- ✓ Option available for AC power backup when needed

Rare Earth Music, LLC Nashville TN earthboardmusic.com



From left, John Stippell, Taylor McLam, Spector artist Doug Wimbish, Stuart Spector and Corey Witt.

Spector Management Team Grows

Spector Musical Instruments has named a new management team for the brand.

John Stippell has been tapped as global brand manager, Corey Witt has been selected as global marketing manager and Taylor McLam has been appointed USA Series sales specialist.

Stippell has become a seasoned brand manager through his work with Korg USA, working directly on brands like Vox, Blackstar,

Korg and Spector.

"John has a keen eye for brand building, but he also intimately understands the supply chain and sell-through process, making him the right choice for the position," said Joe Castronovo, SMI's CEO.

Additionally, Witt and McLam bring a wealth of experience to both Spector's marketing and sales needs moving forward.

[Spector Basses \(spectorbass.com\)](http://SpectorBasses.com)



Reverend Equips Charger with Railhammer Pickups

Reverend Guitars has added the Reverend Charger RA to its Charger line. The guitar is equipped with a Railhammer Hyper Vintage Humbucker at the bridge and a Railhammer Nuevo 90 at the neck. With the flame maple

tops, violin brown backs and the dark roasted maple necks, this guitar is available in transparent black, transparent blue and Coffee Burst.

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



Guild Continues to Expand on 12-string Legacy

Guild has expanded its 2019 winter NAMM Deluxe series launch with the addition of two new 12-string models. The F-2512E Deluxe and D-2612CE Deluxe add to Guild's legacy for high-quality, com-

fortable 12-string guitars at a price point that makes the shimmering tonal qualities of these instruments attainable for every player.

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

Cooperstand Stands Strong

Cooperstand has introduced the Cooperstand high strength 13 layer laminated birch Pro-CB for cello or upright bass. The stand is secure and uniquely contoured featuring finely handcrafted enhancements. In addition, it provides a professional overall appearance to the performance.

The Cooperstand conveniently sets up or packs away easily, weighing only 3 pounds and can accommodate a variety of larger string instruments. The stand fits in a variety of cases and gig bag pockets and is compact, folding down to 6¾ inches by 15½ inches by 1½ inches.

A wide 4-foot base with a low center of gravity provides stability and the lightweight flexible design easily absorbs impact.

🛒 [Cooperstand \(cooperstand.com\)](http://Cooperstand.com)



Incorporate Boss Synth with SY-1

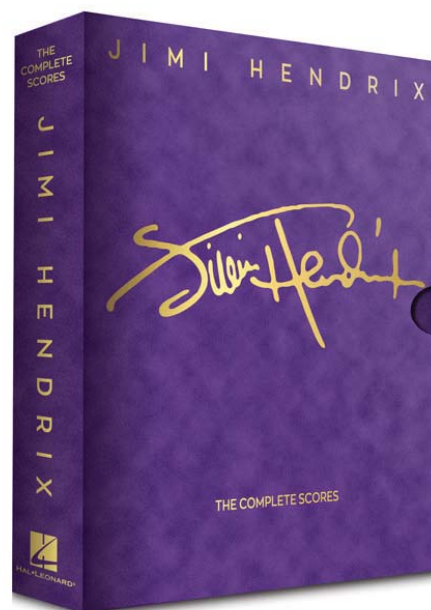
With the SY-1 synthesizer, Boss brings its latest guitar synth technology to its compact pedal lineup. Equipped with a powerful polyphonic engine, the SY-1 delivers 121 ultrasensitive synth sounds, all ready to play with no programming knowledge needed. Offering easy connectivity via a standard ¼-inch cable, this versatile pedal makes it simple for any guitarist or bassist to incorporate an authentic Boss synth into their music.

Backed by advanced tech first developed

for the SY-300, the SY-1 packs a wide range of analog-style synth sounds in a pedalboard-friendly size. Leads, pads, organs, basses and more are included, plus a variety of sound effects and rhythmic synth patterns. Sounds are organized into 11 different types, with 11 variations in each.

Thanks to custom DSP and the latest Boss innovations, the SY-1 offers latency-free performance for a natural and organic playing experience.

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



Hal Honors Hendrix

Before his untimely passing in 1970, Jimi Hendrix released four albums. Today, Hal Leonard has released the full scores and lyrics to the music from these albums in the new *Jimi Hendrix – The Complete Scores*.

This special hardcover features all 52 songs featured on "Are You Experienced," "Axis: Bold as Love," "Electric Ladyland" and "Band Of Gypsies," including "Purple Haze," "Hey Joe," "Foxy Lady" and more.

Each instrument has been transcribed faithfully from the original recordings for each song.

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

DOUBLE HELIX



3i-2317-14GFX
iSeries 4U Guitar FX Fly Rack

Designed specifically for Line 6 Helix (or Kemper Profiler) rackmount processors and foot controllers! This case features an ABS and foam top tray with pre-cut holes to perfectly match the foot controller feet, and a 4U injection molded rack frame below that can hold the guitar processor with one additional space for a power supply, recording interface, or other equipment.

- Rear rack rails included
- Tow handle and wheels
- Lifetime Warranty
- TSA locking latches



3i-2421-7LH
iSeries Line 6 Pedalboard Case

Designed specifically to house the Line 6 Helix LT or Line 6 Helix with high-quality form cut foam, this case also includes two large cavities for cables, additional pedals, or other accessories.

- Oversized carry handle
- Tow handle and wheels
- Lifetime Warranty



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PMC Committee Grows

The Percussion Marketing Council has appointed Jennifer Paisley to its executive committee. Paisley joins the all-volunteer committee consisting of David Jewell, Yamaha Corp.; Stacey Montgomery-Clark, Sabian; and Karl Dustman, Dustman and Associates.

The PMC executive committee serves as the PMC's leadership team, contributing diverse talents and resources to extend the reach of the various PMC programs, campaigns and events, all centered on growing the percussion industry in all product categories.

Paisley currently serves as Alfred Music's trade shows and partnerships director and has been an active member of the music

industry for more than 16 years.

"I'm delighted to be joining the PMC executive committee and am looking forward to supporting the PMC in its efforts to help more future musicians discover their love of drumming," Paisley said.



Jennifer Paisley

"We are extremely fortunate to have Paisley join the executive committee as our new industry relations representative," said PMC's Dustman. "Paisley will be working closely with us on the further growth of the many PMC initiatives,

such as May's International Drum Month, Percussion in the Library, Hand Drumming for Life and March to Your Own Drum."

[Info Percussion Marketing Council \(playdrums.com\)](http://www.playdrums.com)



Alfred Adds Broadway, Movie Songs

Alfred Music has made a new addition to its popular Instrumental Solo series: *Top Broadway and Movie Songs*.

The *Top Broadway and Movie Songs* series is arranged for flute, clarinet, alto saxophone, tenor saxophone, trumpet, horn in F, trombone, violin, viola, cello and optional piano accompaniment. All wind instrument arrangements are fully compatible and can be successfully performed as ensembles or solos by students who have completed the first book of any standard band or method.

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

Recording King Offers Affordable Vintage Styling

Recording King has introduced the Series 11 guitars, all-solid, no-compromise instruments with classic vintage styling and an affordable price tag.

Recording King's Series 11 guitars offer players all-solid tonewoods in a vintage-style package. The Series 11's extra-lightweight dreadnought, 000 and single 0 shapes give players freedom to choose a guitar best-suited for their playing style with no compromise in tone or vibe.

The foundation of the Series 11 sound comes from a solid spruce top paired with solid mahogany back and sides. These traditional all-solid tonewoods deliver the fundamentals of acoustic tone at first strum, for a

classic sound that will only continue to deepen over years of playing.

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



PJB Lets Players Record with Ease

The HA-2 is the second model in the Phil Jones Bass Bighead series and is a step-up model of its HA-1 Bighead with added technology and features. The HA-2 is a high-resolution USB audio interface that supports PCM playback with up to 384 KHz sample rate/24-bit resolution. On DSD playback, sample rates of 2.82 MHz and 5.64 MHz are supported, making it the ideal choice for musicians and engineers that desire high performance and the purest sound quality.

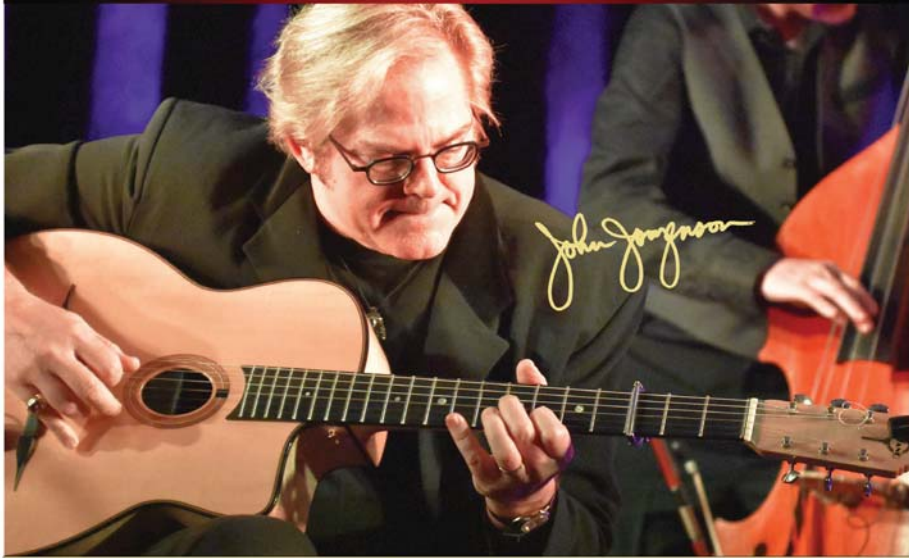
It's a rechargeable lithium ion dynamo that's ideal for use in practice or recording situations.

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



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G7th Adds ART to Performance Line of Capos

When G7th launched its Heritage capo with Adaptive Radius Technology (ART) it signaled a new standard in tuning stability for capos. Now, G7th has incorporated the ART mechanism into its Performance range of capos and has released the new Performance 3 Capo with ART.

The groundbreaking ART active string pad mechanism infinitely adapts to match the radius over the strings on any guitar perfectly, delivering solid tuning stability by applying even pressure across all the strings. Coupled with the tension control system on the Performance range, this gives a near-perfect experience without any of the problems associated with capos in the past.

“Capos have one main purpose: to hold down your strings without any buzzing,” said G7th’s Nick Campling. “Adaptive Radius Technology is available on a mass market capo and no guitarist should have to suffer from capo issues again.”

[G7th \(g7th.com\)](http://g7th.com)



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BOOTH 1513

UpBeat

The Official NAMM Show Publication

DAILY

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LUSON[®]
SNAMM Booth #1026

Bass Bridges

kluson.com



Kluson® 1958 Precision Bass® Bridge nickel-plated steel plate and four grooved barrel saddles for a vintage-correct appearance. Fits most vintage and modern Fender® Precision Bass® and Jazz Bass® guitars with a vintage five-screw mounting design.



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Become a Kluson® dealer today! Register for a wholesale account at booth #1026

ACCESSORIES



D'Addario Channels Woodstock

D'Addario has launched several strap offerings, including five vintage woven nylon designs inspired by the 1969 Woodstock festival.

Additionally, D'Addario is rolling out two premium leather Union Jack designs, two new Auto Lock straps and a new Acoustic Quick Release strap.

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



Kluson Bridge Boasts Modern String Spacing

The Kluson Vintage Steel Block Tremolo Bridge with contemporary narrow spacing is a new version of the Kluson Vintage Steel Block Tremolo Bridge. The Block Tremolo Bridge is a replica of the traditional vintage tremolo, but with a modern twist. Kluson has modernized the bridge by incorporating a contemporary 10.8-mm string spacing while still using the original 2 7/32 inch, six-screw mounting hole pattern. This direct replacement for vintage Fender tremolos requires no additional modification to install and easily converts "wide-spaced" vintage guitars to contemporary "narrow" string spacing.

The tremolo bridge kit includes new Kluson-embossed stamped steel saddles plated to match the bridge, a machined solid steel sustain block, all mounting hardware, tremolo arm with tip, mounting screws, claw and springs.

🛒 [Kluson \(wdmusic.com\)](http://Kluson.com)

Earthboard Gets Mini Facelift

Rare Earth Music is showing a new look for its patented Earthboard pedalboard system.

A magnetically and battery-powered effects pedalboard, Earthboard's distinctive design "is geared toward helping musicians focus on what they love most — making music," said Mark Bradley, executive vice president of operations and manufacturing.

The unique design incorporates rare-earth magnets, a double rail system, a long-lasting rechargeable battery and proprietary "Gravity Boots and Tethers" that together address the inherent hassles and frustrations of conventional pedalboards.

"We've redesigned our Gravity Boots and colored-coded the Tethers, which makes these components more user-friendly, more sleek and more low-profile," said Kym Bradley, co-founder and managing partner.

Earthboard eliminates the messy tangle of cords, annoying hum/interference and the need to spend time searching for wall power. It lets users have the freedom to quickly change or rearrange pedals to be set up in less than 90 seconds.

🛒 [Earthboard \(earthboardmusic.com\)](http://Earthboard.com)



Snark Tuners Enters into US Distribution Deal with RBI Music

RBI Music has entered into a strategic agreement with the clip-on tuning manufacturer Snark Tuners for distribution rights throughout the United States.

Originally known for its highly sensitive clip-on tuners for guitars and bass, Snark now offers models suitable for a wide array of instruments, including piano, brass and woodwinds.



With their rugged brushed anodized construction, bright LED display and pitch accuracy, Snark Tuners have become a favorite among musicians of all types — and their affordable prices have established the brand as one of the top grab-and-go music accessories for retailers worldwide.

The full selection of Snark Tuners is immediately available from RBI Music.

INFO [Rhythm Band Instruments \(rbimusic.com\)](http://RhythmBandInstruments.com)



On-Stage Debuts Compact DB200 Mini DI Box for Musicians

On-Stage has added the DB200 Mini DI Box to its lineup.

The compact direct box transfers any high-impedance 1/4-inch source into a low-impedance (XLR) signal ready to be sent to a mixing board or recording console.

The Mini DI box is suitable for guitars, keyboards and bass, and thanks to its compact size, makes for a perfect fit on pedalboards and includes a hook and

loop. The DB200 also features a 3 20 dB pad, a cabinet simulator and ground lift controls to eliminate hum caused by ground loops.

"Compact and portable, our new DB200 offers performing players the perfect DI solution in an all-metal construction that will perform gig after gig," said Christopher Roberts, product line manager for On-Stage.

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



Solid Ground Adds Banjo Models

Solid Ground Stands has combined safe stand architecture with elegant premium hardwoods in its new banjo stand model. The stand is designed to protect and display fine banjos. Each handcrafted stand securely holds the banjo while providing an unwavering three-point stance.

The stand easily folds for storage or transport. All contact points are covered in genuine suede leather. A natural hand-rubbed oil and wax fine furniture finish produces a durable surface and a silky feel. The banjo stands are available in sapele, walnut and curly maple hardwoods and are able to be customized with inlays and engravings.

🛒 [Solid Ground Stands \(solidgroundstands.com\)](http://SolidGroundStands.com)

MARKETPLACE

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 Summer NAMM Booth 22

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Summer NAMM EVENTS

Thursday, July 18, 2019

#SummerNAMM

NAMM Avid Stage on the Terrace

Enjoy live music on a beautiful outdoor patio set to the backdrop of Nashville, featuring local talent and up-and-coming stars.

Music City Center Terrace

11 am–6 pm



NAMM Policy Forum

Learn about issues impacting international music instrument trade, including Chinese tariffs and CITES permit requirements. Hosted by Mary Luehrsen, NAMM and Jim Goldberg, Goldberg & Associates. Lunch provided.

Music City Center, Level 2, 201 AB

12–1:30 pm



SWIM Meet

Connect and network with other women in the music products industry. Come ready to dive in and connect!

Music City Center, Level 2, 201 AB

4:30–5:30 pm



Pro Audio Party

Join us for a special networking gathering, uniting members from the Audio Engineering Society (AES), as well as studio, recording, house of worship and live sound professionals.

Pro Audio Showcase Lounge, Booth 127

4:30–5:30 pm

TRANSAUDIO

She Rocks Showcase

The Women's International Music Network and Marshall Amplification present performances celebrating women in music.

Tin Roof Broadway, 316 Broadway Ave.

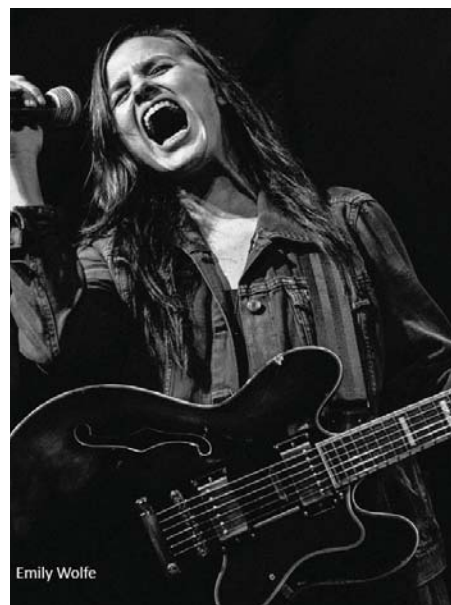
6:30–9:30 pm



SCHEDULE

All sessions are held at the NAMM Idea Center, booth 453, unless otherwise noted.

All TEC Tracks sessions will be held at booth 153.



Emily Wolfe



Grace Askew



Heather Findlay



Jess Nolan

2019 She Rocks Showcase, 6:30 p.m.

that he's used to maximize morale, job performance and retention at his seven-store retail chain. He'll look at everything from goal-setting and ongoing training opportunities to getting people outside the four walls of a store. Most of all, he'll share ideas you can implement for the long haul. Don't miss this opportunity to improve your culture — and bottom line. It might just be the most important thing you do all year.

1 P.M.

Decoding Google: Advanced Strategies for Music Businesses (Double Session)

Larry Bailin, bestselling digital marketing author and Premier Google Partner

Businesses that leverage the power and reach of Google grow six times faster than those on the sidelines. Google can now predict when your customers are ready to buy, oftentimes before they even know it themselves. Discover how to take advantage of the full power and reach of Google to grow your music business. Join digital marketing pioneer Larry Bailin, CEO of global marketing agency Single Throw Marketing (a Google Premier Partner), for this special digital marketing double session. Bailin returns to Summer NAMM to share real-life examples of advanced marketing opportunities that create unprecedented sales activity. You'll find out how to gain a true return on your marketing dollars using Google techniques to get ahead of the competition and connect with more potential customers in ways you've never been able to before. (This session was originally presented at The 2019 NAMM Show and returning by popular demand.)

The Artist/Engineer/Producer Relationship in the Studio

Brian Hardgroove, John Kurzweg, Jono Manson and Stephen Dewave

Belling the Cat members Brian Hardgroove, John Kurzweg and Jono

Manson have each had successful careers as musicians, engineers and producers. Hear them, along with Belling the Cat bassist Stephen Dewave, discuss the critical relationship among the three mindsets that come together in the studio, and how to make the most of those essential human resources.

2 P.M.

5 Lesson Program Crises and How to Fix Them

Melissa Loggins, Music Authority

Don't let common crises in your music lesson program hurt your student retention. In this session, Melissa Loggins of Music Authority will offer practical tips to help you address the five biggest customer-service crises in a lesson business without losing your cool. She'll cover everything from handling late fees to parents who are unhappy with a cancellation policy to teachers calling in sick last minute. Get real-world advice to overcome these issues and turn a crisis into an opportunity to deliver an outstanding customer experience.

Three Unique Business Models for Studios

Dan Daley (moderator), Chris Mara and Pat McMakin

The legacy business model for commercial recording studios continues to evolve. In this panel, three studio owners/managers, including Chris Mara from Welcome to 1979 Studio and Pat McMakin from Ocean Way Nashville, talk about the market conditions that led them to develop their particular strategies, how they implemented them and challenges they encountered. Veteran journalist Dan Daley will moderate.

2:30 P.M.

Podcasting Essentials for Music Businesses

David Hooper, Big Podcast

If your music store or brand isn't podcasting, you're probably leaving

Featured Event

All Attendees Welcome



OPENING NIGHT PARTY

Thursday • 7 • 18 • 2019

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Join us for the annual American Eagle Awards, with proceeds supporting the National Music Council's music education advocacy.

Hors d'oeuvres provided and drinks available.

Music City Center, Davidson Ballroom
Level 1M • 5:30–8 pm

Download the new Summer NAMM App to help plan your show experience!



Search the App Store or Google Play for "Summer NAMM" to download the newest edition with the most up-to-date schedule of all education sessions and events.



money on the table. More than 51% of people in the United States (144 million) have listened to podcasts, and 45% of monthly podcast listeners have a household income of at least \$75K. And in this session, David Hooper of *Big Podcast* will help you get started with your own podcasts. He'll show you how to podcast using equipment you already own, create podcast episodes to attract your ideal customers and promote your music business and boost revenue for far less than traditional advertising.

3 P.M.
Insider Secrets to Manage Your Reputation on Google, Yelp and Facebook

Paul Farmer, Starfish SEO, and Aaron Clifford, Binary Foundation
 How people perceive your brand online affects every aspect of your business, especially when it comes to attracting new customers. And their first point of contact is usually online reviews on sites like Google, Yelp and Facebook. Here, online marketing experts Paul Farmer of Starfish SEO and Aaron Clifford of Binary Foundation will share new ideas and tips to help you better manage your business' online reputation. They'll explore how to handle negative reviews and angry customers, how Siri and Alexa use reputation-management tools to make local business recommendations and why small businesses sometimes out-perform big-name brands with hyper-local listings. A not-to-miss presentation for both beginners and intermediate users.

Lightbulb Long-term Tools for Recording

Some recording tools and techniques are trendy, while others stand the test of time. This session will consider classic equipment, effects and procedures that will ensure quality in your recordings no matter the style of music or playback environment.

3:30 P.M.
Simple KPIs to Boost Your Profitability

Jeff Bertrand, Bertrand's Music
 Want to improve your sales, profitability and customer satisfaction? How about better manage your inventory, rentals and productivity? Then start with KPIs (key performance indicators), the ultimate music retail scorecard. In this session, Jeff Bertrand of Bertrand's Music will dive into KPI essentials, how to use them and the most powerful KPIs to track for your business. This session is designed for any and all retailers, not just those with financial minds.

4 P.M.
A Purchase Order Is Born

Cris Behrens, Summerhays Music Center, and Tiffany Stalker, Korg
 Tell me something, stores. Are you happy with your purchase orders? Or do you

need more? Is there profit that you're searching for? In this session, industry veterans Cris Behrens of Summerhays Music Center and Tiffany Stalker of Korg will share the stage to bring you tips and tricks to go after those purchase orders. Technology funds, bundling items, solidifying school rental relationships and wording your bid to win are just a few of the topics they'll cover to get you far from the shallow. (And, of course, expect more than a few references to *A Star Is Born*.)

Lightbulb 4 P.M.
Technology for Worship

Doug Doppler and Bruce Adolph
 From Dante to drum mics, Helix to handhelds, multitracks to MIDI, stage boxes to streaming and much more, this panel of experts will inform and inspire you and your team on how to make the most of technology for worship!

4:30 P.M.
10 Ways to Upgrade Your School Music Business

Robert Christie, A & G Central Music and NAMM Dealer of the Year

Robert Christie, president of A & G Central Music, took home NAMM's Dealer of the Year Award in 2017, in large part because of how he's built the retailer into an indie school music powerhouse. And in this special closeout to Thursday's program at Summer NAMM, he'll share 20-plus years of lessons learned to help you grow your own school music business. Christie will discuss how to keep a rental program new and relevant and make it a service your customers can't live without. He'll also offer his secret to improving productivity — and much more. Walk away with proven ideas, advice and wisdom from an industry veteran who's done and seen it all.

Lightbulb 5 P.M.
Solutions for the Silent Stage

Doug Doppler and Bruce Adolph
 The silent stage isn't going away anytime soon, nor are its challenges. This panel discussion will inform and advise you and your team on the latest tips and tricks for keeping things quiet where it really counts!

5:30-8:30 P.M.
Summer NAMM Opening Night Party: The American Eagle Awards, Honoring George Clinton and Vince Guaraldi

Music City Center, Davidson Ballroom
 Enjoy the annual opening night event with special performances and an award ceremony honoring influential musicians in America. Presenters include artists John Rich and George Winston.

6:30-9:30 P.M.
2019 She Rocks Showcase

Tin Roof Broadway
 Join the Women's International Music

Summer NAMM EDUCATION

Joe Lamond
Thursday, July 18, 2019

#SummerNAMM

NAMM U Breakfast Sessions
 NAMM President and CEO Joe Lamond and a team of industry thought leaders will cover business trends, industry pioneers and government policies that are transforming music retail.
Music City Center, Level 1M, Davidson Ballroom

NAMM U Breakfast Sessions

NAMM Idea Center
 Sessions for music retailers and music businesses to explore new ideas, strategies and solutions.
Music City Center, Booth 453

NAMM idea center

TEC Tracks
 Sessions on high-profile topics in recording, live sound and music business, featuring innovative and practical ideas from industry thought leaders.
Music City Center, Booth 153

TEC TRACKS
 sound | studio | stage

Dante House of Worship Audio Boot Camp
 Part 1 of a two-day training for house of worship audio professionals. Register at audinate.com.
Music City Center, Level 2, 202AB

Dante
 by Audinate

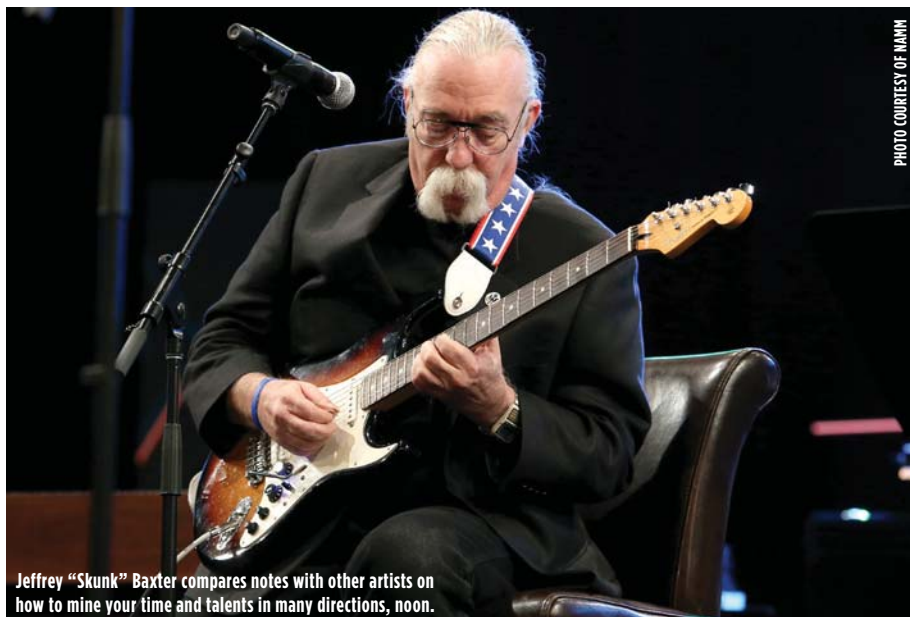
NAMM U ONLINE
24/7/365
 Access ideas, tips, strategies and inspiration for music retail success. Visit namm.org/nammu.

SCHEDULE

THURSDAY, JULY 18, 2019

All sessions are held at the NAMM Idea Center, booth 453, unless otherwise noted.

💡 All TEC Tracks sessions will be held at booth 153.



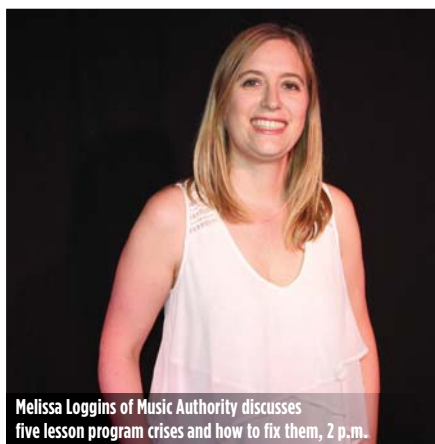
Jeffrey "Skunk" Baxter compares notes with other artists on how to mine your time and talents in many directions, noon.

PHOTO COURTESY OF NAMM



American Eagle Awards honor George Clinton, 5:30 p.m.

JASON GRANT/GETTY IMAGES FOR NAMM



Melissa Loggins of Music Authority discusses five lesson program crises and how to fix them, 2 p.m.



Summerhays Music Center's Cris Behrens offers tips and tricks to going after purchase orders, 4 p.m.



Jenn Herman covers essential strategies to succeed with Facebook, 11 a.m.

BREAKFAST SESSION

8:30–9:30 A.M.

Retail Disruptors

Joe Lamond, NAMM president and CEO (moderator), and guests

Music City Center, Davidson Ballroom

What business trends, industry pioneers and government policies are transforming music retail as we know it? What does it take to win in an era of big change? In this exciting kickoff to the show, NAMM President and CEO Joe Lamond and a team of industry thought leaders will tackle these questions and more. Get ready to take a bold look at the forces that are shaping and disrupting music retail — and some of the new and emerging opportunities. Don't miss a powerful session that promises to be part state-of-the-industry address, part retail roundtable and part ideas festival. (Free breakfast is served on a first-come, first-served basis from 8–8:30 a.m.)

10:30 A.M.

5 Website Hacks to Boost Your Online Sales

Madison Revell, Inbound AV
Looking to bolster your online

presence and increase your sales? Join Madison Revell, lead designer for marketing firm Inbound AV, as she returns to the NAMM Idea Center after a standing-room-only presentation at The NAMM Show. At this high-energy session, she'll reveal five simple website design hacks to help you create a better online user experience, improve your e-commerce success and solidify your brand. This session is designed for anyone and everyone involved in retail websites and marketing, from novices to seasoned online pros.

💡 How to Create Compelling Mixes

Craig Anderton

What makes the difference between a "typical" mix and a compelling one? In this fascinating session, Craig Anderton will share techniques and secrets to help you grab your listeners' attention, keep them hooked and leave them wanting more.

11:00 A.M.
Facebook 2019: What Works Now, What

Doesn't (Double Session)

Jenn Herman, social media and online marketing strategist

Facebook marketing is a moving target, with the social media platform regularly changing its algorithm. In this powerful double session, you'll discover how to catapult your Facebook page ahead of your competitors — and get more sales! Join online marketing authority Jenn Herman, leading Instagram blogger and head of Jenn's Trends, as she covers essential strategies to succeed with Facebook right now. Discover how to craft Facebook captions that get more reach, and make the most of Facebook Events to connect with significantly more customers, potential customers and fans. Also, find out how to capitalize on Facebook Groups for community building and use Live videos effectively, even if you hate being on camera. A must-attend session for anyone looking to take their marketing to the next level.

💡 **Pre-production Secrets to Maximize Studio Results**

Wes Maebe

This session is about being prepared. U.K.-based pro sound award-winning engineer Wes Maebe will talk about preproduction and delivering recordings to the mix stage, then delivering mixes to the mastering stage properly.

12:00 P.M.

New Strategies to Grow Your Lesson Business

Noel Wentworth, Wentworth Music

Brand visibility is critical for business growth, but how do you build your brand without breaking the bank? In this session, NAMM Top 100 finalist Noel Wentworth will reveal how he's grown his music lesson program to nearly 1,100 private students weekly — and in a city of 157,000 people. He'll explore low-cost strategies he's used to successfully build community relationships, generate excitement and raise his company's profile to celebrity status. This will include creative ideas for recruiting students, giving back to the community, increasing student retention and reinforcing your business through brand visibility. A

not-to-miss session for anyone looking to grow a lesson program or business.

💡 The Multi-hat Musician

Jeffrey "Skunk" Baxter

The tectonic shift of the music industry's business models over the past few years has made it ever more essential for serious music professionals to find creative ways to maximize their income. In this session, multiple-identity specialist rock star Jeffrey "Skunk" Baxter will compare notes with other artists on how to mine your time and talents in many directions.

12:30 P.M.

5 Strategies to Motivate and Keep Great Employees

Jimmy Edwards, Marshall Music

How do you create and retain great employees? How do you keep them consistently performing at their very best? It starts with your company culture, and more than ever before, it's critical to the success of your business. Join Jimmy Edwards of Marshall Music for five proven strategies

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Featuring

36th ANNUAL AMERICAN EAGLE AWARDS



THURSDAY, JULY 18 • 5:30 PM

MUSIC CITY CENTER, LEVEL 1M, DAVIDSON BALLROOM

HONORING

GEORGE CLINTON & VINCE GUARALDI



Nashville
MUSIC CITY

Join us for the annual American Eagle Awards, with proceeds supporting the National Music Council's music education advocacy. Hors d'oeuvres provided and drinks available.



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