

The Official **NAMM** Show Publication

UpBeat

DAILY



GET SHARP!



With so many great educational sessions and so little time, be sure to get out there early because you never know when the next big idea will hit. We're all in Nashville to see great gear and sharpen our tools as we head into Q3 and Q4. Here are a few exhibitors on the show floor yesterday who just might have an idea or two for you!

1. Chris Martin, CEO of Martin Guitars, catches an outdoorsy theme with the limited-edition Martin OOL Fly Fishing model. 2. From left, KMC's James Tsaptsinos, Mark Terry and Roger Hart showcase the new, all-digital KMC 1-Stop Catalog. Hart, KMC's vice president of merchandising, said the iconic catalog is even better as a digital product being consistently updated with more complete product descriptions, details and photos. 3. Justin Norvell, left, and Billy Martinez present the new Fender Vintera and Acoustic Telecaster guitars. 4. Marshall Johns, left, and Chris Labriola display the Peterson StrobeStomp HD, which is now shipping. 5. Jonathan Thomas, left, and Tim Miklaucic highlight the new Guild Guitar models at the Cordoba Music Group booth.

BREAKFAST SESSION



THE CUSTOMER EXPERIENCE REVOLUTION

Shep Hyken, author of "The Convenience Revolution," offers strategies to fuel your customer experience plan.

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Recording King Gets Colorful
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GYROCK

PICKUP SYSTEM

DESIGN AND ENGINEERING BY WILD CUSTOMS

1

guitar

6

pickups

15

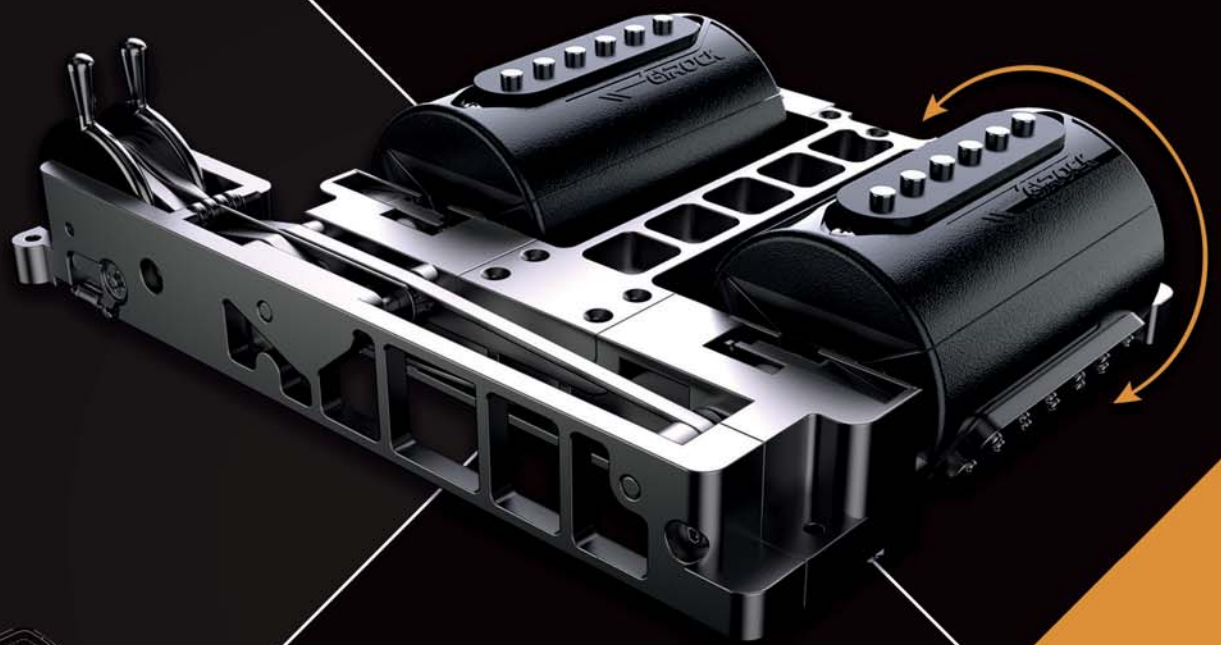
combinations

∞

possibilities

"This is a game changer"

Richard Fortus, Guns N' Roses



- Instant and seamless pickup shifting
- Load/unload any pickup in seconds
- Flip your pickup in the middle of a song
- Limitless options at your fingertips
- An endless source of inspiration

BOOTH 1335

ONE GUITAR TO ROCK THEM ALL

GYROCKGUITARS.COM



Seymour
Duncan

Córdoba

Experience Córdoba at Summer NAMM 2019

Booth 901



Córdoba Music Group Is:

Córdoba



DeArmond™

HUMICASE™



Aquila®

NAMM Show News

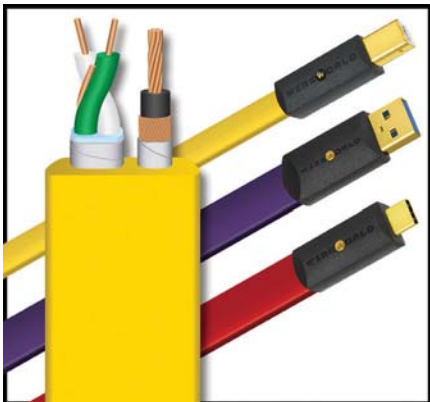


McNelly Chooses CE Distribution

CE Distribution has been selected as McNelly Pickups U.S. distributor. McNelly's pickups are hand-made in Canada using crafting techniques found in vintage pickups.

"We believe the quality and sound of McNelly pickups speak for themselves and are confident our customers will be very satisfied with them," said Noreen Cravener, CE's president.

INFO CE Distribution (cedist.com)



Wireworld Improves Fidelity

Wireworld Cable Technology has introduced its Series 8 Starlight, Ultraviolet and Chroma USB cables. These flat cables utilize Wireworld's Uni-Path conductor geometry Composilex 3 insulation and noise absorbing power conductors to improve the fidelity of studio interface connections. The designs were developed through listening tests that compared prototype cables to virtually loss-free direct connections between components.

Wireworld's exclusive Uni-Path conductor geometry uses dense multi-layer shields on each signal pair to provide immunity to external noise and interference.

Additionally, Wireworld has also rolled out its second generation Ethernet patch cables. These cables' patented flat design was developed through listening tests that compared network cables to a local USB stick.

INFO Wireworld Cable (wireworldcable.com)



On the show floor Thursday, James "JC" Curleigh, Gibson president and CEO, said collaboration is model Gibson prefers to employ going forward with other luthiers.

Gibson Chooses Collaboration

Gibson announced that it has entered into multi-year collaboration agreements with Jimmy Wallace Guitars, Banker Custom Guitars and Echopark Guitars. Under these collaboration agreements, Gibson will give these key boutique builders and luthiers a license to use Gibson trademarks, including the Les Paul, Explorer, ES-335, Firebird and Flying V body shape designs, and the Flying V, Firebird and Explorer headstocks.

Gibson has also committed to help showcase, promote and amplify Jimmy Wallace, Banker Custom and Echopark Guitars' pursuit of craftsmanship through Gibson channels and events. "We are excited about these collaborations; Orville Gibson started as a boutique builder in 1894 in his workshop in Kalamazoo, Michigan, and these new collaborations are a way to pay tribute to Orville's legacy in support of boutique builders and luthiers," said Cesar Gueikian, chief merchant officer of Gibson.

Jimmy Wallace Guitars was conceived by Jimmy Wallace in 1978 bringing over 40 years of experience in his "life pursuit of tone," paying tribute to American craftsmanship and design. In addition to his personal musical

career, Jimmy Wallace has been an ambassador for musicians for decades. He started the Dallas International Guitar Show in 1978 and has since become a respected voice within the dealer and collector community.

Banker Custom Guitars, started by Matthew Hughes, was born out of his love for vintage guitars and old-school American craftsmanship. Everything Hughes creates is done using the methods employed during the advent of the electric guitar, by hand.

Echopark Guitars was conceived in 2008 when Gabriel Currie started to make his mark in the guitar building community by handcrafting instruments. "Everything that is perfect about the instrument had already been developed by Gibson long before any of us got here," Currie said. "My goal is to help preserve this legacy and take part in building inspiring instruments."

Gibson has also entered into multi-year collaboration agreements with Thalia Brands and Aviator Nation. Chris Bradley and his daughter Thalia conceived Thalia Brands in 2010. Aviator Nation is a 1970s-inspired California lifestyle brand.

INFO Gibson (gibson.com)



Taylor 200 Series Guitar Gets New, Black Finish

Taylor has added a dark flair to the 200 series with a pair of guitars that feature a black finish: the 214ce-BLK DLX and the 12-string 250-BLK DLX. The 214ce-BLK DLX includes a solid spruce top for top-end sparkle and room-filling power, matched with layered maple back and sides. The 250-BLK DLX, an all-acoustic 12-string

with a dreadnought-style body that produces a big tone rich with octave shimmer, also features layered maple back and sides with a spruce top. Both are appointed with crisp white binding and sharp inlays that strike an eye-catching contrast against these guitars' black finish treatment.

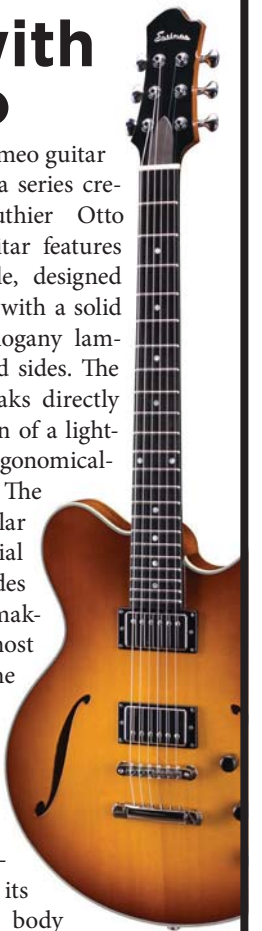
INFO Taylor Guitars (taylorguitars.com)

Fall in Love with Romeo

Eastman's new Romeo guitar is the first model of a series created by master luthier Otto D'Ambrosio. The guitar features a cutaway body style, designed from the ground up, with a solid spruce top and mahogany laminate on the back and sides. The choice of woods speaks directly to D'Ambrosio's vision of a lightweight, versatile, ergonomically constructed guitar. The addition of two Lollar custom-wound Imperial Humbuckers provides flexibility of sound, making it one of the most versatile guitars in the Eastman lineup.

"Keeping true to my 'player first' design objective, the Romeo's voice combines the best plug-in signal, colored by its sweet semi-hollow body construction," D'Ambrosio said.

INFO Eastman Guitars (eastmanguitars.com)



John Jorgenson

Party with Shubb Tonight

Tonight, Shubb Capos will present a very special night of music in the Grand Ballroom of the historic Hermitage Hotel in Nashville, Tennessee, featuring The John Jorgenson Quintet and special guests Rob Ickes and Trey Hensley. Doors will open at 8 p.m. and music will begin at 8:30 p.m.

Complimentary tickets are available at the Shubb Capos booth 1412 all day today.

Fresh off a world tour as Elton John's lead guitarist, Jorgenson and his band will bring their gypsy jazz, hot swing and Euro-classical influences together in a delicious brew of sounds sure to inspire musicians. Additionally, Nashville Bluegrass/Americana duo Rob Ickes and Trey Hensley will push the limits on dobro, guitar and vocals.

INFO Shubb Capos (shubb.com)

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STRINGS: FLEXIBLE CORE

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FLEXIBLE CORE STRINGS MADE FOR NOTE BENDING

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Visit Martin Guitars and Strings at **Booth 801**.



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07.19.2019

DAVIDSON BALLROOM • MUSIC CITY CENTER
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Join us for the ninth annual Top 100 Dealer Awards, the premier Summer NAMM event celebrating passion, excellence and innovation in music retailing. In addition to great live entertainment, the Top 100 Dealer Awards spotlights some of our industry's best and most proactive retailers. It also highlights many of the elements that propelled these honorees to the top—offering new ideas for your business, as well as the opportunity to network with these influential retailers.

All Attendees Welcome!

Complimentary dinner buffet opens at 6 pm
and the Top 100 Dealer Awards show begins at 7 pm.

FEATURING:



KATIE COOK

Co-Host of CMT Hot 20 Countdown



THE SMOKING SECTION

Nashville's Best Studio Musicians



DANNY GOKEY

Singer and American Idol Finalist



Summer
NAMM



NASHVILLE, TENNESSEE • MUSIC CITY CENTER • DAVIDSON BALLROOM



This All Solid Cedar Top Ukulele with Solid Pau Ferro back and sides has a gorgeous asymmetrical rosette of Maple and Pau Ferro that helps give these ukes a very distinct look. The all solid Cedar top provides this ukulele with a warm and sweet tone with excellent loud projection. The all solid Pau Ferro back and sides are a perfect audio and visual compliment to the solid Cedar top as they provide bright clear tonal elements to this instrument's sound. Available in concert and tenor models, this ukulele collection is ready for any musical setting whether in the studio or on stage.

KALABRAND.COM



SOLID CEDAR TOP PAU FERRO

NEW

KA-ASCP-T
Tenor

KA-ASCP-C
Concert



**Summer
NAMM**
BOOTH# 1007

GUITAR WALL



Reverend, Gabrels Celebrate 10

Reverend Guitars and Reeves Gabrels, current guitarist for The Cure, have had a happy collaboration for the last 10 years. To celebrate, Reverend is releasing the Reverend Reeves Gabrels Signature RGX.

The anniversary guitar comes in transparent black flame maple with "RGX" engraved on the fretboard. Like the standard version of the Reeves Gabrels Signature, the guitar is loaded with Reeves' signature Railhammer pickups in

brushed nickel, has a pau ferro fretboard, a bound tilt-back headstock, a Wilkinson trem routed underneath for extra travel, and a push-pull phase switch in the tone control knob.

Like all Reverend Guitars, this guitar has a Korina body. A Boneite nut and locking tuners, Reverend's Bass Contour Control and a dual-action truss rod complete the guitar.

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

Alvarez Offers Vibrant Tone with MF600M

Alvarez is now shipping the latest edition to its Masterworks series, the MF600M. The MF600M is designed to compliment the MD60BG with its herringbone binding, vibrant tone and all solid-wood construction.

"We're excited to introduce the MF600M to our growing Masterworks lineup," said Chris Meikle, head of development at Alvarez and senior vice president of St. Louis Music. "I love the look of the MF600M. It's traditional and modern all at the same time."

The MF600M is made with an AA solid Sitka top and solid African mahogany back and sides.

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



Fender Creates Vintera '60s Mustang

For players who crave the style and sound of Fender's golden era, the company has created the Vintera '60s Mustang.

Equipped with features that defined the decade — including period-accurate neck profile and playing feel, along with revoiced pickups — the guitar has all of the punch and style that made the Mustang a legend. For authentic, vintage-style tone, Fender has revoiced the pair of single-coil Mustang pickups to sound more like the originals. Crystalline and bell-like, they have the crisp, articulate tone that put Fender on the map.

The '60s C-shaped neck has a 7/4-inch-radius fingerboard with 22 vintage-style frets for classic playing feel. A vintage-style Mustang bridge, tremolo and tuning machines provide original-era aesthetics, rock-solid performance and tuning stability.

Other features include the classic pickup slider switches, chrome hardware, four-bolt neck plate and a deluxe gig bag.

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



Yamaha Blends Design, Tech

Yamaha has expanded the FG Red Label folk guitar line with eight models in FG Western and FS Concert body sizes. Designed in response to the needs of contemporary singer-songwriters, FG Red Label guitars provide a warm and well-balanced acoustic tone, a

natural-sounding pickup system and elegant-but-understated aesthetics rooted in tradition. FG Red Label guitars were created to complement any voice and inspire any vocalist, whether played during a solo performance or with a band.

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



RK Adds Fishman Nashville Pickup to Rattlesnake Resonator

Recording King has brought back its Rattlesnake resonator with a factory-installed Fishman Nashville pickup for electric blues players. The soundpost-supported soundwell and hand-spun cone deliver vintage woody resonator tone in an appealing package.

Reso players looking for electric growl can find it in the new Rattlesnake

resonator with the Fishman Nashville series USA-built Biscuit Bridge pickup.

The hand-spun Recording King cone is a superior tone engine for classic reso tone and volume, and the open pedestal-style soundwell lets cone vibrations bounce within the full cavity of the body, creating a loud and broad sonic palette.

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

Framus Unveils Panthera Axes

Framus has released the Panthera II Studio Supreme Masterbuilt and Teambuilt.

The Framus Panthera II Studio Supreme Masterbuilt is manufactured in the custom shop in Markneukirchen, Germany. This Panthera II is equipped with a mahogany body with a matching electronic compartment cover made of wood, a carved AAAA-flamed maple top, a set-in flamed maple or mahogany neck with a tigerstripe ebony fretboard with 22 jumbo frets and fluorescent side dots. The guitar is rounded out by Graph Tech Ratio locking tuners with wooden knobs and Graph Tech Black Tusq low friction nut, original Seymour Duncan pickups, a SH-5 Custom bridge, volume and tone controls, and TonePros Tune-o-Matic bridge.

The Framus Panthera II Studio Supreme German Pro Series Teambuilt is equipped with a mahogany body with an easy access electronic compartment cover, a carved AAA-flamed maple top, a maple neck with a tigerstripe ebony fingerboard with 22 jumbo frets and original Seymour Duncan pickups.

The Panthera II Studio Supreme Teambuilt is available in Nirvana Black, Antique Tobacco, Burgundy Blackburst, Lagoon Blue Burst and Vintage Sunburst.

🛒 [Framus \(warwickbass.com\)](http://Framus(warwickbass.com))



Making the Guitar Part of Our Community

Join the Guitar & Accessories Marketing Association (GAMA) and make more guitarists

GAMA is a non-profit marketing group for manufacturers and suppliers that serve the guitar playing retail market

Member benefits include:

- Gain exposure at consumer events outside of our industry
- Network with some of the best minds in the business
- Support advocacy efforts that result in more players

Join GAMA and help us create more guitar players, of all ages.

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www.discoverguitar.com



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Guitars For Vets



Community Programs



Guitar Ambassador Award

PEDALBOARD



SLM Distributes Mooer Audio

St. Louis Music has been appointed as the exclusive U.S. distributor of Mooer Audio's full line of effects pedals and amplification in the U.S.

"It's fantastic to be working with Mooer," said Chris Meikle, senior vice president of St. Louis Music. "Mooer has a truly innovative company culture and genuine ambition to create class-leading technology. The new GE300 multi-effects processor is

a great example of what the company is capable of and what we can expect in the future."

Mooer burst onto the music products scene in 2010 with the original micro-sized guitar effects pedals. Since then, Mooer has provided professional sounding, high-tech products for musicians around the world.

INFO St. Louis Music (stlouismusic.com)

EarthQuaker Named Exporter of the Year

On May 6, EarthQuaker Devices founder and President Jamie Stillman and his wife, co-owner/CEO Julie Robbins, received honors as Exporter of the Year 2019 from the U.S. Small Business Administration during an afternoon awards ceremony at the National Institute of Peace.

The presentation was part of the U.S. Small Business Administration's National Small Business Week activities.

National Small Business Week is a national recognition event to honor the country's top entrepreneurs. This year marks the 66th anniversary of the U.S. Small Business Administration.

"I never imagined that EarthQuaker devices would someday be awarded the SBA's Small Business Exporter of Year 2019 and that we'd be invited to a ceremony in Washington, D.C.,"



From left, David Glaccum, Jamie Stillman, Julie Robbins and Chris Pilkerton.

Robbins said. "It was so special to share it with our daughters. I wish we could have brought the whole EarthQuaker team."

EarthQuaker Devices handcrafts its effects pedals, which are available in more than 865 retail locations.

INFO EarthQuaker Devices (earthquakerdevices.com)

Boss WL-60 Wireless System Combines Tone, Low-latency

Boss has introduced the WL-60 wireless system, a wireless pedalboard combining solid tone and ultralow latency performance with an easy visual set up.

The system's receiver features a large display and automatic 14-channel scanning that makes operation quick and efficient, while the rugged bodypack receiver offers best-in-class runtime and compatibility with nearly any electric instrument.

INFO Boss (boss.info)



Earthboard Extends a LifeLine

Rare Earth Music has introduced the LifeLine, which lets musicians connect any number of the company's Earthboard pedalboard systems together. The entire setup can then be powered by a single long-lasting, rechargeable battery.

At The 2019 NAMM Show in Anaheim, California, the company demonstrated the LifeLine connecting three Earthboards with a total of 18 effects pedals powered by one battery, for more than 6 hours.

INFO Earthboard (earthboardmusic.com)



On-Stage's PS901 Powers Up

On-Stage's PS901 pedal power bank boasts nine fully isolated, individually LED-indicated outputs.

Internally surged-protected, the PS901 pedal power bank also includes a five-plug daisy chain for expandability to

power up to 13 pedals.

The pedal power bank is housed in a heavy-duty, black anodized aluminum housing and a unit-comprehensive package of eight power cables.

INFO On-Stage (on-stage.com)

D'Addario Makes 9V Power Adaptors for Effects Pedals

D'Addario Accessories has launched the 9V effect pedal power adaptors. The adaptors are an essential tool for the modern musician, eliminating the time and hassle of opening a pedal to install or replace a battery.

For pedals utilizing a 2½-mm tip negative power input, the cables can supply emergency power in case of power supply/battery failure, power pedals without internal battery connections or provide temporary power to seldom used pedals.

INFO D'Addario (daddario.com)



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ADD-ONS



Toca Percussion Mounts Provide Perfect Positioning

Toca's series of adaptable percussion mounts are constructed of cold-rolled steel that's equally strong and lightweight. These mounts are designed to eliminate the hassle of fitting instruments into tight setups. The following are the included models:

The accessory mounts are ideal for adding a cowbell, tone block or other small percussion accessory to any rig. These mounts feature a sturdy frame fitted with adjustable knurled chrome rods to suspend a wide range of instruments.

The chime and guiro mounts are contoured and black powder-coated to be

discreet under stage lights. These two heavy-duty mounts clamp their respective instruments firmly while visually disappearing into a busy setup.

The universal tambourine and frame drum mount is an ultracompact mount which makes it easier to place a frame drum or tambourine within easy reach of a drumstick, mallet or hand slap. Featuring rubberized retaining pegs that prevent scratches or damage to the instrument, its high-strength, right-angle clamp enables precise positioning and makes minimal contact with the shell.

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

Alfred Presents 'Christian Hits for Easy Piano'

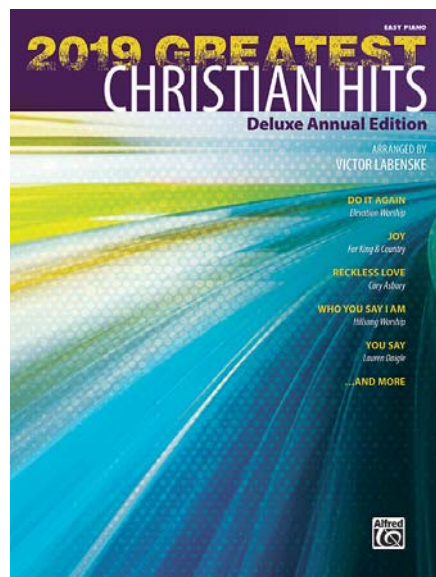
Alfred Music has released *2019 Greatest Christian Hits* for easy piano.

2019 Greatest Christian Hits includes 12 easy arrangements of the most popular Christian songs from 2019.

From ballads to up-tempo styles, these songs will be inspirational for all pianists.

Titles include "Build My Life" (Housefires), "Do It Again" (Elevation Worship), "Even Then" (Micah Tyler), "Joy" (For King & Country), "Known" (Tauren Wells), "Only Jesus" (Casting Crowns), "Reckless Love" (Cory Asbury), "Resurrection Power" (Chris Tomlin), "So Will I (100 Billion X)" (Hillsong United), "Tremble" (Mosaic MSC) and more.

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



Play Like a Metal God

As the lead and rhythm guitarists for Metallica, Kirk Hammett and James Hetfield have helped shape the heavy metal genre. In Hal Leonard's *Play Like Metallica*, players can now have the ultimate guitar lesson to play like these metal gods.

Through this book/audio combo pack, *Play Like Metallica* takes an in-depth look at their guitar styles, combining essential licks, signature riffs and integral techniques Metallica has used, along with transcriptions of five of their most iconic songs.

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



MukikiM Offers Colorful Options

MukikiM has released its Rainbow xylophone and bongos.

Taking a note from the success of its Rock and Roll It — Rainbow Piano, kids can learn to play the new Rock and Roll It Rainbow xylophone with the same play-by-color concept and included color-coded song booklet. The xylophone has 22 rainbow-colored "bars" made from flexible silicone. Additional features

include a built-in speaker, multiple tones, demo tracks, and record and playback functionality.

Bongo drums are among the most recent addition to the Rock and Roll It Percussion Collection by MukikiM. These electronic bongos bring the iconic island sounds with rich percussion beats from striking the drumhead and rims.

🛒 [MukikiM \(mukikim.com\)](http://MukikiM (mukikim.com))



Good Fortune Changes the Tip Jar Game

Good Fortune Industries has announced Phil the Tip Jar, the first interactive card-dispensing tip jar complete with LED lights and sound effects.

Phil is an excellent frontman for any band or act. Phil helps bands and musicians engage and delight audiences, increase the amount of tips they receive, enhance their performances and provide their contact information — leading to more gigs — with every single tip.

🛒 [Phil the Tip Jar \(tipfortipjar.com\)](http://Phil the Tip Jar (tipfortipjar.com))

On-Stage Debuts ABY Switcher

On-Stage has debuted the GSP1000 ABY switcher.

Complete with true bypass circuitry, the GSP1000 lets players run one signal to two separate amps for real-time stereo, pivot to and from two amps for dirty/clean dynamics, run two separate instruments through an effects chain simultaneously or bypass anything from that temperamental boutique effect to their entire pedalboard.

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



Earthboard Flouts Convention

Rare Earth Music is changing the way musicians look at pedalboards.

“One thing is for sure — when you introduce something so game-changing, it takes a lot of education,” said Kym Bradley, managing partner and executive vice president of sales and marketing. “The first thing we have to make sure people understand about the Earthboard pedalboard system is that we are talking about an entire system that includes the board, and all things necessary for self-sustaining power. We tell



people all they have to do is add their pedals and they're good to go.”

The patented design of Earthboard focuses on removing the hassles of using a pedalboard and ignites creativity by allowing a simple customization of an effects pedalboard. Pedals can be added, removed or moved on the board within seconds.

🛒 **Earthboard** (earthboardmusic.com)

Alvarez Ukes Go Green

Alvarez has announced it has a full stock of its first series of all-solid wood construction ukuleles.

Masterworks ukuleles feature a choice of uke shapes and are also crafted with highly sustainable bamboo to maximize their positive impact on the environment.

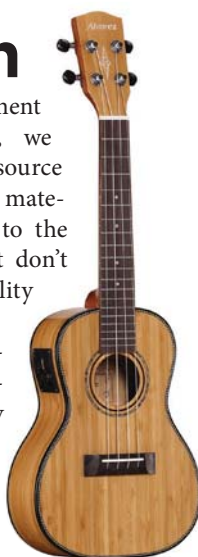
The MU50s come in four different configurations with options for cutaway acoustic-electric models, featuring the Alvarez AUE20 EQ and built-in tuner.

“We were thrilled at the chance to use bamboo as a tonewood,” said Chris Meikle, head of development at Alvarez and senior vice president of St. Louis

Music. “As instrument makers and players, we must look to better source alternative woods and materials that are kinder to the world’s ecosystem but don’t compromise our quality or tonal attributes.”

Bamboo as a tonewood boasts sonic qualities and grows quickly in abundance, with no danger of depletion.

🛒 **St. Louis Music** (stlouismusic.com)



Peavey Designs LN1263 for Players on the Go

Live performers and DJs searching for a powerful and highly portable speaker system will find their ideal solution in the LN1263 column array from Peavey.

Offering a clean design in a low-profile package, this unit has no visible cables in mono operation, making it well-suited for applications where speakers should be heard and not seen. Combining smart design and state-of-the-art features, the LN1263 offers plentiful and accommodating options, regardless of the user’s level of experience.

The LN1263 column array uses 1,200 watts of potential maximum power, enabled by 12 2¾-inch custom drivers in the mid-high column and a custom 12-inch driver for the subwoofer, delivering 127 dB

maximum SPL and frequency response of 35 Hz to 20 kHz.

The satellite speaker features rugged aluminum housing and a quick attachment design, and the subwoofer is built from multiply birch. Each satellite features a speaker stand and a twist-lock speaker cable connection, which lets the speaker be positioned remotely for applications where stereo configuration or additional coverage is desired.

The column-array unit weighs 10 pounds less than its nearest competitor.

🛒 **Peavey** (peavey.com)



Guild Starfire II ST Dynasonic Adds DeArmond Pickups

Guild Guitars has introduced the Starfire II ST Dynasonic, the first guitar in the company’s lineup to feature DeArmond Dynasonic pickups.

The Starfire II ST Dynasonic is a semi-hollow guitar with a single Florentine cutaway and extra thin mahogany body. It comes equipped with dual DeArmond Dynasonic pickups — single-coil pickups first created by DeArmond in the 1940s and long revered for their innovation and

incredible tone. These pickups open up a world of crystal highs and tight lows for the Starfire II ST.

Other premium features include a mahogany neck, rosewood fingerboard, elegant ivory white body binding, all-gold hardware and a high gloss Royal Brown finish. This model features a Tune-O-Matic bridge and stopbar tailpiece for increased sustain and stability.

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

TAKE YOUR STUDIO

TO GO



The 1SKB-iSF4U offers a 4U rack mount measuring 15” from front rail to rear rail which safely accommodates deeper equipment, such as the Universal Audio Apollo audio interface. It also provides a 21” x 15.5” adjustable work surface with ample room for laptops or monitors, and a specially molded exterior pattern that stacks securely with all SKB Roto Racks.

- Quiet-glide wheels and one-button pull handle
- TSA-accessible locking trigger latches
- Lifetime Warranty



See them in person at **Booth 313**



Big brother to the 1SKB-iSF2U, Injection Molded 2U Studio Flyer Rack Case



Amahi Expands Flamed Maple Series

Amahi has introduced five new colors to its Penguin flamed maple rainbow finish ukulele series.

The PGUK555 model is now available in red, green, blue, black and purple. Currently in concert size with a gloss finish, they come standard with Aquila strings and a padded gig bag.

[Amahi Ukuleles \(amahiukuleles.com\)](http://AmahiUkuleles.com)



Crystal Morris Named 'Entrepreneur Of The Year'

Crystal Morris, owner and president of Gator Cases, received the Entrepreneur Of The Year 2019 Award in Florida during a gala on June 13 in Orlando.

A prestigious business award program, the Entrepreneur Of The Year program was founded by EY and recognizes entrepreneurs and leaders of high-growth companies who are excelling in areas such as innovation, financial performance, as well as their personal commitment to their business and community.

"This is an extraordinary honor, and I'm so excited to share this with the rest of the Gator family, who inspire me every day to be better," Morris said. "The Gator family, fans and customers are the reason why I love what I do. I congratulate all the EOY finalists and outstanding leaders for their remarkable achievements."

Now in its 33rd year, the EOY program recognizes business leaders in more than 145 cities and 60 countries. Regional award winners are eligible for the Entrepreneur Of The Year National competition.

Award winners in several national categories, as well as the Entrepreneur Of The Year National Overall Award winner, will be announced at the Entrepreneur Of The Year National Awards gala in Palm Springs, California, Nov. 16, 2019.

[Gator Cases \(gatorco.com\)](http://GatorCases.com)



Gator Cases' Crystal Morris



Full Family of BandLab Link Interfaces Now Available

BandLab has launched an extended lineup of Link audio interfaces that complement its social music platform.

BandLab is shipping two new products: the Link Analog Mini and Link Digital Duo, rounding the lineup to four affordable and simple-to-use interfaces. The original Link series consisted of the Link Analog

and the Link Digital.

With the Link family, musicians can simply plug in and play their instruments — whether they're on the road, in the practice room or at home. BandLab portable interfaces turn music into production-ready recordings.

[BandLab \(bandlab.com\)](http://BandLab.com)

RockBoard Powers More

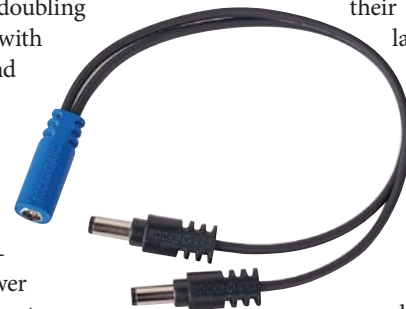
RockBoard has expanded its cable range with the addition of one voltage doubling and one current doubling adapter cable, each with super-compact plugs and sockets.

The new Ace Voltage Doubler Cable and Current Doubler Cable are Y cables for bridging outputs exclusively on isolated power supplies, such as the soon-to-be-released ISO Power Block V10,

which will also include one each.

Both adapter cables are plugged with their black plugs into two isolated outputs of the power supply, then an optional RockBoard Flat Patch Cable is used to connect the blue or white jack (depending on cable design) to the pedal, which is to be supplied with either more voltage or higher current

[Rockboard \(rockboard.de\)](http://Rockboard.com)



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Taylor Guitars Offers K24ce

Taylor unveiled its first Builder's Edition guitar to celebrate the debut of V-Class bracing in early 2018. That first model, a Grand Auditorium K14ce sporting Hawaiian koa back and sides and a torrefied spruce top, established a new benchmark of feel and sound for Taylor.

This summer, Taylor has introduced another model. The Builder's Edition K24ce marks a return to the company's Koa Series, with notable distinctions. The most obvious is a koa top.

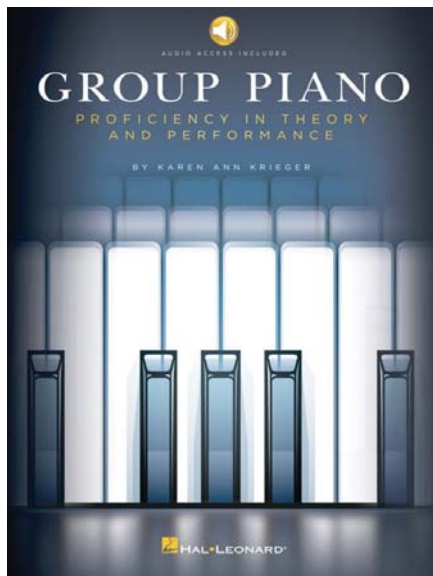
Like its Builder's Edition K14ce sibling, the K24ce features chamfered body edges, a beveled armrest and a double-

carved cutaway, which incorporates a compound curve that flows cleanly into the neck heel, along with a finger bevel, making upper-register notes accessible.

Taylor has also adopted the contoured Curve Wing bridge that debuted on its Grand Pacific Builder's Edition models.

Tonally, the koa top on the K24ce gives this guitar a slightly darker voicing than its spruce-top counterpart. With Taylor's V-Class architecture inside, the guitar yields other enhanced acoustic traits — improved volume, sustain and intonation — including balanced articulation across the frequency spectrum.

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



Hal Offers 'Group Piano' for Adults

Hal Leonard has published its first comprehensive group piano course for adult beginners, *Group Piano: Proficiency in Theory and Performance*. This book is an exhaustive spiral comb-bound resource featuring nearly 400 pages and 28 chapters — ideal for collegiate programs for nonmusic majors or any adult-beginner setting.

The jam-packed course builds note-reading and piano performance skills, in-depth music theory, score-reading, ensemble playing and more.

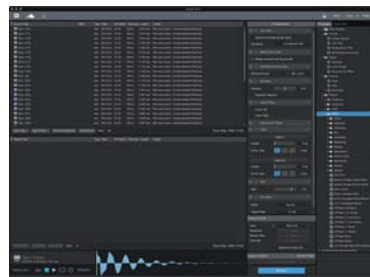
🛒 Hal Leonard (halleonard.com)

PreSonus Studio One Adds Audio Batch Converter

PreSonus Studio One users can now add powerful audio file conversion to their system with the company's Audio Batch Converter Add-on.

Compatible with the newly released, free Studio One Prime, Artist and Professional version 4.5 (and higher), the Audio Batch Converter offers format conversion and plug-in processing via most Studio One Native Effects, AU, VST2 and VST3 plug-ins.

Furthermore, it comes with 11 audio



processes that can be applied using an intuitive drag-and-drop workflow.

Join files, merge mono files, split multi-channel files, declick, invert phase, remove DC offset, repair the sample rate, normalize, adjust gain and more. Audio Batch Converter's integrated browser lets the user create and edit processing chains via the same drag-and-drop workflow Studio One users are already familiar with.

🛒 PreSonus (presonus.com)



64 Audio Updates A2e In-ears

64 Audio has updated its A2e custom in-ear monitor. The A2e now has an improved sound signature and includes 64 Audio's proprietary Linear Impedance Design technology.

LID is ideal for musicians who plug into a broad range of high- and low-output impedance devices, as well as customers who seek a high-performing custom IEM at a budget-friendly price.

"Like all 64 Audio custom IEMs, the A2e is customizable and is hand built from your uniquely shaped ear impressions," said Vitaliy Belonozhko, 64 Audio founder and chief sound designer. "They are inherently noise-isolating and are designed to work with all hard-wired and wireless monitor systems as well as a wide range of personal audio devices."

MSRP: \$499.

🛒 64 Audio (64audio.com)



Genzler Goes Compact

The latest in Genzler Amplification's Magellan series is the ultracompact, lightweight, vertically designed MG-12T-V standalone speaker cabinet.

One of the smallest 1- by 12-inch with-tweeter cabinet designs on the market, this cab is constructed from 12-mm and 15-mm light plywood materials.

The vertical design helps keep the dispersion of the cabinet "off the floor" and provides a taller projection pattern.

🛒 Genzler Amplification (genzleramplification.com)

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GATOR Cases

Gamechanger Completes Crowdfunding

Gamechanger Audio has announced that its crowdfunding campaign on Indiegogo for its Motor Synth has been fully funded.

The campaign, which offers early-bird pricing of the Motor Synth at \$849 for 30 days, reached its fixed goal of \$50,000 in just 10 minutes and \$100,000 in two hours.

Motor Synth, which has been endorsed by Jean-Michel Jarre, Richard Devine, Girts Ozolins and other music industry artists and luminaries, is the first electro-mechanical desktop synthesizer.

Motor Synth produces sounds by accel-



erating and decelerating eight electromotors to precise RPMs that correspond with specific musical notes.

The instrument's eight-electromotor configuration makes it a four-note true polyphonic synth, with two voices per key played and four selectable waveshape types for each voice.

🛒 [Gamechanger Audio \(gamechangeraudio.com\)](http://Gamechanger Audio (gamechangeraudio.com))



Manta Ray 390 is Here to Stay

Reverend's Manta Ray 390 is back and here to stay. Modeled after the limited edition semi-hollow guitar, the Reverend Manta Ray 390 LE is a production-model guitar that has three of Reverend Guitars' P90 pickups, the 9A5.

The bridge pickup has a raw and classic tone that's wound slightly hotter and thicker sounding than a vintage P90. The mid-

dle and neck pickups are a bit cleaner than vintage, with clear, open tone. The middle pickup is RWRP for hum-canceling when used with either the bridge or neck pickup.

Like the Reverend Manta Ray HB, the Manta Ray 390 has a tune-o-matic bridge with stop tail and a single piece Korina body with a maple cap.

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

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Blackstar Artist Nichols Visits Retailers

With the release of his limited edition Jared James Nichols JN-20RH MkII signature valve amplifier with matching JN-212VOC MkII cabinet, the guitarist has taken his new customized HT20R MkII out on the road recently visiting a variety of local retailers to promote his branded Blackstar amp.

🛒 [Blackstar \(blackstaramps.com\)](http://Blackstar (blackstaramps.com))

Sonarworks Adds Features

Sonarworks has released the latest update to its software, Reference 4.

Dedicated to improving the experience for both current and new users, the update includes a reworked filter mode as well as usability, latency and on-boarding improvements to allow greater ease of use with the software.

Following the complete revamp of the Systemwide app, the update now includes on-demand headphone profile downloads, which makes for a quicker setup time and also lets users download profiles for their individually measured headphones direct-

ly into the software. The UI on both macOS and Windows can now be switched to dark mode, a long-requested feature from the night owls of the Sonarworks community.

The Reference 4.3 update also introduces a mixed filter mode with a much-needed improvement over the previous "optimum" version. Having worked hard doing internal research and external testing, the new filter serves as a good middle ground to deliver accurate frequency response and sound quality without introducing significant latency.

🛒 [Sonarworks \(sonarworks.com\)](http://Sonarworks (sonarworks.com))



Alvarez Ships Yairi

Alvarez Guitars is now shipping its expanded handmade line of Japanese guitars. The expanded Yairi line was introduced earlier this year and is made up of 30 models which offer more body shapes, cut-away options, colors and 12-strings.

“2018 was a landmark year for Alvarez-Yairi,” said Chris Meikle, head of development at Alvarez and senior vice president of St. Louis Music. “We enjoyed triple-digit growth this year, and we look forward to 2019 also being a year to remember. This new lineup is more diverse and can appeal to more players. We look forward to demonstrating the Yairi difference on the road throughout the United States.”

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



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The Official NAMM Show Publication

DAILY

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Recording King Gets Colorful

For players looking to stand out, Recording King offers its Series 7 Single 0 in two limited-run finishes: Revolution Green and Monarch Orange.

For small-body lovers, these exclusive Series 7 guitars deliver traditional, boxy old-time sound in vibrant finishes.

The Single 0 features a spruce top supported by Recording King's cross lap X-style bracing. Cross-lap bracing requires the vertex of the X-brace to be constructed to tight tolerances, strengthening the center of the top so the brace edges can be thinner which increases top vibration and projection.

The bone nut and saddle provide resonant string contact points that bring out the best in the spruce top.

The thin, C maple neck with a 1-11/16-inch width fits players who love the comfort of a traditional small-bodied guitar.

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

Boss Updates Nextone

With the free Nextone Version 2 update, Boss brings a host of new sound customization options to the Nextone Artist and Nextone Stage guitar amplifiers.

Combining classic tube sound and feel with next-generation tonal diversity, Nextone amps offer instant panel revoicing via four Class AB analog power amp types, plus advanced internal tone shaping using the Nextone Editor for Mac and Windows.

The Version 2 update adds numerous sound tools to the editor, letting Nextone players personalize their amplifier's voice at a deep level.



One of the most potent Version 2 features is Character Shape, located in the heart of the power amp. This lets players adjust the amp's feel and response along with the tonal characteristics, providing circuit-level customization with just a few mouse clicks. An extra headroom switch is also available, ideal for loud gigs and clean playing styles.

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



Evans Redesigns Packaging

Evans Drumheads has redesigned the packaging for all Evans Accessories products, offering a new unified look and feel.

Aside from unifying the Evans brand portfolio, the packaging helps to elevate the perception of quality and provides real estate for branding and messaging. The environment was also a factor in the redesign, reducing the use of plastics.

Through this redesign, Evans encourages retailers to display throughout their stores and ensures packaging integrity is maintained through shipping and handling.

The Evans Accessories product line includes a bass drum lift, patches, sound control, drum keys and more.

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



Alfred Releases 6 Songbooks

Alfred Music has released six songbooks, resources and musicals designed for the classroom — *A Year in Unison!*, *Rhythm-O-Rama!*, *Music Class Puppets*, *Music Manipulatives Workbook*, *Presents on Parade!* and *Phantom of the Music Room*. Each offers a contribution to creative classroom learning, singing and playing.

With *Rhythm-O-Rama!* teachers can raise the curtain on blockbuster theme songs from *Star Wars*, *Rocky*, *Little Shop of Horrors* and more, plus hits from Bruno Mars, American Authors and Katy Perry.

These age-appropriate, skill-building arrangements reinforce rhythmic concepts, note reading as well as playing techniques.

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

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Córdoba Adds Hawaiian Koa to Uke Lineup

Córdoba has added a Hawaiian koa line of ukuleles dubbed the 28 series.

Available in soprano, concert and tenor sizes, the 28 series' stunning figured Hawaiian koa lends a beautiful sound to these traditional ukuleles.

Long revered by ukulele players for its brightness and clarity, Hawaiian koa matures beautifully and opens up into a rich and resonant tone that has come to define the instrument. The tenor-sized 28T features a vintage-inspired slotted headstock for an added aesthetic flair.

With their pau ferro fingerboards, bone nuts and saddles and breathable satin finishes, the 28 series ukuleles are fun to pick up and play.

🛒 [Córdoba \(cordobaguitars.com\)](http://Córdoba (cordobaguitars.com))

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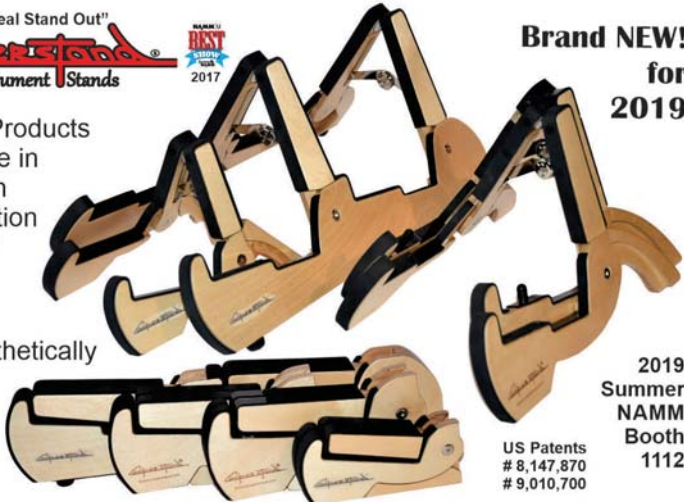
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Summer NAMM EVENTS

Friday, July 19, 2019

#SummerNAMM

The NAMM Foundation-College Music Society Music Industry Leadership Forum



College music faculty and music industry leaders convene for panel discussions about smooth college-to-career transitions for future industry leaders.

Music City Center, Level 2, 201 AB

9–11 am

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

SupportMusic Coalition on Coalitions



The SupportMusic Coalition on Coalitions convenes NAMM members working to advocate for music education at the state and local levels. Lunch is provided.

Music City Center, Level 2, 201 AB

12–1:30 pm

Gear Talk & Worship Musician Official Summer NAMM Meetup



Gear Talk and Worship Musician host an official meetup at the Pro Audio Showcase Lounge. Connect and grab a bite to eat with the house of worship community and artists.

Music City Center, Pro Audio Showcase Lounge, Booth 127

4–5 pm

NAMM YP Education Session & Reception



At this special networking session, NAMM Young Professionals welcomes JC Curleigh, CEO of Gibson Brands, Inc.

Music City Center, Level 2, 201 AB

4–6 pm

Featured Event

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Enjoy a free, delicious dinner while celebrating and connecting with some of the top retailers in the industry. Country Music Television personality, **Katie Cook**, will host this special evening featuring performances by singer and American Idol finalist **Danny Gokey**.

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.



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.

pro-audio guru John McBride and Greg Penny will bring you up to date, and perhaps drop a wild idea or two on you.

12:30 P.M. The Bottom Line on Internet Sales Tax

Alan Friedman and Daniel Jobe, Friedman, Kannenberg & Co.

If you have questions about online sales tax collection, you're not alone. Last year's Supreme Court ruling changed the game, and make no mistake, what you don't know about internet sales tax can put your music retail business in financial peril. Don't let this happen! Join music retail financial experts Alan Friedman, CPA, and Daniel Jobe, EA, of Friedman, Kannenberg & Co. for the bottom line on how these changes will likely impact you. Friedman and Jobe will also provide a roadmap to help you stay on top of the shifting sales-tax landscape.

1 P.M. 10 Ways to Dramatically Increase Your Bottom Line

Bob Popyk, The Music Trades Magazine columnist, and Alan Friedman, Friedman, Kannenberg & Co.

If you're like most music retailers, you're missing out on hidden profits in your business. Don't let this happen! Join Bob Popyk, columnist for *The Music Trades Magazine*, and Alan Friedman, a partner in Friedman, Kannenberg & Co., for this exciting roundup of creative ideas. They'll share simple, interesting and innovative ways you may have overlooked to put more money in your pocket — and do so without increasing your costs. Get new tips for boosting your profitability as soon as you get back home!

The Road to Great Recordings: Meeting Challenges, Overcoming Obstacles

Jeff Balding, Dave Way, Shannon Sanders and Derek Wells

Nashville's P&E Wing will present a master series panel of high-end producers and engineers. They'll discuss the challenges and obstacles producers and engineers face in making a great record, and how they work through them.

1:30 P.M. How to Build a Kick-butts Teaching Team

Pete Gamber, music lessons expert and Music Inc. magazine columnist

Your music lesson program is only as good as your teachers. The right instructors can double and even triple your student base, not to mention serve as your most powerful brand ambassadors. But a top-notch teaching team won't happen automatically. Just as you train and nurture your retail sales staff, your education team needs to be developed. In this session, music lesson guru Pete Gamber will reveal simple but overlooked and even counterintuitive ways

to build a teaching dream team, whether they're employees or independent contractors. Don't miss this opportunity to add new growth and profits to your lesson program!

2 P.M. Tips for Launching a Music Festival at Your Store

Matt Silkworth, Island Music

In the last five years, Island Music has grown its annual Rocktoberfest into a major community music festival with more than 5,500 attendees, 20 bands and new sales to boot. The event has also strengthened the retailer's ties to the community — in 2018 alone, Rocktoberfest raised nearly \$40K for the local school music and arts program. In this session, you'll get tips, best practices and advice to launch and grow a music fest at your own retail business. Join Matt Silkworth, manager of Island Music, as he shows you how to host and promote a successful festival event that draws people into your store, generates sales and creates tighter bonds with the community.

Deconstructing a Mix: Craig Alvin

Craig Alvin and Dave Tough

As an engineer and mixer, Craig Alvin won the grand prize this year. His latest behind-the-board work for Kacey Musgraves resulted in four Grammys, including Record of the Year. In an interview with Dr. Dave Tough, Alvin will walk you through how he builds the sound of a hit recording.

2:30 P.M. How to Create Effective Facebook Live Videos

Tim Paul, Piano Trends Music & Band

Want to drive more traffic to your Facebook page? Looking to better engage your audience, tell your story and promote your business? Look no further than Facebook Live, the largest social media platform for live video broadcasting. Join Tim Paul of Piano Trends Music & Band for a step-by-step process to create effective Facebook Live videos. Paul has used Facebook Live to do everything from successfully promoting his brand to selling pianos and band rental programs. He'll also show examples of effective Facebook Live videos that you can apply to your own business.

3 P.M. New Innovations in Music Lesson Programs (Double Session)

Brian Berk, Music & Sound Retailer magazine (moderator); Will Mason, Mason Music; Kimberly Deverell, San Diego Music Studio; and Tim Spicer, Spicer's Music

How do successful lesson studios keep their programs new and relevant? What are some of the latest innovations in



Pete Gamber reveals simple ways to build a teaching dream team, 1:30 p.m.

the lessons business, and what do they mean to you? Find out at this fast-moving roundup of great ideas, moderated by Brian Berk of *Music & Sound Retailer* and featuring a high-powered panel of the magazine's columnists: Will Mason of Mason Music, Kimberly Deverell of San Diego Music Studio and Tim Spicer of Spicer's Music. They'll look at new innovations in everything from programming and promotions to technology and operations.

💡 Songwriters' Panel: Writing for the Singer

Tony Brown, Dan Daley, Rivers Ruth-erford, Beth Nielsen Chapman, John Capek and Taylor Rhodes

Super producer Tony Brown works with iconic singers, male and female, country and pop, and has writers beating down his door to pen the hits for those singers. What conversations does he have with the writers? How does he determine who has the right sensibilities for a particular singer, or is it all about the song? What instructions would he give someone about writing for various stars?

4 P.M. Social Media: Where It's Going and How to Get There First!

Brian Bauer, Marketing Strategist, Bauer Entertainment Group

Want an insider's look at the state of social media and how to make it work for you? In this session, Brian Bauer, marketing strategist and president of Bauer Entertainment Marketing, will share key insights on effective social media content and ways to leverage each platform. He'll explore which channels are the fastest-growing and most beneficial to you and your business. He'll also look at common pitfalls, optimizing for search, paid advertising and more.

💡 In-ear Monitor Fundamentals and Hearing Conservation

Mark Frink

In-ear monitors provide many benefits, but there's no guarantee they can save users' hearing. This discussion will examine the physiology of hearing and fundamentals of in-ear monitoring that can help performers control their personal mix with hearing conservation in mind. Since the majority of music is performed (and consumed) with headphones, earbuds and in-ear monitors,

this discussion is the warning and advice that's not included with the purchase of these products.

4:30 P.M. What's Hot in Guitar: An Interview with the Editors Presented by Guitar World Magazine, with Laura B. Whitmore (moderator) and panel

Discover the hottest trends in the guitar, straight from media tastemakers. In this dynamic conversation (presented by *Guitar World Magazine*), journalist and marketer Laura B. Whitmore will sit down with guitar magazine editors to find out what big developments they see happening now, and in the near future.

💡 5 P.M. The Making of Willie Nelson's Grammy-winning 'My Way'

Matt Rollings, Buddy Cannon and Steve Chadie

My Way is the 68th studio album by Willie Nelson. The album received the 2019 Grammy Award for Best Traditional Pop Vocal Album, marking Nelson's 13th career Grammy win. Producers Matt Rollings and Buddy Cannon, along with engineer Steve Chadie, will tell the stories behind the stories.

6-8 P.M. Muriel Anderson's All Star Guitar Night

3rd and Lindsley

Come for a night of entertaining guitar performances from household names to up-and-coming artists, benefiting the Music for Life Alliance.

6-8:30 P.M. Top 100 Dealer Awards

Music City Center, Davidson Ballroom

The Top 100 Dealer Awards will honor the world's top 100 retail music stores across eight categories, including the coveted "Dealer of the Year" award.

8 P.M. Shubb Capos Presents the John Jorgenson Quintet

The Hermitage Hotel, Grand Ballroom

Shubb Capos is proud to present a special night of music featuring the John Jorgenson Quintet and special guests Rob Ickes and Trey Hensley. Complimentary tickets to the show are available at Shubb Capos' booth (1412).



Shep Hyken

Summer NAMM

EDUCATION

Friday, July 19, 2019

#SummerNAMM

NAMM U Breakfast Sessions

Customer experience guru Shep Hyken will share six compelling strategies to fuel your plan to create convenience for your customers.

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



sound | studio | stage

Dante House of Worship Audio Boot Camp

Part 2 of a two-day training for house of worship audio professionals. Register at audinate.com.

Music City Center, Level 2, 202AB

Dante by Audinate



For a complete list of our **60+ education sessions**, visit namm.org/education or download the app!

NAMM Idea Center presenter Jenn Herman



NAMM U ONLINE

24/7/365

Access ideas, tips, strategies and inspiration for music retail success. Visit namm.org/nammu.



SCHEDULE

FRIDAY, JULY 19, 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.



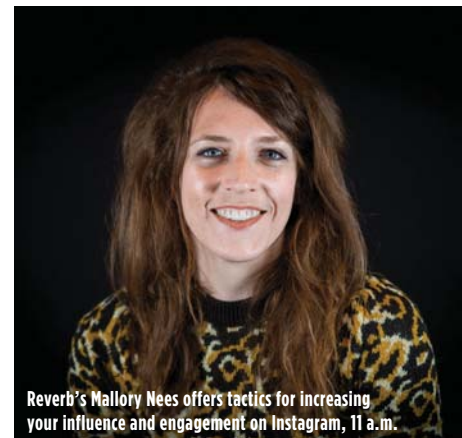
Mike and Miriam Risko discuss how to end lesson program no-shows, 11:30 a.m.



Robin Walenta and Joe Lamond congratulate Lee Anderton of Andertons Music, center, on taking home the 2018 Dealer of the Year award. This year's awards ceremony will begin at 6:00 p.m.



Daniel Jobe and Alan Friedman on internet sales tax, 12:30 p.m.



Reverb's Mallory Nees offers tactics for increasing your influence and engagement on Instagram, 11 a.m.

BREAKFAST SESSION

8:30–9:30 A.M.

The Customer Experience Revolution

Shep Hyken, customer service expert and New York Times bestselling author

Music City Center, Davidson Ballroom

Companies like Amazon and Uber disrupted entire industries by being more convenient. Your customers now demand world-class convenience and a frictionless experience with every interaction. And here's the good news: To be a leading music business, you don't have to disrupt an entire industry, just your competition. In this NAMM U Breakfast Session, you'll find out how with Shep Hyken, customer experience guru and *New York Times* bestselling author. Drawing from his groundbreaking new book, *The Convenience Revolution: How to Deliver a Customer Service Experience that Disrupts the Competition and Creates Fierce Loyalty*, he'll share six compelling strategies to fuel your plan to create convenience for your customers. Walk away with new ideas to revolutionize your business today. (Free breakfast

is served on a first-come, first-served basis from 8–8:30 a.m.)

10:30 A.M. Successful Video Tips for Instagram, Facebook and Twitter

Ben Ash, Sam Ash Music

Video is essential for promoting your business, but what works on one social media platform doesn't work on another. In this session, Ben Ash, content marketing manager at Sam Ash Music, will dive into best practices for video marketing on Instagram, Facebook and Twitter, using real-world examples from his own business. Discover essential tips for each platform and simple hacks that get big results. Ash will also look at effective uses for live video and important do's and don'ts. Take your video marketing to the next level today!

💡 The Pro Audio Entrepreneur Mindset

Sean Giovanni

Sean Giovanni, owner of The Record Shop Recording Studio and Production Company in Nashville, Tennessee, will present new information and ideas for audio professionals to

improve their success in entrepreneurship, career development, finding and maintaining clients, and building multiple revenue streams. He'll also introduce a platform called Mind Map, which was developed to help creatives learn how to balance their business and artistic endeavors — and build long-term prosperity.

11 A.M. 5 Ways to Level Up Your Instagram

Mallory Nees, Reverb

Do you want your Instagram posts to have a greater impact? Are you baffled by some of the platform's new features? Do you wonder how on earth you can boost your follower count? Join Mallory Nees, social media manager for music gear marketplace Reverb, and get new Instagram power tips at this in-depth session. Walk away with proven, expert tactics for increasing your influence and engagement on the platform.

💡 Vocal Prepping for the Studio

Brett Manning, Dan Daley, Brandon Hood and Erin Kinsey

This session will look at how

to prepare for getting the best performance from a singer quickly in the studio, covering everything from vocal coaching tips and techniques to microphone matching and fine-tuning.

11:30 A.M. Music Lessons: How to End No-shows Forever

Mike and Miriam Risko, Mike Risko Music

Want to make no-shows a thing of the past? Ossining, New York-based Mike Risko Music has just about eradicated no-shows from its lesson program, and here, company founders Mike and Miriam Risko will share their tried-and-true ideas. They'll reveal how to set up and communicate an effective policy, popular alternatives for no-shows that parents love, tips for handling phone calls that come in prior to lessons and how to successfully use video lessons and video assignments. Find out how to ensure students get their lessons when they can't make it and your teachers get paid. If you have a lesson program, you don't want to miss this session.

12 P.M.

Online Marketing Secrets for Small Business

Hayley Voorhees, Buddy Roger's Music

Do you feel you can't keep up with online marketing and web trends? Join Hayley Voorhees of Buddy Roger's Music and get proven ideas, tips and inspiration to break through with your online marketing — straight from a powerhouse indie retailer. She'll reveal must-knows about online resources for music retailers small and large. This will include when and how to use an outside SEO firm, Google advice, website hosting solutions, tips for email and text-message marketing, social media ideas and more.

💡 Immersive Audio and You

John McBride, Greg Penny and Chris Jenkins

In a world of simulated reality, natural-sounding sources and environments are just beginning to become believable and artful. In this discussion of future possibilities and inevitabilities,

CONTINUED ON PAGE 20

Feeling Lucky?

NAMM members should stop by the NAMM Member Center to pick up their free scratch-off card for a chance to win one of the following prizes:

-  Free membership renewal
-  NAMM Store discounts
-  Music City Center food vouchers
-  Free NAMM Career Center job posting



Visit the NAMM Member Center

The NAMM Member Center is the core of robust activity, community and education, specifically dedicated to ensuring that you maximize your membership benefits year-round. Stop by to:

- Connect with other NAMM members and our membership team.
- Engage with NAMM's Endorsed Service Providers for business discounts.
- Enter for a chance to win a free membership renewal.
- Top 100 winners, pick up your 2019 Top 100 pin and ribbon.



NEXTONE

FOUR POWER STAGES, UNLIMITED EXPRESSION
VERSION 2 SOFTWARE UPDATE NOW AVAILABLE

With version 2 firmware, Nextone amps offer even more tone-shaping tools to craft your personal sound. Unlock designer-level sound control right at the heart of the power amplifier, while separate pre/post preamp EQs are now onboard — including a new 10-band graphic. Seven boost types have been added, and effects can be set independently for custom mode channels, all topped off with an Extra Headroom setting for added punch. And with new import/export and librarian functions, working with your different Nextone amp setups is easier than ever.

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