

UpBeat

The Official **NAMM** Show Publication

DAILY

STAR-STudded REUNION!

You know you're a music industry "lifer" if the only way you can remember your age is by counting the number of NAMM Shows you've attended. After a few years in this industry, NAMM becomes a glorious family reunion of the young, the old, the workaday warriors and the stars who play the instruments we all make or sell. And those stars seem to love coming to NAMM as much as a kid hitting his or her first show. Here are a few caught on camera this week!

1. Zakk Wylde drops by the Schecter booth Friday to help launch his new company, Wylde Audio. 2. Steve Vai poses in front of the Ibanez display celebrating the 25th anniversary of his seminal album, *Passion and Warfare*. 3. Alto saxophonist Gerald Albright performs at Friday night's Jazz Jam, hosted by JodyJazz, BG and Legere Reeds at the Anaheim Hilton. 4. Singer Chaka Khan accepts her She Rocks Award Friday night at the Anaheim Hilton (Photo by Jesse Grant/Getty Images for NAMM). 5. Musicians Stewart Copeland, Larry Mitchell and Brian Hardgroove are spotted on the show floor Friday (Photo by Jesse Grant/Getty Images for NAMM).



BREAKFAST SESSION



Come for the breakfast and stay to see what six music retail experts declare to be the most exciting products displayed at The NAMM Show 2016!

Best In Show
Page 30



Odey Forges Ahead
Page 12



Riversong's Wood Composite Picks
Page 16



Hosa's 4-Conductor DMX Cables
Page 18

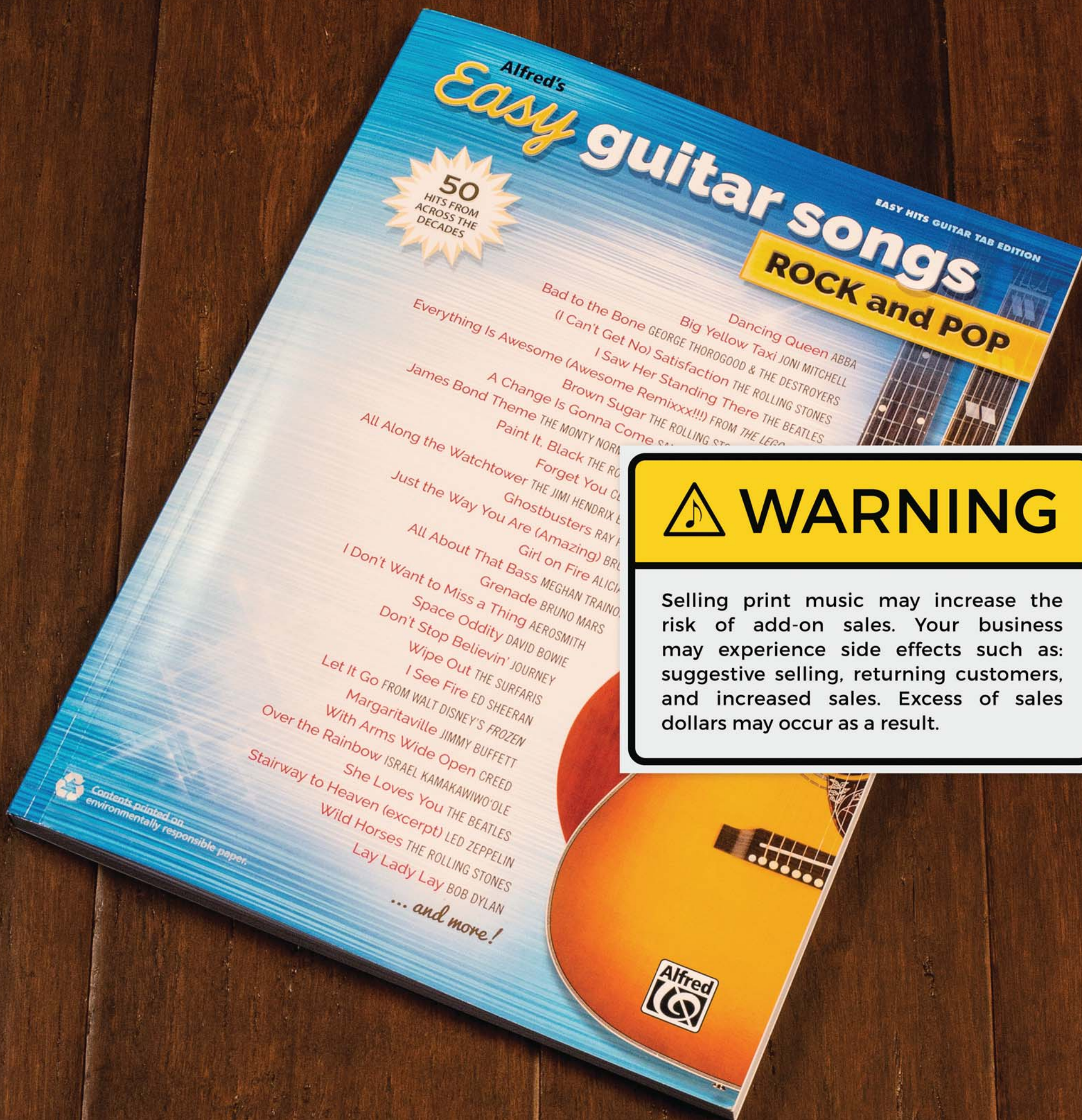


Hartke's Natural Sound
Page 24

Roland®
ACCESSORIES

Premier quality cables, cases, bags,
stands, and more from the musical
instrument innovators at Roland.

Visit the Roland exhibit on Level 3 Booth #300A.
Roland.com/Accessories



WARNING

Selling print music may increase the risk of add-on sales. Your business may experience side effects such as: suggestive selling, returning customers, and increased sales. Excess of sales dollars may occur as a result.

The power of print.



Visit the Alfred Music booth

#4618

alfred.com



From left: Schechter Master Builder John Gaudesi, Zakk Wylde, Schechter President Michael Ciravolo and Mark LaCorte, executive vice president of Shechter.

Schechter Goes ‘Wylde’ for Guitars

Zakk Wylde held a press conference Friday night at the Schechter booth to announce the release of his new line of Wylde Audio guitars. The guitars will be available exclusively at Guitar Center in the United States and will be distributed internationally by Schechter Guitars.

“Coming from being a 14-year-old kid in Jackson, New Jersey, practicing at my parents house and having all the posters on the walls of all my guys, [now] I’m actually with the companies that all my heroes played with,” Wylde said. “I’m blessed that I get to have a signature guitar or a signature amp, and I couldn’t ask for anything more. But it’s like Michael Jordan: He was a player, then after that he went to coaching, then the VP, then the general manager. The next logical step is team owner. [Starting Wylde Audio] was the next logical step.”

All of the guitars were designed by Wylde himself, with the help of John Gaudesi, master builder for Schechter. The first three Wylde Audio models — Viking, War Hammer and Odin — will be available this year, with three more designs currently in the works.

“Zakk’s ultimate goal was, he wanted something that hit his working class audience. It was something that was going to be affordable,” said Michael Ciravolo, president of Schechter. “I think we achieved that.”

“At the end of the day, as long as you’re making something that kicks ass, that’s all that matters,” Wylde said.

 **Schechter** (schecterguitars.com)

Show-Jammin’ With Willcox



From left: Barry Chenault, George Johnson and Sekou Bunch perform at the Willcox Guitars booth on Friday.

Zildjian Crafts ‘A’ Avedis Cymbals

Zildjian has added the Avedis line to its “A” family of cymbals.

Reminiscent of cymbals from the 1950s and ‘60s, yet distinctly modern and relevant for today’s music, the line is a vintage recreation of the sound and feel crafted by Avedis Zildjian III, the father of the 20th century American cymbal.

“We’ve worked hard to recreate the sound, look and the feel of these iconic cymbals,” said Paul Francis, Zildjian director of research and development.

The Avedis line is a versatile set of cymbals that are thin and loose, with a played-in



feel. Each cymbal features a patina finish that reproduces the look of a decades-old cymbal. Gram weights of each cymbal are written underneath the bell.

“A” Avedis cymbals are available in crash and ride models in 18–22 inches and hi-hat models in 14–16 inches.

 **Zildjian** (zildjian.com)

NAMM Elects New Board Members

At Saturday’s annual meeting of members, NAMM’s voting members elected a new group to the association’s board of directors. Here are the eight new directors joining the board from 2016–2019:

Steve Ceo

General manager of C.A. House Music, a family owned full-line retailer with four locations based in Saint Clairsville, Ohio, which began operations in 1872. C.A. House Music was instrumental in helping establish the National Association of School Music Dealers. His company was one of NAMM’s Top 100 Dealers in 2013, 2014 and 2015. Ceo holds a B.S. in finance from Louisiana State University.

Cindy Cook

Co-owner of The Candyman Strings & Things, a full-line combo retailer based in Santa Fe, New Mexico. She is a member of the SupportMusic Coalition and the New Horizons International Music Association. The Candyman Strings & Things was named NAMM’s Dealer of the Year in 2014. Cook studied marketing and communications at Denver University.

Larry Fishman

Owner of Fishman Transducers, a manufacturer of electronic/recording products

based in Andover, Massachusetts. He holds a B.S. in mechanical engineering from NC State University and is an alumnus of Berklee College of Music in Music Arranging and Composition.

Richard McDonald

Executive vice president of the Fender Brand for Fender Musical Instruments, a manufacturer of fretted instruments based in Scottsdale, Arizona. He is a member of the SupportMusic Coalition. McDonald holds a B.S. in business management from the University of Phoenix.

Clinton Muntean

President/owner of Mainline Marketing, an independent manufacturers’ representation firm that manages sales, marketing and distribution for companies that produce professional audio and video equipment, based in Melbourne, Florida. He holds an Associates Degree in recording engineering from Full Sail University.

Myrna Sislen

President/owner of Middle C Music, a full-line retailer in Washington, D.C. She is a past board member of the Retail Print Music Dealers Association, a member of the National Association of School Music Dealers and a member

of the Independent Music Merchants Group. Middle C Music was one of NAMM’s Top 100 Dealers in 2012, 2014 and 2015, and won for Best Special Event in 2014.

Tabor Stamper

President of KHS America, a manufacturer of school band/orchestra and percussion instruments based in Mount Juliet, Tennessee. He is a founding chair and former board member of the Give A Note Foundation, a board member of The John Philip Sousa Foundation, an advisory board member of Music Makes Us and a member of the National Association of School Music Dealers, National Association for Music Education and National Band Association, as well as many other organizations. Tabor holds a B.M.E. from Indiana University and an M.M. from Ball State University.

Clint Strait

Vice president of Strait Music, a full-line retailer based in Austin, Texas. He is a member of the Alliance of Independent Music Merchants, the Omega Group and the National Association of School Music Dealers. Clint holds a degree in marketing from Colorado State University College of Business.

Music Education Days Highlights

The NAMM Foundation is hosting a variety of music educators and music industry students at the show, where they’ll meet, learn and network.

Here are highlights of today’s sessions:

9 A.M.

Recreational Music Making (RMM) Forum

NAMM Member Center, Lobby

Don’t miss a chance to get charged up for Recreational Music Making (RMM) activities in the coming year.

10 A.M.

Technology Institute for Music Educators (TI:ME) Session: “Technology in the Music Classroom: The NAMM Show Demystified”

Hilton, Avila AB, Level 4

Receive practical advice from TI:ME members, music technology educators and specialists about the best music tech products and applications for the music classroom, and how to find them in the vast NAMM Exhibit Halls.

11:30 A.M., 12:30 P.M.

Music Education Networking Showcases

Hilton, Avila AB, Level 4

Two hourlong, rapid-fire showcases provide music educators and music education students with the opportunity to learn about innovative music education tools, non-profit music programs and best practices from the classroom.

1:30 P.M.

School Band and Orchestra (SBO) Best Tools for Schools Awards

NAMM Idea Center, ACC Lobby

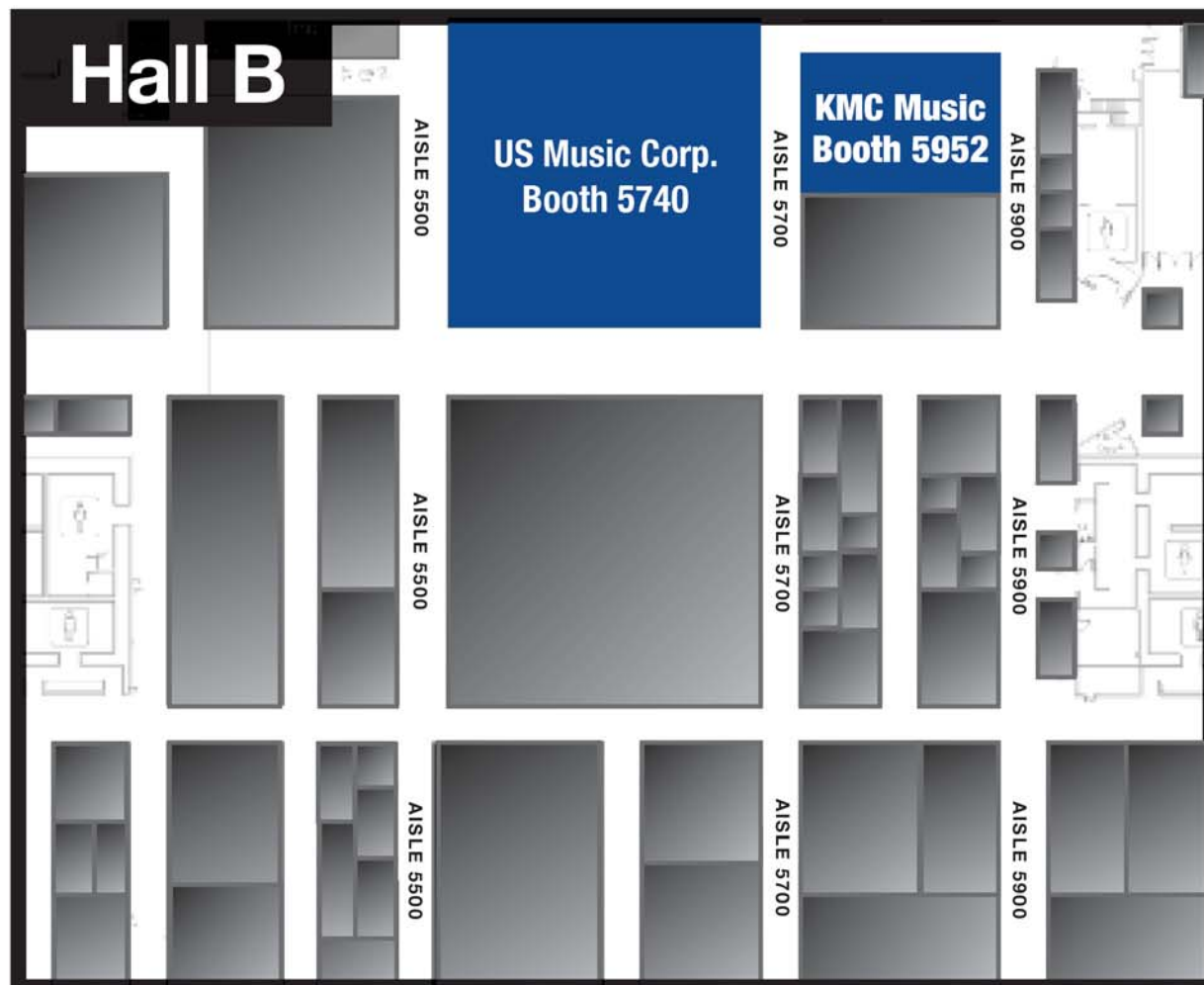
Leaders in classroom music education reveal their favorite picks from The 2016 NAMM Show. This is a not-to-miss session for anyone in music education or the school music business.

Alfred Hands Out 2015 Dealer Awards



Alfred Music gave out its annual Dealer Awards during a ceremony at the company booth on Friday. This year’s recipients were J.W. Pepper, Watermelon Music, Remenyi House of Music and Sweetwater. Pictured: Sweetwater’s John Grabowski (left) receives his award from Alfred’s Kevin Clager and Ron Manus.

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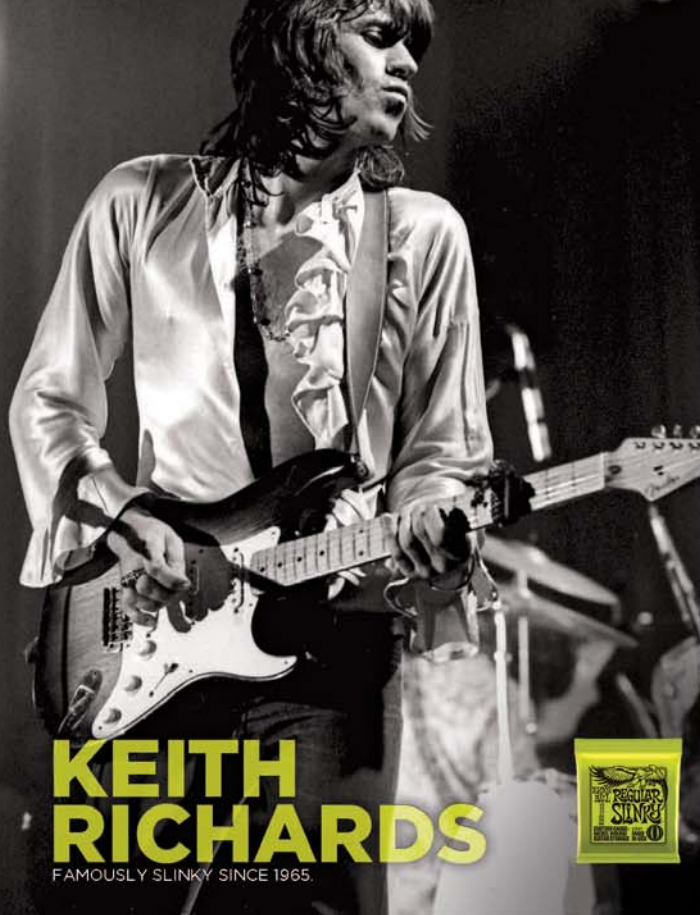
CALIFORNIA HERITAGE SINCE 1974

Innovation and performance for players who demand perfection.

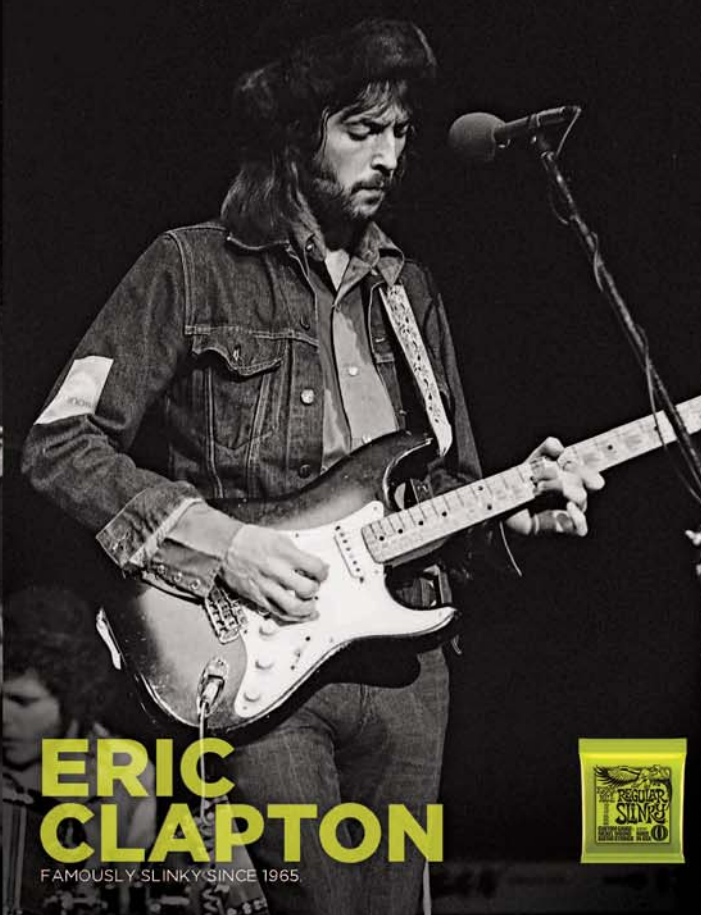
A full-page photograph of John Petrucci, a man with long dark hair and a large beard, sitting and holding a teal and purple Music Man Arctic Dream Majesty electric guitar. He is wearing a black t-shirt and a necklace. Behind him is a wall of vertical wood slats. To his right is a Boogie guitar amplifier. In front of him and to his left are several racks of audio equipment, including a Tube-Tech compressor and various signal processors. The guitar has a teal finish with a purple burst and a black pickguard. The headstock is teal with 'MUSIC MAN' and 'MAJESTY' written on it, and a signature. The overall scene is a professional studio or rehearsal space.

JOHN PETRUCCI
With his Arctic Dream **MAJESTY**

Booth #5440 | music-man.com



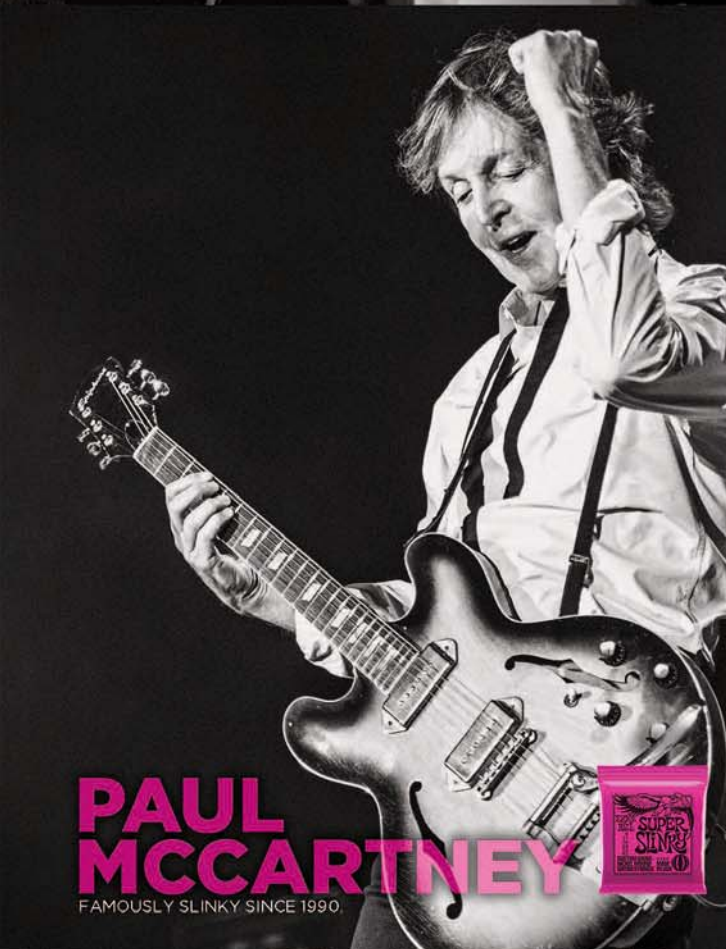
KEITH RICHARDS
FAMOUSLY SLINKY SINCE 1965.

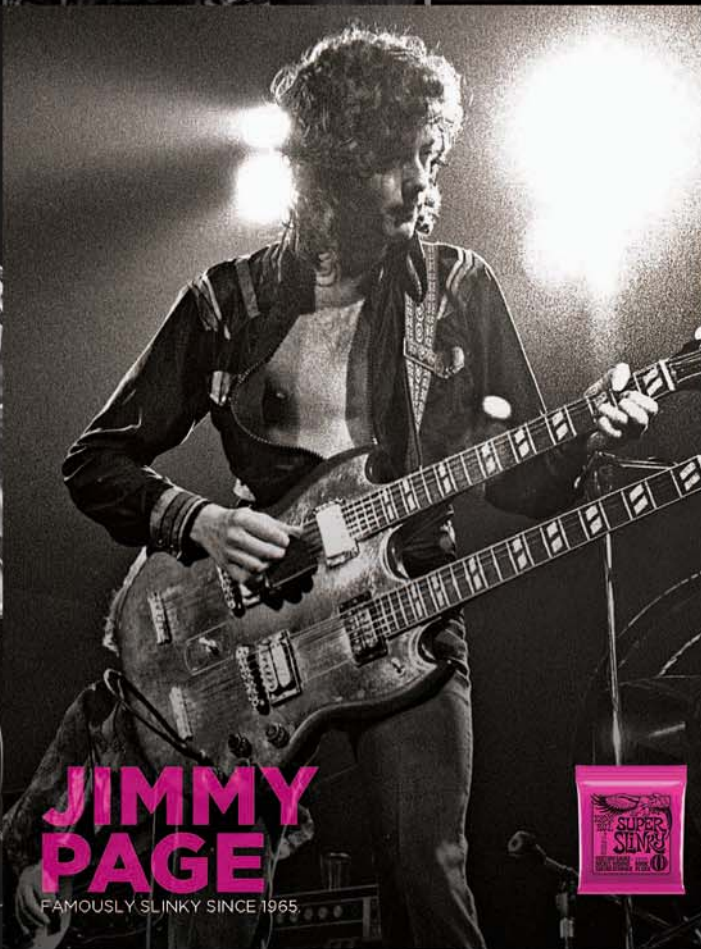
ERIC CLAPTON
FAMOUSLY SLINKY SINCE 1965.



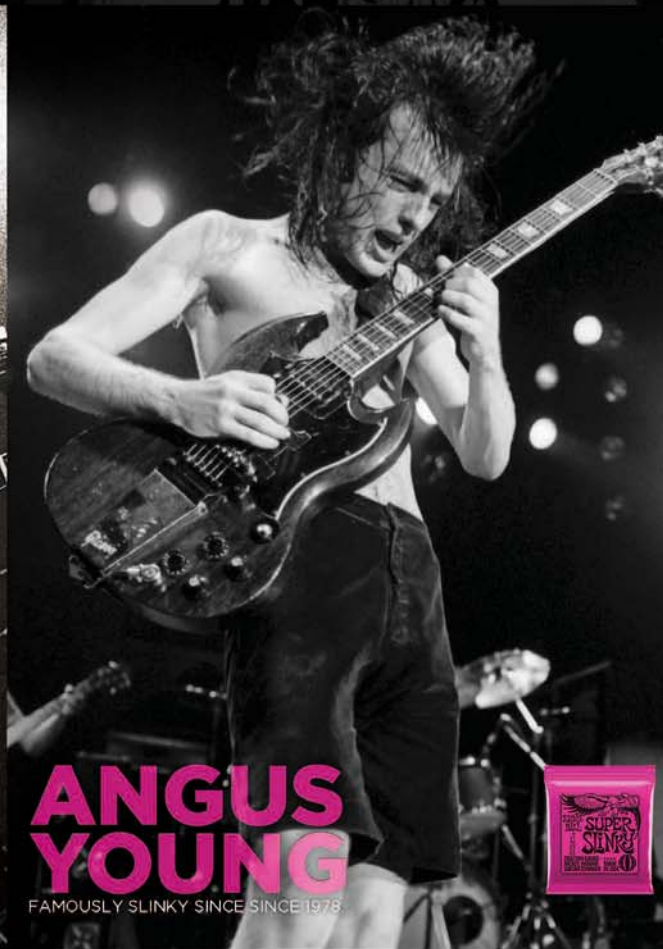

PETE TOWNSHEND
FAMOUSLY SLINKY SINCE 1972.

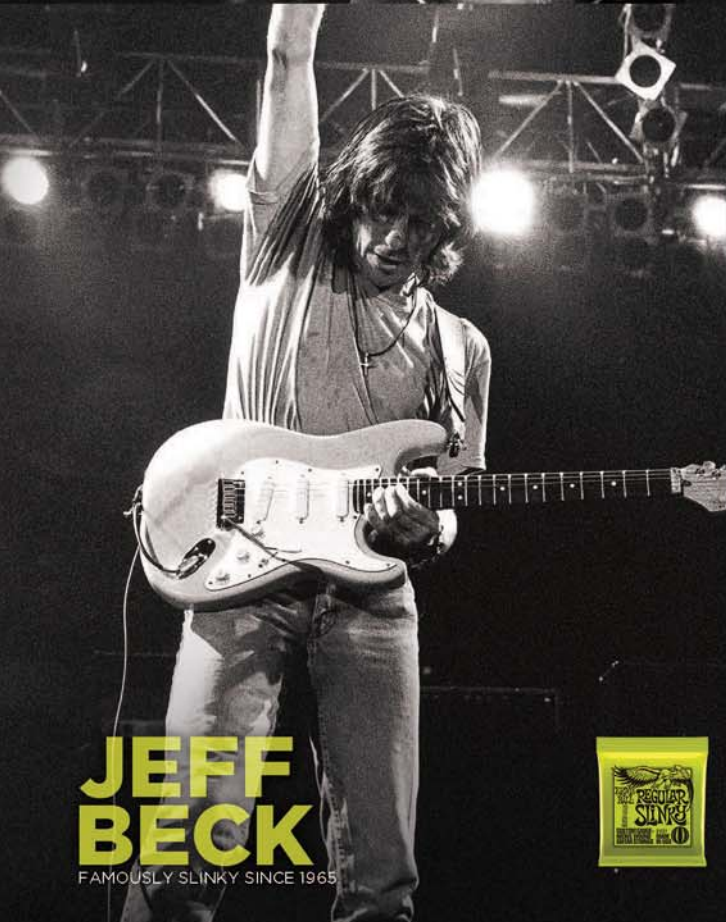
PAUL MCCARTNEY
FAMOUSLY SLINKY SINCE 1990.

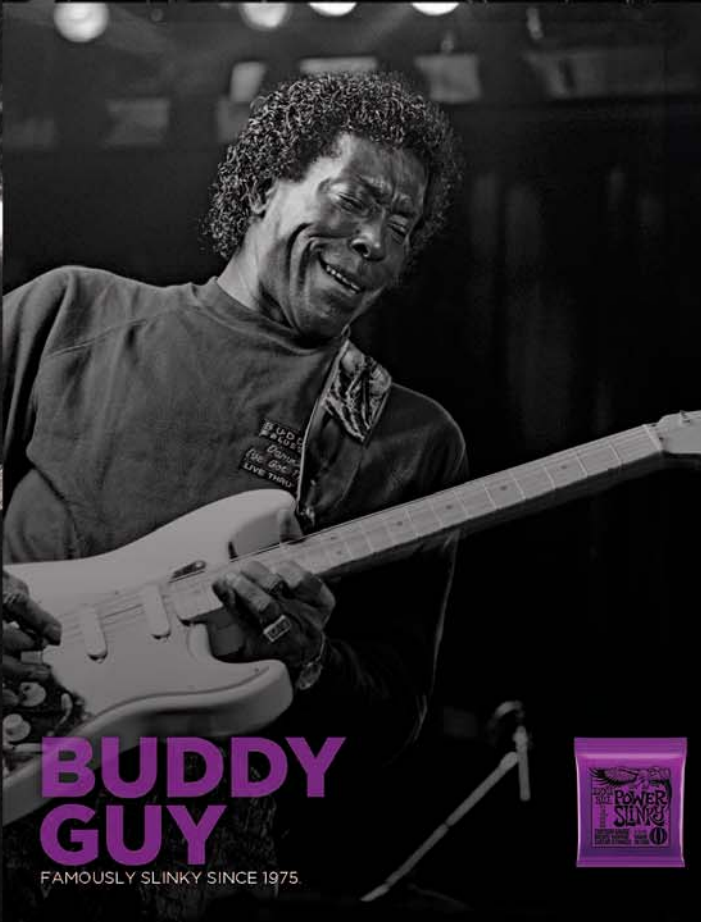
JIMMY PAGE
FAMOUSLY SLINKY SINCE 1965.

ANGUS YOUNG
FAMOUSLY SLINKY SINCE SINCE 1978.

JEFF BECK
FAMOUSLY SLINKY SINCE 1965.

BUDDY GUY
FAMOUSLY SLINKY SINCE 1975.




JOIN THE LEGACY

Booth #5440 | ernieball.com

BRIEFS

British Mics to Hit U.S. Market

Aston Microphones has released the first truly British condenser microphone.

The Aston Origin has a 1-inch gold evaporated capsule, solid state PCB with WIMA capacitors and Aston's signature Waveform mesh head, which acts as a shock absorber and gives the mics a unique style.

 **Aston Microphones**
(astonmics.com)



Celestion Speaker Has Creamback Tone

Celestion's Neo Creamback is a light-weight guitar speaker with authentic Creamback tone.

You still get the low-end punch, warm mid-range and refined highs the Creamback is famous for, but at half the weight of a traditional Creamback.

With an eight-hole pressed steel frame, the speaker delivers an output sensitivity of 97 dB and is available in 8 or 16 ohms.

 **Celestion** (celestion.com)



Totally Wycked Audio Announces Triskelion MK II

Godlyke has released the TWA TK-02 Triskelion Mk II, a variable-state bandpass filter with adjustable gain.

The filter's Q can be adjusted from very wide to extremely steep to create harmonic focus in a narrow frequency band. Its specially designed filter can create clean tones or boost midrange.

 **Godlyke**
(godlyke.com)



Pearl Introduces 3D Cajon

Pearl has released the 3D Cajon, an update on the classic cajon that features a graphic element CNC cut through each side of the instrument with contrasting wood inserts. The 3D Cajon's snare wires have been shortened and raised to create a larger bass strike zone.

 **Pearl**
(pearldrums.com)



West Music's Ryan West (left), Steve West and Robin Walenta at Friday's NAMM YP event. Walenta, attending her 30th NAMM Show, served as the event's keynote speaker.

Robin Walenta Inspires as NAMM YP Keynote Speaker

NAMM Young Professionals, an organization for music industry professionals under the age of 40, hosted its NAMM YP lecture event on Friday at the NAMM Member Center. Robin Walenta, president and CEO of West Music, was the keynote speaker.

Delivering an address in front of a standing-room-only crowd, Walenta, a 2014 She Rocks Award winner, shared anecdotes and advice from her more than 30 years in MI, offering instruction on how young independent retailers can stand apart from their competitors.

"Do more of what makes you happy," Walenta said. "There are so many things that we're expected to do. Things that are structured or pre-planned for us ... but what I'm asking you do is push yourselves outside your comfort zone, and look for opportunities to create memories and really positive

experiences."

Walenta, who this year helped usher in West Music's 75th year in business, also shared her thoughts on the future of the music industry and the role of small retailers in ensuring the industry's success.

"I think our future is very bright for those of us who are small, local, independent retailers," Walenta said. "[We] are committed to delivering a new, different and personalized shopping experience for our customers. Being a small business retailer, we can make the shopping experience relevant and personal for each customer."

The NAMM YP event also featured a Q&A session, raffle and networking session. Ryan West, senior vice president of West Music, served as the event's emcee.

 **NAMM YP** (namm.org)

Waves Audio Displays eMotion LV1 Mixer

Waves Audio has introduced the eMotion LV1 Mixer.

Waves eMotion LV1 is a revolutionary digital mixing console that provides real-time audio mixing for FOH, monitor and



broadcast engineers. Based on Waves SoundGrid technology, the software mixer delivers the sound quality for which Waves is known, as well as the convenience and speed needed in live environments.

eMotion LV1 gives live engineers control over their sound. Each of the mixer's channels has its own plug-in rack capable of running up to eight Waves and third-party plug-ins, for a total of hundreds of plug-ins — all running inside the mixer. The mixer's standard EQ, filters and dynamics processing are provided by Waves eMo-series plug-ins.

 **Waves** (waves.com)

Taylor Keeps Guitars Healthy

Taylor Guitars has released TaylorSense, a new technology that puts the health and vital signs of a Taylor guitar directly into the owner's hands.

The TaylorSense smart battery box, which replaces the 9-volt battery box in any acoustic Taylor guitar, houses sensors that monitor the condition of the guitar and communicates via Bluetooth to the free Taylor Guitars iOS App. TaylorSense is calibrated to issue timely notifications to address humidity and temperature extremes, potentially damaging impact and their onboard pickup system's battery life.

"One avoidable thing we've seen in our

repair department is damage caused by temperature, humidity and impact," said Taylor Guitars co-founder Bob Taylor. "We've preached protection, proper care and awareness of the warning signs of imminent guitar damage, and now with TaylorSense, a player will know when their guitar is experiencing distress, and importantly, how to remedy it."

The Taylor Guitars App presents the data from the TaylorSense smart battery box in a series of easy-to-follow screens, and delivers notification alerts to the iOS device's home screen. Each notification includes a link to how-to-fix tutorial videos.

 **Taylor Guitars** (taylorguitars.com)



Whitmore to Host Women's Panel

Music industry trailblazers will take center stage to discuss gender equality and achievements during the Success Strategies for Women in the Music Industry Panel on Sunday from 11 a.m.–12 p.m. at the NAMM Idea Center.

Hosted by music industry veteran and Women's International Music Network (WiMN) founder, Laura B. Whitmore, the panel will focus on the challenges and obstacles top women in the music industry have faced and how they have overcome them to create success.

"I'm excited to bring together these powerful role models to share their insights and experiences on this panel," Whitmore said. "As women, we face unique challenges in our industry, and I think it's important to create awareness, give advice and affect change. I have no doubt that it will be energetic and informative."

Panelists will include moderator Laura B. Whitmore, an industry veteran and owner of Mad Sun Marketing; Jennifer Batten, known for her guitar work with Michael Jackson and Jeff Beck; Paula Salvatore, vice president of Capitol Studios; Tish Ciravolo, founder of Daisy Rock; and Rebecca Eaddy, marketing communications manager for Roland.

 **NAMM** (namm.org)

BOSS Brings Vocal Expression to Guitar, Bass

BOSS has introduced the VO-1 Vocoder, a compact pedal that puts the expressiveness of the human voice in the hands of guitarists and bassists.

By vocalizing into a connected microphone as they play, the VO-1 allows a musician to "sing" with their instrument and easily achieve classic electronic voice textures, talk-box sounds and tones never heard before. The pedal also includes a Choir mode for creating rich ensemble sounds with any instrument, without the need to connect an external mic.

The VO-1 is equipped with a 1/4-inch input for connecting a guitar, bass or other instrument, plus an XLR mic input to drive the vocoder engine. Tone and Color knobs provide a wide range of sound variation over the selected mode, while Level and Blend knobs control the overall volume and direct/effect mix.

 **BOSS** (bossus.com)



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ALLEN & HEATH

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nord

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NEW!

nord piano 3



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The new Reloop Mixtour is an ultra-portable, yet sturdy all-in-one DJ controller with audio interface, designed for djay 2 (iOS/Android) and djay Pro (Mac) by Algoriddim. The Mixtour is designed for all DJ's that want to have the unlimited flexibility with a small compact footprint.



Fostex

The latest in a 30+ year heritage of renowned studio headphones, the new Fostex TR series headphones are sturdy, comfortable, sound great, come with both straight and coiled cables, and include both regular and extra-cushioned ear pads.



LEWITT

Ever wonder how your recording would sound with a different polar pattern? The new Lewitt LCT-640-TS microphone lets you record all patterns at once with its discrete output for each capsule, giving you seemingly endless possibilities to tweak during mixing!



studiologic[®]

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From the manufacturer of the world's best keybeds comes a controller with an all-new, powerful operating system, perfect for controlling your hardware and virtual instruments.



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The Alpine Music Safe Pro is the flagship musicians' earplug from world's #1 hearing protection manufacturer. Specially tuned acoustic filters provide a variable attenuation to make sure you can still hear with accuracy and precision while protecting your ears!



XONE

Xone 43 & 43C is a 4+1 channel mixer, offering a simple and intuitive layout with sublime analogue audio quality. The 43C is supported by leading DJ Software, Serato DJ, and is DVS upgrade ready with the addition of the Serato DJ Club Kit, eliminating the need for any external interface.



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RYAN WEST • WEST MUSIC

Mark your calendar now for next year's NAMM Show, January 19-22—the industry's annual must-attend event, where you can set your business up for success in 2017.

THE **NAMM** SHOW

Join the conversation! #NAMM



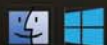
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Booth 201C2, Level 2

guitartunes.com

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bottle and the cost
effective 7oz aerosol can.



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DRUM PAD



RotoGO Makes Travel Easy

Riccardo Martinazzi, founder of Roto-drum, demos the RotoGO, the latest addition to the company's lineup. The new kit

weighs in under 45 pounds, and can be easily transported in two bags.

Rotodrum (rotodrum.com)

Odery Drums Forges Ahead

Brazil-based Odery Drums started in the early 1990s when a tool-and-die maker lost his job and hit hard times. He had no experience with the music industry beyond watching his son play and teach the drums. At that time, Brazil was going through a period of instability, strife, hyperinflation and uncertainty. He forged ahead with his idea in the belief that he could make something special.

To this day, Mr. Odery continues to spend



his 8-hour shifts on the manufacturing floor, experimenting and discovering better ways of doing things, or simply working alongside his employees.

Odery Drums (odery.com)

Sensor Point Rebuilds Jambé, Adds Power

Sensor Point demonstrated the power and versatility of the rebuilt Jambé, an electronic percussion instrument, at Music Products Media Preview presented by Robertson-Comm at Bowlmor Lanes at the Anaheim Gardenwalk on Wednesday night.

The Jambé has 10 electronic sensor zones that can be played by hand or with drumsticks. The sound design features include complex gestural interpretation, extensive synthesis tools and natural sonic variations.

The company will start shipping the Jambé in the second quarter.

Sensor Point (getjambe.com)



John Worthington, co-founder of Sensor Point, plays the Jambé at the Music Products Media Preview at Bowlmor Lanes on Wednesday night.

Cafe Con Leche

Tycoon has been honoring the legacy Afro-Cuban history and influence for years with its Signature Heritage series of drums.

Now, with Cuban-American tensions easing and a steady stream of music and musicians continuing to make inroads into the world market, Tycoon has created a new line to honor the past and the present: Cafe Con Leche drums.

Including congas, bongos, djembes and



cajons, Cafe Con Leche drums utilize traditional elements, such as an extra wide belly and classic rims on the congas. The bongos have classic rims as well, and calfskin heads.

Tycoon (tycoonpercussion.com)

MEET THE CLASS OF 2016

Come check out all of the new **HARMAN** product offerings for 2016 in Booth 7800.



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the
NAMM[®]
show¹⁶

Visit Harman Pro Brands in Booth 7800

AKG

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PROFESSIONAL

lexicon

Martin

Soundcraft

D'Addario Announces Opening of Environmentally Friendly Sawmill

Promark by D'Addario opened its new nine-acre, 75,000 square foot and environmentally conscious sawmill on May 18, 2015. The sawmill is strategically located in Elkton, Tennessee, the epicenter of hickory, maple, and oak tree country.

Promark remains the only drumstick manufacturer to have its own sawmill, the key benefit of which is providing Promark with the finest drumstick wood of ideal weight, texture, and straightness. The new Elkton mill is 400-percent larger than the previous sawmill and is run by D'Addario's Ed Moore.

The new mill is environmentally friendly, utilizing 100 percent of every tree. Besides

using the optimal part of the tree for drumsticks, D'Addario sells the rest of the tree for use as railroad ties, livestock bedding, fuel, flooring and furniture.

Promark is dedicated to reforestation, replanting five trees for every one used to make its drumsticks.

[INFO] D'Addario (daddario.com)



Bob Mintzer Authors Alfred Jazz Play-Along Series

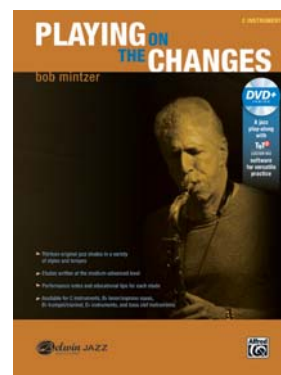
Alfred Music has released a new jazz play-along series, *Playing on the Changes*. Authored by renowned musician Bob Mintzer, the series features five books/DVDs with extensive musical coverage.

The books feature 13 jazz etudes through the various chord qualities found in standards and jazz tunes in all 12 keys. Mintzer has written out etude solos that cover changes in a way that familiarizes the learner with the sound of each harmonic setting. All of the books come with TNT 2 software, which lets a learner listen and analyze the etudes, as well as practice and play on the harmonic exercises by removing Mintzer's saxophone from the mix. The software allows the tempo

to be slowed down to allow students to learn the changes at their own pace. The five books feature material for C instruments, B-flat tenor saxophone and soprano saxophone, B-flat trumpet and clarinet, E-flat instruments and bass clef instruments.

MSRP: \$24.99.

[INFO] Alfred (alfred.com)



Levy's Harper Uses Pull-up Leather

Levy's has introduced the Harper (M317HPR), a pull-up tan leather strap with a decorative ridge down the center of the strap accentuating the pull-up nature of the leather.

The Harper is available in rust (RST) with a soft suede backing and is adjustable from 37 inches to 51 inches.

[INFO] Levy's Leathers (levysleathers.com)



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UpBeat

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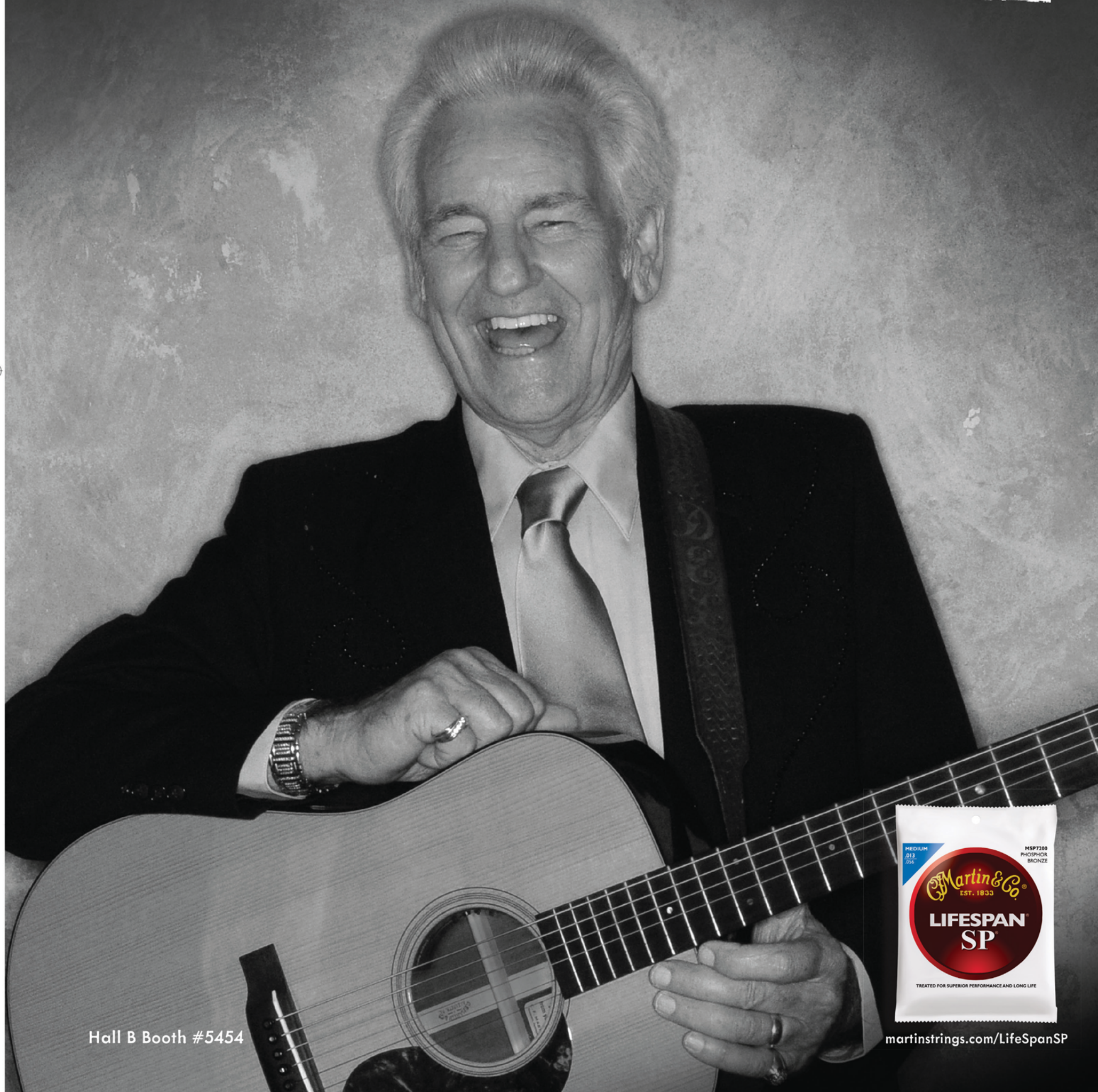
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Hall B Booth #5454

martinstrings.com/LifeSpanSP

Riversong Sees Sales for Wooden Composite Picks Rise

With many patents pending, Riversong Guitars has seen sales for its new Wooden Composite Picks rise worldwide.

This year, many new products have been added, including new thicknesses and materials (.46 mm, 0.8 mm, 1.0 mm, 1.2 mm), Power X, Pick Card and a new pick display with 10 different Wooden Composite Picks for retail display.

Come by the booth for a free sample and check out the entire line of Riversong

Wooden Picks.

"Great value and innovative designs is what Riversong Guitars means to me," said Mike Miltimore, founder of Riversong Guitars. "Our new pick products live up to that reputation, and I am very proud of the number of people using and loving



our picks."

Riversong Guitars (riversongguitars.com)



Natal Makes Arcadia Drums Affordable for Pros

Arcadia's poplar and birch/poplar shells are warm sounding, with presence and projection. All Arcadia drum sets are fitted with Natal's Sun Lug in a lower mass version, matching snare drum and a six-piece hardware pack. Arcadia's launch is being kicked off with a clinic tour featuring Marko Djordjevic.

Natal (nataldrums.com)



AKG Debuts High-Performance K72, K92 Headphones

AKG has unveiled the K72 and K92 headphones. They feature large 40-mm drivers that offer high sensitivity for greater output, wide frequency response for detailed sound and low impedance for compatibility with personal music players as well as professional gear. The closed-back design features an innovative acoustic chamber that eliminates audio bleed and preserves privacy, keeping the sound in the ears of even the most mobile listener. Both models feature an ergonomic, self-adjusting headband.

Harman (harman.com)

CAD Releases U37SE Special Edition USB Mic

To celebrate the company's 85th anniversary, CAD has introduced the U37SE Special Edition USB mic, which provides professional studio quality for social media, gaming, journaling, podcasts, desktop recording and a range of other home computer applications.

The U37SE brings a rich, warm audio quality with an extended frequency and smooth transient response that make it suitable for singing, speech and recording musical instruments.

CAD Audio (cadaudio.com)



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NEUTRIK

Hosa Technology Introduces DMX-000 Series 4-Conductor DMX Cables

Hosa Technology has introduced the DMX-000 Series 4-conductor DMX Cables. The superior construction and use of all five XLR pins makes this line the optimal cable choice for any DMX512 network.

Hosa DMX-000 Series DMX Cables feature 24

AWG Oxygen-Free Copper (OFC) conductors and a nominal impedance of 120 ohms in adherence with the DMX512 specifications to deliver accurate control data. The DMX-000 Series consists of four conductors instead of only two as required by the DMX standard. This enables full functionality with devices utilizing the extra two channels for additional connectivity functions while remaining compatible with traditional DMX devices.

Furthermore, Hosa's new 4-conductor DMX Cables are available in 5-, 10-, 25-, 50- and 100-foot length options. The

variety of lengths makes the DMX-000 Series the ideal solution for stages of any size.

"As the lighting requirements on stage have increased, the demand for added DMX512 functionality has also risen," said Jose Gonzalez, Hosa Technology's product manager. "We're confident the combination of high-quality construction, availability of multiple lengths, and use of the extra two channels, will make DMX-000 Series DMX Cables a vital solution in lighting rigs everywhere."

MSRP: \$28.35–\$135.10.

 **Hosa Technology (hosatech.com)**

Grundorf Expands G Series

Grundorf has announced the model GS-LS4872TB Lycra Façade, a new addition to the company's popular G-Series line of DJ façade products. Designed for DJs, performing musicians and others looking to visually enhance their on-stage visual aesthetic, the new GS-LS4872TB Lycra Façade enhances the visual experience for the audience by adding a stylish ambience to the room. The new model is designed specifically for use with standard 6-foot tables.

The Grundorf GS-LS4872TB Lycra Façade is available in black or white Lycra. When used with LED lighting, the Lycra material diffuses the audience's ability to see the light fixtures behind the material and creates a more polished on-stage appearance. When the lights are enabled, the panels come to life. When used without LED lights, the black Lycra façade, presents a solid black appearance that is also popular with performers.

"Ever since we introduced the G Series, we've had DJs ask the same question: 'Do you have a model that matches 6-foot tables?' Well, now we do," said Frank Grund, president of Grundorf Corp.

 **Grundorf (grundorf.com)**

Conn-Selmer Adds Finishes to 40 Series Sax Line

Conn-Selmer has debuted a matte finish and an unlacquered finish to its 40 Series saxophones.

"These two finishes are in direct response to market demand," said Bob Lichty, category manager for woodwinds at Conn-Selmer. "The look and response of these horns is exceptional and will appeal to a wide range of players."

The 40 Series saxophones feature a Henri Selmer Paris neck and mouthpiece.

 **Conn-Selmer (conn-selmer.com)**

Roland Announces A-01 MIDI Controller, Sound Generator

Roland has unveiled the A-01, a flexible MIDI controller and sound generator for music production on the move.x

Offering control over MIDI and CV/Gate-equipped analog gear, an onboard tone generator and step sequencer, the A-01 can be paired with the optional Roland K-25m keyboard.

The A-01 is an open-ended controller module, with multiple connectivity options including three types of MIDI applications. The standard MIDI in/out

is joined by a USB MIDI jack for use with Mac/PC-based DAW software, while wireless MIDI (via Bluetooth LE) allows production work on a Mac, PC, tablet or smartphone.

 **Roland (rolandus.com)**



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MXR Combines Six Different Reverbs in One Unit

The MXR design team has introduced the MXR Reverb, which delivers six distinct high-end reverbs.

MXR Reverb comes in a Phase 90-sized housing with a simple three-knob setup and a hi-fi analog dry path. Each reverb style is as richly detailed as any found in the highest-end rack units, pedals and plug-ins.

The MXR Reverb features an EXP output so you can blend between two different setting configurations. The all-analog dry path boasts a massive 20 volts of headroom — thanks to MXR's Constant Headroom Technology — and a choice of relay or trails bypass. The Reverb also includes 100-percent Wet Mode in addition to stereo input and output capability.

Other features include hi-fi analog and digital audio paths, a dry path that is 100-percent analog, studio-grade low noise floor, Relay true-bypass and delay trails modes, and Expression pedal jack for foot control of all knob settings.

🛒 [MXR \(jimdunlop.com\)](http://MXR(jimdunlop.com))



Yamaha Puts World-Class Sound at Players' Fingertips

Yamaha's lineup of Clavinova CVP-700 series of digital pianos includes the CVP-701, CVP-705, CVP-709 and the CVP-709GP. At the heart of each model is Yamaha's Real Grand Expression sound engine, which harmonizes the three key elements of sound, touch and pedals to provide the immersive experience of playing a real grand piano.

For the first time, the Yamaha CVP series features the sampled sounds of two world-class concert grand pianos — the Yamaha CFX and the Bösendorfer Imperial.

Another highlight of the new CVP

models is Piano Room — a feature first introduced in the previous generation and expanded upon in the new series. Piano Room lets the player select from multiple types of pianos including grands, uprights, a honky-tonk piano and many more. Users can also select a playing location, such as concert hall, cathedral or stage. Instantly, the tone quality changes to match that piano and place, giving the player's performance a totally different feel. When playing the grand piano or pop grand, the player can even choose to have the virtual piano lid open or closed.



The new CVP-700 series includes more instruments, such as Super Articulation Flute, Audio Style Drummers and Boys Choir plus a new session mode with a built-in recording studio for capturing and sharing your music.

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



ESP Guitars' 200 Series Gets Major Update

ESP Guitars has introduced 16 new guitar models to its LTD 200 series.

Two new 200 series models have been added to the F series. The LTD F-200B baritone guitar and the LTD F-200FR feature angular curves in a standard scale model

Another baritone guitar is the LTD Viper-200B, which features the cool double-cut-away styling of the Viper model in a 27-inch scale guitar that's priced for almost any musician.

🛒 [ESP Guitars \(esp guitars.com\)](http://ESP Guitars(esp guitars.com))



Levy's Takes Scenic Route

Levy's has introduced Scenic (MPDS2) sublimation guitar straps with colorful outdoor scenes.

Available in nine different patterns, the straps feature leather ends and are adjustable to 65 inches.

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

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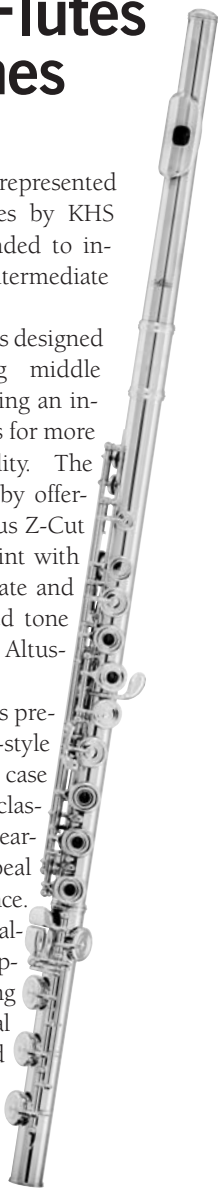
Azumi Flutes Welcomes AZ1

Azumi flutes, represented in the United States by KHS America, has expanded to include the AZ1 intermediate model.

The Azumi AZ1 is designed for the advancing middle school student seeking an instrument that allows for more mature tone quality. The AZ1 facilitates this by offering the versatile Altus Z-Cut silver-plated headjoint with sterling-silver lip-plate and riser, French-pointed tone arms and modern Altus-Bennett scale.

The instrument is presented in a French-style case with a nylon case cover, giving it a classic fashionable appearance that will appeal to a young audience. The AZ1 provides value within the step-up category, making advanced technical specifications and tones accessible to developing students.

 **Jupiter**
(jupitermusic.com)



Jackson Displays New Electric Guitars

Jackson has introduced several new electric guitar models.

The Pro SC Monarkh features a pair of Seymour Duncan Blackouts AHB-1 active humbucking pickups in the neck and bridge, a 12- to 16-inch compound radius fingerboard with 22 jumbo frets, a one-piece maple neck capped with Jackson's AT-1 headstock and a Jackson fully adjustable radius compensated bridged with anchored tailpiece.

The Soloist SL3X features a trio of Duncan

Designed pickups. Two high-output HR-101 Hot Rails single-coil pickups in the middle and neck positions are matched to a powerful HB-103B humbucking bridge pickup for complementary harmonic response and highly dynamic responsiveness.

The four-string David Ellefson CBX IV was designed in conjunction with one of the founding fathers of thrash metal, David Ellefson of Megadeth.

 **Fender (fender.com)**

Revelle Adds Step-Up Cellos

Revelle has introduced two new cellos to its line up of step-up instruments, bows and cases, in response to dealer demand.

The Revelle 850 cello features a hand-crafted 15-plus-year-aged air-dried, flamed maple back and sides, which is paired with a carefully selected spruce top.

The Revelle 850 cello comes fully set up and ready for the showroom with Thomastik-Infeld Spirocore C&G and Jargar A&D

strings, Despiau bridge, Wittner-style tailpiece and seasoned ebony fittings.

The Revelle 550 cello is carefully hand-crafted out of 3-plus-year-aged air-dried Russian spruce and a well-flamed maple back. The Revelle 550 comes fully set up with Thomastik-Infeld strings, Despiau bridge, Wittner-style tailpiece and seasoned ebony fittings.

 **Revelle (revellestrings.com)**

Rhythm by the Numbers

A Drummer's Guide to Creative Practicing

Ralph Humphrey

Includes:
• Rhythmic elements designed to help develop a number of skills and applications
• Valuable tools for developing a more creative playing vocabulary



Alfred Guides Drummers in Creative Practicing

Alfred Music has released *Rhythm by the Numbers: A Drummer's Guide to Creative Practicing* by Ralph Humphrey.

Rhythm by the Numbers provides a fundamental and comprehensive way to learn and use rhythm in drumming. Born from the author's lifelong interest and involvement with rhythm and rhythmic exploration, this book-and-DVD kit will help students become more creative players by developing vocabulary that does not come from rote learning. The method presents notes within a given metric space that can be applied in various ways at the drum set.

 **Alfred Music (alfred.com)**



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Hartke ACR5 Boasts Natural Sound

Hartke's new ACR5 Acoustic Guitar Amplifier is a lightweight, 50-watt amplifier that projects the natural sound of your instrument, while providing a dual-channel design ideal for singer-songwriters.

Featuring an efficient 50-watt amplifier with a 6 1/2-inch woofer and 1-inch soft dome tweeter, the ACR5 is ideal for open mic nights at small venues. The ACR5 features two channels (guitar and vocals), both of which offer a 3-band EQ with reverb and chorus effects. The amp also fights feedback with a provided Notch filter with variable sweep control. In addition, an onboard tuner makes for quick and easy adjustments, even on dark stages.

Highly portable, the ACR5 features a low-profile design weighing under 30 pounds. It's as ideal at home as it is in the studios and larger performance venues thanks to an XLR output that enables the use of the system's

preamp for direct recording or seamless sound system integration. And since practice makes perfect, the ACR5 includes RCA and 1/8-inch aux inputs for playing along to your favorite tracks, as well as a headphone output for low-key, uninterrupted practice sessions.

Samson Tech (samsontech.com)



Peavey Names B&J Music New Canadian Distributor

Peavey Electronics has named B&J Music as its new Canadian distributor. B&J Music, a division of JAM, will be the new Canadian distributor for the Peavey, Composite Acoustics, Trace Elliot and Buddha lines. The agreement was confirmed recently after discussions amongst JAM President, Martin Szpiro, VP Jeff Carman, B&J VP David McAllister and Peavey's COO Courtland Gray, GM of North American Sales, Fred Poole and Hartley Peavey, Peavey Electronics' founder.

"The decision to partner with B&J was given great consideration," said Courtland Gray, Peavey's COO. "After looking at other opportunities and initiatives, we realized that the JAM organization is best positioned to enhance Peavey and grow its presence in Canada."

"This giant U.S. amplification and instrument brand is a welcome addition to B&J's existing catalog of exclusive products, and we believe that B&J aligns well with Peavey's

decision to transition to full distribution in Canada," said Martin Szpiro, JAM president. "To know we will be working with a company able to recognize and address the big changes and challenges in our industry fills me with great confidence. For musicians around the world Peavey is recognized as a truly iconic brand and I can't wait for us to start playing our part in the continuation of Peavey's success."

"Peavey is a key part of our growing portfolio of top-line professional brands, and we are looking forward to getting our dealers stocked up again," said David McAllister, B&J VP. "The Peavey line will further enhance our reputation as one of the foremost suppliers of quality sound and amplification in Canada."

Initial stock is in inventory with B&J and they can begin fulfillment to the dealer base immediately.

Peavey (peavey.com)



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Yamaha reface Keytar Attachment Puts Keyboardists Out Front

Yamaha has introduced an easy-to-install “keytar” attachment for the company’s line of reface mobile mini keyboards. The reface series includes four unique models with built-in speakers and 37 HQ-mini keys.

The reface keytar attachment lets keyboard players step out from behind their stage rig and trade licks with guitarists or steal the spotlight altogether. With the battery power option, musicians can perform without a cord. The attachment clamps onto both sides of the keyboard and includes buttons to snap on a strap.

With the new keytar attachment, players of all four reface models — reface DX, reface CP, reface YP and reface CS — can create their sound any place, any time and move to the front of the stage.

MSRP: \$79.

Yamaha (usa.yamaha.com)



Reverend, Corgan Team Up

Two years ago, Smashing Pumpkins’ Billy Corgan called Reverend Guitars’ Founder Joe Naylor to talk about doing a signature model. The result is the Billy Corgan Signature BC-1, which boasts a raised center ridge and strategic chambers under the pickguard to add resonance and reduce weight, while string-thru body bridge provides maximum sustain and a percussive attack. The BC-1 is

loaded with Railhammer Billy Corgan Signature Pickups, part of Railhammers new Humcutter series. The body is topped with a segmented aluminum pickguard for a modern, yet timeless look. The guitar comes in Satin Purple Burst, Satin Metallic Alpine Green, Satin Pearl White or Satin Metallic Silver Burst.

Reverend Guitars (reverendguitars.com)

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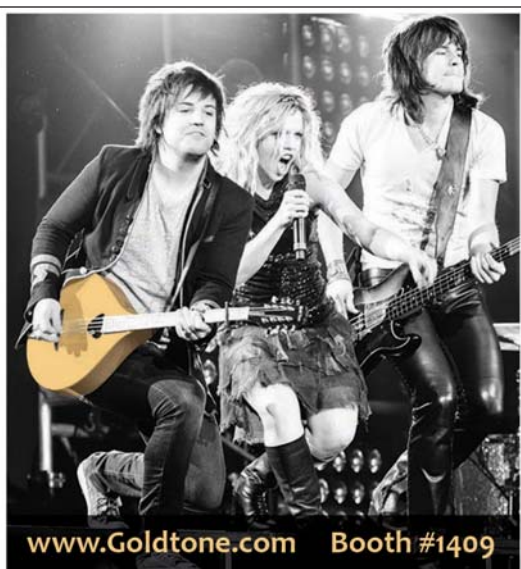
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Sunday
January 24, 2016

NAMM® U

This Morning's NAMM U Breakfast Session

Best in Show

FREE Breakfast (First Come, First Served): 8 a.m.–8:30 a.m.

Session: 8:30 a.m.–9:30 a.m.

Pacific Ballrooms, Hilton Anaheim Hotel

Don't miss out on your next big seller! Join Frank Alkyer, publisher of *Music Inc.* and *UpBeat Daily* magazines, and a panel of music retail gear experts for this fast-moving Breakfast Session. They've scoured the far corners of the exhibit floor, and in 60 minutes, they'll reveal their top picks from The 2016 NAMM Show. These products, services and technologies are sure to make an impact in the new year—and in your business. Discover what you need to check out before you leave Anaheim.

Today's TEC Tracks Keynote

The Future of A&R With Moses Avalon

11 a.m., The Forum on Level 2 (203 A-B)

The acquisition process for labels acquiring new musical talent has gone through as much transformation and revolution as the music industry itself. What does A&R look for in talent these days? Will A&R exist at all five to 10 years from now? How should artist producers and managers be tailoring career choices to get in front of these new trends? Renowned music business expert and author Moses Avalon will discuss these issues and answer your questions.

NAMM Idea Center Spotlight

Sunday's Music Industry Sessions

All Day, NAMM Idea Center, Level 1 Lobby

Whether you're an aspiring musician, songwriter or music retailer, you'll find a variety of hard-hitting music industry sessions today at the NAMM Idea Center (and TEC Tracks). This program covers everything from musician marketing and crowdfunding to songwriting and music business tips from the pros. The music industry is a new frontier. Find out what you need to know to navigate this ever-changing industry! Be sure to stop by.



You can see the entire schedule of NAMM U and TEC Tracks sessions on the NAMM app, available for download from your mobile device's app store.

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APPEARANCES

SUNDAY, JANUARY 24, 2016



Jennifer Batten

10:00 A.M.

Max Georgiev
ESP

Booth 208AB

Greg Koch
(also at 12 p.m., 2 p.m., 3 p.m., 4p.m.)
Fishman
Booth 43409

11:00 A.M.

Jennifer Batten
(also at 1:00 p.m.)
Fishman
Booth 4340

Jonas Gerigk and Julian Schoens-
check of Denmantau demo.
King Blossom Guitars
Booth 1383

Warren Walker
Red Panda
Booth 1495

Don Alder
Santo Angelo Cables USA
Booth 3584

12:00 P.M.

Dan Lawson
King Blossom Guitars

Booth 1383

Jason Charles Miller
ESP
Booth 208AB

1:00 P.M.

Halemanu
King Blossom Guitars
Booth 1383

2:00 P.M.

Rick Monroe
Shubb
Booth 6240

Roberto Diana
Seymour Duncan
Booth 5560

Peter Malick
King Blossom Guitars
Booth 1383

Tom Marks
Wholegrain Digital Systems
Booth 201C-6

3:00 P.M.

Ann-Marita
Shubb
Booth 6240

TEC TRACKS

All TEC Tracks sessions will be held in rooms 202 A, 202 B and 203 A-B.

11:00 A.M. Live Streaming Your Band Using Mobile Devices

Perry Goldstein and Ryan Bell
Master Class (202A)

Perry Goldstein, MXL's director of multimedia products, will be joined by live streaming specialist and founder of PeriscopeSummit, Ryan A. Bell, to show you how to increase your audience base and promote your band using Periscope and other live streaming apps.

Production Lighting: Challenges and Solutions IATSE

TEC Lab (202 B)

This panel of lighting directors and console programmers from the IATSE will discuss challenges in concert lighting for live venues and television performances and illustrate ways to successfully navigate around them.

Keynote: The Future of A&R Moses Avalon

The Forum (203 A-B)

How should artist producers and managers be tailoring career choices to get in front of these new trends in A&R? Renowned music business expert and author Moses Avalon will discuss these issues and answer your questions.

12:00 P.M. Studio Lessons: Working with Quincy Jones and Michael Jackson Matt Forger

Master Class (202A)

As a recording engineer at Westlake Studios, Matt Forger's work with Michael Jackson began on *Thriller* and continued with *Bad*, *Dangerous*, *HIStory*, and *Blood on the Dance Floor*.

Creative Approaches to EDM Ma Tan, Matan Berkowitz

TEC Lab (202 B)

This session will bring together a panel of DJs and EDM innovators to talk about the issues, opportunities and forecasts for this exciting concert experience.

Making Money Making Music Jay Warsinske, INDIEPOWER

The Forum (203 A-B)

Top pros across all areas of the music and entertainment business break down the areas in which money is being made and how to position yourself for them.

1:00 P.M. Understanding the New Music Industry, Part 1

Jeffrey Weber

Master Class (202A)

In the first of a two-hour examination of our business, hear not from pundits, but from folks who get their hands dirty from doing what they love: an engineer, an artist, a producer, a music industry consultant and a musician/marketing analyst.

Wearable Instruments: The Cutting Edge of Tech Fashion

MIDI Manufacturers Association

TEC Lab (202 B)

From Imogene Heap's MIDI glove, to Apple's iWatch, eLSD's MIDI Goggles, IK Multimedia's iRing, Machina's MIDI Jacket, Tappur's

DrumPants and more, sensors and microprocessors are turning clothing and gestures into MIDI controllers. This panel of experts will explain how wearable controllers work, what can be done with them, and why they matter.

The Sessions, Part 1: Career Advice from Music Industry Artists and Pros

Jules Follett

The Forum (203 A-B)

The Sessions is a presentation where artists sharpen their business skills in pursuit of excellence in their careers. Items addressed include contract negotiations, entertainment law, marketing and self-promotion.

2:00 P.M. Understanding the New Music Industry, Part 2

Jeffrey Weber

Master Class (202A)

Shaped by the past and hardened by the present, discover how individual industry survivors plan for the music industry of the future.

Millionaire Mindset for Music Professionals

Jim DeCicco, Millionaire Mindset for Life

TEC Lab (202 B)

In today's "new" economy, the core principals of wealth and emotional mastery are more crucial than ever. Join "Millionaire Mindset for Life" creator Jim DeCicco as he guides you to unlock your true potential for real wealth and freedom.

The Sessions, Part 2: The Path to Success in Today's Music Industry

Jules Follett, The Sessions

The Forum (203 A-B)

This session is Part 2 of a presentation where artists sharpen their business skills in pursuit of excellence in their careers.

3:00 P.M. CandoMusos — Empowerment for Disabled Musicians

David Segal, Cando Musos

Master Class (202A)

CandoMusos, now with over 200 members from 22 countries, continues to inspire and bring hope to musicians with challenges. Come see how it is making a difference.

Audio Rhythm Theory — Open Audition

Gregory Butler, Whole World Band

TEC Lab (202 B)

Stewart Copeland and Brian Hardgroove are looking for a vocalist for their new band, Audio Rhythm Theory. All you need to do is sign up early at the TEC Tracks desk, and you'll get an opportunity to try out.

Notation, Collaboration and Creation

John Mlynczak, Noteflight

The Forum (203 A-B)

How do we transfer files and collaborate on creating music using digital file formats? This session will provide an overview of popular music notation options for both desktop and iPad, and discuss digital formats for sharing files between software tools.



Sunday
January 24, 2016

the **music** begins here
OPPORTUNITY • COMMUNITY • PROFITABILITY

Featuring the 2016 NAMM TEC Awards!

Let's Make Music Together!

Today The NAMM Foundation is hosting several fun, interactive music-making experiences. End your show experience on a high note and gain ideas for hosting your own community-based marketing activities.

Join us in the **NAMM Member Center** in the lobby as we kick off the fun with a **wind circle at 10 a.m.**, followed by a **harmonica circle at 11:30 a.m.**, a **ukulele circle at 1:30 p.m.**, a **trumpet circle at 3 p.m.**, and a **trombone circle at 4 p.m.** You provide the enthusiasm; we'll provide the instruments!



Or if you don't want to be confined to a particular instrument, grab the instrument of your choice and **join us at the NAMM Member Center at 12:45 p.m. for our First Annual Multi-instrument Music-making Parade.**

Relive The 2016 NAMM Show Online

If you missed anything over the past four days or simply want to share your NAMM Show experience with staff, friends and family back home, be sure to check out our extensive show coverage on **namm.org/thenammshow**, including NAMM Show pictures, video highlights, daily recaps and more!

The Inspiration Begins at Summer NAMM

We hope you'll join us in Nashville for **2016 Summer NAMM, June 23–25**, where we're once again filling the magnificent Music City Center with the latest music products and innovations.



From Retail Boot Camp and the Top 100 Dealer Awards to all of the great NAMM U sessions we have scheduled, Summer NAMM is your opportunity to carry the momentum of The NAMM Show forward right through to the holidays. Make 2016 your best year yet by joining us at Summer NAMM in Nashville!

Mark your calendar for **Wednesday, March 9**, when Summer NAMM housing and badge registration opens for NAMM retail members.

See you at The 2017 NAMM Show, January 19–22!



Get connected!

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

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SUNDAY, JANUARY 24, 2016



BREAKFAST SESSION
8:30–9:30 A.M.

Best in Show
Frank Alkyer, Music Inc. and UpBeat Daily Magazines, and Panel

Hilton Anaheim Hotel, Pacific Ballrooms
Don't miss out on your next big seller! Join Frank Alkyer, publisher of *Music Inc.* and *UpBeat Daily* magazines, and a panel of music retail gear experts for this fast-moving Breakfast Session. They've scoured the far corners of the exhibit floor, and in 60 minutes, they'll reveal their top picks from The 2016 NAMM Show.

10:00 A.M.
Wind Circle
NAMM Member Center

Join in and meet new people during the wind circle presented in collaboration with Nuvo Instrumental.

10:30 A.M.
Social Media on Steroids — How to Get More Exposure (Double Session)

Dan Shinder & Lori Shube, Drum Talk TV

In this session, Dan Shinder and Lori Shube of Drum Talk TV will show you how to build an audience and community that loves you and helps you achieve what you want in your musical career, for as long as you'd like.

11:30 A.M.
How to Succeed in the New Music Industry (Double Session)

Jeff Weber, Producer, Record Executive & Author
This double session will feature award-winning producer, record executive and author Jeff Weber as he discusses how to build a fan base and brand, identify the new gatekeepers and activate the peer-to-peer recommendation engine to sell music in this new frontier.

11:30 A.M.
Harmonica Circle
NAMM Member Center

Jam out during the harmonica circle presented in collaboration with Hohner.

12:30 P.M.
Crowdfunding: How to Fund Your Next Album Project (Double Session)

Udayan Sinha, Indiegogo

Discover how crowdfunding is enabling musicians around the world to go from demo to studio LP more efficiently. Join Udayan Sinha of the crowdfunding website Indiegogo as he introduces you to crowdfunding best practices and offers some truly inspiring success stories.

1:00 P.M.
Uke Circle

NAMM Member Center

Strum away the stress of the show during the uke circle presented in collaboration with Kala Brand Music Co.

1:30 P.M.
2016 Best Tools for Schools Awards Hosted by Timeless Communications

What are the most innovative and relevant products for schools in 2016? Find out at this fast-moving session, as leaders in classroom music education reveal their favorite picks from The 2016 NAMM Show.

2:00 P.M.
Success Strategies for Women in the Music Industry (Double Session)

Laura B. Whitmore, Women's International Music Network (Moderator); Jennifer Batten, Guitarist; Paula Salvatore, Capitol Studios; Tish Ciravolo, Daisy Rock Girl Guitars; and Rebecca Eaddy, Roland US

In this special panel discussion, top women in the music industry look at the challenges and obstacles they've faced — and how they've overcome them to create success. Hosted by Laura B. Whitmore, founder of the Women's International Music Network, this exciting and insightful panel welcomes men, too.

3:00 P.M.
Making a Living as an Indie Songwriter (Double Session)

Thornton Cline, Award-Winning Songwriter, and Panel

What does it take to make a living as an independent songwriter? Join Thornton Cline and his panel of experts for an insider's look at the business. Cline, an award-winning hit songwriter, will be joined by successful songwriters, artists and producers. They'll share their experiences and expertise on how they make a living in the competitive world of songwriting.

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