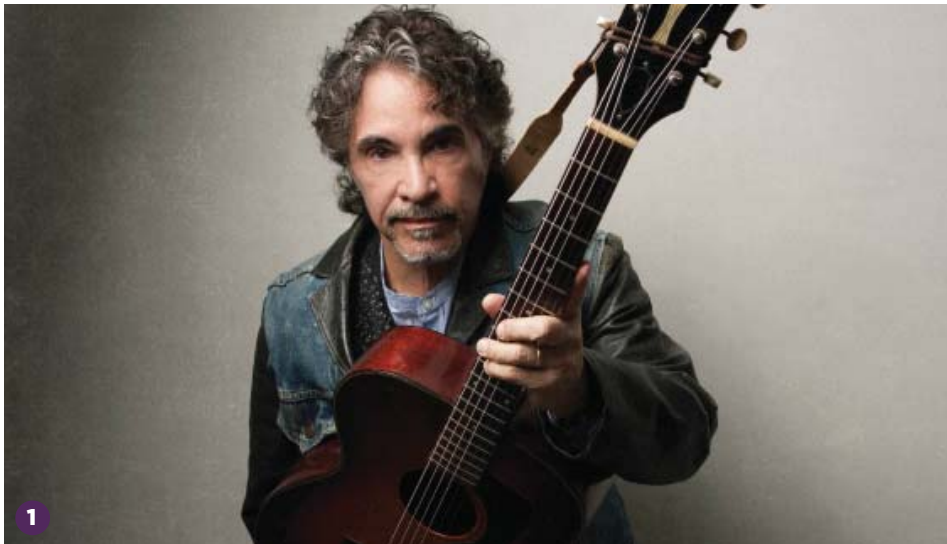


UpBeat

The Official **NAMM** Show Publication

DAILY



THE NASHVILLE DASH!

There's so much to do at Summer NAMM today. To give you a little help on where to run to next, here are a few spots to check out!

1. John Oates of Hall & Oates offers a songwriting masterclass at 11 a.m. See Page 12. **2.** Lee Ann Womack performs on the NAMM Avid Stage at 1 p.m. **3.** Fender launched its new Vintera model. See Page 14. **4.** Join in the Ukulele Circle at 2 p.m. or the Guitar Circle at 11 a.m. See Page 12. **5.** Need some great guitar accessories? Check out the latest, including the D'Addario Woodstock model on page 10.



BREAKFAST SESSION



BEST IN SHOW

What are the hottest products of Summer NAMM? Six retail experts shopped the show — see what they picked!

Breakfast Session
Page 12



Kaplan Fractionals
Page 6



Alvarez Ukes Go Green
Page 8



Kluson Bridges String Spacing
Page 10



Recording King Resonates
Page 14

GYROCK

PICKUP SYSTEM

DESIGN AND ENGINEERING BY WILD CUSTOMS

1

guitar

6

pickups

15

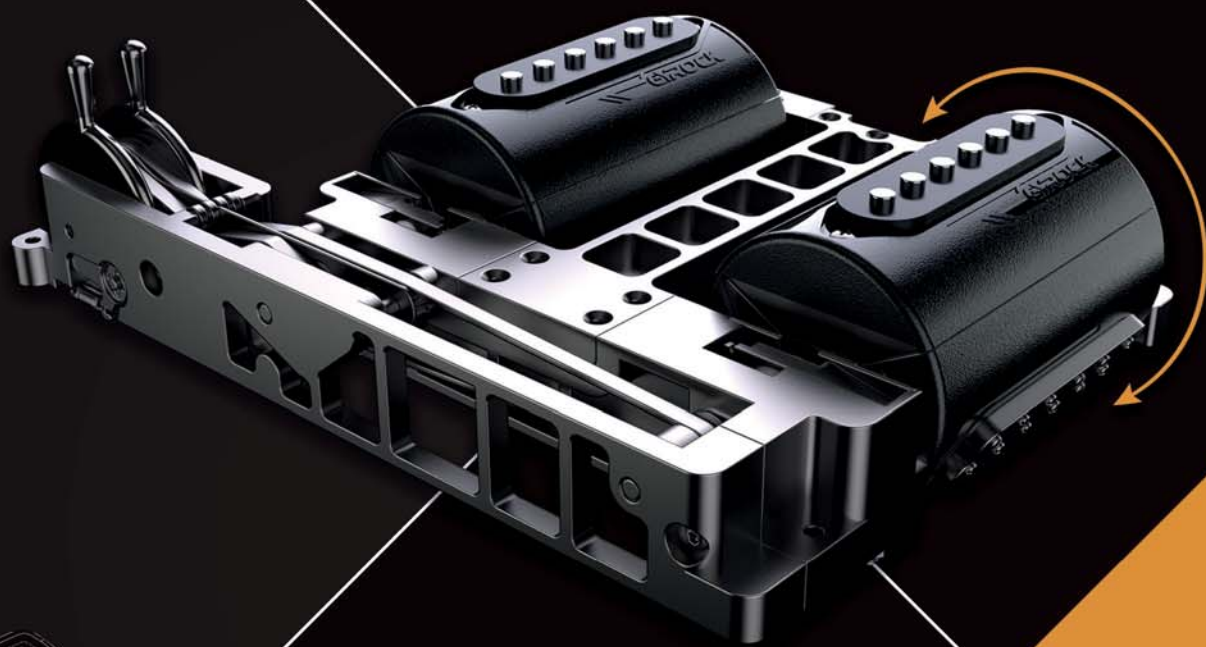
combinations

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Richard Fortus, Guns N' Roses



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UKULELE

Solid Spruce is known for its clarity and consistency with a wide dynamic range and great response while Ebony provides a strong bass presence and responsive highs for a well-rounded sound profile. Available in concert, tenor and baritone models—baritone available with a cutaway and electronics.



Summer
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NAMM Show News



Furch Guitars Opens US Head Office in Nashville

Furch Guitars has opened a new distribution and servicing center in Nashville.

Until now, Furch has conducted business in the U.S. through an authorized Canadian distributor, Stonebridge Guitars International.

"The U.S. market is the No. 1 priority for us," said Petr Furch, CEO of Furch Guitars. "Despite the good cooperation

with our current business partner, we've now decided to take charge of the distribution of our instruments in America."

The Nashville head office will be managed by Marc Harris, a professional with extensive experience in musical instrument distribution and sales in the U.S. market.

[Furch Guitars \(furchguitars.com\)](http://furchguitars.com)



EarthQuaker Devices Goes Green

EarthQuaker Devices has launched Plumes, a low-to-medium gain overdrive based on the trusty lime-green overdrive that has been an industry staple since its inception.

The pedal features input impedance raised to 10 megaohms for a stronger signal with more clarity and chime. The cut-off of the tone control has been adjusted to deliver a more useful range of travel with more booming bass on the low end without sacrificing the cutting midrange and bright top end.

[EarthQuaker Devices \(earthquakerdevices.com\)](http://earthquakerdevices.com)



Harmony Launches 3 Models

Harmony's new line of solid-body electric guitars are now available.

To celebrate Harmony's return, the brand has released a video, tracing the ways Harmony guitars have been a part of many people's lives, connecting generations and inspiring them to make music.

"We're pleased to introduce Harmony's three latest guitars to the market, building on the familiar shapes this iconic brand is known for — but reimagined and updated

for the rigorous needs of the modern player," said Edwin Wilson, senior manager of guitar design and development for BandLab Technologies, the parent company for Harmony.

The Harmony Silhouette, Rebel and Jupiter guitars were inspired by the shapes and sounds of the past, but reimagined for the modern player. Harmony's Standard series is made in Kalamazoo, Michigan.

[Harmony \(harmony.co\)](http://harmony.co)

PreSonus Provides Sweet Spot

PreSonus is shipping its Eris XT active studio monitors, featuring an elliptical waveguide design that provides a wider sweet spot and more focused vertical dispersion.

Geared for nearfield mix environments, the models offer larger enclosures for an extended low-frequency response that complements the new high-frequency design.

The custom elliptical waveguide design provides superior high-frequency response with a broad 100-degree, horizontal dispersion to expand the sweet spot. The tightly focused 60-degree, vertical disper-

sion minimizes early reflections, creating a more consistent response both on- and off-axis.

[PreSonus \(presonus.com\)](http://presonus.com)



Soundbrenner Reveals New Generation Wearable

Soundbrenner has launched its new generation wearable, the Soundbrenner Core.

With preorders reaching over \$1 million, the Soundbrenner Core is a highly anticipated product with more than 4,500 active musicians supporting the music tool through crowd-funding efforts.

"Since the start, Soundbrenner has always been focused on removing the friction tied to music practice," said

Florian Simmendinger, Soundbrenner co-founder and CEO. "We're

eager to help the millions of people who try, but fail, in

their musical aspirations. The Soundbrenner Core is

a music tool that gets out of the way rather than in your way. It's already a tremendous success, and with it, we will continue to grow our

supportive community of over 500,000 monthly active users."

[Soundbrenner \(soundbrenner.com\)](http://soundbrenner.com)



Kyser Brings the Sunburst

Kyser Musical Products has expanded its Quick-Change capo collection with a three-color Sunburst design.

Stemming from the recent popularity of Kyser's rosewood and maple finish capos as well as the industry-wide demand for vintage-inspired gear, the Sunburst capo is an addition to Kyser's woodgrain capo collection.

"We're proud of these beautifully colored new capos and are confident sales

volume will reflect the positive feedback we've already

received from our customers and contacts in the music industry at The 2019 NAMM Show," said Meredith Hamlin, Kyser CEO.

MSRP: \$24.95.

[Kyser \(kysermusical.com\)](http://kysermusical.com)



sE Electronics Offers V Packs

sE Electronics is displaying its V series for drums, consisting of the V Kick, V Beat and V Clamp. New for Summer 2019, sE has bundled these mics into V Packs.

The V Pack Arena is sE's top-of-the-line drum pack, consisting of one V Kick for bass drum, three V Beats and V Clamps for toms, one V7 X for snare, and a factory-matched stereo pair of sE8 condensers for overheads.

All mics and their accessories come securely packaged inside a sE flight case.

[sE Electronics \(seelectronics.com\)](http://seelectronics.com)



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BOOTH #835

**INTRODUCING THE NEW AND LUXURIOUS
SUNDANCE LINE**

Kaplan Offers Fractional Sizes

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

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

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



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

On-Stage Debuts Sturdy Cello, Bass Stand

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

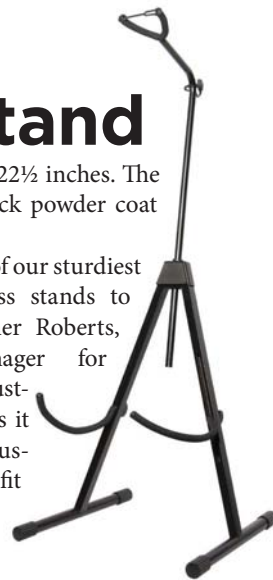
The CS7201 boasts EVA padding at all contact points to protect the instrument as well as nonslip feet for secure placement. A rear hook/attachment makes for handy bow access.

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

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

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

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



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Rare Earth Music, LLC Nashville TN earthboardmusic.com



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

Spector Management Team Grows

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

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

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

Korg and Spector.

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

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

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



Reverend Equips Charger with Railhammer Pickups

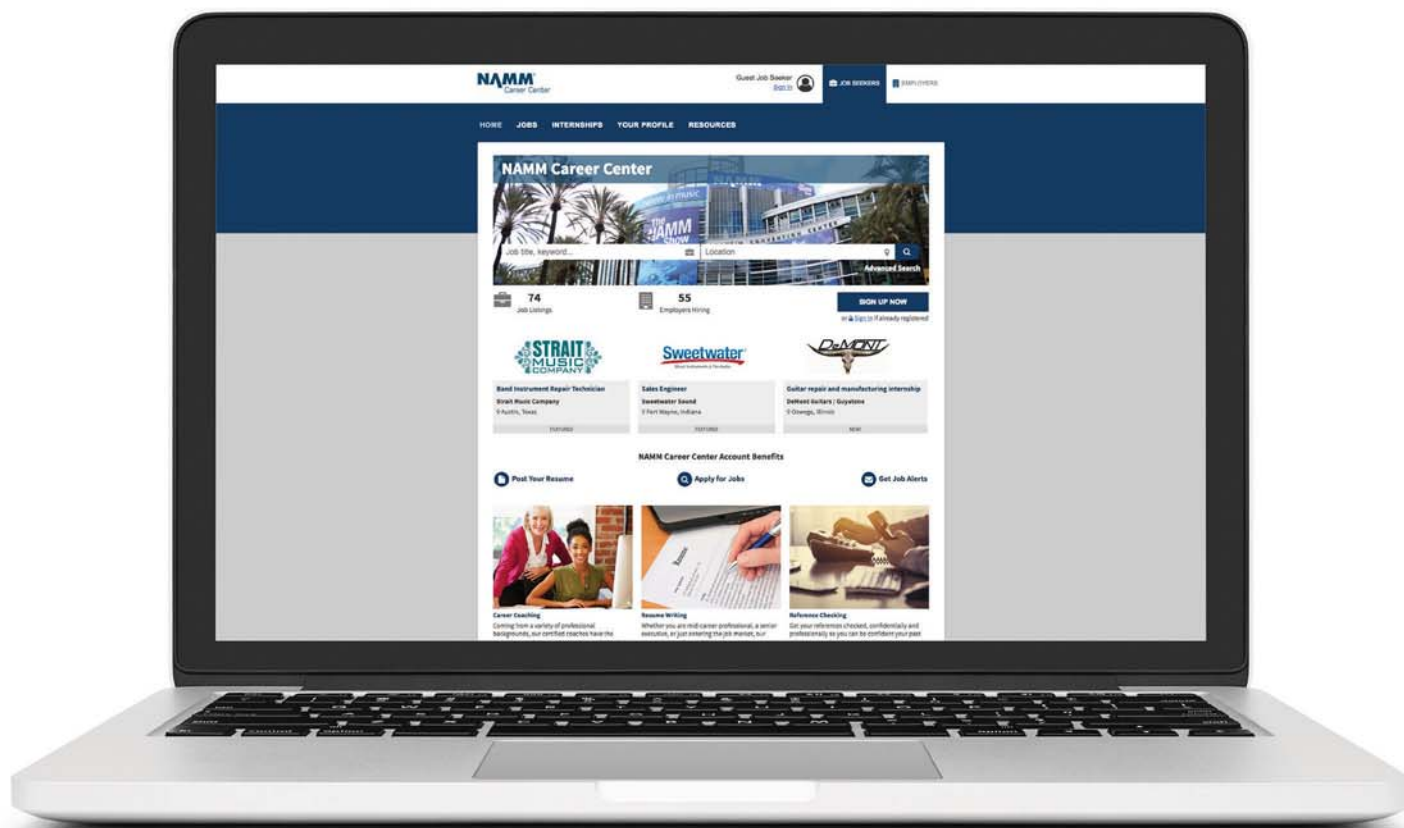
Reverend Guitars has added the Reverend Charger RA to its Charger line. The guitar is equipped with a Railhammer Hyper Vintage Humbucker at the bridge and a Railhammer Nuevo 90 at the neck. With the flame maple

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

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

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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)

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)



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.

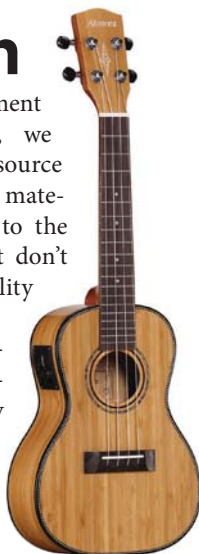
The MU50s come in four different configurations with options for cutaway acoustic-electric models, featuring the Alvarez AUE20 EQ and built-in tuner.

“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)



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)

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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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BOOTH 1513

UpBeat

The Official NAMM Show Publication
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Vol. 66 No. 7 | Summer NAMM | Saturday, July 20, 2019

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ACCESSORIES



D'Addario Channels Woodstock

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

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

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



Kluson Bridge Boasts Modern String Spacing

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

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

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

Earthboard Gets Mini Facelift

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

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

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

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

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

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



Snark Tuners Enters into US Distribution Deal with RBI Music

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

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



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

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

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



On-Stage Debuts Compact DB200 Mini DI Box for Musicians

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

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

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

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

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

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



Solid Ground Adds Banjo Models

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

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

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

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Summer NAMM

EVENTS

Saturday, July 20, 2019

#SummerNAMM

Musician's Chapel

Join an inspiring service and celebration with guest speaker Tommy Coomes.

Music City Center, Level 2, 202 C
9–9:30 am



The Martin Guitar and Strings Open Mic

C. F. Martin & Co. invites guitar and ukulele players of all levels to perform at the Martin Guitar and Strings Open Mic event.

Music City Center, Level 3, Lobby
10 am–4 pm



Fender Play Activation

Come visit the Fender Play booth on the Level 3 lobby to learn more about its latest features.

Music City Center, Level 3, Lobby
10 am–4 pm



Guitar Circle

Strum along in a group guitar lesson taught by the legendary Glen McCarthy, presented by Fender Play. Instruments supplied; no experience required.

Music City Center, Level 3, Lobby
11 am–12 pm



Ukulele Circle

Join YouTube sensation, "Ukulenny" for a free group ukulele lesson. Learn the basics and some new tunes courtesy of Kala Brand Music Co. Instruments supplied; no experience required.

Music City Center, Level 3, Lobby
2–3 pm



Featured Event



Check out our headline performer, best known for her hit song "I Hope You Dance," on the NAMM Avid Stage on the Terrace at 1 pm.



Lee Ann Womack

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Summer NAMM
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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.



Best In Show, 8:30 a.m.

BREAKFAST SESSION 8:30–9:30 A.M.

Best In Show

Frank Alkyer, publisher of Music Inc. and UpBeat Daily magazines (moderator), and panel

Music City Center, Davidson Ballroom

Don't leave Summer NAMM without discovering your next bestseller! Saturday morning closes out with "Best In Show," revealing the biggest products, innovations and services at NAMM. Join Frank Alkyer, publisher of *Music Inc.* and *UpBeat Daily* magazines, and a team of music retail gear experts who've searched the show floor in pursuit of the must-see and must-stock items. They'll present 24-plus picks that are sure to make noise in the fourth quarter — and beyond. And exhibitors, make sure you're there, too. You might just be a "Best In Show" winner! (Free breakfast is served on a first-come, first-served basis from 8–8:30 a.m.)

10:30 A.M. PR Tips for Maximum Exposure

Presented by Guitar World magazine, with Laura B. Whitmore, Mad Sun Marketing

Want to get in front of fans, customers and more using the tool of publicity? In this session (presented by *Guitar World* magazine), PR pro and journalist Laura B. Whitmore of Mad Sun Marketing will share insider tips on how to get maximum exposure, when and whom to reach out to, how to maximize your time and resources and much more. A session for artists and music business professionals alike.

💡 Why Is Music Free and How Can We Get Back on Track?

A3E opens the day with a talk on the history of failures by the music industry, and an inspiring look at how that can all change in the future.

11 A.M. Songwriting Masterclass with John Oates (Double Session) **John Oates, hit songwriter, producer and co-founder of Hall & Oates**

John Oates is one half of the best-selling duo of all time, Hall & Oates, as well as an accomplished solo artist. With a

songbook including "She's Gone" and "Maneater," along with a new roots album, *Arkansas*, he's also a member of the Songwriters Hall of Fame and the Rock & Roll Hall of Fame. In this special session, he'll discuss the stories behind the songs and offer practical advice for artists of all levels. Join L.R. Baggs for a live taping of its podcast, *Makers Mic*, with this legendary artist.

💡 The Future of Production: Gamifying a Supergroup

The Fell, recording artist

What happens when a supergroup of musicians uses interactive mobile technology to release their latest single? The result is an experience that reinvents music consumption by combining fan interaction, gaming, challenges, remixing, virtual currency, social media and Instagram content creation. A3E welcomes 1225 Label Group artist The Fell to showcase the futuristic production of their new release, *Glass Floor*.

12 P.M. Video Success Tips for Instagram and Facebook

Dan Shinder, Drum Talk TV

Did you know Facebook and Instagram have algorithms in place that limit your video reach due to length, viewer habits and other factors? Discover video marketing strategies that will absolutely get results. Dan Shinder is the CEO and founder of Drum Talk TV and Social Media on Steroids and has cracked the code! His online platform that covers the drumming world gets an average 1.5 million video views weekly on Facebook. In this session, he'll reveal simple video marketing strategies you can begin using immediately for a tangible impact on your visibility and bottom-line revenue, regardless of whether you're an artist, producer, retailer or music brand.

💡 Data Collection is the Key to Maximizing Earnings

Marcus Cobb

In the music business, the more organized you are the more money you will make. Join Jammber CEO Marcus Cobb as he demonstrates how technology is able to simplify the data-collection process, leading to higher sales and streams, increased revenue and less error.

12:30 P.M. Streaming: What You Need to Know

Kate Richardson, Richlynn Group (moderator); Jarrod Cooper, Cmd-Shft; and Tatiana Angulo, Streaming Productions

Want to get your music on the big streaming services? Join top industry execs for this insightful panel discussion, moderated by Kate Richardson of Richlynn Group. They'll cover best practices on distribution to different services (ranging from Spotify to Apple Music to Amazon), how to pitch your music for features and tips on growing your monthly listeners.

1 P.M. 'Pensado's Place' Live at Summer NAMM (Double Session)

Dave Pensado and Herb Trawick, Pensado's Place (hosts), and special guests

A Make Music Experience exclusive for Summer NAMM, Dave Pensado and Herb Trawick will take their hit web show, *Pensado's Place*, to the NAMM Idea Center stage! Join this power duo for a live discussion with recording giants that you won't hear anywhere else. They'll dive into the biggest topics in production today, including techniques, trends and products, as well as sources of creative inspiration, through one-on-one interviews with audio legends.

Multimedia City: Producing Music for Film, Television and Video Games in Nashville

Los Angeles and New York offer musicians many professional avenues for revenue in film, television, gaming and commercials. A3E explores the emerging television, film and gaming industries as Nashville becomes Multimedia City, and the doors they open for musicians who have the skills to work outside of its traditions. This session will explore the opportunities that are available and the tools, technology and tips you need to get started generating income.

2 P.M. Profile of a Hit Songwriter

Lacie Carpenter, singer-songwriter, author and performer (moderator), and panel

What characteristics make a hit songwriter? What role do hard work, talent, early musical development and environment play? Here, Nashville singer-songwriter, author and performer Lacie Carpenter will moderate a panel of successful hit songwriters and producers who will reveal the factors that made them the success they are today. This not-to-be missed session is based on interviews with hit songwriters from the newly published book *Profile of a Hit Songwriter* by Lacie Carpenter and Thornton Cline.

Launching Your Technology Startup for the Music Industry

Nashville Entrepreneur Center

Project Music is the Nashville Entrepreneur Center's leading action to foster innovation within the music industry. Project Music brings music, tech and business leaders together to nurture startups in partnership with the Country Music Association. This A3E session will spotlight the most innovative new companies emerging in 2019, as well as provide the insight, knowledge and inspiration to launch your own music technology startup.

2:30 P.M. Unleashing and Maximizing the Hit Songwriter in You

Thornton Cline, Grammy- and Dove-nominated songwriter and author (moderator), and panel

You've discovered you have a gift and talent for songwriting. You've put in the hours and worked hard to develop your craft. Now, it's time to use every tool and opportunity available on this planet to create songs that reach "hit" status. Grammy- and Dove-nominated, platinum songwriter-author Thornton Cline will moderate a panel of hit songwriters who will reveal the tools and opportunities necessary to achieve ultimate success.

3 P.M. How to Get a Songwriting Publishing Deal

Doak Turner, Music Starts Here (moderator); Tim Hunze, Parallel Music Publishing; and Blake Chaffin, songwriter

Are you trying to score a publishing deal? This panel discussion, moderated by Doak Turner of Music Starts Here, will offer insider tips and advice for songwriters looking to take their careers to the next level. Turner and his panel of industry experts will cover what publishers look for in staff writers, why certain writers got signed, the journey to getting a publishing deal and how to make money in the business.

3:30 P.M. 5 Hacks to Immediately Improve a Live Performance

John M, veteran songwriter, recording artist and author

How do you capture and hold an audience's attention? How do you turn things around when losing an audience, or have nerves of steel when playing in front of a huge crowd? Find out this and much more from John M, a veteran touring songwriter, recording artist and author with more than 40 years of touring and performing experience. Drawing on concepts from his new book, *Performance Matters*, he'll cover onstage patter, conquering stage fright, preparing a setlist, performing for a camera, putting feeling into a song you've played 1,000 times and more.



Frank Alkyer

Summer
NAMM

EDUCATION

#SummerNAMM

Saturday, July 20, 2019

NAMM U Breakfast Sessions

Moderator Frank Alkyer leads a panel of music retail gear experts, who scour the far corners of the show to bring you their favorites.

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^U
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

A3E Summit

Future-focused sessions that explore how advanced audio applications are transforming the music industry, production and performance.

Music City Center, Booth 153



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

TEC Tracks panel moderated by Chris Lord-Alge



NAMM^U ONLINE

24/7/365

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

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))





Thank you for making
2019 Summer NAMM
amazing.

See you next year!

Summer NAMM

July 9–11, 2020
Nashville

Register for badges and book your
hotel beginning March 2020.

namm.org/summer

Save the Dates



The NAMM Show

January 16–19, 2020
Southern California

Register for badges and book your
hotel beginning August 2019.

namm.org/nammshow/exhibit



RC-10R

RHYTHM LOOP STATION

The RC-10R combines song-based looping and organic rhythms for a fresh take on live performances, songwriting sessions, and daily practice. This next-generation Loop Station is a real-time creation machine, letting you develop spontaneous music that moves and grooves with two unique song sections, intros/endings, and rhythm fills. Simple controls and visual loop indicators provide intuitive, self-contained operation, while expanded control is possible with external switches and MIDI. A vast rhythm library allows you to cover any music genre — you can even import your own rhythms to personalize the RC-10R with specific songs and styles.

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