Your Guide to NAMM Show Concerts, Events, Celebrity Appearances and More!

Your Association’s New Consumer Campaign
Featuring Musical Artist Gavin DeGraw

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wanna play?

the NAMM show 07
SHOW GUIDE
Your Guide to NAMM Show Concerts, Events, Celebrity Appearances and More!
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Order your new, FREE SupportMusic Community Action Kit and get started today!

The multimedia kit helps you organize community efforts with:

- presentation materials
- a petition to keep music in schools
- brochures
- public service announcements
- tips to form a local coalition
- many items in English and Spanish

To affiliate with the SupportMusic Coalition, e-mail info@namm.org.

To find out more and order your FREE kit, visit the NAMM Idea Center in Booth #5501 or e-mail info@namm.org. For more advocacy tools and information, log on to www.SupportMusic.com.
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A Note from the President

**Wanna Play?**

Welcome to the recently redesigned PLAYback magazine. Our new look reflects a new strategy in streamlining our communications to you, NAMM’s Members. Knowing how busy your lives are, we will now produce the publication quarterly, supplementing it with quick, individualized e-newsletters that focus on stories specific to your category of Membership: Retail, Commercial, Rep or International. We hope you like the new PLAYback magazine and PLAYback Digital newsletter and, as always, we welcome your input and suggestions.

In addition to enhancing communications to our Members, NAMM is also embarking on an exciting new outreach campaign aimed at the buying public—your potential customers. Since many of you told us you wanted a high-profile media campaign that would not only help create more active music makers, but drive them into your music store, the new Wanna Play? initiative is the direct result of your good ideas.

With input from our Independent Retail Committee and Members across the country, and with the guidance of a prominent public relations firm, NAMM created the groundbreaking Wanna Play? campaign with the intention of bringing music making to the forefront of the American consciousness. By reaching out to the national and local media through a variety of public relations vehicles, we hope to inspire people to make music and enable you to harvest these new players. This is your chance to help them pick out an instrument, sign them up for lessons and keep them engaged in active music making so they will visit your store for years to come. By adopting a program like this, our industry can take control of its future and continue to grow.

For more on the specifics of the Wanna Play? campaign and how your company can get involved, please turn to page 8. In addition, retailers can learn about other opt-in programs for reaching their local customers on page 21. We’ve had a great response to these initiatives from participating retailers, and I encourage you to join with other proactive dealers in taking advantage of these outreach opportunities.

Sincerely,

Joe Lamond
NAMM President and CEO
“We do 50 to 60 percent of our business in the fourth quarter. We need a summer show so we can make our purchasing decisions.”

CLYDE RICHARDSON, AXES MUSIC, FRANKFORT, ILL.
The 2007 NAMM Show—It’s Your Show!

MAKING THE MOST OF YOUR SHOW DAYS

SEE THE BAND, BE THE BAND!
The annual performance of the Fernand L. Petiot All-Industry Marching Band will mark the official show opening, as this group of your peers parades through the lobby and around the exhibit halls. If you want to join in the fun, visit the NAMM Idea Center (Booth #5501) at 8 a.m. on Thursday, January 18. Bring your mouthpiece, and we’ll provide the rest. Rehearsal starts at 8:30 a.m.

PRE-SHOW PERFORMANCES
Each morning at 9 a.m., you can catch pre-show performances in the convention center lobby, and return again at 5 p.m. for more music before you take off. Stop by the outdoor stage where bands will be playing throughout the day. And don’t forget the drum circle outside the convention center on Friday at 5:45 p.m. Come pick up a drum and join in the fun of this annual NAMM Show event!

A MUSICAL TRIBUTE TO INDUSTRY LEADERS
As we do at every NAMM Show, we’ll be paying tribute to the industry members we’ve lost during the past year with a video montage of photographs and interviews accompanied by a live bagpipe performance of the Los Angeles Scots Pipe Band. Please join us Thursday, January 18, at 5 p.m. in the convention center lobby, where we’ll gather to remember these industry leaders and friends.

TAKING CARE OF BUSINESS
The NAMM R&B Club, located below the escalator in the lobby of Hall E, provides a quiet space off the show floor for you to focus on the business at hand. This large, multi-lingual business center is open to those with red or blue badges only, and is equipped with meeting tables, e-mail access, a free copier (with a 25-copy limit), language translators, and a variety of complimentary beverages. A receptionist will be available if Members need to leave messages.

TIMELESS TRADITIONS & MODERN INNOVATION
The Museum of Making Music Focuses on Industry Evolution
A glimpse of recent gallery displays sets the scene for the Museum of Making Music’s show exhibit, demonstrating its philosophy of “tradition as the foundation of innovation.” Stop by Booth #5501 in Hall B to learn more about this institution’s role in preserving our industry’s history while welcoming modern adaptations—and get a sneak peek of the 2007 gallery exhibition schedule.

THE NAMM IDEA CENTER
Quick Tips for Better Business
Throughout the show, NAMM University offers a variety of free, focused sessions every 30 minutes in the Idea Center (Booth #5501 in Hall B). All are loaded with great information in a condensed format to maximize your time on the show floor. Check the Supplement for NAMM U session schedules and descriptions.

Take Note of the Valuable Information
Be sure to pick up your FREE copy of the “Idea Book,” available at the Idea Center when you complete a Member profile update. A new addition for 2007, this booklet contains key take away points from each session.

Enter to Win an iPod nano
Drop by the Idea Center or any of the NAMM U Breakfast sessions and enter our iPod nano giveaway! The winner will be notified immediately after the show ends.
NAMM University's powerful, informative Breakfast Sessions give you the opportunity to “fuel up” while listening to industry leaders tackle the hot topics—a great way to get going before you hit the show floor. Join us each day for a complimentary hot breakfast served at 8 a.m., followed by an 8:30 a.m. panel discussion at the Hilton Anaheim Hotel’s Pacific Ballrooms A, B and C.

The 2006 NAMM Show Breakfast of Champions featured Hartley Peavey, Terry Lewis, Governor Mike Huckabee, Sir Ken Robinson and Mick Fleetwood.

THURSDAY
Breakfast of Champions—My Favorite Mistake
In this session, NAMM President and CEO Joe Lamond leads the discussion about lessons learned, and tactics and strategies for dealing with marketplace challenges and opportunities with Henry Steinway, Steinway & Sons; Paul Reed Smith, PRS Guitars; Bob Taylor, Taylor Guitars; and Bill Everitt, Brook Mays Music.

SATURDAY
“Pretty Good for a Girl...”
Did you know that women make 80 percent of buying decisions in the United States? CPA Alan Friedman moderates this panel of high-profile female retailers, suppliers and musical artists who have transformed market trends into actionable strategies and tangible results.

SUNDAY
Best in Show—This Year’s Hottest Products
Join Music Inc. Publisher Frank Alkyer and his “motley” panel of retail buyers, media and gear heads for their top picks, as they scour the aisles and dig into the merchandise to find the best products, ideas and trends from the 2007 NAMM Show.

FRIDAY
The Big Issues: Profitability
This session addresses the components that support and strengthen the bottom line, and practical actions that can make a difference to your profitability. Hosted by buying and sharing group AIMM (Alliance of Independent Music Merchants) and moderated by Bill Hinely, Hinely Training and Development.

Meet Face-to-Face with Future Leaders!

Career and Internship Event
Friday, January 19
10:30–11:30 a.m.
Hilton Anaheim Hotel,
California Ballroom C

Seeking good employees? Find those with great potential here! If you’re looking for an employee or intern, join us to meet qualified, soon-to-be graduates of music business programs.

Meet Me in Austin!

2007 SUMMER NAMM RETURNS TO THE LIVE MUSIC CAPITAL OF THE WORLD

The music-filled city of Austin, Texas, will again host the industry’s mid-year gathering, July 27–29, 2007. The “Live Music Capital of the World” sets the perfect scene for 2007 Summer NAMM, where you can get your business set for holiday sales. Meet your industry peers at the show and take advantage of NEW exhibitor-to-dealer product and sales training opportunities, build relationships, pick up tips from enhanced NAMM University sessions and enjoy non-stop musical entertainment. For more information, log on to summernamm.com.
Wanna Play? That’s the question NAMM is posing to consumers nationwide to encourage people of all ages to go to their local music store, purchase an instrument and experience the many health, social and educational benefits of making music.

The Wanna Play? campaign kicked off November 15, with NAMM President and CEO Joe Lamond and Making Music Magazine’s Editor-in-Chief Antoinette Follet speaking to more than a dozen radio and television morning news shows nationwide about how playing music can enhance people’s lives.

“There is a growing body of evidence that shows there are many educational benefits for children who play music, and adults and seniors find many health benefits as well,” Lamond told a reporter from channel KVUE in Austin, Texas. “A recent Gallup Poll shows there are two kinds of people: those who play music and those who don’t but wish they could. This message is for those who don’t play to just go ahead and pick up an instrument.”

NAMM also issued to the mainstream media nationwide a press release outlining the many health and wellness benefits of playing instruments. The story was then picked up online and in numerous markets.

According to NAMM Director of Marketing and Communications, Scott Robertson, the launch of the campaign was timed to coordinate with the holiday season.

“The retail market knows from experience that Thanksgiving weekend and Christmastime are prime purchasing times for consumers, so we wanted to send a strong message that instruments can make great gifts as well,” Robertson says.
NAMM’s Satellite Tour Reaches 10 Million

NAMM picked the perfect time to inform the public about the benefits of making music for people of all ages and invite them to give it a try.

In the wee hours of November 15, NAMM President and CEO Joe Lamond and Making Music Magazine Editor-in-Chief Antoinette Follet arrived at a television studio in San Diego prepared to embark on their first Wanna Play? media tour. For the next few hours, they talked live via satellite with television journalists from around the nation, promoting the benefits of making music.

Reporters at TV stations in 12 U.S. cities, including Denver, Sacramento and Austin, as well as local and national radio stations, interviewed the pair. Information about the Wanna Play? campaign was also picked up online and run by Yahoo! News, About.com and a variety of other Web sites. The launch is estimated to have reached close to 10 million people.

During the interviews, Lamond and Follet had the opportunity to tell the public about the many educational, health and social benefits associated with making music, promote music as a lifestyle for people of all levels of experience and discuss music product trends.

NAMM will continue to roll out the Wanna Play? campaign over the coming year, including the release of celebrity public service announcements, a special retailer’s guide produced by Making Music Magazine and the announcement of the Corporate Wanna Play? Awards, acknowledging the best use of music making in non-music-related advertising.

Celebs Speak Out About Music Making

The new Wanna Play? campaign puts celebrities in the spotlight to talk about how music making changed their lives.

Anyone who plays an instrument can tell you what fun it can be, but when that person is in the public eye, people really listen.

That’s why one facet of the new campaign will feature the personal testimonials of celebrity music makers, some known for their musical talent, others famous for very different reasons. A number of noted musicians will join NAMM in supporting the consumer outreach efforts, and the search is on to find more celebrities, including musicians, sports figures, politicians and actors who enjoy music as a pastime.

“We want people to know that even their favorite actors and sports heroes like to play [music] just for fun,” says Lamond. “Like you and I, they may not be pros at it, but can still find it a great pastime and a source of self-expression. Just about everyone agrees that all children should be exposed to music education in the public schools, and by getting celebrities on board to help us further our mission, it will bring our message even further into the spotlight.”

Rock star Gavin DeGraw volunteered to be an ambassador for the national effort, and was filmed by NAMM speaking about his personal experiences and passion for making music.

“Music has been an airline ticket to a new world of possibilities,” says DeGraw. “As long as I’m hearing and playing great music, I really don’t need anything else at all.”

Look for more from DeGraw and other celebrities about why they Wanna Play, as NAMM continues to roll out its new consumer campaign.

Wanna Get Involved?

Retailers and Commercial Members alike will have the opportunity take part in the Wanna Play? campaign.

In addition to being included in the Dealer Locator database, NAMM Retail Members can opt-in on several Wanna Play?-related events and promotions (see page 21). NAMM is also making the Wanna Play? Web banner ads available to all NAMM Member companies that want to show their affiliation with the campaign. If you would like a file of the Web banner, please contact info@namm.org.

Does a celebrity spokesperson represent your products? Do famous people frequent your store? Is there a well-known person who got started in music by taking lessons with you? We need your help! NAMM is seeking musicians, sports figures, politicians and actors to appear in a variety of education and marketing initiatives to help foster music making and music education, and drive consumers to local NAMM Member retail stores.

If you work with celebrities who have a musical tale to tell, please e-mail scott@namm.org.
Music Products in the Media

SAVVY COMPANIES FIND THAT ADDING A LITTLE MUSIC MAKING TO THEIR MARKETING MIX MIGHT JUST AMPLIFY THEIR PRODUCT BRANDS

These days music making seems to be everywhere you look. You can’t turn on the TV or open a magazine without seeing ads prominently featuring musical instruments. Showing people making music provides an instant sense of “cool,” a fun display of self-expression or even traditional family values. Whether advertisements show children playing band instruments, teens practicing with their garage band or svelte models using flutes as fashion accessories, this marketing strategy seems to be growing in popularity as a way to reach target audiences.

“NAMM has long recognized companies and organizations that use music making in their advertising efforts, but now we’re seeing it more than ever before,” says NAMM Director of Marketing and Communications Scott Robertson. “I believe this trend reflects the public’s growing interest in music making and their belief in the value that it brings to their lives.”

Companies that feature music making in their advertising campaigns include Ford, Rolex, CitiBank, Target, The Gap, T-Mobile, Sketchers and even H & R Block. Auto manufacturer Volkswagen turned up its sales volume by joining with NAMM Member company First Act on a “free guitar with purchase” promotion. News coverage of music making has also picked up, with recent stories about the New Horizons Music program featured on NBC Nightly News, an article about which instruments are most popular in Time Magazine for Kids, and a USA Today profile of NAMM Retailer Mark Goff, explaining how he achieved business success by narrowing down his inventory to specialize in band and orchestra instruments.

Says Robertson, “Featuring music products and music making is a powerful way to set a tone in a company’s advertising efforts or to target specific demographics, and I expect that this trend will only increase as NAMM’s Wanna Play? campaign continues to gain momentum in 2007.”

With a majestic and patriotic float, NAMM, MENC and the Oak Ridge Boys paraded through millions of living rooms on New Year’s Day, spreading the word about the benefits of making music.

For the fourth year in a row, NAMM sponsored a float in the Tournament of Roses parade, this time joining with MENC: The National Association for Music Education to celebrate the music products industry’s commitment to music education.

The float, themed “Natural Harmonies, Oh Say Can You Sing,” commemorated the National Anthem Project, an MENC initiative that re-teaches Americans the words and significance of the National Anthem, and champions the importance of school music education programs. Along for the ride were country music legends The Oak Ridge Boys, who performed live, as well as a 100-member choir.

“Our 2007 Rose Parade float gave the music products industry a grand stage to present our message about the proven benefits of making music to people of all ages,” says NAMM President and CEO Joe Lamond. “It’s important to spread the word that learning to play music is fundamental.”
Music enriches us all, and the seeds for appreciating it are planted in childhood. On October 6, NAMM sponsored the premiere presentation of The Music in Me: Children’s Recitals from Classical to Latin, Jazz to Zydeco at Carnegie Hall in New York City. The invitation-only screening was followed by live performances by the children featured in the documentary.

Debuting the following evening, the half-hour program was the first segment of a three-part series celebrating children’s innate and powerful energy to make music. The show combines performance footage and home-video clips displaying the stirring and surprising scope of musical styles embraced by children across America. The children profiled range in age from 7 to 11.

“The Music in Me clearly captures the joy of music making and demonstrates its ability to help kids reach their full potential. After watching this program, what parent wouldn’t want their child to play music?”

NAMM was joined by Music for All in sponsoring the program. Both organizations are part of the SupportMusic.com Coalition, a national leadership network of more than 120 businesses and nonprofit organizations working to assure that all children have access to music education in the United States.

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As the nation’s leading nonprofit organization for advancing the arts in the United States, Americans for the Arts is the perfect partner for touting the benefits of music education.

NAMM and Americans for the Arts are preparing to embark on a three-year national advertising campaign utilizing television, print, radio and Web site mediums, which will communicate the inherent value and benefits of active participation in music and the arts.

The launch will underscore the importance of arts education in school, home and community life, and emphasize its critical importance in children’s education.

The joint initiative is a campaign called “Art. Ask for More,” developed with the Ad Council, which assists nonprofits and service organizations in presenting public awareness advertising campaigns.

“This partnership is very important to NAMM and its Members,” says NAMM President and CEO Joe Lamond. “By working with Americans for the Arts and the Ad Council, we believe we can expand access to arts education in this country and keep our industry strong.”
WASHINGTON WATCH

NAMM Opens the Lines of Communication to Politicians
NAMM AND SUPPORTMUSIC.COM WEB TOOLS HELP MEMBERS TAKE ACTION ON ISSUES AFFECTING THEIR BUSINESSES

NAMM Members have a new opportunity to express their views directly to federal- and state-elected officials about legislation affecting their businesses.

On namm.org, new Action Alerts—specifically relating to estate tax, small business health plans and e-commerce tax—provide simple steps for customizing a message and sending it to decision-makers. Log on to namm.org/government-relations to be heard by lawmakers and learn more about NAMM’s political efforts for Member businesses.

Similarly, the SupportMusic.com Action Alert area allows NAMM Members and the general public to communicate directly with officials about the importance of music education. Site visitors can use the Action Alerts to e-mail California Governor Arnold Schwarzenegger about his recent approval of funding to support music and arts education. They can also contact Congress members on topics such as the importance of language in legislation assuring that music is part of a quality education.

“We need many voices to create access to music education for all children,” says Joe Lamond, NAMM’s president and CEO. “This interactive Web portal was designed to empower NAMM Members and the public to directly communicate their views on specific topics to politicians and advocacy groups.”

To affiliate with the SupportMusic Coalition, e-mail info@namm.org or visit supportmusic.com.

NAMM Takes the Fight for Music Education Back to Capitol Hill
THE SECOND ANNUAL FLY-IN TO BE HELD IN MARCH

At the association’s first Fly-In for Music Education, NAMM representatives joined forces with GRAMMY® Award-winner and music icon Dionne Warwick and R&B performer Peabo Bryson to address the benefits of active music making and the vital role it plays in a quality education for all children.

The March fly-in will bring together NAMM leaders and others from the music products industry to present current music education issues to lawmakers. With the anticipated re-authorization of the federal No Child Left Behind legislation slated for 2007, it is important for industry leaders to continue to advocate for music education and ensure that the language of federal education legislation assures that every child has access to a quality education that includes music.

In addition to meetings on the Hill, NAMM will host a reception in the Capitol for members of Congress and staff on March 7. NAMM will also host two policy-leader events at the Anacostia Museum in urban Washington, which is featuring an exhibition celebrating the 100-year history of music education in the D.C. public schools. Yamaha and NAMM will co-host an advocacy event at “the Gig”—Yamaha’s new music education and Recreational Music Making venue—located in the National Music Center in Washington, D.C.

To learn how you can get more involved and strengthen your community’s music education efforts, log on to www.supportmusic.com.
School Administrators Think School Music Programs Foster Success

NAMM AND MENC RELEASE STUDY EXAMINING SCHOOL PRINCIPALS’ BELIEFS ABOUT MUSIC EDUCATION AND WHETHER THEY CONTRIBUTE TO SCHOLASTIC SUCCESS

According to a new Harris Interactive poll released to the media in November, high school principals strongly believe music education promotes the academic success of their students. In fact, 96 percent of public school administrators interviewed believe that participating in music education encourages and motivates students to stay in school longer, and 89 percent agree that music education contributes to higher graduation rates.

While the majority of school principals agree that music education is an important element in student success, typically less than 10 percent of a high school’s instructional budget is allocated to its music program. On average, more than 20 percent of a school’s music budget is funded from outside the school through fundraising efforts, which is one of the reasons why only 50 percent of public high schools include music as a core academic subject, and only 66 percent of these high schools require participation in a music or other arts course for graduation. NAMM is taking steps to improve access to music education by partnering with groups such as MENC to provide administrators with the evidence they need to institute or maintain music education in their schools.

“We now know that the vast majority of school principals interviewed believe music education has a powerful and lasting impact upon their students,” says NAMM President and CEO Joe Lamond. “We must continue to work with these administrators, as well as legislators, to ensure that music education is an essential element of every child’s education.”

Music Research in the Spotlight
DO CHILDREN WHO RECEIVE MUSICAL TRAINING HAVE BETTER MEMORY SKILLS? THAT’S EXACTLY WHAT EMERGING SCIENTIFIC RESEARCH SUGGESTS.

A study published in the September 2006 issue of the scientific journal *Brain* indicates that young children who received a year of musical training showed brain changes and superior memory when compared with children who did not receive the instruction.

Researchers at McMaster University in Canada noted, “It is very interesting that the children taking music lessons improved more over the year on general memory skills that are correlated with nonmusical abilities, such as literacy, verbal memory, visuospatial processing, mathematics and IQ, than did the children not taking lessons.”

Industry Innovator: Creating a Successful Business, One Pick at a Time

WITH AN IDEA FOR A GUITAR PICK, TECHNOLOGY EXPERT BRIAN JUDD UPGRADES HIS CREATIVITY AS HE “WEDGES” HIS WAY INTO THE MARKET

Apple Computers started in a garage. Starbucks started with one simple storefront. Many of today’s greatest consumer product companies had humble beginnings. Brian Judd, former “computer geek” and self-proclaimed “mad scientist,” hopes his California-based company, Wedgie Products, will be the next Fender Guitars of the music products industry.

Four years ago, Brian had been working on high-end network systems for the computer industry when he had the idea to create practical and ergonomic guitar accessories. “Although I was doing pretty well in computers, my passion was in design and in music,” he says. “I enjoy playing guitar, and a little drums. I got into guitar in high school when I strung my dad’s old beat-up souvenir guitar from Tijuana and learned to play.”

Fueled by the need for a pick holder for his acoustic guitar and a more comfortable guitar pick, he started making prototypes. He taught himself computer-aided design (CAD), CNC machining and purchased a molding machine on eBay so that he could learn how to produce product molds. “I wanted to get the product ideas I had out of my head and into other people’s hands,” he said.

Brian soon had his first product and, with the help of his wife, Jill, christened his company Wedgie Products in an effort to promote it to music product distributors. “To me, ‘Wedgie’ means innovation—it’s cool and funny and shows the fun attitude we have. We don’t want to be a stuffy company,” he explains.

Although Brian originally planned to license the product inventions to other manufacturers, once he made the products, he says he realized that he didn’t want to just give it away. “I first started working with the distributors Midco and St. Louis. They carried the pick holder in their catalogs.”
Brian went to the NAMM Show in 2003 with Glad garbage bags full of his picks. “I spent the whole show at the Midco booth promoting the product, asking people, ‘Have you ever had a Wedgie? Get a Wedgie!’ It was tons of fun and traffic was crazy, but I knew I had to have a line of products to be successful.”

Brian spent that first year after the show expanding the Wedgie line to include bass and mic stand pick holders, anti-vibe drum shocks and three new lines of picks, including rubber picks for the acoustic and classical guitar that sound like fingers, not picks, playing the strings.

“All were innovations, and I showed them at the Anaheim show that next year,” he says. “I designed my picks using Play-Doh. I rolled out pick shapes and held them in my hand to see what it wanted to do with the pick when my hand moved. I used CAD to transform that design to a 3-D model.” The end result was subtle ergonomic contours that fit comfortably and naturally into the musician’s fingertips.

Now, nearly four years later, Wedgie offers 11 product lines. “Every year I come out with new products,” Brian says. “It’s all based on simple innovations, things that people might not have thought of, but are simple, ergonomic and elegant.”

Marketing the products is still a grassroots effort for this mom-and-pop outfit, but musicians like Steely Dan, Toby Keith, Marc Anthony, Pat Green and Seal use Wedgie products, which helps the company create a buzz.

“It’s mostly word of mouth,” Brian says. “We distribute in 30 countries. NAMM is a big part of our business. We are very crowded at our booth, often with three-people-deep in the aisles as we do our product demos. It’s a great place to introduce new products.”

At last year’s show, Brian unveiled a cable manager called the Esclip. “We’re now in a licensing deal with a $30 billion company that will market it for general use in other industries,” he says. Brian now also does product development for other music products companies. “There’s plenty of business for everybody. We focus on building good relationships. That’s what I like about this industry,” he says.

What’s the next step for Wedgie? “I am this mad scientist,” Brian claims. “I can think of a new product, jump on my computer, go to the shop, cut a mold and have it in a day.”

It’s total creative freedom. My development time can be weeks, where for other people it can take months. It gives us an edge in the marketplace.” With all the research and development done in-house, Wedgie partners with manufacturing facilities in the United States to produce the products.

“Music is taking a front seat in marketing across all segments because guitars are so popular with the general consumer,” Brian says. “We are in a relatively small industry in terms of market size, but it’s one of the most influential industries there is. We haven’t really tapped its full potential.” Wedgie’s potential, it seems, could be limitless.

### WHO’S USING WEDGIE?

- Toby Keith
- SEAL
- Marc Anthony
- Rafael Moreira / Pink
- Pink
- OverIt
- Billy Livesay
- Pat Green
- George Strait
- Steely Dan
- Warped Tour
- Groovie Goulles
- BackStreet Boys
- Marc Chestnut
- 5506
5 Ways to Build a Bond with Your Dealers

BY DANNY ROCKS, THE COMPANY ROCKS

If a retailer is successful, their suppliers will benefit from this success. The retailer will have exceeded expectations and enhanced the value of the product line. Likewise, retailers greatly benefit from the support that top suppliers are able to provide at all stages in the sales process. Here are five tips for building and sustaining successful relationships between retailers and suppliers:

1. **Invest.** Successful suppliers invest in their sales staff. They hire people who have a strong desire to serve the customer. They continuously train their staff to be knowledgeable about all aspects of the business, not just product knowledge. A dedicated sales staff knows how to get things done efficiently for both the supplier and their retailers. Two essential elements are knowing whom to call and having the confidence that the job will get done.

2. **Coordination.** Far too many sales opportunities are lost due to poor coordination between suppliers and retailers. Products that do not arrive on time or are in short supply for an advertised sale result in lost revenue for both parties. Open the lines of communication. Suppliers need to inform their retail partners when there will be a delay; retailers need to allow sufficient time to properly prepare for major sales events. Take advantage of your supplier's advertising allowance (if available) and ask for their help in staging your events.

3. **Honest Expectations.** Suppliers need to take a more strategic approach to the retail landscape. All markets are not created equally; you cannot just dump product into a market and expect it to sell. Markets must be developed. When supply exceeds demand, prices drop, margins are compromised and suppliers and retailers grow angry at each other. In a successful relationship, both parties work in coordination for their mutual benefit. Suppliers should not “stuff” the channel. Retailers should not take on competing lines. They need to support strategic lines: deploy a “good, better, best” policy or stock entry-level, step-up, professional lines.

4. **Professional Development.** Both suppliers and retailers need to commit to continuous training. Learn how to sell on more than price; how to effectively merchandise your store; how to implement an in-store lesson program; how to improve and update your marketing (especially Internet-based marketing). NAMM University offers courses on each of these subjects, taught by industry experts. Suppliers can greatly increase their sales by encouraging their retail partners to attend these sessions and implement this training in their stores.

5. **Financing.** Suppliers can greatly increase profitability by working with their retail partners to improve their financial performance. Consider the sales cycles of your retailers when establishing payment terms. Concentrate on inventory turns—not just master orders. If necessary, train your retailers to become better financial managers. Let them know about the various financial options available. Once again, NAMM University offers some wonderful courses on this subject of which both retailers and suppliers should take advantage.

Danny Rocks, founder of The Company Rocks, started as a professional musician at age 12 in his native Philadelphia; played piano for and conducted major productions on Broadway; and served in executive positions in the printed music industry for 29 years. In July 2006, he formed The Company Rocks.
In *The Long Tail*, *Wired* magazine editor Chris Anderson examines some fundamental shifts in retailing and distribution that are changing the way entire industries conduct business. Digital distribution has allowed an almost-infinite choice for consumers, who are exploring the niches and spending their money on a wide variety of products (and less of their money on the mega-hits that used to generate mega-sales figures).

This has dramatically affected a number of industries, including the business of marketing and selling recorded music. Today, computer maker Apple is the largest seller of recorded music (1 billion songs sold as of February 2006), while longtime brick-and-mortar chain Tower Records filed for bankruptcy in August 2006.

This book paints a very interesting picture of the future of digital retailing. Will these changes affect the music products industry—and how can we take advantage of the situation? *The Long Tail* is a must-read for anyone wanting to understand future trends in retailing and marketing.

KEN WILSON
Director of Professional Development
NAMM

INDUSTRY TECHNOLOGY STANDARDS IN DEVELOPMENT

Ad-Hoc Committee of Experts to Release First Version of Business-to-Business Standards at 2007 NAMM Show

To support commerce between Commercial and Retail Members, NAMM formed a committee of technology experts to draft business-to-business (B2B) standards for the music products industry. This Ad-Hoc Technology Committee of the NAMM Board of Directors has been working since early 2006 to develop consistent, efficient methods for conducting electronic transactions, and now plans to release version 1.1 of the standards in January.

The committee, which is composed of technical experts not represented on NAMM's Board, includes Paul Ward, Roland US; Robin Walenta, West Music; MaryAnne DelMundo, Guitar Center; Steve LaMonde, Kaman; Greg Bryniak, D'Addario; Amy Pearson, Sweetwater; William McGloine, Korg; and Pat Murphy, Tri-Tech.

If you're interested in B2B technology issues, join the committee during the NAMM B2B Interest Group meeting, scheduled for noon, Friday, January 19, in the Hilton Anaheim Hotel's Huntington Ballrooms A, B and C. The standards will be presented at this lunch meeting, which is open to all Members.


If you are unable to make the meeting, but would like to learn more, log on to the B2B site, where the committee’s progress and results will be published.

What are you reading? Please e-mail playback@namm.org with books that helped you better understand business, the industry or consumers.
Survive and Thrive Guide for Indies
BY JOHNNY THOMPSON

Home Depot’s slogan is “You can do it, we can help.” Staples, “That was easy.” Radio Shack, “Yeah, we got that.” And now the slogan for Independent Music and Service Centers: “We work for you!”

This is the Music for Everyone (MFE) message that our group’s members convey to each of our customers: “We are your independent music and service center(s); We work for you!” Of course, as indies, we have to care the old-fashioned way and prove it every day. If your store is not yet a complete-service indie, think seriously about making some changes and adapting so you can survive and thrive in today’s climate—and the music products marketplace of the future.

Below is a short self-help guide that highlights some of the critical issues for the times ahead. Are any of these challenges on your front burner yet?

The “green oil” economy and enviro-friendly technology will create millions of jobs and profits as this trend accelerates in the future. Currently, for low-to-mid income families, discretionary expenditures will continue to be affected by cost-of-living increases. The public mood will be of industry concern, as post 9/11 U.S. and world events will lead to further cautiousness in discretionary spending.

Music will continue to enjoy unprecedented popularity in America As 77 million baby boomers enter their active post-employment years during the next decade, many Recreational Music Makers (RMM) will visit local independent music centers. Boomers want their needs served with knowledge, experience, integrity—and warranty. NAMM is also working on expanding its popularity through their new Wanna Play? campaign.

School arts programs have always suffered the most from state budget cutbacks, but the importance of music and other arts is on the rise. For example, thanks to leadership and tireless legislative work from NAMM, more money for arts programs is heading for California public schools (for more information, visit the California Alliance for Arts Education site at http://artsed411.org).

Indie music center owners and managers will benefit by establishing personal relationships with teachers. After doing this, increase your inventory of non-discretionary and semi-discretionary products recommended or mandatory for students and school programs, especially popular accessories, small goods and parts, as well as instructional books with your store labels (this is free advertising).

Avoid owing money to vendors, especially for back stock, low-profit and slow-selling inventory
Maintaining positive cash flow is top priority. Wishful thinking of pay-later inventory purchasing is seductive, but it’s a slippery slope that leads to negative cash flow (which makes you “live on the edge” before the fall). Of course there are short-term, common-sense exceptions, but for survival
and success, practice the discipline of reality buying and keeping expenses in line. Each space-consuming product must produce a satisfactory profit with adequate turns, or it’s not worth stocking. As Alan Friedman says, never “fall in love” with your inventory concept, brand or product. Remember, each product and its space costs you precious investment capital, rent, utilities and salaries, so every in-stock product must pay its own way. Equally important, discounting prematurely or more than absolutely necessary is a bad habit—and a hidden profit-killer.

Offer no-excuses complete service
Lessons, sales, repairs and rentals are not “complete service.”

Indie music centers benefit by offering specialty and niche services, with friendly knowledge, experience and integrity for the community’s musical needs. Indies are not just retailers or stores; we are multi-faceted “centers” of music and services, which people want and need.

Yes, schools, teachers and students, musicians and bands, boomers, churches, seniors, etc. are our “ready market.” But be careful not to spread your business too thin or overextend your reach. “Build relationships,” as Dan Vedda says. Earn trust by following through with promises. Pay attention to details, work your strengths and build your weaknesses.

Education, education, education
Do you know all you need to know—really? Are you “too busy” to invest in yourself and your employees? Or are you ready to make some positive changes that can point toward the path of greater success? NAMM has programs already in place, plus new, exciting and innovative help for indies. Start by subscribing to all trade magazines and reading (at least) the educational and “issue” articles plus the Letters to the Editor. (You’re already reading PLAYback, right?) Education (for yourself and your employees) applied with elbow grease will be critical in the future—and NAMM U provides it free at the shows.

State sales tax
Eventually, state or federal governments will (hopefully) find a way to tax all Internet sales, but how many indies will be left to see it? Contact your congressional representatives. MFE and NAMM are working together on a research project concerning California schools sales/use tax. Look for Action Alerts on namm.org.

MAP policies
Manufacturers all thought low retail prices with skimpy MAP (minimum advertised price) margins would help sell more of their products. But over time, the opposite has actually occurred. With just a few exceptions, stock and demo only what is clearly profitable. One recent example is Buffet Crampon. Although falling short with its student-line profit margins, this company has become the first major band company to unilaterally and independently improve MAP margins significantly for intermediate and pro instruments. Buffet is taking an additional step with the “Minimum Sales Price” (MSP) unilateral price policy on some products. This surprise is a bold and savvy business decision that will help lead to happier and better dealers by increasing inventories and sales. Most major-brand manufacturers in all categories currently have varying degrees of self-destructive MAP margins that discourage in-house stocking of products. Up-and-coming suppliers are far more likely to be flexible and have MAP policies that actually encourage in-house stocking. Search out good quality, attractive, lesser-known generic or proprietary brands that you can double or better your investment with each sale.

Start your own group, or join one
Close regional buying and support groups are fun and help indies survive and thrive. To learn more, check out the NAMM University session, “Don’t Go It Alone,” with Peter Sides, Friday at 1 p.m. in the NAMM Idea Center.

In closing, the supportive people at our “new” NAMM are listening and actively responding to the issues of indies. They “get it,” and help is on the way. For example, our new Indie Subcommittee, composed of 18 leaders throughout the United States, is making recommendations for the future course and service to 3,000+ indie Members.

Now, are you ready to help yourself?

Johnny Thompson (Music) has been in business since 1959.

Message from Melanie Ripley, Associate Director of the NAMM Member Contact Center
Part of NAMM’s mission is to bring together manufacturers and retailers with products, information, ideas, opinions and education to promote and increase trade. We welcome any input regarding the above article or any other matter concerning your Membership. Please call us at 800-767-6266 or e-mail us at info@namm.org. We also invite concerned and active retailers to use our new NAMM message board at http://indie.namm.org.
The full house at the 2006 summer show’s “Independent Retailer Town Hall Meeting” said it all: Retailers want to be heard. A long line of NAMM Members formed to ask questions and share their thoughts—and NAMM wanted to keep this conversation going. This led to NAMM’s creation of two outlets for continued dialog and strategizing: a new online forum and an independent retailer subcommittee.

This new subcommittee of the Board of Directors will study the issues faced by independent retailers and submit a report to the full Board next April on how this critically important part of the music products industry can be better served.

The subcommittee consists of Aaron Soriero of Music Matters; Beth Houlihan of Kidder Music; Chris White of White House of Music; Craig Gigax of Meridian Music; Dan Vedda of Skyline Music; Gayle Beacock of Beacock Music; Jim Rupp of Columbus Pro Percussion; Joel Menchey of Menchey Music; Todd Trent of Ontario Music; Johnny Thompson of Johnny Thompson Music; Mark Depotakis of Progressive Music; Pat Oliver of Treble Clef Music; Rosemary Rodd of Leo’s Pro Audio; Don Ulrich of Yenney’s Music; Larry Garris of Corner Music; Bob Battersby of Cornerstone Music; Don Middleton of Don’s Music Land, Ltd.; and Committee Chairman Chip Averwater of Amro Music.

NAMM’s Independent Retailer Online Forum is now open for business at http://indie.namm.org. The site, which aims to facilitate open discussion about issues and challenges specific to independent retailers, has already drawn a growing group of Members who are sharing ideas and opinions.

“During this time of intense industry change to the traditional retail model, we believe it is more important than ever to have open, honest communication between retailers, suppliers, distributors and reps on the tough industry issues,” says Joe Lamond, NAMM’s president and CEO. “This forum is designed to be our 365-day-a-year virtual town hall.”

5 Ways to Stay Alive in 2007

1. Teach Music Lessons
   Develop a music lesson program that includes performance events (e.g., Summer Rock Band, NAMM’s Weekend Warriors, Student Recitals, etc.). Become the music lesson specialist in your market. The “big guys” can’t compete with you on this. And you’ll create more musicians—and hopefully customers. Studio rent can pay your overhead.

2. Make Everyone Welcome at Your Store
   Who cares if they bought a guitar at the “bulls-eye” store? Don’t hassle them about it; welcome them into yours—and then convert them (it’s surprising how many stores don’t). When we get a guitar that wasn’t purchased from us and it needs tuning, we do it for free BUT we ring the customer up as a “no charge adjustment,” which gets them on our POS. Got the idea? Now we know who they are.

3. Repair Instruments
   This is another area you in which you can become the “specialist.” Even fix and adjust those “controversial” instruments; more of your repair revenue will be coming from these in the future. Help these customers—and make them yours.
NAMM IS PARTICIPATING IN SEVERAL MAJOR MUSICAL EVENTS IN 2007—AND WE WANT NAMM RETAILERS TO COME ALONG FOR THE RIDE!

The VWT opt-ins available:
- Inclusion of Collateral Material in Goodie Bags
- Promotional Ticket Giveaways and VWT Posters and Materials for Members
- Receiving VIP Passes and a Tour of the Local VWT Festival
- The Regional Retailer 10 Percent Discount Program

Drums Corps International (DCI)
NAMM’s sponsorship of the DCI championships provides your store with the chance to opt-in on several marketing opportunities:
- Tie-in your store to the local movie theater showings of past for DCI events
- Get involved at your local DCI competitions

Summer Music Camps
- Have your store’s summer camp included in NAMM’s direct marketing e-mail campaign promoting music camps for teens.

John Lennon Songwriting Contest Battle of the High School Bands
Retailers who opt-in for this promotion can increase their store traffic and sales, and generate buzz in their communities by offering the bus for site visits and event marketing. Check namm.org/JLSC or your PLAYback Digital e-newsletter for updates on tour markets.

Get Out of Your Store
Sitting and waiting for customers when things are slow is suicidal. Do you have skills that could help your local band director? Go out and help his worst clarinet players (drummers, etc.); this costs you nothing, but it breeds goodwill. Become the student musician’s friend in your area. (Note: People like to deal with merchants they know. This will boost your sales through increased visibility.)

Use Your Phone
Do follow-up calls on every sale, from a pick to a grand piano. Use that phone line (or cell service) you’re paying for. Check in with customers, asking, “How is the guitar?” “How is the repair?” This simple act will yield more of everything: sales, lessons, repairs—and repeat customers. Don’t sell product, sell your store!

All of these tactics can be implemented without spending money. Yes, time is money, but didn’t you have a lot more time than money with no one in your store in 2006? Let’s change that in 2007!
The fifth Music China exposition in Shanghai, China, October 18–21, proved to be a great success, drawing 33,000+ attendees from 90 countries and helping the show to fulfill its role as the center for musical and cultural exchange in the Asian market.

This year’s Music China featured a new element: the introduction of NAMM University training sessions. This was perhaps the first business-education forum of its kind in the MI industry in China. These NAMM U training sessions addressed a broad range of topics and were delivered in two formats: “big issue” panel discussions and focused “how to” sessions.

The big issue panel discussions were designed to provide an opportunity for industry leaders to discuss key issues, including the state of the Chinese market for music products as well as the controversial issue of intellectual property rights. This was addressed through the perspective of representatives of the Chinese and international community.

The goal of the “how to” sessions was sharing best practices between the members of the music products community and providing practical suggestions for both Chinese retailers and international attendees to help them be more effective in running their businesses. Topics included sales, staff training/retention, the Chinese manufacturing/distribution system, repair/service department setup, lesson programs and competition with major chains.

NAMM University Makes its Mark at Music China—Important Industry Topics Covered, Sessions Well-Attended

Presenter Zhao Yitian, of Central Music in Beijing, says, “NAMM University gave Chinese dealers an introduction to a new business culture: not to sell only by competing on price, not to accept fakes, not to rely on teachers to make a quick sale. The modern Chinese MI business only has 20 years of history of development—so we need to share best business practices to speed up modernizing the sector. China is already the base of manufacturing for most of the world’s instruments; she must follow in her professional talent in retailing. If we don’t develop, the whole sector will lose out, including the manufacturing sector.”

Overall, attendance was counted at more than 500 for the sessions and, from the enthusiastic reception by the audiences, it seemed that attendees welcomed this opportunity to learn about the industry and improve their marketing and business skills.

“NAMM has been running educational sessions at our own shows in January and July in the United States for many years,” says Betty Heywood, NAMM’s director of International Affairs. “The education sessions are, for some of the attendees, one of the main reasons to come to the show. We are very pleased that attendees at Music China took the opportunity for professional development, and very pleased indeed that leading Chinese retailers and distributors shared their knowledge with other, smaller companies, to grow the market together. NAMM is very happy with the turnout at the sessions and the quality of the talks, as well as the commitment by industry leaders to be part of this process.”

Music China, which financed the NAMM U sessions, is organized by the China Music Instrument Association (CMIA), Messe Frankfurt (HK) Ltd. and INTEX Shanghai, with support from NAMM as an International Cooperation Partner.
International Membership Has Its Benefits

IS YOUR COMPANY TAKING FULL ADVANTAGE OF THE VARIETY OF SERVICES NAMM OFFERS FOR THE BENEFIT OF ITS INTERNATIONAL MEMBERS?

NAMM Trade Shows

NAMM’s trade shows are two of the industry’s largest annual gatherings, allowing for face-to-face business with other music products professionals from around the world. NAMM Members receive free show badges, priority trade show information and exhibitors receive a complimentary list of registered buyers, which can be a powerful tool in your pre- and post-show campaigns. The association also assists Members traveling from around the world by issuing letters of invitation to support their process of obtaining a visa.

Music USA Featuring the NAMM Global Report

Music USA, an annual statistical review of the music products industry in the United States and across the globe, helps you benchmark your company’s progress. Reports from countries around the world are complemented with charts illustrating each country’s economic and demographic data, along with sources and destinations of imports and exports. The publication also includes a summary of U.S. market data. In 2006, additional insights from the U.S. Gallup Poll and the Australian and U.K. Nexus surveys provide information about people’s attitudes on music making.

NAMM Global Online Membership Directory

This publication keeps our Members connected—it’s a list of NAMM’s “Who’s Who” of the music products industry, including all NAMM Member distributors, manufacturers, retail music stores and manufacturers’ representatives worldwide. The directory is accessible to Members via NAMM’s Web site: namm.org.

Global Market Development

NAMM helps to support market development programs, statistics, professional development and advocacy efforts overseas (e.g., China, Canada, the U.K. and Australia, among others). Recent partnerships with international organizations have promoted the benefits of making music to a global audience—helping your business grow in the process.

Timely Industry Information

With PLAYback magazine and the PLAYback Digital e-newsletter for International Members, NAMM works hard to keep you updated on the music products industry with news that’s relevant to your business.

Make the most of these Member benefits. For more information about any NAMM programs or services, call 760.438.8001 or log on to namm.org.

THE WORLD’S LARGEST DRUM CIRCLE FORMS IN INDIA

RECORD-BREAKING, RHYTHM-MAKING EVENT BRINGS TOGETHER NEARLY 8,000 PEOPLE

Shillong, the state capital of Meghalaya in India’s remote northeast, is often described as a vibrant place. In August, the city had a real shining moment when it hosted the world’s largest drum circle with 7,951 drummers—earning a place in the Guinness Book of World Records.

This was truly a Recreational Music Making event with participants of every age, from every strata of society and from every corner of the country. The drummers—mainly tribespeople, schoolchildren and members of the police force—played a 20-minute tune called “Positive Vibrations” composed by local musician Rudy Wallang.

Michael Sean Whitty of Guinness World Records was on site from the U.K. to present representatives from the Meghalaya Tourism Development Forum with the official certificate.

The previous Guinness record for the “largest drum ensemble” was set in February 2005 by Po Leung Kuk, a charity organization in Hong Kong that helps orphaned children; the group had assembled 7,727 drummers.

To learn more about creating Recreational Music Making programs in your area, log on to rmm.namm.org (site to launch January 19, 2007).
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5 Steps Toward a Stronger Relationship with Your Retailers
BY JOHN HOOD, TROUTFARM TECHNICAL SALES

Is it always payroll time whenever you show up at your retailer's store? Do they always seem to be “on a conference call”? These are signals that you may need to strengthen your relationships with your resellers. While you must keep them aware of the new gizmos and promotions coming from your factories, it is the information that cannot be found on the Internet that makes reps more important now than ever. Below are five ways that can help you build a solid connection with your retailers.

1. REPS ARE THE WEATHERMEN OF THE INDUSTRY
Give the dealer an accurate forecast. Retailers’ time is significantly compressed these days. Shrinking margins and higher unit sales have taken away all the time for professional reconnaissance. Most resellers only know what is going on in their store. Take a minute to share trends (even if they are not good ones). Don’t assume that the dealer knows about it. Keep in mind, though, that you are probably no smarter than your dealer; you’ve just seen more stuff.

2. DON’T TALK ABOUT THE WORK—DO IT
If you have a merchandising plan for your dealer, go ahead and build the display. Many reps complain about their space on the floor, but few do anything about it. Most retail salespeople in MI have zero merchandising experience prior to their current job. With the store’s permission, of course, do the work (this is obviously a big help to your reseller). Also, it shows the sales staff that selling requires actual WORK and that a positive work ethic can promote career advancement.

3. GO OUT ON A JOINT CALL
Be the “factory guy.” Outside reps are skilled at walking in cold. Get your reseller beyond his four walls and out into the community. Take the top salesperson and get them in front of some local influencers. The “factory guy” effect can lend credibility. You can break the ice and smooth over awkward moments. Remember, the Internet is not going to show up with the rep at the football boosters meeting. Give your local dealers the advantage they have earned.

4. BE A TRUE ADVOCATE
An adversarial atmosphere frequently exists between reseller and supplier. Reps are more acutely aware of this than anyone. Let your manufacturers know of the real challenges facing your retailers. Work with them on real solutions in real time. Your retailers’ displays and sales functions are a crucial part of the manufacturers’ marketing mix. Regardless of temporary frustrations, your dealer’s long-term health is necessary to your manufacturers. Be a conduit.

5. DON’T STEAL THEIR STAR
As a rep, you are a guest in the retail store, so don’t steal the silverware! It takes years to find and train a good salesperson (the best retail stores excel at this). Avoid the desire to lure away their top employee (e.g., do not tempt that person by showing off your expensive car, jewelry, etc.). There are millions of people in this country; there is a qualified person for your firm elsewhere. If it is truly rep love-at-first-sight, talk to your retailer. Find out what their plans are for that employee. Handle it “right”: Make a long-term plan that works for everyone. Most retailers know they will have some turnover. Help your stores show their crew that there is a rich career path in our industry—both inside and outside their store—without creating distrust.

These five suggestions can help you develop a stronger connection—and better business—with your retailers in the New Year.

John Hood is principal of TroutFarm Technical Sales, an electronics rep firm based in Sacramento, Calif.
NAMM Welcomes New U.S.-Based Members

5 Star Karaoke
Norco, Calif.

A to G Music
Osseo, Minn.

Aaron’s Outlet
San Antonio, Texas

Ahistrom Instruments
Austin, Texas

Alamo City Strings
San Antonio, Texas

All Music Methods
Oakton, Va.

AMBROSONICS, LLC
Windsor, Conn.

AMV Music
Dallas, Texas

Aquarian Music School
Houston, Texas

Aram Studios
Chula Vista, Calif.

Austone Electronics
Austin, Texas

Backstage Sound & Lighting
Bryan, Texas

Banjo Merrit’s
Denton, Texas

Bartro Enterprises, LLC
Manassas, Va.

Bass Specialties, LLC
Bensalem, Pa.

Bauer Enterprises, LLC
Batesville, Ind.

BDO Records
Orlando, Fla.

Best Media, LLC
Baldwin Park, Calif.

Boom Boom Percussion
Atlanta, Ga.

Britash Associates, Inc.
Plantation, Fla.

Brockman Music Co.
Halsey, Ore.

Buddy Rich Drum Company, LLC
Marshfield, Mass.

CAB Audio
Denton, Texas

Cannone Enterprises, Inc.
Aurora, Colo.

Cherions Music
Harlingen, Texas

Chris Kilgore Stringworks
Fairbanks, Alaska

Classical Strings, Inc.
Walnut, Calif.

Clear Lake Audio, LLC
Houston, Texas

Cleveland Music Center
Cleveland, Ga.

Cool Mandolin Company
New Hope, Pa.

Coopersburg Associates, Inc.
Coopersburg, Pa.

Craig’s Violins
Austin, Texas

Crescendo Sales, LLC
Sedalia, Mo.

Crescent Industries, Inc.
Santa Fe Springs, Calif.

Crossroads Guitar Shop
Falls Church, Va.

Crossroads Music Co.
Jasper, Texas

Cymbalism Music
Houston, Texas

D2Audio Corp.
Austin, Texas

Dallas Pro Sound
Yukon, Okla.

Dan of All Trades
Berkeley, Calif.

Derryberry Audio, Inc.
Aurora, Colo.

Design State
San Francisco, Calif.

Diane Markin, Inc.
El Segundo, Calif.

Digital Revolution
Aurora, Colo.

DNR Guitars
Redwood City, Calif.

Dodd’s Drum Shop
Red Lion, Pa.

Dog House Music, Inc.
Lafayette, Colo.

Doshier Music School
Arlington, Texas

Drumz
Austin, Texas

Emery & Webb, Inc.
Fishkill, N.Y.

Empirical Labs, Inc.
Lake Hiawatha, N.J.

Fandrich Piano Co., Inc.
Centralla, Wash.

Firy Brothers Music Center
Tulsa, Okla.

Fitness Audio Distributors, LLC
Santa Cruz, Calif.

Fossil Creek Strings
Fort Worth, Texas

Frett’d Treasures, Inc.
Austin, Texas

Full Discount Wholesale
Middleston, Wis.

G. Edward Lutherie, Inc.
Minneapolis, Minn.

Galvan Music Co.
Corpus Christi, Texas

Garritan Libraries
Orcas, Wash.

Gear By Owner, Inc.
Davie, Fla.

Genesis Technologies, Inc.
Austin, Texas

Global Sourcing, Inc.
New York, N.Y.

Go Go Guitars
Long Beach, Calif.

Golden Hill
San Diego, Calif.

Gómez Amplification
Rancho Santa Margarita, Calif.

Good Times Music
Houghton, Mich.

Gorilla Guitars
Columbus, Ga.

Green Sound Studios, LLC
Metairie, La.

Guitar Lovers, LLC
Cincinnati, Ohio

Guitar Tex
San Antonio, Texas

Guitar Workz, LLC
Henderson, Nev.

Guitararcope
Pacifica, Calif.

Hailun Distribution, LLC
Liburn, Ga.

Haydn Trumpets
Portland, Ore.

Hayward Music Center
Hayward, Calif.

Heil Sound, Ltd.
Fairview Heights, Ill.

Henriksen Inc.
Evergreen, Colo.

Henry Heller, LLC
Palm Harbor, Fla.

Hillje Music Center
San Antonio, Texas

Hiptrix, Inc.
Algonquin, Ill.

Horton’s Music
Hardy, Ark.

Inventive
Colorado Springs, Colo.

J.B. Blevins Violin Shop
Riverside, Calif.

Jack M. Rasmussen Music
Arlington, Texas

Jacob’s Music
Highland, N.Y.

Jake’s Music, Inc.
Brick, N.J.

Jasper Music Co. & Recording Studio
Jasper, Texas

Kasha Amplifiers
Simi Valley, Calif.

Keith Harter Music
San Antonio, Texas

Kelly Concepts, LLC
Lincoln, Neb.

King Music Co.
Brownwood, Texas

Kiwaya USA
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Krazy Kat Music
San Antonio, Texas

L.J. Hutchens Corp.
Plainview, N.Y.

Lambert’s Music Center, Inc.
Anderson, Ind.

Level-Ten Industries, LLC
Boulder, Colo.

Lighthouse Sound, Inc.
Salem, Ohio

Lightronics, Inc.
Virginia Beach, Va.

Limited Resistance
Rohnert Park, Calif.

Lisle Violin Shop
Pasadena, Texas

Lone Star Percussion
Dallas, Texas

Long Beach Music Co.
La Mirada, Calif.

Loudmouth, Inc.
New York, N.Y.

Lyric Marketing, LLC
Everett, Wash.

Machtton Corp.
Vashon Island, Wash.

Magnekey, Inc.
Austin, Texas

Main Street Music, LLC
Summerville, S.C.

Mammoth Guitars
Fontana, Calif.

Marcinkiewicz Co., Inc.
Canby, Ore.
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NAMM Sponsors Industry Exhibit at AARP “Life@50+” Expo

AARP MEMBERS LEARN ABOUT THE HEALTH BENEFITS OF RECREATIONAL MUSIC MAKING AS NAMM CONTINUES REACHING OUT TO PEOPLE OVER 50

NAMM brought the joys of Recreational Music Making (RMM) to one of the fastest growing market segments of music makers—people over the age of 50—at the fifth annual AARP National Event & Expo: “Life@50+,” held October 26–28 in Anaheim, Calif.

To introduce more than 25,000 + AARP conference attendees to the many health and social benefits of RMM, NAMM and Member companies hosted multiple hands-on music demonstrations and provided information about how people can begin playing music. The association also hosted three daily drum circles.

Although RMM enhances the quality of life for people of all ages, NAMM-funded studies have found that involvement in music helps people over 50 reap rewards such as reduced burnout, improved mood states and decreased employee turnover; it even reverses the impact of stress at the DNA level.

With a staggering population growth of older individuals projected during the next few decades, and few meaningful, enjoyable and engaging stress-reducing options, the potential exists for the 50+ population to tap into the music market in their search for health and wellness solutions.

“Exposing attendees at the AARP conference to Recreational Music Making opens up a whole new market for retailers—adults aged 50 and over.”

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“It is NAMM’s mission to expand the music products industry on behalf of its Members,” says NAMM President and CEO Joe Lamond. “Exposing attendees at the AARP conference to Recreational Music Making opens up a whole new market for retailers—adults aged 50 and over. This segment of the population is ready to invest in musical instruments, and is looking forward to the social and health benefits that music making can bring them.”

NAMM also sponsored two main stage presentations at the AARP event featuring Scott Houston, aka “The Piano Guy,” and John Fitzgerald and David Van Dorn of Remo. The presenters discussed how to access music lessons and explained in detail how music can improve participants’ overall health.

AARP members learned about several benefits of RMM, including the following: it promotes fun; unites body, mind and spirit; provides intellectual stimulation; reduces stress; and improves interpersonal communication.

Wrapping up the event, the Carlsbad, Calif.-based New Horizons Band performed as attendees left the show. New Horizons Music programs throughout the United States provide entry points to music making for adults, including those with no musical experience and those who were active in school music programs but have been inactive for a long time. Learn more about RMM at the NAMM U session: “Recreational Music Making Web Site Launch,” presented by Karl Bruhn and Barry Bittman, M.D., on Friday, January 19 at 10:30 a.m. in the Hilton Anaheim Pacific Ballrooms A, B and C.

For more information about Recreational Music Making, visit rmm.namm.org (site to launch January 19, 2007).
NAMM Announces New Board of Directors Nominees
NEW SLATE REPRESENTS COMMERCIAL, RETAIL AND INDEPENDENT REP FIRM SEGMENTS

The Annual Meeting of Members at the 2007 NAMM Show will not only vote in eight new Board Members, it also features inclusion of the first manufacturers representative firm nominee in NAMM’s history. All voting Members received a proxy ballot in the mail to elect the 2007 NAMM Board of Directors, and are encouraged to complete and return it promptly to ensure their voice is heard in this election. The Annual Meeting of Members, is scheduled for Saturday, January 20, 2007, at 11:30 a.m. in the Pacific Ballroom of the Hilton Anaheim Hotel.

The nominees are...

ROSI K. JOHNSON
Mississippi Music, Inc.
Hattiesburg, Miss.
Rosi K. Johnson is the president of Mississippi Music, Inc., a four-store, full-line retailer. She is a member of NASMD, AMC, AIMM and the Mississippi Music Educators Association.

BROCK KAERICHER
Remo, Inc.
Valencia, Calif.
Brock Kaecher is the president of Remo, Inc., a manufacturer of percussion products and accessories. He is a member of NASMD, AMC, the American Music Therapy Association and the International Association of Jazz Educators.

JOEL MENCHEY
Menchey Music Service, Inc.
Hanover, Pa.
Joel Menchey is the president/owner of Menchey Music Service, Inc., a four-store, full-service music retail outlet. He is a member of RPMDA (Past President), MIIG, AMC and AIMM, and a board member of NASMD.

QIAN NI
Eastman Strings, Inc.
Clarksburg, Md.
Qian Ni is the president/owner of Eastman Strings, Inc., a manufacturer of acoustic fretted instruments, brass instruments, electric guitars, stringed instruments and woodwinds. He is a member of The Violin Society of America.

BARBARA B. PAULSEN
Spoiled By Technology, Inc.
Naperville, Ill.
Barbara B. Paulsen is the president/CFO of Spoiled By Technology, Inc., a rep firm specializing in professional audio visual products and accessories. She is a member of the National Systems Contractors Association, Custom Electronic Design & Installation Association, International Communications Industries Association and IPRO.

JOHN PAULSON
MakeMusic, Inc.
Eden Prairie, Minn.
John Paulson is the president of MakeMusic, Inc., a music software manufacturer. He is a member of AMC, NASMD and SupportMusic.com.

GEORGE QUINLAN, JR.
Quinlan & Fabish Music Co.
Burr Ridge, Ill.
George Quinlan, Jr. is the president of Quinlan & Fabish Music Co., a four-store retailer of brass instruments, printed music, stringed instruments, woodwinds and accessories. He is a member of NASMD, AMC and RPMDA.

ALAN ROSEN
Bananas at Large
San Rafael, Calif.
Alan Rosen is the general manager of Bananas at Large. He is also the main audio designer and consultant for the installation division and heads the artist relations division of Bananas. Rosen is a member of Synergetic Audio Concepts (Syn-Aud-Con).
Submit your program to the “Best 100” Survey on amc-music.org, now through January 23.

As numerous research studies continue to find the positive correlation between active participation in school-based music programs and academic achievement, NAMM, the American Music Conference (AMC) and national partners recognize and celebrate communities that are working hard for music education.

The eighth annual “Best 100 Communities for Music Education” survey is currently accepting online submissions, and will remain open through January 23. The survey, which can be completed by visiting AMC on the Web at amc-music.org, is open to anyone—parents, teachers, school administrators, community members—who wishes to enter information about their school district. The “Best 100” survey uses a series of questions designed by music education experts to measure each community’s commitment to music through spending, staffing, variety of programs, instructor certification, availability of private instruction and other criteria.

By comparing data from cities nationwide, NAMM and AMC will identify the top music-education-friendly towns in the United States. Communities that rank high in the survey will enjoy national media recognition and serve as an example to people across the country for ideas that work. Over the past few years, some school’s music programs have even been saved from cuts because their communities were on the “100 Best” list.

Joining in this project are The Mr. Holland’s Opus Foundation, The Metropolitan Opera Guild, The Music for All Foundation, Music Teachers National Association, National Guild of Community Schools of the Arts, National School Boards Association, Perseus Development Corporation, Yamaha Corporation of America and VH1 Save The Music Foundation.

It’s Easy to Participate!

Just log on to www.amc-music.org to provide information about your community. Then, visit the AMC site again in early March to see whether your town placed in the 2007 “Best 100.”

Reaching Recreational Music Makers Online

NAMM’s presence reaches out to older adults with an expanded Recreational Music Making (RMM) section highlighting the many health-related benefits of playing just for the fun of it.

As NAMM expands its outreach efforts to the public, one of its key markets will be older adults and seniors. This burgeoning market segment is eagerly seeking out recreational pastimes that help promote good health, reduce stress and provide new social opportunities. RMM is just what the doctor ordered.

Aimed at consumers, the new RMM section features larger, easier-to-read displays that cover breaking news on RMM-related issues, highlight the health benefits, spotlight scientific studies on music making and wellness and provide a Dealer Locator so visitors can contact their local NAMM retailers and RMM facilitators.

Visitors to the Web site will also learn that Recreational Music Making programs and promotions come in a variety of forms, from drum circles and stress-reduction music clinics to organized senior classes. By changing the focus from expertise to pure enjoyment, this grassroots musical movement provides music product retailers and manufacturers alike with countless new possibilities for marketing their products and growing their clientele.

You can check it out at rmm.namm.org (site to launch January 19, 2007). Be sure to recommend it to your customers looking for a fun, social way to relieve stress and promote wellness.
New NAMM BGCA After-School Music Program Prepares for National Debut

With the successful completion of 12 pilot programs in Southern California, NAMM is ready to launch the new MusicMakers program with the Boys and Girls Clubs of America (BGCA) at 4,400 clubs nationwide.

The MusicMakers curriculum is made up of innovative game-based drop-in activities for 6- to 12-year-olds and a more accelerated teen-focused rock band program created in collaboration with Hal Leonard.

The curriculum for younger children teaches basic music making through movement, songs, rhymes and simple instrumental instruction in group settings. Beginning musical concepts are taught by utilizing common playground equipment such as rubber balls and jump ropes in a musical fashion, as well as basic drum and guitar techniques on acoustic instruments.

The program for teens focuses on positive group music experiences while providing basic music theory and practical application techniques. The online guide to producing music events provides teens with practical skills and tips for running great music events such as band battles, fundraisers and community concerts.

“While NAMM’s commitment to strengthening school music programs is unwavering, we also realize that many kids who aren’t served by those programs would like to experience the proven benefits of making music in their lives,” says NAMM President/CEO Joe Lamond. “So we are going to where the kids already go after school, and bringing the music to them.”

In an effort to jump-start this innovative program nationally, NAMM has awarded grants in the form of instrument starter kits and training stipends to specially selected BGCA clubs in Washington, D.C.; Indianapolis Ind.; Madison, Wis.; Palm Desert, Calif.; Chicago Ill.; Altus, Okla.; and Los Angeles, Calif.

The MusicMakers program national launch will be formally announced at a press conference in collaboration with BGCA headquarters in Atlanta in early 2007. BGCA will distribute the program guide to its 4,400 locations, while NAMM will distribute the guide to all interested NAMM Member retail locations across the country. The program’s Recreational Music Making approach will introduce basic music-making to 4.5 million children who participate in BGCA after-school programs each year.

To find out how you can become involved with your local BGCA club, contact info@namm.org today.

NAMM Exhibiting at After-School Music Conference

To increase the number of school age musicians, NAMM is reaching out to the after-school professionals who can help us make it happen.

As any working parent knows, finding a worthwhile after-school activity for your children isn’t always easy. That’s why NAMM is reaching out to the people who create these programs at the After-School Music Conference, March 21–23, in Phoenix, Ariz.

As an exhibitor at the conference, the association will have access to more than 1,400 after-school professionals and decision-makers. In addition to exhibiting, NAMM will offer six educational workshops, including sessions on music and movement, benefits of music making, drum circles and world music.

Look for the highlights in a future edition of PLAYback.
## Industry Events 2007

### JANUARY
- **10–13**
  - 2007 International Association of Jazz Education Annual Conference
  - New York City, N.Y.
- **18–21**
  - The NAMM Show
  - *Anaheim, Calif.*
- **22–24**
  - Music Distributors Association 2007 Convention
  - Las Vegas, Nev.

### MARCH
- **9–18**
  - South by Southwest Music and Media Conference
  - Austin, Texas
- **13–17**
  - NSCA Expo
  - *Orlando, Florida*
- **21–24**
  - 2007 NASDM Convention
  - Tuscon, Ariz.
- **23–27**
  - NTNA 2007 Collaborative Conference
  - Toronto, Canada

### RELATED ASSOCIATIONS
- **National Association of Young Music Merchants (NAYMM)**
  - [namm.org/naymm](http://namm.org/naymm)

The National Association of Young Music Merchants is open to NAMM Members, ages 21–35, to help them network with others in the industry and prepare them for future leadership of the music products industry.

### NAMM PUBLICATIONS/RESOURCES
#### Industry Performance Report
Free to retail Member survey participants. This comprehensive report details the results of the *Cost of Doing Business Survey* and tracks key performance variables. Purchase your copy at the NAMM Store at the trade shows or through NAMM’s Contact Center at **800-767-6266**.

#### Music USA: Featuring the NAMM Global Report
Annual statistical review of the music products industry. Free copy to NAMM Members; additional copies can be purchased through NAMM’s Contact Center by calling **800-767-6266**.

#### NAMM Online Membership Directory
Searchable online database of more than 9,000 NAMM Member companies available on [namm.org](http://namm.org). Member login required.

#### PLAYback and PLAYback Digital
Free subscription to NAMM’s quarterly Member-exclusive industry magazine and a bi-monthly e-newsletter customized to member segment. Call NAMM’s Contact Center at **800-767-6266**.

#### Research
The NAMM Foundation Research Division conducts NAMM-funded research projects to study the links between music making and health and wellness. [nammfoundation.org](http://nammfoundation.org)

### NAMM WORKS ON YOUR BEHALF
#### Growing the Market
By creating programs, forming strategic partnerships and educating the public about the benefits of making music through its new *Wanna Play*? consumer campaign, NAMM works to create greater enthusiasm and participation in music making as a recreational pastime. Retailer...
opt-ins on NAMM-sponsored events enable retailers to connect with new customers in their areas. namm.org/marketdevelopment

Offering Free Business Training
In our ever-changing world, education is essential to keep up with new information and trends. NAMM University provides free industry-specific sessions at the trade shows that address today’s challenges and opportunities, and help you sharpen your skills, increase your company’s profitability and grow your business. namm.org/education

Representing Your Interests in Washington
One of the most visible ways NAMM stands for its Members every day is by providing ongoing representation in Washington, D.C., on hot issues that impact the music products industry. NAMM’s efforts on Capitol Hill have resulted millions of dollars in appropriations and other funds to programs and initiatives that increase active participation in music making. namm.org/govtrelations

WEB SITES
American Music Conference
amc-music.org

Museum of Making Music
museumofmakingmusic.org

NAMM Foundation
Research Division
(Formerly IFMR)
nammfoundation.org

NAMM
namm.org

The NAMM Show
thenammshow.com

NAMM Summer Session
nammsummersession.com

NAMM University
namm.org/education

National Association of Young Music Merchants (NAYMM)
namm.org/naymm

Recreational Music Making
rmm.namm.org

SupportMusic
supportmusic.com

The Music Edge
themusicedge.com

Museum of Making Music
Celebrates the past and current achievements of 100 years of the music products industry. More than 450 instruments are on display, as well as hundreds of sound and video clips. museumofmakingmusic.org

NAMM Resource Center
Free access to historic music products industry photographs, product catalogs, company profiles and videotaped oral histories that capture and preserve the thoughts of some of the music products industry’s greatest contributors. namm.org/resourcecenter

William R. Gard Memorial Scholarship
$2,000 annual tuition to eligible NAMM Member business owners or employees of NAMM Member companies. namm.org/gardscholarship

NAMM-ENDORSED PROVIDERS

CHECK SERVICES
800-516-6242
CompletePay through First National Merchant Solutions

CLOSED-END KEYBOARD
Consumer Finance
800-244-7354
GE Retail Sales Finance

EXPRESS MAIL
800-636-2377
DHL Express
800-599-2902
FedEx Express

GIFT AND LOYALTY SERVICES
800-516-6242
World Gift and Loyalty Card through First National Merchant Solutions

GROUND SHIPPING
800-599-2902
FedEx Ground
800-636-2377
DHL Ground

HEALTH CARE INSURANCE
Mercer Health and Benefits
1-877-532-3516

MERCHANT CREDIT
Card Processing
800-516-6242
First National Merchant Solutions

PRIVATE LABEL CONSUMER
Credit Card
800-244-7354
GE Retail Sales Finance

SCHOOL AND CHURCH LEASE/PURCHASE PLANS
888-457-7070
BGE Financial

WORKERS’ COMPENSATION INSURANCE
800-825-3760
Meadowbrook Insurance

NAMM’s mission is to unify, lead and strengthen the global music products industry and to increase active participation in music making.

OTHER RESOURCES
Legislative Representation
Legislative representation in Washington, D.C., specializes in rental, purchase and lease contract review and other legal assistance. Free phone consultation. 202-628-2929 or jimcounsel@aol.com
What Worked for Your Business in 2006?
NAMM MEMBERS SPEAK OUT

“What's worked most for us is focusing on our teaching program. By doing a good job teaching students and keeping them advancing with their music, parents don't mind upgrading to better quality instruments—guitars, banjos, saxophones, whatever it is. They keep upgrading as long as we do a good job teaching. We also spend time with everyone who comes through our door, showing them product, demoing the product, explaining why one guitar would be better for them over another. That's increased our sales as well. We always take the time to greet our customers and talk with them as they walk through the door, instead of having them just wandering around the store and wander out without anyone talking to them. We like talking to our customers, for sure.”

VICTOR LILLO • LILLO’S MUSIC • EDMONTON, ALBERTA, CANADA

“What worked for us at Krank in 2006 was really a combination of employee dedication and ‘out of the box’ thinking. We've always felt since day one that we make a great product and have aggressively marketed ourselves with the goal of making Krank as sellable a product as it is good. In 2006, we took more strides in making our name known through creative advertising and partnerships that extended beyond just the guitar community. We successfully partnered with the creators of the Cartoon Network’s adult swim show Metalocalypse, now their highest-rated show, which features animated versions of our amps and cabinets, as well as with Red Octane and Sony to feature our amps in the new ‘Guitar Hero II’ Playstation2 video game. Couple the creative thinking with a staff of employees who are really dedicated to making a great product and good things can happen!”

KRIS CREMAIN • VICE PRESIDENT • KRANK AMPLIFICATION • TEMPE, ARIZ.

“Looking back over the past year, we were compelled to take a long, hard look at our line card and make a few necessary adjustments. This was a risky strategy—resigning lines—the initial but anticipated result being lost revenues. Albeit, taking these decisive actions to adjust our line card has, in the long run, been advantageous for our firm and has allowed us to bring greater value to our represented manufacturing partners. We are able to focus on our core business—expanded/enhanced training sessions and increased product demonstrations—and we are able to remain ‘top of mind’ with those dealers and contractors within our network.”

BARB PAULSEN • PRESIDENT/CFO • SPOILED BY TECHNOLOGY • NAPERVILLE, ILL.
“Music isn’t just learning notes and playing them. You learn notes to play to the music of your soul.”

— Katie Greenwood
They're topical. They're thought-provoking. And, best of all, they can help make a difference to your bottom line!

We’re talking about the NAMM U Breakfast Sessions, four provocative panel discussions that will provide you with answers and ideas—and won’t tiptoe around the big topics.

THURSDAY  Breakfast of Champions—My Favorite Mistake
FRIDAY  The BIG Issues: Profitability
SATURDAY  “Pretty Good for a Girl...”
SUNDAY  Best in Show: This Year’s Hottest Products