Music Retail Is Back-to-School

As a family-owned, full-service music dealer, the back-to-school season is critical for our core business.

We pride ourselves on serving the needs of students, parents and educators, providing support and care to our school music programs. The goal for every child to learn and grow with music is also one of our best opportunities to advance our industry and achieve our vision of a more musical world.

I know that many of you have similar businesses, rooted in school music education as a matter of values and bottom line. Of course, the current global health-crisis poses unique challenges and opportunities for all of us music dealers.

As community retailers, it is our duty to inform and assist throughout these trying times.

Luckily, we're not alone. Our global trade association, NAMM, has been working with governments, nonprofits and other industry leaders to advocate for school-music funding and provide resources to better serve our communities.

Likewise, as retail continues to evolve, NAMM U education is a valuable resource for our industry to go “back-to-school.” In the time of COVID-19, we collectively believe that music programs are more vital than ever, given their ability to foster community and support the social and emotional well-being of students.

Joel Menchey
NAMM Vice-Chair • CEO Menchey Music Service, Inc.

Fall 2020 Guidance for Music Education

NAMM collaborated with NAfME and NFHS on a document, which provides practical guidance for administrators and music educators to provide meaningful music instruction for students of all grade levels during the COVID-19 pandemic.
Instrument Cleaning Guidelines

In guidance with the Center for Disease Control (CDC) and National Association for Music Education (NAfME), these guidelines help rental stores and school music programs effectively clean instruments.

The NAMM Advocacy Summit

Held “virtually” for the first time in its history, the summit empowered our members to advocate at the state, local and federal levels for issues near and dear to our hearts and businesses.

Scientific Research

Tracking the aerosol activity of COVID-19 within different instrument groups will increase our understanding of how to space out ensembles and give parents peace-of-mind, as they consider hybrid and digital back-to-school options.

On-Demand Ideas

NAMM U continues to provide on-demand and live webinars, detailing methods for virtual lessons and ensembles, as well as critical retail strategies, ranging from marketing and sales to financial best practices.

For all NAMM and NAMM Show updates, visit: namm.org

SAFE AND SOUND

COMMITTED TO YOUR SAFETY AND SUCCESS

JANUARY 21-24, 2021 • SOUTHERN CALIFORNIA

Music retailers, educators, advocates and all those that believe in the power of music education will unite, both in-person and virtually, to ensure every child has the opportunity to learn and grow with music.

Registration Opens October 2020

namm.org/safe-and-sound