

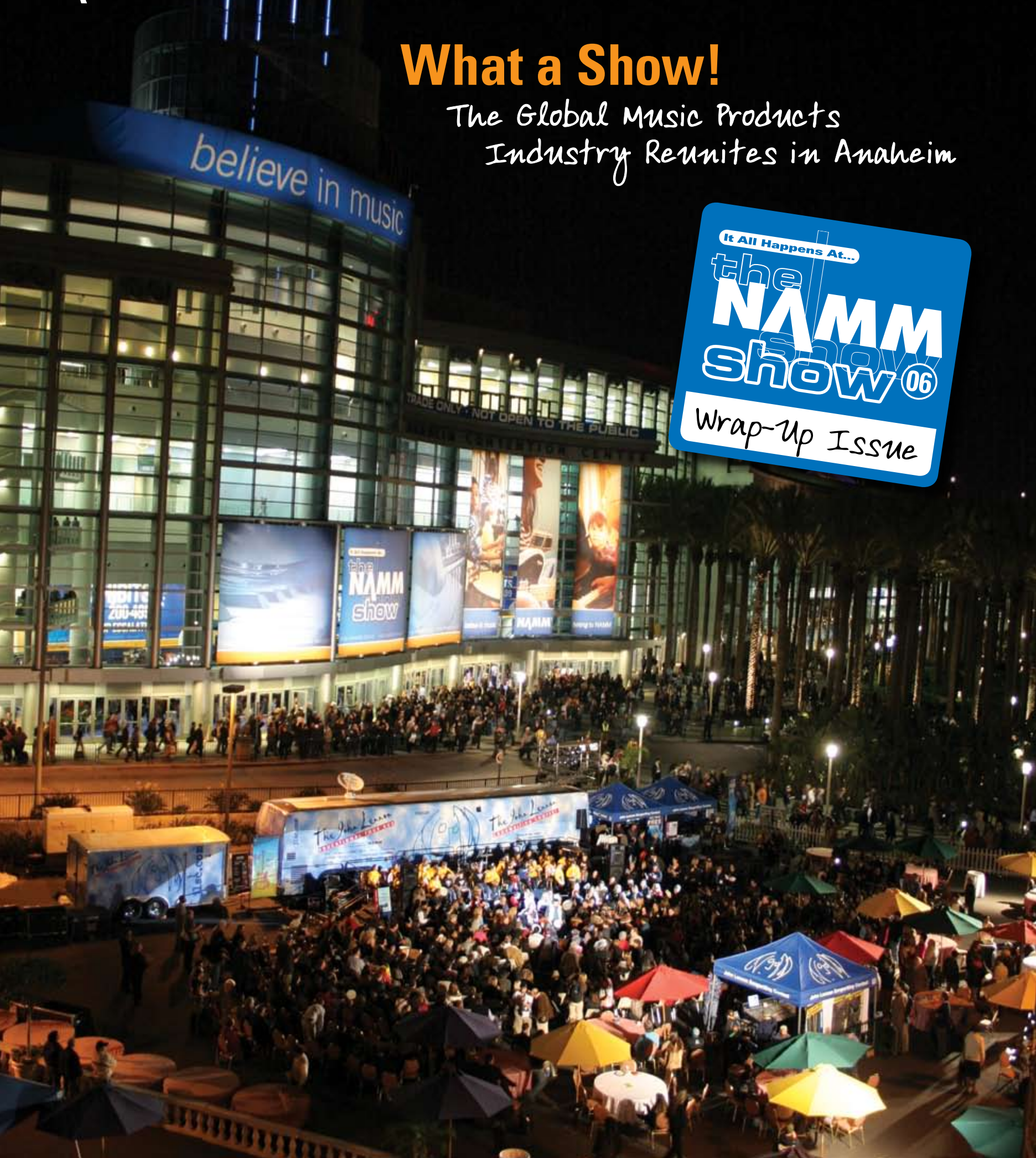
PLAYback»

MARCH/APRIL 2006

NAMM® the International Music Products Association®

What a Show!

The Global Music Products
Industry Reunites in Anaheim



★★★★★★★★★★★★★2006★★★★★★★★★★★★★
NAMM SUMMER SESSION

Live from the

LIVE MUSIC

CAPITAL OF THE WORLD

★★★★★★★★★★★★★

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AUSTIN CONVENTION CENTER

JULY 14-16

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★★★**MARCH 13**★★★
HOUSING & REGISTRATION OPENS FOR NAMM MEMBERS

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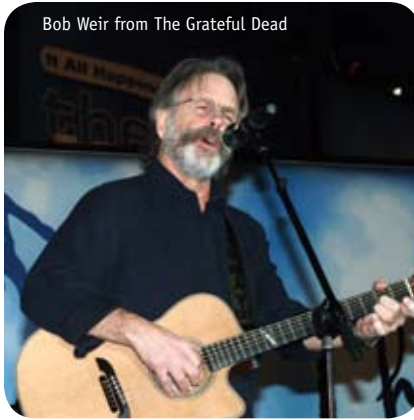
NAMM Resources NAMM MEMBER BENEFITS

The association offers a variety of programs, information and initiatives to promote its Members' success. This section provides a full listing of NAMM resources designed to benefit your business.

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Viewpoint INDUSTRY PERSPECTIVES

What's your all-time favorite NAMM Show moment? Four show attendees share their personal picks.



It All Happens At...

the NAMM show 06

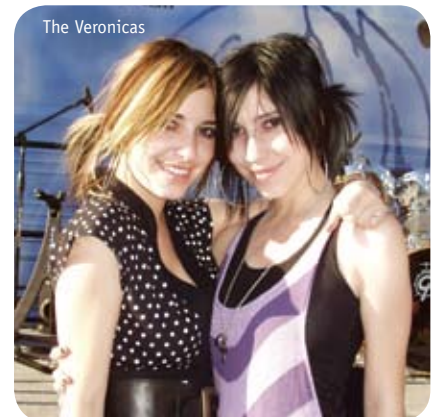
get personal

The 2006 NAMM Show Shatters Records

Business got personal at the 2006 NAMM Show in Anaheim, the No. 1 global trade show for unveiling the latest product innovations, conducting domestic and international business, and squeezing in a little time to soak up the California sun.

It was the biggest NAMM show ever: overall registration rose 4 percent to 81,315 and a record number of companies (1,462, to be exact) exhibited at the show. International attendance also took a leap, jumping 9 percent to 9,140 registrants from 92 countries.

Attendees had plenty to keep them busy, from visiting old friends and meeting celebrities to watching product demos and learning business tactics at NAMM University sessions. What a way to kick off the year!





Thomas Leeb performing at NAMM U's "Breakfast of Champions"



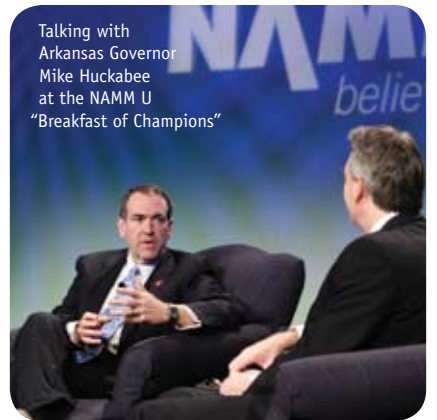
Petiot Band Rehearsal



NAMM U Speaker Alan Friedman



Hartley Peavey, Terry Lewis, Gov. Mike Huckabee, Sir Ken Robinson, Mick Fleetwood & Joe Lamond at the NAMM U "Breakfast of Champions"



Talking with Arkansas Governor Mike Huckabee at the NAMM U "Breakfast of Champions"

9:37 a.m.



STEVE PETRULLO
SNK Music
Retail Member

After Attending a NAMM University Breakfast Session

"I'm leaving the session wanting to get more non-musicians involved. The one thing I learned that stands out to me is that only 7 percent of the population are musicians. The rest of them are open for us to reach to make music as a hobby. I'm going to sit down and try to figure out how to reach that 93 percent who aren't making music."

10:15 a.m.



GIL ALCANTER
Fakouri Electrical Engineering
Affiliate Commercial Member

Participating in the Petiot Band

"The Petiot Band is tradition! You get some of the best musicians in the industry here."

5:48 p.m.



DEAN SAMUEL
Samuel Music Company
Retail Member

Attending the Industry Tribute to leaders lost over the last year

"My family and I feel deeply honored that my mother was included in the NAMM Tribute. She loved this industry and felt as we all do that this industry is part of her family. "

6:35 p.m.



MASAHIRO TAKAHASHI
Ikebe Musical Instruments
Retail Member

Attending a Private Reception

"I've attended three shows here in Anaheim, and the location is just the best—the people, the weather and the way the city is structured are all excellent."

Thursday, January 19



NYPD Marching Band



Pete Gamber of Alta Loma Music teaches a NAMM U course in the Idea Center



NAYMM President Alysha Sides Greevy



The Randies



Seymour Duncan



Greg Sczebel



9:42 a.m.



JOEL BRISTOL
Music Man Studio
Affiliate Retail Member

Heading for the show floor after attending the NAMM University Breakfast Session

"I'm looking at joining my daughter's business and part of what I will be doing is Internet sales. I didn't know what MAP pricing was, so I learned something new today. Manufacturers need to sell products that retailers can still make money on."

11:50 a.m.



STEFANIE REICHERT
Sennheiser
Commercial Member

After conducting a practice interview for NAMBI students

"I just came from doing a mock interview. I think it's a good thing because when I was in that situation after college, I didn't have a chance to do that. We had to learn how to interview by not getting the job."

2:23 p.m.



DALLON SMITH
Knucklehead Strings
Commercial Member

Working his booth in Hall E

"It's been great so far. We've had great traffic, serious buyers. Been a little better than I expected this year. I would say that we're getting a lot more attention, people are remembering us from last year and it's definitely helped with credibility—and with orders!"

3:05 p.m.



GARY STONE
Hobgoblin Music
Retail Member

Attending a NAMM U session in the Idea Center

"The programs that I attended inspired me to go back to my store and try to use the ideas to improve it. The instructors seemed to be people who have actually faced the problems I struggle with daily. I have renewed enthusiasm and energy."

Friday, January 20



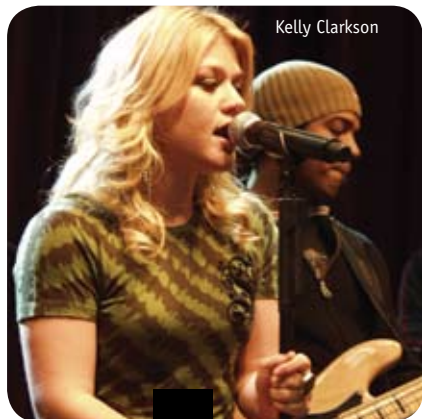
San Diego Saxes performing at NAMM U's "The Big Issues"



VH1 Host Aamer filming the Top 20 Countdown from the NAMM Show



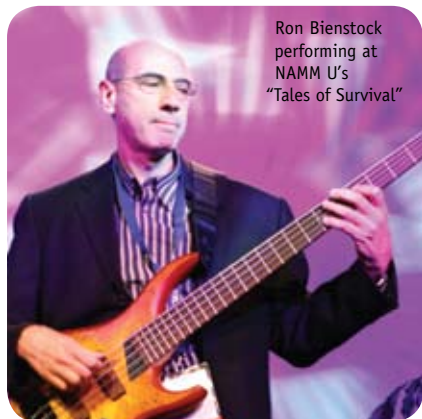
Lennon Bus Songwriting Contest Winner



Kelly Clarkson



Ron Bienstock performing at NAMM U's "Tales of Survival"



Members of Hoobastank & Producers



9:46 a.m.

2:35 p.m.

3:10 p.m.

7:28 p.m.



MIKE BASSICK
Guitar Gearbox
Retailer Member

Leaving the NAMM University Breakfast Session "Tales of Survival"

"We've only been in business about four months, so this is our chance to learn from people in the industry about the kinds of things that can happen that you don't necessarily think about in your day-to-day operations. It makes you realize how to prepare for those things, so you can start to put a plan in place."



WES BENTLEY
Garris Specialties, Inc.
Retail Member

Waiting for an autograph from Dave Kutchner of Velvet Revolver

"We're just doing a little autograph hounding right now. This is our first time at the NAMM Show and it's been great because you never know who you're going to see around the next corner."



NATE WINGFIELD
MCC Music, Inc.
Affiliate Retail Member

Leaving the GRAMMY Soundtable

"As a producer, it's always great to hear other people's recordings, hear their stories and see the choices they made in terms of vocals. You just get a lot of great ideas."



DAVID ANDRES
Guitar Center
Retail Member

Attending an after-hours event

"Many of us in the MI industry have been in it all of our lives and we've built very, very strong relationships and friendships across all parts of the industry. This is a tremendous opportunity to meet with those friends because no matter where they live they're going to meet here because this show is an international marketplace."

Saturday, January 21



Destiny performing at NAMM U's "Best in Show"



Pete Gamber's "Best in Show"



World's Fastest Drummer Winner Reese Bridges



Tora Bora Boys



9:55 a.m.

11:50 a.m.

3:15 p.m.

4:06 p.m.



JEFFREY KLINKEFUS
Wild Rugs
Affiliate Commercial Member

Leaving the NAMM University Breakfast Session

"This is how college should have been. They serve breakfast and then we get to hear about a lot of great stuff—all the best products at the show."



PRINCE DAMON
Casio, Inc.
Commercial

Getting an autograph with Elmo

"Hey, I grew up watching Elmo. He's just as big a celebrity as anyone here!"



DALE BAKER
Full-On Management, LLC.
Exhibitor

About to conclude his first NAMM show

"The show was tremendous for us, extremely profitable. This is our first year, and we can't wait to sign up for Austin at this point. We were waiting until we saw how we did here, and now it's a no-brainer."



JIM GRENIER
National Guitar Workshop
Retail Affiliate

Wrapping things up at the show so he can head south to enjoy the sunshine

"The weather's been great. Sunny and 65 to 70 degrees every day. Back home it's freezing temperatures and snow. Now we're heading down to San Diego for a week."

Sunday, January 22



One of the most unique—and memorable—aspects of the NAMM Summer Session is the pre-show party in “The Hang.” There’s nothing like watching your industry peers perform! But if you really want to be part of the action, now’s the time to throw your hat in the ring. While some of our acts have been together for years, others were formed just for the fun of playing here. Don’t miss this chance to be a rock star for the night and jam before an appreciative crowd of friends and business associates. To reserve your slot in the spotlight, call Kevin Johnstone at 800-767-6266 or e-mail kevinj@namm.com.

NAMM Charities at Work

AMERICAN MUSIC CONFERENCE • INTERNATIONAL FOUNDATION FOR MUSIC RESEARCH • MUSEUM OF MAKING MUSIC



SupportMusic Coalition Gathers in Anaheim

More than 90 music advocacy leaders met in Anaheim during the 2006 NAMM Show to talk about strategies for increasing access to music education.

Attendees of the SupportMusic Coalition Summit, hosted by NAMM and held at Disney's Grand Californian Hotel, January 19–21, explored opportunities for music advocacy and planned strategies for action in the upcoming reauthorization period for the No Child Left Behind Act. Arts education supporter Governor Mike Huckabee of Arkansas addressed the group; *American Idol* stars Diana DeGarmo and Justin Guarini also made a special appearance to discuss the important role music education has played in their lives.

"The SupportMusic Coalition Summit was a historic moment for the development of our national grassroots effort to assure that music is part of a quality education for every child," says Sandra Jordan, manager of programs and strategic partnerships, NAMM. "There is an opportunity for legislative action on the state and local levels and there are some models to follow. The summit was an important gathering for people who are resources for one another—we are all in this together."

Coalition summit participants included national experts in grassroots mobilization and legislative affairs, as well as representatives from the National Parent Teacher Association (PTA), the National School Boards Association, VH1 Save the Music Foundation, the GRAMMY Foundation, MENC: the National Association for Music Education, the International Society for Music Education, and the American

String Teachers Association, to name a few. Several NAMM Member companies attended coalition meetings, as did leaders from dozens of other arts and music education advocacy organizations from across the country. In all, the participating organization represent more than 8 million advocates.

"The accomplishments of the original coalition for music education showed how important it is for everyone who truly cares about the future of music education in our schools to speak with one voice," says Sandy Feldstein, composer, author and owner of PlayinTime Productions. "The recent meeting of the SupportMusic Coalition sponsored by NAMM has taken this concept to a new level, reinforcing the idea that a unified approach to advocacy is essential for music education to succeed in the current education environment."

"I came away with renewed enthusiasm, knowing we are part of a much larger army of passionate advocates," adds Mark Slavkin, vice president of education for the Music Education Center of Los Angeles County. For more information about the SupportMusic Coalition, please contact Sandra Jordan at sandraj@namm.com.

Support Music
a public service of the Music Education Coalition **.com**

Museum of Making Music Adds to Collection



The Museum of Making Music presents visitors with an interactive journey through a century of instrument innovations that helped shape American popular music from the 1890s to the present day. With more than 500 fascinating vintage instruments on display, the museum is continually adding to its collection. Thanks to generous loans and donations, here are a few of the museum's recent acquisitions:



This Bigsby Double Neck guitar, circa 1956, belonged to musician Johnson Bailey Thomas of the Thomas Indian Family band. (loan)



The 1901 Edison Home Phonograph featured a "new style" cabinet. (donation)

Hammond BC Organ (circa 1938)

Leslie Speaker (circa 1956)

Victor Talking Machine with a Tulip-Style Horn, Type V (circa early 1900s)

R. C. Allen Music Typewriter (circa 1940s and 1950s)

Thorens Music Box (1920s)

Hohner Chromonica (1960s)

Concertone Banjo (1920s)

Ukelin with a bow and celluloid pick (1890-1900s)

Binson Guild Echorec (1969-1971)

Violin-making pieces from luthier George Borun

Babicz "Spider" Guitar

A Sample of Instruments on Loan to the Museum

Knutsen Harp-guitar (1908)

ARP 2600 keyboard (1970s)

WASP synthesizer (1970s)

Metronome (early 1890-1900s)

"Trash Kat" Thunder Echo Drum (2005)

Rickenbacker "Frying Pan" (1930s)

Elias Howe Co. Mandola (early 1900s)

Player Organette (1950)

Disk Music Box (1895)



MUSIC AS FASHION

More Music Products Companies Turn to Fashion to Boost Their Bottom Line

Nowadays, being a musician isn't just about playing mean guitar licks and hitting the high notes: it's about looking good, too. Lenny Kravitz, Madonna and Bono are known as much for their stylin' threads as they are for their music. Artists like Gwen Stefani and Sean Combs have even crossed the line from musician to fashion designer, proving that music and fashion work in tandem in today's pop culture. Retailers have caught on, and stores at all price points—from Target to high-end designer boutiques—are following suit by selling rock-inspired clothing to consumers of every age.

As music and fashion continue to mix, music products companies have turned to clothing and accessories to boost their coolness factor—and their bottom lines.

"Fender clothing and collectibles is all about expressing a lifestyle that incorporates the true spirit of rock 'n' roll," says Brian Tedeschi, who manages Fender's line of men's and women's T-shirts, headwear, men's woven shirts, belts and buckles. "Our clothing and collectibles line allows the music enthusiast to make lifestyle statements about their interests with unique, licensed merchandise."

The clothing is sold at all authorized Fender dealers, through mass merchants, online at

www.fender.com and at fashion-focused retail chains such as Dillards, Nordstrom, Hot Topic, Pacific Sunwear, Buckle, Hard Rock and Zumiez.

"We are always expanding the line in order to offer the best products that deserve to bare the Fender brand," Tedeschi says. "Our consumers are very creative and unique individuals; we are dedicated to consistently providing creative and unique products that keep up with their demands."

Daisy Rock Guitars began selling apparel in 2003 through retailers like Music 123, Musician's Friend and MBG Music. Since then, sales of Daisy Rock hats, sweatshirts, T-shirts and tank tops, along with accessories like guitar straps, cables, picks, pins and purses, have soared. "No rock 'n' roll wardrobe is complete without something from Daisy Rock's line of women's and men's clothing!" says Regina Zernay, marketing coordinator for Alfred Publishing/Daisy Rock Guitars. "Between 2003 and 2004, Daisy Rock apparel sales quadrupled, and between 2004 and 2005, apparel sales more than doubled. We are anticipating a six-figure year in 2006."

Music accessories companies are also getting into the fold. Dave Baker of Full-On Management in Twinsburg, Ohio, markets a line of edgy rock 'n' roll clothing that adorns bands such as Papa Roach, Cold, Rob Zombie, My Chemical Romance and Helmet. T-shirts like "Nice Boys Don't Play Rock 'n' Roll" and skull-and-crossbones logowear cater to music fans who are into rock music and like the lifestyle it portrays. "The list keeps on growing; this is only the beginning," Baker says.

Knucklehead Strings, based in Salt Lake City, Utah, experienced a wave of requests for Knucklehead-branded T's that were used as a booth backdrop at the 2006 NAMM Show in Anaheim. "The feedback we've received on our shirts has been amazing," says Knucklehead's Dallan Smith. "We've been so busy selling strings that we haven't had time to concentrate on designing a line of clothing. But after seeing how many people are interested in Knucklehead shirts, we are definitely looking to get into it more seriously."

Reps Get the Right to Vote

In recognition of the important role manufacturers' rep firms play in the music products industry, NAMM's Board of Directors unanimously voted to change the current association bylaws to permit manufacturers' reps to become voting Members of the association. The change will allow these Member firms to vote on the slate of candidates for future NAMM Boards and to serve on the Board themselves for the first time in the association's 104-year history.

"From my days in retail, I remember the critical role reps played in our success," says Joe Lamond, president and CEO, NAMM. "They served as our eyes and ears for market trends and issues, while consistently bringing us new ideas as well as new products. The credit for this historic move really belongs to our visionary NAMM Board and especially Susan Lipp of Full Compass for spearheading this important change."

Manufacturers' reps will receive a proxy ballot to elect the 2007 NAMM Board of Directors. Reps who are interested in serving on the Board will be eligible in 2007 and may be nominated in spring 2006.

"I am extremely pleased that reps will now be included to serve on the NAMM Board," says Steven Savvides, principal of Right Track Marketing. "Serving as crucial conduits between manufacturers and dealers, reps possess a wealth of knowledge about the music industry that would be very beneficial to NAMM. Our unique positioning as advocates for both principals and customers allows us to understand the philosophy and objectives of both. This keen insight will give NAMM a heightened comprehension of the supplier/dealer dynamic and perhaps bring forth positive changes in our industry."



“The CODB survey is the single most important and valuable thing a music store owner can do ...”

ALAN FRIEDMAN, CPA, PARTNER
Friedman, Kannenberg & Company, P.C.
West Hartford, CT

“The Cost of Doing Business (CODB) Survey and resulting reports provide our firm with the greatest resource guide used in many of the financial services we offer music store owners. As we counsel music retailers on issues related to inventory management, budgeting, financial statement reporting, business valuation, liquidity and profitability, we constantly refer to the CODB reports as our ‘sanity check’ to the advice we render on complex accounting and financial issues specific to music retailing.

Profitability, liquidity and investment trends by store type, sales volume and geographic location are just some of the critical data reported by the CODB survey. Discussions and illustrations on financial statement formats, general ledger chart of accounts, instrument rental accounting and inventory trade-in practices all can be found in the CODB report. For the 30 minutes it takes a store owner to participate, coupled with the complete confidentiality of all financial data submitted, the CODB survey is the single most important and valuable thing a music store owner can do to help assure both his or her store’s continued viability and success, as well as that of the music retailing industry.”

The 2006 Industry Performance Report will be an invaluable resource tool that NAMM Retail Members and their advisors can use to understand the industry standards and better manage the financial aspects of their companies. This comprehensive report will feature a variety of important statistics, including:

- Summary of net income for combo, keyboard, full-line, print music and school music stores
- Analysis of high- and low-profit firms
- Key performance measures for music retailers

Find out how your company measures up. Your participation in the survey will not only strengthen the 2006 Industry Performance Report; it will also give you and your industry peers more complete data on the costs involved in running a retail store. You have until May 1 to participate in this important industry survey. To learn more, please e-mail membership@namm.com.



Do You Know a Student Who Could Use \$2,000?

If you or one of your employees is enrolled as a full-time student at an accredited four-year university and working at least 400 hours annually at a NAMM Member company, then we have good news! Students who meet these criteria may be eligible for the \$2,000 William R. Gard Memorial Scholarship.

Established in the name of former NAMM Executive Vice President William R. Gard, the scholarship invests in the education of promising students planning a career in the music products industry. The award of \$2,000 per academic year is renewable for up to three years.

For details and eligibility requirements, please contact NAMM’s Professional Development department at 800-767-6266 or log on to nammuniversity.com. The application deadline is March 31, 2006.

Industry Innovator



Joseph Piccinnini, MA, CMT
Richmond Music Center
Staten Island, NY
Proud NAMM Member
Since 1990



On His Own Terms

Meet a New York music dealer who, while coping with the challenges of change, has remained true to his goal of providing a quality experience for his customers.

Joseph Piccinnini is driven by the desire to help his clients achieve their fullest potential. It's a quality that has enabled him build a successful Staten Island music store and create a loyal local following in the process. In fact, upon his store's 16th anniversary, Michael Bloomberg, the mayor of New York City, declared "Richmond Music Day" in the Big Apple.

Joseph also remains very active in music therapy, and still finds it one of the most gratifying aspects of what he does. "I've seen amazing, wonderful and profoundly positive changes achieved through music therapy, including improvement in my clients' communication, socialization and movement skills. Music also provides them with a way to express themselves."

A musician from the age of 10, Joseph was determined to achieve his own potential by pursuing an education at New York University, where he earned a bachelor's degree in music education, performance and music therapy, and went on to receive his master's degree in music therapy. After working as a music therapist for 15 years, he decided to open his own retail store and teaching facility.

"I constructed a business plan that would focus on providing quality services to Staten Island and the surrounding areas with an education-based focus," Joseph says. "I wanted to provide my customers with high-end information, whether it was about buying an instrument, learning to play an instrument or helping a child with special needs."

Over the past 16 years, Joseph not only fine-tuned his entrepreneurial and business skills, but honed his marketing abilities as well. In addition to providing group and individual music lessons, he branched out into offering Kindermusik, a music and movement curriculum that unites parent and child in a fun, bonding experience. The classes are taught by his daughter Jenni Lyn, who is a licensed music teacher. Piccinnini also offers the Kids Rock Band Project, which brings together four to five aspiring youngsters and helps them live out their rock star dreams.

"I constructed a business plan that would focus on providing quality services to Staten Island and the surrounding areas with an education-based focus," Joseph says. "I wanted to provide my customers with high-end information, whether it was about buying an instrument, learning to play an instrument or helping a child with special needs."

In keeping with his focus on offering empowering growth experiences for his students, Joseph has held his store's music recitals at the legendary Carnegie Hall for the past 15 years. "For me, Carnegie Hall represented a venue of the highest quality. It's more than just about the end result, but something to acknowledge their musical accomplishments and motivate them to continue moving forward."

When it comes to his own achievements, Joseph credits his business success to creating unique programs that are meaningful to his clients, a formula he recommends to other dealers wanting to find their niche. "I believe it is important to develop your own strategies based on your personal and business strengths and highlight what makes you special. It is important to offer a valuable service to your clients."

Joseph also notes that, in today's rapidly changing marketplace, flexibility is vital. "Through these 17 years I've seen so many changes, from mass merchandising to the Internet," he says. "It's been a constant process of refocusing and adapting to what was happening, while not losing sight of my original goals. You can't fear change; you just have to find ways to work with it. It's an opportunity to develop what makes you unique."

NAMM Welcomes Our Newest INTERNATIONAL MEMBERS

Acropolis
Lviv, Ukraine

Agape
Ponce, Puerto Rico

Amphenol Australia Pty. Ltd.
Keysborough, Australia

Armenteros Gonzalez Eveherardo
Valencia, Spain

Art Daher Violins
Chilliwack, BC, Canada

Asaphaus
Seoul, South Korea

Audio Track
Guatemala City, Guatemala

AVIT-Systems
Aalborg, Denmark

Best Music
Nivaa, Denmark

Billy Hyde Imports Pty. Ltd.
Rowville, Victoria, Australia

Blue Water Music Ltd.
Salmon Arm, BC, Canada

B.R. Distribution Limited
Stanley Co., Durham, United Kingdom

C.B. Music Centre
Spaniard's Bay, NL, Canada

Chez La Guitare
Moncton, NB, Canada

Classic Audio
Beijing, China

CMI Music Ltd.
Durham, United Kingdom

Colonial Leather Pty. Ltd.
Long Gully, Victoria, Australia

Compel LLC
Istanbul, Turkey

Corporacion Amsi, S.A. de C.V.
San Salvador, El Salvador

Dae Chang Co., Ltd.
Seoul, South Korea

Desfine Audio, Inc.
Shenzhen, Guangdong, China

Deval Instrumentos Musicais Ltda.
Guarulhos, Brazil

Domo International Trading
Vancouver, BC, Canada

Drumcenter Köln
Cologne, Germany

DrumDrops
Cochrane, AB, Canada

Drumwright Limited
Berkshire, United Kingdom

Eclectic Breaks Ltd.
London, United Kingdom

El Surtido Cia, Ltd.
Cuenca, Ecuador

Engadine Music Education Centre
Engadine, Australia

Fancy Music - Commercial Fancy
Santiago, Chile

First Lane
Exeter, Devon, United Kingdom

Focusrite Audio Engineering Ltd.
High Wycombe, Bucks, United Kingdom

Frank Gibson Percussion Ltd.
Auckland, New Zealand

Fritz Kollitz OHG
Weisendorf, Germany

Galaviz Garcia Joel
Chihuahua, Mexico

Gergs Music
Winnipeg, MB, Canada

GFK Marketing Services Ltd.
Surrey, United Kingdom

Guangzhou Ashton Musical
Instruments Ltd.
Guangzhou, China

Guitar Clinic
Sudbury, ON, Canada

Grupo Electronico Merpar SA de CV
Cuajimalpa, Mexico

Guangzhou Amis Co., Ltd.
Guangdong, China

Guangzhou Ashton Musical
Instruments Ltd.
Guangzhou, China

Guitar Clinic
Sudbury, ON, Canada

Goe. Heintz & Co. Ltd.
Toronto, Canada

Guitar Guitar Ltd.
Newcastle, United Kingdom

Hangzhou Pronic Electronics Co., Ltd.
Hangzhou, Zhejiang, China

Hibino Corp.
Tokyo, Japan

Hoang Tung Co., Ltd.
Da Nang City, Vietnam

Island Drum
Nanaimo, BC, Canada

JameSound
Buenos Aires, Argentina

Jose Roberto Rozini
Sao Paulo, Brazil

Karl Hofner GmbH & Co. KG
Baiersdorf, Germany

Kazbar Systems, Inc.
Cambridgeshire, United Kingdom

Kenex Trading, S.A.
Colon Free Zone, Panama

Keynote Music Houses of P.N.G.
Boroko, Papua New Guinea

Kokusai Gakki Boeki Ltd.
Nagoya, Japan

Konkal Musical Instruments Inc.
Dolard Des Ormeaux, Canada

Kwan Eum Sound
Seoul, South Korea

Kreisler Music Japan
Himeji, Hyogo, Japan

Kwan Eum Sound
Seoul, South Korea

Lange Engineering
Lugano, Switzerland

Latin Music
C.P. Mexico

Lehle Gitarrentechnik
Voerde, Germany

Level's Studio
Conegliano, Italy

Liber Trading
Ramat Hasharon, Israel

London Drugs Ltd.
Richmond, BC, Canada

Love Me Two Times
Winnipeg, MB, Canada

LYD-Systemer A/S
Oslo, Norway

M. Ostrowski, sp.j
Wroclaw/Lower Silesia, Poland

Marshall Amplification PLC
Bletchley, Milton Keys, United Kingdom

Mastertronic Srl.
Milano, Italy

Maxwood Musical Instruments Co. Ltd.
Guangzhou, Guangdong, China

Media Son
Tunis, Tunisia

Mega International Kft
Kecskemet, Hungary

Mike's Music
Thorold, ON, Canada

Moir Pianos Co. Ltd.
Kelowna, BC, Canada

Motif Elektronik Muzik Iletisim Ltd.
Tunel, Morocco

Music Center Ikonov, Ltd.
Blagoevgrad, Bulgaria

Music Equipment Grimm
Hof, Germany

Music Gear
Tosa Kochi, Japan

Music School Studio BEATec
Tokyo, Japan

Musik ehf
Reykjavik, Iceland

Musik Marketing Consulting
Raddestorf, Germany

Musikhaus Muff
Hochdorf, Switzerland

National Association of German Musical
Instrument Mfrs.
Wiesbaden, Germany

OBG Distribution
Cheonan, Choongnam, South Korea

Pacific Drum Centre
Vancouver, BC, Canada

Protel International
Wellington, New Zealand

Psicraft Designs, Inc.
Victoria, BC, Canada

Rash Gash Music
Jerusalem, Israel

Rigotti
Cogolin, France

Roonui Distribution
Tahiti, French Polynesia

Safari Distribution Ltd.
Luton, United Kingdom

SC Sound ApS
Taastrup, Netherlands

Shanghai Silver Flute Sound Co., Ltd.
Shanghai, China

Shiba Corporation Ltd.
Okazaki-Shi, Aichi, Japan

Show System
Pozan, Poland

Silvery Wave Musical Instruments Co.
Seoul, South Korea

Song Chung Musical Instrument Co., Ltd.
Hebei Province, China

Sonoinvent
Halmstad, Sweden

Sonotec Peru Srl
Lima, Peru

Sound 2000
St. Maarten, Netherlands Antilles

Steinberg Media Technologies GmbH
Hamburg, Germany

Surrey Strings Ltd.
London, United Kingdom

Studio 19 Imports (Aust.) Pty. Ltd.
Launceston, Tasmania, Australia

Syncrosoft Hard-und Software GmbH
Lueneburg, Germany

Tambu Drum Shop
Arecibo, Puerto Rico

Tech Music Marketing
Kitchener, ON, Canada

Tecno Show SA de CV
Guadalajara, Jalisco, Mexico

Tedelex Trading
Johannesburg, South Africa

Terrace Sight & Sound Ltd.
Terrace, BC, Canada

The Music Warehouse
Lower Hutt, New Zealand

Theodor Nagel GmbH & Co. KG
Hamburg, Germany

Thompson River Music Company Ltd.
Kamloops, BC, Canada

Tjpfz Kangyulong International
Trade Co., Ltd.
Tianjin, China

Tonabudin Ltd.
Akureyri, Iceland

VDC Trading Ltd.
London, United Kingdom

Violet Design Ltd.
Tallin, Estonia

Viscount International
Rimini, Italy

Wentworth House of Music, Ltd.
Kelowna, BC, Canada

Wersi GmbH
Falsenbach, Germany

Wuhan Xingsir Musical Instruments
Manufacture Co., Ltd.
Wuhan, China

Yantai Perzina Piano
Manufacturing Co., Ltd.
Yantai, China

Zenbu Japan Co., Ltd.
Nishi-ku, Osaka, Japan



The German rock band Feedback features Abbot Primate Notker Wolf on rhythm guitar and flute.

The Rockin' Abbott

Weekend Warriors are popping up everywhere. And why not? It's never too late to live out your rock star dreams. Just ask Notker Wolf, the Abbott Primate of more than 25,000 Benedictine nuns and monks around the world, who has an unlikely hobby: rock guitar. "There's nothing nicer after a 16-hour work day than to get out the electric guitar for fifteen minutes," he says. Even a monk needs to unwind every once in a while.

Unlike other "weekend warrior" musicians who practice in their garages, the 66-year-old Wolf has a sound-insulated practice room in the Abbey of Sant'Anselmo in Rome. Whenever he has time, he also performs with his German rock band, Feedback—wearing his traditional black habit, accessorized with a large cross and electric guitar.

Divine intervention might have played a part in getting the Abbott into rock music. While attending a summer music festival in his hometown of St. Ottilien, Germany, he met up with the five members of Feedback, who had been working together for several years. Wolf, who is known for his talent at improvisation, was invited on stage that day to play some riffs from ZZ Top and Status Quo. It was clear that he was a true "rocker," and the band soon recorded the album *Rock My Soul* with him. This 2003 release reflects the influence of classic '70s rock.

Wolf, who was appointed Abbot Primate in 2001, said making music is the perfect balance for his otherwise stressful job of visiting all 341 Benedictine monasteries around the world. "I nearly always take my guitar with me when I am traveling; I've even practiced on planes," he says. "I always take the flute and the guitar on official visits, and people are asking me to play. It creates unity among different cultures."

He started learning guitar in 1991 at the Catholic high school he helped run in St. Ottilien when a few of his students asked him to play the Jethro Tull song "Locomotive Breath" on his flute at a school music festival. "I took the challenge, copied the solo and played it," he explains. "Of course, with flute you can perform little in rock music. They therefore gave me a rock guitar, taught me some riffs, and I played [the Rolling Stones'] 'It's All Over Now' and some other pieces."

Even the Catholic church approves of his musical hobby: "Most believe what I do is really great. Music is a language understood by everyone beyond cultures and languages. It is the language of the heart."

Our thanks to NAMM Members Gerhard Meinel and Winfried Baumbach of the National Association of German Musical Instruments Manufacturers for sharing his story with us.

"The Drum Corps International Championships help bring the music industry's message about the importance of music in schools to a national cable audience."



"The Piano Guy attracts people who don't aim to be concert pianists. Scott Houston inspires many would-be recreational music makers to make music their hobby."

Playful Partnerships

An important part of NAMM's mission is to get people playing music, and this year the association is aligning itself with two high-profile partners that share in this goal.

NAMM will once again sponsor the Drum Corps International (DCI) World Championships this fall on ESPN2. Last year, more than 1 million viewers tuned in to the cable sports network to watch the action-packed marching competition. Participating corps are composed of up to 135 members between the ages of 13 and 21.

The Drum Corps International Championships help bring the music industry's message about the importance of music in schools to a national cable audience," says NAMM President and CEO Joe Lamond. "This year will be another opportunity to reach millions of viewers and promote the growth of music making. These drum corps members are living examples of how making music helps develop skills and influences young people to lead better, more fulfilling lives."

NAMM will also sponsor the fifth season of the popular public television show, *The Piano Guy*, which encourages budding recreational musicians to tickle the ivories. Hosted by professional speaker and piano trainer Scott Houston, *The Piano Guy* is a 30-minute educational and entertaining how-to show currently airing in over 60 percent of the United States on public television stations.

"*The Piano Guy* attracts people who don't intend to be concert pianists," says Eric Ebel, director of market development, NAMM. "They just want to sit down, relax and enjoy playing the piano, but for whatever reason have been unable to accomplish their goal. Scott Houston inspires many would-be recreational music makers to make music their hobby."

The show is comprised of three fun segments. In the first segment of the show, Houston interviews professional pianists, who break down the techniques they use to play a variety of musical genres, including blues, country, holiday classics, rock, standards, show tunes, jazz and ballads. The second segment includes mini-lessons, with Houston sharing a different technique (or "cheap trick") made to help beginners sound more like pros. The show wraps with a question-and-answer session with Houston.

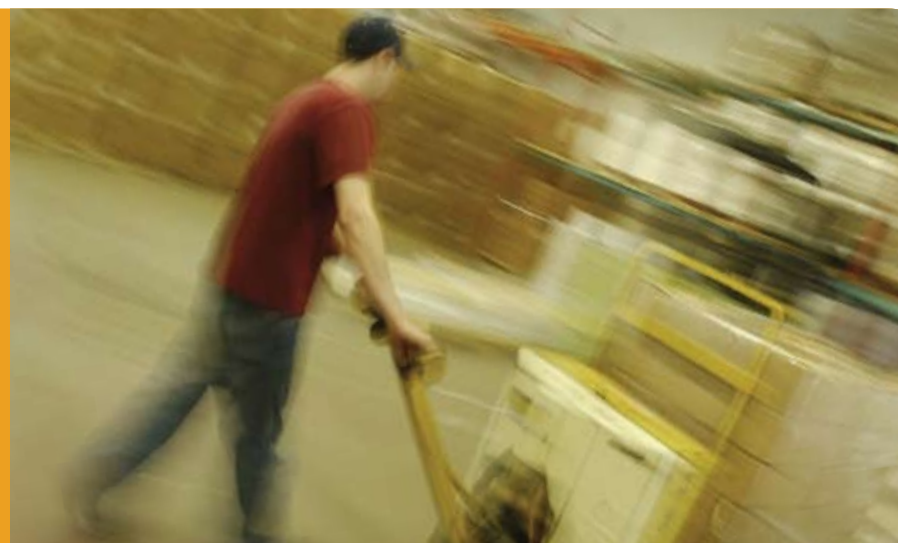
You can learn more about these valuable partners in music advocacy by visiting www.dci.com and www.scottthepianoguy.com.

Save \$ with DHL Shipping



"DHL rocks!!!" DHL service has been great, from the driver up to the customer service support of **1-800-MEMBERS**. DHL is also fast and affordable. Through NAMM, we save up to 20 percent in some cases, and that adds to our bottom line."

Kimberly Jenkins
North Coast Music Distributors





Everything Came Up Roses

NAMM's Rose Parade float captured the attention of millions of viewers—as well as one of the parade's most prestigious trophies.

The third time was a charm for the association and its Members as NAMM's float entry in 117th Tournament of Roses Parade was honored with the prestigious Grand Marshal's trophy for excellence in creative concept and design.

The "Making Music is Magical" float (designed by Studio Concepts) featured giant versions of Disney's lovable, animated *Little Einsteins*™ characters made of flowers, seeds, bark, leaves and other natural materials. The characters included Leo (a six-year-old conductor), Annie (Leo's four-year-old singing sister), Quincy (a five-year-old musical instrument virtuoso), June (a six-year-old dancer) and Rocket (an incredible transforming ship that takes the group on exciting musical adventures). Float animation made the characters come alive, with Rocket soaring 25 feet into the air.

Despite the pouring rain during the parade, GRAMMY Award-winning artist Toni Braxton performed from the float, a first in the history of the parade and one of only three entertainment floats in the parade. Thousands of people lining the Pasadena street not only heard the magic of music, but also played along with the float's live drum circle (on small hand drums provided by Remo)—proving that anyone can participate in the joy and benefits of making music. Millions in the United States saw the colorful, interactive float; the Jan. 2 event was also broadcast in 28 countries. The media outlets featuring the Rose Parade included ABC, CBS, NBC, Univision, HGTV, Telemundo, Travel Channel, Discovery HD and KTLA in the Los Angeles area.

"Through our participation in the Rose Parade, we're able to reach millions of families around the world," says Joe Lamond, president and CEO of NAMM. "By sharing information about the benefits of making music, we hope to encourage and inspire these viewers to bring music making into their daily lives."

In 2005 and 2004, NAMM floats won the Bob Hope Humor and Isabella Coleman Trophies, respectively.



The Best 100 Communities for Music Education Should *Your* Community Be Considered?

For the seventh year, NAMM, AMC and several partner organizations are surveying thousands of parents, teachers, school administrators and community leaders to determine the top music-education-friendly communities in the nation. The online survey asks detailed questions about funding, enrollment, student-teacher ratios, participation in music classes, instruction time, facilities, support for music programs, and participation in private lessons.

Answers will then be tabulated and used to rate music opportunities in United States communities. The 100 winning communities receive local and national media attention. Schools in the "Best Communities" have found increased support for their music programs

from their local school boards and government officials following their inclusion on the list. Jennifer Adam, a teacher for the Conestoga Valley School District in Lancaster, Penn., says it's greatly increased her school's ability to attain funding since receiving a "top 100" designation. "All my requests for funding have been approved because of this recognition," she says.

In addition to continuing to boost local support for music in the selected communities, the survey attracts widespread media coverage, helping to focus public attention on the importance of music education and raise public awareness about the value of advocating for the arts in local communities.

The survey represents the united efforts of numerous organizations dedicated to music and learning, including NAMM, AMC, MENC: The National Association for Music Education, the Mr. Holland's Opus Foundation, the Music for All Foundation, the Music Teachers National Association (MTNA), the National School Boards Association (NSBA), VH1 Save the Music Foundation, the Yamaha Corporation of America and the National PTA.

If you'd like to learn more about the survey or enter your local community for consideration, visit amc-music.org. Entries will be accepted through early March. Watch for the announcement of the Best 100 Communities for Music Education in an upcoming issue of *PLAYback*.

OH SAY, CAN YOU SING?

NAMM Salutes Music Education and the American Anthem

Did you know that two-thirds of Americans don't know the words to the "Star Spangled Banner"? Joining with MENC and a variety of other pro-music organizations, NAMM is co-sponsoring The National Anthem Project, an effort to spotlight school music programs and re-teach Americans to sing "The Star Spangled Banner." The National Anthem Project has taken their cause on the road with a large-scale marketing pavillion that sets up at festivals, stadiums and state fair parking lots. It will arrive in NAMM Members' markets as part of a yearlong, 50-city tour to every state in the country.

The music-making pavillion features a concert and singing contest with support from local artists in each market. Event attendees will also enjoy a concert featuring students from local schools, as well as interactive activities that teach about the historical significance of the American anthem. Aspiring performers will have the opportunity to share their singing skills in the National Anthem Project All-Star Contest, in which one winner from each state will be awarded a \$1,000 donation to their local music program and given the opportunity to perform at a concert in Washington, DC, in 2007. The campaign launched on the steps of the United States Capitol on March 10, 2005, with First Lady Laura Bush serving as the program's Honorary Chairperson.

Interested NAMM Member retailers can participate in the National Anthem Project Road Show by:

- Providing your store's promotional materials and/or information on the programs/services you offer for distribution to all people participating at the events. There will be an informational booth onsite to allow for NAMM to distribute on your behalf.
- Working with your local school Band Director(s) to sponsor the school's performance of the National Anthem on the main event stage.
- Attending your local National Anthem Project event and sponsoring an instrument "Petting Zoo," Come out and teach kids to have fun and discover instruments.*
- Bringing in a professional performing group or band under your sponsorship to play at your local National Anthem Project event! The group or band is invited to perform the National Anthem and other patriotic or family-friendly music.*

If you'd like to participate, please contact Stephanie Kay Jones at stephaniej@menc.org or at 703-860-4000, ext. 325.

**subject to availability in your local market*

2006 National Anthem Project Tour Dates

NEW MEXICO

Albuquerque, March 2-3

ARIZONA

Phoenix, March 8-9

TEXAS

Dallas, March 15-16

ARKANSAS

Little Rock, March 21-22

TENNESSEE

Nashville, March 27-28

INDIANA

Indianapolis, April 1-4

WYOMING

Cheyenne, April 14-15

UTAH

Salt Lake City, April 20-21

CALIFORNIA

Sacramento, April 24-25
Los Angeles, April 28-30

NEVADA

Las Vegas, May 3-4

COLORADO

Denver, May 12-14

IDAHO

Boise, May 18-19

WASHINGTON

Seattle, May 26-29

OREGON

Portland, June 1-4

MONTANA

Billings, June 8-9

SOUTH DAKOTA

Sioux Falls, June 13-14

NORTH DAKOTA

Fargo, June 16-17

MINNESOTA

Minneapolis, June 21-22

ILLINOIS

Chicago, July 1-4

MICHIGAN

Detroit, July 8-11

OHIO

Toledo, July 13-14
Columbus, August 4-6

LOUISIANA

New Orleans, July 20-21

MISSISSIPPI

Jackson, July 24-25

WISCONSIN

Milwaukee, August 11-13

IOWA

Des Moines, August 18-20

NEBRASKA

Omaha, August 24
Lincoln, August 25-27

WASHINGTON, D.C.

September 4-5

DELAWARE

Wilmington, September 7-8

MARYLAND

Baltimore, September 13-15

PENNSYLVANIA

Philadelphia, September 18-19

CONNECTICUT

Hartford, September 21-22

RHODE ISLAND

Providence, September 25-26

MASSACHUSETTS

Boston, September 28-29

MAINE

Portland, October 2-3

NEW HAMPSHIRE

Manchester, October 5-6

VERMONT

Burlington, October 10-11

NEW JERSEY

Trenton, October 17-18

NEW YORK

New York City, October 23-24

ALASKA

TBA, December

NAMM Welcomes Our Newest DOMESTIC MEMBERS

17th Street Guitar & World Music Store
Tucson, AZ

Abe's Electronic Center
Brooklyn, NY

Aiken Amplification, Inc.
Pensacola, FL

Alhambra USA, Inc.
Asheville, NC

American Drum
Richmond, VA

Audiona
Mission Viejo, CA

Awake Artist Group
Fawnskin, CA

Bass Musician's Lair
Bowie, MD

Bill Miller Piano Warehouse
Tulsa, OK

Bison Guitar Service
Pamona, CA

Bulldog International
Reno, NV

Carl Scott Percussion
Vista, CA

Chic Instrument, Inc.
Glenview, IL

Classic Axe Guitar Shop
Manassas, VA

Color Muse
Guerneville, CA

Correia Enterprises, Inc.
Corona, CA

Dan Ferguson Music
Ceredo, WV

David Estey Piano Service
Passaic, NJ

Direct Retailing
Ozark, MO

Donald Buchla dba
Buchla & Associates
Berkeley, CA

Dunamis Recording
Services, Inc.
Upland, CA

El Faisan Music
Santa Ana, CA

Energizer Battery, Inc.
Saint Louis, MO

Enhance Technology, Inc.
Santa Fe Springs, CA

Eurotubes, Inc.
Milwaukie, OR

Fortuna Piano Inc.
Detroit, MI

Galco International Ltd.
Phoenix, AZ

Gary Kramer Enterprises, Inc.
El Segundo, CA

Georgia Marketing & Promotions Inc.
Winder, GA

Gerry Lopez Music
Oviedo, FL

Globe Plastics, Inc.
Chino, CA

GM Nameplate, Inc.
Seattle, WA

Guitar Gearbox
Chester Springs, PA

Guitarville
Shoreline, WA

Guytar Publishing
Hurricane Mills, TN

G-Vox
East Brunswick, NJ

Happi Music Land
Elk Grove, CA

Harris Organs, Inc.
Whittier, CA

Hawaii Pacific Manufacturing LLC
Aiea, HI

Heart and Soul Music Plus
Indio, CA

HearthSong
Madison, VA

Hern Co.
Kaneohe, HI

Home Studio Musician, LLC
Olathe, KS

Independent Music Outlet, LLC
Hanford, CA

International Importers
Bensenville, IL

Jam Shack Music Corp.
Brockport, NY

Jireh Supplies, Inc.
Lawrenceville, GA

Johns Guitar Specialties
Gilbert, AZ

Joyful Noise
Knoxville, IA

K2 Devices, Inc.
Anaheim, CA

Kanilea Ukulele
Kaneohe, HI

Keyfax Newmedia, Inc.
Santa Cruz, CA

Koebler Enterprises, Ltd.
Glen Head, NY

Kracker Jacks Drum Shop
Waite Park, MN

L & W Music Center
Beaver Dam, WI

Leonards Music
Wayland, MA

Lewis Music
Mineola, NY

Little Beck Music
Chicago, IL

MAQAM/3B Media, Inc.
Chicago, IL

Marcinkiewicz Co. Inc.
Canby, OR

Marlton Guitar Gallery
Marlton, NJ

Mega Systems Group, Inc.
Paramount, CA

Michael Lewis Instruments
Grass Valley, CA

Mike's Musical Instruments Inc.
Pocatello, ID

Munson Music
Newberry, SC

Music Go Round
Novi, MI

Music Man Studio
Wilsonville, OR

Musicali International
Hacienda Heights, CA

Nordenholz Distributing Corp.
East Northport, NY

Notes Music Store
Hailey, ID

Omega Case Company, Inc.
Burbank, CA

ON Semiconductor
Phoenix, AZ

Palm Winds
Arcadia, CA

Pawn 1, Inc.
Spokane, WA

Phillips Keyboards
Stockbridge, GA

Piano Factory Gallery
Tustin, CA

Poindexter's
Bozeman, MT

Power Audio Service
Houston, TX

Pro Sound Music Center
Colorado Springs, CO

Pro Sound Service Inc.
Braintree, MA

Prosser Piano
La Quinta, CA

Quality Machine
Torrance, CA

Rancho Musico
Tucson, AZ

Red River Music Inc.
Alexandria, LA

Renson Guitar Shop
Studio City, CA

Rock-It Music
Mountlake Terrace, WA

Royal Plywood Company LLC
Cerritos, CA

S & S Music
Arkadelphia, AR

Sellmark Electronics, Inc.
Palm Coast, FL

Seventh Avenue
Monroe, WI

Society of Composers & Lyricists
Beverly Hills, CA

Spantek Expanded Metal
Hopkins, MN

Stage Gear International
Moorpark, CA

Sunny Beach Studios
Huntington Beach, CA

SynthMedia.net
Sylmar, CA

Talking Tabs, LLC
Maitland, FL

Tewksbury Technical Coatings
Stockton, CA

The Fabs Marketing Group
Scottsdale, AZ

The Music Connection
Bakersfield, CA

The Music Corner
Exeter, PA

The RPR Group, Inc.
Frederick, MD

Tone Merchants
Orange, CA

Tyler's Music Zone
McHenry, IL

UDG USA Inc.
Brooklyn, NY

Unique Music Corp.
New Hyde Park, NY

Unique Pianos
Phoenix, AZ

NAMM Resources

NAMM MEMBER BENEFITS

The Model for Industry Growth



NAMM reinvests its trade show revenue back into the music products industry to increase active participation in music making and to grow the market for musical instruments and products.

INDUSTRY EVENTS

2006	
MARCH	
11–14	DISMA MUSICA <i>Rimini, Italy</i>
25–28	MTNA <i>Austin, TX</i>
29–April 1	Musikmesse <i>Frankfurt, Germany</i>
APRIL	
5–8	NASMD 2006 Convention <i>Fort Meyers, FL</i>
19–23	MENC National Conference <i>Salt Lake City, UT</i>
MAY	
3–6	RPMDA <i>Portland, OR</i>
JULY	
2–3	British Music Fair <i>Birmingham, U.K.</i>
14–16	NAMM Summer Session <i>Austin, TX</i>
AUGUST	
27–28	MIAC <i>Toronto, Canada</i>
SEPTEMBER	
9–11	Dubia Musica <i>Dubai, United Arab Emirates</i>
OCTOBER	
18–21	Music China <i>Shanghai, China</i>

RELATED ASSOCIATIONS

NAMM Affiliated Music Business Institutions (NAMBI) nambi.org

NAMM founded the NAMM Affiliated Music Business Institutions (NAMBI) organization to meet the music products industry's need to attract and retain professional, career-minded employees. NAMBI's mission is to encourage and support students enrolled in music business degree programs at colleges and universities across the country. The organization provides for an exchange of services between member educational institutions, student participants and NAMM Member companies.

National Association of Young Music Merchants (NAYMM) namm.com/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. 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 2005: 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 nearly 9,000 NAMM Member companies available on namm.com. Member login required.

PLAYback

Free subscription to NAMM's bi-monthly Member-exclusive industry magazine. Call NAMM's Contact Center at **800-767-6266**.

NAMM Press Kit

To request a NAMM press kit, please contact NAMM's Marketing & Communications department at **760-438-8007, ext. 207**.

The NAMM Store

Visit The NAMM Store during the NAMM trade shows for fun swag and great gifts for the folks back home or shop anytime at thenammstore.com.

NAMM-FUNDED CHARITIES

NAMM's advocacy efforts include the nonprofit music education charities it funds: the American Music Conference (AMC), amc-music.org; The NAMM Foundation Research Division, music-research.org; and the Museum of Making Music, museumofmakingmusic.org. AMC is an affiliate dedicated to promoting music making to the public through media impressions about the benefits of playing music. The NAMM Foundation Research Division conducts NAMM-funded research projects to study the links between music making and health and wellness. NAMM also houses and supports the Museum of Making Music in the Industry Headquarters in Carlsbad, Calif. The museum's mission is to expand the appreciation, understanding and enjoyment of music and music making. It also celebrates the rich and ongoing history of the music products industry.

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

NAMM TRADE SHOWS

NAMM trade shows are unique because—in addition to unifying the industry by bringing buyers and sellers together from around the world—the revenues from these popular events are channeled back into marketing the benefits of playing music. The result of this “model for industry growth” (see illustration on previous page) is more active music makers and increased profits for NAMM Members. The NAMM Show takes place in January; the NAMM Summer Session is held in July. Learn more at namm.com/tradeshow.

NAMM PROFESSIONAL DEVELOPMENT

The mission of NAMM's Professional Development department is to enhance the professional competencies of Members to manage profitable and expanding businesses in a changing industry environment. NAMM University is the main channel for these activities, in the form of educational sessions at NAMM Shows. These sessions include panel discussions with business leaders focusing on key issues facing the music products industry as well as “How To” seminars facilitating the sharing of best practices between Members. Learn more at namm.com/education.

NAMM MARKET DEVELOPMENT

NAMM offers several innovative programs for its Members to help inform the public about the intrinsic benefits of making music and generate enthusiasm for music making as a recreational pastime. The association's groundbreaking market-building programs enable retailers to reach different segments of the population: *Sesame Street Music Works* for young children; The Music Edge for teens, which includes the Fastest Drummer Competition Kit; Weekend Warriors for baby boomers; and New Horizons Band for the “over 50” segment. The industry's Recreational Music Making movement encourages group-oriented music-making opportunities by people of all ages. All programs offer tool kits with the components necessary for retailers to implement the programs in their stores. namm.com/marketdevelopment

NAMM GOVERNMENT RELATIONS

One of the most visible ways NAMM stands for its Members every day is by providing ongoing representation in Washington, DC, on hot issues that impact the music products industry, including music education funding, association health-care programs, workers' compensation insurance, estate tax reform and import/export laws. NAMM's government relations efforts have been responsible for millions of dollars in appropriations to fund programs and initiatives that increase active participation in music making. Most recently, NAMM's efforts on Capitol Hill resulted in a victory for school music education programs across the country when the U.S. House of Representatives passed H. CON. RES 45, which recognizes the benefits and importance of school-based music education. namm.com/govrelations

WEB SITES

American Music Conference amc-music.org	NAMM Summer Session nammsummersession.com
NAMM Foundation Research Division (Formerly IFMR) music-research.org	NAMM University namm.com/education
Museum of Making Music museumofmakingmusic.org	National Association of Young Music Merchants (NAYMM) namm.com/naymm
NAMM Affiliated Music Business Institutions (NAMBI) nambi.org	Recreational Music Making namm.com/rmm
NAMM namm.com	Support Music supportmusic.com
The NAMM Show thenammshow.com	The Music Edge themusicedge.com

OTHER RESOURCES

Legislative Representation

Legislative representation in Washington, DC, specializes in rental, purchase and lease contract review and other legal assistance. Free phone consultation.
202-628-2929 or jimcounsel@aol.com

Museum of Making Music

Members can celebrate 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

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.com/resourcecenter

William R. Gard Memorial Scholarship

\$2,000 annual tuition to eligible NAMM Member business owners or employees of NAMM Member companies.
namm.com/gardscholarship

NAMM-ENDORSED PROVIDERS

Check Services

800-516-6242
Cross Check 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

Freight Services

800-599-2902
Motor Cargo
Overnite Transportation
Yellow Transportation

Ground Shipping

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

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

“People who make music
together cannot be enemies,
at least while the music lasts.”

- Paul Hindemith,
Composer



PLAYback 
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Inquiries should be sent to:
Editor, NAMM PLAYback, 5790 Armada Drive, Carlsbad, CA 92008
Phone: 760-438-8007, ext. 125
Fax: 760-438-7327
e-mail: deborahb@namm.com

What's Your All-Time Favorite NAMM Show Moment?

"There are so many. I've been to more than 30 shows. My first one was back in 1973, when the exhibits were still in the hotel rooms. I really loved all the great entertainment during those early days in Chicago, seeing people like Pearl Bailey and the Count Basie Band. One year Selmer even brought out the *Tonight Show* band. Oh and then there's been all the great speakers over the years. Tom Peters. Tom Winninger. But I think the highlight this year was running into people I hadn't seen in 20 years. You never know who you'll run into at a NAMM Show."

MICK FAULHAUBER

Retail Member

Ward-Brodt Musical Mall



"I've been going to the NAMM Show for 20 years, so sometimes it's easy to take it for granted. But this year I took my boyfriend along, and he walked the show floor checking out the guitar section while I attended meetings. We had every intention to go to Disneyland on our third day there but he decided he didn't want to go. He said, 'Why go to Disneyland when I can go to the NAMM Show? It was fun to see it all through his eyes.'"

KATHI KRETZER

Retail Member

Kretzer Piano



"The NAMM Shows of the past have become a musical collage for me with many memorable moments all centered around great music—particularly the piano. I remember one year, at one of the nearby hotels, my friend Mark was keeping rhythm (on the piano rim) while Robert, Chuck and I were taking turns at the piano. Everyone's singing. Some nights we'd park ourselves near the piano in the Hilton Bar to wait until the crowd thinned out (usually around 1 a.m.), and I remember Robert playing sing-a-longs until the bar closed. These spontaneous moments with friends are some of the best memories I have."

GARY GIROUARD

Commercial Member

Galileo Music Corp.



"I've been coming to the show for 10 years, but I think the moment that touched me the most happened two days ago when Mick Fleetwood spoke at the NAMM University Breakfast Session. He talked about his childhood and how he struggled in school and if it weren't for music he wouldn't be where he is today. I'm a drummer and I struggled like you wouldn't believe and I still do today with certain things. It gives you very low self-esteem and it made me tear up to hear somebody who's been able to overcome those things and have success in life. It just won over my heart, and I wanted to give him a hug. It was great."

FRANK PAMPENELLA

Retail Member

PM Music Center



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NAMM SUMMER SESSION
AUSTIN TEXAS

SO MANY CHOICES ... SO LITTLE TIME

When it comes to securing your hotel room for the NAMM Summer Session in Austin, Texas, it pays to be prompt. Housing opens at 8 a.m. P.S.T. on March 13, and while there are dozens of great hotels to choose from, demand is expected to be high. Mark your calendar now to log on to nammsummersession.com/hotels and reserve the room you want!

★★★**MARCH 13**★★★
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