

2012 RPMDA CONVENTION
MAY 2-5, Los Angeles, CA



**There's No Business
Like Your Business!**

2012 Program

Wednesday, May 2nd

- 9 AM-3 PM Optional pre-convention sightseeing trip to Warner Brothers Studios and Capitol Records
- 12-6 PM Exhibitor Set-up Sierra Ballroom BCD
- 12-6 PM Registration Coatroom)
- 6-7:30 PM Opening Night Cocktail Party Outside Patio
Sponsored by Hal Leonard Corporation

Thursday, May 3rd

- 7:30- 8 AM Continental Breakfast Sierra Ballroom A
- 8-9 AM **Speed Dating with the Publishers** Sierra Ballroom A
Danny Rocks, The Company Rocks, Emcee
Danny plays matchmaker, setting you up with leading publishers and suppliers in the business! These great supporters of our 2012 convention will be wooing you with their latest products, outstanding service and opportunities. Kick off your 2012 convention experience with one of our most popular sessions!
- 9-9:50 AM **El Sistema: Music Changing Lives and Communities** Sierra Ballroom A
Daniel Berkowitz, Manager, Youth Orchestra LA
33 years ago in a parking garage in Caracas, Venezuela, Dr. José Antonio Abreu gathered together 11 children to play music. El Sistema was born. The movement has spread around the world, bringing music to hundreds of thousands of underserved children, demonstrating the power of ensemble music to dramatically change lives and transform communities. El Sistema USA is a support and advocacy network for people and organizations inspired by Venezuela's monumental music education program.
- 10-11 AM **Exhibits open** Sierra Ballroom BCD
- 11:10 AM-Noon **Breakout Sessions** (Note that #3 is a morning-only session)
- #1 – Strategic Purchasing: The Big Bang Theory** Clubroom
for Your Bottom Line
Bob Kohl, Long & McQuade Music & Alan Friedman, CPA, Friedman, Kannenberg & Co, PC
Extra discounts, complimentary products, extended dating, early pay rebates, free freight, return privileges – there are so many opportunities and incentives to get a great deal. But deciding which option is best for your business can feel as risky as investing in the stock market. From stock orders to new issues, publisher pre-packs to pre-publication promotions, Alan and Bob will help you analyze the risks and rewards of smart purchasing decisions. Whether your business is a single location or a multi-store chain, you'll come away with purchasing strategies and inventory management tools to give you a bigger bang for your buck.
- #2 – From Brick & Mortar to Click & Mortar** Hiro
Antonio Ferranti, Alfred Music Publishing
Navigating the ever-changing world of e-commerce, social marketing and online merchandising can be challenging, and even overwhelming. But it doesn't have to be! Learn the fundamental strategies of Retail 2.0 to give your store the tools it needs to get your offline customers connected to you online, and show your online customers the added value of your service and location! In this fun, informative break-out session you will learn the basic principles of e-commerce strategies, search engine optimization, social marketing, online analytics, and value-added web content. Everyone will get an information packet, and a chance to win fun door prizes to help grow your business!

**#3 – Partners In Education:
Redefining the Teacher-Dealer Dynamic”**

Salon 6A/B

James Harding, Director of Marketing, Gist Piano Center

As schools all across the nation cut funding for music education, it's more critical than ever that local music stores work closely with the music teachers in their area to produce the next generation of musicians. That's why Gist Music developed the "Partners In Education Program." PIE is a true partnership among the local music store, teachers, students and music-related community organizations that enhances the teaching experience, provides students with meaningful musical memories, and give local families the information they need to make the best decisions about their musical investments.

Noon-1:10 PM **Lunch/RPMDA Annual Business Meeting** Ballroom A

1:15-2:15 PM **Future View**, *Kevin Cranley, NAMM Chairman, Moderator* Ballroom A
What will the print music industry look like in five years? Where will print retailers fit in? What do all of us need to be doing now to prepare ourselves? Kevin will quiz an expert panel of retailers and publishers for predictions to help us steer our businesses toward a future of profit and sustainability.

2:20-4:20 PM **Exhibits Open**

4:30-5:20 PM **Repeat breakout sessions #1 and #2 (#3 is an afternoon-only session)**

**#3 – There's No Business Like Your Business:
5 Strategies to Attract & Retain Customers for Life**

Salon 6A/B

Danny Rocks, The Company Rocks, LLC

Do you want to attract more customers? Do you want to attract customers who will return to your store for all of their musical needs? Of course you do, but how? By learning to be more attractive to both current and future customers. Danny will share five winning strategies to help you attract and retain customers for life. These are the 5 strategies that all successful businesses implement. You will leave this session with an action plan for success!

6-9:30 PM **Special event! An evening of food, fun and music hosted by Alfred Music Publishing Co.**

Friday, May 4

7:30-8 AM **Continental Breakfast** Sierra Ballroom A

8:00-9:10 AM **Best Ideas**, *Kevin Cranley, Willis Music, Emcee* Sierra Ballroom A
The perennial favorite session of RPMDA conventions, where members share their best ideas in only two minutes, both for fun and to compete for the title of Best Idea 2012. What you learn here could change the way you do business and pay for your investment in coming to the convention!

9:15-11:00 AM **Exhibits Open**

11:10-noon Breakout Sessions

#1 – Twitter Made Simple

Clubroom

Kelly Flint, Regional Development Director, Constant Contact

Kelly has helped thousands of small businesses, associations, and nonprofits develop and implement effective online marketing strategies. In her educational and entertaining presentations, Kelly shares tools, resources, and strategies to help small businesses and nonprofits maximize Social Media and Email Marketing.

#2 – What NOT to Display!

Hiro

Maribeth Barrons, Hal Leonard Corporation

In this lively, interactive presentation, print music industry veteran Maribeth Barrons will cover the merchandising choices often made by retailers and some quick, easy and free (yes, free!) fixes to increase your revenues and revitalize the shopping experience in your store. Bring photos of your least favorite areas of your retail center and learn how to avoid or fix the three most commonly made mistakes of music merchandising. You'll learn how to eliminate decades of

display deficits and outfit your store in 21st century retail chic, without traveling to 5th Avenue or paying a 5th Avenue price tag!

#3 – I Wish I Knew Then What I Know Now: Beyond the Basics Salon 6A/B

Don Langlie, Poppler's Music

As employees, we are quickly taught the basics of internal systems (computers, phones, filing and order processing). But as owners, we suddenly expect our employees to have a much deeper understanding of salesmanship, inventory management, promotion and product display without the same kind of intense, objective instruction. This session will discuss the mindset and insight necessary for employees to "look at the big picture" and increase their effectiveness in the print music business.

- Noon-1 PM **Lunch** Sierra Ballroom A
- 1:15-2:15 PM **Retail Truths** Sierra Ballroom A
Chip Averwater, Amro Music
In an RPMDA exclusive presentation, Chip Averwater, former NAMM chairman and current chairman of Amro Music Stores, will share lessons learned during his decades as a third-generation retailer. His new book **Retail Truths** is full of insights into running your business successfully, and offers solutions to common retailing problems. Learn how to make your store a customer's first choice. Selling or pricing, leadership or training, cash flow or competitors – Chip has experienced it all and passes on these truths to us in a session not to be missed!
- 2:20-3:40 **Exhibits Open** Sierra Ballroom BCD
- 3:45-4:35 PM **Repeat Breakouts**
- 4:40-5:30 PM **New Rules: Retail Solutions for Today's Changing Economy**, *Chris Scialfa, Carl Fischer Music* Sierra Ballroom A
One thing is certain - change is inevitable. But a changing business is a dynamic business, even when change is caused by a tough economy and evolving technologies that threaten our very livelihoods. Chris will moderate an information-packed session of strategies and solutions offered by our industry's most innovative companies. Learn how they have successfully adapted to a retail landscape that is undergoing a fundamental change. Share your own successes while consulting with the print music industry's leading experts - RPMDA members!
- 9-10:30 PM **Afterglow reception, Sponsored by Music Sales** Ballroom Circle
Join fellow RPMDA members after dinner out for a relaxing nightcap in a relaxed, casual environment. A great way to wind down from a day of learning, growing and relationship building before calling it a day.

Saturday, May 5

- 7:20-7:50 AM Continental Breakfast Sierra Ballroom A
- 7:50-8:00 AM Presentation of the RPMDA Board of Directors 2012-2013
- 8-8:50 AM **Next Stop: Your Store – Ways to Make Your Store Relevant** Sierra Ballroom A
Lori Supinie, Senseney Music
Knowing your strengths and what sets you apart from the crowd is key to being relevant and making a difference, but there are some important elements to remember, revisit and reaffirm as your store moves down its own unique path of success. Join RPMDA past president Lori Supinie of Senseney Music as she counts down the ways to make your store really matter to your customers and to your community.
- 9-9:55 AM **The Greatest Music Stories Never Told** Sierra Ballroom A
Popular author, award-winning documentary producer and speaker **Rick Beyer** will share excerpts from his latest book, **The Greatest Music Stories Never Told**. For music lovers and history buffs alike, you'll hear unexpected tales from music history that are guaranteed to astonish! Rick will be available afterwards to sign copies of his book.

10-Noon	Exhibits open	Sierra Ballroom BCD
Noon-12:15PM	Associate members meeting	Sierra Ballroom BCD
12:30	Post-convention board meeting	
6-7 PM	Closing Cocktail Party <i>Sponsored by Alfred Music Publishing</i>	Sierra Ballroom A Foyer
7-11 ON	"Hollywood Wear" Closing Dinner and Awards	Sierra Ballroom A