

The RPMDA Measure

The newsletter of the Retail Print Music Dealers Association

Convention Issue



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Welcome, RPMDA

...to the 26th Annual Retail Print Music Dealer's Convention in Cincinnati, Ohio! Since this is my last official letter, I thought I would write about "meaning." I found this piece by John Gardner in the end of the "Fish" book and would like to share it with you.

"Meaning is not something you stumble across, like the answer to a riddle or the prize in a treasure hunt. Meaning is something you build into your life. You build it out of your own past, out of your own affections and loyalties, out of the experience of humankind as it is passed on to you, out of your own talent and understanding, out of the things you believe in, out of the things and people you love, out of the values for which you are willing to sacrifice something. The ingredients are there. You are the only one who can put them together into that pattern that will be your life. Let it be a life that has dignity and meaning for you. If it does, then the particular balance of success or failure is of less account."

**Welcome to
Cincinnati and
the 26th annual
Retail Print
Music Dealers
convention!**

What will your experience this week bring to your life? What will you do to provide meaning to your activities? How will you interact with your peers? What are you willing to give? What are you willing to learn? How will you let your boss and co-workers know how much attending means to you?

RPMDA is a strong and vital organization, and that is because each of you has brought true meaning to our industry. You have shown a great passion and fortification for an industry that speaks to all people. You have each played a part in forging young and old peoples lives. You have each helped bring meaning to an often-chaotic world.

It is my hope that you will again find real meaning in our time together. As always, it is up to you to make that happen. There is no time like the present, so *carpe diem* — seize the day!

Laurie Austin
President, RPMDA 2002

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A Special "Thank You" to Our 2002 Convention Sponsors

- **Warner Bros. Publications, Opening Night
Cocktail Party**
- **Alfred Publishing Co., Closing Night
Cocktail Party**
- **Willis Music Co., Friday Night Wine-Tasting
at the Classical Music Hall of Fame**
- **Hal Leonard Corporation, Breakfast Sponsor**
- **Neil A. Kjos Music Co., Breakfast Sponsor**

Welcome, New Members!

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2002 RPMDA Convention Schedule

Tuesday, May 7, 2002

9 AM-4 PM PRE-CONVENTION DAY TRIP: LORENZ — WILLIS MUSIC — MTNA HOME OFFICE
BEGIN BOARDING 8:45 AM FROM THE HOTEL'S ELM ST. ENTRANCE.

6 PM-11PM PRE-CONVENTION BOARD MEETING

Wednesday, May 8, 2002

All meetings are on the 3rd level, (ballroom floor)

12-5 PM EXHIBITOR SET-UP — REGENCY BALLROOM, ABC

12-5 PM REGISTRATION — BALLROOM LOBBY

3:45-4:30 PM NEW MEMBER ORIENTATION — GUEST ROOM 2208

4:30-6:30 PM BUSINESS MEETING — REGENCY BALLROOM EFG

6:30-8 PM OPENING NIGHT COCKTAIL PARTY HOSTED BY WARNER BROS. — 2ND LEVEL, SUN GARDEN

8-10 PM BAND REHEARSAL — BUCKEYE ROOM

8-10 PM CHOIR REHEARSAL — BLUEGRASS ROOM



Thursday, May 9, 2002

ALL DAY REGISTRATION — BALLROOM LOBBY

7-8 AM CONTINENTAL BREAKFAST SPONSORED BY HAL LEONARD CORPORATION — REGENCY EFG

7:15-8 AM BONUS SESSION — RPMDA TEAM BUILDING SCAVENTURE: BECKY RAWLS, ART'S MUSIC SHOPPE — REGENCY EFG

Join Becky Rawls of Art's Music Shop as she takes us through a team-building event, using various elements of games, activities, scavenger hunting and conundrums. Learn about a fun way to build team spirit, boost morale and improve communication in your businesses.

8-10 AM VISIT THE EXHIBITS — REGENCY BALLROOM, ABC

10-11:30 AM GO FISH — BOOSTING MORAL AND IMPROVING RESULTS: DAVID JAHNKE, BRUCE BUSH, MARILYNN FLEENOR, HAL LEONARD CORPORATION — REGENCY BALLROOM, EFG

Imagine a workplace where everyone chooses to bring energy, passion, and a positive attitude to the job every day. Imagine an environment in which people are truly connected to their work and to their customers. This is the Fish Phenomenon. Through video clips and practical tips, learn how this workplace can become a reality in your business.

11:30-12:30PM BREAKOUT SESSIONS

SESSION 1: MAKING OLD THINGS NEW AGAIN: GARY INGLE, MTNA — REGENCY BALLROOM, EFG

Gary Ingle, Executive Director of the Music Teachers National Association will lead a focus group of Piano Teachers in a discussion of the needs of the today's changing face of the private piano teacher and how retailers and publishers can best address them. Using the resources of the MTNA and drawing upon his own experience, Gary will be sure to cast a new light on an old challenge.

SESSION 2: NEW ISSUES — MAXIMIZING THEIR POTENTIAL: BOB KOHL, LONG & MCQUADE — BUCKEYE ROOM

This presentation will address a common sense approach to profitable handling of new issues for full line print dealers. Session includes evaluation techniques, tailoring new issue subscriptions for your market, understanding the publisher's perspective, tips on maximizing publisher terms, pre-publication purchasing, and practical approaches to keeping your head above water in a sea of great new music!

SESSION 3: POLICIES & PROCEDURES: DEVELOPING AN EMPLOYEE MANUAL – CHARLES ASHLEY, BROOK MAYS PRINT MUSIC – BLUEGRASS ROOM

As the old adage says, "first impressions are so important." Charles Ashley of Brook Mays Print Music will take us through practical ways that we can be ready for a new employee's first day of training and beyond, with tips on how to begin compiling a reference manual for everything.

BUFFET LUNCH – 2nd LEVEL SUN GARDEN

REPEAT BREAKOUT SESSIONS

SESSION 1: MAKING OLD THINGS NEW AGAIN: MTNA JOINT SESSION: GARY INGLE – REGENCY BALLROOM, EFG

SESSION 2: NEW ISSUES: MAXIMIZING THEIR POTENTIAL: BOB KOHL, LONG & MCQUADE – BUCKEYE ROOM

SESSION 3: POLICIES & PROCEDURES: DEVELOPING AN EMPLOYEE MANUAL – CHARLES ASHLEY, BROOK MAYS PRINT MUSIC – BLUEGRASS ROOM

VISIT THE EXHIBITS – REGENCY BALLROOM, ABC

PARTNERING FOR THE FUTURE: FRAN KICK – REGENCY BALLROOM, EFG

Retailers and publishers of music look at things differently just like consumers and composers of music do too. Successfully partnering with all four - for the future benefit and survival in the music world - decidedly influences and ultimately depends on how we see things individually and collectively. Not just inside the industry, but outside of it as well. Designed to be an upbeat, high energy, positively enthusiastic, up-on-your-feet interactive session, this provocative program promises to be a real KICK!

JOEY & MARIA'S COMEDY ITALIAN WEDDING DINNER/SHOW (OPTIONAL)

BEGIN BOARDING 5:30 PM FROM THE HOTEL'S ELM ST. ENTRANCE.

Friday May 10, 2002

7-8 AM

7:15-8 AM

CONTINENTAL BREAKFAST SPONSORED BY KJOS MUSIC – REGENCY BALLROOM, EFG

BONUS SESSION - MEASURING RESULTS: RICHARD GORE

Motivated employees are your greatest assets. Striking a balance between providing the right incentives and basing rewards on performance is difficult to do. Learn how you can manage on statistics and have a heart too. Richard Gore, of Pender's Music will explore and show us how we can evaluate and measure results.

VISIT THE EXHIBITS

FINDING YOUR COMPETITIVE EDGE: BILL HARVEY – REGENCY BALLROOM, EFG

Strategies for competing that you can plug into your business today. Why using existing tools, methods and opportunities can make your store stand out among a field of aggressive and crazy competitors.

8-10:00 AM

10:00-11 AM

BREAKOUT SESSIONS

SESSION 1: IMPROVE EFFICIENCY AND STOP WASTING TIME ON NON-VALUE ADDED PROCEDURES: ROBERT BATES – REGENCY BALLROOM, EFG

Robert Bates from NAMM discusses the latest advances and the benefits of business-to-business internet commerce, with Point-of-Sale, Inventory and other back-office applications: *Using AIDC (Automatic Identification and Data Capture and Bar Codes) to Receive, Manage, Sell, and Replenish Inventory; Sending e-b2b Purchase Orders via the Internet.

SESSION 2: BUSINESS VALUATIONS: ALAN FRIEDMAN – BLUEGRASS ROOM

Given current market conditions, every business owner needs to know the value of their business. Whether it's for sale or acquisition, family transition, estate planning, partner buy/sell agreements, divorce or even bankruptcy, learn how your business is valued and by whom. Many retailers make the mistake of spending time and money on factors that don't add value to their store. Join Alan Friedman, a CPA with several music retailer clients, to learn more about how music stores are being valued in today's market.

SESSION 3: DEVELOPING CUSTOMER LOYALTY , PROFITABLY! DENNY SENSENEY, SENSENEY MUSIC— BUCKEYE ROOM

What is the value of a customer? Which customers are most profitable? Are our operational and marketing expenses aligned with these key customers? This session explores the challenges of creating and maintaining customers of adequate profit potential, and aligning our operational and marketing strategies to match.

12:00-1:15 PM	LUNCH — 2nd LEVEL SUN GARDEN
1:15-2:15 PM	BREAKOUT SESSIONS REPEATED
	SESSION 1: IMPROVE EFFICIENCY AND STOP WASTING TIME ON NON-VALUE ADDED PROCEDURES: ROBERT BATES, NAMM— REGENCY BALLROOM, EFG
	SESSION 2: BUSINESS VALUATIONS: ALAN FRIEDMAN— BLUEGRASS ROOM
	SESSION 3: DEVELOPING CUSTOMER LOYALTY: DENNY SENSENEY, SENSENEY MUSIC— BUCKEYE ROOM
2:15-2:45 PM	BREAK
2:15-2:45 PM	ASSOCIATES MEETING— REGENCY BALLROOM, ABC
3:15-4:30 PM	BEST IDEAS - TAKE TWO: KEVIN CRANLEY, WILLIS MUSIC— REGENCY BALLROOM, EFG
	This session was so popular last year and so many of us came away with some great ideas. Let's do it again! Do you have a great idea that has helped your business? Well here's the place to share it with others. Kevin Cranley of Willis Music leads us in what promises to be one of the highlights of the convention.
4:30-5:30 PM	RPMDA BAND & CHORUS— REGENCY BALLROOM, EFG
6:00-7:30 PM	WINE TASTING PARTY AT THE <i>CLASSICAL MUSIC HALL OF FAME</i>, SPONSORED BY WILLIS MUSIC (see page 8)

Saturday, May 11, 2002

7-8 AM	CONTINENTAL BREAKFAST
7:15-9:15	RETAILER/PUBLISHER SOAPBOX - ALAN FRIEDMAN— REGENCY BALLROOM, EFG
	“Ali vs. Frasier Tyson vs. Holyfield and Print Dealers vs. Publishers. Come to the event that's sure to draw blood, sweat and tears....well, not really. It's obvious that the synergy and understanding between print music retailers and their suppliers are integral components to their mutual success. That success starts with open, honest and respectful communication. Accordingly, Alan Friedman, a CPA with numerous music store clients, will lead a lively panel discussion comprised of three print music dealers and three publishers dedicated to advancing the rapport between print retailers and their publisher suppliers. Topics ranging from “new issues” to “payment terms” to “pricing discounts” to “lack of product support” means no holds barred. This session should prove enlightening and informative, with some fun and laughs in between.”
9:15-11:15	Exhibits & drawings for prizes!— REGENCY BALLROOM, ABC
11:15-2 PM	Exhibit Breakdown— REGENCY BALLROOM, ABC
11:15-12 PM	NAMM UNIVERSITY: WENDY KEPHART— REGENCY BALLROOM, EFG
12-12:30 PM	BUSINESS MEETING: NEW BUSINESS— REGENCY BALLROOM, EFG
12:30-2 PM	POST-CONVENTION BOARD MEETING — BOARD OF GOVERNOR'S ROOM
6-7 PM	COCKTAIL PARTY SPONSORED BY ALFRED PUBLISHING — 2ND LEVEL, SUN GARDEN
7-12 MID	BANQUET AND AWARDS CEREMONY — REGENCY BALLROOM, EFG

SEE YOU NEXT YEAR IN DALLAS!

Our 2002 Exhibitors

ABRSM LTD is the publishing company of the Associated Board of the Royal Schools of Music, the world's leading music provider based in London, England, with an extensive and well-respected catalog of keyboard, instrumental, theory, jazz and children's titles.

ALFRED PUBLISHING COMPANY is a leader in music education. Publishers of print music and software for all areas of music, including piano, guitar, percussion, band, orchestra, choir and classroom.

AUGSBURG FORTRESS PUBLISHERS, one of the nation's premier Christian publishers, produces sacred music for choir, organ, piano, instruments, handbells and voice, as well as congregational song collections, music reference books and recordings.

BARENREITER is one of the largest publishers of classical music worldwide, offering complete editions, urtext performance editions, full and study scores, performance material, vocal scores, piano reductions, choir music, lieder, solo vocal and instrumental music.

BAS PUBLISHING CO. features a catalog of band music, overtures and solos with band accompaniment.

BECKENHORST PRESS is a publisher of sacred choral, keyboard, vocal and handbell music. Founded in 1942.

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BREITKOPF & HÄRTEL publishes classical sheet music, solo instruments, chamber music, piano vocal scores, study scores, choral music, full scores, orchestral materials, contemporary music, complete editions and books on music.

BROUDE BROTHERS LIMITED publishes music from the Renaissance to the present day. Included in its catalog are editions of works for chorus, orchestra, small ensemble and solo instruments, as well as facsimiles of early music.

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CARL FISCHER, LLC is a leading publisher of top-quality educational music, methods and performance material for all instruments and ensembles: sacred and secular choral music, band, orchestra, guitar, voice and keyboard. Featuring the new *Performance Series*, the *Guitar Grimoire*, *ABCs of Strings* and the *Yamaha Advantage Band Course*.

CHERRY LANE MUSIC publishes the hottest guitar folios and a wide variety of pop, folk and children's folios.

CONCORDIA PUBLISHING HOUSE publishes a comprehensive catalog of choral, organ, piano, handbell and instrumental music for church and schools.

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ECS PUBLISHING CORPORATION is the parent of music publishers E.C. Schirmer Music Company and Galaxy Music Corporation, located in Boston, MA. ECS publishes classical choral, vocal, keyboard, instrumental, orchestral and operatic music. ECS is also the parent of ARSIS Audio, producer of ARSIS compact discs and other audio products.

EDITION HAS MUSIC was created with a mission to provide piano teachers and their students with motivating new material. Original compositions, arrangements and piano pedagogy is available, as well as tapes, CDs and interesting accessories.

ELKIN MUSIC INTERNATIONAL, INC. is a specialist in foreign editions of printed music and books on music, with stocks of Barenreiter, Bosworth, Breitkopf, Allans, Hofmeister, Thames, Lengnick, Harmonia Zerboni, Zanibon, Carisch, Musica Rara and more. Also special import orders from publishers worldwide.

FJH MUSIC COMPANY features *Piano Adventures*®, a basic piano method by Nancy and Randall Faber, *PreTime*® to *BigTime*® *Piano Supplementary Library*, the *FJH Young Beginning Guitar Method* and the *FJH Concert Band*, *Jazz Ensemble* and *Chamber Music Series*. FJH serves as the exclusive distributor in the United States for the Frederick Harris Music Company.

FREDERICK HARRIS MUSIC CO., LIMITED publishes educational materials for the study of piano, guitar, voice, violin and musicianship, designed to meet the specific needs of studio teacher and their students.

GIA PUBLICATIONS, INC. is an innovative leader in producing materials that allow parishes to grow and explore new repertoire. As the main publisher for hundreds of liturgical composers all over the world, GIA produces a variety of musical collections, as well as cassette and CD recordings.

HAL LEONARD CORPORATION is the world's largest publisher of print music, featuring the *Essential Elements Band Method*, *Essential Elements for Strings*, *Essential Elements for Choir*, and the *Hal Leonard Student Piano Library*.

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JEFFERS HANDBELL SUPPLY is a comprehensive source for handbell and handchime related music, equipment, gifts and supplies, providing professional support to clinicians, directors and ringers.

KENDOR MUSIC, chartered in 1954, specializes in publications for school instrumental groups, from solo and ensemble chamber music to works for jazz ensemble, string orchestra and concert band. Kendor also offers a select assortment of books on composing/arranging and improvisation. Sole distributor of the Doug Beach Music catalog for jazz ensemble.

LAST RESORT MUSIC PUBLISHING, INC. specializes in "mix 'n match" arrangements for solos and ensembles, including woodwind, strings and brass. www.lastresortmusic.com

LATHAM MUSIC, LTD. is a publisher of music for strings, solos, and string orchestra for all levels.

LILLENAS PUBLISHING CO. publishes sacred material for keyboard, instrumental and vocal books, orchestrations, choral books, octavos and MIDI files.

THE LORENZ CORPORATION is a publisher of sacred and educational music, whose divisions include Lorenz Publishing Co., The Sacred Music Press, Triune Music, Monarch Music, Roger Dean Publishing Co., Laurel Press and Heritage Music press. Distributor for Canadian International Music, Choristers Guild and AGEHR.

LUDWIG MUSIC PUBLISHING CO. has been a publisher of outstanding band, orchestra and solo and ensemble music for over 80 years. Now combined with the offerings of Great Works Publishing under Donze Enterprises, the companies look forward to continued growth.

MADISON STREET music products are a "must see!" Boutique items are the perfect way to keep your company's name in front of your customers. Stock or custom, Madison Street has it all.

MAESTRO RETAIL SYSTEMS is a provider of retail point of sale, rental, inventory control and accounting software.

MARLO PLASTIC PRODUCTS, INC. manufactures vinyl choral and concert folders in a wide variety of styles, sizes and colors, with many custom options. Other items include zipper cases, marching band folders, pouches, pad holders, clipboard folders, luggage tags and business card holders.

MAYFAIR MUSIC INC. publishes and distributes the "Hooked On" series, Leila Fletcher, Regal Classical Sheets, music giftware and stationery and manuscript paper.

MEL BAY PUBLICATIONS, INC. publishes innovative instructional and performance materials for guitar and other fretted instruments, keyboard, choir, woodwind, brass, percussion, traditional instruments and more.

MINSTREL PRESS provides quality publications for piano, guitar, voice and a variety of other musical instruments. Proven great sellers that have popular for years are the core of the Minstrel Press catalog.

MOLTO MUSIC publishes the *Musician's Practice Planner*, the best-selling journal/assignment book. New products for 2002 include *Philharmonic Phunnies*, a cartoon gift book about the classical music world, *Essential Sightreading Studies for Electric Bass* and *The Musician's Online Practice Planner*, a new software offering that provides retailers with a unique opportunity to make money on the Internet.

MORNINGSTAR MUSIC PUBLISHERS of St. Louis is a publisher of fine music for church and school use.

MUSIC SALES CORPORATION publishes printed music songbooks, instruction methods, technical books and sheet music. Imprints include Amsco Publications, Wise Publications, Oak Publications, Yorktown Music Press, Passantino manuscript papers, Omnibus Press, Schirmer trade books and Ashley Publications.

MUSIC-SEARCH provides music-in-print on CD-ROM, and popular and standards books.

MUSIC TEACHERS NATIONAL ASSOCIATION (MTNA) was founded in 1876 by Theodore Presser and sixty-two colleagues. The organization has grown to include 24,000 music professionals committed to furthering the art of music through programs that encourage and support music teaching, performance, composition and research. MTNA is working for your musical tomorrow!

MY SHEET MUSIC has created a magical software program that allows music lovers to print out over 660 public domain titles of some of the world's most popular music. Can be transposed for any instrument and key.

Stop by **NAMM'S** business services booth and pick up information on the benefits of NAMM membership, including details of NAMM University courses and technology initiatives.

NEIL A. KJOS MUSIC COMPANY has set the standard in all areas of the educational music publishing industry since 1936. Featuring the *Bastien Piano* methods, *Standard of Excellence*, *Foundations for Superior Performance*, *All for Strings* and the *Successful Choral Curriculum*. New releases include *Artistry in Strings* and *Standard of Excellence Jazz Combo Sessions*.

NORTHEASTERN MUSIC PUBLICATIONS, INC. publishes music for young band and young solo and ensemble. Northeastern Music also distributes Roncorp, Inc. and He-bu Musikverlag.

A Taste of Cincinnati

You're invited to the Classical Music Hall of Fame, a short walk from the Hyatt Regency Hotel, Friday evening from 6 to 7:30 p.m., for a wine and beer tasting party hosted by Willis Music Co. Entertainment will be provided by a children's string ensemble and pianist Eric Baumgartner.

There will be three wine experts on hand to answer general questions and give you a history of the vineyards and the fine but affordable wines being poured, including:

- Penfolds Thomas Hyland Chardonnay (90 Rating Wine Spectator)
- Geyser Peak Sauvignon Blanc (90 Rating) Wine Spectator)
- Louis Latour Valmoisine Pinot Noir
- Yangarra Park Merlot (88 Best Buy in Spectator)
- Paul Chenau Blanc de Blanc Sparkling

We will also be serving a cheese and vegetable platter, and "Warsteiner," a beer that celebrates Cincinnati's German Heritage. Warsteiner Premium Verum is a pilsner-style beer with a smooth, rich, full-bodied taste wrapped up in a thick creamy head and refreshing hop finish with no aftertaste. Warsteiner quenches the beer lover's thirst for a clean, crisp, refreshing pilsner:

- Tastes best when chilled to a temperature between 46 and 50 degrees
- Brewed according to the German Purity Law of 1516
- Ingredients include forest spring water, two-row malted summer barley and all-German hops
- 4.8% alcohol by volume
- No chemicals, additives or preservatives

OXFORD UNIVERSITY PRESS has published music and books since 1478. Specializing in concert, education and sacred music.

PIANO PRODUCTIONS PRESS is the publishing wing of Piano Productions, Inc., the leading producers of major piano events internationally. Commissions, arrangements and out-of-print or unavailable scores make up the library, emphasizing multi-hand works. The collection is aimed at the performing pianist and teacher.

PRO-SING is a full-line karaoke distributor, featuring the Karaoke Profit Center.

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SHAWNEE PRESS is a publisher and distributor of quality music for choral, instrumental, keyboard, handbell and elementary materials.

SONDFORTH publishes quality conservative sacred print music in a variety of formats, including choir octavos, piano collections, choral collections, vocal solo collections, instrumental solos and collections, and sacred recordings in CD and cassette formats.

THEODORE PRESSER COMPANY, publishers since 1783, is the sole selling agent for numerous foreign and domestic music publishing houses, and is the exclusive worldwide distributor for CD Sheet Musi™.

TREBLE CLEF MUSIC PRESS publishes choral music for sopranos and altos, medieval to 21st century, with an emphasis on women composers.

TRILLENIUM MUSIC CO. INC. offers fine, newly engraved editions of great music, with an emphasis on woodwind chamber ensembles, both modern and from the past.

TRI-TECHNICAL SYSTEMS INC. is the developer of AIMsi, a complete point of sale business software application designed for the music retailer.

WARNER BROS. PUBLICATIONS is the home of the strongest pop, video/DVD and educational catalogs. Showcasing the music of Limp Bizkit, Britney Spears, N Sync, the eagles and more. Patriotic music, themes from Harry Potter, educational methods and performance music, including Belwin, Lawson-Gould, Schott, Universal Edition. Award-winning videos/DVDs from SongXpress® to Tune Buddies™, and titles in mini DVD format.

WILLIS MUSIC COMPANY has supplied quality products and service to the musical community for over 100 years. We proudly present our hottest new publications, as well as traditional favorites.

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