

The RPMDA Measure

The newsletter of the Retail Print Music Dealers Association
Convention Issue



Inside this issue of The Measure:

Welcome, new members. Page 2

Convention schedule. Page 3

2003 exhibitors. Page 6

Welcome to Dallas!

On behalf of your board of directors, welcome to Dallas and the 27th annual Retail Print Music Dealers Association Convention. It is always a special time when we come together as retailers and publishers to reflect, learn, teach, and look to the future of our industry. If you are new to our association or are a first-time attendee we want to extend a special welcome, and hope your experience with us will be the first of many.

This year's exceptional program is brimming with sessions that will help you return to your businesses with renewed commitment, valuable insights and new ideas. We will hear practical advice in sessions presented by our own gifted and knowledgeable members, such as "Thank God, It's Monday", "Let's All Get On the Same Bandwagon", "Joining the RPMDA Yahoo Group" and the always popular "Best Ideas." In keeping with the convention theme, we will be exploring issues that affect the Big Picture, such as "Why Small Businesses Don't Work And What To Do About It" with Doug Wick, "Loving You Is What We Do" with Camille Keith of Southwest Airlines, and "The Power Of Losing Control" with Joe Caruso. These perspectives coming from inside and outside our industry will help shape our future course as we strive toward greater success.

**Welcome to
Dallas and
the 27th annual
Retail Print
Music Dealers
convention!**

RPMDA's associate members are partners in our common goals, and we have scheduled nine hours of exhibit time. Please take advantage of this opportunity to work with them on your marketing plan for the coming year, and the coupon book of special offers they have assembled to make your convention time even more profitable.

Finally, as hard as we work, we must also have fun. The RPMDA Talent Show, with a lineup of member-performers, is scheduled for Thursday evening. *Star Search, American Idol*, forget about it - this is the real deal! There may still be tickets available onsite for this light buffet dinner and show in the hotel theater, so inquire at the registration desk - you won't want to miss it. At the Saturday night banquet we'll be presenting special annual awards and Dallas-based band Fingerprints will provide music for dancing until the wee hours.

As you begin your 2003 RPMDA convention experience, we ask that you keep an open mind, ask questions, learn and enjoy the company of your colleagues. This week is only the beginning. It is what you do with the information afterwards that will help you achieve greater heights. If you have any questions or need assistance at any time during your stay, feel free to contact any member of the board. We are here to help you.

Richard Rejino
RPMDA President, 2002-2003

RPMDA Officers 2002-2003

President

Richard Rejino
Brook Mays Print Music
5100 Beltline Rd. #864
Dallas, TX 75245
972/991-4496
Fax 972/991-4702

Vice President/Secretary

Joel Menchey
Menchey Music Service
80 Wetzel Dr.
Hanover, PA 17331
717/637-2185
Fax 717/637-1978

Vice President/Treasurer

Becky Rawls
Art's Music Shop, Inc.
3030 East Blvd.
Montgomery, AL 36116
334/271-2787
Fax 334/279-0119

Past President

Laurie Austin
Heid Music, Inc.
308 E. College Ave.
Appleton, WI 54911
920/734-1969
Fax 920/734-2164

Member at Large

Wendy Kephart
Kephart's Music Center Inc.
126 E. Water St., PO Box 139
Decorah, IA 52101
563/382-3684
Fax 563/382-5261

Member at Large

Bob Kohl
Long & McQuade Ltd.
412 W. Hastings St.
Vancouver, BC V6B1L3
Canada
604/682-5288
Fax 604/682-2051

Associate Member at Large

Danny Rocks
Alfred Publishing Co.
16320 Roscoe Blvd.
Van Nuys, CA 91410
818/891-5999
Fax 818/893-5560

Associate Member at Large

Kevin Cranley
Willis Music Co.
7380 Industrial Rd.
Florence, KY 41042
859/283-2050
Fax 859/283-1784

Executive Director

Madeleine Crouch
RPMDA Headquarters
13140 Coit Road, Suite 320, LB 120
Dallas, TX 75240
972/233-9107, ext. 204
Fax 972/490-4219

A Special "Thank You" to Our 2003 Convention Sponsors

- **Printing for Coupon Book - Mayfair Music Publications**
- **Opening Night Cocktail Party - Warner Bros. Publications**
- **Breakfast Sponsor - Neil A. Kjos Music Company**
- **Breakfast Sponsor - Maestro Business Management Software**
- **Breakfast Sponsor - FJH Music Company, Inc.**
- **Closing Night Cocktail Party - Alfred Publishing Co.**
- **Breakfast Sponsor - ABRSM Publishing Ltd.**
- **Speaker Sponsor - Southwest Airlines**

Welcome, New Members!

Capital City Press

Charlene Berry's Dulcimer Evente

Classical Music Publications

Darren's Music Place Ltd.

***Dave Snider Music Centre Ltd.**

Dave's Piano and Keyboard

Don Banks Music

Editions de l'Envolee

eMedia Music

Excellence in Music

Fiddle & Bow Music Co.

Garten's Music

***Genevox/Church Street Music**

***Golden Music Center**

Haverhill Music Centre, Inc.

Kingmusic, Inc.

Leithold Music

Mayas Music Publishing, Inc.

Meyer Music

Mills Music Inc.

Music Center of Kirkwood

Ridglea Music

***Robert King Music Sales**

Roper Music

RPM Solutions

Schott Music Corporation

Themes & Variations

VocalSource

***Zeagler Music of Baton Rouge**

* Returning Members

2003 RPMDA Convention Program

Tuesday, May 6, 2003

6 PM- 11PM

PRE-CONVENTION BOARD MEETING – Malachite Board Room

Wednesday, May 7, 2003

10 AM - 4 PM

PRE-CONVENTION DAY TRIP

2 PM

EXHIBITOR MOVE-IN BEGINS – Garden Court

12-5 PM

REGISTRATION – Hamilton Foyer

3:30-4:30 PM

NEW MEMBER ORIENTATION – Metroplex

4:45-6:00 PM

PRE-CONVENTION BUSINESS MEETING – Lalique Ballroom

6:15-8 PM

OPENING NIGHT COCKTAIL PARTY SPONSORED BY

WARNER BROS. PUBLICATIONS – Gazebo Court

Thursday, May 8, 2003

All Day Registration

7-8 AM

CONTINENTAL BREAKFAST – SPONSORED BY

MAESTRO BUSINESS MANAGEMENT SOFTWARE – Lalique Foyer

7:15-8 AM

BONUS SESSION: EXPLORE THE POTENTIAL REWARDS OF THE RPMDA YAHOO E-GROUP – CHARLES ASHLEY, BROOK MAYS PRINT MUSIC – Lalique Ballroom

Yahoo Groups? What are they and why would I want to be a member? Learn step-by-step instructions on how to sign up and how to use more than just the group's email feature. Examine the possibilities of selling slow-moving product to other dealers, periodic chat sessions, and much more.

8-10 AM

VISIT THE EXHIBITS - COUPON BOOKS PRINTED BY MAYFAIR MUSIC PUBLICATIONS – Garden Court

10-1 1:30 AM

WHY MOST SMALL BUSINESSES DON'T WORK AND WHAT TO DO ABOUT IT - DOUG WICK, POSITIONING SYSTEMS – Lalique Ballroom

Small business is the fastest-growing sector of the world economy, expanding at an unprecedented rate of 17 percent per year. But the United States serves as a painful reminder of reality. Of the more than 1 million small businesses started every year in the US, 84 percent will fail within ten years. Why do small business fail, and what can be done to prevent it? Based on small business advocate and author Michael Gerber's mega-best seller, the E-myth Revisited: Why Most Small Businesses Don't Work And What To Do About It, this presentation will provide insight and steps, that when applied, can help any business produce predictable, consistent results and provide freedom and independence for the owner. The foundation principle is that your business should give you more life. Discover proven principles when applied that can guarantee a 96% success rate for your business.

11:30-12:30PM

BREAKOUT SESSIONS

BREAKOUT SESSION 1: COST OF DOING BUSINESS SURVEY FOR MUSIC RETAILERS - ALAN FRIEDMAN, FRIEDMAN KANNENBERG & CO. – Lalique Ballroom

As a music retailer, your participation in the annual NAMM-sponsored "Cost of Doing Business Survey" is the single most important thing you can do to assure that our industry continues to produce a meaningful benchmark against which you can measure the financial management and success of your store. The whole program is free, totally confidential, take only 30 minutes to fill out the survey forms and provides you with a complete fiscal analysis of your business. Join Alan Friedman, a CPA with a number of music dealer clients and a vast knowledge of our industry, for an explanation of this wonderful program.

BREAKOUT SESSION 2: LET'S ALL GET ON THE SAME BANDWAGON - RICHARD GORE, PENDERS MUSIC & SID DAVIS, MMR/SCHOOL BAND AND ORCHESTRA MAGAZINES – Waterford Room

Have you ever wondered what band directors really expect from a music supplier? Learn how band directors from across the country responded to a survey, and how music suppliers can meet and support their educational and music product needs, winning new customers and retaining those they have.



**BREAKOUT SESSION 3: BENEFITS OF INVENTORY MANAGEMENT SOFTWARE - DAVE COX,
AIMSI SOFTWARE - Spectrum Room**

This presentation will show the advantages of inventory management software as it relates to customer service, employee morale and financial benefits. The presentation will also show the not so obvious realities of implementing inventory management software and how to insure successful implementation.

LUNCH - Malachite Showroom

REPEAT BREAKOUT SESSIONS

BREAKOUT SESSION 1: COST OF DOING BUSINESS SURVEY - Lalique Ballroom

BREAKOUT SESSION 2: LET'S ALL GET ON THE SAME BANDWAGON - Waterford Room

BREAKOUT SESSION 3: BENEFITS OF INVENTORY MANAGEMENT SOFTWARE - Spectrum Room

VISIT THE EXHIBITS - Garden Court

APPLICATIONS OF THE E-MYTH PRINCIPALS - DOUG WICK, POSITIONING SYSTEMS - Lalique Ballroom

Doug Wick demonstrates some of the more useful principals of the E-Myth Mastery Program. Examples of tools will be demonstrated, including the Key Frustration Process: the tool that turns business frustrations into system solutions. Other tools include Working Relationship Principles, Delegation Agreement, Time Management, and Positioning and Differentiating Your Business. A great follow up to the morning session, "WHY MOST SMALL BUSINESSES DON'T WORK AND WHAT TO DO ABOUT IT."

OPTIONAL EVENING EVENT: THE RPMDA TALENT SHOW (INCLUDES LIGHT BUFFET DINNER, CASH BAR, TICKETS STILL AVAILABLE) - Malachite Showroom

Friday May 9, 2003

7-8 AM

7:15-8 AM

8-10:00 AM

10:00 - 11 AM

11:00 - 12:00 PM

CONTINENTAL BREAKFAST - SPONSORED BY NEIL A. KJOS MUSIC CO. - Lalique Foyer

BONUS SESSION: THANK GOD IT'S MONDAY - GAYLE BEACOCK, BEACOCK'S MUSIC CO. - Lalique Ballroom

This will be an action-packed idea-filled hour of fun! Gayle Beacock presents ideas to help owners and managers bring the thrill back to being part of the music industry. She will cover areas such as energizing employees, ways to create retail and merchandising excitement, and general rejuvenation of our attitude regarding this great business we're in. There will be practical, usable ideas presented, and she will send with everyone a packet of material to refer to all year long.

VISIT THE EXHIBITS - Garden Court

BREAKOUT SESSIONS

BREAKOUT SESSION 1: SURVIVING AND THRIVING IN UNCERTAIN TIMES - KEN HAGAN, WARNER BROTHERS - Lalique Ballroom

So, as a print music dealer, you want to add new customers, retain customers, control inventory, control costs, increase product turn, AND increase profitability? How? Join Ken Hagen of Warner Brothers for an enlightening discussion on how to address these issues and others by showing how adhering to some basic business principles can achieve all of these goals. "How" will be the primary content of this session.

BREAKOUT SESSION 2: IF YOU WENT TO THE GROCERY STORE AND THEY WERE OUT OF LETTUCE, WOULD YOU CALL THE FARM? - CRAIG CORNWALL AND MENDY MOLAND, KENDOR PUBLISHING - Waterford Room

This session discusses the issues related to why people insist on contacting the publisher to order their print music. It is frustrating to both the dealer and the publishers. The goal of the session is to come up with ways in which we can teach customers to buy print music from the dealer.

BREAKOUT SESSION 3: GUIDE TO FESTIVAL MUSIC SURVIVAL - BOB KOHL, LONG & MCQUADE LTD. - Spectrum Room

It's festival season, the time when bands, orchestras, choirs, soloists and ensemble groups of every description go to contest and dealers pull their hair out! This session will focus on common sense tips to help music dealers to be prepared for all of the many situations and dilemmas that can arise as we help and support our customers to keep music festival magic alive. Topics will range from a music dealer's festival checklist to tips on how to cope with the last minute emergencies and the unexpected hiccups that can arise. The floor will be open for everyone in attendance to share their experiences and hints for success.

LOVING YOU IS WHAT WE DO - CAMILLE KEITH, SOUTHWEST AIRLINES - Lalique Ballroom

Camille Keith, an original employee at Southwest Airlines, will share the Passport to Success of Southwest over the 31 years she has been with the national carrier. Starting with 3 planes to now over 375, Camille has seen that fun, hard work, and commitment to your Internal and External Customer reaps BIG rewards. The Southwest story has been one of LUV, legs, and lawsuits; mix this with the history of Southwest Airlines and the 35,000 NUTTY employees and you have the story of history created over three decades.

12:15-1:30PM	LUNCH – Malachite Showroom
1:30-2:30PM	REPEAT BREAKOUT SESSIONS
	BREAKOUT SESSION 1: SURVIVING AND THRIVING IN UNCERTAIN TIMES - KEN HAGAN, WARNER BROTHERS – Lalique Ballroom
	BREAKOUT SESSION 2: CUSTOMER SERVICE - CRAIG CORNWALL – Waterford Room
	BREAKOUT SESSION 3: GUIDE TO FESTIVAL MUSIC SURVIVAL - BOB KOHL – Spectrum Room
2:30-3:00PM	ASSOCIATES MEETING – Garden Court
2:30-3:30PM	MASTER RETAILER - BILL EVERITT, JR, BROOK MAYS MUSIC CO. – Lalique Ballroom
	<p>“It is best to keep your troubles to yourself because half the people you tell them to won’t give a damn and the other half will be glad to hear you have them.” Be in the audience to hear an opinioned overview and enlightened perspective on the current state of the full-line music retailer by Bill Everitt, Jr., CEO of the country’s third largest music retailer.</p>
3:30 - 4:30PM	VISIT THE EXHIBITS – Garden Court
4:30-5:45 PM	BEST IDEAS - KEVIN CRANLEY, WILLIS MUSIC – Lalique Ballroom
	<p>An audience favorite, and your chance for fame and fortune! The first twenty RPMDA convention attendees who sign up with Kevin will each have 2 minutes to pitch their best ideas for business success. Contestants have to put their money where their mouths are by putting \$10 in cold, hard cash into the “best ideas bowl.” The audience takes notes and votes on the winner. Half of the money collected goes to the person with the most votes, and half to the RPMDA Ed Adams Scholarship Fund.</p>
6:00 PM - ?	EVENING ON YOUR OWN
Saturday, May 10, 2003	
7-8 AM	CONTINENTAL BREAKFAST - SPONSORED BY ABRSM PUBLISHING AND FJH MUSIC COMPANY – Lalique Foyer
7:15-8:00AM	BONUS SESSION: MAKING SESAME STREET MUSIC WORKS WORK FOR YOU - JOEL MENCHY, MENCHY MUSIC SERVICE – Lalique Ballroom
	<p>What do Elmo and music retailing have in common? Find out in this dynamic session about the hottest new NAMM initiative to make more music makers. Learn about the partnership between NAMM and Sesame Street and how this partnership can help you! Create more music makers, more excitement in your store, and have fun while you’re doing it!</p>
8:00 - 10:00AM	VISIT THE EXHIBITS – Garden Court
10:30-3:00PM	EXHIBIT BREAKDOWN
10:00-11:30PM	DON’T JUDGE A PUBLISHER UNTIL YOU WALK A MILE IN THEIR NEW ISSUES - ALAN FRIEDMAN, FRIEDMAN KANNENBERG & CO. – Lalique Ballroom
	<p>So, you think you got it rough with all the costs in running your music store. Poor cash flow, too much product, sales slumps, employee complaints, cranky vendors. Guess what? You’re not alone. Publishers have just as many (if not more) financial problems running their publishing businesses as you do, like fluctuating print and paper costs, delinquent receivables, stiff royalty obligations, and one print run too many. Believe it or not, a handful of well-known publishers are giving our favorite accountant, Alan Friedman, open access to their books so he can dispel some myths. Join Alan for what’s sure to be an eye-opening account of the financial life of a print music publisher, with some fun and laughs along the way.</p>
11:30-12:30PM	THE POWER OF LOSING CONTROL - JOE CARUSO – Lalique Ballroom
	<p>At age 18 years, after being diagnosed with an incurable cancer, Joe Caruso was certain he was living on borrowed time. Twenty-three years later, he is an internationally acclaimed writer and speaker whose seminars, workshops and counsel have literally transformed people’s lives. In this program he shares practical knowledge and insights that will help you take responsibility for your life and overcome daily battles, both large and small. Discover how to find power in every situation, even if you don’t have control over it; why you can’t change people’s minds but you can influence a shift in their perspectives; and why fewer people like you than you think and why it isn’t important. This is a great way to wrap up your RPMDA convention experience and return home charged and ready to fire up your business.</p>
12:30-1:00PM	POST-CONVENTION BUSINESS MEETING: NEW BUSINESS – Lalique Ballroom
1:00-2:30PM	POST-CONVENTION BOARD MEETING – Steuben
6-7 PM	COCKTAIL PARTY SPONSORED BY ALFRED PUBLISHING – Gazebo Court
7-12 AM	DINNER-DANCE AND AWARDS CEREMONY, MUSIC BY “FINGER PRINTS” – Malachite Showroom

Our 2003 Exhibitors

A LITTLE BIT OF THIS offers a large selection of high-quality gifts, including novelties, stationery, ceramics, clothing and jewelry, all at very reasonable prices.

ABRSM It's not just exam music! Publisher of books for children, performers' guides, scholarly keyboard editions of the great composers, a graded jazz piano method and textbooks on the theory, harmony and form of music. New in 2003, a complete graded jazz method for clarinet, saxophones, trumpet and trombone.

ALFRED PUBLISHING COMPANY, publisher of educational music including piano, instrumental, percussion, guitar, and theory methods; sacred and secular chorals, handbell music; classroom materials; reference books; and software. Distributor for Dover Music Catalog, Studio 4 Music and Boosey & Hawkes.

ALPHONSE LEDUC & CIE. The Alphonse Leduc Group, comprised of Leduc, Heugel, Hamelle and Robert King, is one of the world's leading publishers of educational and concert music in all categories.

ARPEGES DIFFUSION (IMD) publishes books, methods, studies, concertos and ensembles for brass, woodwind, strings, piano, harp, percussion and CDs. A complete catalog is always available by emailing arpege@arpeges.com.

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.

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

C. ALAN PUBLICATIONS is a publisher of music for band, wind ensemble, percussion and orchestra.

C.F. PETERS. With offices in New York, London and Frankfurt, C.F. Peters has an international reputation as a publisher of the finest classical and contemporary music. Besides the Peters Library Editions, its catalog includes urtext piano, instrumental and vocal editions, teaching pieces and anthologies for students, teachers and professional musicians.

CARL FISCHER, LLC is a leading publisher of quality educational music, methods and performance material for all instruments and ensembles, including music for sacred and secular choral, band, orchestra, guitar, voice and keyboard, featuring the Carl Fischer Performance Series for Band, Orchestra and Chorus, the Guitar Grimoire, ABC's of Strings and the Yamaha Advantage Band Course.

CHESBRO MUSIC CO. is a leading full-service distributor of print music products and services, including Musi*Key, the industry standard print music reference source, customized multi-publisher consignment programs and racking display solutions. Chesbro Music Co. also distributes musical instruments, accessories, and music gifts including Future Primitive.

CONSERVATORY MUSIC CO. publishes The Conservatory Piano Course and The Conservatory Violin Course. Debuting at the 2003 RPMDA convention, these two new traditionally-based, pedagogically sound methods are complete graded courses suitable for all ages. Ten years in the making, tested with thousands of students.

DE HASKE PUBLICATIONS was founded in Holland in 1983 and expanded rapidly to open offices in Austria, France, Germany, Italy, Switzerland and the United Kingdom, as well as a new custom-built headquarters in Holland. Its publications cover a wide range of popular, jazz and educational titles, along with a substantial catalogue of brass band and concert band material.

DJ MILLER MUSIC DISTRIBUTORS has everything for singers! Karaoke CDs, discs, cassettes, DVDs and players. MMO play-along for instrumentalists. Exclusive "Singer's Catalog."

ECS PUBLISHING CORPORATION located in Boston, MA, is the parent of music publishers E.C. Schirmer Music Company and Galaxy Music Corporation. ECS publishes classical choral, vocal, keyboard, instrumental, orchestral and operatic music. ECS is also the parent of ARSIS Audio, producer of ARSIS CDs and other recorded 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 materials are available, as well as tapes, CDs and interesting accessories.

EMEDIA MUSIC CORPORATION is a software developer dedicated to producing high-quality multimedia piano, guitar and bass instruction software. eMedia's titles have been critically acclaimed in publications like Newsweek, Guitar One and PC Magazine, and endorsed by guitar legends Nancy Wilson of Heart and Peter Frampton.

EXCELLENCE IN MUSIC will showcase video tapes of the incredible sessions presented at World Piano Pedagogy Conferences from past years, and share information about the program for the 2003 Nashville and Slovenia Conferences. Excellence in Music will also be introducing the Dowani 3-Tempi Play-Along CD's, which have sold hundreds of thousands of copies in Europe.

FJH MUSIC COMPANY offers today's teacher the best educational music, with exciting, pedagogically sound publications. Featuring Piano Adventures®, Pre Time ® to Big Time® Piano Supplementary Library, Developing Artist, Composers in Focus, piano literature, solos, and supplementary instructional material, the FJH Young Beginning Guitar Method, and the FJH Concert Band, Jazz Ensemble, Chamber Music Series, and FJH String Orchestra.

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

G. HENLE USA, INC. is known for urtext music editions from the 18th to 20th centuries for practical use. Henle is synonymous with the highest standards of publishing for piano, string, winds, chamber, voice and orchestra music. Since it was founded in 1948, Henle Urtext Editions has rapidly established itself as a standard of quality throughout the world.

GIA PUBLICATIONS, INC. is a publisher of music education resources and sacred choral music.

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

HOPE PUBLISHING CO.'s catalog includes sacred music for choir, handbells, piano organ, voice and other instruments.

JEFFERS HANDBELL SUPPLY is a comprehensive resource for handbell and handchime ringers, directors and clinicians, offering a full range of music, supplies and gift items.

KENDOR MUSIC/DOUG BEACH MUSIC, chartered in 1954, specializes in publishing for school instrumental groups, from solo and ensemble music to works for jazz ensemble, string orchestra and concert band. Also offering a select assortment of books on composing, arranging and improvisation.

LAST RESORT MUSIC PUBLISHING, INC. specializes in arrangements for solos and ensembles with interchangeable parts – almost any combination for almost any instrument. Most titles are well-known favorites that people want to hear at weddings, parties, church services or concerts. For professionals, amateurs or students.

LATHAM MUSIC, LTD. publishes music for strings, from solos to and string orchestra, beginner to professional levels.

LILLENAS PUBLISHING CO. publishers of sacred material for keyboard, instrumental, vocal and songbooks; orchestrations; choral books and octavos; and MIDI files.

THE LORENZ CORPORATION publishes sacred and educational music whose divisions include: Lorenz Publishing Co., The Sacred Music Press, Triune Music, Monarch Music, Laurel Press, Roger Dean Publishing Co., Heritage Music Press, and Madison St. Music Products, Distributor for Canadian International Music, Choristers Guild, AGEHR, and Augsburg Fortress Publishing Co.

LUDWIG MUSIC PUBLISHING COMPANY produces print music for band, string and full orchestra and choirs, primarily for educational purposes.

MAESTRO BUSINESS MANAGEMENT SYSTEMS offers complete business software solutions for point of sale, sales accounts receivable, rentals, service, inventory control, barcoding, management reporting and purchase order system, interfacing to accounts payable and complete general ledger package.

MAYFAIR MUSIC PUBLISHING INC. Publishers of the Leila Fletcher Piano Course, the "Hooked On" series, classical sheets and more. North America's largest printer of manuscript and staff paper books that can be custom printed at no extra charge. Manufacturer and distributor of unique musical gifts, including stationery and jewelry.

MEL BAY PUBLICATIONS, INC. markets an extensive catalog of instructional and repertoire books, books/CD packages, videos, DVDs, CDs and accessories worldwide, including the original You Can Teach Yourself series, Modern Guitar Method series, Qwikguide series, Value Line series, Fun With books, First Lessons series, Gig Savers series, Complete book series and Essential Jazz Line series.

MOLTO MUSIC publishes the best-selling Musician's Practice Planner notebooks and Musician's Online Practice Planner software. New issue for 2003 is the three-volume Essential Sightreading Studies for Electric Bass book/CD package.

MUSIC SALES PUBLISHING GROUP 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.

Experience Dallas

Dallas is the number one visitor destination in Texas. As the Southwest's leading business and financial center, it boasts the largest wholesale market in the world and lays claim to being one of the top convention cities in the United States. The city of Dallas encompasses 384 square miles of rolling prairie, with native pecan, cottonwoods and oak trees located along the Trinity River and the numerous creeks that feed it. The elevation ranges from

450 to 750 feet. There are dozens of excellent restaurants in the North Dallas area surrounding the Hotel Inter-Continental, as well as fine shopping. The Dallas Symphony will be performing the Berlioz Requiem at the magnificent Meyerson Hall this weekend, and you might want to take in a Texas Rangers game at The Ballpark in Arlington on the free Friday evening. Just ask the hotel concierge for suggestions and information.

MUSIC-SEARCH offers CD ROM and print versions of Music-in-Print reference catalogs.

NAMM INTERNATIONAL MUSIC PRODUCTS ASSOCIATION will share information its numerous membership benefits, including the association's business discount and market-building programs, educational activities, advocacy work and event planning, plus attendee and exhibitor information for both Winter and Summer NAMM trade shows.

NEIL A. KJOS MUSIC COMPANY, established in 1936, continues to publish quality literature and methods for all areas of music education, including band, jazz band, strings, piano, chorus and guitar.

NORTHEASTERN MUSIC PUBLICATIONS, INC. publishes music for young band and the young soloist. Northeastern Music also distributes Roncorp, Inc. and Hebu Musikverlag in the U.S.

OXFORD UNIVERSITY PRESS has published music and books since 1478, and specializes in concert, educational and sacred music.

PRO-SING is the largest karaoke distributor in the U.S., with many exclusives. Hardware and software products, as well as all the major brands to fit your karaoke needs.

ROBERT KING MUSIC SALES, INC. is an Alphonse Leduc company and the distributor in the United States of all Leduc-group publications. The Robert King retail division distributes brass music of all publishers worldwide.

RPM SOLUTIONS Trade Winds Music Retail Point-of-Sale software is designed for the Music Industry by RPM Solutions. From retail point-of-sale to remote sales, it offers fully integrated accounting, inventory, and business management systems. Trade Winds software improves productivity, efficiency, and business profits for music retailers. Visit www.gotorpm.com.

SANTORELLA PUBLICATIONS, LTD. is a full line music publisher of books for all instruments. Solos and collections available with CD. Educational and recreational products for all ages and skill level.

SCHOTT MUSIC CORPORATION is Germany's largest publisher, with a wide range of quality publications, from the Baroque era through the music of today, for all instruments and ensembles.

SHAWNEE PRESS, INC. and its related catalogs publish a broad range of concert, educational and church music, including sacred and secular choral titles, elementary and middle school materials, musical plays, handbell compositions, keyboard collections and instrumental works.

SOUNDFORTH provides quality traditional sacred print music in a variety of formats, including choral octavos, piano collections, choral collections, vocal solos collections, and instrumental solos and collections. Soundforth also produces sacred recordings.

THEMES & VARIATIONS publishes elementary classroom music teaching resources.

THEODORE PRESSER CO. publishes sheets and books in all categories. Sole selling agent for numerous foreign and domestic publishers, and the worldwide distributor of CD Sheet Music™.

TRI-TECHNICAL SYSTEMS, INC. sells point-of-sale software for music retailers.

WARNER BROS. PUBLICATIONS, the world's premier print music publisher, offers a full line of products including educational methods, performance music, an extensive collection of popular music, and instructional videos and DVDs for all levels.

WILLIS MUSIC COMPANY has supplied quality products and service to the musical community for over 100 years. Willis Music Company proudly presents its hottest new publications at the 2003 RPMDA convention, as well as traditional favorites.