

## The RPMDA Measure

The newsletter of the Retail Print Music Dealers Association

### Convention Issue



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## A Welcome from your President



Welcome to Biloxi, Mississippi! For those of you who haven't been here before, don't do what I did - make sure you learn to pronounce it the right way, "BuLUXee." If you need coaching, just ask new RPMDA member Rosi Johnson of Mississippi Music. We're right here in their home town. It's a great town, too, and I want to be the first to welcome you to the RPMDA 2005 convention.

I am very excited about this year's convention. Once again, we have an outstanding number of exhibitors on hand, our educational sessions look fantastic, and the evening activities should be a blast. I think Becky Lightfoot selected an excellent location for this year's event and has crafted a meaningful program. I hope you all optimize your time while you're here.

**- make sure  
you learn to  
pronounce it  
the right way,  
"BuLUXee."**

One of the things that makes RPMDA so special is the mix of people we have in the organization. I have always appreciated that our more seasoned members have welcomed newer members and helped to educate them about our industry. I remember my first RPMDA convention in Vancouver, and it meant a lot to me that the people who had been involved for a while took the time to introduce me to others and make me feel at home. In fact, I felt so much at home I joined the board! There are many opportunities to meet new people and learn, and I encourage you to do so. You'll get out of the 2005 RPMDA convention exactly what you put into it. Have a great time!

**Joel Menchey**  
Menchey Music Service, Inc.

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## **Welcome, New Members!**

**Andy's Music Inc.****Augsburg Fortress\*****Carolyn's Keyboard Corner****CD Sheet Music****Chick Music****The Cryers Ltd. Inc.****Dave Tanner Music Ltd.****Draisen Edwards Music****First Note Music****Georgia Music****Ken Stanton Music****Lafayette Music Co., Inc.****Mississippi Music, Inc.****MJS Music Publications****Music Pro Limited****Music Time****Selah Publishing Co, Inc.****Theory Time****Wayne Leupold Editions, Inc.****Westbury Music LLC****Zeagler Music****\* Returning Members**

## **2005 CONVENTION SPONSORS**

**Thanks to these generous sponsors of the 2005 RPMDA convention in Biloxi:**

**Speaker Sponsor - NAMM The International Music Products Association**

**Opening Cocktail Party - Hal Leonard Corporation**

**Breakfast Sponsor - Neil A. Kjos Music Co.**

**Breakfast Sponsor - Maestro Music Business Software**

**Breakfast Co-Sponsor - FJH Music Company**

**Breakfast Co-Sponsor - Mel Bay Publications**

**Closing Cocktail Party - Alfred Publishing Co.**

**Banquet Entertainment Sponsor - Tri-Technical Systems**

**Dessert Reception Entertainment Sponsor - Lorenz Corporation**

**Coupon book printed courtesy of Mayfair Music**

**Pocket schedule printed courtesy of Music-Search**

**Banquet dessert sponsored by Art's Music Shop, Inc.**

**Refreshments on the pre-convention tour bus thanks to Judy Dodds and NAMM**

# 20045 RPMDA Convention Program

**Tuesday, April 26, 2005**

**6 PM- 11 PM PRE-CONVENTION BOARD MEETING**

**Wednesday, April 27, 2005**

**8 AM - 4 PM OPTIONAL PRE-CONVENTION DAY TRIP TO NEW ORLEANS**  
**12-6 PM EXHIBITOR SET-UP - Magnolia A-B-C-D**  
**12-6 PM REGISTRATION - Convention Floor Registration Desk**  
**4:15-5:15 PM NEW MEMBER ORIENTATION - Magnolia G-H**  
**5:15-6:15 PM PRE CON BUSINESS MEETING - Magnolia G-H**  
**6:15-8 PM OPENING NIGHT COCKTAIL PARTY SPONSORED BY HAL LEONARD CORPORATION - Beau Rivage Pavilion**



**Thursday, April 28, 2005**

**REGISTRATION FROM 7 AM TO 6 PM**

**7-8 AM CONTINENTAL BREAKFAST SPONSORED BY NEIL A. KJOS MUSIC CO. - Magnolia G-H**  
**7:15-8 AM BONUS SESSION: IT'S ALL IN THE PRESENTATION - GAYLE BEACOCK, BEACOCK MUSIC - Magnolia G-H.**  
Small businesspeople fail to realize that they, themselves, are the prime sellers of their business. Learn ways to promote, network, publicize and position yourself for success beyond your imagination. Learn tips to make the most of every connection, you, your managers and salespeople make.  
**8-10 AM VISIT THE EXHIBITS - Magnolia A-B-C-D**  
**10:10-11 AM OPENING KEYNOTE: MAXIMUM RETURNS FOR YOUR MARKETING DOLLARS - LARRY MERSEREAU, PROMOPOWER - Magnolia G-H.**

Are you getting maximum return on your investment in Marketing and Promotion? Can you even tell? In this upbeat opening session, you'll learn what to do...and what NOT to do...if you want to position your store as the only place your target customer would every want to buy. Plus, you'll learn how to apply the secrets top advertising 'creatives' use to your own marketing communications so you can build top-of-mind awareness in your market. Whether you create your own materials or just live with what ad reps or printers come up with for you, you'll see how you can take control and turn out more compelling messages.

**11:10 AM-Noon BREAKOUT SESSIONS**

**BREAKOUT SESSION 1: CREATE DIRECT MAIL PROMOTIONS THAT SIZZLE...AND POP! - LARRY MERSEREAU, PROMOPOWER - Magnolia G-H.**

Direct mail is the one medium that practically guarantees your prospect will at least handle your message. Whether they read it and respond depends on what you mail and who you mail it to. This program will help you create and target powerful direct mail promotions without going broke in the process. Join Larry again, and learn how to balance the key ingredients of reach vs. repetition, where to get prime prospect names for your mailing list, and just what to mail; what's enough and what's overkill. Start realizing the return on investment you've always hoped for.

**BREAKOUT SESSION 2: INTERNSHIPS - THE HIDDEN GOLD OF MINING UNIVERSITIES FOR POTENTIAL EMPLOYEES - TED PIECHOCINSKI, ESQ, INDIANA STATE UNIVERSITY - Magnolia E.**

Music retailers and publishers are always on the lookout for educated, talented, and enthusiastic new employees. This breakout session will explore the gold mine of local university music departments in search of interns who may develop into great, permanent employees. There are many great advantages to internships: students get practical, hands-on, 'real' experience, and employers get the services of fresh, enthusiastic workers to 'try out' with no further obligation. There are also some great tax advantages to structuring internships that make this wealth of talent an even more beneficial, win-win solution for everyone involved. This session will explore the possibilities and present some great ideas to incorporate internships into your business.

**BREAKOUT SESSION 3: RAISING THE BAR - ENSURING EXCELLENCE IN RETAIL MUSIC INSTRUCTIONAL PROGRAMS - JANET LYMAN, INDIANA STATE UNIVERSITY -Magnolia F.**

At a time in history when music instruction is being reduced or eliminated in public schools, it has become increasingly important that instruction offered in retail music stores be of the highest quality. This session examines how stores can attract the most qualified teachers, provide training, and create instructional offerings that not only increase profitability, but also develop knowledgeable musicians and most importantly, promote the lifelong enjoyment of music.

**12:15 - 1:15 PM LUNCH - Beau Rivage Pavilion**

**1:15 - 3:20 PM VISIT THE EXHIBITS - Magnolia A-B-C-D**

**3:30 - 4:20 PM REPEAT BREAKOUT SESSIONS**

**BREAKOUT SESSION 1:**

**CREATE DIRECT MAIL PROMOTIONS THAT SIZZLE!**

**BREAKOUT SESSION 2:**

**INTERNSHIPS - MINING UNIVERSITIES FOR EMPLOYEES**

**BREAKOUT SESSION 3:**

**EXCELLENCE IN RETAIL MUSIC INSTRUCTIONAL PROGRAMS**

**4:30-5:30 PM DISSONANCE TO HARMONY: Working Together to Strengthen and Preserve the Relationship Between Local Music Dealers and Piano Teachers - RICHARD REJINO, BROOK MAYS PRINT MUSIC, AND DANNY ROCKS, ALFRED PUBLISHING CO. - Magnolia G-H**

It is only natural that teachers and dealers should have a mutually beneficial relationship in which they reach out to the other to develop and sustain avenues to increase communication and profitability. Join Richard and Danny as they present and illustrate the Teacher/Dealer Outreach Initiative that has been developed since partnering with MTNA last year, and how it can work for you to forge stronger and healthier relationships between local teachers, publishers and your business.

**7:30 - 10:30 PM OPTIONAL EVENING EVENT: THEATER SHOW AND DESSERT RECEPTION WITH ENTERTAINMENT SPONSORED BY THE LORENZ CORPORATION**

**Friday April 29, 2005**

**7-8 AM CONTINENTAL BREAKFAST SPONSORED BY MAESTRO MUSIC BUSINESS SOFTWARE - Magnolia G-H**

**7:15-8 AM BONUS SESSION: COPYRIGHT JEOPARDY - TED PIECHOCINSKI, INDIANA STATE UNIVERSITY - Magnolia G-H.**

Copyright Jeopardy returns! In a return to RPMDA, after further adventures in music publishing, and now, academe, copyright maven/attorney Ted Piechocinski is back with updates in the ever-changing area of copyright law. Copyright laws affect our business every day and this presentation, brought to you in a fun game format that Ted did several years ago, will explore the basics, changes in, and consequences of, copyright law today. Audience participation, prizes, and a search for RPMDA's own Vanna White or Alex Trebek will make it a lively and must-see session!

**8-10 AM VISIT THE EXHIBITS - Magnolia A-B-C-D**

**10-10:30 AM ASSOCIATES MEETING - Magnolia A-B-C-D**

**10:10 - 11 AM BREAKOUT SESSIONS**

**BREAKOUT SESSION 1: DOES SIZE REALLY MATTER? SMALL STORE SOLUTIONS - DAVE HIGUS, KIDDER MUSIC - Magnolia E.**

Smaller stores deal with many of the same issues and problems as larger stores, but also have to contend with other unique challenges. Dave Higus will identify many of these challenges, and he'll offer solutions to make your everyday business run more smoothly. Topics will include staffing, satellite stores, store fixtures, conventions, workshops, and dealing with publishers. If you feel like your biggest competition is the bigger store down the street, or the larger business across the state, then this session is for you!

**BREAKOUT SESSION 2: BUDGETING, THE NEXT STEP - LORI SUPINIE, SENSENEY MUSIC, AND ALAN FRIEDMAN, CPA, FRIEDMAN, KANNENBERG & CO. - Magnolia F.**

Budgeting Basics, Part II - A continuation of last year's thought-provoking session on Budgeting Basics. We'll spend more time on the process of allocating expenses, as well as continue the discussion on the value of budgeting and uses for budgeting information. If you missed last year's sessions, not to worry! We'll be sure to review the basics and continue to hammer home the necessity of budgeting in your own business.

**BREAKOUT SESSION 3: BUILDING YOUR BUSINESS THROUGH BUILDING YOUR CUSTOMER BASE - BOB DINGLEY, WARNER BROTHERS - Magnolia G-H.**

Prior to Bob Dingley's tenure with Warner Bros Publications, he spent 26 years in retailing, with JW Pepper and H & H Music. Join him in this Master Retailer session on his vision for the future in Print Music Retailing. Learn how to build a strong customer base, using proven strategies from one of the industry's most seasoned professionals.

**11:10 - 12 PM REPEAT BREAKOUT SESSIONS**

**BREAKOUT SESSION 1: DOES SIZE REALLY MATTER?**

**BREAKOUT SESSION 2: BUDGETING, THE NEXT STEP**

**BREAKOUT SESSION 3: BUILDING YOUR BUSINESS THROUGH BUILDING YOUR CUSTOMER BASE**

**12:15-1:15 PM LUNCH – Beau Rivage Pavillion**

**1:30-2:40 PM THE FRED FACTOR – THE HAL LEONARD TEAM – Magnolia E-F-G-H.**

Meet Fred, a man who passionately loves his job and genuinely cares about the people he serves. Who is Fred, and what does he do? Let the folks at Hal Leonard introduce you to him. Where others might see his job as monotonous drudgery, Fred sees an opportunity to make a difference in the lives of those he serves. Hal Leonard will take the Four Fred Factor Principals, and apply them directly to the Print Music Industry. Let them show you how the passion in your work and life to can turn the ordinary into the extraordinary. Be a Fred!

**2:50-4 PM WHAT VALUE DOES A RETAILER ADD? PANEL DISCUSSION – Magnolia E-F-G-H.**

As a music retailer, how many of you stop to think about all that you do to bring value to the products you sell, or the music education industry that you serve? If you don't promote those values, they may be taken for granted, right? Well, it's time to make a change. Join our panel of retailers and publishers to discuss what value a Print Music Retailer adds to the product we sell and the industry we work in. You're sure to come away with food for thought, ideas for action and reaction, and ways to put a new spin on what we do each and every day to make our businesses a success.

**4:15-5:30 PM BEST IDEAS -- KEVIN CRANLEY, WILLIS MUSIC – Magnolia E-F-G-H.**

We missed Kevin Cranley's turn at the microphone last year, (although David Jahnke was a most excellent stand-in), so we've asked him back for another go at one of the BEST sessions every year at RPMDA. Ideas include merchandising tips, staffing tricks, ways to dump old inventory, and more! A MUST see!

**6:00 PM - ? EVENING ON YOUR OWN**

**Saturday, April 30, 2005**

**7-8 AM CONTINENTAL BREAKFAST SPONSORED BY FJH MUSIC COMPANY AND MEL BAY PUBLICATIONS – Magnolia E-F-G-H.**

**7:15-8 AM BONUS SESSION: MEET THE INCREDIBLES - NAMM ORAL HISTORY – DAN DEL FIORENTINO, NAMM – Magnolia E-F-G-H.**

NAMM's Museum of Making Music presents visitors with an interactive journey through a century of musical instrument innovations that helped shape American Popular Music from the 1890's to the present day. More than 500 vintage instruments are on display, as well as hundreds of audio and video examples at the push of a button. Dan Del Fiorentino has captured an Oral History of some 400+ individuals that range from instrument manufacturers, dealers, celebrities and music publishers. He's here today to show us highlights of some of the interviews he's collected. Come and see how many RPMDA and Print Music Industry icons you recognize! And watch out, you might be the next one to be interviewed!

**8 -10 AM VISIT THE EXHIBITS – Magnolia A-B-C-D**

**10 AM-Noon EXHIBIT BREAKDOWN**

**10:15 AM-Noon NOSTRADAMUS, CHICKEN LITTLE AND OTHER MUSIC INDUSTRY EXPERTS – ALAN FRIEDMAN, CPA, FRIEDMAN, KANNENBERG & CO – Magnolia E-F-G-H**

"Oh, no...merger mania has caught up with the music products retailing industry. Guitar Center just bought Music & Arts, Alfred bought Warner Bros., Carl Fischer bought Theodore Presser, Mackie (Loud Enterprises) bought St. Louis Music – and that's just this past week!" Calm down, Chicken Little, the sky isn't falling...just yet. Our favorite accountant, Alan Friedman, CPA, will provide some insight into why these mergers and acquisitions happen, as well as make some Nostradamian predictions on what it all means for music retailers and print dealers alike.

**12-1 PM POST CONVENTION BUSINESS MEETING: NEW BUSINESS – Magnolia E-F-G-H**

**1-2:30 PM POST-CONVENTION BOARD MEETING**

**6-7 PM COCKTAIL PARTY SPONSORED BY ALFRED PUBLISHING – Camellia Ballroom**

**7 PM-12 AM BANQUET AND AWARDS CEREMONY – Camellia Ballroom**

**BANQUET ENTERTAINMENT SPONSORED BY TRI-TECHNICAL SYSTEMS**

**DESSERT SPONSORED BY ART'S MUSIC SHOP, HAPPY 100TH BIRTHDAY, ART'S!**

**See you in Portland, Oregon, May 3-6,  
for the 2006 RPMDA Convention!**

# Our 2005 Exhibitors

**ABRSM PUBLISHING** offers books and repertoire for children, guides for performers, scholarly performing editions of keyboard music and textbooks on the theory, harmony and forms of music. New at this year's convention is ABRSM Publishing's recently released *Music Medals*, an exciting series of progressively graded ensemble volumes containing brand new compositions and arrangements for duets, trios and quartets.

**ALFRED PUBLISHING CO., INC./WARNER BROTHERS** publishes educational music including: piano, band, instrumental, guitar and theory methods; secular and sacred chorals; handbell music; classroom materials, reference books; and software.

**ARPEGES-DIFFUSION IMD** publishes books, methods, studies, concertos and ensembles for brass, woodwind, strings, piano, harp, percussion and CDs.

**AUGSBERG FORTRESS PUBLISHERS** offer new resources for church music and worship planning.

**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** specializes in solos with band, with twenty-four currently in print. BAS also publishes concert works, many of which are on state lists.

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

**CD SHEET MUSIC** produces large collections of classical masterworks on CD ROM and eStand Software. Now distributed to dealers by Subito Music.

**C.F. PETERS CORP.** publishes the finest in classical and contemporary music in all areas of musical performance. Besides the Peters Library Editions, its catalog includes many instrumental, choral and piano urtext editions, as well as teaching pieces and anthologies. C.F. Peters is the exclusive U.S. distributor for ABRSM Publishing.

**CALVIN TAYLOR PUBLISHING'S** catalog contains folios of fine keyboard music for piano and organ, along with choral works. Featured publications include *Spirituals for Piano*, *The Patriotic Piano*, *Sacred Classics*, and *Five spirituals for Organ*. New issues for this convention are *Spiritual Suite for Organ* and *Grand Spirituals Collection for Piano*.

**CARL FISCHER MUSIC** has a growing and diversified catalog of musical products now expanded to include videos, DVDs and CDs as well as traditional print music. Carl Fischer Music's product lines include music for band, choral, orchestra, and solo instruments.

**CHESBRO MUSIC CO.** is your "partner in print," providing total print music solutions in wholesale, consignment programs and Musikey – the reference guide of note.

**DJ MILLER MUSIC/PRO SING** has karaoke discs, players and accessories from over 40 lines of products.

**DE HASKE (INTERNATIONAL) AG** has a range of music that includes almost every genre from brass band and concert band to educational and recreational instrumental/ensemble material for all levels of playing expertise. Also represented is Curnow Music Press, whose publications feature such well known musical names as Stephen Bulla, James Curnow, Mike Hannickel, James L. Hosay and Timothy Johnson.

**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 recorded audio products.

**THE FJH MUSIC COMPANY INC.** Brands include *Piano Adventures* by Nancy and Randall Faber, *PreTime to Big Time*, *The Developing Artist* by Faber & Faber, *Succeeding with the Masters*, *In Recital Throughout the Year (with Performance Strategies)* by Helene Marlais, *The FJH Piano Teaching Library*, *Composers in Focus*, *FJH Contemporary Keyboard Editions*, *FJH Classic Editions*, *FJH Sacred Piano Library*, *FJH Sacred Organ Library*, *Everybody's Guitar Method*, *FJH Young Beginning Guitar Method*, *FJH Concert Band*, *FJH Jazz Ensemble*, and *FJH String Orchestra*.

**FREDERICK HARRIS MUSIC** 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.

**FREEHAND SYSTEMS, INC.** is the industry leader in digital sheet music publishing and distribution both in-store and online, and is the developer and marketer of the world's first digital sheet music table – the MusicPad Pro. FreeHand Systems is reinventing how musicians look at music both on and off stage.

**FRIEDMAN, KANNENBERG & COMPANY, P.C.** is a CPA firm specializing in accounting, tax, and consulting services to meet the special needs of music product retailers, instrument and equipment manufacturers, sales reps, musicians, music schools, recording studios, editing and mastering facilities, and other related music industry businesses and individuals.

**GIA PUBLICATIONS, INC.** publishes innovative music education resources and sacred choral music.

**HAL LEONARD CORPORATION/CHERRY LANE MUSIC CO., INC.** 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*.

**G. HENLE USA, INC.** has urtext editions for music from the 18th to 20th centuries, with compositions for piano, strings, winds, chamber groups, voice and orchestra. Since 1948, Henle Urtext Editions have established themselves as a standard of quality throughout the world. Henle also features complete editions of Beethoven, Brahms and Haydn, the RISM Series B, and a variety of books, periodicals, facsimiles and thematic catalogs. HAS Music Publications provides piano teachers and their students with motivating materials that include original compositions, arrangements, tapes, CDs and accessories.

**HOPE PUBLISHING COMPANY** has been serving the church market with choral, handbell, keyboard and instrumental music for over 100 years.

**KENDOR MUSIC, INC./DOUG BEACH MUSIC** – Chartered in 1954, Kendor Music specializes in publishing for school instrumental groups, including solo and ensemble chamber music and works for jazz ensemble, string orchestra, and concert band. Kendor also offers a select assortment of books on composing/arranging and improvisation.

**LAST RESORT MUSIC** specializes in solos, duets and ensembles for woodwinds, strings and brass. Almost any combination for almost any instrument. Check out its new line of cool clothing for musicians with style!

**LATHAM MUSIC LTD.** Publishes sheet music for strings, solos to string orchestra, student to professional level. Distributed exclusively by Ludwig Music Publishing Co.

**LILLENAS PUBLISHING COMPANY** provides music with quality and variety for adult choir, youth and children's choir, men's and ladies collections, solo, duet, trio and ensemble collections, keyboard collections and instrumentals.

**THE LORENZ CORPORATION** publishes sacred and educational music whose divisions include Exaltation Publications, Lorenz Publishing Co., The Sacred Music Press, Laurel Press, Monarch Music, Heritage Music Press and Roger Dean Publishing. Exclusive distributor for Chorister's Guild, AGEHR and Twin Sisters Productions.

**LUDWIG MUSIC PUBLISHING COMPANY** has been selling band, orchestra, string orchestra, instrument solo and ensemble, methods, and choral music since 1921. The Grafton, Ohio-based publisher is also the exclusive distributor of print music published by Great Works Publishing, Brolga Music and

Latham Music Ltd. With its new print facilities, Ludwig provides production services to many of its industry cousins.

**MAESTRO MUSIC BUSINESS SOFTWARE** streamlines business management issues, offering print music retailers affordable business software solutions including new print music search options. Maestro Small Business Edition (SBE) runs on any Windows XP PC, is easy to learn and easy on the budget. For larger volume and multi-store dealers, Maestro offers Corporate Business Edition (CBE).

**MAYFAIR MUSIC** is a Canadian company that publishes and distributes printed music such as The Leila Fletcher Piano Course, Classical Sheets and more. Mayfair Music offers a large and exclusive line of musical gift products, and, as a printer, can provide custom imprinting on manuscript pads, books and note pads.

**MEL BAY PUBLICATIONS, INC.**, established in 1947, markets its extensive catalog of instructional and repertoire books, books/CD packages, videos, DVDs, CDs and accessories worldwide. Its inventory includes a wide range of products for a large variety of common instruments and playing styles, as well as some less common instruments of ethnic origin.

**MJS MUSIC PUBLICATIONS** proudly offers three highly praised and unique titles: *GUITAR: Total Scales, Techniques and Applications*, a best selling method and reference volume; *The Twelve Notes of Music*, a U.S. patent-applied ear training method; and *Complete Guitar by Ear*, a two-CD audiobook exclusive.

**MOLTO MUSIC PUBLISHING CO.** publishes and distributes books, online software, and other innovative tools that help musicians get more out of practicing. Join Molto's innovative dealer/web partnership to sell the *Musician's Online Practice Planner* to schools. Check out Molto's best-selling *Musician's Practice Planner* notebooks, *Pianomouse* software, and E-Z Notes learning tools.

**MUSIC-SEARCH** publishes a music-in-print reference catalog on CD-Rom and as printed books.

**MUSIC SALES CORPORATION** is one of the world's largest print music publishers. Our catalog includes over 5,000 best selling instruction books for musicians, also music reference books, technical books, and biographies.

**MTNA (MUSIC TEACHERS NATIONAL ASSOCIATION)** is the undisputed leader in empowering the music teaching professional. Our mission is to advance the value of music study and music-making to society and to support the professionalism of independent and collegiate studio music teachers. Our ranks include 24,000 music teachers in all fifty states and the District of Columbia.

**NAMM THE INTERNATIONAL MUSIC PRODUCTS ASSOCIATION**, commonly called NAMM in reference to the

# Happy Birthday, Art's Music Shop!

Art's Music Shop, a full-line music dealer with three locations in Alabama, is 100 years old, an amazing accomplishment for any business but particularly impressive in our industry. Owner Paul Freehling took over the reins from his father, Art Freehling, who was still coming to work regularly when he passed away at age 92 in 1998. This company has great retail genes! We are particularly

grateful to Paul for sharing his print music manager Becky Lightfoot with us. Becky, who serves as RPMDA vice president/treasurer, has been busy this year planning a wonderful convention program. Happy birthday, Art's Music, as you begin your second century serving music education in your community!

organization's popular trade show, is a not-for-profit association that unifies, leads and strengthens the \$16 billion global musical instruments and products industry. Activities and programs are designed to promote music-making to people of all ages. With nearly 9,000 member companies, NAMM can be contacted at [namm.com](http://namm.com) or 800-767-NAMM.

**NEIL A. KJOS MUSIC COMPANY** continues to publish quality literature and methods for music education including band, jazz band, strings, piano, chorus and guitar.

**NORTHEASTERN MUSIC PUBLICATIONS INC.** publishes young band music and is the sole distributor of Rencorp. Also the U.S. distributor for HeBu Musikverlag GMBH.

**OXFORD UNIVERSITY PRESS** has been a leader in publishing concert, educational, and sacred music since 1923. The music department develops and publishes music in New York City and in Oxford, England, and markets its publications throughout the world. Oxford's list includes music by award-winning contemporary composers, choral repertoire from the early Renaissance to the 21st century, operas, ballets, and orchestral music.

**PLAYINTIME PRODUCTIONS, INC.** and Sandy Feldstein Music are full-line publishers of books, CDs and DVDs for music education. Brand names include: The *Yamaha Adventure Band Curriculum*, and percussion books by Vic Firth and Ignacio Beroq. PlayinTime is the exclusive distributor of The Music of Wynton Marsalis Enterprises.

**RETAIL UP! MUSIC** Upgrade your Website. Increase your profits. Retail Up! provides sheet music data, e-commerce, promotional tools and easy-to-use technology. Canadian Print Music Distributors will pick, pack and ship with your store's label. With Hal Leonard Print Music Direct, customers can download 17,000 songs at YOUR site. Find out more.

**ROBERT KING MUSIC SALES INC.** is a subsidiary of Alphonse Leduc, Paris and the American distributor for the Leduc group catalogs. The Robert King division specializes in brass music of all publishers.

**SCHOTT MUSIC CORPORATION** is Germany's largest music publisher, with publications in all areas of music. Publications for all levels – beginners, students, amateurs and professionals alike.

**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 solo collections, and instrumental solos and collections.

**THEODORE PRESSER CO.,** a publisher of serious classical music since 1781, distributes many domestic and foreign catalogs in the U.S.

**THEORY TIME** offers a comprehensive workbook series in 13 levels, and a complete reproducible curriculum series with Funsheets, answer sheets and Test Paks. The series line includes eight packaged ready to use summer camps as well as flash cards and games for general theory and general entertainment.

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