

The RPMDA Measure

The newsletter of the Retail Print Music Dealers Association

Convention Issue

1976-2006
PORTLAND, OREGON



Celebrating 30 Years of the
Retail Print Music Dealers Association

Inside this issue of The Measure:

Welcome, new members.
Page 2

Convention schedule.
Page 3

2006 exhibitors.
Page 6

A Welcome from your President



Welcome to the 30th annual RPMDA convention and beautiful Portland, Oregon! The program is top notch thanks to VP/secretary Becky Lightfoot. Thursday, the opening day of the convention, starts with a return visit to the NAMM Oral History Project, one of last year's most enjoyable presentations, followed by a full day of educational sessions, including our keynote speaker, sponsored by NAMM. Learn how to be a more successful business person in the print music industry by attending programs on staff training, online opportunities, publisher/retailer partnership opportunities and a special solutions session, "Dear Dorothy, What Do I Do When...? On Friday, start the day with a bonus breakfast concert by Portland-based, Grammy-award winning guitarist Mark Hanson, sponsored by Music Sales, followed by everyone's favorite session, Best Ideas, and a variety of presentations and break-outs. On Saturday, we'll get off on the right foot with an opening session presented by Craig Cheek from Portland-based corporate success story, Nike, followed by "Disaster Recover," presented by our favorite rock n' roll CPA, Alan Friedman. All this, plus nine hours of face time with over fifty publishers is waiting for you.

If you're interested in visiting one of our local dealer members or taking a guided kayak trip down the Willamette on Saturday's free afternoon, sign up at the RPMDA convention registration desk as soon as you can so we can make the necessary arrangements.

So whether you're a store owner or a print specialist/manager, this convention has something for you. You are sure to take home useful information and ideas that you can put to use, with a payoff at the bottom line. Enjoy!

Joel Menchey
Menchey Music Service, Inc.

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RPMDA Officers 2005-2006

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Welcome, New Members 2005-2006

‡ A LITTLE BIT OF THIS

(returning member)

‡ CEBM INC/MUZYKA/JURGENSON**‡ CONTINUUM INTERNATIONAL
PUBLISHING GROUP***** GRACEWINDS MUSIC***** GROTH MUSIC***** HARMONY ROAD MUSIC CENTER****‡ JALEN PUBLISHING***** LANGLOIS MUSIC COMPANY****‡ MEDIA RAIN****‡ MOZART NOTEZART***** M-R MUSIC****‡ MUSIC SOURCE/T.D. ELLIS
PUBLISHING***** PACIFIC WINDS MUSIC****‡ PIANO CURRICULUM SERIES LLC***** PIANO GALLERY OF OREM****‡ PROFESSIONAL MUSIC INSTITUTE****‡ QUENMAR MUSIC INC.****‡ ROW-LOFF PRODUCTIONS***** SYLVIA WOODS HARP CENTER***** TED BROWN MUSIC COMPANY***** VAN COTT INFORMATION**

SERVICES INC.

*** VAN CURLER MUSIC CO.***** WEATHERS MUSIC****‡ WORLD LIBRARY PUBLICATIONS***** Dealer Member****‡ Associate Member**

A Big RPMDA Thank You to Our 2006 Convention Sponsors:

Opening night reception - Hal Leonard Corporation

Closing night cocktail party - Alfred Publishing

Keynote speaker sponsor - NAMM International Music Products Association

Breakfast sponsor/entertainment - Music Sales Group

Breakfast sponsor - Neil A Kjos Music Co.

Coupon book of exhibitor offers - Mayfair Music Publications

Breakfast sponsor - Carl Fischer/Theodore Presser Company

Breakfast sponsor - Lorenz Corporation

Pocket program and banquet party band - Music-Search

Refreshment break sponsor - Tri-Technical Systems/Roche Thomas

Refreshment break sponsor - FJH Music Company

Refreshment break sponsor - C.F. Peters Corp. / ABRSM Publishing

Refreshment break sponsor - Kendor/Doug Beach Music

Thursday night entertainment - Music Teachers National Association

Instruments and equipment on loan from Beacock Music

And a special thanks to Saralene Oldham and Helms Briscoe!

2006 RPMDA Convention Program

Tuesday, May 2, 2006

6 PM-11PM PRE-CONVENTION BOARD MEETING

Wednesday, May 3, 2006

8:30 AM-4 PM OPTIONAL PRE-CONVENTION DAY TRIP TO COLUMBIA RIVER GORGE, MULTNOMAH FALLS, AND MORE (Meet in the Hotel Lobby, 8:15am).

12-5 PM EXHIBITOR SET-UP – Exhibit Hall

12-5 PM REGISTRATION – Ballroom Registration Desk

3:30-4:30PM NEW MEMBER ORIENTATION – Salon E

4:45-6 PM PRE-CONVENTION BUSINESS MEETING – Salon E

6:15-8 PM OPENING NIGHT COCKTAIL PARTY sponsored by HAL LEONARD CORPORATION – Salon F



Thursday, May 4, 2006

ALL DAY REGISTRATION

7:30-8 AM CONTINENTAL BREAKFAST sponsored by The Lorenz Corporation and Carl Fischer Music/Theodore Presser – Salon E

8-8:50 AM BONUS SESSION: NAMM ORAL HISTORY – DAN DEL FIORENTINO, NAMM sponsored by NAMM – Salon E.

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!

9-11AM VISIT THE EXHIBITS, refreshment break sponsored by Tri-Technical Systems/Roche Thomas – Exhibit Hall

11AM-12PM OPENING KEYNOTE: EXHIBIT AND EVENT STAFF TRAINING – JERRY GERSON, MARKETECH, sponsored by NAMM – Salon E.

Jerry will help us sort through the issues and frustrations inherent in planning and executing successful and profitable in-store and off-site events, including trade shows, conventions, open houses, and group meetings. Has your sales staff ever been trained to communicate in a trade show or event environment? Has staff been pulled for shows based on geographic location rather than on skill or expertise? Working trade shows and other events is not intuitive – it requires a different approach to selling. Learn how to approach strangers, assess needs, and generate new sales, all while forming partnerships and strategic alliances to more effectively serve each individual customer you encounter.

12-1 PM LUNCH – Salon F

1-1:50PM BREAKOUT SESSIONS

BREAKOUT SESSION 1: FUTURE RESULTS – JERRY GERSON, MARKETECH, sponsored by NAMM – Salon E.

Jerry continues his keynote on event and trade show staff training, with an emphasis on measuring the results of both in-store and off-site events. With the growing demand of justifying expenses and quantifying company return on such events, this session is sure to be important to both dealers and publisher alike.

BREAKOUT SESSION 2: DEAR DOROTHY, WHAT DO I DO WHEN....? – DAVE HIGUS, KIDDER MUSIC, and BECKY LIGHTFOOT, ART'S MUSIC SHOP, INC – Salon A-B.

Back by popular demand is a roundtable discussion focusing on small store problems and solutions. For instance - you have a very good customer that needs an item from a publisher that you only order from infrequently. Ordering the one item will result in a minimum order fee plus shipping. You will not make much if any profit from the sale, but you do not want to disappoint your customer. What do you do? Come prepared with both your problems, and your solutions, as we try to sort through the varied situations that many of us face day after day.

BREAKOUT SESSION 3: DIGITAL DELIVERY AND ONLINE OPPORTUNITIES – DAVID MOTTO, MOLTO MUSIC, Moderator – Salon C-D.

With the emergence of new online technologies, are you taking full advantage of everything Internet? Join this panel of industry representatives -- made up of publishers, online services companies, and music dealers, discussing products and processes available via online delivery. Find new profit centers, methods for streamlining your operations, and additional ways to care for your customers. Question/Answer period included.

2-3 PM **VISIT THE EXHIBITS, refreshment break sponsored by Tri-Technical Systems/Roche Thomas – Exhibit Hall**

3:10-4 PM **REPEAT BREAKOUT SESSIONS**

BREAKOUT SESSION 1: FUTURE RESULTS – JERRY GERSON, MARKETECH, sponsored by NAMM – Salon E.

BREAKOUT SESSION 2: DEAR DOROTHY, WHAT DO I DO WHEN....? – DAVE HIGUS, KIDDER MUSIC, and BECKY LIGHTFOOT, ART'S MUSIC SHOP, INC – Salon A-B.

BREAKOUT SESSION 3: DIGITAL DELIVERY AND ONLINE OPPORTUNITIES – DAVID MOTTO, MOLTO MUSIC, Moderator – Salon C-D.

4:10-5 PM **WHAT A PRINT DEALER NEEDS FROM ITS PUBLISHER PARTNER – JIM STROUSE, STANTON'S SHEET MUSIC – Salon E.**

One of our Masters of Retailing shares his views with us on what it will take to increase our business; including, but not limited to, sharing risks like a true partner with our publishers, the lifeblood of our industry. A not-to-miss session, for sure!

6:45-9:30 PM **OPTIONAL EVENING EVENT, PORTLAND SPIRIT RIVERBOAT CRUISE AND DINNER, sold out! Depart from Riverplace Marina across the street from the hotel and down the walkway, boarding begins at 6:45 PM, boat departs at 7 PM, returning at 9:30 PM. Entertainment sponsored by MTNA**

Friday, May 5, 2006

7-8 AM **MUSIC SALES BREAKFAST, sponsored by MUSIC SALES CORPORATION; MINI-CONCERT by Grammy-winning guitarist, MARK HANSON – Salon E.**

8-9:15AM **BEST IDEAS -- KEVIN CRANLEY, WILLIS MUSIC – Salon E.**

Kevin Cranley's back at the microphone, fueling the flames of creativity 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!

9:15-11:15AM **VISIT THE EXHIBITS, refreshment break sponsored by FJH Music Company – Exhibit Hall**

11:20AM-

12:10PM **BREAKOUT SESSIONS**

BREAKOUT SESSION 1: HOW TO GET A DANCE AT THE BANQUET SATURDAY NIGHT – CHRIS SCIALFA, MUSIC SALES CORPORATION – Exhibit Hall.

Do you find yourself spending time with the same people at every RPMDA convention? Do you meet many people at the RPMDA convention but feel like you really don't know them? Is this your first RPMDA? Come break down the social barriers that accompany trade shows as Chris Scialfa guides you through fun exercises to eliminate those uncomfortable feelings that can sometimes form at annual conventions. Explore how dealers and publishers knowing more about each other can benefit their business relationship. And who knows....you may find yourself with a different dance partner this year!

BREAKOUT SESSION 2: DEAR DOROTHY PART 2 - DAVE HIGUS, KIDDER MUSIC, and BECKY LIGHTFOOT, ART'S MUSIC SHOP, INC – Salon A-B.

Here's another one to ponder – Your store exhibits at the state music convention each year, but that poses some problems since you do not have enough employees to staff the store and the booth at the convention at the same time. How do you resolve this problem? Join us as we continue to sort through all those cards and letters that Dorothy's received over the years!

BREAKOUT SESSION 3: BACK TO BASICS – RUSS BEACOCK, BEACOCK MUSIC – Salon C-D.

Store owners and employees alike will benefit from this session on basic business practices that we need to teach our employees and staff. Items include Net Profit vs. Net Sales; how a small rise in Gross Margin makes a huge difference to the bottom line; Income Statement vs Balance Sheets. Learn how to teach your staff in a clear, common-sense, yet fun way, the basics of business!

12:15-1:15PM **LUNCH – Salon E**

1:20-2:10PM **REPEAT BREAKOUT SESSIONS**

BREAKOUT SESSION 1: HOW TO GET A DANCE AT THE BANQUET SATURDAY NIGHT – CHRIS SCIALFA, MUSIC SALES CORPORATION – Exhibit Hall.

BREAKOUT SESSION 2: DEAR DOROTHY PART 2 - DAVE HIGUS, KIDDER MUSIC, and BECKY LIGHTFOOT, ART'S MUSIC SHOP, INC – Salon A-B.

BREAKOUT SESSION 3: BACK TO BASICS – RUSS BEACOCK, BEACOCK MUSIC – Salon C-D.

2:15-4:15PM **VISIT THE EXHIBITS, refreshments sponsored by C.F. Peters Corporation – Exhibit Hall**
4:15-4:45PM **ASSOCIATE MEMBERS MEETING – Exhibit Hall**

4:15-5:30PM WHO WILL BUY? – GAYLE BEACOCK, BEACOCK MUSIC – Salon E.

Join Gayle Beacock of Beacock Music Company, for another original production! Based on the best-selling book WHY WE BUY by Paco Underhill, Gayle will unravel the mysteries of the shopper! You will learn techniques to use in your store to 'encourage' more sales. We can compete with the major retailers, and you must! You just have to attend this session to learn what they already know!! You will leave with a valuable reference packet of information to take back to your store. Don't miss this one!

6 PM EVENING ON YOUR OWN

Saturday, May 6, 2006

7:30-8 AM CONTINENTAL BREAKFAST sponsored by Neil A. Kjos Music Co. – Salon E
8-8:50AM BONUS SESSION: CORPORATE CULTURE – CRAIG CHEEK, VICE PRESIDENT, NIKE CORPORATION – Salon E.
We are very fortunate to have Craig Cheek of the Nike Corporation with us for a Bonus Session! Based in Portland, Nike is respected worldwide for its outstanding products and unique business philosophy. A genuine 'Northwest Company,' it is true to its roots, and conducts business in a casual, focused, yet unequalled way. Oh, and in case you haven't heard, they're quite successful at it, too! Always entertaining, you will not want to miss Craig's presentation! This is a rare opportunity to peek behind the doors of a small company that grew beyond anyone's expectations. What ideas can YOU take from Nike and apply to your business? Plenty! Don't miss this one!!

9-11AM VISIT THE EXHIBITS, refreshment break sponsored by Kendor/Doug Beach Music – Exhibit Hall
11AM-12PM EXHIBIT BREAKDOWN
11:15AM-
12:30PM BORN UNDER A BAD SIGN ("If it wasn't for bad luck, I'd have no luck at all") - ALAN FRIEDMAN, FRIEDMAN, KANNENBERG & CO – Salon E.

Roof blown off during hurricane...\$34,000; Structural damage from earthquake...\$147,000; Inventory destroyed in fire...\$273,000; having a disaster plan, giving your business the ability to survive...priceless. Unexpected mishaps, physical devastation, financial turmoil and various other unforeseen events have become commonplace occurrences in our everyday business life. Some members of our music retailing community have suffered through hurricanes, earthquakes, floods, tornadoes, fires and other natural disasters...not to mention employee theft, slander and libel, credit denials and tax audits. But under the old adage "An ounce of prevention is worth a pound of cure," many of these business-crippling events can be adequately and swiftly dealt with by having a "Disaster Plan," if (or when) a series of unfortunate events occur. Come join industry CPA Alan Friedman to find out what you can do when bad luck comes knocking at your door.

12:30-1 PM POST CONVENTION BUSINESS MEETING: NEW BUSINESS – Salon E
1:00-2:30PM POST-CONVENTION BOARD MEETING

6-7 PM COCKTAIL PARTY sponsored by ALFRED PUBLISHING – Salon F
7PM-12AM BANQUET AND AWARDS CEREMONY, entertainment sponsored by Music-Search – Salon F

**See you in Milwaukee,
May 2-5, 2007!**

Our 2006 RPMDA Exhibitors

ACCENT ON MUSIC provides high quality, easy-to-understand instruction books, CDs, DVDs, videos, tab/notation and accessories for acoustic guitarists at all levels.

A LITTLE BIT OF THIS offers an outstanding collection of high quality gift items, as well as fun, colorful novelties. We provide you with suggestions on marketing and display, so important in today's competitive marketplace, and consistently low prices. We also manufacture merchandise to provide you with a wider selection, and welcome you to carry our gifts, year round.

ABRSM PUBLISHING is a publisher of books and repertoire for children, guides for performers, scholarly performing editions of keyboard music and textbooks on the theory, harmony and form of music. Featured at this year's convention are the acclaimed Signature Series and a range of Music Medals easy ensemble books.

ALFRED PUBLISHING/FABER MUSIC, with over 50,000 titles currently in circulation, is the world's largest educational music publisher. Its brands and distributed catalogs include Belwin, Suzuki®, Expressions Music Curriculum™, Kalmus, Faber Music, National Guitar Workshop and Dover.

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

AUGSBURG 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.

BOOSEY & HAWKES represents many of the world's major classical composers, including Bartók, Bernstein, Britten, Copland, Prokofieff, Rachmaninoff, Strauss and Stravinsky, as well as current masters such as John Adams, Elliott Carter, Ned Rorem, James MacMillan and Steve Reich. Boosey publications are a staple for serious musicians of all instruments, and for concert bands, orchestras and choirs.

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

C. ALAN PUBLICATIONS is a major publisher of band, percussion, chamber and orchestra music. The company is a leader in percussion education, school band music and upper level university band music.

C. HARVEY PUBLICATIONS publishes original technical exercises and study books for stringed instruments. Its specialty is cello technique, including studies in shifting, tenor clef, and thumb position.

C.F. PETERS CORPORATION 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 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, Spiritual Suite for Organ and Grand Spirituals Collection for Piano.

CARL FISCHER MUSIC/THEODORE PRESSER has a growing and diversified catalog of musical products, now expanded to include DVDs and compact discs, as well as its traditional print music product lines.

CHESBRO MUSIC COMPANY is a leading distributor of print music from most popular publishers. The company's MusiKey index reference service provides listings of music in print. Chesbro also distributes instruments, accessories and gifts to leading dealers.

CONTINUUM INTERNATIONAL PUBLISHING GROUP focuses on the history of popular music. Meet Dick Weissman, author of "Which Side Are You On? An Inside History of the Folk Music Revival in America." Also featured are the 33&1/3 series of classic pop/rock album reviews.

DE HASKE MUSIC is one of Europe's leading publishers of instrumental, concert band and brass band music. Its diverse publications range from easy play-along books to advanced works for symphonic concert band. Drop by the booth to find music from Curnow Music Press and books featuring Philip Sparke, Stephen Bulla, Allen Vizzutti, Philip Smith, Steven Mead, Jiggs Whigham and Patrick Sheridan. You are guaranteed a warm welcome!

FJH MUSIC COMPANY features publications by Nancy and Randall Faber - Piano Adventures®, PreTime® to BigTime®, The Developing Artist; publications by Helen Marlais - Succeeding with the Masters®, The Festival Collection™, In Recital™, Sight Reading and Rhythm Everyday®; and other publications such as The FJH Piano Teaching Library, Composers in Focus, 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. manufactures the MusicPad Pro music performance computer tablet, and its Digital Sheet music site, linking 45,000 titles to MusicPad Pro, is the largest in the industry. FreeHand's MusicPad Pro is a hardware/software product based on patented technology that enables convenient usage and storage of sheet music in a digital format.

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

HAL LEONARD CORPORATION/CHERRY LANE MUSIC CO. 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.

Since it was founded in 1948, **G. HENLE EDITIONS** have rapidly established themselves as a standard of quality throughout the world. The company publishes urtext editions from the 18th through 20th centuries for practical use. Featuring compositions for piano, strings, winds, chamber groups, voice and orchestra, Edition HAS publications for piano

teachers and students, and musicological series. Henle is synonymous with the highest standards of music publishing. In 2006, G. Henle USA proudly celebrates 25 years of service to dealers in North America.

HOPE PUBLISHING CO. has provided print music to churches and schools for over 115 years.

JACKMAN MUSIC CORPORATION publishes print music for Latter-Day Saints.

Chartered in 1954, **KENDOR MUSIC** specializes in publishing for school instrumental groups. From solo and ensemble chamber 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 specializes in solos and ensembles with almost any combination for any instrument. The company also sells gift items, including notecards and t-shirts. www.lastresortmusic.com

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

THE LORENZ CORPORATION publishes sacred and educational music. Its division includes: Exaltation Publications, Lorenz Publishing, Sacred Music Press, Laurel Press, Monarch Music, Heritage Music Press and Roger Dean Publishing. Lorenz is the exclusive distributor for chorister's Guild, AGEHR, Royal American Conservatory Examinations and Twin Sisters Productions.

MARLO PLASTIC PRODUCTS, INC. manufactures vinyl choral and concert folders in a variety of styles, sizes and colors, with custom options.

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.

MOZART NOTEZART is your source for fine handcrafted musical theme jewelry and more. Our excellent quality accessories attract repeat customers and will sell well in your store. We also carry bookmarks, key chains and zipper pulls. Perfect for gift giving and recitals. Customer requests and special orders welcome!

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

MUSIC-SEARCH is a music-in-print reference company, with both CD-ROM and book formats available. Updated regularly, the CD version is AIMSI DOS integratable.

NAMM, THE INTERNATIONAL MUSIC PRODUCTS ASSOCIATION, is the not-for-profit association that unifies, leads and strengthens the \$16 billion global musical instruments and products industry. The association's popular trade shows, activities and programs are designed to promote music making to people of all ages. NAMM is comprised of more than 9,000

member companies. For more information about NAMM, interested parties can visit namm.com or call 800-767-NAMM (6266).

Since 1936, the **NEIL A. KJOS MUSIC COMPANY** continues to publish quality literature and methods for music education, including band, jazz band, strings, piano, chorus, drums and guitar.

OXFORD UNIVERSITY PRESS has been a leader in publishing concert, educational, and sacred music since 1923. Operating from both New York City and Oxford, England, 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.

PIANO CURRICULUM SERIES LLC is a piano curriculum designed to assist piano teachers in lesson organization. Each book is adaptable to any piano method or repertoire. This series has been endorsed by Dennis Alexander and is used in major university pedagogy departments.

PLAYINTIME PRODUCTIONS, INC./SANDY FELD-STEIN MUSIC is dedicated to producing quality products for music education. Products include the Yamaha Advantage Curriculum, band music, percussion books, recreational music books, CDs and videos, and the music of Wynton Marsalis.

PRO-SING is the world's largest distributors of karaoke products, and stocks all major lines providing everything for singers. ProSing is the exclusive North American distributor of Disc on Demand, which allows for custom in-store creation of karaoke CDG discs.

QUENMAR MUSIC INC. publishes books that activate and strengthen creative music and keyboard skills, suitable for children and adults. Melody Adventures helps beginners learn basic notation, technique and chord knowledge. The Keyboard Accompaniment Course develops a solid foundation for improvisation and playing by ear in over 45 styles and rhythms, for teachers self-study. (www.creativepianoskills.com),

RETAIL UP! MUSIC Upgrade your Website and increase your profits. Retail Up! provides sheet music data, e-commerce, promotional tools and easy-to-use technology. With Hal Leonard Print Music Direct, customers can download 17,000 songs at YOUR site. Come by our booth and find out more!

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

ROW-LOFF PRODUCTIONS publishes concert and marching percussion literature, method books and video instruction.

SCHAUM PUBLICATIONS, INC. publishes quality piano materials with an emphasis on elementary and intermediate students. Our wide music selection integrates music appreciation, theory, sight reading and technic. Founded in 1959 by John W. Schaum, the family-owned company is operated by the new generation, Wesley and Jeff Schaum, both accomplished musicians.

SCHOTT MUSIC 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 and keyboard collections.

SOUNDFORTH provides quality traditional sacred print
2006 RPMDA Exhibitors continued on next page

Wake Up to Music On Friday!

Portland's own Mark Hanson, who won a Grammy this year for Henry Mancini: Pink Guitar, will appear courtesy of Music Sales for a mini-concert at Friday morning's breakfast. Mark is a dazzling guitar stylist and one of the nation's top educators in fingerstyle guitar today, having authored over 30 guitar instruction manuals, videos and DVDs. He was an editor and columnist at Frets magazines, and continues to author articles for guitar publications. Be downstairs at the special time of 7 AM for an hour of food and fun.



Saturday Afternoon Options

RPMDA is lucky to have dealer members in and around Portland. If you're interested in taking a field trip during Saturday afternoon's free time to visit Sheet Music Service, a 15-20 minutes drive from the hotel, or nearby Beacock's Music in Vancouver, Washington, let us know in advance by signing up at the RPMDA convention registration desk. Be sure to let us know if you'll have a car, and would be willing to give rides to fellow RPMDAers. Based on the number of people who respond, we'll try to provide transportation. We should be leaving the hotel around 1:30 to 2 PM, and plan to be back by 5 PM, just in time to get ready for all the fun at Saturday night's cocktail reception and banquet. We will also have directions to both stores available at the registration desk.

For those who want to experience fresh air, the great outdoors, and Portland nature at its best, try a kayak tour on the Willamette River with an experienced guide from the Portland River Co. Not to be confused with a white water rapids rafting trip, you'll paddle serenely past views of the beautiful city of Portland and beyond. Beginners to experts welcome, all you'll need is a windbreaker or jacket, sneakers that you don't mind getting wet, and an optional bottle of water. Length of tour is about 2 1/2 hrs, cost is \$43/person, and will depart from the dock across the street from the hotel, approximately 2 PM. Sign up at the RPMDA convention registration desk ASAP if you're interested, as space may be limited.

Got a Great Idea? You Might Be a Winner!



One of the most popular sessions at the annual RPMDA convention, "Best Ideas," is in a new, morning time slot this year. Kevin Cranley is back as moderator (some things should never change!) and here's how it works. 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 into the "best ideas bowl." The audience takes notes and votes on the winner. Half of the money in the bowl goes to the person with the most votes, and half to the RPMDA Ed Adams Scholarship Fund. If twenty people enter, that's \$100 to the winner. You can buy a lot of souvenirs in Portland with \$100! Everyone who attends the 2006 "Best Ideas" session walks away a winner by taking home ideas that add profit to the bottom line. Sign up early at the RPMDA convention registration desk to present your best idea!

music in a variety of formats, including choral octavos, piano collections, choral collections, vocal solo collections and instrumental solo and ensemble collections.

SUBITO MUSIC in Verona, NJ, is a leading new publisher of contemporary works by sixteen composers. Its catalog has over 500 titles for band, choir and piano in print, and recently purchased the thousand-title Seesaw Catalog. Subito also functions as trade distributor for CD Sheet Music, Large Print Music and The Opus Series, as well as many other composers.

TRI-TECHNICAL SYSTEMS, INC. sells AIMsi Technology, accounting and inventory management software that includes point of sale, music lesson control and rentals. Its Active-e

Technology includes B2B electronic inventory management, shopping cart hosting and consumer-to-business technology.

TRILLENIUM MUSIC CO. and Tunbridge publish quality, serious music in a wide range of styles, enabling musicians of all ages to learn, grow artistically and work professionally.

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