2022 Convention Sponsors
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Special thanks for in-kind support to:

NAMM
Progress Publications
Welcome to Tucson!

4:00 pm - 6:30 pm
Registration
Tucson Ballroom Registration Desk

Pick up your name badges and program folders and say hello to our Executive Director, Madeleine, along with the Board members who are there to greet you.

5:00 pm - 6:15 pm
New Member & First-Time Attendee Orientation & Reception
Sponsored by DANSR/BGE

Come and meet your fellow first-time attendees. Learn what to expect during the convention and meet some of the best vendor partners in the school music industry. Grab a beverage and have a chance to win some great prizes from our sponsors.

6:30 pm - 9:00 pm
Opening Night Party
Sponsored by Yamaha
Ania Terrace

Join us as we kick off our 60th Anniversary Celebration with great food and great friends!

Yamaha is honored to host the 2022 Opening Night Reception. The opening reception is a great kick-off for what we know will be a fantastic week of professional development and reconnecting in person with our most valued school music dealer partners. We look forward to seeing everyone at the reception and throughout the rest of the week! - Doug Steinmetz, Director of School Music Sales

Thursday, March 31

7:15 am - 7:50 am
Continental Breakfast (Sponsored by Harris-Teller)
Tucson Ballroom FE

7:50 am - 9:40 am
Opening Speaker & Annual NASMD Business Meeting
Tucson Ballroom FE

Opening Speaker: Julio Melara
Room: Tucson Ballroom FE

Priorities, Pitfalls and Progress for the FUTURE!

In this presentation, you will be challenged to think differently and learn how to thrive in a highly competitive and challenging marketplace. You’ll learn some of the top priorities that you must maintain to flourish in today’s world and some of the pitfalls that will impede your progress in the future if you're not aware. Get ready to enlarge your vision and take your career to the next level.

9:40 am - 10:00 am
Refreshment Break (Sponsored by Band Folder Press)
Tucson Ballroom Foyer

10:00 am - 11:00 am
Sponsor Spotlights
Moderator: Gayle Beacock
Room: Tucson Ballroom FE

Kick off your convention with some fun! Join us for a fast and informative session featuring our manufacturer friends! Our top sponsors will be allotted some time to tell us “anything they’d like us to know?” They are creative, talented and, oh yes, timed!! You never know what these crazy kids will come up with. Don't miss it!

11:00 am - 11:20 am
Refreshment Break (Sponsored by Connolly Music & D’Addario)
Tucson Ballroom Foyer
11:20 am - 12:20 pm  
**Make the Most of a Best Communities for Music Education Recognition**  
Speaker: Panel  
Room: Tucson CD  
Join the Music Achievement Council (MAC) and The NAMM Foundation as we discuss how to leverage the NAMM Foundation’s “Best Communities for Music Education” (BCME) national recognition award program and boost support for music programs in your community. Joe Lamond, President & CEO, NAMM; Joan Ashcraft, Director, Fine and Performing Arts, Tucson Unified School District; Dr. Gabriel Trujillo, Superintendent, Tucson Unified School District and Nick Averwater, Amro Music; will discuss what BCME is, how to apply, the benefits of local, regional and national recognition, how to coach educators and districts through the process and ways to make the most of a school district’s BCME recognition.

11:20 am - 12:20 pm  
**Repair Shop 2.0: Using Technology in the Repair Shop**  
Speakers: Panel  
Room: Tucson AB  
This roundtable discussion will focus on leveraging technology to further develop your repair business. How do CRM, texting apps and email blasts fit into your sales/marketing cycle? Join Alex Beamer and a great panel of industry experts as they share what is working and what hasn’t worked in their shops. Then, how you can incorporate new technologies to fit your business demands.

11:20 am - 12:20 pm  
**Creating an In-Store Experience that Keeps Customers Coming Back for More**  
Presenter: AJ Reitz  
Room: Tucson GH  
In-store traffic has been declining throughout the country in most industries. However, there are still many things within our power to create experiences in-store that make customers WANT to come in, over and over again.

11:20 am - 12:20 pm  
**It's a Wonderful Day in the Orchestra Neighborhood**  
Speaker: John Fulton  
Room: Tucson IJ  
Can you say “orchestra director?” I knew you could. This session will cover all the orchestra necessities for road reps. Learn how you can exceed the expectations of your orchestra directors by understanding products, learning to speak the orchestra language and how to add extra value to your service that will win the hearts and minds of your pickiest directors. After this session, it will always be a wonderful day in the orchestra neighborhood.

12:20 pm - 1:50 pm  
**Power Hour Lunch**  
(Sponsored by Conn-Selmer)  
Room: Tucson Ballroom FE  
Arizona is known for its hot and dry desert climate. Power Hour lunch will be HOT with knowledge and guaranteed dry laughs with your fellow NASMD members. This fun, high energy session will allow you to get to know fellow members, take some knowledge home with you and enjoy a great lunch thanks to our sponsors.

2:00 pm - 3:00 pm  
**How to Keep Employees Engaged and on the Team**  
Speaker: Jerry Goldenson  
Room: Tucson CD  
Positive people create positive results. Our people are the most critical asset for sustained success and a positive working environment. Every role is crucial, understanding and unlocking the potential of your team is our role as leaders. Join Jerry Goldenson, President of KHS America, as he shares practical ideas that you can use to inspire your team.

2:00 pm - 3:00 pm  
**Repair and Sales Working Together! What did they just say? Winning Strategies from Repairs to Sales**  
Speakers: Panel  
Room: Tucson AB  
Sales and Repair often have different agendas and communication styles. Join Chris Arent from Ted Brown Music and Tim Jones from N-Tune Music as they share how they developed a partnership between their repair and sales departments.

2:00 pm - 3:00 pm  
**Inside a Violin Shop: What is the Magic Sprinkled on Imported Instruments to Add Value?**  
Speaker: Panel  
Room: Tucson GH  
What happens inside of a violin shop? What is the magic that is sprinkled on imported violins to reach “violin shop” level quality? What are the luthiers doing with their wands or sound post setters to win the hearts of orchestra directors, private teachers and players alike? Find out with master luther Anton Kruz (Kruz Strings), strings specialist Ed Mingo, (Pirastro), and industry veteran Jason Blank (Kruz Strings) in this informative and extremely practical session!

2:00 pm - 3:00 pm  
**State of Music Education (Leadership Now)**  
Speakers: Scott Lang  
Room: Tucson IJ  
Join Scott Lang as he shares the latest analytics and insights from the State of Music Education survey. Topics include how the pandemic has impacted enrollment, what to expect next year, and the greatest needs of music educators. These surveys are completed by educators and will provide valuable insight into the music education community.
3:10 pm - 4:10 pm
Bringing Lessons Back: Winning Strategies for Bringing Students Back
Speaker: Tim Spicer & Kenzie Stone
Room: Tucson CD
How do successful lesson studios rebuild their program in the aftermath of COVID disruptions? After experiencing significant losses in lesson enrollment, many programs across the country are struggling to book and retain students in order to maintain a financially sustaining lesson program. Get the 5 step process that Kenzie Stone, Lesson Administrator, and Tim Spicer, Owner, of Spicer’s Music used to strengthen and rebuild their lesson program after the initial losses. This session is packed with usable tips you can take back to your lessons leadership team to build a stronger program.

3:10 pm - 4:10 pm
Manufacturer Panel: What do the manufacturers see in the future? Inventory Planning & Winning in the era of Disrupted Supply Chain Roundtable
Room: Tucson AB
Manufacturers often look a little farther out into the future and are always looking for “outside-the-box” ideas. Join Tom Sumner, President of Yamaha, and his panel of thought-provokers to help you think about and prepare for possible future changes in our industry.

3:10 pm - 4:10 pm
All-Star Events: Leveraging your Network to Achieve Goals
Speaker: Dennis Hallmeyer & Michael Fenoglio
Room: Tucson GH
Join Dennis Hallmeyer of Bertrand's Music and Michael Fenoglio of Danar in this interactive session outlining how to get the most from your events, whether virtual or in person. Topics will include strategies for planning, marketing, and implementation as well as tips for working with manufacturers and vendors to pack your store (or zoom meeting), captivate an audience, create lifelong customers, and more!

3:10 pm - 4:10 pm
Retention and Recruiting in the Post COVID World
Speaker: Scott Lang
Room: Tucson IJ
Has COVID thrown a wrench in your retention and recruiting efforts? Learn what has worked and how you can take retention and recruiting to the next level. Join Scott Lang as he shares specific ideas and approaches for introducing more kids to music and how to keep them engaged.

5:00 - 6:30 pm
Cocktail Reception (Sponsored by KHS America) featuring NASMD Sandy Feldstein Big Band
Tash Lawn

6:30 - 9:00 pm
Meet To Eat
Departs from Tash Lawn

Friday, April 1
7:15 am - 8:00 am
Continental Breakfast (Sponsored by St. Louis Music) Tucson Ballroom FE

8:00 am - 9:00 am
Understanding Your Cybersecurity Tech Options: Non-Techies Can Mitigate Their Malware Risks
Moderator: Randy Johnston
Room: Tucson CD
Are you confused by the technomumbo jumbo around cybersecurity technologies? Let us help demystify it for you. Attend this session explicitly designed for non-techies. We will discuss the major cybersecurity risk areas (malware protection, device management, email protection, backup, secure document exchange, e-Signatures, etc.) and the types of solutions options in each area to help mitigate your risks. You’ll leave this session with a better sense of your residual cybersecurity risks and a potential option to talk to your IT team to help mitigate those risks.

8:00 am - 9:00 am
Mock Training Session: Train your Sales Team (Mouthpieces, Bows, Step-Ups)
Speaker: Panel
Room: Tucson AB
We all agree step up sales are highly desirable, but another opportunity that is often overlooked due to lack of training is “upgrade sales” such as mouthpieces and bows. Join three experts as we role-play sales techniques with all three categories. Grammy winning sax player Jody Espina will cover saxophone mouthpieces, while Master Bowmaker Vito Vissicaro explores what makes bows different and how to match a nice bow to both the client and their instrument. Rick Thacker will share a step up sales technique that can be used across all band and orchestra instruments; one that doesn't require the sales staff to play the instrument! :)

8:00 am - 9:00 am
Swimming with the Sharks
Speakers: Zach Phillips
Room: Tucson GH
The last decade has seen nothing short of a retail transformation—and with it, amped up disruption from all corners of the world. Be it COVID, online retail giants or more distractions to keep students from music-making, school music retailers now operate in an environment that has little resemblance to years past. What are the best of the best doing to make their businesses bullet-proof in this climate? Find out at this high-powered panel discussion, moderated by Zach Phillips, NAMM’s director of professional development. Walk away with strategies, tips, and tactics for success in this decade.

8:00 am - 9:00 am
Opening up New Accounts, Recruiting, Maintaining Relationships - specifically new changes implemented as a result of COVID
Speaker: Panel
Room: Tucson IJ
Even in school service, things are changing, especially with Covid! Join a panel of some of this industry’s most successful Ed Reps to find out how they are changing and adapting to continue recruiting, maintain relationships and open up new accounts more effectively than ever!
Room: Tucson CD
Speaker: Randy Johnston
Tech Update 2022
9:20 am - 10:20 am
How rapidly can technology change? Which technologies will affect you and your business? Further, how do you separate sales pitches from innovative ideas? This visionary session provides insights, choices, and recommendations. During this session, you will learn about the benefits and risks of evolving and emerging technologies relevant to your business. No doubt, you will discover at least one new technology you had not previously considered. Upon completing this session, you will possess the requisite knowledge to make proper strategic and tactical technology choices.

Room: Tucson AB
Speaker: Panel
9:20 am - 10:20 am
Increasing Sales & Profits with a Specialty Shop
Creating a specialty shop within your store to focus on a specific instrument may give you credibility as an expert, but is it profitable? In this discussion, panelists who have specialty shops within their full-line music stores will explore the factors that led to their decision to create a specialty shop, as well as the benefits and the challenges of this business model. What advice do they have to make a specialty shop successful? What other benefits does it have for the overall business? Learn from those who have navigated this road to create a thriving and profitable specialty shop.

Room: Tucson GH
Speaker: Panel
10:40 am - 11:40 am
Tapping the Potential of Your Percussion Market
Join the team from Zildjian as they discuss the often overlooked opportunities for percussion products in the school market. The team will share how they approach connecting percussion products with the performance benefits for teachers and students. They’ll also explore proven techniques road reps can use to identify new opportunity, better support their customers, and engage in new ways with their music and percussion community.

Room: Tucson IJ
Speaker: Leslie Stirm
10:40 am - 11:40 am
Store Run Smoothly: Culture, Standards, Champions, & Reviews
We all know that better efficiency in our business translates into bigger profits! But where can I look for opportunities to improve? Join Instrumental Music Center owner Leslie Stirm as she walks you through 4 easy ideas to make your store run oh-so-smooth!
### Friday, April 1 (Continued)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>12:00 pm - 1:00 pm</td>
<td>Legal Roundtable: NASMD’s Attorney Answers Your Questions</td>
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<td>Moderator: Jim Goldberg</td>
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<td>Room: Tucson AB</td>
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<td>Bring your questions on topics such as independent contractor v.</td>
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<td>employee, sales tax collection on internet transactions, rental</td>
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<td>contracts and other issues, Attorney Jim Goldberg will try to provide</td>
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<td>answers on the ever changing legal landscape.</td>
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### 1:00 pm

#### Lunch Break (On Your Own)

#### 1:00 pm Tee Off

**Faulhaber/Winkler Golf Scramble Includes Lunch Buffet at Course**  
(Sponsored by Eastman)  
Starr Pass Golf Club

#### 2:00 pm - 5:00 pm

**Bocce Ball Tournament**  
(Sponsored by Cannonball Musical Instruments)  
Meecha Lawn

### Saturday, April 2

#### 7:15 am - 8:00 am

**Continental Breakfast (Sponsored by Buffet Crampon)**  
Tucson Ballroom FE

### 8:20 am - 9:20 am

**Creative Confidence**  
Speaker: Jody Espina  
Room: Tucson CD

In the late 1990s, Jody Espina began to be burnt out from the hustle that it takes to be a successful musician in New York City. He then embarked upon a journey of self-discovery and creative endeavors primarily by working through “The Artists Way”, which led indirectly to him founding JodyJazz. Espina discusses his journey and how so many of us have received negative messages in our youth that discourage us from being creative and going after our dreams. Jody’s talk will encourage attendees to not be afraid of creative failure and expand our ideas of what is possible for each of us.

**Ed Reps Gone Mobile**  
Speaker: Panel  
Room: Tucson AB

It has been a wild two years for us Road Reps! Join industry-leading ed reps, Stewart Blatt (Buddy Roger’s Music), Hank Rockwell (Playground Music), Mason Tarpley (Tarpley Music) as they share new tools & strategies to be more effective in the field.

**Fix An Ad/Promo: Present 1 of your Ads for Feedback from Experts**  
Speaker: Lindy Hoekstra & Cris Behrens  
Room: Tucson IJ

Lindy Hoekstra from Meyer Music in Michigan & Cris Behrens from Summerhays Music Center will go through ads and promotions provided from various NASMD members. They will share the good and the bad from each ad and promotion. Plus, Lindy and Cris will share how and why certain changes can make your ad and promotion really pop out to the consumer.

#### 9:20 am - 9:40 am

**Refreshment Break (Sponsored by American Way Marketing, Remo, Maple Leaf Strings, & Tri-Tech)**  
Tucson Ballroom Foyer

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**NASMD WiFi Network - JWMarriott_CONF Password: tussp2022**  
Sponsored by Rain POS
The most successful Ed Reps in the industry are much more than delivery drivers following a route day after day. To go beyond the “Milk Run” requires a different mindset – one of constantly improving creativity, dedication, knowledge, and sales skills. Scott Leamon and Shane Deuel of Eastman Music Company, formerly successful Ed Reps and Ed Rep managers, will share their insights on growing a territory in all categories and knocking your sales goals out of the galaxy.

**Train It and Retain It: How to do you Train Team Members and Prevent it From Going in One Ear and Out the Other**

Speaker: Doug Steinmetz
Room: Tucson CD

Employee development and engagement are crucial to the success of your business, but many of us struggle with finding the time and the resources to train. Join Doug Steinmetz from Yamaha as he shares his top tips on how to help you and your teams with effective training, coaching and retention ideas.

**State of the Industry: Trends, Disruptions, Predictions & More**

Speaker: Frank Alkyer & Brian Majeski
Room: Tucson AB

Join Frank Alkyer of Music Inc and Brian Majeski of the Music Trades as they update and discuss current trends in the marketplace from COVID, to changes in distribution, some surprising opportunities, and more. They will examine the impact on our industry, discuss the disruptions, and share some views on what is to come.

**Overcome Anything**

No matter who we are or what our job title is, one thing is true: we are all the leaders of our own lives. We are all creative problem solvers, and we all have unique value we bring to our personal and professional relationships. Thing is, we don’t always remember this about ourselves...or about our friends, family, co-workers, employees and team members. Caught up in the day-to-day grind, it’s pretty easy to forget. Personal leadership? Responsibility? Resiliency? They are attitudes. And these attitudes can be learned by anyone. They can become habits we practice at work and at home, in our personal and professional relationships. And they can become tools we draw on to successfully face, and overcome, any challenge. Combining lessons from his remarkable life of being born without arms with his unique insight into personal and workplace challenges, Alvin has developed a series of proven strategies for enhancing and sustaining attitudes of leadership, responsibility and resiliency both on the job and in your personal life. You’ll learn how to apply these time-tested techniques to spark your creativity, recognize your value and the value of those around you, and step into your natural role as leader in your own life.

**Past President’s Reception**

NASMD Board and Past Presidents Only

**Cocktail Reception**

**NASMD Closing Party**

NASMD Closing Party
60th Anniversary Celebration

**Join Us In 2023!**

March 22–25, 2023
Wyndham Grand Rio Mar Golf and Beach Resort
Puerto Rico