INDUSTRY NEWS

ALFRED MUSIC PUBLISHING

**Sticks ‘n’ Skins at the Smithsonian**

Alfred Music Publishing announced the addition of *Sticks ‘n’ Skins: A Photography Book About the World of Drumming*, by Jules Follett and Lissa Wales, into the library of the Folklife Center at the Smithsonian Institution in Washington, D.C. With the inclusion in the library at the Smithsonian, the *Sticks ‘n’ Skins* musicians join such greats as Mahalia Jackson, B.B. King, Woody Guthrie, Josh White, and many others whose talents made an incredible stamp on the transformation of music in our nation. The addition of *Sticks ‘n’ Skins* to the renowned Smithsonian Institution ensures the preservation of this work of art honoring some of our greatest drummers. *Sticks ‘n’ Skins* is already in the archives of the Grammy Museum, the Rock and Roll Hall of Fame Library, the Country Music Hall of Fame, and the Musicians Hall of Fame.

**Alfred Donates Materials to Music Students at PASIC**

Alfred Music Publishing offered in-kind donations to future music educators and deserving students at the close of PASIC 2011. More than 100 Alfred methods, supplements, and educational DVD titles were placed in the hands of music majors. Students included percussion majors from Indiana University under the tutelage of Steve Houghton, Professor of Percussion and Jazz, Indiana University, Jacobs School of Music.

An e-mail from Houghton chronicled his students’ response to the donated material: “You have no idea what your wonderful gift meant to all of our students; that’s all they could talk about. I don’t think I’ve seen them that excited about educational materials, ever. I can’t thank you enough for your kindness, and for your true dedication to education and to the students.”

**Alfred Celebrates 90th Anniversary**

Alfred Music Publishing will commemorate its 90th anniversary with a year-long celebration that was launched at the winter NAMM Show in January. Alfred’s history, from the modest Tin Pan Alley pop song catalog to a now vast library that boasts more than 90,000 educational, reference, pop, and performance titles, is a testament to the industrious leadership of the Manus family and the diligent work from Alfred’s employees and authors.

Now in its third generation of Manus family leadership, Alfred Music Publishing’s varied achievements in the music education industry continue to be driven by its mission to help people experience the joy of making music. Alfred continues to make a significant impact on how millions around the world learn, teach, and play music with widely acclaimed method series titles, including *Alfred’s Drum Method*, now celebrating its 25th anniversary.

**AVEDIS ZILDJIAN COMPANY**

**Zildjian Honors Krupa**

The Avedis Zildjian Company announced that it will honor the memory of the great jazz legend Gene Krupa with a conference room and display named for the drummer and dedicated to showcasing his drums, cymbals, sticks, and other personal items. Among the items on display are his bass drum, tom, snare, drummer’s throne, drumsticks, crash, splash, hi-hats, and an engraved cigarette lighter, all dating back to the 1930s and ’40s.

In partnership with Avedis Zildjian, Krupa played a significant role in shaping the evolution of the emerging drumkit. “Gene suggested that my grandfather make the cymbals thinner,” said Craigie Zildjian, CEO, Avedis Zildjian Company. “The historical significance of this innovation marks an important turning point in the evolution of cymbal making. The thinner cymbals were very appealing to American drummers and, as a result, Zildjian cymbals gained wide-spread acceptance in the U.S.”

The special exhibition is made possible by the Stamm Family of Chicago, close friends of the late drummer, who preserved these items for over 50 years. Interested in honoring their friend, the Stamm family graciously offered to make some of Krupa’s personal possessions available to the Zildjian Company so they could be shared with contemporary and future generations of drummers.

“We want to make every effort to keep his memory alive,” said Stamm. “My family is pleased that Gene’s drums will have a good home at Zildjian. It allows us to recognize and remember him. It’s also important to have Gene’s drums at Zildjian because of the special relationship Gene had with Avedis and Armand Zildjian.”

**Zildjian Honored with Electronic Musician Editors’ Choice Award**

The Avedis Zildjian Company received a 2011 *Electronic Musician* Editors’ Choice Award for its Gen16 Acoustic Electric (AE) Cymbal System at the 2012 Winter NAMM show in January. Recognized as “The Biggest Drum Innovation in 400 Years,” Zildjian’s AE Cymbal System was selected by *Electronic Musician* as one of the most groundbreaking products to emerge in the past 12 months. Accepting the award was Craigie Zildjian, CEO of the Avedis Zildjian Company; Debbie Zildjian, Zildjian’s Vice President of Human Resource; and John Roderick, Vice President of New Business Development/Gen16.

**CYMBAG**

**International OEM, Distribution and Artist Alliances**

Cymbag International of Monterrey, Mexico has expanded its worldwide sales and marketing efforts. In addition to the availability of Cymbag cymbal protection sleeves from Big Bang, Universal and Kelley International in the United States, and from leading distributors around the world, the company has announced new distribution agreements with Organigram (Spain), Bothner Music (South Africa), and Moridaira (Japan). Cymbag is also providing private-label cymbal sleeves for the Meinl, Bosphorus and TRX cymbal companies, and recent artist signings include Mauricio Claveria (La Ley, Los Concorde), Gabriel Lastra (Reik), and Gilberto Castillo Ramos (Gogonut).

Gen-16.com Launches “Global” Buy Now Program

The Gen16 line of acoustic electric and digital products has been introduced to the global market, and the Avedis Zildjian Company is prepared to meet demand with its newly launched Buy Now Program.

Visit www.Gen-16.com to see the Gen-16.com site and be given the option to complete their purchase transaction through various industry-leading e-commerce retailers globally. Consumers can view an array of product information on Gen-16.com including product details and descriptions, usage videos, Quick Start Guides in 14 languages, artist performances and testimonials, and even a “crash test” video of the AE Rack and mounting hardware. This readily available information brings potential customers one click away from completing their purchase on a Buy Now partner’s online store. Consumers have the option of choosing an e-commerce fulfiller in their region to facilitate the sale. Global fulfillers have already signed up for the program, and the list of countries and fulfillers continues to expand.

The Gen16 Buy Now Program levels the playing field for retailers with active e-commerce businesses because customers choose whom they wish to buy from. For retailers to participate, they must have an active e-commerce business, stock Gen16 products, maintain individual product links, and fulfill orders within 24 hours of purchase. Signing up for the program is quick and easy through Gen16’s Customer Service Department. For more information or to sign up, contact zcustomercare@zildjian.com.

Gen-16.com Launches “Global” Buy Now Program
LATIN PERCUSSION
Krol Promoted to Project Engineer
Latin Percussion and Toca Percussion, both divisions of KMC, are pleased to announce the promotion of Andy Krol from the position of Project Designer to Project Engineer. Krol will be responsible for the design of products for both LP and Toca. He will oversee the creation of products from their initial inception and mechanical conception, through their manufacturing, testing, and release. Krol will also ensure that new products meet marketing requirements and exceed quality standards. Additionally, Krol will work closely with manufacturing to maximize efficiencies and provide technical support to products already in production.

Krol is a 14-year veteran of LP and has played a key role in the development of many products including the LP Compact Conga and Compact Bongos, the One-Handed Triangle, the Multi-Stem Gajate Bracket, and the LP Fusheki.

LUDWIGMASTERS
LudwigMasters Acquires Brook Publishing
LudwigMasters has announced the purchase of Brook Publishing, which was known for such percussion books as "Here's the Drum" by Emil Sholle. All of the Brooks Publishing books can now be found in the LudwigMasters catalog.

NATAL DRUMS
Natal Royal Charter Society
Fifty U.S. dealers will be selected to become members of Natal Royal Charter Society, and their customers will enjoy first-class benefits with Natal Drums. The very first member of the Natal Royal Charter Society is Vic's Drum Shop in Chicago. To become a member call 1-800-877-6863 ext. 5230 or e-mail dealerinfo@nataldrumsusa.com. Natal Drums is owned by Marshall Amplification, England, and are distributed in the United States by U.S. Music Corp. a division of JAM Industries.

PERCUSSION MARKETING COUNCIL
Redesigned Website
Based on membership input and direction received during the January 2011 All-Member Meeting, the organization embarked on a complete overhaul of the PMC’s official website. This huge project was directed by Advisory Board Member Billy Cuthrell involving months of design and content foundation work for the successful live launch this past September. Since it went live, the site has served a record number of visits by consumers, students, teachers, and retailers, informing them of PMC activities and programs. Three primary portals of content steer visitors to the information most appropriate to their interests and needs. Direct links are always included to PMC members’ individual websites, allowing complete access to the products and services represented by the entire PMC membership.

2011 IDM Campaign Put Sticks in Kids’ Hands
The annual International Drum Month (IDM) Program offering a free pair of drumsticks and an instructional book or DVD to anyone who mailed in a coupon with a music retailer’s business card validation ended Dec. 31. Since the launch in late October, the PMC headquarters received over 500 consumer coupon entries, providing drum shops or music stores a great chance to turn a motivated person into a new percussion customer. The coupon was featured on many national non-music related websites. According to initial tabulations and coupon approval at PMC headquarters, we are reaching parents and grandparents who want to support their children’s interests in music and drumming.

Thanks to PMC members who donated materials. Drumsticks were provided by Pro-Mark, Vater, and Zildjian, while educational instructional materials were provided by Alfred Publishing, Hal Leonard Corporation, and Hudson Music.

PREMIER
KD Drums Acquisition
Premier has announced its acquisition of KD Drums. The takeover will see the formation of the Premier Drum Company Ltd., which will be the research, development, and UK manufacturing operation for Premier Music International Ltd. KD Drums, based in northwest England, has built a reputation for custom-built snare drums and drumsets since its inception in 2003 under the management of Keith Keough, who will now take on the role of head of manufacture for Premier. The acquisition of KD Drums heralds a return to UK manufacture for Premier with the first of the new British-built products due to be released at NAMM in January 2012. The Premier Drum Company will operate and manufacture from new factory premises in Lancashire with production starting in February 2012, which will allow KD drums to fulfill all existing orders beforehand.

Craig Buckley, General Manager at Premier, comments, “As Premier celebrates its 90th anniversary in 2012, we are excited that this acquisition kick-starts the celebrations and sees Premier return to its natural heritage of manufacturing high-quality products in the UK. We will continue to source in Asia but we now have the ability to run UK manufactured product alongside our current offering. It is also our intention that our new facility will build drums that are 100% British, and following the launch of the first of the British Collection at NAMM we will introduce the second new range at Musikmesse in Germany in March 2012, which will be a range of snare drums built from indigenous woods using advanced design technology.”

The Premier Drum Company will manufacture high-end snare drums before moving on to British-built drumsets and orchestral and marching products in 2013.

PRENTICE PRACTICE PADS
William F. Ludwig III Named to Marketing Position
Colin Hilborne of Prentice Practice Pads has announced that William F. Ludwig III has accepted the position of marketing director for the Dana Park, Cal.-based company. Ludwig literally grew up in the drum business. His grandfather and father guided the Ludwig Drum Co. into the position of being the world’s largest drum company in two eras, the 1920s and the 1960s. Ludwig’s education in the percussion business began when he was a toddler, and included every aspect from purchasing raw materials to supervising the manufacturing process to marketing and customer support. When he joined Ludwig full-time, he specialized in marketing, advertising, and artist relations.

Prentice is the first manufacturer that Ludwig has been associated with other than the Ludwig Drum Co. He left Ludwig shortly after his father sold the firm to Schimer in 1981, and worked outside the drum industry until several years ago when he became involved with Not So Modern Drummer magazine.

“I am thrilled to be working with Bill again,” says Colin. “He knows the drum business, but more importantly, he knows drummers.”

ROCK THE RHYTHM, BEAT THE ODDS
Mickey Hart Visits Santa Clarita, Cal. School
Bridgeport Elementary School got a surprise visitor recently when Grateful Dead drummer Mickey Hart helped 35 students at the school learn their rhythms in a drum circle session and experienced the progress being made with “Rock the Rhythm, Beat the Odds.”

“Rock the Rhythm, Beat the Odds” will bring together 7,200 sixth and seventh graders of Santa Clarita Valley as well as an additional 3–4,000 participants to attempt to break the Guinness record for the world’s largest drum circle. Guinness adjudicators will be on hand to observe the students at Santa Clarita Valley’s College of the Canyons’ Cougar Stadium.

The year-long activities in support of the event will also draw attention to the need for sustainable arts programs in five local school districts. Preparation for the May 18, 2012 event has included visits to area sev-
enth grade classes and will include working with Santa Clarita’s sixth graders as well. The students will be led in their world-record attempt by Hart and Remo Belli, owner of locally run Remo Inc.

Coinciding with Hart’s visit, “Rock the Rhythm, Beat the Odds” launched www.rocktherhythm.org. The site showcases a countdown clock timed to zero out at 10:30 a.m. on the day of the event, along with links to the latest project news, information on participating organizations, and the “Video of the Day.” The site also hosts a “Get Involved” page, which provides information on sponsorship opportunities, a link for donations, and a link to the PAC’s box office where tickets can be purchased for the stadium event.

**UNIVERSAL PERCUSSION**

**Universal Percussion in the Guinness Book**

Universal Percussion has been officially entered into the *Guinness Book of World Records* in the category of musical instruments. The instrument in question is a unique set of wind chimes, created with the help of Tree-works Chimes. It features 1,221 chime bars mounted on 21 hand-finished hardwood bars supported by 21 metal tripod stands. The bars were linked with hinges to create a single chime assembly over 70 feet long.

In order to be eligible for the world record it had to actually be played as part of a live performance. That performance took place Aug. 28, 2011 when Universal Percussion hosted its second annual Drumfest at Columbiana, Ohio’s Firestone Park. The chimes were erected in a U-shaped configuration that literally wrapped around the Drumfest stage by 15 feet on either side. Their musical moment came during the performance of the closing act—local favorites The Fuzz (including Universal Percussion president Tom Shelley on percussion). During one of the band’s numbers—“Children’s Fantasy,” a Phil Keaggy/Glass Harp classic—Universal’s Leah Yoder started at one end of the chimes and played them non-stop all the way to the other. A notarized videotape of this performance was sent to the *Guinness Book*’s publishers for certification, ultimately earning the chimes, and Universal Percussion, the coveted title of “world’s largest wind chimes.”

**VIC FIRTH**

**Doyle Named VP of Finance and Administration**

Vic Firth Co. has announced the promotion of Jim Doyle to Vice President of Finance and Administration. In his new role, Doyle is responsible for the direction and oversight of Vic Firth operations in Boston. This includes all financial functions, human resource administration, and IT development and implementation. Previously, Doyle served Vic Firth Co. as Controller and Accounting Manager. Prior to his tenure at Vic Firth, Doyle was an internal auditor at Partners HealthCare Systems.

**YAMAHA**

**Dolson Named Artist Relations Specialist**

Yamaha Artist Services Indianapolis, which serves as a liaison between Yamaha Corporation of America and the company’s Band & Orchestral and Drum and Percussion artists, announced that Chris Dolson has been appointed Artist Relations Specialist. He will focus on drumset and percussion artists, including artist support, artist development, and managing all aspects of the artist’s relationship with Yamaha.

A graduate of Illinois State University, where he earned a B.A. in Music Performance, Dolson has worked at Yamaha since 2002, when he came aboard as a marketing intern at the company’s Grand Rapids, Mich., office. From 2003 to 2008, he served as Percussion Product Specialist at the company’s headquarters in Buena Park, Calif. In 2008, he relocated to Indianapolis to serve as Market Development Specialist.
“My mallets are the conduit between my musical IMAGINATION and my SOUND.”

Robert van Sice with his Vic Firth Signature Marimba Mallets