

# INDUSTRY NEWS

## ALFRED

### Dave Black Named Vice President and Editor-in-Chief of School and Church Publishing Division

Alfred has announced the appointment of Dave Black to the position of Vice President and Editor-in-Chief, School and Church Publishing. In his new role, Dave will continue to manage all school and church acquisition editors and oversee strategic editorial direction for the division. He will also continue in his role as the director and acquisition editor for the school percussion division.

Dave joined Alfred 25 years ago in the marketing department before becoming an instrumental editor in 1987. He advanced to become the Director of Percussion Acquisitions in 1990, Director of Instrumental Music in 1994, and Editor-in-Chief in 2004.

Dave received his Bachelor of Music degree in percussion performance from California State University, Northridge. He has traveled around the world with a variety of entertainers and shows, having performed and/or recorded with such artists as Alan King, Robert Merrill, June Allyson, Anita O'Day, and Jerry Hey.

More than 60 of his compositions and arrangements have been published by major publishing companies, and many have been recorded. He is the recipient of several awards and commissions, including 21 consecutive ASCAP Popular Composer Awards and two Grammy participation/nomination certificates. In addition, many of his compositions have been used as source/background music on numerous TV shows and movies. He is also the author/co-author of several national and international best-selling books, including *Alfred's Drum Method Books 1 & 2*, *Alfred's Beginning Drumset Method*, and *Sound Innovations for Concert Band*.

Dave served on the PAS Board of Directors for six years, was a member of the PAS Sustaining Members Advisory Council, and hosted PASIC '91.

## CONN-SELMER

### Joe Lamond Receives Conn-Selmer Institute Award

Joe Lamond, President and CEO of NAMM, the trade association of the International Music Products Industry, was bestowed the honor of being the charter member of the Conn-Selmer Institute (CSI) Hall of Fame in recognition of his meritorious contribution to music education. Since Lamond is an accomplished professional percussionist, the award was a miniature version of a Ludwig classic hickory drum shell with a signature plaque alongside historical Ludwig badges.

## D'ADDARIO

### Soccoli and Aresti Join Artist Relations Department

D'Addario & Company, Inc. announced the hiring of two new Senior Artist Relations managers: Marco Soccoli and Frank Aresti.

Soccoli will join D'Addario as Director of Artist Relations, responsible for all artist relations activities, and reporting directly to David Via, Vice President of Sales & Marketing. Soccoli most recently served as Director of Worldwide Artist Relations for Vic Firth, Inc. Prior to joining Vic Firth, Inc., Soccoli was a veteran of 48th Street retailing in New York City, managing the drum departments of Sam Ash Music and Manny's Music.

Aresti will join the company as Artist Relations Manager. Aresti was previously the Merchandising/Product Manager for Kaman Music Corporation. Aresti will report directly to Soccoli.

## EVANS

### Player Profile Campaign U.S. Tour

Evans is hitting the road to showcase its Player Profile drumhead selection system, which greatly simplifies the Evans product line into four basic categories: Sensitive, Versatile, Controlled, and Durable. At Evans' Player Profile events, Evans staff members and a guest artist will be on hand to help consumers find their ideal sound. There will be a 30–45 minute session on tuning and high-performance gear tips by an on-site Evans Product Specialist, as well as a one-hour clinic by Evans artist Tommy Igoe, teaching and demonstrating concepts from his best-selling educational DVDs by Hudson Music: *Groove Essentials 1.0*, *Groove Essentials 2.0*, and his most recent release, *Great Hands for a Lifetime*.

Evans will also hold an on-site raffle for over \$1,000 in products, including custom-made Inked by Evans graphic front bass drum heads. Check the Evans Player Profile page tour dates and information at [www.evansdrumheads.com/playerprofile](http://www.evansdrumheads.com/playerprofile).

## MEMPHIS DRUM SHOP

### Cymbal Summit

On May 7 and 8, Memphis Drum Shop hosted the first-ever international Cymbal Summit, featuring exhibitions, workshops, clinics and concerts. Every major cymbal company attended this celebration. Major artists appearing at the summit included Ron Tutt, Ndugu Chancler, Nicko McBrain, Jack DeJohnette, Jeff Hamilton, and Peter Erskine. An expert craftsman was also on hand to demonstrate the traditional method of hand hammering cymbals.

## ROLAND

### Roland and Grammy Museum Launch "Instruments of Art" Traveling Exhibit

Roland Corporation U.S. and The Grammy Museum announced Instruments of Art, a traveling exhibit debuting at Westfield Topanga, one of Los Angeles' most popular shopping destinations. The 1,000 square-foot exhibit features an interactive display of Roland's electronic musical instruments alongside 33 photographs of artist performances at The Grammy Museum. The interactive portion of Instruments of Art recreates Roland LIVE, a permanent exhibit at The Grammy Museum in downtown Los Angeles. In both locations, visitors can try their hand at playing a variety of Roland's electronic instruments. Instruments on display at Westfield Topanga include the the HPD-10 HandSonic Percussion Pad and HD-1 V-Drums Lite. Open to the public and free of charge, Instruments of Art will travel to Westfield Mall locations throughout Southern California.

## TRX CYMBAL CO.

### TRX Names Corsair Exclusive Distributor for Australia and New Zealand

The TRX Cymbal Co. announced that Corsair Drums and Percussion of Sunbury, Victoria has been selected as the exclusive distributor of TRX authentic Turkish cymbals for Australia and New Zealand. For dealer inquiries and further information contact Corsair Drums and Percussion: e-mail: [sales@CorsairDrums.com.au](mailto:sales@CorsairDrums.com.au); tel: 0407828242.

## TYCOON PERCUSSION

### Tycoon Relocates to Larger Facility

Tycoon Percussion announced the relocation and expansion of its U.S. base of operations. Tycoon's new facility is located at 1344 Parkside Place, Ontario, CA 91761 and features additional office space for management, sales, marketing and artist relations, a fully-stocked showroom, and a large, state-of-the-art warehouse. Tycoon's congas, bongos, djembes, and other world percussion instruments are now available in nearly every state in the U.S. and can be found at many leading percussion dealers.

Tycoon was established in 1985 primarily as an OEM manufacturer for other well-known percussion brands. By the early 1990s, the demand for Tycoon Percussion branded products began to accelerate throughout

Europe, Asia, and North and South America. In 2006, Tycoon Percussion launched its U.S. distribution center.

Tycoon Percussion is organizing a special Grand Opening celebration and reception for artists, dealers, and the media at the new U.S. headquarters prior to the NAMM Show in January 2011. Details will be released as they become available.

## VATER PERCUSSION

### Vater Awards Scholarship in Employee's Memory

Vater Percussion presented the first annual Jeffrey Phillips Memorial Scholarship on April 13 to James Callahan, a 2010 graduating senior of Weymouth High School in Massachusetts. He was awarded the scholarship for his outstanding leadership, performance, and dedication as student leader to the school's band. James will be attending Northeastern University in Boston, MA in the fall.

The annual Jeffrey Phillips Memorial Scholarship has been set up by Vater Percussion in memory of Phillips, a Vater Employee whose life was tragically taken in a senseless act of violence in 2009. The scholarship is awarded to a graduating senior of Weymouth High School who will further pursue music in college. Phillips, who was a musician himself, graduated from the school in 1996.

## VIC FIRTH

### Testa Named Director of Artist Relations

Vic Firth Inc. announced the hiring of Joe Testa as Director of Artist Relations. Testa is a 19-year veteran in the music industry who has handled artist relations for Yamaha Corporation of America and Warner Bros. Publications. During his 12 years at Yamaha, Joe worked with many of the current Vic Firth endorsed artists, which will allow him and the VF artists a very smooth transition. As the Director of Artist Relations at Vic Firth, Inc. Joe will work closely with the Vic Firth artist roster to service their requirements, create new event/tour opportunities, and implement joint promotional opportunities for the artists, Vic Firth partners, and their drummer fans.

## YAMAHA CORPORATION OF AMERICA

### Walls Receives Yamaha/Dennis DeLucia Scholarship

Yamaha named Kelsey Walls as the recipient of the 2010 Yamaha/Dennis DeLucia Scholarship. Walls is a first-year Music Education major at the University of Kentucky and a member of Tates Creek Indoor Ensemble. The scholarship, named for famed percussion teacher,

arranger, clinician and judge Dennis DeLucia, is awarded each year at the Winter Guard International (WGI) Indoor Percussion Finals to a deserving percussionist.

"I would like to thank WGI and Mr. DeLucia for this scholarship, and also Yamaha," Walls said. "I have never played on anything but Yamaha drums, starting in high school, then on to the University of Kentucky marching band, and also with Tates Creek Indoor Ensemble."

The Yamaha/Dennis DeLucia Scholarship honors DeLucia's contributions to marching music and is a continuation of Yamaha's long history of supporting the study of music. This year marks the fourth presentation of the award at WGI.

### Harpster Named Winner of Yamaha Young Performing Artist Competition

Talented young artists from across the country were honored recently as Yamaha Corporation of America, Band & Orchestral Division, announced the winners of the 2010 Yamaha Young Performing Artist (YYPA) competition. Among the winners was percussionist and Topeka, Kansas native Jake Harpster.

Harpster holds a Bachelor in Percussion Performance degree from the Indiana University Jacobs School of Music. As a soloist, Jake was awarded the prestigious Performer's Certificate from the IU Jacobs School of Music, won the 2008 PASIC/Avedis Zildjian scholarship, and was runner-up in the 2008 PAS Mid-Missouri Percussion Arts Trophy. Jake has also been a member of the Colts Drum and Bugle Corps Front Ensemble in 2005-06 and the Carolina Crown Drum and Bugle Corps Front Ensemble in 2007. As an educator, Jake teaches the Madison Scouts Drum and Bugle Corps Front Ensemble. He is deeply involved in the music education scene of central and southern Indiana where he has taught, consulted, and arranged for many high schools.

Percussionist Spencer Inch from Wilton, Connecticut, received an Honorable Mention in the 2010 competition. ▶



L-R: Dennis DeLucia, 2010 Yamaha/DeLucia Scholarship winner Kelsey Walls, and Troy Wollwage, Percussion Marketing Manager, Yamaha Band and Orchestral Division

TROOPER PERCUSSION  
A contemporary approach to tradition

Continuing its trend of creativity in percussion, Tapspace is pleased to announce the release of a new book by David Reeves and Kevin Welborn - giving you a look inside the Troopers percussion program.

tapspace creativity in percussion

WWW.TAPSPACE.COM