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BE SURE TO WATCH

 newsletter

DOING WELL AND DOING GOOD

CELEBRATING THE MI INDUSTRY'S CHARITABLE AND PHILANTHROPIC SPIRIT

By Dan Ferrisi

There are a lot of stories that, as Editor of *The Retailer*, I write every single year: "Born In The U.S.A.," "Salute To Lesser-Publicized Music Products," "Independent Retailer Roundtable" and several others. None of them, however, brings me greater pleasure and psychic income than writing this piece, which we colloquially call "The Good Stuff." Here, we celebrate the music products manufacturers whose charitable, philanthropic and community-minded initiatives and activities serve to inspire the entire industry, and to make our world that much better.

Happily, there were so many good works this past year that, once again, we could not include every company that reached out to share its charitable efforts. So, consider what follows to be just a taste...a mere sampling of what your peers and colleagues are doing. Perhaps you will be, as I have been, inspired to do some "Good Stuff" of your own.

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CAN YOU HEAR US NOW?

EMERGING TRENDS BOOST AUDIO SEGMENT'S GROWTH

By Michelle Loeb

More so than just about any segment of the music products industry, pro audio permeates every aspect of life. Whether you are in a church, a restaurant, a movie theater, a club or pretty much anywhere else, the chances are pretty good that a pro audio system is shaping your experience. *The Music & Sound Retailer* reached out to manufacturers dealing with various components of these systems—microphones, personal monitors, audio cables and loudspeakers—to learn about the current state of the pro audio market. Here's the good news: across the board, things seem to be strong and growing.

"The pro audio segment is strong at the moment, and it seems to be doing better than the MI industry as a whole, which has experienced a relatively flat trend," said Darius Seabaugh, Vice President of Marketing for The RapcoHorizon Company. "Even during the most

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The Music People (TMP)

The Music People (TMP) has chosen to give back in a way that only true "music people" can. Over the past year, the company has given many monetary and instrumental donations to various worthy entities. In the late summer of 2014, the ALS Ice Bucket Challenge Viral Campaign swept the nation, reaching into both the musical instrument and the pro-audio industry. In response to a challenge from one of their customers, several members of the TMP team went under the bucket and challenged others in the industry, including MI manufacturers and retailers, to do the same. In addition to getting soaked with ice water, TMP also made a monetary donation to ALS, and also matched donations from its employees.

The Music People has always spread the gift of music to young people and music-education programs, and 2014 was no exception. Last year, TMP made monetary or product donations to T3 Triple Threat Youth Mentors, Mishkan Learning Center, Epoch Arts and Hartford Camp Jam. T3 Triple Threat Youth Mentors is a music, acting and dance company that supplies mentoring to at-risk and disadvantaged children. Mishkan Learning Center is a learning entity that spe-

cializes in assisting disadvantaged and at-risk teens. Epoch Arts is a neighborhood program that aims to assist kids in learning, experiencing and engaging with the arts. It aims to build communities, to educate young people and, as a result, to share similar objectives. Hartford Camp Jam's purpose and mission is to teach young musicians how to become effective band members. TMP is proud to continue its mission of supporting future musicians.

Hurricane Katrina happened nearly a decade ago. However, New Orleans and the surrounding areas are still struggling to rebuild and regain their arts programs, especially in the education system. So, when TMP's President, Jim Hennessey, heard students in the Northwest Catholic High School's music program were collecting instruments for students in New Orleans area schools, he made a donation. "Our overall objective is to help those in need, as well as to serve those in our industry," Hennessey affirmed. "Music can be very empowering, and we're hoping our small contributions can make a large change in the well-being of many."



National Educational Music Company (NEMC)

National Educational Music Company (NEMC) last year completed its third annual Music Is Life contest by presenting the winning performance group, The Reading Intermediate HS Jazz Band of Reading PA, with a prize package worth \$11,000. NEMC's Music Is Life contest is a nationwide video performance competition open to any school-based performance group, including bands, orchestras, choirs and small ensembles. Applicants are required to submit a short performance video to showcase their talents, with the winner selected on the company's Web site by popular vote. Conducted by NEMC with prize support from F.E. Olds and Conn-Selmer, the contest's grand prize winner received a new F.E. Olds four-valve euphonium, a Selmer baritone sax and a check to the band boosters for \$1,000.

Reading Intermediate HS Jazz band director Charlie DiCarne said, "We are grateful for the new instruments and proud to have been selected. The students all work very hard, so it's great for them to be recognized. We have a growing program in a fiscally constrained environment, so the additional instruments will be put to good use." According to NEMC's President, David Benedetto, the contest "was designed to stimulate creativity, recognize achievement and help school music groups work toward a common goal that fosters teamwork."

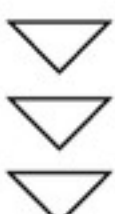
ESP Guitars

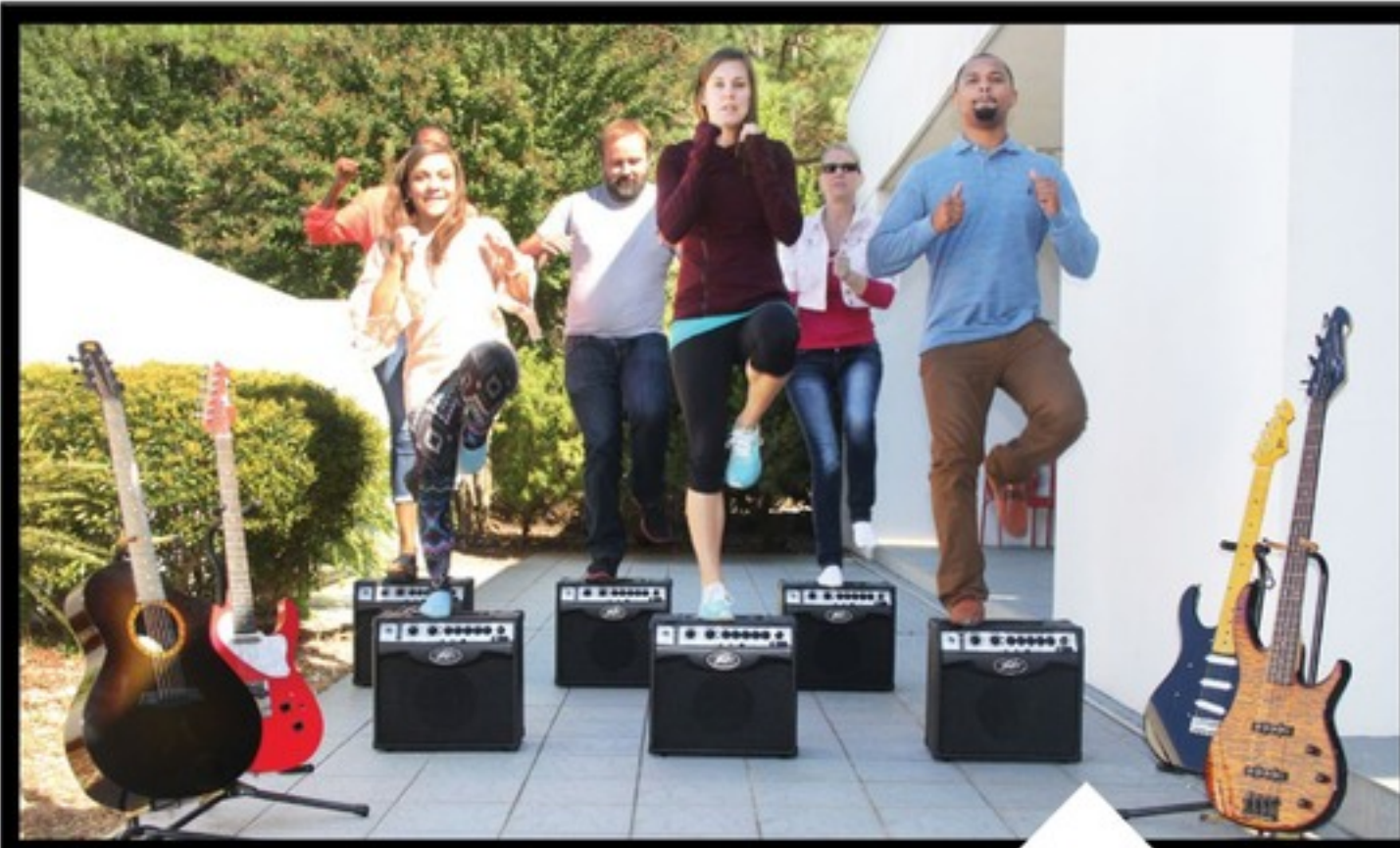
Each year, in the United States alone, more than 100,000 underage girls are trafficked for sex, and more than 35 million people today are held in slavery worldwide, per FBI statistics. Rock Against Trafficking (RAT) is a 501(c)(3) organization established to fight for the end of child slavery worldwide. ESP Guitars has lent support to its campaign by raising awareness and donating instruments for the organization's projects and events.

"It's appalling that this terrible violation of human rights continues to grow while most people are completely unaware that it's happening," said ESP's Senior Vice President, Jeff Moore. "ESP is happy to be able to lend a hand to the Rock Against Trafficking organization, spreading the word via any means necessary."

Rock Against Trafficking was founded by Gary Miller, an internationally renowned English music producer, composer, arranger and songwriter. The organization uses the power of music and the entertainment industry to generate proceeds and critical resources to fund the most effective charitable platforms, which work directly to rescue and rehabilitate abused children, to prosecute perpetrators and to create global awareness of the horrors of child labor and sex trafficking.

RAT has recently gathered a group of artists for a special recording project called "Set Them Free," a collection of covers by Sting and The Police that will include Slash and Fergie, members of Journey, Heart, Julian Lennon, En Vogue, Carlos Santana and others. ESP participated in the project, helping to raise awareness by giving away instruments and promoting a song cover contest to its base of customers. ESP also supported RAT's large live-music fundraising event during Grammy week in February.



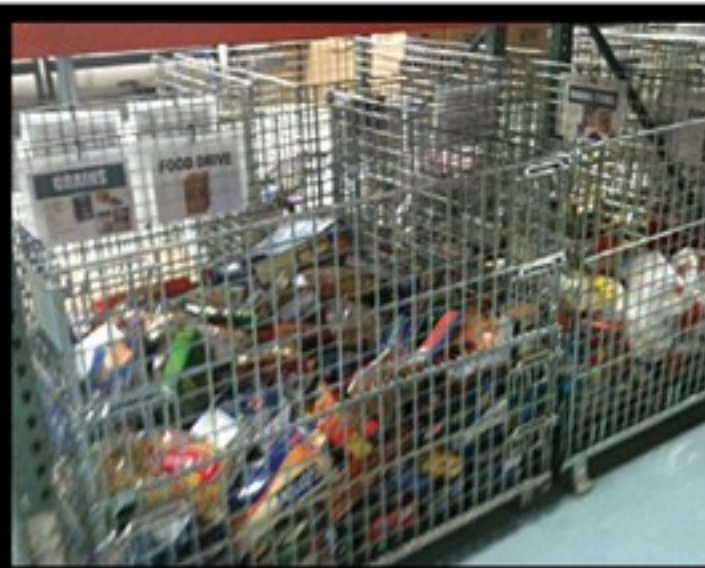


Peavey Electronics

Peavey Electronics continues to make a positive impact through its Corporate Citizenship program. With a focus on wellness, the arts and youth organizations, the company supports a wide range of initiatives each year through financial contributions, as well as donations of products and services. "We firmly believe in the importance of taking what we have and using it to make the world a better place," said Mary Peavey, President of Peavey Electronics. "Peavey has always been a strong advocate for supporting the community and working with passionate groups and individuals to better the planet."

Peavey provides ongoing sponsorship of an award-winning corporate wellness program that is provided free of charge to its employees and their families. The program offers individually tailored support in areas that include nutrition, exercise and stress management. Peavey also supports the Go Green Initiative, which focuses on teaching adults and children to improve their quality of life by making healthy, sustainable choices. "Through this program," said Peavey, "we believe we are teaching children to be environmental stewards for a lifetime."

Peavey also works to enrich people's lives through arts education. A member of the Mississippi Arts Commission's Board of Commissioners and a former Texas "Arts in Community" award recipient, Mary Peavey is an ardent patron of the arts. "Throughout my life, I have been fortunate to see the positive impact that Mississippi's art makes in the lives of people from diverse backgrounds and cultures," Peavey noted. "The creative spirit of Mississippi has inspired generations of musicians, writers and visual artists around the world." In celebration of that spirit, Peavey sponsors the annual Mississippi Governor's Arts Awards, which honor individuals who, and organizations that, contribute to the state through exceptional vision and creativity. "One of this year's featured recipients," said Peavey, "was Craig Wiseman: one of American country music's most decorated songwriters. He has written well over 300 songs, 100 charted singles and 19 number-one hits, including his collaboration with Tim Nichols, 'Live Like You Were Dying,' which was recorded by Tim McGraw."



Korg USA

Korg USA has established a reputation of being a responsible corporate partner for several charitable and philanthropic organizations. "Korg has long been committed to enhancing the lives of musicians and inspiring others to be active members of the community in which we live and work," remarked Korg USA's President, Joe Castronovo. "Our goals and vision for the company go beyond products and profits. We enjoy supporting employees' charitable interests, and encourage staff to get involved and make a difference."

This past year, Korg USA organized a company-wide food drive resulting in 500lb. of food collected for Long Island Cares, Long Island's first food bank. Founded in 1980 by the late Grammy Award-winning singer/songwriter and activist Harry Chapin, Long Island Cares has evolved into one of the region's most comprehensive hunger-assistance organizations. In addition to supporting the organization's annual events both financially and with volunteers, Diana T. Cecchini, the CFO and VP of Finance for Korg USA, serves on the Board of Directors for Long Island Cares.


Korg USA also supports The Musicology School of Long Island by donating musical instruments and equipment from its full line of brands to the performance-based music school. "Musicology's mission is to elevate the level of education across all musical genres," shared John Ortenberg, Chief Vibe Officer for Musicology. "Korg has been a key part of our success by providing us with the best gear on the market. Korg's commitment to our endeavors has been instrumental in our success."

Korg USA has provided monetary donations and products to charities that include The Guitar & Accessories Marketing Association's Guitars in the Classroom Initiative and the Teaching Guitar Workshop to help school music educators start or enhance classroom guitar programs. Korg USA has also donated tiny pianos to the Sunrise Day Camp and guitars and ukuleles to Camp Can Do, both summer camps for children with cancer. Korg USA has provided administrative resources, office space and instruments to The Miracle Foundation, an organization dedicated to improving the lives of those diagnosed with cancer, for which Castronovo is on the Board of Trustees.

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PRO ON-THE-GO

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