



SUMMER NAMM 2018

Get Ready for Music City

Summer NAMM offers dealers the chance to open their minds to new business ideas and become inspired

BY ALEX HARRELL

Returning to the heart of Nashville, Tennessee, at the Music City Center from June 28–30, the Summer NAMM Show will provide attendees with the chance to make meaningful relationships that can push their businesses and staff forward.

“Summer NAMM is like an executive summit for retailers and their staff,” said Joe Lamond, NAMM’s president and CEO. “Investing in the most vital element in the success equation, your people, with best-in-class education, networking opportunities and first-hand industry knowledge is truly the difference in businesses that thrive in this incredibly competitive industry and those that don’t.”

Lamond emphasized that it’s all about the important face-to-face opportunities and discovering the right people, the right product, and the right education — all at the *right* time.

His No. 1 reason for dealers to attend? The chance to devote a few days to the absolute one thing that can change their fortunes: their own thinking. And with over 60 education events, attendees will have a lot to think about.

“Imagine all the things that dealers are doing today to try and

compete,” Lamond said. “It all starts with a thought, and coming to Summer NAMM is the place to learn and become inspired for that next big chapter in business.”

WORK HARD

Before the show begins, retailers can attend Wednesday’s Retail Training Summit: a mini-conference offering three-times as much education as well as a more tailored approach to better serve all MI members, regardless of experience, segment or size.

The first day of the show, Thursday, June 28, will kick off with the NAMM U Breakfast Session, “Retail Innovators.” Lamond will host retailers who will share how they’re thriving with innovative and unconventional business models. On Friday, the “Sales Lion” Marcus Sheridan will draw on his years of digital marketing and impart the transformative strategies needed to win online with “How to Become a Digital Powerhouse: Seven Steps to Online Transformation.”

Educational sessions aside, Summer NAMM-goers will also have various networking opportunities. The Women@NAMM



Photo courtesy of the Music City Center

group will hold its first Summer NAMM mixer on Thursday, while NAMM Young Professionals (NAMM YP) will host its annual gathering on Friday which this year will feature keynote speaker Crystal Morris, CEO of Gator Cases.

PLAY HARD

Thursday night, the 35th annual American Eagle Awards will honor top musicians including Chick Corea, while MI dealers across the globe displaying excellence will be honored on Friday night during the annual Top 100 Dealer Awards. “[The awards] are a real chance to honor fellow retail members and come away with new, fresh ideas for your store and surrounding community,” Lamond said.

For those still on the fence about getting down in Music City, Lamond offered a last bit of wisdom.

“[Summer NAMM] is an opportunity to work on your business instead of in it, bringing fresh inspiration and insight back to your store to energize your staff, product lines and to strategically prepare for the remainder of the year.” **MI**

WHAT TO SEE



SIXTIES GLAMOUR

D'Angelico's Deluxe Bedford is a speedy offset that looks like it was plucked from the 1960s. With Seymour Duncan pickups, the Bedford's stacked-coil neck pickup offers crystalline clarity free of single-coil hum without sacrificing output. Settled in the middle position, the Bedford sounds balanced — both full and bright. An unfinished maple/walnut/maple neck is capped with a pau ferro fingerboard featuring split-block inlays and a true slim-C neck shape making the Bedford comfortable. dangelicoguitars.com

BRAVE THE ELEMENTS

Peavey Electronics' IP-56 rated Elements C series of composite speakers are now protected from dust in addition to being waterproof, ensuring optimal sonic performance and greater longevity. With this level of protection, the great outdoors have never sounded better. peavey.com



NEXT PHASE OF FUSE

Dixon's Fuse Swiss Ebony four-piece shell kit features an exclusive Swiss Ebony exotic laminate. The Fuse Swiss Ebony kit boasts a six-ply hybrid 7.3-mm shell, a 45-degree bearing edge and an exclusive Swiss Ebony finish. It comes with an eight-lug bass drum, ball L-rod tom mount, mini isolation system tom mounts and chrome drum hardware. playdixon.com

