



**Show Your Print Music Spirit!**  
2013 Convention, May 1-4, Columbus, Ohio

## PROGRAM

### Tuesday, April 30th

Pre-Convention Board Meeting

### Wednesday, May 1st

12-6 PM	Exhibitor Setup	<i>Regency Ballroom I-IV</i>
12-6 PM	Registration	
5:30-6 PM	Pre-Cocktail Party for First-Time Attendees	Atrium/Regency Ballroom
6-7:30 PM	Opening Night Cocktail Party <i>Sponsored by Hal Leonard Corporation</i>	Atrium/Regency Ballroom

### Thursday, May 2nd

7:30-8 AM	Continental Breakfast <i>Sponsored by Breitkopf &amp; Härtel</i>	<i>Delaware Room</i>
8-9 AM	<b>Speed Dating with the Publishers</b> <i>Danny Rocks, The Company Rocks, Emcee</i> Some of the print music industry's leading publishers and suppliers will have their moment in the spotlight this morning. These great supporters of our 2013 convention will vie to be your dream date as they tell you about their product lines, services and opportunities. Don't miss the fun!	<i>Delaware Room</i>
9-9:50 AM	<b>Engagement Marketing: How Small Business Wins In a Socially Connected World (Part 1)</b> <i>Steve Robinson, Constant Contact</i> In the first of two general sessions based on Constant Contact founder Gail Goodman's business bestseller, you'll learn how to rev up your engagement marketing engine through creative, cost-effective ways to reach out to your customers and turn word-of-mouth referrals into more business.	<i>Delaware Room</i>
10-11 AM	<b>Visit the Exhibits!</b> <i>Refreshment Break Sponsored by Bärenreiter</i>	<i>Regency Ballroom</i>
11:10 AM-Noon	<b>Breakouts</b>	
	<b>#1 IRS 20 Questions: Contractor or Employee?</b> <i>Alan Friedman, CPA, Friedman, Kannenberg &amp; Company</i> How do you decide if an in-store teacher will be a contract worker or a store employee? What are the pros and cons of both? Which is more profitable for your bottom line? Join RPMDA's favorite industry accountant, Alan Friedman, for an information-packed session discussing the legalities you may not have considered. <i>Sponsored by G. Henle</i>	<i>Champaign Room</i>
	<b>#2 Ukes and What They Can Do for Your Bottom Line</b> <i>Myrna Sislen, Middle C Music</i> Everywhere you turn, both kids and adults are having fun playing the ukulele, and there's money to be made selling not only methods and songbooks, but the instruments themselves. Join Myrna Sislen for a hands-on demonstration of how to get a profitable ukulele program going in your store.	<i>Marion Room</i>

### **#3 Dear Dorothy, How Do I...?**

*Knox Room*

*Becky Lightfoot, Brass Bell Music Store*

What if you could write to an advice column expert for help running your department company? Look no further than your fellow RPMDA members in this sharing session that's all about small business, yet big solutions. Bring your questions about customer service, merchandising and more. Let's get ready to get down to business!

Noon-1:10 PM **Lunch/RPMDA Business Meeting**

*Delaware Room*

***Sponsored By Mel Bay Publications***

1:15-2:15 PM **Engagement Marketing: How Small Business Wins  
In a Socially Connected World (Part 2)**

*Delaware Room*

*Steve Robinson, Constant Contact*

How can you get more business through engagement marketing? Learn from real world examples just how social visibility happens, how to overcome common obstacles to success, and resources for tools, tips and tricks that will take your social media marketing to the next level.

2:20-4:20 PM **Visit the Exhibits!**

*Regency Ballroom*

***Refreshment Break Sponsored by FJH Music Company, Inc.***

4:30-5:30 PM **Master Retailer**

*Delaware Room*

*George Quinlan, Jr., Quinlan & Fabish Music Co.*

Join MMR Magazine's 2013 Don Johnson Service Award honoree George Quinlan, Jr. as he shares his point of view as a second generation music retailer navigating today's ever-changing marketplace. Learn how he's built his close-knit sales team leading by example (with a generous dose of good humor), and customer loyalty through dedicated service to his local music community.

6-10 PM **"Tailgate" Party at Stanton's Sheet Music**

Food, music, fun and a chance to tour one of the largest print music and accessories retailers in the country. Transportation provided. Join the Strouse family for the best tailgate party ever!

## **Friday, May 3rd**

7:30-8 AM **Continental Breakfast**

*Delaware Room*

***Sponsored by Neil A. Kjos Music Company & Tri-Tech***

8-9:10 AM **Best Ideas**

*Kevin Cranley, Willis Music, emcee*

*Delaware Room*

The perennial favorite session of RPMDA conventions, where members share their best ideas in only two minutes for fun and to compete for the title of *2013 Best Idea*. What you learn here could change the way you do business and pay for your investment in coming to the convention.

9:15-11:00 **Visit the Exhibits!**

*Regency Ballroom*

***Refreshment Break Sponsored by Frederick Harris Music***

11:10 AM-Noon **Breakouts**

### **#1 Surviving, No, Thriving in a Down Economy**

*Champaign Room*

*Tracy Leenman, Musical Innovations*

Learn to meet challenges head-on by developing an "austerity mentality." Tracy Leenman of Musical Innovations has targeted specific ways to help recession-proof your business. She will not only address common problems like inventory control, cutting miscellaneous expenses, and customer-friendly merchandising, but also focus on effective promotions and marketing in an effort to increase your customer base. Take home ideas you can implement immediately!

### **#2 Customer on Line One**

*Marion Room*

*Gayle Beacock, Beacock Music*

We live in a high-tech world, but one thing hasn't changed: the telephone. Customers still enjoy calling your business and hearing a human voice. So when an associate answers a call, that associate becomes the most important person in your entire company! Gayle Beacock trains her staff to be effective sales people over the phone. Whether it's an incoming or outgoing call, there's an art and etiquette when it comes to good customer service on the telephone. Sales are won and lost every hour, depending on who is picking up on line one! Come to this session and learn how to make everyone on your staff part of a successful sales team.

### **#3 The Power of Sharing**

*Knox Room*

*Tristann Rieck, Brass Bell Music Store*

Many minds are better than one. In this session, we will explore the power of sharing and networking in small groups, and how it can improve your bottom line. Tristann will offer tips and ideas on how to form a sharing group, as well as give examples of topics that would be excellent springboards in getting your own group off to a great start. She'll even ad-lib a sharing session in an effort to create some real-life solutions to your current business challenges.

### **#4 Bonus Breakout**

#### **Studio Profitability**

*Madison Room*

*Lori Supinie, Senseney Music*

We all know how much customer traffic an in-store lesson program generates, but can you honestly say that you are operating your studio at its maximum profit level? Join Lori Supinie, owner and president of Senseney Music, (and a certified CPA to boot!), in a session that will undoubtedly add \$\$\$ to your bottom line.

Noon-12:55 PM **Lunch**

***Sponsored By Music Sales***

*Delaware Room*

1-2:15 PM

#### **Future View**

*Delaware Room*

*Kevin Cranley, NAMM Chairman, moderator*

One of the "talk of the convention" sessions from 2012 is back for round two! Kevin will lead a new panel of retailers and publishers in a continuing discussion of what is in store for us in the future of print music. The joint effort of both sides is needed for all of us to be successful!

2:20-3:40 PM

#### **Visit the Exhibits!**

*Regency Ballroom*

***Refreshment Break Sponsored by Schott***

3:45-4:35 PM

#### **Repeat Breakouts**

#### **#4 Bonus Breakout**

##### **Creating a Successful In-Store Lesson Program**

*Madison Room*

*Ellen McDonald, Hartland Music*

Ellen McDonald, president of Hartland Music, is eager to share the successful blueprint of her company's lesson studio. With more than 1,300 students weekly, Ellen is an expert at building an in-store program from the ground up. Whether you're looking to start your own, or expand the one you have, you'll take away plenty of ideas to help!

4:40-5:30 PM

#### **Your Digital Future**

*Delaware Room*

*Richard Gore and Steven Gore, Pender's Music Co.*

For decades, Richard Gore has always been on the forefront of technology and retailing in the print music industry. Join Richard and his son, Steven, to learn how you, the retailer, can take your place in the digital marketplace. There's no such thing as too much information when it comes to securing your company's future!

**Dinner on your own**

## **Saturday, May 4th**

7:20-7:50 AM

#### **Continental Breakfast**

*Delaware Room*

***Sponsored by The Lorenz Corporation***

7:50-8 AM

#### **Presentation of RPMDA Board of Directors for 2013-2014**

*Delaware Room*

8-8:50 AM

#### **Interviews from the NAMM Oral History Project**

*Delaware Room*

*Dan Del Fiorentino, NAMM*

Dan Del Fiorentino has recorded more than 2,000 interviews with members of the music industry, capturing and preserving its history. He'll share film clips and stories of some of the people who have built our industry.

9-9:55 AM	<b>The Bass Lesson</b> <i>Jay Leonhart</i> You are in for a treat! Jazz bassist, vocalist and songwriter Jay Leonhart brings his off-Broadway one-man show "The Bass Lesson" to RPMDA. An in-demand leader and sideman in New York City's leading clubs, Jay brings our 2013 program to a close with tales of flight (finding himself sitting next to Leonard Bernstein on a plane) and fancy (what was life like in the Middle Ages?)	<i>Delaware Room</i>
10-Noon	<b>Visit the Exhibits!</b> <i>Refreshment Break Sponsored by Sheet Music Now</i>	<i>Regency Ballroom</i>
Noon-12:15 PM	<b>Associate Members Meeting</b>	<i>Regency Ballroom</i>
12:30 PM	<b>Post-Convention Board Meeting</b>	
6-7 PM	<b>Closing Cocktail Party</b> <i>Sponsored by Alfred Music Publishing Co.</i>	<i>Atrium/Regency Ballroom</i>
7 PM-11 PM	<b>"Celebrate Your Team Spirit" Closing Dinner &amp; Awards</b> <i>Wear your college or favorite team jersey for our closing dinner celebration!</i> <b>Entertainment sponsored by Alphonse Leduc/Robert King Music Sales, Inc &amp; Carl Fischer Music</b>	<i>Regency Ballroom V-VII</i>

**Thanks to additional supporting sponsors**

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