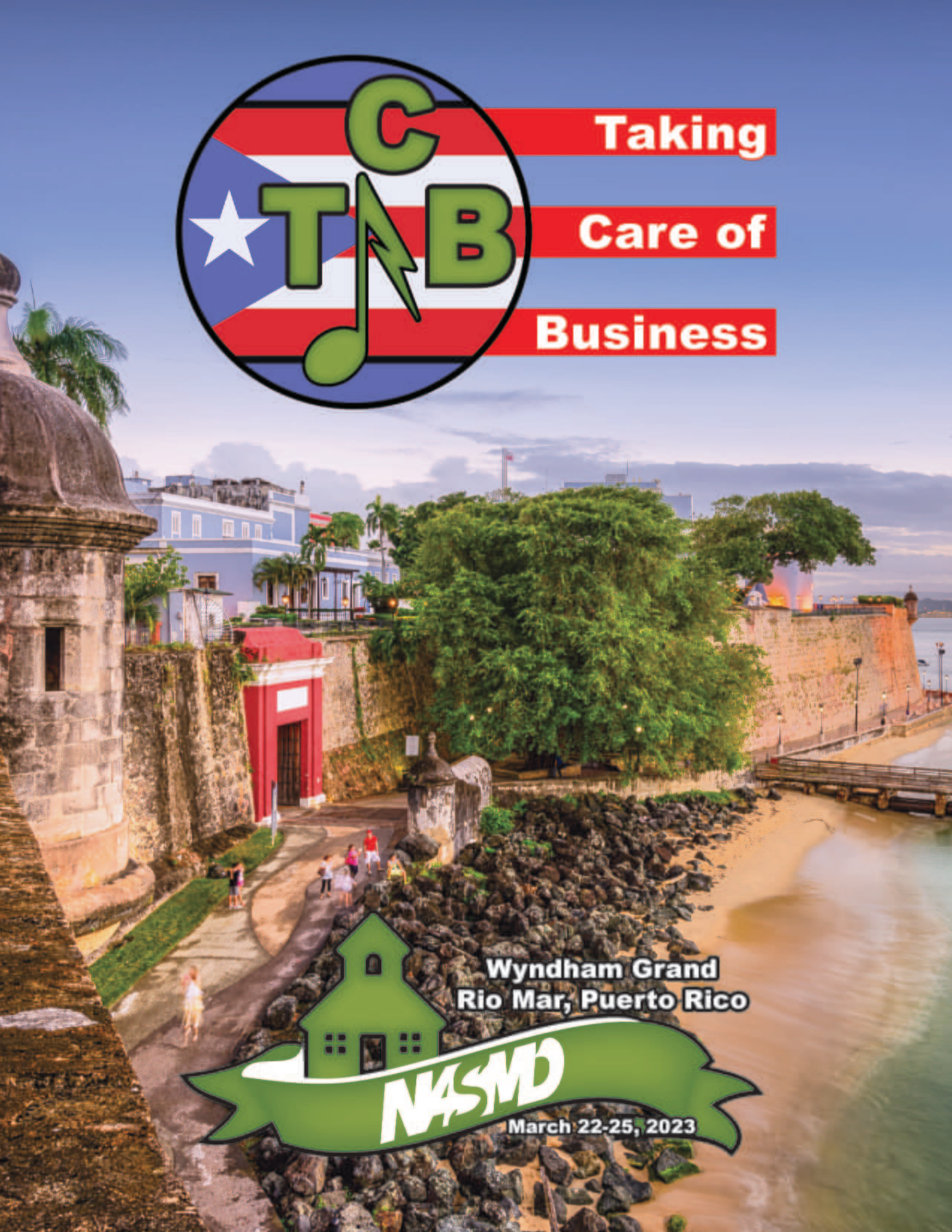
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Wyndham Grand
Rio Mar, Puerto Rico
NASMD
March 22-25, 2023

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2023 Convention Program

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Wednesday, **March 22**

View the Online Schedule at **www.nasmd.online**

4:00 pm - 6:30 pm	Registration	Rio Mar Atrium
5:00 pm - 6:15 pm	The New Member & First-Time Attendee Orientation & Reception (Sponsored by DANSR/BGE)	Beachfront Deck

6:30 pm - 9:00 pm — Marbella Garden

Opening Night Party
(Sponsored by Yamaha)

Join us as we kick off the 2023 NASMD convention with great food and great friends! "Yamaha is once again honored to host the 2023 Opening Night Reception. The opening reception is always a great kick-off for what we know will be a fantastic week of professional development and reconnecting in-person with our most valued school music dealer partners. We look forward to seeing everyone at the reception and throughout the rest of the week!" - Doug Steinmetz, Director of School Music Sales

Thursday, **March 23**

7:30 - 8:30 am	**Continental Breakfast** (Sponsored by Antigua Winds - KMC)	Rio Mar 5-6
8:30 - 9:20 am	Opening Session & Annual NASMD Business Meeting	Rio Mar 5-6
9:20 am - 9:40 am	Networking Break (Sponsored by Amati's Fine Instruments - Band Folder Press)	Conference Center Foyer

Moderator: Rick Thacker
Room: Rio Mar 5-6

Sponsor SPOTLIGHT

9:40 am - 10:40 am
Sponsor Spotlight

Kick off your convention with some fun! Join us for a fast and informative session featuring our manufacturer friends! Sponsors will be allotted some time to tell us "Anything they'd like us to know!" They are creative, talented and, oh yes, timed! You never know what these crazy kids will come up with. Don't miss them Taking Care of Business!

G

10:40 am - 11:00 am	Networking Break (Sponsored by Connolly - Fox Products)	Conference Center Foyer

11:00 am - 12:00 pm
CRM in Practice
Speaker: Bill Steppan
Room: Rio Mar 3-4

In the modern retail era, customers are now savvier than ever, and your store must do everything it can to find and retain them. One of the best ways is to implement a Customer Resource Management program, or CRM for short. In this session we will explore how to do so, starting with what the heck it is in the first place, the benefits of such a program, and how to choose the right one for your business. We'll wrap up with some best practices on how to either implement your program from scratch or expand the effectiveness of an existing one, from the newest hires all the way up to your senior

G

11:00 am - 12:00 pm
Tools for Closing the Sale & Value Added Options Rather Than Discounts
Speakers: Kim Koch
Room: Rio Mar 1-2

Closing the sale doesn't have to cost you. This roundtable session will dig into all the "value-adds" and options you can use to close a sale without digging into your bottom line. Come ready to learn and share!

R

11:00 am - 12:00 pm
Ideas to Create a Better In-Store Customer Experience
Speaker: Mark Hebert
Room: Rio Mar 7-8

How does your team create a better in-store customer experience? Bring ideas to the round table in a discussion led by Mark Hebert of Cosmo Music in how customer experience can help engage and inspire customers while they are shopping and also keep them coming back time and time again! Mark will share how Cosmo Music designed their store with numerous customer experience elements and continues to make retail store improvements and changes based on a customer experience centric decision model.

S

11:00 am - 12:00 pm
Become a Recruiting Superhero
Speaker: Nick Averwater & George Quinlan
Room: Rio Mar 9-10

Becoming a superhero to your band and orchestra directors doesn't happen accidentally. It requires hard work, dedication, and having the right tools in your ed rep toolbox. Join Quinlan and Fabish's George Quinlan and Amro Music's Nick Averwater as we look at some of the best recruitment tools available to ed reps, helping you recruit more students to local music programs and become a recruiting SUPERHERO! This session is brought to you by the Music Achievement Council.

12:00 pm - 1:20 pm	**Power Hour Lunch** (Sponsored by D'Addario) This fun, high energy session will allow you to get to know fellow members, take some knowledge home with you and enjoy a great lunch thanks to our sponsors.	Rio Mar 5-6

G GENERAL INDUSTRY · ED REPS · S SALES/MARKETING · $ FINANCIAL · M MANAGERS/OWNERS · R ROUNDTABLES

1:30 pm - 2:30 pm
Training & Retaining Your Employees: Training and Retaining Employees is Essential for the Success of Any Organization
Speaker: Ryan Richman
Room: Rio Mar 3-4

Join Ryan Richman as he describes several strategies that can be effective in achieving this goal, such as onboarding new employees, providing professional development opportunities, giving performance feedback, engaging employees in decision-making, and fostering a positive work culture. By implementing these strategies, organizations can ensure that their employees are well-trained and motivated to stay with the company long-term.

M

1:30 pm - 2:20 pm
Managing Risk and Keeping Employees Engaged
Speakers: Laura Penrose & Johnna Meyer
Room: Rio Mar 1-2

Learn rookie mistakes you can avoid, and how to protect yourself in today's veritable minefield of HR liabilities. With insight from both within the music industry and outside the industry from Laura Penrose, Nick Rail Music, and Johnna Meyer HR specialist, you'll leave this session with the confidence and know-how to engage employees during the onboarding process and create clear expectations and documentation for when things don't quite go as planned.

R

1:30 pm - 2:30 pm
Leadership in Times of Change
Speakers: Dr. Tim & Steve Zapf
Room: Rio Mar 7-8

Dr. Tim Lautzenheizer has helped develop and inspire two generations of the top leaders in music and music education today. Steve Zapf has spent 25 years as advisor, founder and leader of international businesses with 50-5,000 employees. Join Dr. Tim and Steve as they share strategies for leading teams and guiding companies through times of change. A strong foundation of leadership training will help you direct your team towards success while avoiding a myriad of potential pitfalls along the way.

S

1:30 pm - 2:30 pm
Road Reps Best Practices
Speakers: Stewart Blatt, Jeff Mellot & Hank Rockwell
Room: Rio Mar 9-10

Bring your best tools & ideas to our roundtable discussion on prospecting new accounts, beginning band recruiting ideas and how to sell yourself and your company to directors.

2:30 pm - 2:50 pm — Networking Break (Sponsored by Hal Leonard - Howard Core) — Conference Center Foyer

2:50 pm - 3:50 pm
Drive Your Company Culture….Intentionally
Speaker: Peter Sides
Room: Rio Mar 3-4

Since March 2020, Robert M. Sides Family Music Center has been on a journey toward intentional company culture. Join Peter Sides as he shares how they quantify, implement and nourish "The RMS Way."

M

2:50 pm - 3:50 pm
What's the Secret Sauce to a Successful Rental Night?
Speaker: Hank Rockwell & Stewart Blatt
Room: Rio Mar 1-2

Join industry leaders in a roundtable discussion on best practices for rental nights. Learn how to reduce your walk outs and close more rentals.

2:50 pm - 3:50 pm
Turn Negative/Decline Responses Into Positive Outcomes. How to Say No Without Saying No
Speakers: Gary Winder & Mike Meyer
Room: Rio Mar 7-8

How many times have you had to say no to a customer, an employee or even a vendor and felt bad about doing so? Is there a better way to say no that doesn't leave you and the other party in an awkward situation? Through a survey of school music dealers, we have some 'real life' scenarios to present and let's see if we can say no without saying no.

S

2:50 pm - 3:50 pm
Music Teacher Satisfaction and Its Impact on the Creative Industry
Speakers: Lisa MacDonald & James Weaver
Room: Rio Mar 9-10

As the labor market continues to tighten around music education it is important for the future of the music classroom and the creative music industry that our remaining educators are satisfied In their current role. This workshop will focus on the results of a first of its kind music teacher satisfaction survey with nearly 3,000 responses. A deep analysis of the data will lead the discussion on why music educators began their journey as well as the perception of the future of music education and the impact of a new teacher shortage, leading to the short-, medium-, and long-term impacts on the future of the creative music industry.

G

4:45 pm - 6:15 pm — **Cocktail Reception** (Sponsored by KHS America) — Vista Verde Gardens

6:30 pm - 9:00 pm — **Meet to Eat** — Departs from Vista Verde Gardens

G GENERAL INDUSTRY | ED REPS | S SALES/MARKETING | $ FINANCIAL | M MANAGERS/OWNERS | R ROUNDTABLES

7:15 - 8:00 am **Continental Breakfast** (Sponsored by Buffet) Rio Mar 5-6

8:00 am - 9:00 am
Engage & Empower: How to Refine and Optimize Your Approach to Build Effective Teams
Speaker: Doug Steinmetz
Room: Rio Mar 3-4

Employee engagement is crucial to the success of any business, so how do we ensure our employees – and our managers – are all moving that business in the right direction? Join Doug Steinmetz from Yamaha as he explores different perspectives and methods to help you build effective, engaged teams

M

8:00 am - 9:00 am
What is YOUR Sales Process?
Speakers: Donovan Bankhead & Amanda Rueter
Room: Rio Mar 1-2

Join Donovan Bankhead and Amanda Rueter from Ernie Williamson Music for this roundtable discussion where they will discuss their sales process and dig in with attendees on how you define your sales process, how do you train new hires, communicate, and ensure your team is executing it consistently with your customers.

R

8:00 am - 9:00 am
What the TECH are They Learning?
Speaker: John Mlynczak
Room: Rio Mar 7-8

Teachers are using a wide variety of music technology and there are many opportunities for retailers to capitalize on what students are learning with. This dynamic presentation will provide an overview of the music tech landscape and share several ways retailers can resell tech, support the content used in tech with print, integrate tech into lessons, and more!

S

8:00 am - 9:00 am
Man, I Wish I Had Known That Then…Learning, Mistakes and Lessons Learned
Speaker: Tim Dawson
Room: Rio Mar 9-10

Remember when you were first starting out on the road? It was a magical time where you were flying by the seat of your pants and taking what came at you. And then as you settled in and learned the ropes, you realized what things you wish you could have done differently from the beginning. Well, this session is about just that! Tim Dawson from Paige's Music is moderating a panel of veteran Road Reps as they discuss what it was like to learn the job of a road rep, what mistakes they made, and the lessons that were learned along the way.

9:00 am - 9:20 am Networking Break (Sponsored by Kala - Manhasset) Conference Center Foyer

9:20 am - 10:20 am
$100,000 Reason To Expand Your Market
Speaker: Danielle Collins
Room: Rio Mar 3-4

Hear directly from Danielle Collins, educator at Huntington Beach High, California about the growing opportunities in your markets, how to help educators further that growth, how to speak to those teaching nontraditional programs and learn what these cutting-edge directors need from you!

G

9:20 am - 10:20 am
"Hey - We Should Talk!" Networking, Mentorship and You
Speaker: Lisa MacDonald
Room: Rio Mar 1-2

How many times do you go to an industry event and just talk to the same people? You can't wait to catch up with your group of friends, but is not expanding your network costing you? Join Lisa MacDonald from Yamaha and the Women of NAMM and a panel of industry "connectors" as she discusses not only the benefits of networking, but also how not doing it could be holding you back! She will also explain why finding a mentor in the industry could be one of the best things you do to propel your career to the next level!

G

9:20 am - 10:20 am
Spirit of the Partnership: Vendor Resources and How Best to Use Them
Speakers: Lance Day
Room: Rio Mar 7-8

Do you struggle with trying to figure out what tools vendors have to offer you in order to maximize sales? Are you concerned you're not using those tools to their fullest potential? Join Lance Day (D'Addario & Company) as he walks you through what your vendor partners have to offer regarding marketing and product assets, all meant to help drive sales for your business. Come learn about what is available to you, best practices for use, and real success stories you can duplicate!

S

9:20 am - 10:20 am
Not Another Session About (Selling To) Gen X,Y, Z!
Speaker Paul Ramsaier
Room: Rio Mar 9-10

Step aside Millennials, Gen Z is here! Accept it Gen X, you're the mature group now. Join Paul Ramsaier in a discussion about selling across the generations as the workforce population shifts from one age demographic to the next. Knowledge of each generation and their buying and selling styles is crucial to your success both in-house and on the road. Think Facebook is the way to go to reach your customers in their 20's? Disappointed to see the paper catalog you printed in the recycling bin? Surprised the voice mails you leave are always responded to with a text? The importance of knowing how to connect with each generation cannot be undersold. With a focus on relating to the newest adults in our society – Gen Z -- tips and suggestions will be made on how to expand your business appeal to all ages from 1 to 100!

10:20 am - 10:40 am Networking Break (Sponsored by P-Instruments - Warwick) Conference Center Foyer

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(Sponsored by HARRIS TELLER)

10:40 am - 11:40 am
The Art of Negotiation
Speaker: Alex Beamer
Room: Rio Mar 3-4

Are you ready to negotiate? We negotiate throughout every day but how do we develop our skills and tools be effective negotiators? Join Alex Beamer as he shares tips, tricks, and concepts on how to be an effective negotiator. Roleplaying may be involved!

M

10:40 am - 11:40 am
Impacting Student Rental Retention
Speakers: Cathy Miller
Room: Rio Mar 1-2

If you want to improve your rental retention rates (and we all do!), you need to influence parents, students, and more. For engagement to be meaningful and resonate, it must be relevant: the right message at the right time to the right audience. Join Cathy Miller, Executive Vice President of Sales & Marketing at West Music, to learn about the development and application of personas and journey maps that can help guide your path.

G

10:40 am - 11:40 am
Don't be High-STRUNG about string instrument sales
Speaker: Jenna Day
Room: Rio Mar 7-8

We all know that step up orchestral strings are a great opportunity for us, but how do you sell them? Join Jenna Day from Day's Violins as she explains how to do just that. She will be coming from a perspective that is all too common for us, that of a non-string player! Jenna will outline what steps she has taken to make her store successful and someone that local directors, private teachers and students have grown to trust. We don't all have to play violins to sell them!

S

10:40 am - 11:40 am
Making a Difference In Percussion Sales
Speakers: Mark Reynold
Room: Rio Mar 9-10

Percussion is an untapped market for the average school music dealer. Join Mark Reynolds as he shares strategies and techniques on how to sell percussion to directors and educators including resources to effectively move more cymbals, sticks, mallets, heads, and more.

G

7:15 - 8:20 am **Full Breakfast** (Sponsored by St. Louis Music) Rio Mar 5-6

8:20 am - 9:20 am
Student Retention: How to Keep Kids and Your Lesson Program Thriving
Speaker: Amber Griffin
Room: Rio Mar 3-4

What happens when the initial excitement of music lessons begins to fade? How can we still keep both excitement and engagement from our students? Join Amber Griffin as she goes over suggestions for building lesson program excitement, capturing a student's interest in music, and more importantly, continuing to keep the student's engaged in a thriving lesson program.

G

8:20 am - 9:20 am
KPI's – the Dashboard Metrics to a Healthy Music Store
Speaker: Daniel Jobe
Room: Rio Mar 1-2

Autos and airplanes have dashboards that are filled with gauges, lights and warning indicators to make sure things are running smoothly. Have you ever wondered what a dashboard for your business may look like? Join Daniel Jobe from Friedman, Kannenberg & Co., P.C. for this session as he shares insight to help you build a customized dashboard for your business. He'll focus on various financial KPI's (Key Performance Indicators) to measure the health and success of your business. It has been several years since we've had any KPI's in the music industry, so you won't want to miss this session where he'll uncover what you should be monitoring on your dashboard.

$

8:20 am - 9:20 am
No Need to Look Elsewhere, Ask Us First!
Speakers: Whitney Brown Grisaffi, Joel Bertrand & Mason Tarpley
Room: Rio Mar 7-8

How do you make your store indispensable to your customers? You may not have it all, but you have things that others can't provide! Join Whitney Brown Grisaffi, Joel Bertrand, and Mason Tarpley as they explain how to encourage your customers to start with you before shopping elsewhere. They'll share some ideas on unique things only you, the local supplier, can offer. Once customers realize how much you have to offer, they'll start by asking you first for the things they need.

S

9:20 am - 9:40 am Networking Break (Sponsored by American Way - Gator - Jody Jazz - Maple Leaf Strings - REMO) Conference Center Foyer

9:40 am - 10:40 am
State of the Industry: Focus on the Big Picture
Speakers: Frank Alkyer & Brian Majeski
Room: Rio Mar 3-4

Join Frank Alkyer of Music Inc. and Brian Majeski of the Music Trades as they return to discuss macro and micro trends affecting the marketplace — from recession fears and school population trends to retail consolidation, the music teacher shortage, the outlook for school music dealers and more. They will examine disruption and share thoughts on opportunities and challenges they see today and on the horizon.

G

9:40 am - 10:40 am
Tech for Road Warriors: Apps to Maximize Your Service and Grow Your Profits Healthy Music Store
Speaker: Dennis Hallmeyer
Room: Rio Mar 1-2

Join this roundtable session to share and learn what apps and tech tools are proving most useful in deepening relationships, increasing efficiency, and growing sales across the industry.

9:40 am - 10:40 am
Store Design & Merchandising: Lessons Learned from Re-Design & Planning
Speakers Peter Schmitt & Joel Hoekstra
Room: Rio Mar 7-8

Is your store ready for today's customer? Join Peter Schmitt and Joel Hoekstra as they share their story of updating and refreshing their store design including lessons learned, mistakes not to repeat, and what is a great in-store experience.

S

10:40 am - 11:00 am Networking Break (Sponsored by McMillan Music - NAMM Foundation - Rovner - Victory Musical) Conference Center Foyer

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Speaker: Sandy Gennaro
Room: Rio Mar 5-6

11:00 am - 12:30 pm
Beat the Odds in Business and Life

Sandy Gennaro, known as 'The Rock and Roll Thought Leader' is a world class drummer who has recorded and toured with several globally known artists including three members of the Rock and Roll Hall of Fame during a career that spans 52 years and continues today.

Sandy now uses the lessons he's learned surviving the murky, shark infested waters of the music business to help organizations large and small identify and offer solutions to issues regarding leadership, change management, employee retention, motivated engagement, customer service, brand loyalty, team building and sales. He has helped businesses and student bodies create a thriving culture as a launching pad for heightened success in business, relationships and in life.

5:30 pm - 6:30 pm **Past Presidents Reception** (NASMD Board and Past Presidents Only) Beachfront Deck

6:30 pm - 7:30 pm **Cocktail Hour** (Sponsored by Conn-Selmer) Marbella Garden

Jibara Dancers • Cuatro Trio

7:30 pm - 10:00 pm **NASMD "Taking Care of Business" Closing Party** Marbella Garden

Join us for an island themed celebration of Puerto Rico! We will enjoy Puerto Rican food, local dancers & entertainment, lawn games, and local rum tasting. Enjoy the beautiful outdoors while listening to a Latin Jazz Band provided by Victory Musical Instruments. Now that we've Taken Care of Business, let's close this convention down in style!

Sunday, **March 26**

NASMD Has Left the Building!