

# *Want To Be Taken Seriously? Better Show Up In Anaheim!*

**A**pproximately 2,500 music retailer businesses will be represented at the upcoming NAMM Winter Market, or a little under half of the total number of retailers in the country. However, it is safe to assume that the 2,500 retailers present at the show do well over 85% of the total industry's sales volume. This raises an interesting question. Does this minority of retailers go to the NAMM show because they do such a large volume? Or, perhaps do they do such a large volume because they go to the show? (After solving the above, we invite our more intellectually adept readers to tackle the question of what came first, the chicken or the egg.)

You don't have to be a big dealer to go to the Winter Market, but if you want to be taken seriously in this business you better be there. Airfare to the coast and accommodations in Anaheim remain eminently reasonable, and taking a pass on the show is false economy.

For music retailers who spend their days tending their stores and watching their local markets, it is difficult sometimes to get a clear fix on larger national trends. The Winter Market provides a once-a-year opportunity to take the pulse of the overall market and see what's moving up and what's on the way down.

Equally important, the show provides a rare opportunity to put the industry's many suppliers in perspective. Making side by side comparisons of products and programs, while listening to company presentations allows the retailer to differentiate between those manufacturers who can deliver and those who traffic in empty promises. And, when you stop to think about it, aligning yourself with the right suppliers is one of the critical elements for a successful store.

With over 700 exhibitors on hand, the Winter Market will showcase all the world of music has to offer. And, if that wasn't enough of a draw, NAMM has scheduled a series of excellent educational offerings each morning before the exhibits open. Of particular note is Bob Popyk's session "How To Jumpstart Your Cash Register," which will be held on Saturday, January 16 at the Hilton Hotel at 8:00 a.m. A former music retailer, Popyk has a wealth of practical, proven suggestions for generating extra sales without laying out big bucks. Attendance was sparse at the Atlantic City show last summer, but the retailers who were there gave Popyk a standing room only crowd and a standing ovation. If you're in Anaheim, make a point to attend his session. (A complete schedule of educational sessions and other trade show events appears on p. of this issue.)

If your looking for any additional reasons for going to show. How about this one. Its Fun. The music business is a wonderful calling that caters to one of the oldest and most exalted of human endeavor: making music. For four days in Anaheim, people from all over the world will come together to celebrate a great industry that serves a noble cause. What could be more enjoyable way of renewing your enthusiasm for the career you have chosen.

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