

Ludwig
Musser

Quarterly NOTES

LUDWIG//MUSSER NEWSLETTER || AUGUST 2010, ISSUE I

WELCOME TO THE FIRST LUDWIG//MUSSER NEWSLETTER!



Welcome to the world of Ludwig Drums and Musser Percussion! This is the first of what will be a Quarterly Newsletter. Our intent is to inform you of the most exciting percussion happenings that we have going on. The content will be provided by our plant managers, our marketing staff, our sales and service representatives, our art department, our procurement department, and maybe even some more "guest writers". We want to share our successes and stories from the plants, from the field, from the different departments, as well

as from the artists' studios, from the stage and from our consumers.

Let us walk you through why our Monroe-made drum shells produce the best sounding drums. You might be impressed to learn how and why our LaGrange-made marimbas consistently deliver precise intonation and resonance balance.

Maybe your interest is peaked knowing which popular bands are using our instruments/drums, or maybe learn about our sales programs in the field along with our best partners at the retail level. We invite you all to learn more about the percussion division, and it is our goal to bring you exciting updates so that we all feel the pride that go into the Ludwig and Musser brands and products! ~ *Grant Henry*



THE MUSSER SOUND

The Musser LaGrange, Illinois manufacturing plant continues the tradition of quality sounding musical instruments that Clare O. Musser perfected and that are made in the USA.

Our team of highly skilled craftsmen and musicians with an average seniority of eighteen years takes deep pride in their workmanship. Meeting or exceeding our customers' expectations is the culture at our plant.

Over the last twenty five years we have collected and nurtured the largest resource of select Rosewood in the USA. We use only the highest grade of aged wood to project the true clearest sound. We set the standard and all others are measured against that.

As with all of our plants, we take deep pride in tours and showing our customers "How it's done." ~ *Harry Isom*

GREETINGS FROM THE LUDWIG MANUFACTURING FACILITY IN SUNNY MONROE, NC



We in Monroe take pride in all that we do and the unique processes we use to make our product. As an example, we attribute a large part of the unique Ludwig sound to our drum shell making process. After experimenting with different methods of drum shell making over the years we have again determined that the time tested method of making drum shells we have used since the operation was transferred from Chicago in the mid 1980's is still the necessary beginning of the Ludwig sound and quality.

With the exception of some of our exotic woods the veneers that we use to make our USA made drums are grown in the USA. This wood is brought in and acclimated in our controlled environment area before processing begins. After this the woods are cut into panels on our close tolerance CNC saw for use in

making our shells. We then with our unique shell making process, use expandable bladders with air pressure to apply an even pressure over the complete shell to make a shell that is capable of producing "The Ludwig Sound". Rockie Hinson (pictured) is the Supervisor of the Monroe Wood Shop.

We really enjoy giving tours that allow us an opportunity to show what we do, the pride of the people in Monroe, and their part in the awesome responsibility on continuing the Ludwig tradition. ~ *Jim Kinsey*

RINGO'S GOLD SNARE DRUM AT THE MET

In 1964, at the height of The Beatles Boom, Ringo Starr had done more for the enhancement of drums and specifically Ludwig Drums than any individual. That appearance on The Ed Sullivan Show with The Beatles, led Ludwig's business explosion. To honor Ringo, Ludwig gave him a gold plated snare drum. That drum is now on display until December 2010 at The Metropolitan Museum of Art in NYC. In this photo are Ringo Starr, William F. Ludwig II, Brooke Ludwig Crowden, John Lennon, George Harrison, Paul McCartney & Dick Schory (Ludwig's Marketing Director of that era). ~ *Jim Catalano*



BAND DIRECTOR SUMMITS



In June & July, Ludwig Musser participated in 9 Band Director Summits at our corporate offices in Elkhart, IN. Over 200 current music educators attended through a connection with their school music service dealer. In addition to tours of the band instrument factories and BI product presentations, Ludwig Musser Director of Marketing, Jim Catalano, conducted percussion training presentations on our Ludwig Musser percussion products and accessories.

Educators were also presented with helpful tips by Gary Devore on how to adjust Ludwig's Balanced Action Timpani and a helpful Recommendation Guide for Percussion equipment at each grade level. ~ Jim Catalano

NEW LUDWIG ARTISTS



- Joey Kramer - Aerosmith (pictured)
- Matt Flynn - Maroon 5
- Nate Rothacker - Tenacious D/Trainwreck
- Dan Konopka - OkGo
- Nick Lane - Primus
- Patrick Carney - The Black Keys
- Dan Crean - Semi Precious Weapons

BLACK MAGIC PROMO

MUSSER ARTISTS WIN CRITICS POLL



Musser Vibe Artists Bobby Hutcherson (left) and Gary Burton (right) were recognized as the top musicians in the vibraphone category in the 58th Annual Critics Poll in the August 2010 issue of Downbeat Magazine. Gary plays the M48 Pro-Traveler Vibe in gold while Bobby performs on the M55 Pro Vibe in silver. Both have been at the top of the jazz charts for decades.



THE UNVEILING OF KEYSTONE SERIES DRUMS



On June 14, Ludwig Drums teamed up with Fork's Drum Closet in Nashville, TN to host an Artist Appearance tied together with an official Keystone Series product launch at the store.



This event came on the heels of the tragic floods in Nashville that took a significant toll on the city. Many historic buildings along the riverfront and beyond suffered water damage. A major blow to many artists was the flooding of the music gear storage facility, Sound Check. Many musicians lost their gear to the flooding including several drummers on the Ludwig artist roster.

Despite this tragedy, the Ludwig Nashville artists took time out of their busy schedules and showed up at Fork's for the event in force. Fork's Drum Closet was full of Nashville's best that also happen to be part of the Ludwig family. Brad Paisley drummer Ben Sesar demonstrated the sound of the new Keystone Series Set in Mint Oyster Glass Glitter which was on display. Rascal Flatt's drummer Jim Riley demonstrated his new 8x14" Signature Black Magic Snare Drum to many enthralled onlookers.

There was a real excitement and feeling of "brotherhood" throughout the drummers in house. Representing Ludwig were Grant Henry, Robert Henry and Kevin Packard. A group photo was taken in front of Fork's with store owner Gary Forkum in the center which displayed just how close the Ludwig/Nashville community is. Artists with other drum companies in attendance looked on in awe, commented that their company would never do anything like this and were struck by the closeness amongst the "Ludwig Family". Gary Forkum commented, "This shows just how special Ludwig is having every local Ludwig artist in attendance and how evident the camaraderie is." ~ Robert Henry

In an effort to help support the Nashville drummers who lost their drums to water damage, From now until September 1, 2010, players can purchase ANY Ludwig USA Classic Maple or Legacy shell pack at special pricing, and receive a FREE 5x14" Anniversary Engraved Black Magic Snare Drum (LW5514ANV.) This offer is only available to local Nashville drummers through Fork's Drum Closet.

ARTIST HAPPENINGS: CMA FEST AND BONNAROO

With two of the Summer's biggest live music festivals happening around Summer NAMM in Nashville, an opportunity to contact the most Ludwig artists at one time presented itself. I took the bait. Here is a day-by-day accounting of all that happened:



DAY ONE: Meet up with Gretchen Wilson drummer Ronn Gannaway @ 8:00am, hundreds of fans flock to see them play in 98-degree heat at CMA Fest's River Stage @ 10:00. Nashville's Broadway St. is packed w/ fans and parking is scarce. A quick stop at Ludwig Dealer Fork's Drum Closet, then it's off to Manchester for Bonnaroo. The festival

jams over 100,000 people into a former hay field for live music on eight stages. There is no shade, and parking is three miles away. New Ludwig Artist Nate Rothacker plays the main stage with Tenacious D only 10 minutes after Dan Konopka and OkGo finish at the other end of the fest. Meet Jack Black and the rest of Tenacious D, day ends w/new artist Patrick



Carney and The Black Keys at midnight.

DAY TWO: Early morning sound check @ LP Field (where NFL's Titans play,) w/Jim Riley and Rascal Flatts. Jim debuts his new Ludwig kit, The Green Monster. Jim and I walk across the bridge to see Ludwig Artist Tre Byrd and Gloriana at River Stage. Off to Bonnaroo to catch Patrick Wilson from Weezer just before they on. Across the fest, Mario Calire rocks during Ozomatli's set, new UK Ludwig band Mumford & Sons play at the same time in another tent, and Jack White and his Ludwig kit play the main stage with The Dead Weather. Lots more walking, heat, sweat, and rain.

DAY THREE: Back to LP Field for another early

morning sound check, this time w/Ben Sesar (Brad Paisley,) and John Spittle (Trace Adkins.) Both drummers sporting new Ludwig gear and over the moon about it. Across town, Taylor Swift rents out the Gaylord Arena to sign autographs for 13 straight hours and play a 5 song concert



for the thousands waiting in line. Ludwig artist Al Wilson represents well with his new kit. Back to Bonnaroo for the final day to catch They Might Be Giants play a blistering set in a 98-degree tent, with drummer Marty Beller pummeling new Vistalite drums. Lost my car in a small dust storm but made it out alive and ahead of traffic. I am sure next year will be easier! ~ Kevin Packard

CONN-SELMER INSTITUTE & DRUM CIRCLE



In June on the Notre Dame Campus, we hosted Conn-Selmer Institute. Over 200 college music students and currently active music educators participated. This 3½ day event is designed to convey valuable real world information to encourage music educators with teaching techniques, motivational practices, and general knowledge about being an inspired teacher. All this was taught by our distinguished faculty of people that have already been successful in the music education arena, including

Dr. Tim Lautzenheizer. Ludwig Musser Director of Marketing, Jim Catalano presented a percussion



workshop called "Percussion 101 Refresher." The focus of this presentation was to inform music educators with valuable and simple teaching concepts to improve percussion performance in the educator's schools.

In addition to specified percussion training, all participants had fun joining in with the CSI Drum Circle. This event was facilitated by Remo's Johnny Lee Lane. Hand Drums and Shakers were provided by The Woodwind & The Brasswind in South Bend, IN.

After the Drum Circle, music educators brought their instruments to the Notre Dame Band Room for the CSI Reading Band. This event featured a well balanced band made up from CSI participants. Even though it was a chance to play their instruments, it was more of a chance to read through new band literature for Middle School & High School. ~ Jim Catalano

STEPPING UP & STEPPING DOWN



Joel Luce

Joel Luce has been promoted to the position of Plant Manager of the Ludwig Facility in Monroe, NC effective August 2, 2010.

Joel joined the Ludwig team in 1997 as a Manufacturing/Project Engineer and was promoted to Engineering Manager in 2005. Prior to joining the Conn-Selmer team, Joel worked for Cooper Industries and Yale Security as a Manufacturing Engineer.

Joel has a Bachelor's Degree in Industrial Engineering from Purdue University. Joel fully understands the importance of customer service and the role plant management must play to insure the customer is happy!

After 13 years as the Plant Manager with Ludwig, Jim Kinsey has decided to announce his retirement which will be effective on September 30, 2010. As Vince Lombardi said, "The harder you work, the harder it is to surrender." Jim has shared with me that his decision to retire has been much more difficult than he ever could have imagined. Jim's strong work ethic, his leadership, and his uncompromising expectations in all that he was involved with have positively impacted our business in many ways.



Jim Kinsey

Between August 2nd and September 30th, Jim will work to ensure a comprehensive and smooth business transition. Jim will also focus his remaining time with us to ensure that Joel has the full benefit of his experience and insights.

As Jim Kinsey stated, "I will leave knowing we have very dedicated individuals who are taking the company in the right direction! I thank everyone who has given me this opportunity and will leave with mixed emotions and the confidence that Ludwig will grow and prosper."

~ Jim Catalano

CUSTOM BLACK BEAUTY CELEBRATES A TRUE LEGEND



Kevin Packard, Ringo Starr, Grant Henry & Bun E. Carlos

A Star on the Hollywood Walk of Fame. A 70th Birthday. A new USA Tour. To commemorate these momentous happenings for the man that put us on the map, Ludwig recently presented legendary artist Ringo Starr with a custom Black Beauty snare drum. Hand-engraved by John Aldridge and featuring ornate elements true to Ringo's nature, the drum is a true symbol of our ongoing 46-year partnership. General Manager Grant Henry, Artist Relations Manager Kevin Packard, and fellow Ludwig artist Bun E. Carlos were all on-hand to make the presentation.

~ Kevin Packard

PROCUREMENT NEWS CORNER

This is going to be my 3rd Christmas season with Conn-Selmer and I am very excited about the orders I have in place to meet the customer demand for this year. 2010 is going to be an unprecedented year for our LJR106 Jr kits and LC125 Accent kits.

The great folks at the IDC will be very busy with the container traffic we have scheduled to come in. We will be in a great stocking position for the Christmas season! I am confident the plans and promotions we have in place will make this a stellar year.

~ Joey Lynn Lukkarila

THE TIMPANI EVENT



Patti Cumber - Timpani Dept.

In late April Jim Kinsey, Kelly Turner, Joel Luce, Glenn Strawn, Sharane Ambrose, Steve Cotton, Scott Gervais and Gary Devore met in Monroe for an intense two day study of balanced action timpani.

Two Ludwig timpani and one competitor's drum were tested, analyzed and modified with the goal of reducing friction and resistance. Changes made to parts and process improved the pedal action making it feather light, consistent, silent and stable throughout the drums range.

The Monroe team set about upgrading all in-stock drums (no small task, that) so that all drums shipped from that day forward would perform up to the new standard. Special thanks to the Monroe team and Scott Gervais for their hard work and dedication to excellence! ~ Gary Devore