



The 29th Annual

America's Top Music Chains

Here we are again – at the end of another 12-month cycle, able to look back and reflect on the year that was, and to make educated guesses at what the New Year will bring...

2010 saw the continued impact (non-impact?) of the controversial economic stimulus programs first spearheaded by the outgoing Bush administration in late 2008 and then subsequently broadened by Barack Obama and his team. A few years in, are all the tax breaks and incentives and increased federal spending helping the economy and, specifically, the MI world? There's no easy answer. While the economic freefall and collapse of key financial institutions has unquestionably been halted, the long-term "big picture" benefits of these initiatives is certainly still up for debate, as evidenced by the recent "shellacking" Democrats (and, implicitly, Obama) suffered in the November mid-term elections. "Higher taxes, health care reform, and government regulations" are the chief concerns for Robert Trombino of Trombino Music Centers in Pennsylva-

nia and many others we spoke with while compiling this report shared his feelings: "Government" was – by far – the word that came up most when dealers shared their concerns for 2011.

Revenues for many were down (though in most cases only slightly) and the 68* dealerships included in the 29th edition of our "America's Top Music Chains" Report have an overall store-count that is also down very slightly from 770 in 2009 to 767 in 2010. Interestingly, though, when asked, "Do you think you will see an increase in sales" for the coming year, the majority of retailers we spoke with – 67 percent – responded in the affirmative.

How to explain the apparent incongruity between "Our sales are down! Boo, the government! We blame the government!" and "Things will be much better in 2011!" is a complex task. Cautious opti-

mism? Hope and faith that "the message" sent by voters has been heard and positive changes will be made? A belief that, despite the slow start and rocky steps along the way, the economy is showing signs of life? It could be a combination of those and many other factors, depending on who you talk to and your own, personal philosophies and experiences. One thing that does seem clear is that the hardships of the past few years have forced many to "smarten up" and rethink how they operate: "We were more profitable [in 2010] due to financial and productivity adjustments we made," observed William W. Gourley of Marshall Music Company in Lansing, Michigan.

Hopefully by applying lessons – often hard learned – and maintaining a positive outlook, 2011 will, indeed, prove to be a fantastic year for all of us...

	Total Units	Opened '10	Closed '10	Volume (est. '10)
Guitar Center (Music & Arts, Brasswind & Woodwind) 5795 Lindero Canyon Rd., Westlake Village, CA 91362 (818) 735-8800 info@guitarcenter.com • www.guitarcenter.com CEO: Marty Albertson DP, PC, FA, SR, EK, DJ, LT, IN	316	5	0	\$1.8 billion
*Best Buy MI Store 7601 Penn Ave. South, Richfield, MN 55423 www.bestbuy.com (612) 291-1000 CEO: Brian Dunn DP, PC, FA, SR, EK, PM, DJ, LT	100	7	0	NA
Sam Ash Music P.O. Box 9047, Hicksville, NY 11802 (516) 932-6400 • Fax (516) 938-1437 hq@samash.com • www.samash.com CEO: Richard Ash DP, BO, PC, FA, SR, EK, PM, DJ, LT	46	1	0	NA
Music Go Round 4200 Dahlberg Drive, Minneapolis, MN 55422 (763) 520-8500 • Fax (763) 520-8489 tkletti@musicgoround.com • www.musicgoround.com Tim Kletti - director DP, BO, PC, FA, SR, EK, DJ	33	1	2	\$7 MM
Fletcher Music Centers 3966 Airway Circle, Clearwater, FL 33762 (727) 571-1088 • Fax (727) 572-4405 dave@fletchermusic.com • www.fletchermusic.com CEO: John K. Riley PO	20	0	0	\$12 MM
Daddy's Junky Music 1015 Candia Road, Manchester, NH 03109 (603) 623-7900 • Fax (603) 623-7995 www.daddys.com CEO: Fred Bramante DP, SR, EK, PC, FA, DJ, IN, PM	20	0	0	\$23.2 MM
Schmitt Music Co. Butler Square 100 N. 6th St., Ste. 850 B, Minneapolis, MN 55403 (612) 339-4811 tom.schmitt@schmittmusic.com • www.schmittmusic.com CEO: Tom Schmitt P, DP, SR, EK, PC, BO, FA, PM	16	2	0	\$40 MM
J.W. Pepper & Son (Malecki Music, Wingert-Jones Music) P.O. Box 850, Valley Forge, PA 19482 (610) 648-0500 • Fax (610) 993-0563 satisfaction@jwpepper.com • www.jwpepper.com PM	14	0	0	\$59 MM
Piano & Organ Distributors 1473 12th Street, Palmetto, FL 34221 (941) 729-5047 • Fax (941) 729-3059 sboyce@pianodistributors.com • www.pianodistributors.com CEO: W.C. Boyce Jr. P	14	2	0	\$11 MM

* Not Counting Best Buy

- PO** Piano/Organ
- P** Piano
- DP** Digital Piano
- BO** Band Instruments
- PC** Percussion
- FA** Fretted Instrument/
Amplification
- SR** Sound Reinforcement/
Recording Equipment
- EK** Electronic Keyboard
- PM** Print Music
- DJ** DJ Equipment
- LT** Lighting
- IN** Installation

*As the majority of the dealers represented in this report are privately held, in most cases data being presented in "America's Top Chains" was supplied by the companies, themselves.



America's Top Music Chains

It has been a very good year. 2009 was the best fiscal year in our history and we look to achieve most of the goals we set for 2010. Sales, Gross Profit, Gross Margin Return on Investment, Used inventory and Used purchases are all showing strong growth. We opened our first new store in 3 years in 2010. It is more evidence that our business model is sound and valid.”

- Tim Kletti, Music Go Round, Minneapolis, Minn.

	Total Units	Opened '10	Closed '10	Volume (est. '10)
Jordan Kitt's Music 9520 Baltimore Ave., College Park, MD 20740 (301)513-1212 • Fax (301) 474-3648 www.JordanKitts.com PO, DP	11	11	0	\$30 MM
George's Music Stores Inc. 650 W. Swedesford Road, Berwyn, PA 19312 (610) 640-0777 • Fax (610) 640-0908 www.georgesmusic.com CEO: George Hines DP, SR, EK, PC, BO, FA, PM, IN, LT	10	0	1	\$23.1 MM
Sherman, Clay & Co. 1111 Bayhill Dr., Suite 450 , San Bruno, CA 94066 (650) 952-2300 • Fax (650) 952-0171 eric@sclay.com • www.shermanclay.com CEO: Eric Schwartz P, DP	10	1	0	\$24.8 MM
Mills Music, Inc. 10120 Main St., Bothell, WA 98011 (425) 486-5000 • Fax (425) 486-3366 mills@millsmusic.com • www.millsmusic.com CEO: Sam Mills P, DP, SR, EK, PC, BO, FA, PM	9	0	2	\$6.0 MM
Piano Gallery 5478 Green St., Murray, UT 84123 (801) 266-9550 • Fax (801) 266-8445 stan@pianogallery.com • www.pianogallery.com CEO: Stan Beagley PO, DP	8	0	0	\$18.8 MM
Brook Mays Music 8805 Carpenter Fwy., Dallas, TX 75247 (214) 905-8614 * Fax (800) 637-9399 www.brookmays.com CEO: Bill Everitt, Jr.	7	0	1	NA
Willis Music Co. 7380 Industrial Road, Florence, KY 41042 (859) 283-2050 paul@willis-music.com • www.willismusic.com CEO: Kevin Cranley P, DP, PC, FA, EK, PM	7	0	0	\$6.3 MM
Eckroth Music Co. 1655 N. Grandview Ln., Bismarck, ND 58503 (701) 223-5320 • Fax (701) 223-7554 jeff@eckroth.com • www.eckroth.com CEO: Jeff Eckroth P, DP, EK, PC, BO, FA, PM, SR	7	0	0	\$9.4 MM
C&M Music Center, LLC 2515 Williams Blvd., Kenner, LA 70062 (504) 468-8688 • Fax (504) 468-8683 cnail4cmmusic@yahoo.com • mvolz@musiccenter.net www.musiccenter.net CEO: Chris Nail, Melvin Volz, Jr. DP, BO, SR, EK, PC, FA, LT, DJ, IN, PM	7	0	0	NA

	Total Units	Opened '10	Closed '10	Volume (est. '10)
Quinlan & Fabish Music Co. 166 Shore Dr., Burr Ridge, IL 60527 (630) 654-4111 • Fax (630) 654-4128 www.qandf.com CEO: George Quinlan, Jr. BO, PM	7	0	0	\$20.5 MM
Nick Rail Music 2801 De la Vina St., Santa Barbara, CA 93105 (805) 569-5353 • Fax (805) 687-1390 nickrail@nickrailmusic.com • www.nickrailmusic.com CEO: Nick Rail DP, BO, PC, FA, SR, EK	7	0	0	\$7.8 MM
Marshall Music Co. Inc. 3240 E. Saginaw St., Lansing, MI 48912 (517) 337-9700 • Fax (517) 319-9325 info@marshallmusic.com • www.marshallmusic.com CEO: Dan Marshall PO, P, SP, BO, FA, SR, EK, PC, DJ, LT, IN, PM	7	0	0	\$16.2 MM
Frank Rieman Music, Inc. 4420 E. Broadway, Des Moines, IA 50317 (515) 262-0365 • (515) 264-1075 davek@riemans.com • www.riemanmusic.com CEO: Paul F. Rieman P, DP, BO, FA, SR, EK, PC, DJ, IN, PM	6	0	0	\$10 MM
Kennelly Keys Music Inc. 4918 196th St., Lynwood, WA 98036 (425) 771-7020 • Fax (425) 670-6713 info@kennellykeysmusic.com • www.kennellykeysmusic.com CEO: William J. Kennelly DP, PC, BO, FA, SR, EK, PM	6	0	1	\$7.5 MM
Ken Stanton Music 119 Cobb Pkwy N., Ste. A, Marietta, GA 30062 Phone: (770) 427-2491 • Fax (770) 422-8455 kenstantonmusic@kenstanton.com • www.kenstantonmusic.com President: Kenneth E. Stanton, Jr. FA, DJ, SR, LT, DP, EK, BO, PC, PM	6	0	0	\$10.9 MM
Jacobs Music Co. 1718 Chestnut St., Philadelphia, PA 19103 (215) 568-0021 • (215) 568-0020 chris@jacobsmusiccompany.com • www.jacobsmusic.com CEO: Al C. Rinaldi P, DP	6	0	0	NA
Steinway Hall 109 W. 57th St., New York, NY 10019 (212) 246-1100 • Fax (212) 239-7462 info@steinway.com • www.steinway.com CEO: Thomas Kurrer	6	0	0	NA
West Music Co. 1212 5th St., Coralville, IA 52240 (319) 351-2000 • Fax (319) 351-0479 service@westmusic.com • www.westmusic.com CEO: Robin Walenta PO, DP, BO, PC, FA, SR, EK, PM, DJ, LT, IN	6	0	0	\$29.2 MM

“We’re projecting flat to slightly up in sales, with piano increases offsetting combo/MI potential shortfalls. Other revenues such as repairs, lessons and rentals should continue to increase. 2008, 2009 and 2010 have each been record-setting years for us for B&O rentals.”

– Peter Sides, Robert M. Sides
 Family Music Centers, State College, Penn.



America's Top Music Chains

“Overall, we were down [in 2010] about 2 percent, but we were more profitable due to financial and productivity adjustments we made three years ago, before the economic downturn gained momentum. Financially, this has been the best year we have had since 2007.”

– William W. Gourley, Marshall Music Company, Lansing, Mich.

	Total Units	Opened '10	Closed '10	Volume (est. '10)
Falcetti Music Inc. 1755 Boston Rd., Springfield, MA 01129 (413) 543-1002 • Fax (413) 543-0075 tonyfalcetti@falcettimusic.com • www.falcettimusic.com CEO: Tony Falcetti PO, P, DP, FA, SR, EK, PC, PM	5	0	0	\$4 MM
Keyboard World 14701 National Highway, Lavale, MD 21502 (301) 689-2534 • Fax (301) 729-0873 rklinetob@atlanticbb.net CEO: Ronald B. Klinetob PO, DP, FA, EK, PM	5	0	1	NA
Henderson Music Co. 910 Madison Ave., Covington, KY 41011 (859) 431-2111 • Fax (859) 431-8426 www.hendersonmusic.com CEO: Carl Henderson P, DP	5	1	2	\$5.2 MM
White House of Music 2101 N. Springdale Rd., Waukesha, WI 53186 (262) 798-9700 • Fax (262) 798-0224 chris@whitehouseofmusic.com • www.whitehouseofmusic.com CEO: Christopher White P, DP, BO, PC, FA, SR, EK, PM	5	0	1	\$7.1 MM
Portland Music Co. 531 S.E. MLK Jr. Blvd., Portland, OR 97214 (503) 226-3719 • Fax (503) 226-6574 mtaylor@spiritone.com • www.portlandmusiccompany.com CEO: Mark Taylor DP, PC, FA, SR, EK, PM, DJ, LT	5	0	1	\$5.2 MM
Keyboard Concepts 5600 Van Nuys Blvd., Van Nuys, CA 91401 (818) 787-0201 • Fax (818) 787-1219 info@keyboardconcepts.com • www.keyboardconcepts.com Dennis Hagerty, president P, DP	5	0	0	\$12.5 MM
Ted Brown Music Co., Inc. 6228 Tacoma Mall Blvd., Tacoma, WA 98409 (253) 272-3211 • Fax (253) 572-1416 stephanie@tedbrownmusic.com • www.tedbrownmusic.com President: Whitney B. Grisaffi DP, BO, FA, SR, EK, PC, DJ, LT, IN, PM	5	0	0	\$13 MM
Saied Music 3259 S. Yale Ave., Tulsa, OK 74135 (918) 742-5541 info@saiedmusic.com • www.saiedmusic.com CEO: Bob Saied P, PO, DP, SR, EK, PC, BO, FA, PM	5	0	0	\$12.6 MM
Mississippi Music Inc. 222 Main St., Hattiesburg, MS 39401 (601) 544-5821 • Fax (601) 544-5841 rosij@missmusic.com • www.mississippi music.com CEO: Rosi K. Johnson PO, P, DP, BO, FA, SR, EK, PC, DJ, LT, IN, PM	5	0	0	\$7.2 MM

	Total Units	Opened '10	Closed '10	Volume (est. '10)
Trombino Music Centers Inc. 1049 Broad Ave., Belle Vernon, PA 15012 (724) 929-6707 • Fax (724) 929-2049 admin@trombino.com • www.trombino.com CEO: Robert A. Trombino PO, DP	4	0	1	\$3.5 MM
Firehouse Guitars 3125 28th St. S.W., Grandville, MI 49418 (616) 532-3473 • Fax (616) 532-7153 www.firehouseguitars.com DP, FA, SR, EK, PC, DJ, LT, IN, PM	4	0	0	\$5.0 MM
Mr. E's Music 2503 Gravel Dr., Fort Worth, TX 76118 (817) 595-1910 • Fax (817) 595-1920 www.mr-e-music.com CEO: William C. Everitt PO, P, DP, BO, FA, SR, EK, PC, DJ, LT, IN, PM	4	0	0	\$9.5 MM
Rincon Musical 1110-1116 13th Street North Bergen, NJ 07047 (201) 348-0057 • (201) 348-0075 marilyn@rinconmusical.com • www.rinconmusical.com CEO: Amalio Santos Jr. PC, EK	4	1	2	NA
Dietze Music House 1208 O St., Lincoln, NE 68508 (402) 476-6644 • Fax (402) 476-8962 tpratt@dietzemusicomaha.com • www.dietzemusic.com CEO: Tim Pratt P, DP, BO, FA, SR, EK, PC, DJ, PM	4	0	0	\$6.8 MM
Tarpley Music Co., Inc. 2420 Commerce, Amarillo, TX 79109 (806) 355-0795 john@tarpleymusic.com • www.tarpleymusic.com CEO: David Tarpley & John Tarpley P, DP, BO, FA, SR, EK, PC, LT, IN, PM	4	0	0	\$7 MM
Heid Music Co. 308 E. College Ave., Appleton, WI 54911 (920) 734-1969 • (920) 831-8493 todd.heid@heidmusic.com • www.heidmusic.com CEO: Todd Heid P, DP, BO, FA, SR, EK, PC, LT, PM	4	0	0	\$7 MM
Buddy Roger's Music, Inc. 6891 Simpson Ave., Cincinnati, OH 45239 (513) 729-1950 • Fax (513) 728-6010 www.buddyrogers.com CEO: David Miller BO, FA, SR, EK, PC	4	0	0	\$5.5 MM
Bob and Elliott's Piano Shoppe 285 West Central Parkway, Suite 1720 Altamonte Springs, FL 32714 (407) 774-2667 www.bobandelliottspiano.com	4	1	0	\$4.0 MM



America's Top Music Chains

“The perception
our customers
have of the
economy
[concerns me].
Once consumer
confidence
rebounds we will
see dramatic
improvement.”

– John Riley, Fletcher Music
Centers, Clearwater, Fla.

	Total Units	Opened '10	Closed '10	Volume (est. '10)
Evola Music Center 2184 Telegraph Rd., Bloomfield Hills, MI 48302 (248) 334-0566 • Fax (248) 334-2340 jim@Evola.com • www.evola.com CEO: Jim Evola PO, DP, EK, PM, church organ	4	1	0	\$7.8 MM
Griggs Music 3849 N Brady St., Davenport, IA 52806 (563) 391-9000 • Fax (513) 728-6010 griggsmusic@griggsmusic.com • www.griggsmusic.com CEO: Steve Judge DP, SR, EK, PC, BO, FA, PM	4	1	0	NA
Alto Music 180 Carpenter Ave., Middleton, NY 10940 (845) 692-6922 • (845) 346-0016 jon@altomusic.com • www.altomusic.com CEO: Jonathan Haber DP, BO, FA, SR, EK, PC, DJ, LT, IN, PM	3	0	0	\$30.0 MM
Samuel Music 908 W. Fayette Ave., Effingham, IL 62401 (217) 342-9221 • Fax (217) 342-9227 bbannister@samuelmusic.com • www.samuelmusic.com President: Bruce Bannister PO, DP, EK, SR, PC, FA, PM	3	0	1	\$5.4 MM
Skip's Music 2740 Auburn Blvd., Sacramento, CA 95821 (916) 484-7575 * Fax (916) 484-7610 skip@skipsmusic.com • www.skipsmusic.com CEO: Skip Maggiora PC, FA, SR, EK, PM, DJ, LT, IN	3	0	0	\$9.5 MM
Jackson's Music 1409 S. Stratford Road, Winston-Salem, NC 27103 (336) 760-9635 www.jacksonsmusic.com CEO: Douglas J. Dryden P, PM, DP, EK, BO, FA, SR	3	0	0	\$5.0 MM
Jent's House of Music 2646 34th Street, Lubbock, TX 79410 (806) 795-5579 CEO: Karen Pollard P, PM, DP, EK, BO, FA, SR	3	0	0	NA
Frank & Camille's Keyboard Centers 482 Route 110, Melville, NY 11747 (631) 385-0606 • Fax (631) 385-1040 cscheidemann@frankandcamilles.com www.frankandcamilleseast.com CEO: Camille Scheidemann PO, P, DP	3	0	2	\$4.5 MM
Ace Karaoke 161 S. 8th Ave., City of Industry, CA 91746 (888) 893-7464 • Fax (626) 820-0625 info@acekaraoke.com • www.acekaraoke.com	3	0	0	\$10.0MM

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Instrumental Music 3328 State St., Santa Barbara, CA 93105 (805) 569-5055 www.instmusic.com CEO: Brian McCann P, PM, DP, EK, BO, FA, SR	3	0	0	\$6.0 MM
White's Music Box 200 South Downtown Mall, Las Cruces, NM 88001 (575) 526-6677 whitemusicbox@aol.com • www.whitemusicbox.com CEO: Mike White P, DP, BO, FA, SR, EK, PC, PM	3	0	0	NA
Kidder Music 7728 N Crestline Drive, Peoria, IL 61615 (309) 692-4040 • (309) 692-4789 contact@kiddermusic.com • www.kiddermusic.com Owner/President: Beth Houlihan DP, BO, FA, SR, EK, PC, LT, IN, PM	3	0	0	NA
Forshey Piano Co. 1240 Clear Lake City Blvd., Houston, TX 77062 (281) 286-6300 • Fax (281) 286-6900 fforshey@forsheypiano.com • www.forsheypiano.com CEO: Fred W. Forshey PO	3	0	0	\$7.0 MM
Riverton Music, Inc. 4650 South 3740 West, West Valley City, UT (801) 254-4489 • Fax (801) 746-1140 www.RivertonMusic.com CEO: Kevin Rindlisbacher PO, DP, EK, PC, BO, FA	3	0	0	\$4.0 MM
Prosser Piano & Organ 13400 Interurban Ave., South Tukwila, WA 98168 (206) 957-8732 KerryP@prosserpiano.com • www.prosserpiano.com CEO: Kerry Prosser PO, DP, EK, PM	3	0	0	\$3.9 MM
The Clavier Group, Steinway Hall / Dallas - Ft. Worth 5301 N. Central Expressway, Dallas, TX 75205 (469) 656-3669 • Fax (214) 526-5358 dsaliba@steinwaypianos.com • www.steinwaypianos.com P	3	0	0	\$7.6 MM
Art's Music Shop, Inc. 3030 East Blvd., Montgomery, AL 36116 (334) 271-2787 • Fax (334) 279-0119 sales@ArtsMusicShop.com • www.ArtsMusicShop.com CEO: Paul Freehling P, DP, BO, PC, FA, SR, EK, PM, IN	3	0	0	\$7.1 MM
Robert M. Sides Family Music Center 201 Mulberry St., Williamsport, PA 17701 (570) 326-2094 • Fax (570) 326-5155 psides@rmsides.com • www.rmsides.com President: Peter K. Sides PO, P, DP, BO, FA, SR, EK, PC, IN, PM	3	0	0	\$6.7 MM



America's Top Music Chains

“The ton of new regulations, laws and taxes that heading down the track at us in 2011 is a concern. Staying on top of all the changes and making the necessary adjustments to accounting, computer, etc. is taking a lot of time and frustration.”

– William H. Harvey, Buddy Roger's Music, Cincinnati, Ohio

	Total Units	Opened '10	Closed '10	Volume (est. '10)
Dave Phillips Music & Sound 377 Irwin St., Phillipsburg, NJ 08865 (908) 454-3313 • Fax (908) 859-4449 dphillips@davephillipsmusic.com • www.davephillipsmusic.com CEO: Dave Phillips DP, PC, BO, FA, SR, EK, PM, LT, IN	3	0	0	\$5.8 MM
Pecknel Music Co., Inc. 1312 N. Pleasantburg Dr., Greenville, SC 29607 (864) 244-7881 • Fax (864) 244-7894 www.pecknelmusic.com CEO: Scott N. Peck DP, BO, FA, SR, EK, PC, IN, PM	3	0	0	\$6.2 MM
Meyer Music 1512 W. Highway 40, Blue Springs, MO 64015 (816) 228-5656 • Fax (816) 228-6059 www.meyermusic.com CEO: Ted Meyer P, DP, BO, PM	3	0	0	\$8.0 MM
Piano & Organ Center Box 2369 Great Northern Mall, Clay, NY 13039 (315) 622-3926 • Fax (315) 652-5030 musmelman@verizon.net • www.pianoandorgan.com CEO: David Constantino	3	0	0	\$3.0 MM
Kessler & Sons Music 3047 E. Charleston, Las Vegas, NV 89104 (702) 385-2263 • Fax (702) 385-7966 music@kesslermusic.com • www.kesslermusic.com CEO: Charles Kessler BO, PC	3	0	0	\$3.2 MM
Welch Music 8255 Franklin Rd., Boise, ID 83709 (208) 322-3388 • Fax (208) 322-2553 cary@welchmusic.com • www.welchmusic.com CEO: Randy Welch P, DP, BO, FA, SR, EK, PC, PM	3	0	0	NA