

Doing It Behind The Counter

Long Island Drum Center

Few music stores epitomize the role of first class teaching studio and drum store better than Long Island Drum Center in North Bellmore, New York. Established in 1977, Long Island Drum Center was the evolutionary product of Dennis and Jerry Ricci's teaching business. Their original focus on music education is still relevant today as Long Island Drum Center shares half of its 6000 sq. ft. building with the New York Percussion Academy. The Percussion Academy utilizes five full time instructors as well as numerous "special" instructors to provide the finest percussion training available anywhere. Both businesses are directed by Dennis Ricci and are

integral to the success of the other.

LIDC currently has over 20,000 names on its mailing list. This impressive listing is utilized in



promoting the numerous clinics and educational seminars offered by the store. One such event scheduled for this summer is a benefit for the Coalition for Disabled Musicians. A community minded business, LIDC

offers free instrument repair to area schools and employs three full time clinicians who performed over 100 free school clinics during the 1990 school year.

The North Bellmore location incorporates a trade show concept in displaying floor merchandise. Each brand is allotted space and exhibited accordingly. The store also has a permanent stage with lighting and a sound system, as well as seating capacity for 100 spectators. To complete the vast product selection available at LIDC, Billy Messinetti heads one of the finest electronic departments anywhere.

Dennis Ricci takes every opportunity to give something back to the community that has given so much to him. He knows that everything begins with a player. His primary concern is that everyone enjoy making music. If you live what you do, the rest comes easy. What more can you say?

Road Weary Warriors Rage Rural Routes

The dog days of summer bring to mind images of crowded beaches, sun tanned bodies, tops down and tunes up. But the best part of summer is the return of our favorite artists and groups to the local concert stage. Pearl is fortunate to have a talented, and diverse group of endorsees that are currently touring the country and the world to bring the sweet sound of music to your hometown. As you make the pilgrimage to the arenas remember to look for these guys. If they stop by your store for a look around, make them feel at

home. And, by the way, tell them we said "Hello".

Currently on tour with Pearl:
 Rob Affuso - Skid Row
 Gregg Bissonette - David Lee Roth
 Michael Cartelloni - Damn Yankees
 Tommy Cozart - Kathy Mattea
 Ron Gannaway - Steve Wariner
 Jeff Hale - Waylon Jennings
 Mark Herndon - Alabama
 Kenny Dale Johnson - Chris Issak
 Bill Marshall - Hank Williams Jr.
 Gregg Morrow - Amy Grant
 Mike Palmer - Garth Brooks
 Chris Parker - Bob Dylan
 Herman Rarebell - The Scorpions
 Eric Singer - Alice Cooper
 Chris Slade - AC/DC

Steven Sweet - Warrant
 Dan Tomlinson - Lyle Lovett
 Butch Trucks - The Allman Brothers
 Moyes Lucas - Diana Ross
 Armand Grimaldi - Don Henley
 John Molo - Bruce Hornsby / Liquid Jesus
 Cactus Moser - Highway 101
 Jon Farris - INXS
 Steve Gorman - The Black Crowes

Pearl.

The best reason to play drums.

The BuzzRoll is printed on 100% recycled paper.

The Pearl BuzzRoll

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Drummers' Collective

In part two of our series on instructional institutions for drums and percussion we feature Drummers Collective. Founded in 1977 in New York City, Drummers Collective was created to provide a world-class learning center for drum set players. The first school in the world to cater exclusively to set players, Drummers Collective recognized a need to provide a formal learning environment for these musicians.

Enrollment at Drummers Collective is consistently around 250 with 100-200 other students utilizing the vocational environment to hone their skills in specific areas. Students are allowed a great deal of freedom in choosing classes and

arranging their class schedules. There are 18 professional drummers on staff at Drummers Collective and each is available for individual study. All types of instruction are available from avant-garde jazz and fusion, to Latin and funk. As well, Master Classes featuring influential artists, special events, product seminars and drum maintenance clinics are offered to provide a great deal of variety in this learning mecca.

The friendly and informal attitude at Drummers Collective is conducive to the complete immersion into music, drums and rhythm that each student experiences. Considered by some to be comparable to a "gym" for drummers, students

receive a "workout" to last a lifetime. Their 10 week certified course is often chosen because of shorter and more varied courses, available at affordable rates. This has been especially attractive to foreign students considering training in the states.

The directors of Drummers Collective plan to form a network of affiliated schools all over the world. Presently there is one such school in Dusseldorf, Germany known as Drummers Institute. Authorized since August of 1990 to conduct classes similar to those taught at Drummers Collective in New York, Drummers Institute is the first step in achieving this goal. Pearl congratulates Drummers Collective on a job well done.

'91 Summer Clinic Tour

Pearl clinician extraordinaire Casey Scheuerell has just completed a whirlwind tour of Wisconsin, Illinois and New York. Beginning Monday, June 17 at Elmhurst College and ending Wednesday, July 25 at the Sam Ash Music Institute, Casey conducted

seven separate drum clinics and four master class sessions. Other tour stops included Ward Brodt Music, Tony's Drum Shop, Cascio Music, Long Island Drum Center and Drummers Collective.

Casey is currently in Japan participating in the 12th annual Pearl Summer Drum School. This event attracts students from all over Japan for five days of learning and fun. Nearly seventy students will receive instruction from seven of Japan's finest percussionists. Students will have the opportunity to

compete for the prestigious best drummer award presented at the end of the event. This will be the culmination of an eventful summer for Casey and Pearl.

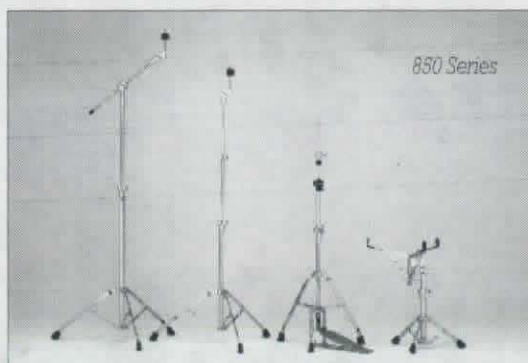
We take this opportunity to thank everyone involved with the summer clinics. A great deal of preparation is involved at each stop and without the cooperation of every individual the success of this tour would not have been possible. It would be impossible to name everyone that contributed but you all know who you are. Thank You!

Spotlight...

What's In Store?

Pearl hardware has long been touted for its strength, versatility and appearance. Available in four different series, Pearl hardware meets the demands of any player in any situation. Although you may be familiar with Pearl hardware perhaps it's time for a refresher course on the virtues of each series.

The 950 Series was designed for professional drummers who require the maximum amount of strength, stability and durability in their hardware. Definitely the strongest



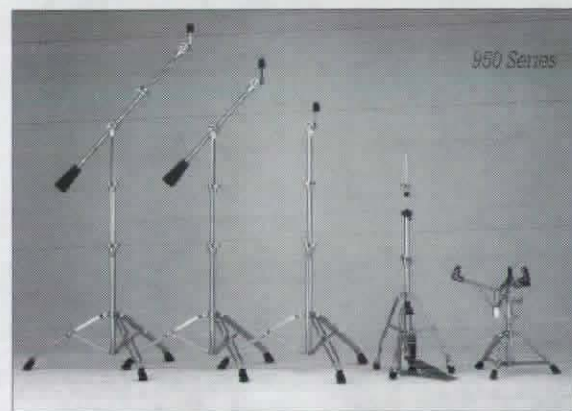
850 Series

stand, cymbal stand, hi-hat stand and snare stand, this series incorporates the details necessary to create some of the most practical professional series hardware available.

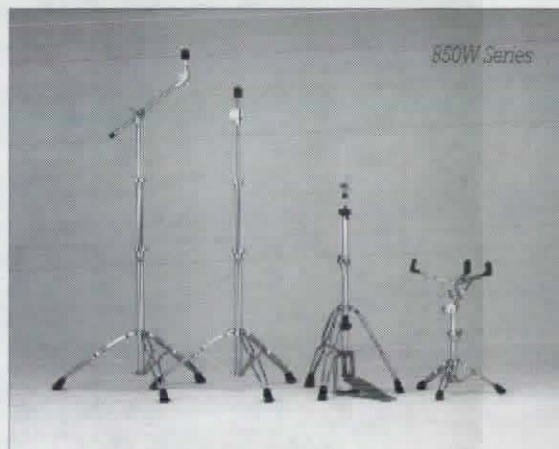
Pearl's 850 Series is recognized as the strongest, single braced leg, professional hardware on the market. Features such as large rubber tipped feet, nylon bushings at all pipe joints, uni-lock cymbal tilters and deep gear tilting system for boom arms leave nothing to be desired. The 850 Series offers a boom stand, straight cymbal stand, hi-hat stand and snare stand.

hardware ever made by Pearl and quite possibly the strongest in the industry, this series features two boom stands, one straight cymbal stand, one hi-hat stand and two snare stands. Complete with double braced legs with ultra wide stance, large rubber tipped feet, ratchet type cymbal tilters, oversized tubing and nylon bushings at each joint section, the 950 Series has achieved the pinnacle of quality in this category.

Accompanying all pre-packaged professional series sets is the 850W Series. Utilizing double braced legs with wide stance, uni-lock cymbal tilters, oversized rubber feet and deep gear systems for boom arm tilters, the 850W Series has become the most widely used hardware in all musical genres. Consisting of a boom



950 Series



850W Series

Who's Who at Pearl?

In November 1982, a temporary bookkeeper was needed at Pearl to assist in various accounting and billing projects. Three months later, after exhibiting outstanding aptitude, this bookkeeper was hired for a full time position. Nearly nine years later Paula Posey has become an integral part of The Pearl Corporation in her position as Full Charge Bookkeeper. Included in her responsibilities are company payroll, employee benefits, employee insurance, and company insurance. Paula also serves as assistant to



Vice President Ralph Miller.

Paula, her husband Joe, two dogs and numerous cats reside on a farm outside of Nashville. In fact, her house is five miles from the nearest market - that's market, not store. Big difference! She loves to garden, water ski and just about any other activity that allows her to enjoy the great outdoors.

An asset to the company, a friend of nature and concerned mother of 24 year old police officer Shawn, Paula maintains a balance in life that is at the least exemplary. Then again, what else would you expect from a great bookkeeper? Thanks Paula, you're the best.

Pearl ImageWear™ ...Cool in Summer, HOT in Winter



manufacturers to offer a full line of logo wear items. From sweat

shirts and sweat pants to bolo ties and gig bags, Pearl offers 20 different wearable items which are featured in the Pearl ImageWear and Accessories brochure.

Demand for ImageWear is tremendous! Items of particular interest are the 100% cotton, acid washed Tour Tee with full screen back of maroon, white, silver and black puff ink and the Pearl Tour Jacket featuring wool body, 100% leather sleeves and beautiful Pearl four color channel patch. The latest addition to the

ImageWear line is the Pearl Drummers Watch. This timepiece features high quality Swiss construction, company slogan and artistic rendition of a drum set in red on a contemporary grey face. Image wear is a fantastic addition to any stores' accessory line as items are easy to stock, quick to sell and have a generous profit margin.

ImageWear items are perfect gifts for Christmas. Tour Jackets, Cotton Gig Jackets, and Jean Jackets are excellent additions to any drummers Fall and Winter wardrobe. Logo Tees, Long Sleeve Logo Tees, Sweat Pants and Sweat Shirts are perfect for any playing situation. Keep an eye uot for this year's additions to our ImageWear line-up. Don't miss an opportunity for additional revenue during the rapidly approaching Christmas season. Pearl ImageWear, It's so cool, it's HOT!

Double braced strength in a single braced styling, undoubtedly Pearl 850 hardware.

When weight and space are a consideration the answer is always Pearl's 750 Series. This professional series hardware offers traditional styling, light weight construction and compact design. Employing deep gear boom cymbal arm and cymbal tilting systems, rubber feet, and wide stance single braced leg construction, the 750 Series is a must for weight conscious professionals.

All Pearl hardware is manufactured to exacting standards using the most modern technology. The ultimate beneficiary of this attention to detail is each musician who depends on his equipment and demands the best.

What began initially as a relatively small promotional concept has blossomed into a full blown marketing bonanza. Corporate logo wear is the hottest thing on the market since sliced bread. Every loyal customer is proud to sport the logo of their favorite brand of athletic shoe, golf club, soft drink, or musical instrument. Pearl was one of the first musical instrument

Thanks!

Each month in our "Doing it Behind the Counter" column we have been featuring a music store that is utilizing unique marketing, merchandising, advertising or promotional efforts in their sales of percussion instruments. The response has been overwhelming. We wish to stop and take a moment to say "Thank You" to all who have shown your interest in our efforts.

As always, if you would like to be featured in our Doing it Behind the Counter column or you would just like to make a comment, please write to, Dept. BR, 549 Metroplex Dr.

Nashville, TN 37211. Please include the store name, your name, store size, location, pictures and all merchandising efforts that have contributed to your success. We look forward to hearing from you.

Looks like another CZX promo shot, Eh? Not quite! This kit belongs to Nick Studen, a 22 year old techno-thrash drummer from North Glenn, Colorado. This summer Nick and his band Corruption are bound for Florida and San Francisco to showcase their act. Nick bought the entire kit, brand new, from Drum City, Wheatridge. Yes Mr. Dealer, there is a Santa Claus.

Rocky Mountain High

