

CMT

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STRENGTHENING CONNECTIONS & SPURRING GROWTH

Looking Forward After 40 Years
Serving Canada's MI Industry

Generate a Big Back-to-School Sales Boost

Yamaha Canada Music Celebrates 50 Years

Smart Buying & Inventory Management

Facebook Tips Changed - How To

YOUR BUILDING BLOCKS FOR SUCCESS



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The presumed reasons for that are as many as they are concerning, but the need – and willingness – to address them is widespread, particularly here in Canada.

Strengthening Connections & Spurring Growth

Speaking confidently based solely on personal anecdotes from the past few years, our industry – from retail employees to top executives in our biggest firms – is unanimous in its desire to find more and better ways to engage people as potential music-makers. How we approach that, though, is far less certain.

With the demise of the Music Industries Association of Canada (MIAC) earlier in the decade came the loss of Canada's only national MI-focused trade show and conference, and we've seemingly been reeling since then to find a means of coming together and sharing ideas on how we can advance and advocate for our industry.

Perhaps in response, the annual NAMM shows have welcomed increasingly larger Canadian contingents, and the attendance at NWC's NAMM Canadian Reception is a clear indication that we want opportunities to connect in person for both social and professional reasons.

Cosmo Music, Canada's largest MI retail store and NAMM's 2019 Dealer of the Year, has also hosted a growing industry reception ahead of its public-facing CosmoFest in recent years to welcome results; however, while good business inevitably gets done at these events, a more professionally-focused forum with education and development opportunities is wanted and needed.

Andrew King is the Editor-in-Chief of Canadian Music Trade.

The demographic diversification throughout the industry is certainly helping to freshen up the conversation and bring new voices and ideas to the table, and more progress on this front can only propel that further.

Looking Forward

We've come a long way as an industry in the past 40 years, though there's a lot of work to do to ensure we can collectively thrive in the next 40 and beyond. As has been the case to this point, we at *Canadian Music Trade* will continue our mission of creating and strengthening connections, sharing ideas, and ultimately, spurring progress and growth.

Some of the challenges we face will undoubtedly intensify in the coming years, and new ones are sure to sprout up as technologies progress, economies change, and industries shift and adapt in response; however, there's still a lot to love about this business, and that will undoubtedly keep us pushing on, steadfast and determined to bring the joy and power of music to more people.

Consider this a call to reach out to anyone on our team with any ideas, any comments, any questions no matter how vast or (seemingly) trivial. I've personally beaten the metaphor to death in discussions and articles and presentations in recent years, but the idea that a rising tide lifts all boats is one we need to keep at the forefront of our efforts leading into the future, and I know I'm not alone in that thinking.

We look forward to working together towards those mutual goals and to our mutual benefit.

Forward-Looking Features: Is Retail Coaching Right for You? CMT August/September 2018

We sat down with Kirsten Hinds of Canadian Retail Solutions and delved into how retail coaching can significantly benefit MI retailers in



today's ever-evolving landscape, and got a few practical tips to give you an idea of what it might entail.



JOHN DI CIOMMO

New Ambitions, Familiar Face:

John Di Ciommo, Drumland, Vaughan, ON

MI retail veteran John Di Ciommo opened his drum specialty store, Drumland, in 2010, drawing on his years of experience to address a gap he saw in his local market. He's earned more than

his share of business awards and accolades since, and we wanted to get his perspective on growing a business amidst a unique time in the industry.

CMT: After decades in MI retail, what inspired you to open Drumland and go into business for yourself? How have you made the most of the experience thus far?

JD: Passion and joy were my inspirations for opening Drumland. The love for musical instruments and players, plus the desire to share it with the world are my cornerstones. Having this foundation has helped me build a very strong brand within the music community and I will be forever grateful to all the musicians that have supported us and our efforts to promote, inspire, and empower. Opening and maintaining Drumland has helped me grow and develop into a more mature and caring person. I am very proud of our industry and wouldn't trade it for anything.



RICK POPIEZ

Five Years Later with Rick Popiez Owner, A&R Music, Walkerton, ON

As part of our 35th anniversary issue in 2014, we checked in with four storeown-

ers across the country who'd recently gone into business. We check in with one of them to see how things have progressed in the time since...

CMT: What's one of the key lessons you've learned about the business since we connected five years ago that's had a significant impact on your operations to date?

RP: Customer service is still at the top of the list. Also, keeping up with what's new and exciting is important; this is one of the things that drives the inspiration in us and keeps the passion alive. But no matter which direction the current trends in music go, the needs of your customers can't get lost in the shuffle. Always listen to your customers – they are the reason you are doing this.